

The Billboard



SPOTLIGHT ON
syndicated film
PROGRAM PARTICIPATIONS

Begins on Page 10

PRICE:
35 CENTS

ALL OVER
THE WORLD

AUGUST 26, 1957 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

5c Juke Bastions Crumbled by Dime

Pockets of Nickel Resistance Slowly Surrender to 10c, Elmira Story Shows

By AARON STERNFIELD

ELMIRA, N. Y.—The nickel juke box tune, perhaps the sole remaining big nickel tradition in the U. S., is rapidly losing ground to its more affluent contender, the dime version.

Of course, as long ago as 1950, operators in some cities began charging a dime for single juke box spins. But the bigger denomination has been long in coming for most of the country.

Now juke box operators are gradually winning the historic battle to boost the price for single plays to a dime; now they know that the nickel is fighting a losing battle, as are operators who stick with it.

For dime play is now spreading out into the pockets of nickel resistance, and in the process the operator is beginning to realize that possibly the biggest enemy in the battle was himself.

A good example of what's happening is the experience of operators in this Central New York city of 70,000.

Less than two months ago Elmira was the last bastion of nickel play in the State. Today nearly three out of four juke boxes in the area are set for 10-cent, three-for-a-quarter operation.

Individual operating companies which began converting from nickel to dime play during this period found that:

Customer and location owner resistance to dime play is nearing the vanishing point.

The obstacles to converting juke boxes from nickel to dime play

exist largely in the minds of operators.

Moreover, the Elmira operators broke nearly every rule in the book in their conversion attempt. Absent was the hoopla about why the conversion was justified. No public relations agency was employed to explain the operators' plight. Not 1 cent was spent for advertising in local newspapers. Machines were not always upgraded. Often conversions were made on location. The Elmira operators simply converted without any fuss, and they met with no resistance.

Dave Solomon

Leader in the conversion movement was Dave Solomon, Joy Automatic, who operates most of the 250 juke boxes in and around Elmira. Solomon had been checking his books in early July and discovered a basic economic fact—he was losing money on many locations at 5-cent play.

Before that the four music operators in the area had been thinking seriously about dime play. But every one had been afraid to make the first move.

Solomon felt he had no choice. He decided to convert his entire route as rapidly as possible regardless of what the competition did. On July 4 there wasn't a machine in the city on 10-cent play. By late August about 70 per cent of

(Continued on page 134)

RECORD SHOWS RATE HIGH AS TV ATTRACTION

NEW YORK—In a move to attract local radio's sizable deejay show audiences, TV stations and networks are looking with increasing favor on video record shows. Most recent example is WAAM, Baltimore, which signed up the city's two top-rated jocks—Buddy Deane and Jack Wells—last week to exclusive contracts.

The newly purchased Westinghouse station—soon to change its name to WJZ-TV—signed the jocks in a direct bid for disk fans—particularly the youngsters—according to a Westinghouse spokesman, who estimates that Baltimoreans purchase around \$3,500,000 records annually.

In line with this, Deane will emcee Baltimore's first afternoon TV "Record Hop" show, while Wells will helm the city's first early morning video show. Deane, whose morning show on WITH is the top-rated Pulse show in the Baltimore area, introduced the Record Hop and live stage shows, featuring record stars, to Baltimore. His new WJZ-TV show will spotlight groups of teen-agers dancing to records in an old-fashioned ice cream parlor setting.

Wells, featured on WCBM from 5 to 9 a.m. with Baltimore's top-rated Hooper show, will head up a 7 to 9:30 a.m. program on WJZ-

(Continued on page 54)

Aussie TV Girds For Expansion to Stateside Style

ATN Prexy Cites Problems and Gains as TV Preps Network Move

By BOB BERNSTEIN

NEW YORK — Australia is about to be shaken to its cultural roots by television, which next week marks its first birthday. The more established areas of entertainment in that country, after 12 months of watch-and-see, are moving into the pro and con camps for the pitched battle that has ended with TV victory in other nations.

Comparison to U. S. TV

"We're where the U. S. was in 1946," says James H. Oswin, manager (president to us) of ATN, the most powerful of Australia's current six stations and flagship of a coming network. "Our radio networks haven't plunged into the new medium, however, so growth is bound to be slower. Everybody has been cautious except, thank heavens, national sponsors," says Oswin.

Moguls of the film, sports, music and theater industries until now had neither been affected nor fascinated by TV, despite which ATN has produced 30 hours of live local programming in Sydney out of 47 hours per week of telecasting. There wasn't a packager in sight. Left to their own staff resources, ATN and the other stations maneu-

vered a balanced schedule of kids' and variety stanzas and outside-broadcast (remote to us) sports events.

Expansion Set for '58

With 160 staffers plus 20 regular performers, ATN also managed to build a television city in suburban Epping, outside Sydney, during a year of 60 per cent sponsored air time. Local advertisers still shy away even from participation buys, but the prompt response of the Coca-Colas and the Levers has encouraged ATN into an expanded schedule for the coming year.

American product is a staple, with all buys standardized at two-year, one-replay contracts. Australian TV has no summer hiatus, since there is almost no climate variation, so the 39-and-13 pattern is permanently out in favor of 52-episode programming. Oswin just completed a New York-Los Angeles buying junket which will bring a half dozen adult Westerns to Aussie viewers this winter.

Slow Sales Cue Film Buys

Sydney and Melbourne are the only markets with operating stations, three each, but Adelaide and Brisbane are expected to have outlets within the year. Competition is already keen for the 400,000 current viewers, however, and the longevity of shows is, as here, related to the ratings.

"Sales of TV sets have increased more slowly than expected," says Oswin, "so audience turnover will be smaller and we can't schedule replays (reruns to us) in prime time

(Continued on page 6)

Ray High on Aussie Polls

SYDNEY, Australia—The program request most often received by ATN, leading TV station here, is for the scheduling of the Johnnie Ray show. Ray was an instant success here in personal appearances and has topped the vocalist polls for the past two years; hence the public demand for airing of his TV series.

The station management has been unsuccessful in convincing viewers that Ray has never made a TV series and isn't planning one. They refuse to believe their idol has been ignored by U. S. sponsors.

NEWS OF THE WEEK

Half-Sold TV Programs Create Problems in Clearances . . .

Station clearance is difficult, the webs are finding, on half-sold TV series. Regional sponsors of syndicated shows are on hand with attractive offers to stations.

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NBC-Owned Outlets Loom Big In Paramount Film Deal . . .

NBC-TV's seven owned outlets loom as a big factor in a deal to bring the Paramount pre-1948 backlog of 600 films to TV.

Page 2

Senate Gets Bill to Cut Disk-Publisher-Network Ties . . .

A bill that would sever any connections between broadcasters and music publishing or record manufacture was introduced last week in Washington by Senator George Smathers, D., Fla., member of the Senate Commerce Committee. At the same time, Smathers indicted what he termed the "controlling" role of Broadcast Music Inc. in American Music.

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Major Labels Eye Strong Indie Grasp on "Bargain" LP Market . . .

The continued growth of low-priced \$1.49 and \$1.98 package goods labels has, cued unprecedented interest in such operations, with the major labels and key indies keeping a close watch on the market potential. However, the smaller indies continue to have a production edge on the field at this time, since the majors still fear dealers might resent their entrance into the market on a large scale.

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Dot · Dot · Dot

has the big album news of 1957.
See pages 58, 59, 60 and 61.

Dot · Dot · Dot

ALL OR NOTHING?

Half-Sponsored Programs Create Plenty of Problems

By LEON MORSE

NEW YORK—Half a loaf is not better than none — when it comes to clearing line-ups for shows which have sold off only 50 per cent of a co-sponsorship deal. Among the evening programs in this situation are NBC-TV's "Californians," Tuesday 10-10:30; CBS-TV's "Leave It to Beaver," Friday 7-30-8, and ABC-TV's "Colt 45," Friday 10-10:30 p.m.

Chances of getting clearances for these half-sold, half-hour shows in such tight two-station markets as Boston, Pittsburgh, Providence, Toledo, Louisville and Charlotte, N. C., are now very slim. And even in a large number of three-station markets, including Baltimore and Washington, where regional sponsors of syndicated programs are standing in the wings and pushing orders at the outlets, clearances have become difficult.

Station Line-Ups

The situation occasionally has led to an even greater complication where a co-sponsored program has one advertiser who wants a

full line-up of stations and another who wants substantially less markets. Such is the case with "Trackdown," co-sponsored by Socony-Mobiloil and American Tobacco. This program could wind up sponsored on alternate weeks in Jacksonville, Fla., by American Tobacco, but alternating with "The Gray Ghost," a syndicated show with a strong Southern pickup.

Strangely enough the longer hour dramatic shows, such as NBC's "Wagon Train" and "Suspicion," which are now only partially sponsored, are in a better position to get clearances. Stations cannot very easily present only half of these programs without incurring the ire of their viewers. They must be presented in their entirety. However, an hour variety show has been treated differently. This occurred this spring when Bulova

canceled its half of the Jackie Gleason show on CBS-TV, and WNAC-TV, Boston, cut the last half of the program off the air.

Big Pressure

With the season only several weeks away from its start, the networks are under tremendous pressure. They cannot, however, force their affiliates to take their programs, because shows must be completely sold for option-time agreements to be operative.

They cannot sell programs in need of co-sponsors to other advertisers at reduced prices without giving the first alternate week purchaser the same terms. And if they do not find program-mates, they also stand to gain the ill will of advertisers who were promised markets vital to their advertising needs but which may not be forthcoming.

ABOUT FACE

ABC Offers Series Of 12 Spectaculars

NEW YORK — ABC-TV, reversing its previous announcements of a no-Spectaculars policy, is offering for sale a series of 12 90-minute specials, to be spotted on Saturday and Sunday nights between November 15 and May 15. Telecasting of such a series is said to depend on 66 per cent sale.

The proposed line-up includes six dramatic adaptations of famous plays and novels, being packaged by Talent Associates, and three productions from the New York City Center, including one ballet program and one opera in English. Until recently, ABC-TV had an option on Metropolitan Opera

Company telecasts; it lapsed and the Met has now agreed to produce five 90-minute shows for "Omnibus" on NBC-TV.

ABC is also mulling three circus specials with Ringling Bros. and Barnum & Bailey, which might become part of this series and a Geophysical Year science show to be produced and hosted by John Daly. The Frank Sinatra hour-long shows are not involved in this 12-stanza plan.

Web execs till now maintained that one-shot shows were financial losses for ABC, because of heavy cable charges to reach markets not in the regular line-up. With a healthy increase in the general ABC station clearance picture and plans afoot for live shows in the open weekend slots to reach at least 60 markets, even if sustaining, there's a revision of thinking about specials.

P&G Considers Caesar-Coca

NEW YORK—Procter & Gamble has indicated an interest in the future of the new Sid Caesar-Imogene Coca half-hour program. The advertiser is said to be wondering whether "Meet McGraw," its Tuesday night entrant, 9-9:30, has the ability to weather the winter TV competition.

The film stanza, it is reported, has not done as well as expected. P&G is contracted for 26 half hours via Benton & Bowles.

NBC-Owned Outlets Figure in Para Deal

NEW YORK—The seven NBC-owned TV outlets now loom importantly, it's reported, as a factor in the latest deals being proposed for the Paramount backlog of some 600 pre-1948 pictures.

Sig Shore and Sy Weintraub of Telestars are reported huddling, separately, with Paramount's Y. Frank Freeman. Under discussion is an arrangement, not yet firmed with the station group, whereby the NBC outlets would sign up in a \$7,000,000 deal for the Paramount features giving either Shore or Weintraub enough to form a down payment to Paramount. The remainder of payments, which might total as much as \$70,000,000, would be stretched out on a long-range basis with negative rights eventually reverting to the movie firm.

The deal is said to be particularly attractive to the NBC-owned outlets, which would thus have a sizable insurance against any pos-

NIELSEN TOPS

Non-Reruns Have Edge In Summer

NEW YORK—Shows not on a summertime rerun status have a clear edge in the latest national audience measurements by A. C. Nielsen. The research firm's Average Audience list contains six shows with fresh stanzas each week, including "\$64,000 Question," "I've Got a Secret," "\$64,000 Challenge," "What's My Line?" "Richard Diamond" and Ed Sullivan.

In the minority are rerun shows, although one of them, "Gunsmoke," topped the average audience list in first place, reaching 10,841,000 homes. Others include the 20th-Fox series, "Playhouse 90" and "Undercurrent."

The majority of all shows in the Top 10 are independent packages, with only two network-created series, "Playhouse 90" and Ed Sullivan's variety package on CBS, placing at all. Entertainment Productions and Goodson-Todman each landed two shows in the Top 10.

Pabst Denies Buy Into Weaver Net's Aragon Dance TV

CHICAGO—A Pabst beer official flatly denied a trade press report last week that his company had bought a half hour of the Pat Weaver network's proposed 90-minute dance party from the Aragon Ballroom here. Dick Heman, director of marketing, said that conversations have been held about several possible Weaver shows but that nothing has been signed.

WAVY's Appointments Complete Staff Line-Up

NORFOLK—WAVY-TV, opening here September 1 as an ABC-TV affiliate, has completed its staff with the following appointments: Gene C. Gaudette, general sales manager; Charles Palmisano, Edward Bonham and Catherine Barnight, account executives, and Carol Ellis Knock, continuity writer.

Barter Firm Invades Equip't Field

NEW YORK — Station equipment is the latest field to be invaded by one of the top firms trading in bartered time.

Television Clearing House, Inc., specialists in swapping live local programs for station time, has set up a new subsidiary, Mutual Television Purchasing Corporation, to act as "resident buyer" in New York and Hollywood for electronic equipment ranging from vacuum tubes to cameras, as well as lighting gear, sets, office furniture, costumes and other station necessities. Thru pool purchasing, MTPC's new chief executive, Louis J. Dahlman, is willing to guarantee stations from 6 to 10 per cent off on their annual equipment purchases. In money, this may average \$10,000 a year.

Four MTPC execs are due to leave within a week or two on a cross-country tour to pitch the plan to station execs, having already made presentations to some 50 operators. So far, 28 outlets have signed up, and Dahlman anticipates more than 100 by the end of October. Pool buying is nothing new; network adco's and station groups like Westinghouse have often bought equipment in large lots.

NBC Lands 3 Big Nighttimers

NEW YORK — NBC-TV last week wrapped up three important nighttime sales. RCA Victor purchased alternate weeks of two 7-30-8 p.m. quiz shows. "The Price Is Right" will be shared with Speidel Mondays, and "Tio Tac Dough" will be shared on Thursdays with Warner-Lambert.

The web also sold 13 half hours of "Wagon Train" to the Lewis Howe Company for its Tums. The Wednesday 7-30-8:30 anthology Western, with its Drackett buy of the previous week, is half sold until the beginning of 1958.

2 Outlets Join ABC-TV Web

NEW YORK — KVII-TV, Amarillo, Tex., and WKST, Youngstown, O., also serving New Castle, Pa., last week joined the steadily growing list of new primary affiliates for ABC-TV. The 1957 additions include Boston, Dallas, St. Louis, Miami, Indianapolis, Omaha, Norfolk, Chattanooga, San Antonio and Peoria, Ill., stations, with Pittsburgh in the works.

WJMR, New Orleans, formerly a UHF station in an all-UHF market, has been granted license to become a combined VHF-UHF station, remaining an ABC primary affiliate. The web's fall nighttime schedule looks to gain several rating points automatically, as an average, with 10 per cent greater live coverage over the past season.

ABC Sets Fall of '58 for Hue Bow

CHICAGO — ABC-TV has set its entry date for colorcasting as September 23, 1958, with a 90-minute special featuring most of the big name regulars on the web.

Plans now call for a weekly tint schedule thereafter of six hours per week for the first 26 weeks, shows to include "Disneyland," "Voice of Firestone" and Lawrence Welk's Saturday series.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

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790

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SEZ SARNOFF:

TV Perks Up Ads in All Media

NEW YORK—The impact of TV advertising has stimulated expenditures in other media, which should give pause to those who see television and print media as no-quarter competitors for dollars, according to Robert Sarnoff, NBC president, in his latest newsletter to editors.

"The gross national product during the decade of TV's commercial life has moved forward at the fastest pace in our history, from \$257,000,000,000 in 1948 to an estimated \$428,000,000,000 in 1957," says Sarnoff. "Television provided a basic advertising thrust that helped move the economy out of its recession trough upwards to new heights of abundance. The ratio of total national advertising to total production rises steadily. In 1948, advertising in all media was 1.89 per cent of the gross national product; by 1956, it had increased

(Continued on page 8)

Ream Named CBS, Inc., VP

WASHINGTON — Joseph H. Ream has been named vice-president of CBS, Inc., in charge of its office here as of September 16. He succeeds Ralph Hardy, recently deceased.

A former top executive of CBS and member of its board of directors, Ream resigned in 1952 because of illness in his family. For the past year he has served as Deputy Director of the National Security Agency, here.

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr. William D. Littleford

E. W. Evans Pres. & Treas. M. L. Reuter Vice-Pres. Lawrence W. Galto Secy.

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Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1937, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1957 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard TV Program and Time Availabilities, and The Billboard International.

Vol. 49 No. 35

Gen. Foods Sets \$1,000,000 Web TV Push on Tang

NEW YORK — General Foods has budgeted an estimated \$1,000,000 to push Tang, its soft drink concentrate, on network TV this fall.

The food company will rotate commercials for the product in all of its network properties including the Danny Thomas show, "December Bride" and "The Zane Grey Theater," all of which are on CBS-TV.

Sterling Drugs for Arlene Frances

NEW YORK — Sterling Drugs has bought two quarter hours of the Arlene Frances show on NBC-TV for Bayer aspirin. The advertiser has bought quarter hours on

SSC&B Gets Duffy-Mott

NEW YORK—The Duffy-Mott account, an estimated \$1,000,000 in billings, is moving from Young & Rubicam to Sullivan, Stauffer, Colwell and Bayles. The switch is being made because Y.&R. is getting the Beech-Nut Baby Foods account from Kenyon and Eckhardt. Consequently Y.&R. will no longer be able to service the Clapp baby food division of Duffy-Mott.

Duffy-Mott has used mainly spot and syndicated TV. Frank Henderson, account executive on Duffy-Mott, will move to SSC&B along with the account.

Mondays and Wednesdays of the new daytime stanza.

Dancer-Fitzgerald-Sample is the agency.

Prime Time Spots on ABC

NEW YORK—ABC-TV is offering one-minute participations to advertisers on three prime time fall series, in addition to the open half hour of "Sugarfoot," previously announced. The new properties are "Jim Bowie," Friday, 8-8:30 p.m., alternate weeks bought by American Chicle; "Maggie," the new Margaret O'Brien comedy stanza, Tuesday, 10-10:30 p.m., and "West Point," the Ziv-TV anthology, Monday, 7:30-8 p.m.

An encouragement to small advertisers to get into nighttime TV, the web plan maintains a full network buy and bars regional, local and co-op sales. American Chicle partially sponsors "Sugarfoot," as well as "Bowie," and is a company

Libby, McNeill Dips Into Day TV Via CBS

NEW YORK—Libby, McNeill & Libby last week took a deep plunge into daytime TV when it bought two and a half quarter hours of CBS-TV shows. The advertiser bought an alternate quarter hour of four shows. Garry Moore, Arthur Godfrey, "Beat the Clock" and "The Verdict Is Yours" were the shows.

Libby has ordered another alternate week quarter hour of Garry Moore when it becomes available later this year. J. Walter Thompson, Chicago, is the agency.

which is said to have the longest list of unacceptable co-sponsors among all regular TV advertisers.

ninth year of public service

WGAL-TV

LANCASTER, PENNA.
NBC and CBS

"Dedication to Public Service" has characterized the operation of WGAL-TV since its first telecast in March 1949. A welcome opportunity to reaffirm its pledge to serve its wide viewing area occurred early this year, when the new WGAL-TV building was formally opened. This building, with its latest modern equipment and complete color facilities, affords WGAL-TV an even greater opportunity for presenting public service to its countless viewers and the numerous communities which combine to form America's 10th TV Market.

STEINMAN STATION • Clair McCollough, Pres.

316,000 WATTS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

AT FIRST A WHISPER!

NOW A SHOUT!

"ZIV'S GOT ANOTHER SMASH HIT!"

Yes, it's Ziv's HARBOR COMMAND! What a combination
... a commanding role ... a commanding performer ...
fused in white hot action!

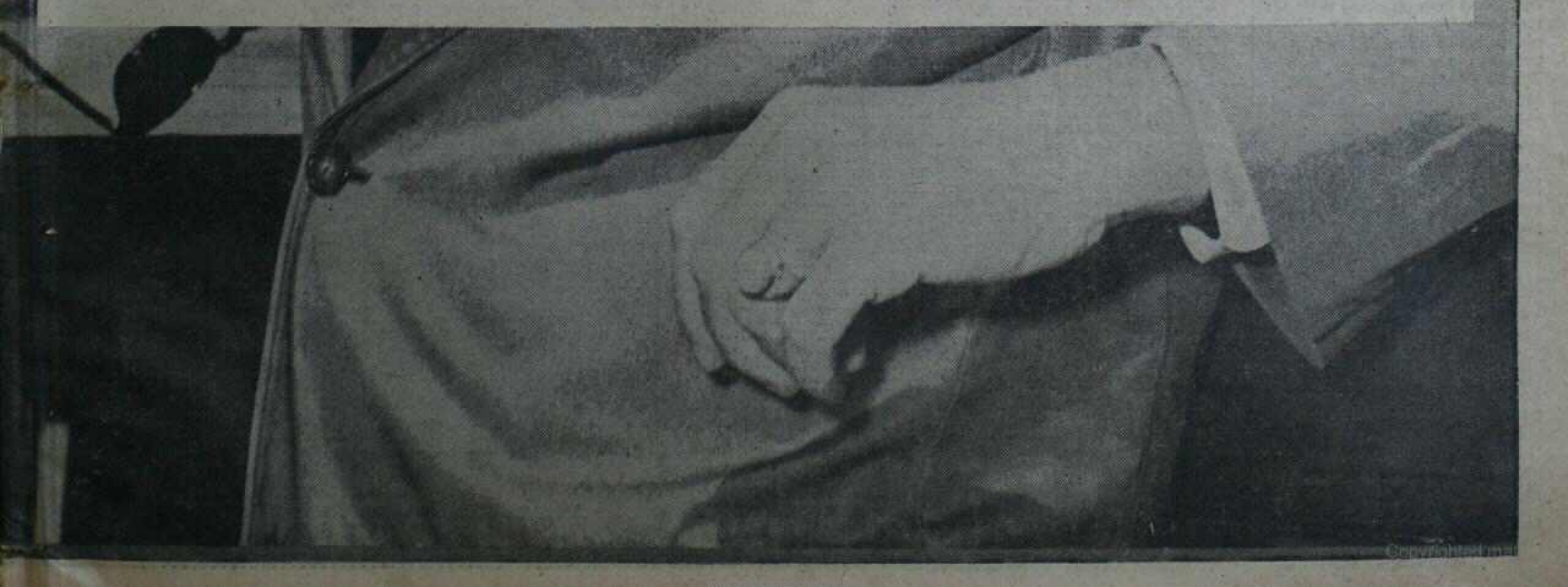
OVER 135 MARKETS ALREADY SOLD!

HAMM'S BEER	NUCOA MARGARINE	WNAC-TV — Boston	KLRJ-TV — Las Vegas
LION OIL	ONE-A-DAY TABLETS	WTVN-TV — Columbus, Ohio	WCAU-TV — Philadelphia
SEALY MATTRESS	LA ROSA SPAGHETTI	KYW-TV — Cleveland	KDAM-TV — Pittsburg, Kan.
CAPITOL BEDDING	ROCHESTER HOSPITAL SERVICE	WTVY-TV — Dothan	KPHO-TV — Phoenix
COCA-COLA	MULLER-PINEHURST DAIRY	WANE-TV — Ft. Wayne	WHIC-TV — Pittsburgh, Pa.
ALKA-SELTZER	INDEPENDENT LUMBER CO.	WDAM-TV — Hattiesburg	KSL-TV — Salt Lake City
KROGER	ROCHESTER MILK PRODUCERS	WFGA-TV — Jacksonville	KRON-TV — San Francisco
FORD	S. A. MACH. & SUPPLY CO.	WTVJ-TV — Miami	WBAU-TV — Scranton- Wilkes Barre
CARNATION MILK	HOME RADIO & FURNITURE CO.	WKXP — Lexington, Ky.	KOVR-TV — Stockton
BLUE CROSS	WLW-A — Atlanta	WDSU-TV — New Orleans	KOLD — Tucson, Ariz.
WEST END DAIRY	KBAK-TV — Bakersfield	WOR-TV — New York	KTNT-TV — Tacoma
SQUIRT	WAFB-TV — Baton Rouge	WKY-TV — Oklahoma City	WTVT — Tampa
LEE MOTORS	KVOS — Bellingham	WEEK-TV — Peoria	KTVX-TV — Tulsa
BERST BAKING	KBOI-TV — Boise	WLW-I-TV — Indianapolis	KONA — Honolulu ... and others



Quality! Ratings! Success!
"HARBOR COMMAND"

Starring **WENDELL COREY**



PUBLICITY

Art Cantor To Peddle 'Tombstone'

NEW YORK — With competition for TV space in the consumer and trade press keener than ever, Ziv-TV apparently feels that a hedged bet is the best one.

The publicity job on the upcoming "Tombstone Territory" vidfilm series on ABC-TV (for Bristol-Myers) has been assigned by Ziv to Arthur Cantor, an energetic flack who handles TV accounts like Talent Associates and Broadway shows like "Auntie Mame."

The main bulk of Ziv's publicity, now billing in the \$40,000 area plus expenses, is still with the merged firm of Rogers, Cowan & Jacobs. Earlier this year, Ziv assigned the "Harbourmaster" net series to Jacobs, borrowing an old P&G theory that dividing an account between two shops kept everyone on his toes in a competitive race. The strategy came to naught when Jacobs and Rogers, Cowan quietly merged, thus consolidating the telefilm p.r. account.

With the Cantor move, the process starts all over again.

Aussie TV Set For Expansion

Continued from page 1

as planned. We've all had to buy more film, mostly from America, for the fall."

Hollywood Names Draw

The industry is still too young for it to make and break stars or products, Oswin points out, and there is no relation between the popularity of a recording artist or a stage actor in his own medium and his success on Australian TV. Movie stars, tho, especially the big Hollywood names, are sure-fire on TV, especially Bob Hope, Nat Cole, Bing Crosby and others who have played personal appearances there.

"American producers and executives are flocking to Sydney this summer and fall to explore the possibilities of location shooting, which is far less costly than anywhere in the U. S. or England, and the sales market," states Oswin. "They are bound to learn more about cultural differences, too, which are elusive enough to make 'Amos 'n' Andy' a smash and 'My Little Margie' a failure, when we thought it would be the other way around."

The founding fathers of Australian TV are young show business execs who have gambled their personal security for a ground floor niche in the infant industry. Corporations are noticeably absent. Private financing launched four of the existing stations, the government owning the other two.

Foresees Agency Branches

"What we need is another Olympic Games, which almost overnight doubled set sales," the pioneer exec confesses. "It appears we'll have it, now that our older brothers have awakened to TV's potential, in the form of co-axial cable, dramatic shows and film series made at home, tho not by the film majors who are resisting as Hollywood did."

"I'll be bagged (surprised to us) if the large U. S. ad agencies don't open branch offices in Sydney, as your distributors have done," Oswin concludes. "For, in spite of the deterrents, it's clear we're now involving every business and show business interest in Australia in TV's growth. The handwagon is rolling and I notice a great many Americans aboard."

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Computed by Univac and based on July 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.

THE TOP HUNDRED

COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

AVERAGE ALL CLASS A SHOWS ON ALL NETWORKS: \$4.40
ABC Avg. \$4.56; CBS Avg. \$4.08; NBC Avg. \$4.66

Table with 2 columns: Rank and Program Name (e.g., 1. LAWRENCE WELK, 2. WELK'S TOP TUNES, 3. STUDIO ONE, etc.) and 2 columns: Cost per thousand homes per commercial minute.

COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

AVERAGE ALL CLASS A SHOWS ON ALL NETWORKS: \$5.90
ABC Avg. \$6.03; CBS Avg. \$5.59; NBC Avg. \$6.19

Table with 2 columns: Rank and Program Name (e.g., 1. LAWRENCE WELK, 2. WELK'S TOP TUNES, 3. WEDNESDAY NIGHT FIGHTS, etc.) and 2 columns: Cost per thousand men viewers per commercial minute.

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COMING COST PER THOUSAND ANALYSES:

Next Week: General Dramas and Comedies.

PIC SEND-OFF

'Battle Hell' Big With TV's Plugs

NEW YORK — Distributors Corporation of America is off to a fast box-office start with the New York run of the new Herbert Wilcox-DCA feature, "Battle Hell," primarily thru use of a 10-day saturation spot campaign on WRCA-TV, representing a radical departure in DCA's promotion drives.

Virtually an overnight pay-off was achieved with a \$41,000 campaign of station-break and I.D. announcements on the NBC flagship, with the spots airing as early as 11 a.m. and as late as 11:30 p.m. for all-day impact.

Opening day last week drew a \$2,200 gross, with an expectancy of \$25,000 in the first full week. According to DCA, this is about three times the normal gross for features in the Central Theater location.

Attendance was generated primarily by TV. Only \$5,000 was allotted to New York print media, reports DCA Advertising Director Bill O'Hare. A ratio of eight-to-one for TV as against print is virtually a complete reversal of the usual DCA ad tactics, O'Hare adds.

The "Battle Hell" experiment has paid off so well, DCA, feels, the same "Mostly TV" formula will be used in launching the feature movie in other key cities.

NEW YORK—CBS-TV is expected to shift "The Last Word" to Saturdays 7-7:30 p.m. this coming season. The public interest show's present time period, Sundays 6-6:30, will most likely be occupied by "Beat the Clock" this fall.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

THE TOP HUNDRED

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 commissive 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 standard in assessing the relative value of programs.

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

AVERAGE ALL CLASS A SHOWS ON ALL NETWORKS: \$4.43
ABC Avg. \$4.87; CBS Avg. \$3.97; NBC Avg. \$4.68

1. L. WELK (Dodge, ABC)	\$ 4.89
2. WELK'S TOP TUNES (Dodge, ABC)	1.40
3. STUDIO ONE (Westinghouse, CBS)	1.62
4. \$64,000 QUESTION (Revlon, CBS)	1.67
5. ED SULLIVAN (Lincoln-Mercury, CBS)	1.68
6. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS)	1.75
7. ADVENTURE THEATER (Amer. Tob., Warner, NBC)	1.78
8. I'VE GOT A SECRET (R. J. Reynolds, CBS)	1.85
9. GUNSMOKE (Sperry-Rand, L&M, CBS)	2.07
10. TWENTY-ONE (Pharmaceuticals, NBC)	2.12
11. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS)	2.14
12. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sunbeam, NBC)	2.20
13. AMATEUR HOUR (Hazel Bishop, NBC)	2.22
14. ALFRED HITCHCOCK (Bristol-Myers, CBS)	2.30
15. SPOTLIGHT PLAYHOUSE (Pet. S. C. Johnson, CBS)	2.31
16. COUNTRY MUSIC JUB. (W'mson, Dickie, Amer. Chicle, ABC)	2.48
17. BEST OF GROUCHO (De Soto, Toni, NBC)	2.51
18. CLIMAX! (Chrysler, CBS)	2.53
19. TO TELL THE TRUTH (Pharmaceuticals, CBS)	2.56
20. LUX VIDEO (Lever, NBC)	2.63
21. GOODYEAR (Goodyear, NBC)	2.68
22. WYATT EARP (Gen. Mills, P&G, ABC)	2.73
23. G.E. THEATER (Gen. Elec., CBS)	2.89
24. KRAFT THEATER (Nat'l Dairy, NBC)	2.97
25. ALCOA (Aluminum Co., NBC)	3.07
26. ARTHUR MURRAY (Bristol-Myers, NBC)	3.09
27. THE MILLIONAIRE (Colgate, CBS)	3.12
28. WHITING GIRLS (Max Factor, Gen. Foods, CBS)	3.17
29. THE LINEUP (P&G, Brown & W'mson, CBS)	3.20
30. SCHLITZ PLAYHOUSE (Schlitz, CBS)	3.23
31. GODFREY'S SCOUTS (Lever, Toni, CBS)	3.23
32. FATHER KNOWS BEST (Scott, NBC)	3.23
33. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	3.24
34. MASQUERADE PARTY (Assoc. Pdtis., Knomars, Max Factor, NBC)	3.42
35. BROKEN ARROW (Miles, Assoc. Pdtis., ABC)	3.46
36. SRO PLAYHOUSE (Am. Home Prods., H. Curtis, CBS)	3.47
37. AMATEUR HOUR (Hazel Bishop, NBC)	3.49

(Continued on page 34)

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

AVERAGE ALL CLASS A SHOWS ON ALL NETWORKS: \$8.25
ABC Avg. \$6.87; CBS Avg. \$7.36; NBC Avg. \$11.50

1. L. WELK (Dodge, ABC)	\$2.34
2. LASSIE (Campbell, CBS)	2.75
3. GUNSMOKE (Sperry-Rand, L&M, CBS)	2.84
4. CIRCUS BOY (Reynolds Metals, NBC)	2.91
5. WYATT EARP (Gen. Mills, P&G, ABC)	2.98
6. WELK'S TOP TUNES (Dodge, ABC)	3.07
7. DISNEYLAND (Amer. Dairy, Swift, Am. Motors, ABC)	3.17
8. BROKEN ARROW (Miles, Assoc. Pdtis., ABC)	3.27
9. LONE RANGER (Swift, Gen. Mills, ABC)	3.29
10. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sunbeam, NBC)	3.51
11. ROBIN HOOD (J & J, Wildroot, CBS)	3.63
12. ADVENTURE THEATER (Amer. Tob., Warner, NBC)	3.83
13. I'VE GOT A SECRET (R. J. Reynolds, CBS)	3.88
14. RIN TIN TIN (Nat'l Biscuit, ABC)	4.04
15. OH! SUSANNA (H. Curtis, Nestle, CBS)	4.17
16. WELLS FARGO (Amer. Tob., Gen. Foods, NBC)	4.20
17. ED SULLIVAN (Lincoln-Mercury, CBS)	4.21
18. OZZIE & HARRIET (East. Kodak, ABC)	4.40
19. STUDIO ONE (Westinghouse, CBS)	4.42
20. WHITING GIRLS (Max Factor, Gen. Foods, CBS)	4.45
21. NAVY LOG (U. S. Rubber, Amer. Tob., ABC)	4.54
22. SPOTLIGHT PLAYHOUSE (Pet. S. C. Johnson, CBS)	4.63
23. ALFRED HITCHCOCK (Bristol-Myers, CBS)	4.72
24. BOB CUMMINGS (R. J. Reynolds, Colgate, CBS)	4.84
25. SRO PLAYHOUSE (Am. Home Prods., H. Curtis, CBS)	4.91
26. BUCCANEERS (Sylvania, CBS)	5.00
27. STEVE ALLEN (S. C. Johnson, Grayhound, Revlon, Pharma-Craft, NBC)	5.10
28. \$64,000 QUESTION (Revlon, CBS)	5.14
29. AMATEUR HOUR (Hazel Bishop, NBC)	5.19
29. PEOPLE'S CHOICE (Borden, P&G, NBC)	5.19
31. CHEYENNE (Gen. Elec., Chese-Ponds, ABC)	5.23
32. JIM BOWIE (Chese-Ponds, Amer. Chicle, ABC)	5.27
33. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	5.28
34. COUNTRY MUSIC JUB. (W'mson, Dickie, Amer. Chicle, ABC)	5.33
35. DRAGNET (L&M, Schick, NBC)	5.38

(Continued on page 34)

Sponsors, Anyone?

Arthur Murray

Everyone's Making Dough, Says FCC

WASHINGTON — Total television broadcast revenue during 1956 was \$896,900,000, or 20.4 per cent above 1955, the Federal Communications Commission reported Thursday (22) in a broad summary of the industry's take for last year. Profits before taxes in 1956 amounted to \$189,600,000, or 26.2 per cent above 1955, for the three nets and 474 TV stations. The breakdown by types of revenue and market will be issued at a later date, the agency said.

The three networks, including 15 o&o stations, increased their business by about 18 per cent, ac-

counting for \$442,300,000 in revenue, or almost half of the industry's total revenues (49 per cent). The nets and o&o stations made profits 26 per cent higher than 1955, or \$85,400,000 in 1956 against \$68,000,000 the previous year. This, in spite of the fact that expenses of nets and owned stations jumped from \$306,000,000 in 1955 to \$356,900,000 in 1956.

Total Revenues

The total revenues of 95 pre-freeze, non-net VHF stations were \$260,700,000, 13.3 per cent higher than in 1955. The steady advantage of having been "fustest with

the mostest" in television is highlighted by the fact that total revenues of the 364 post-freeze stations (269 were VHF), came to \$193,900,000, with the 269 post-freeze VHF's making revenues of \$161,400,000, as compared to the larger take of the 95 pre-freeze stations. Post-freeze VHF revenue was up 43.9 per cent over 1955.

Profits were up in all sectors. Profits before taxes for the 95 pre-freeze VHF's were up 10 per cent from 1955, or \$89,700,000 in 1956. Profits from the 269 post-freeze VHF's were reported as \$16,400,000, up from \$4,800,000 in 1955. On the UHF post-freeze picture, the loss shrank somewhat. 1956 loss to 95 UHF stations was \$1,900,000 in 1956, as compared to \$4,500,000 the previous year. Total revenue of the post-freeze UHF's in 1956 was \$32,500,000, up from \$28,500,000 in 1955.

BEST HOTEL ROOM PASTIME IS TV, SAYS WEBB & KNAPP

NEW YORK—What does the average tourist or tired businessman like to do in a New York hotel room at night?

He likes to look at TV, that's what—and so does his family, special consumer surveys for New York's Webb & Knapp, realtors, reveal.

Accordingly, the realtors are installing a large-screen receiver in each of the 1,400 rooms of their new Manhattan Hotel, a complete rebuilding of the old Lincoln Hotel off Times Square. And, to add the final homey touch, executive vice-president Frank Kridel is putting nine big color receivers into nine luxury suites as a special come-on to the tourist trade.

"TV Era" of hotel thinking is underlined by Webb & Knapp's blueprints for the hotel's public rooms. Manhattan Hotel will have the usual dining rooms and bars. But it will not feature an "entertainment room" of the sort long associated with nearby New York hostels like the Astor, New Yorker and Statler to showcase bands or revues.

Webb & Knapp also expects to distribute specially printed daily TV schedules to registering guests.

Old Gold Eyes Schlitz Rerun

NEW YORK — Old Gold last week was taking a long look at Tuesday 10:30-11 p.m. on CBS-TV where "Playhouse of Mystery." Schlitz reruns will be programmed during the approaching season.

Both time and program can be purchased reasonably, because the half hour carries a short line-up of stations. Also the show is a rerun and can be bought at about half the price of a first run stanza.

2 CBS Nighttime Sponsors Move Into Daytime TV

NEW YORK — Two CBS-TV nighttime advertisers moved into daytime sponsorship last week. Eastman-Kodak purchased an alternate quarter hour of "Beat the Clock," the 2-2:30 p.m. strip beginning October 9. And Armstrong Cork has bought an alternate quarter hour of Jimmy Dean's morning show to begin shortly.

Park and Tilford Buys Into 'Queen'

NEW YORK—Park & Tilford last week bought an alternate quarter hour of NBC-TV's "Queen for a Day" as its first network daytime buy. The program will be used to push Tintex, and P.&T.'s line of fragrances.

The advertiser had contracted for 6-6:30 p.m. Sundays on ABC-TV next fall, but changed its mind. Emil Mogul is the agency.

WGN Sells 80% 'Ding Dong' Spots

CHICAGO—Out of 20 availabilities WGN-TV has sold 16 spots per week on Frances Horwich's "Ding Dong School" which bows locally at 9 a.m. today (26). Sales are limited to 13 weeks, after which Pat Weaver holds an option to take over the show for national sales on his developing network.

Sez Sarnoff

• Continued from page 3

to 2.42 per cent. Between 1948 and 1956, advertising expenditures doubled and all media shared in the increase.

"Anything that creates excitement about advertising helps all," Sarnoff states. "Black-and-white TV did it in the past 10 years. Color will do it in the next 10. So look beyond short-range effect. What you seek may have long-range ramifications affecting not only TV but the state of the economy generally."

I'm Very, Very Grateful . . .

to all you wonderful television

people for voting me "Best Performer

in a Musical Series" and for naming

THE ROSEMARY CLOONEY SHOW the

"Best Half Hour Syndicated Film

Musical Series"

my sincere thanks,

Rosemary Clooney



Best Musical Show Performer
Syndicated Film
(1956-'57)

ROSEMARY CLOONEY

The Billboard's Fifth Annual
TV Program & Talent Awards

Produced by

THE MAYSVILLE CORP.





“**EDDY**
ARNOLD
TIME”

If you're looking for a Fall TV series—and you can't decide among the many fine TV dramas and mysteries—don't you think it makes sense to investigate a completely different type of show?

And don't you think that the public would gratefully respond to one that's fresh and entertaining?



Check our
brand new deal on
“**EDDY ARNOLD TIME**”

It beats “trade-out” and “barter” offers—a clever deal for money-conscious stations and advertisers.

Then you'll want to investigate “**EDDY ARNOLD TIME**,” a beautiful, stimulating musical series—imaginatively produced and lavishly staged—featuring a splendid cast and America's favorite singer of songs, **EDDY ARNOLD**.

26 first-run half hours available in most key markets. Call us for audition print, rating story and advertiser success story.

WALTER SCHWIMMER CO.

75 E. Wacker Drive, Chicago 1, Ill., FRanklin 2-4392
New York Office: 527 Madison Ave., ELdorado 5-4616
Hollywood Office: Haan Tyler & Assoc., 5746 Sunset Blvd., HOLlywood 7-9913
Canada, Spence Caldwell, 447 Jarvis, Toronto, WALnut 2-2103

SPOTLIGHT ON

the programming values of

syndicated film

and its advertising values for

PROGRAM PARTICIPATIONS

Syndicated Series Carrying \$25 Mil Spot Participations

Distributors Still Setting Up Special Depts. to Handle Rerun Programs

With national and regional advertisers likely to spend over \$25,000,000 this year for participations in various vidfilm shows and with local accounts due to swell the total by tens of millions more, the telefilm show's role as one of the medium's prime "spot carriers" has become firmly established.

Whether aired in marginal morning or late-night slots, as afternoon or evening week-long strips, or to fill in around feature films, sports and the network line-ups, vidfilms, which may be as young as their first run or as ancient as their 22d in the same market, succeed for many reasons.

- The costs are low. Even tho they have the added value of program identification and are not faced with the channel-hopping of station-break time, participations in rerun vidfilm are often priced as low as the break availabilities. From the station's viewpoint a little money goes a long way in buying rerun film product.

- The ratings hold up. As stories in this special section detail elsewhere, even the most venerable rerun vidfilms garner ratings for spot advertisers which compare well with first-run shows on networks or in syndication, or with feature packages.

- A wide range of client buys is offered. Sponsors can shop for participation availabilities in syndicated vidfilms—and come up with a choice that begins in the early morning and runs thru to the post-midnight hours, spanning everything from comedies to Westerns.

The leading film distributors are thus wholeheartedly in the business of selling shows which stations can tailor into participation vehicles to carry as many as four-minute-length film spots, double that number of back-to-back 20-second films separated by 10-second I.D. spots.

Specialized Rerun Selling

Some film firms have even created special departments or sales staffs to handle the booming trade. First to make a pioneering move in the field is a distinction generally credited (even by competitors) to MCA-TV, which began to promote rerun vidfilm heavily as spot carriers in late 1954.

The other leaders lost little time in following. Ziv created its Economee TV Sales Division, now headed by Pierre Weis, to handle the growing list of Ziv shows available in rerun status as fresh product moved the older shows from

"Boston Blackie" to "I Led Three Lives" down the line. Official Films stepped up the activities of its Station Sales Division to handle properties like "My Little Margie" and the "Foreign Intrigue" reruns, with the syndication offshoots of NBC, ABC and CBS following in similar paths, along with Guild Films and others.

Some distributors today, notably Sterling Lakeside, Atlas, Bagnall and Interstate, have made what is almost a specialty out of repping the sales of rerun vidfilms, sometimes obtained from other distributors concentrating on new product or first-runs, to be used as spot carriers.

And the general trend continues. Only a month ago, National Telefilm Associates set up its Famous Films division to meet what exec v.-p. Oliver A. Unger termed "the growing need among TV stations for low-budget specialized programming at a modest cost." Zeroing-in with its target, NTA stated that a wide-ranging catalogue—from five-minute health shows to reruns of syndicated shows like "China Smith" and "Police Call"—would be offered "as a comple-

mentary service to augment stations' prime and other first-run presentations. There is a definite need for a well-organized company to distribute reruns on an exclusive basis," according to Ed Gray, the NTA v.-p. heading the Famous Films division.

Stations Like Them

Station executives across the country, at the same time, agree that half-hour film shows set up as spot carriers never get outdated if fresh departures in programming or sales are applied after one or two runs. (See special stories by station executives, covering typical situations, in this section).

Creative thinking, station men feel, is needed in strongly competitive markets, especially by new stations, or stations which rely heavily on this brand of programming as a major source of revenues.

A variation on the classic comment about old wine in new bottles came to The Billboard from one station exec, who said, "Some of the best things in life come in cans, and, frankly, nothing pays off for a station as well as making the contents of film cans into participation spot carriers."

Kidpix Ever Young; Hold Up Rating Power Thru Many Years and Runs

Juvenile-angled vidfilms may be an important answer to the problem of using spot television to reach young viewers since such films just keep rolling along and never seem to wear out their welcome as participation vehicles for sponsors.

A prime case in point is the Gene Autry Show, a CBS-TV Film Sales rerun vehicle, now in its 22d—yes, 22d—run on WBBM-TV, Chicago. The venerable Western is the top-rated program in the Saturday 6-6:30 p.m. time slot where it outpulls "Life of Riley" and two local shows.

The same Chicago airings also outdraw a large number of far newer syndicated programs, including "State Trooper," which received an 18.9 ARB rating to Autry's 23.5 in March of this year.

MCA-TV, a prime source of reruns popular with moppet audiences, has scored choice ARB's with shows, like "Adventures of Kit Carson." In a recent checkup on the third run of Carson stanzas

in several important markets, MCA discovered that the show was drawing 21.5 in Youngstown, a 31.5 in Dayton, a 21.6 in Atlanta, and a 21.1 in Louisville, for example.

On WIS-TV, Columbia, S. C., "Adventures of Kit Carson" racked up a rerun success story for one advertiser, Southland Provision Co., which underlines the point for sponsors selling to the small fry.

For Southland's Azalea Meats a giveaway offer was created and offered to youngsters without much fanfare. It promptly pulled 749 requests, and had an immediate effect on local sales.

Such juvenile rerun popularity in spot carriers is by no means confined to Western vidfilms. Sterling Television, which now has the distribution contract for the Abbott and Costello series, has racked up steady successes with the show with stations airing it for the moppet trade.

WPIX, due to air it again this

REAL STRENGTH OF RERUNS OFTEN HID

'Secret' ARB's Show Spot Carrier Ratings Deflated 10-50% by 'Leading'

Vidfilm spot carriers are frequently orphans of the stormy competition of "Rating Week," time buyers are now learning.

Many a rerun teleseries has delivered ratings for its participating advertisers that have rivaled or even topped competing programs. However, American Research Bureau findings also show that they are often under-valued in a comparison of rating levels in a regular, announced rating week and those made on a four-week or "Secret Week" basis by ARB.

Generally speaking, when a vidfilm spot carrier is slotted across from a show which can "load" with guest stars, strong stories, extra promotion, or the pick of features in a big package during a rating period, the spot carrier is on the short end by 10 per cent to 50 per cent, or more, the latest ARB studies reveal.

This is particularly true in large, multi-station markets where vidfilm spot carriers are a primary brand of programming used by independent outlets, or even lesser network affiliates, in a three-station situation, to battle against leading network or local favorites.

Here are some typical cases:

In Houston, Tex., KPRC-TV has been airing a favorite rerun series, "Badge 714," on Mondays at 10:00 p.m. where it faces another familiar spot carrier, "City Detective," on KGUL-TV and ABC's "Wire Service" on KTRK. In the May-June ARB reports, which show a one-week rating and a four-week comparison, both reruns suffer at the expense of "Wire Service," which began a policy in May of slotting film episodes starring Dane Clark in rating week because they pulled better than those in the same series starring George Brent or Mercedes McCambridge.

Rerun film ratings in the usual Houston measurement actually were pretty good. "Badge 714" drew a 6.7 and "City Detective" drew a 10.3 against the Dane Clark starrer on "Wire Service" with a 17.5. But, in the four-week figures, the picture altered sharply.

"Badge" gained 20 per cent to reach a rating average of 8.0. "City Detective" made a gain of 30 per cent against "Wire Service" to reach an average of 13.3. And, "Wire Service" slipped back to an

average pace of 12.7 when measured for the full month.

On another night in the Houston rating report "City Detective" and "Public Defender" lost out to the "Movietime, U. S. A." features (the RKO-Matty Fox package) in the regular rating week by similar figures, then bounced back some 20-25 per cent in the four-week averages.

Hand-picked features act to depress rerun ratings artificially in other cities.

In Miami, Sterling's "King's Crossroads" rating in May was pushed down exactly 50 per cent during its normal rating-week ARB measurement on WTVT by the scheduling of feature blockbusters on Thursday night in the "Movie 7" showcase on WCKT, slotted across from it, which upped WCKT's rating by nearly 70 per cent to a level of 21.5. "Superman," on the third outlet, WTVJ, suffered a drop of only a point or two in a comparison between regular ratings and those made by ARB in a special "Secret Week."

A similar situation is apparent in Kansas City, where KCMO-TV launches heavyweight features in rating week against various rerun spot vidfilms on KMBC-TV, with WDAF-TV offering the NBC "Tonight" series. On a typical night, when the general sets-in-use level was the same in the rating period and the month-long measurement, the situation shaped up like this:

In the rating period, KCMO's "Five Star Theater" drew an 8.2 average in the 11-11:30 p.m. slot on Wednesday in early June. WDAF with "Tonight" drew a 1.4. Airing the "Cross Current" reruns (originally "Foreign Intrigue") reruns from Official Films, KMBC drew a 2.4.

Again, the picture changed on a month-long checkup. "Cross Current" rating level jumped up a smart 60 per cent to a 3.8, "Tonight" went up slightly. But "Five Star Theater" slid off nearly 20 per cent to a 6.9 in the "off" weeks.

New York Ratings

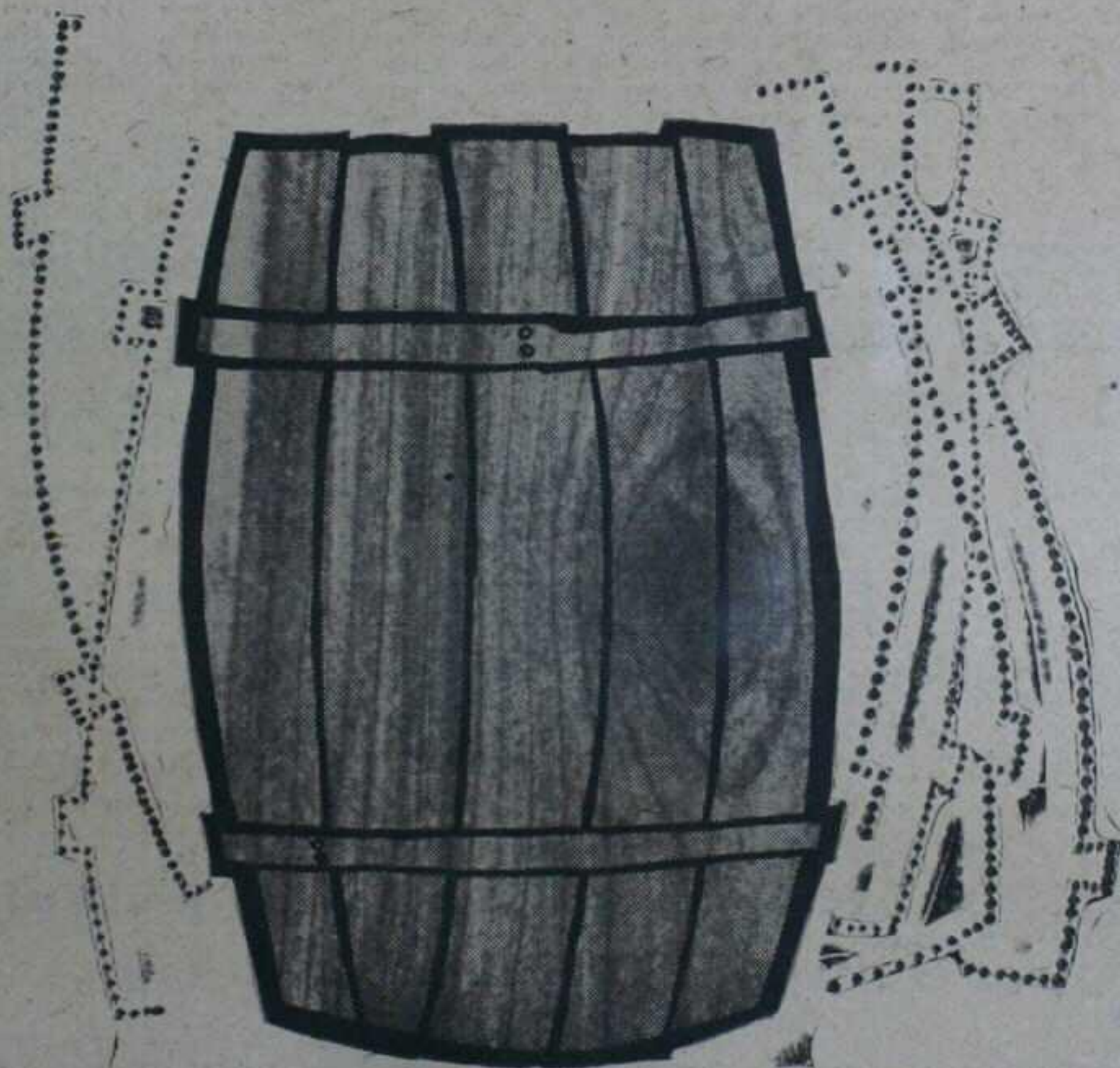
In rating reports on New York City, the country's largest TV center and a showcase for many participation spot carriers, alert time-buyers will find many further examples of such "depressed" ratings for the rerun vidfilms.

When shows are relatively similar, on a week-to-week basis, in New York, the ratings are similar for all seven channels in and out of the rating week period.

A good example would be the ratings on Friday nights of the trio of half-hour film shows at 8:00 p.m. on the network outlets—"West Point" on WCBS-TV, "Blondie" on WRCA-TV, and "Jim Bowie" series on WABC-TV vs. the local fare of the independents, which consists largely of syndicated spot carriers when baseball is not being offered.

At the same time, the Sunday 10:30 p.m. period shows that such rerun vidfilms as "Passport to Danger" and "The Whistler" take a downgrading against beefed-up slottings of local "Movie 4" on WRCA-TV, and on Mondays reruns of "Public Defender" and "Faban of Scotland Yard" are pushed down by choice "Studio One" properties, when comparisons between rating week and month-long averages are made by buyers wanting a complete research picture.

show. Among men viewers, "China Smith" ranked second in all film adventure shows, and fourth in the same category with women. Altho it is slanted toward adults, the show managed to land in fifth place in terms of children-per-100-viewing-homes.



When you shake a barrel of apples long enough...

the big ones come



THE GRAY GHOST



DECOY



CAPT. DAVID GRIEF

BEST PROGRAM SCHEDULE EVER!

THE GRAY GHOST
WHIRLYBIRDS
POPEYE
MAMA
KINGDOM OF THE SEA
STUDIO 57
DR. HUDSON'S SECRET JOURNAL
CODE 3
HIGHWAY PATROL
AMOS 'N' ANDY
THE WHISTLER
COMBAT SERGEANT
CAPTAIN GRIEF

DECOY
BADGE 714
IDA LUPINO STARS
TOMAHAWK
PATROL CAR
THE TRAP MYSTERIES
ABBOTT & COSTELLO
NTA "PREMIERE PERFORMANCE"
CAPTURED
SOLDIERS OF FORTUNE
INNER SANCTUM
THE SILENT SERVICE
FRONTIER DOCTOR

CASEY JONES
SAN FRANCISCO BEAT
THE TRACER
DAVID NIVEN STARS
HALLS OF IVY
MAN BEHIND THE BADGE
MYSTERY THEATRE
DR. CHRISTIAN
FAST GUNS OF THE WEST
CITY DETECTIVE
PUBLIC DEFENDER
SHEENA
I SEARCH FOR ADVENTURE

DICK POWELL STARS
RANGE RIDER
LIFE WITH FATHER
DEEP SEA ADVENTURES
BRAVE EAGLE
SKY KING
FEDERAL MEN
BIG GAME HUNT
CRIME DETECTIVE
PARIS PRECINCT
MAN CALLED X
VICTORY AT SEA
CHARLES BOYER STARS

always
first in
syndicated
film
shows,
now...



"THE GRAY GHOST"

Timed perfectly for the current resurgence of interest in the Civil War, this tremendous new series brings to TV the story of a band of adventurous heroes, captained by the legendary John S. Mosby.



"HARBOR COMMAND"

Brand new adventure series, bringing to TV the thrilling stories of America's Harbor Police, Coast Guard units and Port Authorities. Starring Wendell Cory.



"FRONTIER DOCTOR"

An exciting new series, combining the adventure and excitement of the early West. Starring Rex Allen in the role of the Frontier Doctor.



"JUNGLE JIM"

Johnny Weismuller, Mr. Jungle himself, leads expeditions from the Amazon to New Guinea. Together with champion chimpanzee Tamba and an all-star cast, Jungle Jim will appeal to viewers of every age.

syndicate movies are better *and newer* than ever..



and now...

"MILLION DOLLAR MOVIES" are better *and newer* than ever

On "Million Dollar Movie," September 9th, WCAU-TV kicks off the greatest parade of "post-1952" full length features ever released for television.

"AFRICAN QUEEN" (1952, starring Humphrey Bogart)

"MOULIN ROUGE" (1953, starring José Ferrer)

"SUDDENLY" (1954, starring Frank Sinatra)

"PURPLE PLAIN" (1955, starring Gregory Peck)

plus other Class A films starring Gary Cooper, John Wayne, Tony Curtis, Gina Lollobrigida and many others of the same calibre!

on WCAU-TV, Philadelphia

Capitalize on this tremendous array of audience-getting programming (backed by the most spectacular promotion ever aimed at the vast Philadelphia TV audience). Contact:

WCAU-TV

CHANNEL 13 • CBS IN PHILADELPHIA

Represented by CBS-TV SPOT SALES

A SYMPOSIUM

TIMEBUYERS EVALUATE PARTICIPATIONS IN SYNDICATED FILM PROGRAMMING

Syndication vidfilms, primary rerun "spot carriers," are featuring prominently in the plans of leading advertising agencies with large spot TV accounts; some \$25,000,000 will be spent this year, industry sources estimate, in participations slotted in telefilms by national and major regional advertisers.

The key figure in many of these deals is the timebuyer—the agency executive who has to evaluate film offerings of all types, time slots, ratings, merchandising packages, rate structures, market conditions and the over-all campaign of the TV client.

The Billboard therefore has assembled the symposium below, on the subject of agency views of syndicated spot carriers, by contacting a varied cross-section of experienced timebuyers. Readers will find the panel in agreement on some topics, divergent on others, but informative at all times.

DOHERTY, CLIFFORD, STEERS & SHENFIELD

"Syndicated spot carriers are one of the best ways to get into nighttime Class A time with minute copy. Usually, the bulk of availabilities offered in Class A are for 20-second spots or LD's," says Sam Vitt, top timebuyer of Doherty, Clifford, Steers & Shenfield.

Vitt, who is a heavy seasonal buyer for the agency's Pharmaco (Feen-A-Mint, Chooz, etc.) account in spot TV, thinks that the program identification of spot carriers "is not an aspect of major importance." However, when a program offers a strong merchandising identity, DCS&S agency and clients use it.

The one-minute aspect of participations in spot carrier vidfilms, Vitt feels, is "an important factor if a product has a complicated copy story." Also, he reports, "most stations selling participations in vidfilms charge less for them in prime time than they do for 20-second availabilities."

On the question of buying in a five-day "strip" spot carrier, vs. spending the equivalent ad dollars in a series of vidfilm participation shows aired in different slots at different times, Vitt is understandably cautious.

"It all depends on the nature of the product," he says. "Research shows that the audience 'reach' is greater with a vertical buy of several film shows. But if a client needs a constant impact on the same audience to build brand loyalty, the strip operation may be his answer."

Vitt considers "around \$2" a good cost-per-1,000 buy (commercial minutes) in participation vidfilms, but adds that any C-P-M measure is "relative to what your chief opposition is getting in the same market." The DCS&S agency, he figures, will probably allocate "between 5 per cent and 8 per cent" of its spot TV spending for vidfilm participations this year.

FOOTE, CONE & BELDING

Good cost efficiency is what participation advertisers want most from a rerun film they purchase, according to Pete Bardach, of Foote, Cone & Belding. While he stated that many accounts he serves prefer first-run film, Bardach

believes in a great number of cases rerun will do as well.

The rerun buy stands or falls, Bardach pointed out, on its rating. It is not a prestige vehicle bought for the collateral values it gives a client, but for the number of viewers it attracts and nothing else.

The agency timebuyer said that, when buying a rerun, among the factors he considers is how recent is its prior exposure, and, of course, its time period. Among the pitfalls he avoids in making rerun buys are shows with good ratings, but which offer audiences the advertiser is not interested in reaching. For example, he wouldn't buy a 7-7:30 time period even with a show that is getting great ratings for an advertiser with a men's shave cream to sell if he knew that the program was reaching a great number of kid viewers.

Bardach thought that some of the syndicated rerun product being programmed by independent stations during the daytime were attracting large numbers of viewers.

EMIL MOGUL

New York's Emil Mogul agency has evolved some interesting research on the "Best Buy" approach to syndicated films that are stripped across the board as spot carriers, according to the agency's radio-TV director, Vice-President Les Dunier.

When buying strip participations for such accounts as Gold Medal Candy, Life Diet Bread, Bayco Seat Covers, among others, Dunier prefers to buy three participations a week in a five-time show. Reason: "If you buy the additional two, our research shows you pay 40 per cent more cost and only hit 15 per cent more in the way of new audiences. We'd rather put the money for the other two spots into participations somewhere else on the schedule."

This isn't universally true in Mogul's buying—just as very little is dogmatically true in TV time buying. "For a client with a product relatively new to TV spot, a five-time buy in a strip may be the answer in order to narrow on one audience and drive home the copy message by repetition and concentration."

The Mogul agency is a big buyer of participation spots in syndicated vidfilms, with its heaviest concentration in the New York area on independent outlets. Vice-President Dunier calculates that the agency will put between 10 per cent and 20 per cent of its spot TV spending in this channel this season.

"Program identity"—in the classic terms of sponsor identification in TV—is not a major item in the Mogul view of syndicated spot carriers. "You automatically sacrifice a lot of it when you buy into a catch-all spot film series," says Dunier, "but you make a gain at the same time. You are often buying at a lower cost-per-1,000 than in full program sponsorship."

What is a good participation C-P-M, as Dunier sees it? "Between \$1 and \$2," he says. "We rarely make a buy for more than \$2.50."

YOUNG & RUBICAM

To many sponsors, the nature of the vidfilm program in which

his commercials appear doesn't matter. So says a timebuyer for Young & Rubicam, whose chief client has just gone into participation purchases. The ratings and the time period are his concerns.

"First, the markets desired; next, a rough time decision based on audience composition; then, a check on what shows are getting consistently good ratings in that market in that general time; that is our formula," he says. "Program content is secondary, except insofar as it isn't at odds with the product."

This particular client, after years of station breaks and two seasons of feature film buys, has recently begun to use spot carriers in the half-hour field. The time buyer looked for stanzas with highest ratings in their time periods, now is tending toward fringe time (7-7:30, 10:30-11 p.m.) as a better buy for the money. He predicts the client will lean more and more heavily on participations, with an incomplete agency study turning up evidence that thrice-weekly spots in six syndicated shows have hyped local sales more than feature film buys in the same markets during the same months last year.

"Strip commercials, with the same copy every day in the same place, do not pay off as well for us," says the timebuyer. "We're most successful—and no one really knows why—when our fellow advertisers who surround us vary and when the time slots and program types are diversified."

Doctored availabilities are the bane of the timebuyer's existence, for he has to calculate the differential to depress ratings and compensate for rating week rises as it is, and the frustration of finally picking one's buys only to be told that they're suddenly not to be had represents a loss of hours, often days, of work. "I never fall into the station rep's trap of buying second-best spots, anyhow," says the Y&R man, "so you'd think they'd give up the game of doctoring the lists."

"Too much emphasis is placed on the kind of show which is carrying your commercial in syndication," he adds. "Some situation comedies have almost no kids' audience, some have a large number; Westerns have heavy women's audience, it's been shown; what's the difference to a client with a product for general consumption? The important thing is how many viewers are watching?"

He lays great stress on the fact that a syndicated series shows less fluctuation in content, quality and rating than a feature film package, thus a "more consistently safe buy."

VICTOR VAN DER LINDE

A strong booster for participations in syndicated film shows is Victor van der Linde, head of the agency of the same name. For a solid year he tested campaigns on behalf of Dolcin via spot-carrying syndicated films, as against participations in other types of shows.

The results—and he means the client's sales results—were "infinitely better" from the syndicated film participation buys than from the others, he avers.

The key to successful selection of which syndicated properties to use, according to van der Linde, is a simple one. "Select an established property with a substantial history in its time slot and you

simply can't go far wrong," he says.

His first premise, he notes, is that the series has been functioning on the station for at least 13 weeks. From this point on, of course, factors such as ratings and audience composition play a part in the selection.

The 13-week minimum history, however, assures him that the show has had its opportunity to establish itself with the audience and to develop viewer loyalty and awareness. If, after this much exposure, it has been able to build circulation, it is eligible to be bought.

"With this technique," says van der Linde, "you can pick your spots with assurance, because you have a proved audience."

DONAHUE & COE

How to get the biggest audience for the clients she represents is the major problem which concerns Evelyn Jones, timebuyer at Donahue & Coe. In buying participations in syndicated film shows, Miss Jones has a marked preference for shows airing on a once-weekly basis, rather than those which are stripped.

Her attitude on this is predicated on securing the maximum possible unduplicated audience. There is a double reason for buying into once-weekly airings when this is the objective, she feels.

The first is that by buying into weekly slottings, the client avoids the danger of running into fixed patterns of viewing. On multi-weekly shows, for example, if a viewer becomes a real fan of the strip and becomes a regular, the client's message is merely repeated to the same person. The problem here is one of hitting the same audience over and over, rather than getting across the message to an unduplicated audience, something more likely, she feels, if the show is only aired once a week.

Similarly, if the viewer dislikes what he sees on a multi-weekly series, he is lost forever, whereas on a once-weekly offering he may have forgotten that dislike by the following showing, since the re-

mainder has not come up each day.

On the subject of reruns, Miss Jones is quite affirmative in her attitude toward second, third or even subsequent runs. Basic, of course, is the type of client, the time, the type of audience and the ratings achieved. The sole qualification on reruns is that it has not previously been identified with a single specific advertiser.

Thus, for example, network reruns are less desirable, in her estimation, than shows which have an exclusively syndicated history.

Miss Jones buys for such products as Casco, Bab-O, Scripto and Columbia Pictures.

BENTON & BOWLES

The time period is the key to the purchase of participation rerun shows, according to a top timebuyer at Benton & Bowles. The executive seemed to believe that the large majority of TV film shows in rerun are about the same in terms of their quality.

This being the case, he maintained, the significant factor is the time period. As evidence of this he cited the manner in which networks and network sponsors switch properties around so that their programs can be exposed to larger audiences. The hours between 8 and 10 p.m. are, of course, those considered to be the prime time periods where the greatest circulation is obtained.

This executive, however, was sold on reruns as spot carriers during the evening hours when his accounts needed additional advertising impact. It was as daytime spot carriers that he did not believe in buying reruns but for a reason that had nothing to do with their attractiveness to audiences. His agency's clients are in a position to get better buys from the networks than from independent stations because of their favorable network discounts. Benton & Bowles, of course, has a large number of advertisers, including Procter & Gamble and eGeneral Foods, who enjoy maximum network discounts.

Syndicated Reruns Can Top Networks

Syndicated reruns can take rival network shows, properly slotted and properly promoted. This can be seen from the American Research Bureau ratings racked up by Screen Gems "Jungle Jim" and its "Celebrity Playhouse" against some top network packages. Ratings were taken December, 1956, to March, 1957.

"Celebrity Playhouse" which features top Hollywood names, hit a 36.3 in December on KROD-TV, El Paso, Tex., against "On Trial," which received a 12.4 on WTVT, in the Tampa-St. Petersburg, Fla., market, the anthology drama got a 24.6 in February as against the 14.1 of "Wire Service." And in Denver on KBTU it topped "Studio One" 15.7 to 14.1 in December. Against top feature film

product, "Celebrity Playhouse" received a 13.0 in January on WSB-TV, Atlanta, as against the 5.5 racked up by the "Movietime U. S. A." package.

"Jungle Jim," of which 26 half hours were produced, scored a 25.8 on KWK-TV, St. Louis, in December, 1956, against "Captain Gallant's" 6.6 in the Saturday 5-5:30 time period. In Denver, the jungle show received a 16.2 on KBTU to the 15.7 received by Robert Cummings, one of the top network stanzas. The shows were up against each other in the Thursday 6-6:30 time period.

The showing of these Screen Gems vidfilm properties has been duplicated by numerous programs being handled by other syndicators. The moral is: It's hard to exhaust the audience for a good show.

always
first in
syndicated
film
shows,
now...



"THE GRAY GHOST"

Timed perfectly for the current resurgence of interest in the Civil War, this tremendous new series brings to TV the story of a band of adventurous heroes, captained by the legendary John S. Mosby.

"HARBOR COMMAND"

Brand new adventure series, bringing to TV the thrilling stories of America's Harbor Police, Coast Guard units and Port Authorities. Starring Wendell Cory.

"FRONTIER DOCTOR"

An exciting new series, combining the adventure and excitement of the early West. Starring Rex Allen in the role of the Frontier Doctor.

"JUNGLE JIM"

Johnny Weismuller, Mr. Jungle himself, leads expeditions from the Amazon to New Guinea. Together with champion chimpanzee Tamba and an all-star cast, Jungle Jim will appeal to viewers of every age.

syndicate
movies are better than ever..
and newer



and now...

"MILLION DOLLAR MOVIES" are better *and newer* than ever

On "Million Dollar Movie," September 9th, WCAU-TV kicks off the greatest parade of "post-1952" full length features ever released for television.

- "AFRICAN QUEEN" (1952, starring Humphrey Bogart)
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- "SUDDENLY" (1954, starring Frank Sinatra)
- "PURPLE PLAIN" (1955, starring Gregory Peck)

plus other Class A films starring Gary Cooper, John Wayne, Tony Curtis, Gina Lollobrigida and many others of the same calibre!

on WCAU-TV, Philadelphia

Capitalize on this tremendous array of audience-getting programming (backed by the most spectacular promotion ever aimed at the vast Philadelphia TV audience). Contact:

WCAU-TV


CHANNEL 10 • CBS IN PHILADELPHIA
Represented by CBS-TV SPOT SALES



ALMOST

Thirty years together as one of America's best-loved comedy teams, AMOS 'N' ANDY are bigger and better than ever in their fun-packed syndicated series. Stripped across the board, the 78 half-hours are attracting large *daytime* audiences in such major markets as New York, Philadelphia, Springfield (Mass.), Washington, D. C. and Providence. And in Baltimore, the show is consistently the top-rated multi-weekly show on the air. AMOS 'N' ANDY rate high with *nighttime* viewers, too, in a wide variety of markets: Detroit (17.2), Jackson, Miss. (34.8), Joplin, Mo. (30.0) and Mobile (25.7). Naturally AMOS 'N' ANDY are advertisers' favorites as well...Food Fair (now in its third year of continuous sponsorship), National Home Furnishers, Brown & Haley Candy, Fidelity Federal & Security Life (insurance) and Kroger Food Stores, to mention a few. For hats-off results in your area, buy...

AMOS 'N' ANDY

 **CBS TELEVISION FILM SALES, INC.**

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

Offices in New York, Los Angeles, Detroit, Boston, San Francisco, Chicago, St. Louis, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd.

Source: *Latest Pulse and ARB*

Three Indie Station Officials Tell Source of Film Strength

Syndicated film is put to its greatest test by the independent stations, of which there are somewhat more than 35 in the U. S. today. Lacking the backbone of network programming, the indie must turn to film for their main support.

We asked three key independent stations to tell briefly how they see the spot carrier situation today. Their answer:

By DAVE MURRAY
Operations Manager

KMGM-TV, Minneapolis-St. Paul
Film is really being put to the

test in this highly competitive, four-station market!

Syndicated programming is the backbone of our schedule at independent KMGM-TV. We've found that the right kind of high quality product, properly promoted, does a job in any time period, against any competition.

Our half-hour and feature-length properties are delivering ratings and results. Naturally, our program flexibility lets us take full advantage of the local terrain. The ability to clear the right time slot gives our syndicated stuff a tremendous boost.

With a big bank of all television programming on film, it is obvious that our average viewers don't know or don't care whether the show is local or on an inter-connected basis.

Advertisers benefit immensely from the "full sell" offered by nighttime minutes availability. Clients like the format flexibility we're offering, and especially our policy of "good TV on a 52-week basis"—with top quality presentations throughout the summer.

For this station, the viewers and the advertisers it is becoming more

and more apparent that some of the best things in life come in cans.

By FRED M. THROWER

Vice-President and General Manager WPIX, New York
WPIX now sees more syndicated film shows than any other television station in the nation, and one of the most successful of these ventures is the presentation of "Poppye, the Sailor Man," as a half-hour show each day.

"Poppye" has been continuously and fully sponsored by national advertisers on a participation basis since September, 1956, and the "SBO" sign is still out for the fall.

Working with 45 syndicated film shows in the summer and 60 during the fall-winter season, it is not an easy task to single out the most outstanding presentation, yet for sponsor interest and sustained top ratings "Poppye" certainly

merits special consideration in any analysis of successful shows on this station.

Taking advantage of the versatility of Alan Smit, affiliate known as the "man of a thousand voices," WPIX "dressed up" its presentation of the "Poppye" cartoon comedies with an authentically built studio ship complete in every detail, where "Captain" built provides in sea-going uniform.

Originally planned as a Monday-through-Friday show, lively interest on the part of national advertisers prompted us to add first, a Saturday show, and then, eventually, a Sunday show to satisfy the demand.

For the latter two shows we picked talented Ray Heatherton as emcee, maintaining, of course, the original format.

With new orders from Remon Industries, Inc., and American Character Doll Company, both thru Webb Associates, Inc., the last-moving sales notes the fall with a full Monday thru Friday calendar.

The little battles has done 14.1 (ARB) average rating in the New York metropolitan area, and a 23.2 average cumulative rating.

By RICHARD WOOLLEN
Film Director
KTTV, Los Angeles

The lively interest of film producers and syndicators in providing a worthwhile supply of product this year, in sharp contrast to the slanted output last season, is a healthy sign for broadcast and particularly for advertisers. If this increase in product can be accompanied by a significant increase in number of stations and by an increase in the number of available prime-time periods for the playing of syndicated film, we'll be getting close to a fully competitive nationwide system of television.

There is no doubt that good syndicated film is the prime ingredient enabling local independent stations to compete for audiences in Class A time. Currently (June, 1957) KTTV is programming syndicated film in 22 half-hours in prime time between 7 and 11 p.m., and in 16 of these 22 periods the syndicated film is gaining either first, second or third Pulse position among all outlets in this organization Los Angeles market. And whenever independent stations can exist and compete, the advertiser's opportunity to use TV on a first-come basis is widened.

In our case, syndicated film offered both for program sponsorship and participation has presented such wide opportunity to advertisers that KTTV has for six straight years had more total advertisers as well as more national advertisers than any other Los Angeles station, and similarly has more exclusive local accounts, more exclusive national accounts than any other Los Angeles station.

Syndicated film is not by any means the total answer for this situation, but every day prior to 7 p.m. we program at least six different half-hour syndicated films—generally anthology, comedy or mystery—and every night we program many more as noted above. Advertisers of all types—national, regional and local—have done by their orders in Los Angeles that syndicated film, implemented by strong local selling personalities, is a most desirable way to use TV. That's why we're happy to see optimism and action this year on the part of producers and distributors, reflected in the availability of several fine new properties.

THE BIG DRAW IS ON WRC-TV

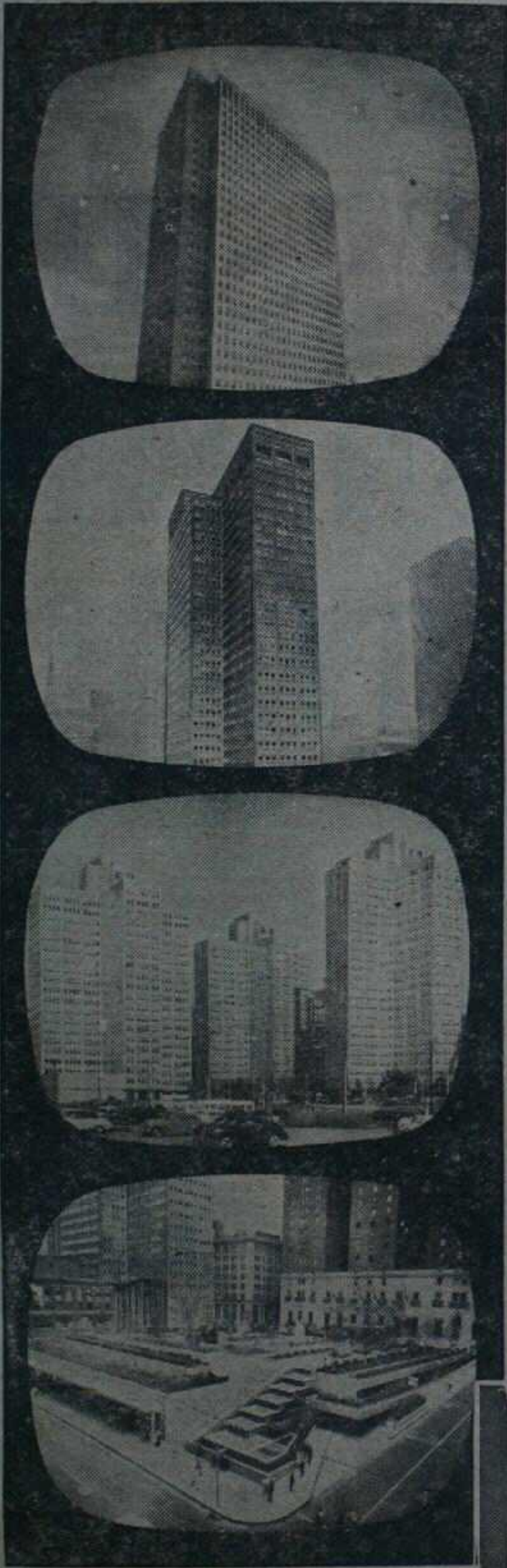


GENE AUTRY TO CHAMPION YOUR PRODUCT! ROY ROGERS TO TRIGGER YOUR SALES!
Now, WRC-TV's newly acquired library of full-hour Roy Rogers and Gene Autry feature films will bring new appeal to the choice family viewing time between 5:30 and 8:30 pm in the nation's Capital. Each Monday through Friday, these hour-long, complete western dramas will delight and excite Washington mall fry... and keep their parents watching and humming the songs these stars made famous the world over.

There's every kind of appeal—from singing to gun-slinging—in these all-time western favorites. Pack your product on the saddle of Roy Rogers and Gene Autry... for the biggest, fastest draw in Washington!

Call in your WRC Spot Sales representative for details of participation.

WRC-TV-4 WASHINGTON, D. C., SOLD BY SPOT SALES



newest
of the
NEW
in
Pittsburgh

WIIIC
CHANNEL 11

BASIC NBC-TV AFFILIATE

REPRESENTED BY BLAIR TV

Now on the Air

BRUNSWICK
THAT ITS STAFF OF
“CHAMPIONSHIP
WIN THE
FOR THE THIRD



DON CARTER—Only 3 time winner of National Match Game Championships 1952-53, 1953-54, 1956-57.



JIM SPALDING—1957 ABC All Events Tiltist. 1957 ABC record breaking 2088 series.



ANDY VARIPAPA—Member of Bowling Hall of Fame. National Match Game Champion 1946-47, 1947-48.



NED DAY—Member of Bowling Hall of Fame. Helms Athletic Foundation Trophy Winner 1944.



TOM HENNESSEY—Member, Five-man National Team Champions 1957-58. 1957 Southern Match Game Champion.



BILL LILLARD—Only bowler to win three titles in one ABC Tournament—1956. 1955-56 National Match Game Champion.



DICK HOOVER—ABC Masters Champion 1956-57. Member, All American Bowling Team 1956 and 1957.

IS PROUD STARS HAS HELPED BOWLING" BILLBOARD POLL STRAIGHT YEAR!



BUDDY BOMAR—The bowler of the year 1945 and 1947. Has rolled eighty-seven 300 games.



STEVE NAGY—Bowler of the year 1954-55. National Match Game Champion 1954-55.



BUZZ FAZIO—ABC Masters Champion—1955. National Doubles Champion 1950-51 and 1953-54.



JOE WILMAN—Member of Bowling Hall of Fame. Holder of four ABC titles.

Four years ago in Paramus, New Jersey, Brunswick pioneered with Pete DeMet, producer, and Walter Schwimmer, distributor, in the production of the television film program, "Championship Bowling." The experts said, "It'll never go. Who wants to see somebody else bowl—especially on TV?" But we believed in the idea. We made our complete staff of Champion Bowlers available to the producer. And now for the third consecutive year, "Championship Bowling" has won *Billboard's Award as the No. 1 TV Sports Series*. And Brunswick, the No. 1 Name in Bowling, is proud to be associated with this highly successful series.

For further information regarding sponsorship of this program write Walter Schwimmer, 75 E. Wacker Drive, Chicago 1, Illinois, or contact company offices in New York, Hollywood or Toronto, Canada.

BRUNSWICK

the No. 1 Name in Bowling!

List Tabs Syndicated Shows Most Used as Spot Carriers

Which TV film series are being used most by TV stations for participation sales? Which type of programs are most favored for this purpose?

To answer these questions, The Billboard made an analysis of the programs available for participation sale to advertisers, as listed by stations in the March thru July issues of The Billboard's monthly publication, TV Availabilities.

In those issues, there were listed the equivalent of 33,540 hours of programming per year from among syndicated shows carrying participations. Of all shows offered for participations, 22 per cent were syndicated films. Of all syndicated

films offered, 52.1 per cent were available on an across-the-board basis, 39.7 per cent were aired once weekly, and 8.2 per cent were shown two to four times per week.

Projecting these figures, it is estimated that TV station salesmen and the station reps will have to sell some 201,240 one-minute participations in a 12-month period to fill the commercial time available in these syndicated film shows.

As a guide to the specific programs in which participations are available and the way in which these shows are being programmed, the following list is provided for the benefit of advertisers and agencies.

Listed are the syndicated film shows which were offered by one or more stations in the July issue of TV Availabilities. These programs are grouped by program type, with their distributors are shown in parentheses next to the titles. The number indicates the number of stations offering each series in July listings of TV Availabilities. An asterisk (*) preceding the title denotes a program which was programmed more frequently than once a week by at least one station.

ADVENTURE		
Program (Distributor)	No.	
China Smith (NTA)	1	

Count of Monte Cristo (TPA)	3
Crunch & Des (NBC Film)	1
*Dangerous Assignment (NBC Film)	2
*Dateline Europe (Official)	1
*The Falcon (CBS-Film)	1
Federal Men (MCA-TV)	2
*Foreign Intrigue (Official)	2
Headline (MCA-TV)	1
Highway Patrol (Ziv)	1
*I Led Three Lives (Ziv)	3
I Search for Adventure (Bognall)	1
Jungle Jim (Screen Gems)	3
Long John Silver (CBS Film)	1
Man Called X (Ziv)	2
Orient Express (NTA)	1
*Overseas Adventure (Official)	1
*Passport to Adventure (ABC Film)	1
*Ramar of the Jungle (TPA)	1
Sheena, Queen of the Jungle (ABC Film)	3
Three Musketeers (ABC Film)	1
*Waterfront (MCA-TV)	1
Whirlybirds (CBS Film)	1
COMEDY	
Program (Distributor)	No.
*Amos 'n Andy (CBS Film)	9
*Beulah (Flamingo)	1
Duffy's Tavern (Guild)	1
Great Gildersleeve (NBC Film)	3
*Life With Elizabeth (Guild)	5
*Little Rascals (Interstate)	29

Meef Corliss Archer (Ziv)	2
My Hero (Official)	1
*My Little Margie (Official)	22
*Our Miss Brooks (CBS Film)	2
Ray Milland (MCA-TV)	1
*Suzie (TPA)	13
*Trouble With Father (Official)	14
Willy (Official)	1

DOCUMENTARY	
Program (Distributor)	No.
Confidential File (Guild)	1

DRAMA	
Program (Distributor)	No.
Bannon Romyon Theater (Screen Gems)	1
*Douglas Fairbanks Presents (ABC Film)	1
Dr. Christian (Ziv)	5
Dr. Hudson's Secret Journal (MCA-TV)	1
James Mason (NTA)	1
Janet Dean, R. N. (Guild)	2
O. Henry Playhouse (Gross-Krasne)	3
*Playhouse of Stars (ABC Film)	1
Science Fiction Theater (Ziv)	4
*Star Performance (Official)	9
TV Reader's Digest (Schubert)	3
Uncommon Valor (RKO Tel.)	1

MUSIC	
Program (Distributor)	No.
Eddy Arnold (Schwimmer)	1
Frankie Laine (Guild)	1
*Liberace (Guild)	5

MYSTERY	
Program (Distributor)	No.
*Badge 714 (NBC Film)	5
*Boston Blackie (Ziv)	2
*City Detective (MCA-TV)	5
Code 3 (ABC Film)	2
Dr. Fu Manchu (Hwd. TV Sv.)	1
*Inner Sanctum (CBS Film)	1
Martin Kane (Ziv)	2
*Mr. & Mrs. North (Schubert)	1
Public Defender (Interstate)	3
*Racket Squad (ABC Film)	4
San Francisco Beat (CBS Film)	3
State Trooper (MCA-TV)	1
*The Whistler (CBS Film)	1

SPORTS	
Program (Distributor)	No.
Bowling Time (Sterling)	1
Championship Bowling (Schwimmer)	5
Texas Rassin' (Texas Rassin')	5
Wrestling From Chicago (IWF)	3

WESTERN	
Program (Distributor)	No.
*Aurby Rogers (MCA-TV)	23
*Cisco Kid (Ziv)	2
*Cowboy G-Men (Flamingo)	1
Frontier Doctor (Hwd. TV Sv.)	1
*Hopalong Cassidy (NBC Film)	5
*Kit Carson (MCA-TV)	7
*Range Rider (CBS Film)	6
Steve Donovan, Western Marshal (NBC Film)	4
*Stories of the Century (Hwd. TV Sv.)	1
*Texas Rangers (Screen Gems)	2

In Boston
...it happens
over
and over
and over
again!

July Pulse	WNAC-TV has 10 of the top 11 Syndicated Film Shows
June Pulse	WNAC-TV has 9 of the top 10 Syndicated Film Shows
May Pulse	WNAC-TV has ALL of the top 10 Syndicated Film Shows
April Pulse	WNAC-TV has ALL of the top 10 Syndicated Film Shows
March Pulse	WNAC-TV has ALL of the top 10 Syndicated Film Shows
February Pulse	WNAC-TV has 9 of the top 10 Syndicated Film Shows
January Pulse	WNAC-TV has 9 of the top 10 Syndicated Film Shows

consistent programming leadership

is one of the reasons why, throughout New England, more people spend more time watching

wnac-tv

Operated by Yankee Network Division, RKO Teleradio Pictures, Inc.

Mysteries Score In 4-6 P.M. Strips

The early evening hours, between 4 and 6 p.m., can be successfully invaded with rerun mystery vidfilm strips acting as a spot carrier bridge between afternoon programming and nighttime line-ups, Ziv TV's Economee division has learned.

In Houston, KGUL-TV has built what it terms "the highest-rated daytime participation show running in this area" by slotting two Ziv rerun shows, "Mr. District Attorney" (78 episodes) and "I Led Three Lives" (117 episodes) in a back-to-back strip at 4 o'clock. Recently, station manager Bob Wilson ordered two more runs on "D. A." to keep the combo going.

Still another rerun in the Economee stable, "Boston Blackie," has been successfully stripped by Nashville's WSM-TV as an answer to "Mickey Mouse Club" on a rival outlet. Running at 5 p.m. against the first half of the Disney stanzas, the mystery series is said by Ziv to have outrated the ABC entry three days out of five, with an ARB high point recently of 17.7. Also, "Blackie" strip ratings ran considerably higher than those of the programs which preceded and followed it.

20th Anniversary



A & F FILM CORP.
1424 St. Catherine St., W. Montreal

NEW

CHARLIE CHAN SELLS!



See the NEW Charlie Chan—you'll share critics' acclaim: "fresh and entertaining"—
 "crisp scripting and sharp direction." J. Carrol Naish
 "the best ever to do the role." The Coca-Cola Company
 (McCann-Erickson, Inc.) has signed up the new Chan for its
 world-wide home market! Regal Beer (Tracy-Locke Company, Inc.)!
 Bowman Biscuit (Ball & Davidson, Inc.)! KRCA-TV, NBC's O-&O in Los Angeles!
 WCAU-TV, CBS in Philadelphia! Other sponsors have already snapped up 78 key markets!
 North! South! East! West! Cleveland! New Orleans! Detroit! St. Louis! Denver! Dallas-
 Ft. Worth! Southern markets like Miami, Atlanta, Jacksonville, Tampa-St. Petersburg,
 Mobile, etc. Pittsburgh, Columbus, Wilkes-Barre-Scranton, Youngstown, etc., in the East!
 Albuquerque, Oklahoma City, Tulsa-Muskogee, Little Rock, Pine Bluff, etc., in the
 West! Indianapolis, Madison, Wichita-Hutchinson,
 Hannibal-Quincy, etc., in the Mid-West! For a private
 showing of "The Case of the Profit-Building Program,"
 wire or phone Michael M. Sillerman at
 488 Madison Avenue, New York 22, Plaza 5-2100.

DECOY

Television's top formula—crime detection—
gets a powerful new twist in

"DECOY"

the all new, action-packed series
that reveals, for the first time, the thrilling
adventures of New York's women police . . .
in uniform and in fascinating disguise
—from rags to rubies . . . as they fight the vice
and crime that threaten America's biggest city.

Based on actual cases . . . filmed on the
streets of New York for authentic realism!

starring

BEVERLY GARLAND

Hollywood and television's fast rising star,
soon to be seen opposite Frank Sinatra in
"The Joker is Wild"!

produced by the makers of

The Big Story
T-Men in Action
The Man Behind
the Badge

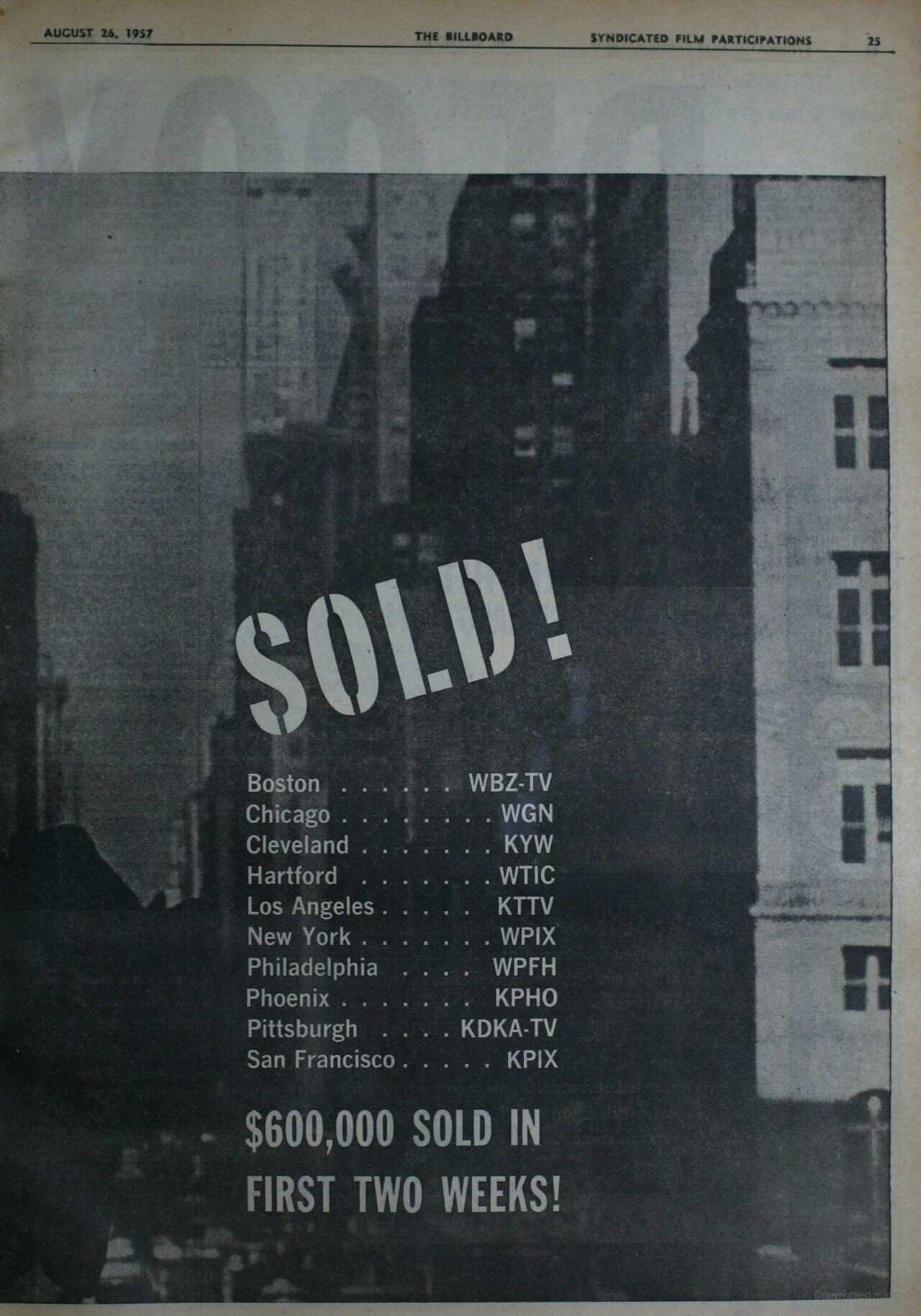
famous for top sponsor results . . .
highest production standards.

call the man from:



REPRESENTATIVES IN: Beverly Hills,
Chicago, Dallas, San Francisco,
St. Louis, Boston, Atlanta, Philadelphia





SOLD!

Boston	WBZ-TV
Chicago	WGN
Cleveland	KYW
Hartford	WTIC
Los Angeles	KTTV
New York	WPIX
Philadelphia	WPFH
Phoenix	KPHO
Pittsburgh	KDKA-TV
San Francisco	KPIX

**\$600,000 SOLD IN
FIRST TWO WEEKS!**

Old Reruns Still Have New Viewers to Win

How long can a rerun vidfilm series last?

The boom in the use of rerun telefilm properties by local and national participation advertisers is based on hard facts which reveal the great audience potential of virtually all rerun vidfilm series, whether former first-run syndication or network.

A study prepared recently by CBS Film Sales shows some of the statistics which were, and are, being used to convince sponsors that reruns have a potential payoff. Back in 1953, the study points out, when the top five network programs of that year averaged a 55.8 (O, Happy Day), they reached 11,662,200 families. But they did not reach 10,292,900 TV families

even with their impressive ratings. Untapped families for the programs in 1954 were 16,626,800; in 1955 the figure was 20,337,800; in 1956 it was 23,437,800, and in 1957 it was 25,537,800 families.

Suppose the top five hits of 1953 thru 1956 were rerun on TV in 1957; what audiences would they have to draw on? The sock five stanzas of 1953, based on their exact ratings, would draw from 25,537,800 families; those of 1954 from 22,570,000, those of 1955 from 21,294,600, and those of 1956 from 20,506,000 untapped families.

CBS Film Sales has figured out that "The Line-Up," which it is syndicating under the title, "San Francisco Beat," on the basis of a

30.9 Nielsen received sometime in 1955, did not reach 22,650,000 homes in 1955; in 1956, 25,750,000, and 27,850,000 in 1957. The same study also points out that "Champion," which received a 17.9 Nielsen in November, 1955, had as many as 32,906,000 new and old homes available by February, 1957.

And finally CBS Film Sales has come up with some strong figures showing the rerun potential of another of its properties, "Navy Log." With a Nielsen rating of 26.5 achieved in February, 1956, "Log" had an untapped potential of 26,781,000 families in 1956 and 28,881,000 families in 1957. This, of course, is a property which is still being telecast on the ABC-TV network, but which will someday be available for rerunning, probably as a prime vehicle for participations.

'Badge' Never Arrested

The particular strength of NBC Film's "Badge 714" in amassing a

number of constant participation and regular sponsors now in their third and fourth years seems to lie in the steady flow of new product from the parent show, "Dragnet." With 204 episodes in syndication and at least 39 more guaranteed, "Badge" is seen in about 90 per cent of the "Dragnet" markets, scoring higher ratings in at least 11.

Among the advertisers who have stuck with the syndicated show in the same market for four years are First National Bank of Portland, in Portland, Eugene and Medford, Ore.; Union Furniture in Salinas, Calif.; Prince Macaroni in Portland, Me.; Burger Beer in Wheeling, W. Va., and Rainier Beer in Great Falls, Billings and Missoula, Mont.

Three-year regulars include Burger Beer in Dayton, O.; Ford Dealers in El Paso, Tex., and Ehlers Coffee and Cott Beverages in New Haven, Conn. Sponsors who have stayed with "Badge" since its June,

1953, syndication debut, tho in varying markets, include Lever Bros., Procter & Gamble, Ballantine, Nabisco, Pharmaceuticals, Inc.; Sun Oil, Plymouth Dealers, Sinclair Refining and Frigidaire.

The pattern in each market flows from network run to full syndication buys to participation buys, but the second phase here is much longer than average. Not only does this not tire the viewers, but it actually helps participation sales, according to distributor NBC TV Films. Spot buyers know that a three-year viewing habit is harder to break than a one-year habit.

Of 78,000 commercial minutes sold in the U. S. on "Badge 714," NBC estimates that 50,000 have been full or half-show advertisers, with the rest participations. But the latter is still "barely tapped" as a sponsorship source, thanks to the supply of new stanzas fed to NBC Films by "Dragnet."

American Research Bureau figures give "Badge" a 28.2 at 9:30 p.m. and "Dragnet" a 19.6 rating at 8:30 p.m. on the same night in El Paso, with similar results in other major cities.

Margie Beats Susanna?

Mail room personnel at the Hal Roach Studios recently got a first-class surprise. Gale Storm is pulling more fan mail each week for her "My Little Margie" series, one of the most popular rerun spot carriers, than for her network "Oh, Susanna!" vidfilms making their first run on CBS-TV.

Syndicated by Official Films (alho Roach owns negative rights), "Margie" has performed the most sensational series of strips since Lilli St. Cyr. In more than 50 per cent of the 186 markets now carrying the show in reruns as advanced as fifth or sixth, the half-hour comedy is aired as a Monday-to-Friday attraction, occasionally carrying as many as 60 short participation announcements per week but frequently drawing solid ratings.

Official launched "Margie" just a little more than two years ago. Since then, it's estimated that the 106-episode series has grossed—strictly in reruns, and primarily as a spot carrier—a total of \$2,225,000 for OF, and has inspired other syndicators, notably TPA and CBS Films, to launch similar comedy series in multi-run ventures.

At the agency level, timebuyers frequently follow the station purchases of "Margie" reruns the way Brooklyn residents follow the baseball scores. Such sponsors as Glamorene, Frosty Mann Meat Products, Uncle Ben's Rice, Big Top Peanut Butter, Lestoil Detergent Duz, Hunt Dog Food, Snow Crop Foods, Bayer Aspirin and Haley's M-O Laxative are among Margie's most devoted admirers, all signing the show for what amounts to multi-market campaigns in major cities.

One not-so-wild possibility. There may, at some time in the future, be more "Margie" production in order to fill demand by stations for episodes to air as spot catchers, a situation which would mark the first time the rerun popularity of a show ever succeeded in reviving further filming.

WTVJ draws on these TOP STUDIOS for its TOP-RATED MOVIES



WTVJ BACKS UP ITS GREAT MOVIES WITH HARD HITTING AUDIENCE PROMOTION



BILLBOARDS



ON THE AIR SPOTS AND PARTICIPATIONS

IN EVERY DIRECTION...
Every day... South Florida's 1,400,000 viewers are reminded of WTVJ's outstanding Late Night Movies.

See Your Peters, Griffin, Woodward Colonel now for availabilities.

Florida's First Television Station



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

20th Anniversary



A & F FILM CORP.
1424 St. Catherine St., W. Montreal



26 MEN

**thundering
out of
the West**



The 26 daring Arizona Rangers tamed America's last wild territory... rounded up over 4,000 rustlers, desperadoes, gunmen and swindlers at the turn of the century. All the flavor of the historical conflict between law and outlaw is in 26 MEN... filmed for TV on scenic Arizona locations capturing the impact and excitement of the last frontier. Producer — Russell Hayden.

new! **ADULT** *action!*
WESTERN

SOLD, within first two weeks of release in over 60 markets, to such advertisers as:

- Brylcreem
- A & P
- Kroger Co.
- Coca Cola
- Fritos
- Bardahl
- H. P. Hood & Sons
- Standard Oil of Texas
- Freihofer Baking
- Max Russer Meats
- Nic-L-Silver Battery
- Mrs. Smith's Plea
- Humpty-Dumpty Stores

CONTACT:

ABC FILM SYNDICATION
1501 Broadway, N.Y.C.
Lackawanna 4-5050



BAR Lists Top Participations Ad Campaigns in Vidfilms

Which national and regional advertisers are placing their TV participations in syndicated film programs on local TV stations? To say that some of the biggest and most respected companies in the American business hierarchy now are using this form of advertising is but a mild expression of the situation.

For a rundown on exactly who's buying participations in what shows in which markets, we present the list which follows, the most comprehensive compilation of its type to appear in a business publication. This list presents the advertisers, in alphabetical order, who used participations in syndicated film shows during the first quarter of 1957 in at least five of 14 top markets.

Under each advertiser's name are the markets and stations used, and under each station are listed the titles of the syndicated shows in which the advertiser ran participations. The symbol "m" next to a program title indicates a one-minute participation in that program. A number in parentheses following the symbol "m" indicates how many participations ran, if more than one. A fraction preceding the symbol "m," such as 1/2m or 1/4m, denotes a commercial of 1/2 minute or 1/4 minute respectively.

The information in this list is derived from studies of all film

programs and commercials in those programs in each of 14 key markets for a one-week period during the first quarter of 1957, made by Broadcast Advertisers Reports, Inc., for its study on Spot Films in Television. The markets included are: Atlanta, Baltimore, Boston, Chicago, Detroit, Kansas City, Los Angeles, Miami, Milwaukee, Minneapolis-St. Paul, New York, Philadelphia, San Francisco and Washington, D. C.

For permission to publish this material, we are greatly indebted to BAR, the only source for complete and accurate information derived from monitoring off the air, by tape, the complete schedules of all stations in the principal markets of the United States. BAR produces many studies of TV and radio advertising and programming, including network, individual local market and spot film reports, as well as comparative studies of the campaigns of advertisers in key industries. These are all derived from playbacks of tapes of complete broadcast schedules.

For any additional information, please contact Broadcast Advertisers Reports, 236 East 47 St., New York 17, N. Y.

ANACIN TABLETS
Baltimore WMAR-TV
Amos 'n' Andy m

Chicago WBKB
Susie m
Chicago WGN-TV
I Led Three Lives m
Los Angeles KTTV
Stu Erwin Show m
Minneapolis-St. Paul KSTP-TV
City Detective m
New York WPIX
Susie m
Philadelphia WFIL-TV
Cisco Kid, The m
Philadelphia WRCV-TV
City Detective m (2)
Washington WTTG
Federal Men m
Grand Ole Opry m
Uncommon Valor m
Waterfront m

ARRID DEODORANT

Atlanta WAGA-TV
Mr. District Attorney m
Star Performance m(2)
Atlanta WLW-A
Eddy Arnold Time m
Baltimore WMAR-TV
Amos 'n' Andy m
Public Defender m
Boston WNAC-TV
Crunch & Des m
Patti Page m
Chicago WBKB
Mr. District Attorney m
Susie m
Los Angeles KHJ-TV
Federal Men m
Los Angeles KTTV
Fabian of Scotland Yard m
Waterfront m
Miami WGBS-TV
Captured m

Milwaukee WISN-TV
Confidential File m
Inspector Mark Saber m
Minneapolis-St. Paul WTCN-TV
Star Performance m(2)
New York WABC-TV
Dr. Christian m
New York WABD
Mickey Rooney Show, The m
New York WOR-TV
Cross Current m
Dateline Europe m
Headline m
New York WPIX
I Led Three Lives m
Inspector Mark Saber m
Public Defender m
Range Rider, The m
Star Performance m(2)
Philadelphia WFIL-TV
Science Fiction Theater m
Washington WMAL-TV
Championship Bowling m
Washington WTTG
Adventures of the Falcon m
Dangerous Assignment m
Federal Men m
Hunter, The m
Sherlock Holmes m
Waterfront m

BEECH-NUT FOOD PRODUCTS

Boston WNAC-TV
Mr. & Mrs. North m
Chicago WBKB
Susie m(2)
Detroit WXYZ-TV
My Little Margie m(2)
Stu Erwin m
Los Angeles KABC-TV
Boston Blackie m
Boston Blackie 1/2m
Boston Blackie 1/4m
Mr. & Mrs. North m
Los Angeles KTTV
City Detective m
Miami WTVJ
Susie m
Milwaukee WISN-TV
My Little Margie m(3)
New York WCBS-TV
Amos 'n' Andy m
My Little Margie m
Stu Erwin m
Philadelphia WCAU-TV
Dateline Europe m
San Francisco KGO-TV
Life With Elizabeth m(2)
My Little Margie m(2)
Stu Erwin m(2)
BIG TOP PEANUT BUTTER
Boston WNAC-TV
My Little Margie m(3)
Los Angeles KTTV
My Little Margie m
Milwaukee WISN-TV
My Little Margie m(3)
Milwaukee WTMJ-TV
Life With Father m
Mickey Rooney Show, The
New York WCBS-TV
Amos 'n' Andy m(3)
San Francisco KGO-TV
Life With Elizabeth m(2)
B in B MUSHROOMS
Baltimore WBAL-TV
Susie m
Chicago WGN-TV
Stu Erwin Show m

Detroit WXYZ-TV
My Little Margie m
Kansas City KMBC-TV
My Little Margie m
Milwaukee WISN-TV
Susie m(2)
Minneapolis-St. Paul KSTP-TV
Susie m
New York WABD
Count of Monte Cristo m
Liberace m
New York WPIX
Abbott & Costello m
Washington WTTG
Life With Elizabeth m
Paris Precinct m
Sherlock Holmes m

BON AMI CLEANSER

Atlanta WSB-TV
My Little Margie m(2)
Baltimore WMAR-TV
Federal Men m
Public Defender m
Los Angeles KTTV
My Little Margie m(3)
Philadelphia WRCV-TV
My Little Margie m(2)
San Francisco KPIX
Liberace m(3)

BOSCO CHOCOLATE SY

Baltimore WAAM
Cowboy G-Men m
Sheena Queen of the Jungle m
Baltimore WBAL-TV
Hawkeye & The Last of the Mohicans 1/2m
Detroit WWJ-TV
Gene Autry Show, The m(3)
Los Angeles KTTV
Jungle Jim m
Milwaukee WITI-TV
Sheena Queen of the Jungle m
3 Musketeers, The m
Minneapolis-St. Paul WTCN-TV
Casey Jones m(3)
New York WABD
Looney Tunes m(4)
New York WPIX
Popeye m(3)
Philadelphia WFIL-TV
Cisco Kid, The m
San Francisco KRON-TV
Bugs Bunny & Friends m(3)
Washington WMAL-TV
Jungle Jim m

BROMO SELTZER

Baltimore WBAL-TV
Science Fiction Theater m
Alternates with Robert Burns Cigars
Chicago WNBQ
Science Fiction Theater m
Alternate with Glass Wax & Snowy Bleach
Detroit WXYZ-TV
Science Fiction Theater m
New York WPIX
Science Fiction Theater m
San Francisco KRON-TV
Mr. District Attorney m
Washington WMAL-TV
Science Fiction Theater m (AS)

CARTERS-LITTLE LIVER PILLS

Atlanta WAGA-TV
Mr. District Attorney m
Star Performance m (2)
Milwaukee WISM-TV
Inspector Mark Saber m
San Francisco KGO-TV
Federal Men m
Headline m
Waterfront m
Wrestling-International Amphitheater m
Washington WMAL-TV
Town & Country Time m
Washington WTOP-TV
Amos 'n' Andy m
Boston Blackie m

CHARLES ANTELL PRODUCTS

Baltimore WMAR-TV
Amos 'n' Andy m(4)

'GEE! The Top Syndicated Shows in Chicago are on WGN-TV!!'

★ HARBOR COMMAND

★ NEW Adventures of MARTIN KANE

★ O'HENRY PLAYHOUSE

★ IF YOU HAD A MILLION

★ HIGHWAY PATROL

★ MAMA

★ THE HONEYMOONERS

★ TOPPER

★ CASEY JONES

★ WHIRLYBIRDS

★ WARNER BROS., COLUMBIA & 20th CENTURY features

... plus many more

Put "GEE" in your Chicago sales with

WGN-TV

CHANNEL 9-CHICAGO

These are just a few of the great programs on WGN-TV this fall—good reasons why Top Drawer Advertisers use WGN-TV.

Let our specialists discuss your sales problems and fill you in on our high-rated availabilities.

Hitting the right note with Northern California's young mothers



As a public service program in years past, Marian Rowe's ADVENTURE SCHOOL reaped such national honors as the Ohio State and McCall awards. Now as a commercial, participating program, ADVENTURE SCHOOL is the highest rated* local, live production in San Francisco television!

The program's unique and vital appeal to moppets and their mothers is currently winning new sales for such top accounts as Bosco, Helene Curtis, Continental Baking, Montgomery Ward, and Lever Bros. Ask Lou Simon, KPIX Sales Manager or your Katz man.

KPIX 5 / San Francisco

Westinghouse Broadcasting Co.

*ARB Cost-per-thousand homes: \$1.55, open rate; \$85 max. disc.



Boston WNAC-TV
Heart of the City m(3)
Mr. & Mrs. North m(2)

Los Angeles KHJ-TV
Adventure Album m
Biff Baker USA m
Big Game Hunt m
Bowling Time m
Captured m
Championship Bowling m(2)
Star Performance m
Strange Lands m
Willy m

Miami WGBS-TV
Captured m
Colonel March of Scotland Yard
Man Behind the Badge m
My Hero m
Scarlet Pimpernel m
Star Performance m
Steve Donovan Western
Marshal m

Minneapolis-St. Paul KSTP-TV
Susie m

New York WABC-TV
By-Line Steve Wilson m
Hopalong Cassidy m
Jungle Jim m
Passport to Danger m

Philadelphia WRCV-TV
Amos 'n' Andy m(5)
Ray Milland m(4)

San Francisco (KGO-TV)
Beulah m
Life With Elizabeth m
My Little Margie m
Paragon Playhouse m
Stu Erwin m(2)

Washington WMAL-TV
Eddy Arnold Time m
Meet Corliss Archer m(3)
Molly m
My Hero m(2)
Public Defender m(2)

CLORETS CHOROPHYLL GUM & MINTS

Baltimore WMAR-TV
City Detective m
Waterfront m

Boston WNAC-TV
City Detective m

Chicago WGN-TV
By-Line Steve Wilson m
Whistler, The m

Detroit CKLW-TV
Count of Monte Cristo m

Los Angeles KCOP
Stories of the Century m

Miami WTVJ
Code Three m
Stories of the Century m

New York WABD
Mickey Rooney Show, The m

San Francisco KRON-TV
Sheriff of Cochise m
Alternates with White King
Laundry Products

Washington WTTG
Adventures of the Falcon m
Confidential File m

COLONIALS LAXATIVE

Atlanta WLW-A
Heart of the City m

Baltimore WMAR-TV
Federal Men m
Waterfront m

Chicago WBKB
Mr. District Attorney m

Los Angeles KTTV
Waterfront m

Miami WTVJ
Susie m

Washington WTOP-TV
Amos 'n' Andy m
My Little Margie m(2)

CONTINENTAL BAKERY PRODUCTS

Boston WNAC-TV
My Little Margie m(5)

Detroit WJBK-TV
Badge 714 1/2 m

Los Angeles KTLA
Popeye m(3)

Los Angeles KTTV
Jungle Jim m(AS)

Miami WTVJ
Star Performance m

Milwaukee WISH-TV
My Little Margie m(3)

Milwaukee WTMJ-TV
Life With Father m
Mickey Rooney Show, The m

Minneapolis-St. Paul KSTP-TV
Mr. District Attorney 1/2 m
Susie m

New York WABC-TV
Jungle Jim m

New York WABD
Looney Tunes m(4)

New York WCBS-TV
Amos 'n' Andy m
Stu Erwin m(4)

New York WPIX
Sheena Queen of the Jungle m

Philadelphia WRCV-TV
Amos 'n' Andy m(5)

San Francisco KRON-TV
Bugs Bunny & Friends m(6)
Popeye 10m(3)

Washington WMAL-TV
Championship Bowling m

Washington WTOP-TV
Cisco Kid, The m
My Little Margie m(3)

Washington WTTG
Badge 714 m

DASH DETERGENT

Detroit WXYZ-TV
Stu Erwin Show m(3)

Los Angeles KCOP
Stories of the Century m

Miami WTVJ
Star Performance m(2)
Susie m(2)

New York WABD
Sheriff of Cochise m

San Francisco KGO-TV
Life With Elizabeth m(3)
My Little Margie m(2)

DECAF INSTANT COFFEE

Atlanta WLW-A
Biff Baker USA m
City Detective m
Man Behind the Badge m

Baltimore WMAR-TV
City Detective m
Federal Men m
Waterfront m

Boston WBZ-TV
China Smith m
Federal Men m
Headline m

Detroit CKLW-TV
City Detective m
Man Behind the Badge m
Ray Milland Show m

Los Angeles KHJ-TV
Man Called X, The m
Victory at Sea m

Los Angeles KRCA
Great Gildersleeve m
Man Behind the Badge m

Los Angeles KTTV
Badge 714 1/2 m

Miami WTVJ
Susie m

New York WABD
Hunter, The m
Judge Roy Bean m
Mickey Rooney Show, The m
Mr. & Mrs. North m
3 Musketeers, The m
Top Secret m

New York WPIX
City Detective m

Philadelphia WRCV-TV
City Detective m(5)

San Francisco KGO-TV
Federal Men m

Federal Men 1/2 m
Headline m
I Spy m

Washington WRC-TV
City Detective m
Headline m
Lone Wolf m
Man Behind the Badge m
Ray Milland Show, The m

DENTYNE CHEWING GUM

Atlanta WLW-A
Steve Donovan Western
Marshal m

Chicago WGN-TV
Favorite Story m

Detroit CKLW-TV
Man Behind the Badge m

Miami WTVJ
Code Three m

New York WABD
Gangbusters 1/2 m
Judge Roy Bean 1/2 m

New York WPIX
Combat Sergeant 1/2 m
Range Rider, The 1/2 m
Star Performance 1/4 m

WE HAVE THE TOP ONE-MINUTE SPOT CARRIERS IN WASHINGTON, D. C.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5:30	OPEN HEARING	MICKEY MOUSE CLUB	MICKEY MOUSE CLUB	MICKEY MOUSE CLUB	MICKEY MOUSE CLUB	MICKEY MOUSE CLUB	CLOWN CORNER
6:00	SCIENCE FICTION THEATRE 19.8 <small>Nielsen 10/56-5/57</small>	SHEENA FIRST RUN <small>St. 8/26/57</small>	FOREIGN LEGIONNAIRE 19.3 <small>ARB, 5:30 pm Sun. Feb., 1957</small>	SKY KING (Nabisco)	JUNGLE JIM 19.7 <small>Nielsen 10/56-5/57</small>	BRAVE EAGLE 18.7 <small>Nielsen 10/56-1/57</small>	CROSSCURRENT
6:30	DOCTOR CHRISTIAN 10.4 <small>ARB 10/56</small>	THREE MUSKETEERS 14.2 <small>Nielsen, 6:30 pm Sun. May, 1957</small>	JUDGE ROY BEAN FIRST RUN <small>St. 8/26/57</small>	SCIENCE FICTION THEATRE 19.8 <small>Nielsen, 6 pm Sun. 10/56-5/57</small>	SOLDIERS OF FORTUNE 15.4 <small>ARB, Mon. 7 pm March, 1957</small>	FRONTIER DOCTOR 19.9 <small>ARB Oct. 56 Mon., 10:30 pm</small>	BOWL THE CHAMP
7:00	YOU ASKED FOR IT	LOCAL NEWS	LOCAL NEWS	LOCAL NEWS	LOCAL NEWS	LOCAL NEWS	BOWL THE CHAMP
7:15	YOU ASKED FOR IT	JOHN DALY	JOHN DALY	JOHN DALY	JOHN DALY	JOHN DALY	BOWL THE CHAMP
7:30	MAVERICK	TBA	CHEYENNE ALT. SUGARFOOT	DISNEYLAND	CIRCUS BOY	RIN TIN TIN	TBA
8:00	MAVERICK	BOLD JOURNEY	CHEYENNE ALT. SUGARFOOT	DISNEYLAND	ZORRO	JIM BOWIE	TBA
8:30	TBA	GUY MITCHELL	WYATT EARP	TOMBSTONE TERRITORY	REAL McCOYS	PATRICE MUNSEL	TBA
9:00	TBA	VOICE OF FIRESTONE	BROKEN ARROW	OZZIE & HARRIET	PAT BOONE	FRANK SINATRA	LAWRENCE WELK
9:30	TBA	LAWRENCE WELK	TELEPHONE TIME	WALTER WINCHELL	OSS	DATE WITH ANGELS	LAWRENCE WELK
10:00	MIKE WALLACE	LAWRENCE WELK	WRESTLING 10.9 <small>ARB 7/57</small>	BOXING	NAVY LOG	COLT .45	COUNTRY MUSIC JUBILEE
10:30	VICTORY AT SEA 8.3 <small>ARB 7/57</small>	STUDIO 57	WRESTLING	BOXING	O. HENRY PLAYHOUSE FIRST RUN <small>St. 9/26/57</small>	STATE TROOPER FIRST RUN <small>St. 9/27/57</small>	SAFEWAY THEATRE

20th Anniversary



A & F FILM CORP.
1434 St. Catherine St., W. Montreal

wmal-tv

Maximum Power on Channel 7
Represented by H-R Television, Inc.

Susie 1/4m
 Tracers, The 1/4m
 Washington WTTG
 Badge 714 m
 Long John Silver m
DROMEDARY FOOD PRODUCTS
 Atlanta WSB-TV
 Headline m
 Baltimore WMAR-TV
 Amos 'n' Andy m(2)
 Chicago WBKB
 Mr. District Attorney m
 Los Angeles KTTV
 Life With Elizabeth m
 Ray Milland Show m
 Minneapolis-St. Paul KSTP-TV
 Federal Men m
 Mr. District Attorney m
 Racket Squad m
 Susie m(2)
 New York WPIX
 Stories of the Century m
 San Francisco KRON-TV
 Man Called X, The m
 Star & the Story, The m
 Washington WMAL-TV
 Town & Country Time m(5)
 Washington WRC-TV
 Star & the Story, The m
DUZ LAUNDRY PRODUCTS
 Baltimore WBAL-TV
 Susie m(2)
 Baltimore WMAR-TV
 Amos 'n' Andy m

Boston WNAC-TV
 My Little Margie m(2)
 Kansas City KMBC-TV
 My Little Margie m(4)
 Milwaukee WISN-TV
 My Little Margie m(3)
 New York WCBS-TV
 Amos 'n' Andy m
 Stu Erwin m(2)
 Philadelphia WRCV-TV
 My Little Margie m
 May Milland Show m
FLAV-R STRAWS
 Atlanta WLW-A
 Annie Oakley m
 Los Angeles KTLA
 Popeye m
 Miami WTVJ
 Kit Carson m(2)
 Philadelphia WRCV-TV
 Amos 'n' Andy m(2)
 San Francisco KGO-TV
 Paragon Playhouse m(7)
GLAMORENE RUG & UPHOLSTERY CLEANER
 Atlanta WAGA-TV
 Foreign Legionnaire m
 Waterfront m(2)
 Baltimore WMAR-TV
 Amos 'n' Andy m(4)
 Boston WNAC-TV
 My Little Margie m
 Patti Page m
 Chicago WGN-TV
 By-Line Steve Wilson m

Favorite Story m
 Florian Zabach m(2)
 Liberace m(4)
 Man Called X, The m
 My Little Margie m
 Sherlock Holmes m
 Whistler, The m
 Detroit WXYZ-TV
 My Little Margie m
 Los Angeles KTTV
 City Detective m(2)
 Life With Elizabeth m(2)
 Minneapolis-St. Paul KMGM-TV
 My Little Margie m
 Minneapolis-St. Paul KSTP-TV
 Susie m(5)
 New York WABD
 Beulah m(5)
 Mr. & Mrs. North m(4)
 New Orleans Police Department m
 Top Secret m(2)
 Philadelphia WFIL-TV
 Cisco Kid, The m(2)
 Famous Playhouse m
 Kit Carson m
 San Francisco KGO-TV
 Beulah m(5)
 Life With Elizabeth m
 My Little Margie m(5)
 Stu Erwin m(5)
 Texas Rassin' m
 Wrestling-International Amphitheater m

Washington WTOP-TV
 Cisco Kid, The m(2)
 My Little Margie m(4)
HUNT CLUB DOG FOOD
 Boston WNAC-TV
 My Little Margie m(2)
 Los Angeles KTTV
 My Little Margie m(2)
 Stu Erwin Show m(5)
 San Francisco KGO-TV
 Beulah m(2)
 Federal Men m
 Life With Elizabeth m(2)
 My Little Margie m
 Stu Erwin m(5)
 Washington WTOP-TV
 Amos 'n' Andy m
 Boston Blackie m
 Cisco Kid, The m
 My Little Margie m(2)
ISODINE ANTISEPTIC
 Atlanta WLW-A
 Stu Erwin Show m(3)
 Boston WBZ-TV
 Kit Carson m
 Kansas City KMBC-TV
 Stu Erwin Show m(2)
 Miami WITV
 Uncovered m
 Milwaukee WITI-TV
 Combat Sergeant m
 New York WABC-TV
 Road of Romance m
 Philadelphia WFIL-TV
 Cisco Kid, The m(2)
 San Francisco KPIX
 Liberace m(2)
 Stories of the Century m
 Washington WTTG
 Life With Elizabeth m(2)
KITCHEN BOUQUET GRAVY MIX
 Baltimore WBAL-TV
 Susie m
 Chicago WGN-TV
 Stu Erwin Show m(2)
 Detroit WXYZ-TV
 My Little Margie m
 Stu Erwin Show m
 Los Angeles KTTV
 My Little Margie m
 Milwaukee WISN-TV
 Susie m(2)
 New York WABD
 Long John Silver m
 New York WPIX
 Abbott and Costello m
LESTOIL DETERGENT
 Boston WNAC-TV
 My Little Margie m(2)
 Patti Page m
 Stories of the Century m
 New York WCBS-TV
 My Little Margie m
 Stu Erwin m
 New York WOR-TV
 Terrytoons m(2)
 Philadelphia WCAU-TV
 Dateline Europe m(2)
 Stories of the Century m
 Philadelphia WRCV-TV
 Laurel & Hardy m
LIPTON FOOD PRODUCTS
 Boston WBZ-TV
 Federal Men m
 Boston WNAC-TV
 Greatest Drama m
 Passport to Danger 1/4m
 Patti Page 1/2m
 Detroit WWJ-TV
 Patti Page m

New York WABC-TV
 Meet Corliss Archer m
 Passport to Danger m(2)
 New York WPIX
 Man Behind the Badge 1/4m
 Star Performance 1/4m
 Susie 1/4m
M & M CANDY
 Atlanta WLW-A
 City Detective 1/2m
 Steve Donovan Western Marshal 1/2m
 Atlanta WSB-TV
 Janet Dean, Registered Nurse m
 Baltimore WMAR-TV
 Amos 'n' Andy 1/2m(2)
 Boston WNAC-TV
 City Detective 1/2m
 Sheena Queen of the Jungle m
 Chicago WBKB
 Susie 1/2m
 Detroit CKLW-TV
 Man Behind the Badge m
 Detroit WXYZ-TV
 Star Performance m
 Los Angeles KHJ-TV
 State Trooper 1/2m
 Los Angeles KTLA
 Popeye m(3)
 Los Angeles KTTV
 Count of Monte Cristo, The m
 I Married Joan m
 Jungle Jim m
 Life With Elizabeth m
 Milwaukee WITI-TV
 Sheena Queen of the Jungle 1/2m
 Minneapolis-St. Paul KSTP-TV
 Great Gildersleeve, The m
 Racket Squad m
 Minneapolis-St. Paul WTCN-TV
 I Married Joan 1/2m
 Laurel and Hardy m
 New York WABD
 Gangbusters m
 Long John Silver m
 Racket Squad m
 Uncommon Valor m
 New York WOR-TV
 China Smith m
 Terrytoons m(2)
 New York WPIX
 Abbott and Costello m
 Combat Sergeant m
 Man Behind the Badge
 Popeye m
 Range Rider, The m
 Susie m
 Philadelphia WRCV-TV
 Amos 'n' Andy m
 Amos 'n' Andy 1/2m
 City Detective 1/2m
 San Francisco KGO-TV
 Waterfront m
 San Francisco KRON-TV
 Bugs Bunny and Friends m(3)
 Washington WTOP-TV
 Cisco Kid, The m(2)
MANISCHEWITZ WINE
 Atlanta WLW-A
 Frontier m
 Alternates with Brylcreem Hair Dressing
 Baltimore WAAM
 Beulah 1/4m(3)
 Boston WBZ-TV
 Federal Men m
 Boston WNAC-TV
 Dangerous Assignment m
 Milwaukee WITI-TV
 China Smith m
 Police Call m
 Racket Squad m
 Washington WTTG
 Ethel Barrymore 1/2m
 Hunter, The 1/2m

ORANGE JUICE
MINUTE MAID FROZEN
 Baltimore WBAL-TV
 Susie m
 Milwaukee WISN-TV
 My Little Margie m
 Minneapolis-St. Paul KSTP-TV
 Susie m
 New York WPIX
 Sheena Queen of the Jungle m
 Tracers, The m
 San Francisco KGO-TV
 Life With Elizabeth m(2)
MORTON FROZEN FOODS
 Atlanta WAGA-TV
 Waterfront m(2)

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Susie m
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Amos 'n' Andy m(2)
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My Little Margie m(2)
Stu Erwin Show m(2)
Kansas City KCMO-TV
Frontier Doctor m
Kansas City KMBC-TV
My Little Margie m
Los Angeles KTTV
Life With Elizabeth m
My Little Margie m(2)
Miami WTVJ
Susie m(2)
Milwaukee WISN-TV
My Little Margie m(3)
Minneapolis-St. Paul KSTP-TV
Susie m(2)
Minneapolis-St. Paul WTCN-TV
Star Performance m(2)
Stu Erwin m(5)
Philadelphia WCAU-TV
Dateline Europe m
Washington WMAL-TV
Science Fiction Theater m
Washington WTOP-TV
Amos 'n' Andy m(2)
My Little Margie m(2)
Stories of the Century m

MUSTEROLE RUB
Baltimore WBAL-TV
Susie m
Chicago WGN-TV
By-Line Steve Wilson m
Liberace m
My Little Margie m(2)
Stu Erwin Show m(2)
Detroit WXYZ-TV
Stu Erwin Show m
Los Angeles KHJ-TV
Captured m
High Road to Danger m
Minneapolis-St. Paul KSTP-TV
Susie m(2)
New York WABC-TV
By-Line Steve Wilson m
Hopalong Cassidy m
Jungle Jim m
Philadelphia WRCV-TV
My Little Margie m(2)
Ray Milland Show m
Washington WTOP-TV
My Little Margie m
Susie m

NABISCO BAKERY PRODUCTS
Baltimore WAAM
Kit Carson m(2)
Baltimore WBAL-TV
Hawkeye & The Last of the Mohicans m
Boston WBZ-TV
Kit Carson m
Popeye m
Boston WNAC-TV
Sheena Queen of the Jungle m
Chicago WGN-TV
My Little Margie m(2)
Detroit WJBK-TV
San Francisco Beat m
Alternates with Beemans Pepsin Chewing Gum

Detroit WWJ-TV
Gene Autry Show, The m(3)
Detroit WXYZ-TV
Ramar of the Jungle m
Los Angeles KTLA
Popeye m(2)
Minneapolis-St. Paul KMGM-TV
My Little Margie m(2)
New York WABD
Looney Tunes m(3)
New York WPIX
Popeye m(3)
Philadelphia WFIL-TV
Cisco Kid, The m
Kit Carson m
San Francisco KRON-TV
Gugs Bunny & Friends m(2)
NYTOL SLEEPING TABLETS
Atlanta WAGA-TV
Star Performance m
Boston WNAC-TV
Dangerous Assignment m
Chicago WGN-TV
Public Defender m
Whistler, The m
Detroit CKLW-TV
Adventures of the Falcon m

Dangerous Assignment m
Minneapolis-St. Paul KSTP-TV
City Detective m
Federal Men m
New York WABD
Bowling Time m
Mr. & Mrs. North m
New Orleans Police Department m
Uncommon Valor m
New York WPIX
Ellery Queen, Adventures of m
Man Called X, The m
San Francisco Beat m
PETER PAUL CANDY BARS
Boston WNAC-TV
Patti Page m
Chicago WGN-TV
I Led Three Lives m
Los Angeles KHJ-TV
Gangbusters m
Star Performance m
New York WABD
Looney Tunes m(3)
New York WPIX
Science Fiction Theater m

PHILLIPS PRODUCTS
Atlanta WLW-A
Man Behind the Badge m
Detroit WXYZ-TV
Liberace m(3)
Minneapolis-St. Paul WTCN-TV
Unexpected, The m
New York WCBS-TV
Amos 'n' Andy m
My Little Margie m
Washington WTOP-TV
Amos 'n' Andy m
PINK ICE HOME FACIAL
Boston WNAC-TV
Heart of the City m
Mr. & Mrs. North m
Miami WGBS-TV
San Francisco Beat m
Star Performance m
Milwaukee WISN-TV
Headline m
Lone Wolf m
New York WABD
Mr. & Mrs. North m(3)
New Orleans Police Department m

Ray Milland Show, The m
3 Musketeers, The m
Top Secret m(2)
San Francisco KGO-TV
Beulah m(3)
Federal Men m
My Little Margie m(2)
Paragon Playhouse m(2)
Stu Erwin m(2)
PLAYTEX PRODUCTS
Atlanta WLW-A
Steve Donovan
Western Marshal m(2)
Stu Erwin Show m
Kansas City KMBC-TV
Overseas Adventure m
Stu Erwin Show m
Miami WITV
Mr. & Mrs. North 1/2 m
Uncommon Valor m
Milwaukee WITI-TV
Bowling Time m
China Smith m
Dr. Fu Manchu, Adventures of m
Errol Flynn Theater m
I Spy m

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Lilli Palmer Show m
Police Call m
Racket Squad m
Racket Squad 1/2 m
Star & the Story m
Steve Donovan
Western Marshal m
 New York WABC-TV
Drama of Life m(2)
Hopalong Cassidy m
Road of Romance m(4)
 New York ABD
Range Rider, The m
 Philadelphia WFIL-TV
Cisco Kid, The m
Stu Erwin Show m(2)
 San Francisco KPIX
Florian ZaBach m
Liberace m(2)
 Washington WTTG
Errol Flynn Theater m
Life With Elizabeth m(3)
POLIDENT DENTURE CLEANER
 Chicago WGN-TV
By-Line Steve Wilson m
Man Called X, The m
 Detroit CKLW-TV
Inner Sanctum m
 New York WABD
Bowling Time m
 New York WPIX
Dr. Christian m

Science Fiction Theater m
Star Performance m
 Washington WTTG
Captured m
Confidential File m
Hunter, The m
RALEIGH CIGARETTES
 Chicago WGN-TV
Public Defender m
 Detroit CKLW-TV
Adventures of the Falcon, m
 Kansas City KCMO-TV
Fabian of Scotland Yard m
 Los Angeles KCOP
Jungle m
Range Rider, The m(2)
 Los Angeles KTTV
Stu Erwin Show m
Waterfront m
 Philadelphia WRCV-TV
City Detective m
 San Francisco KGO-TV
Waterfront m
ROBERT BURNS CIGARS
 Boston WNAC-TV
Adventure of the Falcon m(AS)
 Detroit WWJ-TV
Federal Men 1/2 m(AS)
 Los Angeles KTTV
I Led Three Lives m
Alternates with Bromo Seltzer
 New York WPIX
Mr. District Attorney m
Alternates with Pils Beer
 Philadelphia ICAU-TV
By-Line Steve Wilson m
Alternates with Savarin Coffee
 San Francisco KRON-TV
Science Fiction Theater m
Alternates with Olympia Beer
ROBERT CURLEY PRODUCTS
 Baltimore WAAM
Beulah m
 Chicago WGN-TV
Florian ZaBach m(5)
Liberace m(5)
Life With Elizabeth m(5)
My Little Margie m(3)
Stu Erwin Show m(2)
 Los Angeles KABC-TV
Boston Blackie m(4)
Mr. & Mrs. North m
 Miami WITV
Mr. & Mrs. North m(2)
Uncommon Valor m(2)
Uncovered m(4)
 Minneapolis-St. Paul KMGM-TV
My Little Margie m
Mystery Is My Business m
Science Fiction Theater m
Texas Rastlin m
TV Reader Digest m
Waterfront m
 New York WABD
Beulah m(4)
Gene Autry Show, The m
Mr. & Mrs. North m(5)
New Orleans Police Department m
Top Secret m
ROBERT HALL CLOTHES
 Baltimore WAAM
Beulah m(2)
Kit Carson m
Sheena Queen of the Jungle m
 Boston WNAC-TV
Dangerous Assignment m
Greatest Drama m
Passport to Danger m
 Chicago WGN-TV
Favorite Story m
Liberace m
Public Defender m
Stu Erwin Show m
 Detroit CKLW-TV
Adventures of the Falcon m

Boston Blackie m
Favorite Story m
This Is Your Music m
 Los Angeles KCOP
Hunter, The m
Jungle m
Meet Corliss Archer m
Range Rider, The m(2)
 Los Angeles KHJ-TV
Adventure Album m
Biff Baker USA m
Big Game Hunt m
Championship Bowling m
Willy m
 Los Angeles KRCA
Great Gildersleeve, The m
Man Behind the Badge m
Paragon Playhouse m
Steve Donovan
Western Marshal m
 New York WABC-TV
Adventures of the Falcon m
By-Line Steve Wilson m
Frankie Laine Show, The m
 New York WABD
Bowling Time m
Great Gildersleeve, The m
Racket Squad m
Range Rider, The m
 Washington WTOP-TV
Amos 'n' Andy m
Boston Blackie m
Cisco Kid, The m(5)
Stories of the Century m
 Washington WTTG
Errol Flynn Theater m
New Orleans Police Department m
ROLAIDS ANTACID
 Baltimore WMAR-TV
Federal Men m
Public Defender m
 Chicago WGN-TV
Liberace m
I Led Three Lives m
Man Called X, The m
 Detroit CKLW-TV
City Detective m
 Los Angeles KCOP
Eddie Cantor Comedy Theater m
 Miami WTVJ
Code Three m
 Minneapolis-St. Paul KSTP-TV
City Detective m
Federal Men m
 New York WABD
Gangbusters m
Judge Roy Bean 1/2 m
 New York WPIX
Combat Sergeant 1/2 m
Range Rider, The m
Star Performance 1/2 m
Susie 1/2 m
Tracers, The 1/2 m
 Philadelphia WRCV-TV
City Detective m
Amos 'n' Andy m
 Washington WMAL-TV
Town & Country Time m
SNOW CROP FROZEN FOODS
 Chicago WGN-TV
My Little Margie m(2)
Stu Erwin Show m(3)
 Detroit WXYZ-TV
My Little Margie m(2)
Stu Erwin Show m
 Milwaukee WISN-TV
Susie m(5)
 Philadelphia WRCV-TV
City Detective m(2)
 Washington WTOP-TV
Amos 'n' Andy m(3)
My Little Margie m
 Washington WTTG
Ethel Barrymore m

Paris Precinct m
SUPER ANAHIST PRODUCTS
 Baltimore WAAM
Life With Father m
Sheena Queen of the Jungle m
 Baltimore WBAL-TV
I Led Three Lives m
 Boston WBZ-TV
China Smith m
Headline m
Passport to Danger m
 Chicago WBKB
Susie m
 Chicago WGN-TV
Public Defender m
 Detroit WJBK-TV
Badge 714 m
 Detroit WWJ-TV
Patti Page m
Sports on Parade m
 Detroit WXYZ-TV
Science Fiction Theater m
 Kansas City KCMO-TV
Fabian of Scotland Yard m
 Kansas City KMBC-TV
My Little Margie m
Public Defender m
Stu Erwin Show m
 Los Angeles KABC-TV
Joe Palooka m
 Los Angeles KTTV
Life With Elizabeth m(3)
My Little Margie m
Stu Erwin Show m(2)
 Milwaukee WISN-TV
Susie m(5)
 Milwaukee WTMJ-TV
Patti Page 15m
 Minneapolis-St. Paul KSTP-TV
Federal Men m
Life of Riley m
 New York WABC-TV
Frankie Laine Show, The m
Hopalong Cassidy m
Jungle Jim m
 New York WABD
Top Secret m
 Philadelphia WFIL-TV
Kit Carson m(3)
 San Francisco KGO-TV
I Spy m
Waterfront m
Wrestling International Amphitheater m
 Washington WMAL-TV
Championship Bowling m
Town & Country Time m(4)
 Washington WTOP-TV
Amos 'n' Andy m
Boston Blackie m
 Washington WTTG
Ethel Barrymore m
SUSTAMIN 2-12 TABLETS
 Boston WNAC-TV
Heart of the City m(3)
Mr. & Mrs. North m(2)
 Chicago WGN-TV
Favorite Story m
I Led Three Lives m
Liberace m(3)
My Little Margie m(4)
Whistler, The m
 Detroit CKLW-TV
Favorite Story m
Pride of the Family m
 Minneapolis KMGM-TV
Science Fiction Theater m
 New York WOR-TV
Cross Current m
Dateline Europe m
Headline m
Lone Wolf m
Movie Museum m
My Hero m(2)
 Washington WTTG
Life With Elizabeth m(3)
Pendulum, The m

TINT-N-SET HAIR SPRAY & RINSE
 Boston WNAC-TV
My Little Margie m
 Chicago WBKB
Captain Gallant of the Foreign Legion m
Flash Gordon m
Unexpected, The m(5)
 Miami WGBS-TV
Captured m
Colonel March of Scotland Yard m
Man Behind the Badge m
My Hero m
Paragon Playhouse m
San Francisco Beat m
Steve Donovan Western Marshal m
 New York WOR-TV
China Smith m
Cross Current m
Dateline Europe m
Headline m
Lone Wolf m
My Hero m
 San Francisco KGO-TV
Beulah m(2)
My Little Margie m
Paragon Playhouse m
Stu Erwin m
UNCLE BEN'S RICE
 Atlanta WLW-A
City Detective 1/4 m
Steve Donovan, Western Marshal 1/2 m
 Atlanta WSB-TV
My Little Margie m
 Baltimore WMAR-TV
Amos 'n' Andy 1/2 m(2)
 Boston WNAC-TV
City Detective 1/2 m
 Chicago WBKB
Susie 1/2 m
 Milwaukee WITI-TV
Sheena, Queen of the Jungle 1/2 m
 Minneapolis-St. Paul WTCN-TV
I Married Joan 1/2 m
 New York WABD
Long John Silver 1/2 m
Racket Squad 1/2 m
Uncommon Valor 1/2 m
 New York WPIX
Combat Sergeant m
Man Behind the Badge 1/2 m
 Philadelphia WRCV-TV
Amos 'n' Andy 1/2 m
City Detective 1/2 m
 Washington WTOP-TV
My Little Margie m
VICEROY CIGARETTES
 Boston WNAC-TV
San Francisco Beat 1/2 m
Alternates with Pharmaceuticals, Inc.
 Los Angeles KHJ-TV
Star Performance 1/2 m
 Los Angeles KTTV
Code Three 1/2 m
 New York WABD
Bowling Time 1/4 m
Ethel Barrymore 1/2 m
Gene Autry Show, The 1/2 m
Mickey Rooney Show, The 1/2 m
Mr. & Mrs. North 1/2 m(2)
New Orleans State Police Department 1/2 m
Ray Milland Show, The 1/2 m
 Washington WTTG
Crunch & Des m
Sherlock Holmes m
WISK DETERGENT
 Baltimore WBAL-TV
Susie m(2)
 Baltimore WMAR-TV
Amos 'n' Andy m(3)
City Detective m
 Chicago WGN-TV
My Little Margie m(5)
 Milwaukee WISN-TV
My Little Margie m
Susie m
 Milwaukee WTMJ-TV
Life With Father m
Mickey Rooney Show, The m(2)
 Washington WMAL-TV
Championship Bowling m
 Washington WTTG
Long John Silver m
Sherlock Holmes m
Steve Donovan, Western Marshal m

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20th Anniversary



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SG to Issue New Pkgs. By Types

HOLLYWOOD — Success of Screen Gems in sales of its "Hollywood Mystery Parade" and "Horror" packages of features will result in selling by type of most of the other remaining pix in the Columbia and U-I backlogs.

Next package to be released will be either a series of 26 Westerns (Billboard, August 19) or of 52 comedies, consisting of Abbott and Costello, Donald O'Connor, W. C. Fields and Deanna Durbin features. Which goes first depends to a great extent on reaction from stations and whether it's felt network Westerns will have saturated the market this fall.

One remarkable aspect is that TV stations are paying more for the horrors than they did for the premiere package, which contained 39 topflight pix put together without regard to type.

A check of stations shows that thinking of program directors is that typed packages can be programmed like a series, building up an audience at a specific time, and possibly typing the pix together by means of a host. In a random package, on the other hand, each feature has to stand on its own merit, requiring a great deal of promotion and assuring no steady audience.

One station, KCRA, in Sacramento, is even planning to throw the horror pix against the M-G-M biggies in a direct test.

AAP Staffers Meet on Fall Sales Plans

NEW YORK — A general sales meeting of Associated Artists Productions staffers has been set by AAP to open tomorrow (27) at Chicago's Edgewater Beach Hotel to discuss fall sales plans on the firm's features and vidfilms, with General Sales Manager Bob Rich in charge.

Meanwhile, AAP has scored sales on various Westerns and mysteries in its "Goldmine Library" to outlets in Plattsburgh, N. Y.; Sacramento, York, Pa., and Missoula, Mont., bringing to a total of 35 the number of markets in which sales have been wrapped on library deals since its launching in late May.

On the AAP executive front, Eliot Hyman has been elected president of the AAP Corporation, parent company of film-distributing AAP, Inc. He succeeds Louis Chesler, who moves upstairs to board chairmanship.

TV Execs, Mayor Of L. A. Meet on Industry Problems

HOLLYWOOD — Meeting between TV execs and Los Angeles Mayor Norris Poulson was held last week for discussion of industry problems and furthering of the telefilm industry on the West Coast.

Execs were promised city cooperation in luring more business to Hollywood from New York. One of the key items brought up was the annual tax on negatives in vaults as of March 1. This has resulted in films being shipped to and stored in New York, with subsequent lab and print work being done in the East.

15 More Sales On '26 Men'

NEW YORK — ABC Film Syndication has racked up 15 sales for its "26 Men" to put the adult Western in a total of 103 markets. Among the new sales are the first Midwest markets, which distributors have found are coming in late in general, including WLW-1, Indianapolis; KTVI, St. Louis, for Budweiser; WOI-TV, Ames, Ia., and WTGN, Minneapolis.

Other new sales are WTAR, Norfolk, for Nolde Bread and Birchard Dairy; WSN, Nashville; KENS, San Antonio, for Turbiville Motors; WLW-A, Atlanta; WILK, Wilkes-Barre, Pa., for Purvin Dairies; WDSU, New Orleans; WCNY, Watertown, N. Y.; WMBR, Jacksonville, Fla.; KPLC, Beaumont, Tex., and WBOC-TV, Salisbury, Md., for Freilhofer Baking and LaCates Structural Steel.

ATN, Sydney, bought "26 Men" and "Sheena, Queen of the Jungle" from ABC Film, which also last week sold its "Three Musketeers" to Pep Soft Drink Company in Mexico City.

ON THE MOVE

Many Filmmers Exit Costly Hollywood

HOLLYWOOD — A considerable portion of syndicated film production is pulling out of Hollywood and moving to more favorable environs. The reason is primarily attributable to one factor: Rerun payments to the guilds.

Nine syndicated programs are producing outside the continental limits of the United States. Whereas this is only about 35 per cent of all those being shot (16 are still being filmed in Hollywood, New York and elsewhere in the U. S.), it is a significant number when compared to net programs, of which only three are being done in Europe.

Basically the larger companies are staying in the U. S., the smaller producers moving elsewhere.

Why the difference? The big firms, such as MCA, Ziv, the NTA-Desilu combine, CBS and CNP are in strong financial positions and have organizations large

enough to pre-sell a series in perhaps as many as 100 markets prior to its going on the air.

The indie producer, on the other hand, often can kick off a series in no more than 20 or 25 markets, with starts in some markets falling as much as a year behind the original air date. In the meantime he has obtained outside financing, on which he pays high interest charges.

Supposing then he recoups three-quarters of the negative cost on the first run; the series goes into second run while first run is still playing in a majority of markets. Before paying off the bank loan, which still accumulates interest, he must begin making residual payments. While the guilds have recognized this dilemma to some extent, the problem has not yet been solved.

The result is that producers have gone to places where residuals don't exist: Canada, Africa, Great Britain and Bermuda.

Whereas, the original production cost in these locales may not be much less than in Hollywood, once this has been paid the producer is in the clear. He has the further inducement of being almost automatically guaranteed about \$5,000 of the negative cost thru quota eligibility in Britain if he films there or in one of the dominions.

The degree to which producers are taking advantage of this varies. Ziv-TV, for instance, in "Martin Kane," imported only an American star and used British writers, directors and supporting players. Cross-Krasne, shooting "African Patrol" and "Jungle Boy" in Kenya, and planning a third, "Trader Horn," is going almost exclusively with other than American personnel.

TPA, producing "Last of the Mohicans" and "Tugboat Annie" in Canada, uses U. S. writers, directors and stars, but gets its supporting players on location. The same is true of the "Charlie Chan" series, filmed partially in Europe.

Other series being produced abroad, with variations in the pattern, are Arsla's "Citizen Soldier," Official Films' "Sword of Freedom," Screen Gems' "Ivanhoe" and Bernard L. Schubert's "White Hunter."

Gene Kelly's Jap 'Special'

NEW YORK — A 90-minute filmed "special" to star Gene Kelly in a full-color report on booming Japanese show business—as Maurice Chevalier reported on Paris in a Project 20 "special" last season—is reported due for discussion this week here between NBC-TV execs and film producer Steve Parker.

As mapped by Parker, Kelly (who will also direct) will take audiences on a tour of Japanese Kabuki theaters, night clubs, geisha spots and other Oriental attractions.

AAP Movie Pkg. First for Britain

LONDON — AAP, Inc., has scored the first large package sale of feature films to British TV, wrapping a deal with Lew Grade's Associated TV firm for some two dozen Warner Bros. titles at a purchase price equivalent to \$250,000. Pictures will begin airing in Britain this fall. The sale was made by AAP's overseas chief, Norman Katz.

ABC & WGA Talk Program

HOLLYWOOD — Negotiations are in session between Writers' Guild of America and ABC-TV for production of an hour-long series under Guild auspices. According to Bob Adams, West Coast program exec, show would be aimed for the 1958-'59 season.

Talks have been held previously by both the Writers' and Producers' guilds on the possibility of turning out series, but in each case snags have developed. Neither sponsors nor studios have evinced any great interest since "Screen Directors Playhouse" flopped for Eastman Kodak two years ago.

Tea Co. Eyes 'Gray Ghost'

NEW YORK — The National Tea Company is close to a deal for sponsorship of "The Gray Ghost" in 12 major markets, including Detroit, Minneapolis, Memphis, Denver and Charleston-Huntington, W. Va. The buy would put the CBS Television Film Sales series in almost 90 markets.

The most recent group sale for "Ghost" was the Welch Grape Juice buy of five Pacific Northwest markets.

Merch. Firm Gets Three TPA Films

NEW YORK — Jay Emmett Associates will represent Television Programs of America in the licensing of three film series, "Fury," "Captain Gallant" and "New Adventures of Charlie Chan."

The character merchandising firm continues to represent "Superman," which now has 60 items licensed for retail sale.

WJZ Sets Switch To Feature Films

BALTIMORE — The new Westinghouse outlet here, which changes its call letters from WAAM to WJZ-TV next week, changes its entire programming as well. Heavy emphasis on feature films in new formats is being used to oppose CBS-TV and NBC-TV network shows in all but prime time. An ABC-TV affiliate, WJZ-TV, will carry most of the ABC shows in the 7:30-10:30 p.m. slots.

Against the early live shows, WJZ will program "Baltimore Close-up" daily, 7-8 a.m., in which weather and interviews will be spotted in a "Terrytoons" hour, with more cartoons in a 9:30-10 a.m. strip. "Baltimore Movietime" will carry features in the 11 a.m.-12:30 p.m. strip.

"Your Romance," 12:30-2 p.m. daily, will be formatted with soap opera continuity. A romantic host with an air of mystery about him will chat between segments of M-G-M movies, films chosen all having a romance theme. Sundays, 12:30-2 p.m., "Andy Hardy Theater" will run all available pictures in that series, to be followed by "Maisie Theater" and groups of other feature film series.

"The Early Show" will be stripped at 6 p.m., "The Late Show" at 10:30 p.m., "Late Late Show" at about 1:30 a.m., all relying on M-G-M properties. A five-minute newscast will separate the nightly double feature. "M-G-M Theater" will use additional pictures Sundays, 3-5 p.m.

"Saturdays, an 8 a.m.-4 p.m. "Movie-Go-Round" will present three features three times each. "Popeye and His Pals" will run 5:30-6 p.m. Saturdays and Sundays. Remaining half-hours of non-prime time will be occupied by a handful of syndicated shows, including two partly owned by

Emperor Shoots Occupation Series

HOLLYWOOD — Teleseries dealing with personalities having dangerous and unusual occupations is being filmed by Emperor Productions in conjunction with KRCA, NBC outlet here. Show will make its debut on the station this fall and is aimed for syndications.

John Jacobs hosts the program, created and produced by Ed H. Peftwich.

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ANOTHER FLAMINGO

Rush and Gottlieb Set Up New Firm

NEW YORK—Flamingo Telefilm Sales, Inc., has been formed by Herman Rush and Ira Gottlieb, who will take over the entire catalog of Flamingo Films as sales agents.

Among the programs acquired from Flamingo are 95 half hours of "The Country Show," which as "Grand Ole Opry" was recently renewed by Pillsbury in 30 markets; 39 half hours of "Cowboy G-Men," 78 half hours of "Beulah," 77 quarter hours of the "Baseball Hall of Fame," 26 quarter hours of "Top Secret," a package of 96 Western features with top Western actors, 155 features including many produced in England and the Princess package.

New Sponsor ID Process By Filmcraft

HOLLYWOOD—A new process for removing and replacing sponsor identification, and shooting without identification for subsequent sponsor labeling, has been developed by Filmcraft Productions.

The system, known as Logofilm, is an electronic one. It mats out the title or trademark identification, and can, if desired, replace it with an entirely new one. It permits program filming without identification and insertion of sponsor at a later date.

Reported to be half the cost of existing processes, its importance is in making possible quick changes in sponsor identification, such as may be the need when an advertiser sells off half a show to an alternate sponsor.

The process has already gone into use on the Groucho Marx series.

Bakers Stay On 'Hawkeye'

HOLLYWOOD — Langendorf Bakeries has renewed its option on "Hawkeye, Last of the Mohicans," for another 52 weeks. Original contract between the advertiser, which sponsors the show in 14 Western markets, was for 26 weeks, with option to renew or cancel after that period.

TPA is planning production of another round of "Mohicans" in Canada following completion of "Tugboat Annie" (Billboard, August 19), altho Langendorf renewal is not contingent on this.

WRC Safeway Pix Move to WMAL

WASHINGTON — A top-rated local program, "Safeway Theater," seen for the past eight years on WRC-TV, the NBC affiliate here, will move to WMAL-TV, the ABC affiliate, on September 7.

The show, sponsored by Safeway Stores, Inc., will feature first-run Warner Bros. films. It will run from 10:30 p.m. until conclusion.

New Filmercial Firm Formed In Hollywood

HOLLYWOOD — New commercial film organization was formed in Hollywood last week by Filmaster Productions, headed by Robert Stabler.

The firm, to be known as Filmercial Productions, will provide "one-stop" production facilities, including optical department, animation, titling, editing, inserts and special effects. It is headed by James H. Chapin, former general manager of UPA Enterprises.

Idea behind move is to create a medium-sized company that can provide the complete commercial facilities which only the majors have had to date. First series of commercials is already in production for General Mills, thru Dancer-Fitzgerald-Sample.

Firm will be headquartered at California Studios, where additional stage space and four more buildings are being requisitioned.

Representation in New York and Chicago will be set up by Chapin next month.

WPIX Devotes 53% of Time To Telefilms

NEW YORK—WPIX, long a bellwether of indie station operation, continues to make syndicated telefilms the backbone of fall scheduling, with a total of 41 hours—or 53 per cent—of total weekly broadcast time now devoted to new or rerun vidfilm properties.

Features are also a major item in the station's line-up, with a total of 22 hours, 30 minutes weekly of feature movies, but are heavily out-ranked by the vidfilms.

A total of 13 hours, 30 minutes weekly are left over to be used for sports, news and public service features.

Syndicated vidfilms, from the commercial standpoint, are particularly strong as an advertiser lure. So far, WPIX is scheduled for a complete S.R.O. to national and regional advertisers in its first and rerun telefilms, with local advertisers buying in elsewhere on the station.

CBS Pix Says Series Must Pay in 3 Yrs.

NEW YORK — CBS-TV Film Sales has revised its projection for writing-off syndicated series which it distributes and/or finances. The firm now believes that vidfilm properties should pay off within a maximum period of three rather than four years.

The primary factor behind its new policy is the influx of reruns, both of network and syndicated series, which compete for station attention and which are available at reasonable prices, the film distributor must move more quickly to see that investments are safeguarded, according to CBS Film Sales.

The new write-off pattern will see the production of 39 first-run half hours and assuming no renewals, the rerunning of this product for the following two years instead of three. The series will then be retired for a year and be re-issued again for further rerun purposes.

COST-PER-THOUSAND CHARTS

• COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

• Continued from page 7

Table listing cost per thousand women viewers for various programs like PLAYHOUSE 90, STEVE ALLEN, OZZIE & HARRIET, etc.

• COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

• Continued from page 7

Table listing cost per thousand children viewers for various programs like FATHER KNOWS BEST, G.E. THEATER, THE WEB, etc.

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COMING COST PER THOUSAND ANALYSES:

Next Week: Cigarette-Tobacco Sponsors and Home, Building and General Sponsors.

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
FOOD AND BEVERAGE			
Food Ingredients			
Robin Hood Flour, H. W. Kastor	1 (60)	LA	Fred A. Niles
Carter Oil, McCann-Erickson	1 (60)	SA	Fred A. Niles
Canned and Packaged Goods			
Mars, Inc., Milky Way, Knox Reeves	11 (20)	FA	Grantray-Lawrence and Quartet
Mars Bars, Knox Reeves (Mickey Mouse Club, Circus Boy)	2 (60)	LA	Hal Roach
Milky Way, Knox Reeves (Mickey Mouse Club, Circus Boy)	1 (60)	LA	Hal Roach
Forever Yours, Knox Reeves (Mickey Mouse Club, Circus Boy)	1 (60)	LA	Hal Roach
Milky Way, Knox Reeves (Circus Boy)	1 (60)	LA	Screen Gems
Snickers, Knox Reeves (Circus Boy)	1 (60)	LA	Screen Gems
Milky Way, Knox Reeves (Mickey Mouse Club, Circus Boy)	1 (60)	FA	Ray Patin
Snickers, Knox Reeves (Mickey Mouse Club, Circus Boy)	2 (60)	FA	Ray Patin
Three Musketeers, Knox Reeves (Mickey Mouse Club, Circus Boy)	2 (60)	FA	Grantray-Lawrence
Milky Way, Knox Reeves (Mickey Mouse Club, Circus Boy)	2 (60)	FA	Grantray-Lawrence
Quaker Oats, Ken-L-Ration, Needham, Louis & Broby	1 (60)	LA	Lou Lilly
Motts Apple Sauce, Young & Rubicam	2 (20)	FA	Academy
Bakery Goods			
Roman Meal Co., Bread, Roy S. Dursline	2 (60), 4 (20)	J, LA	Mei Gold
	1 (08)	J, LA, ID	Mei Gold
Nabisco Crackers, McCann-Erickson	—	NA	MPO
W. E. Long, Holsum Bread	4 (60), 6 (20)	FA, LA	Academy
Nabisco, Fig Newtons, McCann-Erickson	1 (20)	FA	Academy
Food Beverages			
The Borden Co., Instant Coffee	2 (60), 2 (20)	LA	Sound Masters
Coca-Cola, McCann-Erickson	—	NA	UPA
Reilly Coffee, Lutzanne Coffee, Walker Sausy	3 (60), 2 (20)	LA	All-Scope
Alcoholic Beverages			
Siag Beer, Erwin-Wasey	5 (60)	LA	Fred Niles
Storz Brewing, Bozell & Jacobs	2 (20), 3 (10)	FA	Not Available
Carling Brewing, Red Cap Ale, B&B	1 (60), 1 (20)	SA	Hankinson
Liebhann Breweries, Rheingold, Foote, Cone & Belding	—	NA	Sarra
Hudepohl Brewery, Stockton, West & Burkhardt	1 (20)	SA	Fred A. Niles
Piel's Beer, Young & Rubicam	1 (60)	FA	UPA
	1 (20)	FA(C)	UPA
Molson's Brewery, Golden Ale, MacLaren	4 (60), 2 (20)	LA, SA, J	Pathe
Molson's Brewery, Crown & Anchor Ale, MacLaren	8 (60), 2 (20)	LA, SA, J	Pathe
Export Ale, MacLaren	2 (60), 2 (20)	LA, J	Pathe
Sterling Breweries, Compton	4 (60), 2 (20)	LA	TV Graphics
P. Ballantine, Beer, Wm. Esty	2 (60), 3 (20)	FA	TV Graphics
Gunther Brewing, SSC&B	4 (60)	FA	TV Graphics
Bavarian Beer, Calkins & Holden	4 (60), 4 (20)	FA	Academy
United Vintners, Petri Wine, Y&R	2 (60), 1 (20)	LA	All-Scope
Other Foods			
Quaker Oats, Needham, Louis & Broby (Jane Wymca)	6 (60)	LA	Lou Lilly
Sunsweet Growers, Prunes, Long	3 (60)	LA	All-Scope
	3 (60)	FA	All-Scope
Vienna Corned Beef	1 (60), 1 (20)	LA	Fred Niles
Vienna Franks	1 (60)	FA, LA	Fred Niles
	1 (20)	LA	Fred Niles
Wesson Oil & Snowdrift, Weston Oil, Fitzgerald	—	NA	Sarra
Sessious Peanut Butter, Noble-Duty	1 (60)	FA	Fred Niles

(To be continued next week)

NTA Deal for KMGM Jells

NEW YORK—National Television Associates' purchase of a controlling interest in KMGM-TV, Minneapolis, has now jelled officially, subject to Federal Communications Commission approval.

The NTA move into the station ownership field, first reported in The Billboard (see August 5 issue), was announced jointly by NTA's Ely Landau and Sy Weintraub, film industry veteran who heads the group owning 75 per cent of the independent station. Loew's, Inc., will retain its one-fourth ownership in the station.

The eventual goal of NTA, according to Landau, is "our full quota of stations authorized by the FCC." Current regulations limit group ownership to five VHF's and two UHF's. NTA is reported eyeing further independent outlets for purchase.

A new subsidiary corporation will be organized, NTA says, to handle the firm's new broadcasting activities, altho no executives were named to helm the offshoot.

'Patrol' Knits Merch. Ties

NEW YORK—A strong track record for a TV show is now the key to setting up franchised merchandise deals. Manufacturers of toys, games and other items linked to TV shows have been cautious this season, unwilling to tie up with shows which may be canceled, but Ziv-TV had no trouble last week in firming a deal with Character Merchandising for a line of items tied to the successful Ziv syndication entry, "Highway Patrol," now going into its third season in nearly 200 markets.

The first major entry will be a 40-piece uniform kit which will transform youngsters from Size 2 to Size 14 into replicas of State policemen, with a "Highway Patrol" holster-and-gun set also available. Items will be retailed in department and variety stores in time for holiday buying and will be available to "Highway" sponsors as TV premiums or prizes.

'Thin Man' Sold To BBC for Jan.

NEW YORK — MGM-TV has sold "The Thin Man" to the British Broadcasting Corporation for English telecasting starting January 1. The BBC has no commercial sponsors.

The comedy mystery series debuts in the U. S. September 30 on NBC-TV for Colgate.

Small Regional Deal for Gen. Cigar on 'Cochise'

NEW YORK — A small-scale regional deal has been scored by NTA with General Cigar, an account increasingly active in syndicated sponsorship. The tobacco firm, via Young & Rubicam, has signed for co-sponsorships of "Sheriff of Cochise" on Chicago's WNBQ and Baltimore's WBAL-TV.

lore and the like will be demonstrated and taught.

At 3 p.m. age level of the audience shifts upward for the teenage-oriented "Jim Lounsbury Record Hop." Attraction is interviews with record stars and the playing of hit disks while the camera plays on dancing teen-agers. Seven-Up Bottling Company has already signed half of the 60-minute show in a 52-week deal.

New TV Spot Campaigns

Contracts Set in Every Region in Two Weeks Ending August 3

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

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

On Eastern Stations

Avon Cosmetics thru Monroe F. Dreher (Ann.)
 Chunky Chocolates thru Grey (Prog.)
 Cream of Wheat thru BBD&O (ID)
 Ford Mystery Car thru K & E
 Junket Brand thru SSC&B (Ann., Part.)
 Lustre Creme Shampoo, Colgate-Palmolive (Ann.)
 Mrs. Filbert's Margarine thru SSC&B
 Musselman's Apple Sauce thru Arndt, Preston, Chapman, Lamb & Reen (Part.)

Philip Morris Cigarettes thru N. W. Ayer (ID)
 Poll Parrot Shoes, International Shoe thru Krupnick (Part.)
 Purex thru E. H. Weiss (Ann.)
 Rinso, Lever thru J. W. Thompson (Ann.)
 Unger Snippy Scissors thru M. H. Kelso (Part.)
 Wildroot Cream Oil thru BBD&O (Part.)

On Southern Stations

Duck Head Overalls, O'Bryan thru Noble-Duty (Part.)
 Kool Cigarettes, Brown & Williamson thru Ted Bates (ID)
 Kraft Oil thru Needham, Louis & Broby (Part.)
 Morton's Frozen Pies thru Ted Bates (Part.)
 Nationwide Insurance thru Ben Sackheim (Prog.)
 Nytol, Block Drug thru SSC&B (Ann., Part.)

Philip Morris Cigarettes thru N. W. Ayer (Ann.)
 Poll Parrot Shoes, International Shoe thru Krupnick (Part.)
 Pontiac, Gen. Motors thru MacManus John & Adams (Ann., ID)
 Purex thru E. H. Weiss (Ann., Part.)
 Viceroy Cigarettes, Brown & Williamson thru Ted Bates (Ann.)
 Wheaties, General Mills thru Knox Reeves (Ann.)
 Wildroot Hair Oil thru BBD&O (Prog.)

On Midwestern Stations

Am. Health Studios thru Allstate (Part.)
 Ban, Bristol-Myers thru Benton & Bowles (ID)
 Beer, Griesedieck thru Mason (Prog.)
 Dexter Sewing Machine thru Arthur Meyerhoff (Prog.)
 Doane Pills, Foster & Milburn thru Street & Finney (ID)
 Ford thru J. Walter Thompson (Ann., ID)
 Frenchette thru Harry B. Cohen (Ann.)
 Hutchinson's Wax thru Henry Senna (Prog.)

Ipana, Bristol-Myers thru Benton & Bowles (ID)
 Kool Cigarettes, Brown & Williamson thru Ted Bates (ID)
 Life Magazine, Time thru Young & Rubicam (Part.)
 Old South Barbeque Sauce, B. A. Phipps thru Selders-Jones (Part.)
 Poll Parrot Shoes, International Shoe thru Krupnick (Ann.)
 Wheaties, General Mills thru Knox Reeves (Ann.)
 Zest, Procter & Gamble thru Benton & Bowles (Ann.)

On Southwestern Stations

Borden Ice Cream thru B & B (Ann.)
 "Gun Glory," Loew's (Movie) thru Donahue & Coe (Ann.)
 Lee Optical Service thru Mayfair (Ann.)
 M & M Candies, Hawley & Hoops thru Ted Bates (Ann.)

Niagara Corn Starch thru C. L. Miller (Ann.)
 Poll Parrot Shoes, International Shoe thru Krupnick (Part.)
 Wheaties, General Mills thru Knox Reeves
 Zerex, DuPont thru BBD&O (Ann.)
 Zerone, DuPont thru BBD&O (Ann.)

On Rocky Mountain & West Coast Stations

A-I Pilsner Beer, Arizona Brewing thru Erwin-Wasey (Prog.)
 Art Course thru Knox Reeves (Prog.)
 Ban, Bristol-Myers thru B & B (ID)
 Bar B Kwik thru Ed. S. Kellogg (Part.)
 Colgate Dental Cream thru Ted Bates (Ann.)
 Dr. Ross Dog Food thru Rockett-Lauritzen (Prog.)
 Falstaff Beer thru D F & S (Ann.)
 Folger's Instant Coffee thru Cunningham & Walsh (ID)

Grant Robot Gardner thru Arthur Meyerhoff (Prog.)
 Jacuzzi Whirlpool Bath thru Lee Wenger (Part.)
 Karl's Shoes thru Chas. N. Stahl (Ann.)
 Kendall, Standard Brands thru Ted Bates (Part.)
 Life Magazine, Time thru Young & Rubicam (Ann., ID)
 MJB Coffee thru BBD&O (Ann., ID)
 Poll Parrot Shoes, International Shoe thru Krupnick (Ann.)
 Quaker Oats thru J. W. Shaw (Prog.)
 Webbers Bread thru Ted Bates (Ann.)

Stations, NTA Talk 'Fox Hour' Reruns

NEW YORK — Discussions are reported between NTA and several leading TV stations which may bring the "20th Century-Fox Hour" series into the film market as the first 60-minute rerun dramatic property.

Reached for comment here, NTA President Ely Landau said "no formal deals have been set with stations for the series," and "so far we're just discussing the property." Landau added that nothing was firm on whether the series, consisting at the moment of 37 hour-long remakes of well-known 20th films like "Oxbow Incident" and "Laura," would be launched via the NTA film web or as a syndicated property.

Sources at the station level reiterated this, but added that the sessions with NTA execs had been highlighted by discussions of possible use of the series as an across-the-board drama strip with participation advertisers, possibly as an afternoon competitor to NBC's "Matinee Theater" series.

Such a plan is feasible, since many of the films contain a seg-

ment in which emcee Joe Cotten, during the network first run, plugged the then-new 20th-Fox feature films which have long since had their theatrical major and neighborhood runs. When this segment is snipped, and the time gained added to the normal commercial slots used by network sponsors, the result is a total commercial time of 10-to-12 minutes, about the same as that of "Matinee."

With NTA currently selling its Shirley Temple "specials" on the film web, and such first-run offerings as "Official Detective" in syndication, it's not likely a rerun on the series will be set for a start before early 1958.

INDIANAPOLIS—The Crosley Broadcasting Corporation has appointed John Traxler as film buyer-director for WLW-1, Channel 13, here, which is scheduled to go on the air September 15.

Traxler was briefly associated with KTVI, St. Louis, as a film buyer prior to joining Crosley.

FULL SURRENDER

WBKB Gives Tots, Teens Sat. Daytime

CHICAGO—WBKB is going to experiment with an unconditional surrender of virtually all its Saturday daytime programming to tots and teens starting September 14. The tots will usurp the major share of the unusual block programming venture, the teens getting the late afternoon slice.

Programming for the younger set is calculated not only to lure an audience to the TV set but to freeze it there. At 10 a.m. the station will reel off the opening chapter of a cliffhanger-type serial. When the hero is left hanging to close the chapter, a commercial will substitute for the old theater slide admonishing its audience to come next week. In fact, maybe two or three commercials. Then the hero will be saved in a prompt reeling of Chapter 2, until he's hanging again—then more commercials. This exhausting procedure will unfold until noon, whereupon the kiddies will be given an hour

to recover their nerves and incidentally be fed some lunch.

The hour fill-in has not been set yet, but it will sustain the kid appeal and be designed for a pacifier. (There is a rumor that the makers of Miltown are being pitched to sponsor the rest-up hour, but the station flatly denies it.) Anyhow, at 1 o'clock the tribulations of the hero, who was left hanging at noon, are to be resumed and he continues to be alternately hung and rescued (with intervening commercials) until 3 p.m. The entire day will be devoted to pursuing the adventures of the same hero. Among the series to be used are "The Adventures of Frank Merriwell," "Flying Cadets," "Tailspin Tommy," "Cry of the Savages" and "Lost City of the Jungle."

There will be one mid-morning and mid-afternoon break in the serial thrillers for a short do-it-yourself feature involving the Chicago Boys Clubs, Crafts, Indian

PULSE FILM RATINGS for June

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

• Top 20 Film Shows

Rank Order	Show and Distributor	Avg. Rating
1	Highway Patrol (Ziv)	18.0
2	Esso Golden Playhouse (Official)	17.6
3	Dr. Hudson's Secret Journal (MCA)	16.0
4	State Trooper (MCA)	15.8
5	I Search for Adventure (Bagnall)	15.5
6	Martin Kane (Ziv)	15.1
7	Crusader (MCA)	13.9
8	Sheriff of Cochise (NTA)	13.7
9	Life of Riley (NBC)	13.4
10	Kingdom of the Sea (Guild)	13.2
11	Silent Service (NBC)	13.0
12	Death Valley Days (U. S. Borax)	12.7
13	Cisco Kid (Ziv)	12.4
14	Captain David Grief (Guild)	12.3
15	O'Henry Playhouse (Gross-Krause)	12.3
16	Men of Annapolis (Ziv)	12.1
17	Science Fiction Theater (Ziv)	11.7
18	Whirlybirds (CBS)	11.6
19	Superman (Flamingo)	11.4
20	Cowboy G-Men (Flamingo)	11.3

• Top Film Shows Among Men

Rank Order	Show and Distributor	Men Per 100 Homes
1	Man Called X (Ziv)	85
2	Waterfront (MCA)	85
3	Confidential File (Guild)	84
3	The Whistler (CBS)	84
5	Death Valley Days (U. S. Borax)	83
5	Mr. District Attorney (Ziv)	83
7	The Filson (NBC)	82
7	Highway Patrol (Ziv)	82
9	Championship Bowling (Schwimmer)	81
9	Dr. Hudson's Secret Journal (MCA)	81
11	Code 3 (ABC)	80
12	Headline (MCA)	79
12	I Led Three Lives (Ziv)	79
12	Martin Kane (Ziv)	79
12	Racket Squad (ABC)	79
12	Ray Milland Show (MCA)	79
12	Sheriff of Cochise (NTA)	79
12	Victory at Sea (NBC)	79
19	Public Defender (Interstate)	78
19	San Francisco Beat (CBS)	78
19	Science Fiction Theater (Ziv)	78
19	Lone Wolf (MCA)	78
19	Man Behind the Badge (MCA)	78

• Top Film Shows Among Women

Rank Order	Show and Distributor	Women Per 100 Homes
1	Highway Patrol (Ziv)	93
2	Confidential File (Guild)	90
3	Martin Kane (Ziv)	89
3	Mr. and Mrs. North (Schubert)	89
3	San Francisco Beat (CBS)	89
6	Celebrity Playhouse (Screen Gems)	88
6	My Little Margie (Official)	88
6	State Trooper (MCA)	88
9	Dr. Hudson's Secret Journal (MCA)	87
9	Sto Erwin Show (Official)	87
11	Dangerous Assignment (NBC)	86
11	I Led Three Lives (Ziv)	86
11	Mr. District Attorney (Ziv)	86
11	Rosemary Clooney (MCA)	86
11	Studio 57 (MCA)	86
16	Beulah (Flamingo)	85
16	Esso Golden Playhouse (Official)	85
16	Federal Men (MCA)	85
16	O'Henry Playhouse (Gross-Krause)	85
16	Patti Page (Screen Gems)	85
16	Ray Milland Show (MCA)	85
16	Stage 7 (TPA)	85

• Top Film Shows Among Kids

Rank Order	Show and Distributor	Kids Per 100 Homes
1	Looney Tunes (Guild, Assoc. Artists)	101
2	Popeye (Assoc. Artists)	97
3	Kit Carson (MCA)	95
3	Laurel and Hardy (Governor)	95
5	Buffalo Bill Jr. (CBS)	93
5	Little Rascals (Interstate)	93
7	Annie Oakley (CBS)	92
7	Ramar of the Jungle (TPA)	92
9	Jungle Jim (Screen Gems)	91
9	Superman (Flamingo)	91
11	Cowboy G-Men (Flamingo)	90
12	Whirlybirds (CBS)	89
13	Long John Silver (CBS)	86
14	Cisco Kid (Ziv)	85
14	Sky King (Nabisco)	85
16	Flash Gordon (Guild)	84
16	Wild Bill Hickok (Kelllogg)	84
18	Hopalong Cassidy, 1/2 Hour (NBC)	83
18	Range Rider (CBS)	83
20	Gene Autry, 1/2 Hour (CBS)	82
20	Hopalong Cassidy, 1 Hour (NBC)	82
20	Steve Donovan, Western Marshal (NBC)	82

SHORT SCANNINGS

After 30 years in its own building at 321 West 44th Street, New York, Warner Bros. Pictures is preparing to move its head office to a new building at 866 Fifth Avenue. The move is scheduled for the fall. . . . Ralph S. Hatcher has been promoted to national

manager of the ABC-TV stations relations department. He was formerly regional manager in the stations relations department.

Robert Schultz is moving out of the commercial films business to join Calnatron, which handles California National Production's new

PULSE LOCAL RATINGS FOR JULY

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

CHICAGO
4 TV STATIONS—1,791,700 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—6,150,900 (2d in U. S.)
Buying Income—\$13,380,431,000 (2d)
Retail Sales—\$8,161,023,000 (2d)
Food Sales—\$1,720,971,000 (3d)
Drug Sales—\$255,124,000 (2d)
Automotive—\$1,344,473,000 (3d)
Above figures include following counties: Cook, Du Page, Kane, Lake, Willis, Ill.; Lake, Ind.

- TOP NETWORK SHOWS**
1. 564,000 Question, WBBM, T. . . 32.9
 2. What's My Line? WBBM, Su. . . 30.8
 3. Gunsmoke, WBBM, S. . . 27.9
 4. I've Got a Secret, WBBM, W. . . 25.5
 4. Twenty-One, WNBQ, M. . . 25.5
 6. 564,000 Challenge, WBBM, Su. . . 24.9
 7. Best of Groucho, WNBQ, Th. . . 24.5
 7. Lawrence Welk, WKBK, S. . . 24.5
 9. Best of M-G-M, WBBM, S. . . 23.5
 9. Phil Silvers, WBBM, T. . . 23.5

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WKBK, M.-F. . . 17.1
 2. News Roundup (10 p.m.), WBBM, M.-F. . . 16.4
 3. In Town Tonight, WBBM, M.-F. . . 13.5
 4. Susan's Show, WBBM, M.-F. . . 12.8
 5. Art Linkletter, WBBM, M.-F. . . 11.7
 5. Captain Kangaroo, WBBM, M.-F. . . 11.7
 7. Lost Weather, News (8:45 a.m.), WBBM, M.-F. . . 11.3
 8. Arthur Godfrey, WBBM, M.-Th. . . 11.0
 9. News-Benley (6 p.m.), WBBM, M.-F. . . 10.6
 10. CBS News, WBBM, M.-F. . . 10.1

- TOP FEATURE FILMS**
- Once-Weekly**
1. Best of M-G-M, WBBM, S.-10:00-12:00 mid. . . 23.5
 2. Community Playhouse, WGN, F.-10:00-12:00 mid. . . 12.2
 3. Courtesy Theater, WGN, Su.-10:00-12:00 mid. . . 12.1
 4. Thursday Premiere Theater, WGN, Th.-10:00-11:30 . . . 11.9
 4. Movie 5, WNBQ, Su.-9:30-11:00 . . . 11.9
- Multi-Weekly**
1. Early Show, WBBM, M.-S.-4:00-5:30 . . . 9.0
 2. Movie 5, WNBQ, M.-F., Su.-10:00-11:30 . . . 8.1
 3. Movie 5, WNBQ, M.-S.-4:30-6:00 . . . 7.4
 4. Late Show, WBBM, M.-Th.-11:00-12:00 mid. . . 6.3
 5. 8 o'Clock Theater, WGN, S., Su.-8:00-9:30 . . . 6.0

- TOP SYNDICATED FILMS**
1. Sheriff of Cochise (NTA), WBBM, S.-7:30 . . . 18.5
 2. Cowboy G Men (Flamingo), WNBQ, S.-6:00 . . . 15.2
 3. State Trooper (MCA), WNBQ, W.-9:30 . . . 14.5
 4. Star Performance (Official), WBBM, S.-6:00 . . . 14.2
 5. Highway Patrol (Ziv), WGN, F.-8:00 . . . 13.5
 6. San Francisco Beat (CBS), WGN, T.-9:00 . . . 13.2
 6. Annie Oakley (CBS), WBBM, S.-5:30 . . . 13.2
 8. City Detective (MCA), WGN, F.-9:30 . . . 12.5
 9. I Death Valley Days (U. S. Borax), WNBQ, M.-9:30 . . . 11.9
 10. Silent Service (NBC), WNBQ, T.-9:30 . . . 11.5
 11. Whirlybirds (CBS), WGN, Th.-9:00 . . . 11.2
 12. Don Ameche (TPA), WGN, T.-9:30 . . . 10.9
 13. Superman (Flamingo), WGN, F.-6:00 . . . 10.7
 14. I Led Three Lives (Ziv), WGN, W.-9:30 . . . 10.2
 14. Dr. Hudson's Secret Journal (MCA), WNBQ, S.-10:00 . . . 10.2
 16. Racket Squad (ABC), WGN, T.-8:30 . . . 9.5
 17. Men of Annapolis (Ziv), WGN, M.-9:30 . . . 8.7
 18. Stu Erwin (Official), WGN, M.-7:30 . . . 8.5
 18. I Wild Bill Hickok (Kelllogg), WGN, T.-6:00 . . . 8.5
 18. Badge 714 (NBC), WGN, T.-8:00 . . . 8.5
 18. Sheena, Queen of the Jungle (ABC), WKBK, S.-5:00 . . . 8.5
 18. Kit Carson (MCA), WBBM, Su.-11:30 . . . 8.5

CLEVELAND
3 TV STATIONS—484,100 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—1,616,800 (11th 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. Wyatt Earp, WEWS, T. . . 32.9
 2. Playhouse 98, WJW, Th. . . 30.6
 3. Warner Brothers, WEWS, T. . . 30.3
 4. 564,000 Question, WJW, T. . . 29.9
 5. Top Tunes and New Talent, WEWS, M. . . 29.0
 6. Gunsmoke, WJW, S. . . 27.2
 7. Twenty-One, KYW, M. . . 25.2
 8. Dragnet, KYW, Th. . . 24.9
 8. Line-Up, WJW, F. . . 24.9
 10. Godfrey's Talent Scouts, WJW, M. . . 24.5

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WEWS, M.-F. . . 18.1
 2. Reporter, Sports Final (11 p.m.), WJW, M.-F. . . 12.6
 3. 11th Hour News, Weather, KYW, M.-F. . . 11.5
 4. Highlight of News, WEWS, M.-F. . . 10.7
 5. 8 o'Clock Adventure, Mbc, KYW, M.-F. . . 10.6
 6. Weather, 2 Star Reporter (6:45) WEWS, M.-F. . . 10.4
 7. Queen for a Day, KYW, M.-F. . . 9.9
 8. Kit Carson, WEWS, T., Th. . . 9.4
 9. Noon Show, WEWS, M.-F. . . 8.7
 10. Guiding Light, WJW, M.-F. . . 8.5

- TOP FEATURE FILMS**
- Once-Weekly**
1. Premiere Performance, WJW, F.-11:15-12:00 mid. . . 12.8
 2. Premiere Theater, WJW, S.-11:15-12:00 mid. . . 11.3
 3. Home Theater, KYW, S.-11:15-12:00 mid. . . 10.5
 4. Sunday Nite Feature, WEWS, Su.-7:30-9:00 . . . 10.4
 5. Western Movie, WEWS, Su.-4:30-5:30 . . . 10.3
- Multi-Weekly**
1. 8 o'Clock Adventure, KYW, M.-F.-6:00-7:00 . . . 10.6
 2. Theater 3, KYW, M.-F., Su.-11:30-12:00 mid. . . 7.2
 3. Nite Owl Theater, WJW, M.-Th., Su.-11:15-12:00 mid. . . 6.6
 4. 1:00 Playhouse, KYW, M.-F., Su.-1:00-2:30 . . . 6.3
 5. Late Show, WEWS, T.-Th., S.-11:30-12:00 mid. . . 5.0

- TOP SYNDICATED FILMS**
1. Highway Patrol (Ziv), WJW, T.-10:30 . . . 22.9
 2. Sheriff of Cochise (NTA), KYW, Su.-10:30 . . . 20.5
 3. Silent Service (NBC), WJW, S.-10:30 . . . 18.5
 4. Mr. District Attorney (Ziv), KYW, T.-10:00 . . . 16.3
 5. Big Playback (Screen Gems), WEWS, W.-10:30 . . . 15.2
 6. I Led Three Lives (Ziv), WEWS, S.-10:00 . . . 13.5
 6. Range Rider (CBS), WEWS, Su.-7:00 . . . 13.5
 8. Waterfront (MCA), WEWS, M.-7:00 . . . 13.2
 9. Steve Donovan, Western Marshal (NBC), WEWS, W.-7:00 . . . 12.9
 10. I Death Valley Days (U. S. Borax), WJW, S.-7:00 . . . 12.0
 11. San Francisco Beat (CBS), WJW, T.-7:00 . . . 11.5
 11. Man Called X (Ziv), WJW, W.-7:00 . . . 11.5
 13. Annie Oakley (CBS), WJW, S.-6:30 . . . 11.2
 13. City Detective (MCA), KYW, S.-7:00 . . . 11.2
 15. Heart of the City (MCA), WJW, F.-10:30 . . . 11.0
 15. I Search for Adventure (Bagnall), WEWS, Su.-5:30 . . . 11.0
 17. Your All Star Theater (Screen Gems), WJW, F.-7:00 . . . 10.9
 18. Foreign Legionnaire (TPA), WEWS, F.-7:00 . . . 10.7
 19. Studio 57 (MCA), KYW, F.-7:00 . . . 10.5
 20. Gene Autry (CBS), WEWS, S.-6:30 . . . 10.4

DETROIT
4 TV STATIONS—986,700 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—3,518,600 (15th in U. S.)
Buying Income—\$7,386,946,000 (15th)
Retail Sales—\$4,841,614,000 (14th)
Food Sales—\$1,085,050,000 (14th)
Drug Sales—\$193,768,000 (14th)
Automotive—\$1,115,412,000 (14th)
Above figures include following counties: Macomb, Oakland, Wayne.

- TOP NETWORK SHOWS**
1. Wyatt Earp, WXYZ, T. . . 31.5
 2. Playhouse 98, WJWB, Th. . . 30.2
 3. Lawrence Welk, WXYZ, S. . . 25.1
 4. Alfred Hitchcock, WJWB, Su. . . 24.2
 5. 564,000 Challenge, WJWB, Su. . . 23.9
 6. Broken Arrow, WXYZ, T. . . 23.7
 7. What's My Line? WJWB, Su. . . 23.5
 8. Ed Sullivan, WJWB, Su. . . 23.2
 9. Steve Allen, WWJ, Su. . . 22.9
 10. 564,000 Question, WJWB, T. . . 22.5

- TOP MULTI-WEEKLY SHOWS**
1. Popeye, CKLW, M.-F. . . 17.0
 2. Mickey Mouse Club, WXYZ, M.-F. . . 16.6
 3. News-Jac Legoff (11:00), WJWB, M.-F. . . 11.8
 4. Love of Life, WJWB, M.-F. . . 10.7
 5. Guiding Light, WJWB, M.-F. . . 10.5
 6. Search for Tomorrow, WJWB, M.-F. . . 9.9
 7. Valiant Lady, WJWB, M.-F. . . 9.7
 8. Weather, Sports, Misc. (11:15), WJWB, M.-F. . . 8.7
 9. Art Linkletter, WJWB, M.-F. . . 8.5
 9. Queen for a Day, WWJ, M.-F. . . 8.5

- TOP FEATURE FILMS**
- Once-Weekly**
1. Premiere Film Parade, WWJ, Su.-9:30-11:00 . . . 13.5
 2. Sagebrush Shurtz, WJWB, Su.-11:00-12:00 noon . . . 13.4
 3. Hollywood Showcase, WJWB, S.-9:30-11:00 . . . 12.6
 4. Premiere Performance, CKLW, S.-8:30-10:00 . . . 7.5
 5. Outlaw Days, WXYZ, Su.-4:00-5:00 . . . 7.3
- Multi-Weekly**
1. Nightwatch Theater, WJWB, M.-Su.-11:30-12:00 mid. . . 7.5
 2. Feature Theater, CKLW, Th., Su.-8:30-10:00 . . . 7.1
 3. Early Show, WJWB, W.-F.-4:30-6:00 . . . 6.5
 4. Million 5 Movie, CKLW, M.-F.-7:00-8:30 . . . 5.9
 5. Big Show, WXYZ, M.-F.-8:30-9:30 a.m. . . 5.4

- TOP SYNDICATED FILMS**
1. Highway Patrol (Ziv), WJWB, T.-9:30 . . . 23.7
 2. Badge 714 (NBC), WJWB, Su.-10:00 . . . 19.5
 3. Men of Annapolis (Ziv), WJWB, T.-10:00 . . . 18.5
 4. Dr. Christian (Ziv), WJWB, Th.-10:00 . . . 18.1
 5. Sheriff of Cochise (NTA), WWJ, S.-10:00 . . . 17.3
 6. Popeye (Assoc. Artists), CKLW, M.-S.-6:00 . . . 16.8
 7. Studio 57 (MCA), WWJ, W.-9:30 . . . 16.5
 7. Amos 'n' Andy (CBS), WWJ, W.-10:00 . . . 16.5
 9. Celebrity Playhouse (Screen Gems), WJWB, F.-9:30 . . . 16.2
 10. Racket Squad (ABC), WJWB, F.-10:00 . . . 15.5
 11. Soldiers of Fortune (MCA), WXYZ, F.-9:30 . . . 14.5
 11. Steve Donovan, Western Marshal (NBC), WWJ, S.-10:30 . . . 14.5
 13. Don Ameche (TPA), WJWB, M.-10:00 . . . 13.5
 13. Kingdom of the Sea (Guild), WJWB, Su.-10:30 . . . 13.5
 15. I Death Valley Days (U. S. Borax), WWJ, M.-10:00 . . . 12.9
 16. Sherlock Holmes (Guild), WJWB, F.-10:30 . . . 12.5
 17. Captain David Grief (Guild), WJWB, T.-10:30 . . . 12.2
 17. Star Performance (Official), WXYZ, S.-9:30 . . . 12.2
 17. Ellery Queen (TPA), WJWB, W.-10:00 . . . 12.2
 20. Dr. Hudson's Secret Journal (MCA), WXYZ, M.-10:30 . . . 11.5
 20. Whirlybirds (CBS), WWJ, W.-10:30 . . . 11.5
 20. Mr. District Attorney (Ziv), WJWB, Th.-10:30 . . . 11.5
 20. Popeye (Assoc. Artists), CKLW, Su.-5:30 . . . 11.5
 20. Science Fiction Theater (Ziv), WXYZ, Su.-9:30 . . . 11.5

electronic system. Schultz will take over film service sales supervisor. He was formerly with Shamus Culhane. . . . Dorese Bell has been given additional duties at Dine & Kalmus. Miss Bell, who is radio-TV co-ordinator, will also hold down the post of director of women's activities for all media. Charles (Bud) Barry, M-G-M's

TV division topper, has inked Adriam Samish to produce the pilot film of the "Min and Bill" TV series. . . . Ted Rogers, producer, has been named the fourth producer of "Wide Wide World." Each of the four heads his own production staff and each will produce five of the 20 "Wide Wide World" shows this coming season.

William Bloom, veteran Hollywood producer, has been set as executive producer and head of all National Telefilm Associates film production. Sylvia Seymour, NTA West Coast executive, has been moved up to become assistant to Bloom. NTA also appointed Sal di Gennaro to Eastern Seaboard division manager.

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

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

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

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

MINNEAPOLIS-ST. PAUL
4 TV STATIONS—364,800 TV HOMES
reported by The Pulse in the area surveyed

NEW YORK
7 TV STATIONS—4,096,800 TV HOMES
reported by The Pulse in the area surveyed

NORFOLK (Tidewater Area)
3 TV STATIONS—181,700 TV HOMES
reported by The Pulse in the area surveyed

ST. LOUIS
3 TV STATIONS—560,200 TV HOMES
reported by The Pulse in the area surveyed

SAN ANTONIO
3 TV STATIONS—141,500 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—1,247,600 (13th in U. S.)
Buying Income—\$2,361,663,000 (12th)
Retail Sales—\$1,657,379,000 (13th)
Food Sales—\$337,686,000 (14th)
Drug Sales—\$54,010,000 (14th)
Automotive—\$290,446,000 (13th)
Above figures include following counties: Anoka, Dakota, Hennepin, Ramsey

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—14,124,600 (1st in U. S.)
Buying Income—\$28,954,669,000 (1st)
Retail Sales—\$17,069,367,000 (1st)
Food Sales—\$4,380,677,000 (1st)
Drug Sales—\$423,332,000 (1st)
Automotive—\$2,243,498,000 (1st)
Above market statistics are for New York and N. E. New Jersey and include the following counties: Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk and Westchester, N. Y.; Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset and Union, N. J.

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—535,300 (41st in U. S.)
Buying Income—\$968,543,000 (42d)
Retail Sales—\$548,136,000 (49th)
Food Sales—\$124,727,000 (49th)
Drug Sales—\$17,349,000 (51st)
Automotive—\$105,892,000 (51st)
Above market statistics are for Norfolk-Portsmouth only and include following counties: Norfolk, Princess Anne, S. Norfolk, Portsmouth, Virginia Beach Independent Cities, Va.

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—1,849,200 (9th in U. S.)
Buying Income—\$3,353,779,000 (11th)
Retail Sales—\$2,195,732,000 (10th)
Food Sales—\$512,449,000 (9th)
Drug Sales—\$72,618,000 (11th)
Automotive—\$428,952,000 (9th)
Above figures include following counties: Madison, Clair, Ill.; St. Louis City, St. Louis, St. Charles, Mo.

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—580,500 (36th in U. S.)
Buying Income—\$764,766,000 (50th)
Retail Sales—\$631,713,000 (41st)
Food Sales—\$138,155,000 (45th)
Drug Sales—\$17,422,000 (50th)
Automotive—\$126,944,000 (43d)
Above figures include following counties: Bexar

TOP NETWORK SHOWS

- 1. Twenty-One, KSTP, M. 26.2
2. \$64,000 Question, WCCO, T. 25.2
3. I've Got a Secret, WCCO, W. 24.9
4. Gunsmoke, WCCO, S. 23.7
5. Playhouse 90, WCCO, Th. 21.8
6. Alfred Hitchcock, WCCO, Su. 21.5
7. Burns & Allen, WCCO, M. 20.9
8. Ed Sullivan, WCCO, Su. 20.9
9. G. E. Theater, WCCO, Su. 20.9
10. Lawrence Welk, WTCN, S. 20.8

TOP MULTI-WEEKLY SHOWS

- 1. Today's Headline (10 p.m.), KSTP, M-F. 22.9
2. Weather, Sports (10:15 p.m.), KSTP, M-F. 18.6
3. News (10 p.m.), WCCO, M-F. 10.8
4. Mickey Mouse Club, WTCN, M-F. 10.2
5. M-G-M Time, KMGM, Th. F. 10.1
6. News, Weather, Sports (10:15 p.m.), WCCO, M-F. 10.1
7. CBS News, WCCO, M-F. 9.2
8. MovieTime U. S. A., KMGM, M. 9.2
9. Popeye, Misc., WCCO, M-F. 8.9
10. Art Linkletter, WCCO, M-F. 8.8
11. C. Adams, Sports (6 p.m.), WCCO, M-F. 8.8

TOP FEATURE FILMS

- Once-Weekly
1. Command Performance, WCCO, Su.-2:00-3:30 20.5
2. Red Owl Theater, KMGM, W.-9:00-11:00 12.5
3. Premiere Performance, WTCN, W.-10:00-12:00 mid. 10.6
4. Saturday Mystery, KMGM, S.-11:00-12:00 mid. 9.3
5. Hollywood Film Theater, WCCO, Su.-10:30-12:00 mid. 7.8
Multi-Weekly
1. M-G-M Time, KMGM, Th.-Su.-9:00-10:30 10.6
2. MovieTime U. S. A., KMGM, M.-T.-9:00-10:00 9.2
3. Hollywood Playhouse, WCCO, M.-F.-10:30-12:00 mid. 7.2
4. Big Movie, KMGM, M.-F., Su.-10:15-12:00 mid. 6.8
5. Early Movie, WTCN, M.-T., Th.-Su.-10:00-12:00 mid. 6.6

TOP SYNDICATED FILMS

- 1. Sheriff of Cochise (NTA), WCCO, S.-9:30 18.9
2. Code 3 (ABC), WTCN, M.-9:30 17.5
3. Championship Bowling (Walt Schwimmer), WCCO, Su.-1:00 15.7
4. Men of Annapolis (Ziv), WCCO, Su.-4:00 14.2
4. State Trooper (MCA), KSTP, T.-9:30 14.2
6. Studio 57 (MCA), KSTP, W.-9:30 13.5
6. Soldiers of Fortune (MCA), WCCO, Su.-5:00 13.5
8. Highway Patrol (Ziv), KSTP, Th.-10:30 12.9
9. Superman (Flamingo), WCCO, Su.-4:30 12.5
10. City Detective (MCA), KSTP, F.-10:30 11.9
11. Death Valley Days (U. S. Borax), WCCO, S.-6:00 11.5
12. Dr. Hudson's Secret Journal (MCA), KSTP, F.-7:30 11.4
13. Badge 714 (NBC), KSTP, T.-10:30 11.2
13. O. Henry Playhouse (Gross-Krasne), KSTP, Su.-9:30 11.2
15. Bowling Time (Sterling), KSTP, Su.-12:00 noon 11.1
16. Wild Bill Hickok (Kelllogg), WCCO, S.-5:30 11.0
17. Mr. District Attorney (Ziv), KSTP, W.-10:30 10.9
17. Captain David Grief (Guild), KSTP, S.-8:30 10.9
17. Racket Squad (ABC), KSTP, S.-10:30 10.9
20. Annie Oakley (CBS), WCCO, S.-5:00 10.5

TOP NETWORK SHOWS

- 1. What's My Line? WCBS, Su. 29.4
2. Ed Sullivan, WCBS, Su. 29.3
3. Playhouse 90, WCBS, Th. 28.7
4. Gunsmoke, WCBS, S. 26.4
5. \$64,000 Question, WCBS, T. 25.3
6. Studio One Summer Theater, WCBS, M. 25.4
7. Alfred Hitchcock, WCBS, Su. 23.6
8. Julius La Rosa, WRCA, S. 23.2
9. Lawrence Welk, WABC, S. 22.7
10. G. E. Theater, WCBS, Su. 22.2
10. Steve Allen, WRCA, Su. 22.2

TOP MULTI-WEEKLY SHOWS

- 1. News, Weather & Sports (11 p.m.), WCBS, M-F. 18.7
2. Late Show, WCBS, M-F. 13.2
3. News & Weather (11 p.m.), WRCA, M-F. 9.8
4. Guiding Light, WCBS, M-F. 8.8
5. Search for Tomorrow, WCBS, M-F. 8.4
6. CBS News, WCBS, M-F. 8.3
7. 7 o'Clock Report, WCBS, M-F. 7.8
8. Love of Life, WCBS, M-F. 7.6
9. Arthur Godfrey, WCBS, M-Th. 7.5
9. Queen for a Day, WRCA, M-F. 7.5

TOP FEATURE FILMS

- Once-Weekly
1. Premiere Performance, WPIN, S.-10:00-12 mid. 6.9
2. Picture for a Sunday Afternoon, WCBS, Su.-1:30-3:00 4.9
3. Cowboy Theater, WRCA, Su.-6:30-7:30 4.3
4. Million Dollar Movie, WOR, S.-5:00-6:30 2.8
5. East Side Kids, WABD, S.-5:00-6:00 2.0
Multi-Weekly
1. Late Show, WCBS, M.-Su.-11:15-12 mid. 13.4
2. Early Show, WCBS, M.-F.-5:30-7:00 6.6
3. Movie 4, WRCA, S., Su.-11:15-12 mid. 4.6
4. Late Matinee, WCBS, S., Su.-3:00-6:00 3.5
5. Movie 4, WRCA, M.-S.-5:30-6:30 3.4

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WRCA, M.-7:00 10.1
2. Top Plays of '57 (Screen Gems), WRCA, T.-10:30 9.1
3. Code Three (ABC), WRCA, M.-10:30 8.1
4. Death Valley Days (U. S. Borax), WRCA, W.-7:00 7.2
5. If You Had a Million (MCA), WCBS, S.-7:00 6.7
6. Popeye (Associated Artists), WPIN, M.-S.-5:30 6.3
7. Men of Annapolis (Ziv), WABC, T.-10:30 6.2
7. Guy Lombardo (MCA), WRCA, Th.-7:00 6.2
7. Silent Service (NBC), WRCA, F.-7:00 6.2
10. My Little Margie (Official), WCBS, S.-6:30 6.0
10. Stu Erwin (Official), WCBS, M.-F.-9:00 a.m. 6.0
12. My Little Margie (Official), WCBS, S.-6:30 5.8
13. Last of the Mohicans (TPA), WABC, F.-10:30 5.6
14. Amos 'n' Andy (CBS), WCBS, M.-F.-5:00 5.4
15. Celebrity Playhouse (Screen Gems), WRCA, T.-7:00 5.3
16. Whirlybirds (CBS), WPIN, Th.-7:30 5.2
17. Highway Patrol (Ziv), WPIN, W.-9:30 5.1
17. Dr. Christian (Ziv), WABC, M.-10:30 5.1
19. Federal Men (MCA), WPIN, W.-10:00 4.9
19. Your All Star Theater (Screen Gems), WRCA, S.-7:00 4.9

TOP NETWORK SHOWS

- 1. \$64,000 Question, WTAR, T. 44.2
2. Gunsmoke, WTAR, S. 41.9
3. Playhouse 90, WTAR, Th. 40.4
4. Lineup, WTAR, F. 39.9
5. Ed Sullivan, WTAR, Su. 38.6
6. Climax! WTAR, Th. 38.1
7. Playhouse of Stars, WTAR, F. 37.0
8. Alfred Hitchcock, WTAR, Su. 36.5
8. What's My Line?, WTAR, Su. 36.0
10. G. E. Theater, WTAR, Su. 36.0

TOP MULTI-WEEKLY SHOWS

- 1. Search for Tomorrow, WTAR, M-F. 21.8
2. Guiding Light, WTAR, M-F. 20.8
3. News, Sports (6:45), WTAR, M-F. 20.3
4. Esso Reporter, Weather (11 p.m.), WTAR, M-F. 20.2
4. Love of Life, WTAR, M-F. 20.2
6. 11th Hour News, Weather (11 p.m.), WTAR, M-F. 20.1
7. Valiant Lady, WTAR, M-F. 20.0
8. As the World Turns, WTAR, M-F. 17.4
9. M-G-M Theater, WTAR, M-F. 17.2
10. Edge of Night, WTAR, M-F. 16.8

TOP FEATURE FILMS

- Once-Weekly
1. Movie Time Theater, WTAR, F.-11:30-12 mid. 17.9
2. Premiere Performance, WVEC, S.-10:00-12 mid. 11.8
3. Million 5 Movie, WVEC, Su.-11:00-12 mid. 10.5
4. Cowboy Theater, WVEC, Su.-5:30-6:30 9.8
5. 6 Gun Theater, WVEC, S.-3:30-4:30 6.8
Multi-Weekly
1. M-G-M Theater, WTAR, M.-F.-4:00-5:30 17.2
2. Best of Hollywood, WTAR, M.-Th., S., Su.-11:15-12 mid. 15.0
3. Western Theater, WTOV, M.-F.-4:00-5:00 1.3
4. 6 Gun Playhouse, WTOV, M.-T.-10:15-11:00 5
4. Starlight Theater, WTOV, Th.-F.-10:45-12 mid. 5

TOP SYNDICATED FILMS

- 1. State Trooper (MCA), WTAR, S.-9:30 37.2
2. Sheriff of Cochise (NTA), WTAR, F.-10:00 35.2
3. Death Valley Days (U. S. Borax), WTAR, M.-10:00 32.9
4. Dr. Hudson's Secret Journal (MCA), WTAR, F.-10:00 32.7
5. Men of Annapolis (Ziv), WTAR, Th.-10:00 32.4
6. Science Fiction Theater (Ziv), WTAR, W.-8:00 31.9
7. Dr. Christian (Ziv), WTAR, W.-10:00 30.2
8. Esso Golden Theater (Official), WTAR, Su.-10:00 29.5
9. Highway Patrol (Ziv), WTAR, T.-10:30 29.2
10. Silent Service (NBC), WTAR, F.-7:30 26.7
11. Rosemary Clooney (MCA), WTAR, M.-7:00 24.0
12. Little Rascals (Interstate), WTAR, M.-6:00 20.2
12. Wild Bill Hickok (Kelllogg), WTAR, Th.-6:00 20.2
12. Annie Oakley (CBS), WTAR, F.-6:00 20.2
15. Superman (Flamingo) WTAR, T.-6:00 19.0
16. Soldiers of Fortune (MCA), WTAR, W.-6:00 16.0
17. Little Rascals (Interstate), WTAR, Su.-11:00 a.m. 15.0
18. Steve Donovan Western Marshal (NBC), WTAR, Su.-1:30 12.5
19. Bowling Time (Sterling), WVEC, S.-4:30-5:30 5.8
20. Reader's Digest (Telestar), WVEC, Th.-6:00 5.5

TOP NETWORK SHOWS

- 1. Alfred Hitchcock, KWK, Su. 26.5
2. \$64,000 Question, KWK, T. 26.5
3. Gunsmoke, KWK, S. 26.2
4. G. E. Theater, KWK, Su. 26.0
5. I've Got a Secret, KWK, W. 25.9
5. What's My Line? KWK, Su. 25.9
7. Twenty-One, KSD, M. 25.7
8. Ed Sullivan, KWK, Su. 24.3
9. \$64,000 Challenge, KWK, Su. 24.2
10. Arthur Murray, KSD, M. 22.0

TOP MULTI-WEEKLY SHOWS

- 1. Queen for a Day, KSD, M-F. 10.7
2. Movie, KWK, M-W. 10.0
3. Wranglers Club, KSD, M-F. 9.9
4. NBC News, KSD, M-F. 9.6
4. News, Weather (6 p.m.), KWK, M-F. 9.6
6. News, Misc. (11 p.m.), KSD, M-F. 9.3
7. Matinee Theater, KSD, M-F. 9.0
8. Latest News (6:15 p.m.), KSD, M-F. 8.9
9. Modern Romances, KSD, M-F. 8.3
10. Bride and Groom, KSD, M-F. 8.2
10. City Detective, KSD, M. F. 8.2
10. Our Miss Brooks, KWK, M-F. 8.2

TOP FEATURE FILMS

- Once-Weekly
1. 1st. Run Theater, KWK, S.-10:00-11:30 13.9
2. Paramount Movie, KWK, F.-10:00-11:30 12.1
3. Warner Bros. Presents, KWK, Th.-10:30-12 mid. 11.5
4. Feature Film, KWK, S.-4:30-6:00 10.0
5. Sunday Matinee, KSD, Su.-1:30-3:00 8.9
Multi-Weekly
1. Movie, KWK, M.-W.-10:30-11:30 10.6
2. Channel 2 Theater, KTVI, M.-Su.-10:30-11:30 8.8
3. Late Movie, KSD, F., S.-11:15-12 mid. 8.3
4. Movie, KWK, F., S.-11:45-12 mid. 7.4
5. Movie, KTVI, M.-F.-1:00-2:00 6.4

TOP SYNDICATED FILMS

- 1. Death Valley Days (U. S. Borax), KWK, S.-9:30 24.8
2. Federal Men (MCA), KSD, M.-9:30 21.0
3. Soldiers of Fortune (MCA), KSD, M.-10:00 19.5
4. State Trooper (MCA), KSD, T.-9:30 19.2
5. Count of Monte Cristo (TPA), KWK, F.-9:30 19.0
6. Highway Patrol (Ziv), Th.-10:00 18.7
7. Dr. Christian (Ziv), KWK, Su.-10:00 17.5
8. Dr. Hudson's Secret Journal (MCA), KSD, W.-9:30 17.4
9. Whirlybirds (CBS), KSD, T.-10:00 16.9
10. Great Gildersleeve (NBC), KWK, T.-9:30 16.5
11. Annie Oakley (CBS), KWK, S.-6:00 14.9
12. Silent Service (NBC), KWK, M.-10:00 14.7
13. Star Performance (Official), KWK, W.-10:00 14.5
14. I Led Three Lives (Ziv), KSD, T.-10:30 14.2
15. Herald Playhouse (ABC), KWK, Su.-6:00 14.0
16. Men of Annapolis (Ziv), KSD, Th.-10:00 13.5
17. Uncovered (Thompson), KWK, Su.-10:30 13.2
18. Mr. District Attorney (Ziv), KSD, S.-10:00 12.5
18. O. Henry Playhouse (Gross-Krasne), KSD, Su.-9:30 12.5
20. Famous Playhouse (MCA), KWK, W.-6:30 11.9
20. I.I.I. Had a Million (MCA), KSD, Th.-10:30 11.9

TOP NETWORK SHOWS

- 1. Ed Sullivan, KEWS, Su. 33.8
2. Gunsmoke, KEWS, S. 29.9
3. Wyatt Earp, KONO, T. 28.2
4. Adventure Theater, WOAI, S. 27.7
5. Encore Theater, WOAI, S. 26.0
6. What's My Line? KENS, Su. 25.5
7. TV Playhouse, WOAI, Su. 24.7
8. Boxing, KONO, W. 24.5
9. \$64,000 Question, KENS, T. 24.2
10. \$64,000 Challenge, KENS, S. 23.7

TOP MULTI-WEEKLY SHOWS

- 1. 12 Star Final (10 p.m.), KONO, M-F. 16.2
2. 10 o'Clock News, WOAI, M-F. 16.0
3. Mickey Mouse Club, KONO, M-F. 15.6
4. Backyard Theater, KENS, M-F. 14.3
5. M-G-M Theater, WOAI, M-F. 13.3
6. Queen for a Day, WOAI, M-F. 13.0
7. 7 o'Clock News, WOAI, M-F. 11.8
8. Afternoon MovieTime, Misc. WOAI, M-F. 11.6
9. Arthur Godfrey, KENS, M-Th. 11.5
10. Bride and Groom, WOAI, M-F. 11.1

TOP FEATURE FILMS

- Once-Weekly
1. Sunday Matinee, KENS, Su.-1:00-2:30 22.0
2. Western Theater, KENS, Su.-3:00-4:00 20.3
3. Cowboy Theater, WOAI, Su.-4:30-5:30 19.4
4. Hollywood Theater, WOAI, S.-4:00-5:30 14.4
5. Western Trails, WOAI, S.-2:00-3:00 10.6
Multi-Weekly
1. Backyard Theater, KENS, M.-F.-4:00-5:00 14.3
2. M-G-M Theater, WOAI, M.-S.-10:15-12 mid. 14.0
3. Afternoon Movie Time, WOAI, M.-F.-11:00-12:30 11.8
4. 20th Century Theater, KONO, M.-Su.-10:15-11:30 11.7
5. MovieTime U. S. A., KENS, M.-F.-11:00-12:30 9.7

TOP SYNDICATED FILMS

- 1. Death Valley Days (U. S. Borax), KENS, S.-9:30 26.1
2. Sheriff of Cochise (NTA), KONO, T.-9:00 25.7
3. Star Performance (Official), KONO, T.-9:30 22.9
4. Badge 714 (NBC), WOAI, M.-8:30 20.9
5. Inner Sanctum (NBC), WOAI, Su.-8:30 20.2
5. State Trooper (MCA), KENS, F.-9:30 20.2
7. Highway Patrol (Ziv), WOAI, Th.-7:00 19.5
7. Dr. Hudson's Secret Journal (MCA), WOAI, Th.-9:30 19.5
9. Famous Playhouse (MCA), WOAI, W.-8:30 16.7
10. Silent Service (NBC), KENS, Th.-9:00 16.2
11. Dr. Christian (Ziv), WOAI, T.-9:30 15.9
12. Soldiers of Fortune (MCA), WOAI, S.-9:30 15.3
13. O. Henry Playhouse (Gross-Krasne), WOAI, F.-9:30 15.2
14. Stories of the Century (Hollywood), KENS, T.-9:30 14.9
15. Martin Kane (Ziv), KENS, Su.-10:00 14.7
16. Sheena, Queen of the Jungle (ABC), KONO, T.-6:00 14.2
17. Jungle Jim (Screen Gems), KONO, W.-6:00 14.0
17. Annie Oakley (CBS), KENS, Th.-6:30 14.0
19. Whirlybirds (CBS), KENS, W.-10:00 13.7
20. I Search for Adventure (Bagnall), KENS, F.-10:00 13.2

STATION SIGNALS

Results of the first attempt to teach Sunday school with TV are now available. Tried this summer in Roanoke, Va., 40 classes in 15 churches participated in the series of four experimental programs over

WDBJ-TV. The station, a CBS affiliate, provided the personnel, planning, materials and equipment. Churches participated by integrating the programs into their regular Sunday morning classes for child-

ren at the fifth-grade level. The idea originated with Carl Ruble, producer-director for WDBJ-TV. After the final program, the teachers who worked with the students before and after the show were unanimous in saying they thought "Sunday School by Television" was a good means of teaching. Other comments were, "I feel that your program has been very worthwhile

and do hope it goes on again." "They helped to increase the children's faith in God."

SHIFTING AROUND

Gilbert Stein, formerly art director at WJAR-TV, Providence, R. I., has joined WTIC-TV, Hartford, Conn., in the same capacity. Dan Kalenak has switched to KMID-TV, San Antonio, from

WKBN-TV, Youngstown, O. He will fill the announcer-news slot. R. Earl Higgins, formerly assistant auditor of KDKA, Pittsburgh, has joined WAAM, Baltimore, as auditor. Well-known West Coast ad man John W. Mowbray has joined the sales staff of KOMO-TV, Seattle, as an account executive.

Major Labels Eye Strong Indie Grasp on 'Bargain' LP Market

Indies Have Production Edge and Majors Fear Disk Dealer Reaction

By JOEL FRIEDMAN

HOLLYWOOD — The continued growth of low-priced \$1.49 and \$1.98 package goods labels has cued unprecedented interest in such operations, with the major diskeries and important indies casting an alert eye on the market potential.

As competition for outlets continues to increase, by far the most frequently asked questions concerning the field are: 1—How can the labels profitably sell at such low prices? 2—Just how much volume are these labels doing? Unfortunately there is no ready an-

swer for such queries, tho there are varied and sundry opinions.

Lines Move Thru Off-Beat Outlets

In the main, the lower priced lines are not competing for the same consumer as is the regular channel record dealer. The greatest majority of \$1.49 and \$1.98 merchandise is being moved on racks in supermarket and variety stores, and of late in a number of major chain department stores. There are many dealers who are handling these lines, some of whom are unquestionably doing an excellent volume and who are enthusiastic about the potential of volume merchandising. In the main tho, the record merchant thus far has shown little tendency to stock these labels, largely in fear of hurting his major brand-name inventory.

Impulse Buying

It's generally agreed that the bulk of sales accruing to such firms as Tops, Somerset, Waldorf, Hollywood, Crown, etc., can directly be attributed to impulse buy-

ing of the consumer. The diskeries have proved themselves to be excellent merchandisers, utilizing four-color covers, polyethylene sleeves, unique art work, and in many cases duplicating talent, material and even type of repertoire. I. e., mood music, sets with a foreign connotation, all forms of jazz, etc. The attempt is relatively simple; intrigue the housewife into purchasing (e.g.) "An Evening in Paris" at \$1.49 instead of existing packages by the majors at \$3.98.

Apparently the low-priced firms have been quite successful in doing so, witnessed by the continued expansion of Tops, Somerset, et al.; the recent entry of Columbia Records' subsidiary label, Harmony; at \$1.98; the fall plan of Camden Records, and the debut in the field by Modern Records' subsidiary, Crown; Eli Oberstein's Halo label, ad infinitum.

While there are no conclusive figures as to the volume of busi-

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Granz Takes Up A&R Reins From Bregman

HOLLYWOOD — Norman Granz, prexy of Verve Records, will henceforth take a more active role in the pop artists and repertoire department of the company, with a.&r. topper Buddy Bregman leaving the firm this month.

Bregman's exit has been an open secret here for the past two weeks, tho neither he nor Granz would discuss it or the reasons for Bregman's departure. Ben Meltzer, Bregman's personal manager, ceased to maintain his office at

(Continued on page 103)

Horn, Maddin Ink Dot Pact

HOLLYWOOD—Dot Records added to its talent roster last week, inking jazz musician Paul Horn to a term recording contract and r.&c. star Jimmy Maddin. Horn was signed by Tom Mack, label's album repertoire topper, on the basis of his work in the firm's "Word Jazz" series. A member of the Chico Hamilton Quintet, Horn previously worked with the Sauter-Finegan orchestra.

Maddin was inked by Dot Prexy Randy Wood, with two masters purchased by the label. Latter, titled "Tongue Tied" and "You Know," are set for release in September.

Senate Gets Bill to Cut Disk-Pubber-Network Ties

Senator Cites 'Controlling Role of BMI'

By MILDRED HALL

WASHINGTON — A bill that would completely sever any connections between broadcasters and music publishing or record manufacture was introduced last week (21) by Senator George Smathers (D., Fla.), member of the Senate Commerce Committee. Smathers' bill and his accompanying indictment of what he termed the "controlling" role of Broadcast Music, Inc., in American music, brought a round of comment from four fellow Senators on the floor.

Commerce Committee Chairman Warren Magnuson (D., Wash.) said he expects to hold hearings on the Smathers bill in January. Lack of such a bill to act on had caused

the committee's "hesitancy" in considering songwriter complaints against BMI and networks, Magnuson said, in view of the pending court suit between songwriters and broadcasters. (The Billboard, February 23, 1957.)

Communications Subcommittee Chairman Sen. Pastore (D., R. I.) told Senators that an investigation of the "allegations" made by the songwriters was under way by his staff, and "when that investigation is completed, if a hearing is merited, it will be held." (Subcommittee staff says the Smathers bill has been referred to them.)

Smathers indictment of the "interlocking combination" of broadcasters, networks, music publishers and record companies was echoed by Sen. Goldwater (R., Ariz., who

(Continued on page 54)

RCA Firms Up West Coast Disking Move

NEW YORK—The granting of autonomy to RCA Victor's West Coast recording operation was stepped up this week via a series of strategy meetings held here. Dick Pierce, who six weeks ago was named Coast artists and repertoire chief for singles, came in to talk to Jack Burgess, manager of the singles operation, and Steve Sholes, newly named sole head of singles a.&c.

In talks to date, it has been determined that a much greater share of the recording load will be handled on the Coast, where many of the label's top stars reside. Pierce will have a free hand in picking material and finding new artists. The company has laid plans to have an all-new recording studio set-up there within a year.

Bob Yorke, former album sales manager, recently moved to the Coast to manage the over-all Victor disk operation there.

'NOT ME ON PAGE THREE'

NEW YORK—The Charlie Tobias mentioned in recent newspaper reports on the Hollywood "Confidential" trial is not the veteran songwriter of the same name.

In a letter to The Billboard last week Tin Pan Alley's Tobias quipped "There was a man with my name on page three of the 'News.' Only thing is — I'm not that guy. Only thing I ever did was a bad song now and then."

Add to BB Sales Staff

NEW YORK—Ron Carpenter, with The Billboard Publishing Company for 11 years, joins the Music sales force this week replacing Ralph Wuest of our Cincinnati office. Carpenter, Eastern Advertising Manager of Billboard's sister publication Vend for the past three years, will be responsible for advertising sales in the Country and Western field and will headquarter in New York. Wuest moves over to the Circulation Department under the Circulation Director, B. A. Bruus. (For additional detail see Folk Talent and Tunes column.)

Am-Par Waxes Dulles Ditty; Inks 6 Acts

NEW YORK—ABC-Paramount Records has inked six new artists, including canary-comedienne Carol Burnett, who made the wire services this month when U. S. Secretary of State John Foster Dulles officially endorsed her thrashing of "I Made a Fool of Myself Over John Foster Dulles" on TV.

Miss Burnett has waxed the tune for Am-Par, and the disk will be on the market this week to cash in on the nationwide publicity accorded l'affaire Dulles. The song will be backed by another satirical ditty "Pu-Uh-Uh-Up-Py Love," which spoofs current rock and roll lyrics about underage sweethearts. Both tunes were written by Ken Welch, who also conducted M. Burnett's first Am-Par session.

Other new artists, signed by

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Disk Academy Goes Longhair

HOLLYWOOD—Helen Traubel, Lauritz Melchior, Darinus Milhaud and Joseph Szigeti have been elected to the Board of Governors of the Los Angeles chapter of the National Academy of Recording Arts & Sciences.

Classical artists had previously indicated a willingness to serve on the board if elected, with Paul Weston, president of the local chapter, expressing great satisfaction at the number of people in the 'longhair field who have shown an interest in the Academy.

At its meeting here last week, Weston told the board that the

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Nine DeeJays Set for U-I Horse Opus

HOLLYWOOD—Just like the Army decided an engineer would make a good cook, Universal-International will make good use of nine of the nation's top DJ's. Latter are scheduled to don grease paint for the first time in U-I's upcoming "Once Upon a Horse," with disk jockeys Paul Berlin, KNUZ, Houston; Ed Bonner, KXOX, St. Louis; Bob Clayton, WHDH, Boston; Bill Dawes, WCPO, Cincinnati; Buddy Deane,

(Continued on page 103)

Marek O'Seas Trek Produces 4 Operas

NEW YORK — The record business is booming in Europe, but it's small compared to its potential once prices can be brought down on both records and phonographs.

This observation was made last week by George R. Marek, vice-president and general manager of the RCA Victor Records division, who returned from a six-week visit to the Continent. While there, Marek held confabs with execs of the Decca-London companies and personally supervised the recording of four full-length operas in Rome.

In this unprecedented opera

prece, held at the Roma Opera, Marek taped Gluck's "Orfeo," starring Rise Stevens, Roberta Peters, Lisa della Casa, and Monteux conducting. Donizetti's "Lucia" was cut with Miss Peters, Jan Peerce and Giorgio Tozzi, and Erich Leinsdorf conducting. Puccini's "Tosca" was done with Zinka Milanov, Jussi Bjoerling, Leonard Warren, and Leinsdorf; His "Madame Butterfly" with two young artists, starred — Anna Moffo and Rosalind Elias, the latter of the Metropolitan, Cesare Valetti and Leinsdorf. In "Butterfly," Marek, who has written a biography of Puccini, sought to

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Col. Writes 374 P.C. More Phono Orders

NEW YORK — Phonograph business written by Columbia Records at its recent sales convention in Miami Beach represented an increase of 374 per cent over phono business written at the previous convention, according to Herb Greenspon, Columbia vice-president in charge of operations. At the annual sales conclave Columbia introduced the most extensive line in the business—38 models ranging from \$29.95 to \$1,995.

Orders taken at the convention are usually for August and September shipments. But such enthusiasm was generated at dealer meetings that distributors requested that September shipments be

moved up to August, according to Greenspon. He also noted that at the distributors' dealer meetings, there was a significant increase in the number of dealers with appliance and furniture store outlets.

The chief increase in orders were attributed to console and console models, altho there was an increase all along the line. Disregarding the Masterworks series orders (this series was not in the line last year), the increase for other parts of the line was calculated as greater than 100 per cent.

Greenspon stated that in woods, mahogany was most in demand, with walnut gaining. In colors, tan and brown and tan and white proved in demand.

Cleffers Need Agency To Hypo Tunes: Mills

NEW YORK — A promotional agency to represent songwriters and secure radio and TV performances of their material is being blueprinted by Sidney Mills. Mills, who recently left Mills Music to set up his own publishing operation, Diana Music, Inc., reasons that the average big publisher has such a large catalog that he cannot adequately exploit all the material he controls. The pubber generally works on current songs, figuring that activity on the standards are more or less accidental.

The promotional agency will be set up by Mills as a separate corporation. A flat rate will be

charged songwriter clients. Mills stated that in addition to promotion at the station level, the agency would also seek to secure records. Publishers, Mills feels, would regard such an operation as not impinging upon their own activity, but as supplementing it—particularly since the emphasis would not be upon new songs.

Mills, during the period he was general professional manager of Mills Music, staged a number of notable performance drives on behalf of writers who had large blocks of material in that firm. As performances became an even larger income factor, and as the American Society revamped its distribution system to give more weight to performances, Mills' activity in this regard increased. He staged notable drives on behalf of Leroy Anderson, Duke Ellington, Jimmy McHugh, etc.

"It's a good way to keep writers happy," Mills added.

So. Africans First U. S. Jazz Licks

CAPETOWN, South Africa—The American jazz clarinetist Tony Scott has just completed two weeks of concerts in the Union of South Africa; the first time an American jazz musician has performed here. He was scheduled to leave Saturday (24) for a visit to the new republic of Ghana, prior to his return home.

Scott gave concerts in this city, in Durban and Johannesburg, first holding mass auditions in each city to select a rhythm section. He played for huge crowds and reported them the greatest he had ever encountered. According to Scott, "They laugh and cry whenever the music suggests it; they stamp their feet, but remain com-

(Continued on page 98)

BMI Scripts On Disabled To Be Aired

NEW YORK — Radio scripts based on the lives of such handicapped immortals as Beethoven, Bach, Chopin and Handel have been prepared by BMI at the invitation of President's Eisenhower's Committee of the Physically Handicapped and are being distributed under the title, "Reason for Living," to radio stations thruout the nation.

The scripts, in addition to featuring the music of famed handicapped composers, will also feature the stories of writers, sports personalities and persons in other fields who overcame great obstacles to find a "reason for living."

The Veterans Administration has co-operated with BMI in providing material for the broadcasts which the music licensing firm is making available to all stations.

Roulette Set For All-Out C & W Push

NEW YORK — Roulette Records, heretofore strictly a pop label, is going into the country and western field. The diskery is readying a special promotional drive to introduce its first two c.&w. platters to country jockeys this month.

First c.&w. artists signed by the label are Willie Phelps and Jimmy Lloyd, whose first Roulette disks will be released this week. The sides were cut in Nashville by Roulette's artist and repertoire chiefs Hugo Peretti and Luigi Creatore.

Roulette has made the best-selling c.&w. disk charts in the past with its pop rockabilly platters by

(Continued on page 54)

SULLIVAN AND ALLEN GANG UP ON HILLIARD

NEW YORK—Songwriter Bob Hilliard virtually had a monopoly on TV plugs Sunday (24) night, when his new tune "You Gotta Have Something in the Bank, Frank" was performed on NBC-TV's "Steve Allen Show" and Ed Sullivan's CBS-TV program, both of which are aired from 8 to 9 p.m. During the same time period Guy Mitchell—guesting on the Sullivan show—warbled another Hilliard song "Call Rosie on the Phone."

Hilliard, formerly under contract to E. H. Morris Music, has set up his own publishing firm (ASCAP) with Herb Reis, and "You Gotta Have Money in the Bank, Frank" is the company's first published tune. The song was co-authored by Marty Carson. Firm name of the new music outfit is Hilliard and Reis.

Denver Show Is Hypo for Belafonte LP

DENVER—More than 15,000 people turned out for "An Evening With Belafonte" at the Denver University stadium last week where promoter Joe Lehr booked the singer for a one-nighter. The show, billed the same as Belafonte's RCA LP, proved an excellent vehicle for RCA Victor distributor Bob Baker to use in promoting the singer's record.

Four two-column, half-page advertisements appearing in the local daily newspapers listed some of Belafonte's current big hits and recommended purchase at any RCA Victor record dealer. One hundred spot announcements over radio station KTLN and 50 spots on KMYR, plugged the show as well as giving extra emphasis on Belafonte's records.

Point-of-sale displays were put in prominent spots in nearly 50 major record shops in the region and a full, hour-long radio show on Monday, following the Saturday night show, was sponsored over KTLN by a local record shop.

Baker reported that the Belafonte albums sales took a sharp rise thruout the region with sale of single records jumping nearly 50 per cent in some spots.

PICKS UP BILKO BATON

Berle Gets Into Comic Podium Act

NEW YORK—Milton Berle has signed with Roulette Records to do a series of albums as a conductor, thereby following in the waxprints of fellow TV comics Jackie Gleason, Phil Silvers and Steve Allen, Frank Sinatra and deejay Alan Freed.

Berle who will also make singles for the label, cut his first sides last week, conducting a 40-piece orchestra and a chorus of 26 voices. The album, tagged "Songs My Mother Loved," feature his late Mother's favorite standards—"Anniversary Waltz," "Boy of Mine," etc.—with brief intros by the comedian.

Berle, who joined practically every union in show business while he was producing and starring on TV, is a member of the American Federation of Musicians.

Hefty Hypo Set for Big Vik Fall Release

NEW YORK — Vik Records, subsidiary label of RCA Victor, this week kicks off its fall program, under the tag "Sound Buy, 1957." It's by far the most ambitious plan the label has essayed, with 22 LP's and 44 EP's scheduled.

Discounts and dated billing will be offered at the option of individual distributors.

Of the 22 LP's, 19 come in full-color packages, and all releases have been recorded in "New Orthophonic" hi-fi sound. Included are "The Best of Eddie Cantor"; "Mam'selle Gisele" with Gisele MacKenzie, "Christmas With Gisele," "Sound and Fury" with Sid Bass' ork; "Higher Than Fi,"

Top Tune Service Gets Bigger Play

NEW YORK — The Mutual Broadcasting System's sustaining program service "America's Top Tunes," whereby almost 1,000 records are played on the web each week, is now carried by 200 station-affiliates, according to the show's co-producer, James Morehead. Last June, when the service was launched, only 40 outlets picked it up.

The service is offered free to stations and (which spotlights recorded music only with disk intros made by local deejays, via special cue-cards provided 10 days in advance by the web) originally concentrated on the "Top 40" best selling disks. However, Morehead reports that this programming policy has since been modified—following squawks from affiliates over the "sameness" of a "Top 40" disk line-up.

Morehead, who personally programs 12 and a half hours of recorded music daily, seven days a

week, now utilizes his own system of cross-section disk selection. Each half-hour seg includes two or three best sellers, along with a variety of other wax—jazz, country and western, show tunes, LP selections, etc.

Since there is a time lag of almost a month between the time cue-sheets are made up for stations, and when the disks are actually heard on the air, Morehead charts the progress of promising new platters with special graphs to keep the "Top 40" selections as timely as possible.

Altho records naturally differ in

(Continued on page 54)

OPENING

Jazz City No Haven For Hip

NEW YORK — Jazz City, a new large room opened here last Tuesday (20) at the old location of Gluckstern's Restaurant, with continuous jazz entertainment by the Ruby Braff Octet and the Don Elliott Quartet.

It would be difficult to imagine a less sympathetic setting for jazz. Jazz today is building big audiences where it is being presented with understanding and showmanship. The jazz entrepreneurs have learned to look out for details of staging, of sound, of scaling a style to the room, and of according the artists the proper circumstances of comfort and dignity which elicit

(Continued on page 98)

L & L Elgart Set Sibling Routine

NEW YORK—The Les Elgart ork, currently one of the top grossing bands on the road and a big album-selling act on Columbia Records, has changed its name to the Les and Larry Elgart ork.

Altho the Elgart brothers have been partners since the inception of the band, Les has been the sole front, while Larry Elgart has handled business matters in town, and also recorded with his own legit ork on Decca.

Both artists now are pacted to Columbia, and both will be featured with the band on all appearances.

'Global Zobel' for Sale

HOLLYWOOD — "Global Zobel" series, starring Myron Zobel as host of travel-adventure sagas, is being repped by William Morris Agency for national sale. Program has been seen on Los Angeles Station KTTV for the past year.

HARBACH FETED ON 85TH ANNI

NEW YORK—Otto Harbach, lyricist-librettist and past president of the American Society of Composers, Authors and Publishers, celebrated his 85th birthday last Sunday (18) at his Mamaronck, N. Y., home.

Harbach, to show that he was still active in the business, staged a run-thru of his latest musical play score, written in collaboration with the late Peter De Rose.

Among the guests present were ASCAP president Paul Cunningham, Mr. and Mrs. Stanley Adams, Dana Suess, Irving Caesar and May Singhi Breen.

Kerr Singers Go Top-Side

NASHVILLE — After a near-record number of disk supporting roles in the last two months, the Anita Kerr Singers have been featured as lead artists on their latest Decca release. Sides on this are

(Continued on page 98)

Ram Sets New Distribber; Other Moves

NEW YORK—Buck Ram, entrepreneur, manager and tunesmith, is expanding several phases of his music operation.

Last week he named George Goldner, himself owner of Gone Records as national distributor for his Antler Records firms. Ram himself will continue to handle artists and repertoire.

In Ram's Personality Production management firm, he acquired a new affiliate in Polly Estin, of Houston. Latter handles the Clefs, David Drapela, the Collegians and the Charles Shaefer Trio. Ram will assist on these acts record-wise, and Miss Estin will serve his rep in the Texas territory.

ARB Poll Shows 91.6% in L.A. Watch TV Movies

LOS ANGELES — The third annual American Research Bureau telephone survey of feature film popularity here revealed that 91.6 per cent of all viewers watch movies on TV, an increase from last year's 88.4 per cent. KHJ-TV scored highest, 76.3 per cent, among specific feature film shows with its "Channel 9 Movie Theater."

In this traditionally movie-minded market, the KHJ show has scored an average 56.6 Telepulse rating during the past year, equalling a weekly viewing audience of 3,615,000.

(Continued on page 98)

Judge Kills Move To Serve Petrillo

HOLLYWOOD — An effort to issue service on AFM proxy James C. Petrillo was quashed in Los Angeles Superior Court last week, (22), when Judge William Fox denied a motion by the plaintiff musicians to take depositions from Petrillo by the expedient of serving AFM attorney Michael G. Luddy. Court ruled that service must be made personally, tho its ruling left the door open for re-submission.

In another motion, the court granted the plaintiffs the right to inspect all AFM correspondence and documents covering wage ne-

gotiations since 1954, and copies of all remittance statements and payments to the Music Performance Trust Fund by all industry facets; diskeries, motion picture studios, TV, radio. Latter information is due September 16.

The Local 47 hassle with diskeries over wage scale increases for orchestrators and copyists will take a new turn next week when the results of a survey among these members is completed. Union issued a questionnaire to its orchestrators and copyists at a meeting held Saturday (24) querying the members' feeling about said increases, what approach should be taken, whether they would support a strike call, and whether support from other locals should be enlisted.

The recent offer by AFM proxy Petrillo to allow a film studio advisory committee to sit in on wage negotiations with the motion picture industry is expected to once again raise havoc at the Local 47 meeting here Monday (26). Studio committee was previously authorized to seek a meeting with Petrillo prior to dealing with the motion picture negotiations, a request which has since been turned down. Petrillo instead suggested that the committee meet with executive board member Herman Kenin on the Coast, declaring that prior commitments prevented him from meeting with the Local 47 delegation.

Two of the three members of this delegation, Lloyd Ulyate and Bart Hunt are plaintiffs in the several court actions seeking nearly \$20,000,000 from the AFM, and 13 members of the 30-man studio committee are likewise listed as plaintiffs. Ulyate has been a strong supporter of Cecil Read, attended the recent AFM Convention in Denver as an observer for the latter faction. It's doubtful that Petrillo would be in an amicable mood to negotiate with members who violently publicly declared their opposition to Petrillo.

The fact that the studio delegation has been denied a meeting by Petrillo by the September 1 deadline it imposed is likely to once again raise the cry that the AFM czar's faith and intentions are questionable.

Golden Crest Fall Offer Ends Sept. 22

NEW YORK — Golden Crest Records' fall plan, originally scheduled to close August 31, has been extended to September 22, according to Hal Friedman, sales counsel for the diskery.

Added time is "to allow distributors to completely saturate their dealers."

The company's plan is in two parts: one, an open stock incentive plan which offers two free LP's for every 10 purchased. The other part is a "Special Starter Plan," which offers 25 albums, listing at \$101.50, available to dealers for \$40.

Request Records Not a New Label

NEW YORK — Last week's Billboard erroneously listed Request Records on the list of new record labels that have appeared on the scene during the past six months. The diskery, located at 443 West 49th Street, New York, N. Y., has been in operation since 1952.

MARKS SPARKS FOR 63 YEARS

NEW YORK — Herb Marks, reminiscing about the success of "Wonderful Wonderful" and the significance of the new ballad trend, points to several musical milestones established by E. B. Marks Music during its 63-year-old history.

"Little Lost Child," written by the late Edward B. Marks in 1894, was one of the first songs plugged, via illustrated slides; "The Peanut Vendor" helped pioneer the Latin-American trend in the late twenties; "Cindy, Oh Cindy" and "The Banana Boat Song" played an important role in sparking the recent comeback of the calypso beat.

Marks also claims that such greats as Irving Berlin, Jerome Kern, Sigmund Romberg, and Arthur Schwartz had their first songs published by the firm.

Hill & Range Files Suit Versus Harms

NEW YORK — Ross Jungnickel, a publishing wing of the Hill & Range combine, filed suit in Federal Court last week against Harms, Inc., member of Music Publishers Holding Corporation, pertaining to a claimed half interest in the erstwhile hit "When the White Lilies Bloom Again."

According to the plaintiff, one of the German writers of the tune, Franz Doelle, last year assigned his renewal rights to Ross Jungnickel, and the copyright entered the renewal period in this country at the beginning of this year. Doelle wrote the tune with Fritz Rotter prior to 1928, and assigned it to Boehrag E. G., who then assigned U.S.A. rights to Harms, Inc. The plaintiff now is asking Harms for an accounting of earnings in 1957, and to direct one-half of the monies received by Harms to be paid over.

Jungnickel interests claim that Doelle's deal with them was set according to all of the proper consular channels and requirements. However, Harms has countered with the claim that it is sole owner and retains both writers' shares of the renewal. Firm claims that Doelle's deal, if executed, is invalid because (1) it was made in a foreign country and not acknowledged by Doelle before an authorized consular officer and (2) that if executed at all, it was done by a person unfamiliar with the English language (Doelle) who, if he signed, did so without knowing what he was signing.

This is one more in a string of hassles between Hill & Range and MPHC involving renewals. Other matters still seeking clarification in the courts are those of the Buddy da Silva and Ernest K. Ball copyrights.

DECCA EXTENDS PIC TUNE KICK

NEW YORK — Decca Records continue to emphasize waxings of material derived from the film field. Two new singles feature movie themes. One is by pianist Bill Snyder. This disk couples the theme from Universal-International's "Man of a Thousand Faces," with an instrumental reading of the theme from "Tammy" — also a UI film. Second disk is Jack Pleis' interpretation of the title song and theme from the upcoming Cinerama production, "Search for Paradise."

POST PROFILE CUES PLUG ON AUSTIN DISK

CINCINNATI — Fraternity Records' forthcoming Gene Austin album, due for release in two weeks, comes in for a walloping plug in a tie-in with The Saturday Evening Post's promotion on the profile on Gene Austin, "A Crooner Comes Back," which appears in its current issue (August 31).

For the SEP promotion, Austin has taped a number of interviews, one of which will be heard Monday night (26), 10-11, on "This Is New York," with Jim McKay, over WCBS. Another will be spotted on commentator Charlie Holmes' program over the Mutual network Tuesday night (27), 7:45-7:45. On both interviews, Fraternity's "Gene Austin and His Lonesome Road" album comes in for handsome plugs.

Ralph J. Liguori, of the Curtis Circulation Company's publicity department, also has Austin scheduled for a live interview with Tex and Jinx Tuesday (27) over WRCA from 10:30-12:30 p.m. He has also arranged for Austin's appearance on the Mutual net show, "Luncheon at Sardi's," with Ray Heatherton, during the current week. Appearances on the Barry Gray and Louis Sobol segs are also in the works, Liguori says.

On Monday of last week (19), some 40 Curtis field men hit the road to distribute some 250 open-ended taped interviews with Austin to be planted with deejays across the country. With the taped interviews went a copy of Fraternity's single, taken from the Austin album, "My Blue Heaven" and "Lonesome Road," just released. The tape carries an additional plug on Fraternity.

In addition, Curtis has prepared 125,000 units of display material consisting of truck posters, feature posters, stack inserts and cover

West Coast Label Sets Hi-Fi Quiz

SAN FRANCISCO — San Francisco Records will embark on its biggest LP promotion with the release of the firm's forthcoming package, "Bernie Green Plays More Than You Can Stand in Hi-Fi."

Label will sponsor a nation-wide radio contest to be called B.I.G. (Bernie Is Great), offering two Ampex Stereo home music systems valued at \$1,495 each. One machine will go to a listener, with a duplicate prize to be awarded to the disk jockey who best promoted the album.

Details of the contest are to be announced in The Billboard, with the label using special 45's for d.j.'s and a promotion kit for record dealers. Betty Boston, recently appointed advertising and promotion manager for the diskery, will co-ordinate all promotion and advertising.

Vaude Still Shares Bill

HARTFORD, Conn. — The 3,800-seat State Theater, Connecticut's sole remaining combination vaudeville-motion picture house, resumes its weekend policy September 7-8, following customary summer hiatus.

The theater, owned and operated by the Harris brothers, has been following practice of booking name stage attractions, plus motion pictures, on Saturdays and Sundays for a number of years. In past season, the house had been in seven-day operation.

blow-ups to publicize the Austin article. Curtis also employed radio and TV time in the major markets to hustle the Austin feature.

In Fraternity's Austin album are "My Blue Heaven," his top seller of all time; "Careless Hands"; "Lonesome Road," which he penned himself; "T-E-X-A-S Spells Texas," "I'm Cryin'," "When I Meditate," "When Love Comes Calling," "Give Me a Home in Oklahoma," "Dream On, Little Cowboy," "Don't Hang Around," "I'm Comin' Home" and "Sunflower." Seven of the tunes, written by Austin himself, have never been recorded.

Fraternity president and general manager, Harry Carlson, left here Saturday (24) for a two-week business trip to the West Coast. He plans to cut a number of sessions while out there.

U. S. Anthem To Get Hi-Fi Treatment

NEW YORK — A plan is in the works whereby the major labels will co-operate in putting out an LP featuring a dozen or more versions of "The Star Spangled Banner" played by each label's top Symphony orchestras.

The disks may be distributed thru the American Heritage Foundation with funds to be raised by public subscription. Schools would get the LP without cost, commercial outfits would pay for it.

The project is the brainchild of Louis Schweitzer, who recently bought FM radio station in the Pierre Hotel here, and was "shocked" to find a dearth of hi-fi versions of the national anthem for use at sign-off time.

Schweitzer said RCA Victor, Columbia, Capitol and Mercury have indicated their willingness to go along with the plan. Arrangements would be worked out by the Record Industry Association.

Use 'Names' To Hypo Tops Bargain LP's

HOLLYWOOD — Tops Records, one of the \$1.49 LP lines, is on a name-artists kick. Outfit has inked film and TV star Ann Sothern to cut two albums in 1957 and 1958, and other familiar disk entities are on tap.

Miss Sothern's first set, according to Tops topper Carl Doshay, will be cut in the near future under the supervision of the label's artists and repertoire chief, Dave Pell. The NBC-TV team of Curt Massey and Martha Tilton has cut a set of older tunes long associated with them. Fran Warren also has cut a set of show tunes and such, arranged and batoned by Marty Paich.

In the jazz department, Tops has readied a new Dixieland disk featuring Matty Mallock, Eddie Miller, and other vets.

WILL SOME CATS' FACES BE RED?

NEW YORK — Henry Okun, popular music-business flack, is writing a book about the music business. He has entitled the tome "Creats and Ingrates," and informs us that it's full of famous and infamous quotes.

Said Okun: "This will make 'Confidential' look like the Billy Graham prayer book."

Music Funds Increased for Fiscal 1958

NEW YORK — A total of \$4,450,000 has been allocated as of July 1, 1957 by all Music Performance Trust Funds for the full fiscal year ending June 30, 1958, according to the 17th combined reports of Trustee Samuel R. Rosenbaum.

The figure shows a \$550,000 increase over \$3,900,000 allocated for the full fiscal year ending June 30, 1957, and a \$1,650,000 increase over the \$2,800,000 allocated for the full fiscal year ending June 30, 1956.

A breakdown of the Funds shows an allocation of \$4,100,000 allocated for the fiscal year ending June, 1958 under the pre-1954 TV Film Fund and the 1954 Unified Fund, which includes both recording and TV Film. The 1948 Recording Fund Semi-Annual Calendar Allocation from July 1 to December 1957 is \$350,000, while \$200,000 is the estimated allocation for the Fund from January 1 to June 30, 1958.

According to the 1948 Recording Fund report, 219,400 records, with a retail value of \$259,000,000 were sold from January 1, 1956, and a total of \$673,000 (e.g. round figures) was made in contributions during that period.

Altho more records were sold in 1956 than in 1955, the amount of contributions paid in 1955 was higher (\$757,000) than in 1956. In 1955, according to the study, 199,000,000 records—with a retail value of \$197,200,000—were sold.

As of June 30, 1957, the Music Performance Trust Funds had a total of \$6,420,581.41 in assets, including \$4,207,668.34 in cash on deposit in U. S. and Canadian banks.

Westminster Sets Rate on Review Disks

NEW YORK — Westminster Records has set up a price schedule for promotion copies to radio stations, newspapers and magazines. Those availing themselves of the service may order only one copy of each record, and each disk will be marked "Not for Sale." A minimum of six disks may be ordered, and parcel post will be charged.

Prices to the above-named users will range from 75 cents up to \$8 for multi-disk WN7700 series packages. The WN18000 series is at \$1, and the XWN18000 series at 75 cents. Latter includes the label's pop material.



DEAR DORIS:

EVERY ONCE IN A WHILE IN OUR WONDERFULLY WHACKY BUSINESS, A RECORD IS "ADOPTED" BY MANY DJ'S WHO GIVE IT HEAVY PLAY SIMPLY BECAUSE IT IS A BEAUTIFUL RECORD THEY THEMSELVES ENJOY HEARING AND BECAUSE THEY KNOW IT IS PLEASURABLE FOR THEIR LISTENERS AS WELL. THIS HAPPENED WITH "SECRET LOVE", REMEMBER? AND NOW, I AM HAPPY TO SAY, THE SAME THING IS HAPPENING WITH

"THROUGH THE EYES OF LOVE."

JOCKEYS FROM COAST-TO-COAST HAVE DISCOVERED THIS LOVELY BALLAD, AND THEY ARE CHAMPIONING IT AS THEIR "OWN" KIND OF MUSIC.

THE EXCITEMENT THAT IS BEING GENERATED BY THE DJ'S IS SPREADING TO THE PUBLIC AS WELL. THIS IS PARTICULARLY GRATIFYING FOR THE SUCCESS OF

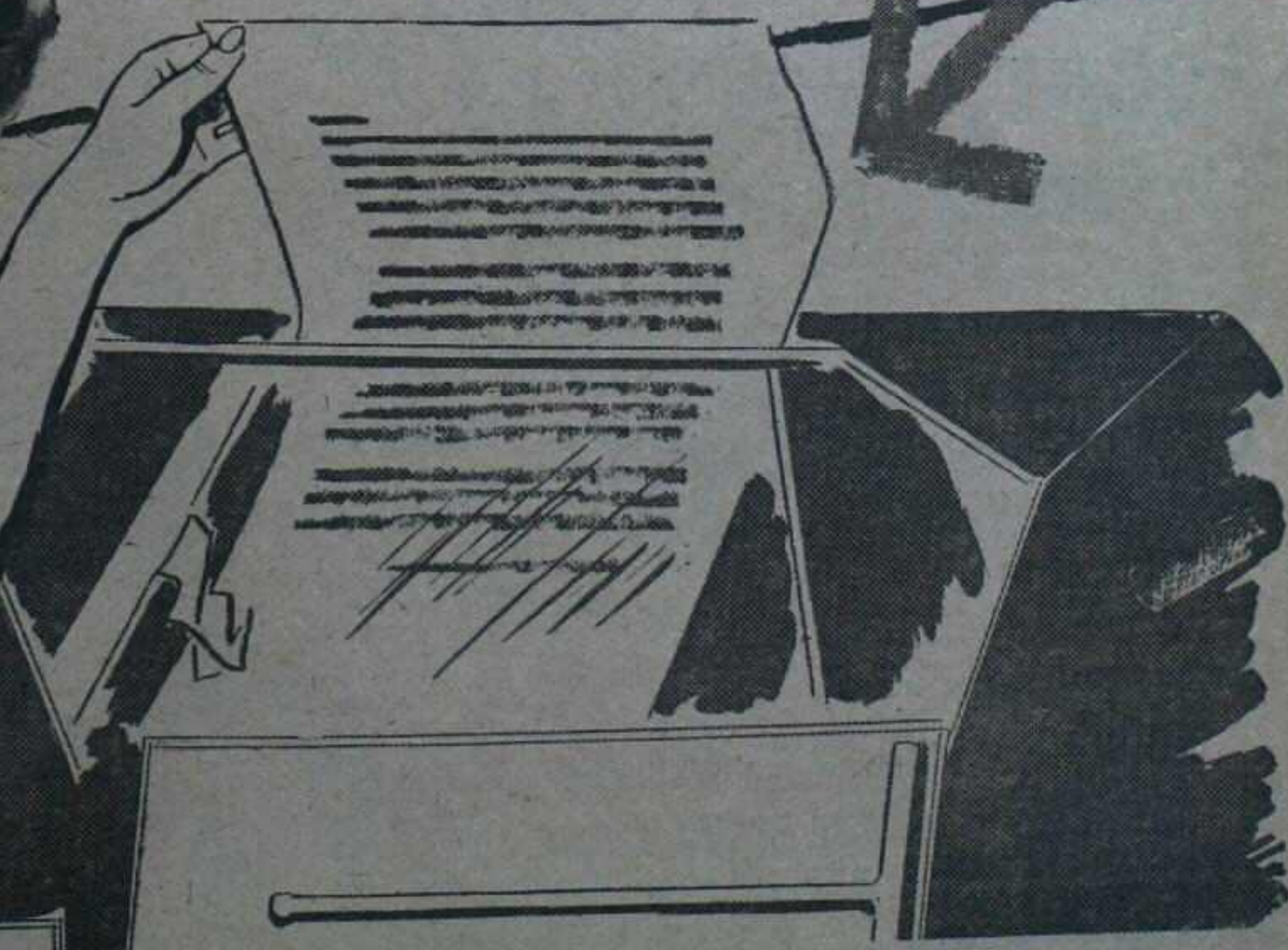
"THROUGH THE EYES OF LOVE"

PROVES WITHOUT QUESTION THAT POPULAR TASTE HAS NOT LOST ITS CAPACITY FOR TENDERNESS.

THANK YOU DODIE, FOR YOUR WONDERFUL JOB, AND FRANK DE VOL FOR YOUR WONDERFUL ACCOMPANIMENT, THANKS, TOO, SID LIPPMAN, ALBERT BEACH AND LOU LEVI'S PICKWICK MUSIC FOR WRITING AND PUBLISHING THIS SONG OF RARE BEAUTY AND QUALITY.

LOVE FROM ALL OF US AT COLUMBIA,

Autent



COLUMBIA RECORDS

© "Columbia" © ℗ Maroon Reg

MUSIC AS WRITTEN

Kling to Columbia In Super Slot . . .

George Kling has been hired as merchandise manager, special markets, by Columbia Records Sales Corporation. According to Special Markets Sales Manager, Milt Selkowitz, Kling brings his strong supermarket background with the General Foods Corporation into play with sales promotion work in the rack jobbing field. He'll headquarter in Bridgeport, Conn.

Simply Heavenly On Atlantic . . .

Atlantic Records has landed the original east LP rights to "Simply Heavenly," the musical folk comedy which moved from an off-Broadway Theater to the 48th Street Playhouse here Tuesday (20).

Bourne, Inc., publishes the score, with music by David Martin and book by poet-author Langston Hughes.

WANTED

. . . a disc-jockey who knows he's got that "something" . . . knows the popular music history of America from "Pony Boy" up to NOW . . . has wit, humor and disposition worth national recognition . . . could be a king in the promotion field (if he wanted to) . . . can get the respect of every father in town, charm mama, and keep the kids crazy about him . . . has a sound . . . can take orders sometimes . . . loves money—and is ready to move to a great mid-west indie.

Resume QUICK!

BOX D-15

c/o The Billboard
Cincinnati 22, O.

Our Staff knows about this ad.

A "HIGHLIGHT"
For Every Program

JUNE NIGHT

LEO FEIST, INC.

Coming Up from the pen of . . .

Leroy Anderson

His next big one—

FORGOTTEN DREAMS

Recorded by

• Leroy Anderson on
Decca Records #30403

• Cyril Stapleton on
London Records #1754

MILLS MUSIC, INC.

3 BIG RECORDS

BAND OF ANGELS

• Voices of Walter Schumann
(RCA Victor) #20-47-6986

• Dick Hyman (MGM)
#K-12516

• Sarah Vaughan (Mercury)
#71157X43

And more to follow—

M. Witmark & Son

Durante Tours

For Decca Disk . . .

Jimmy Durante is touring West Coast radio stations on behalf of his Decca album, "Club Durant." With the comedian is Leonard Salidor, label's director of West Coast promotion. Album includes many of the numbers associated with the star's career.

First Disk For

Diana Music . . .

Sid Mills, now operating on his own as a publisher, landed his first disk on behalf of his newly-formed firm, Diana Music, Inc. Tune is "Louella," released on a Pat Boone EP on Dot.

Lola Dee Release

Set for September . . .

Lola Dee was signed to Bally Records last week by Bally proxy Jimmy Hilliard. She'll record immediately and her first release will be issued the first week of September. Miss Dee had requested a release from her Mercury pact in order to make the deal.

Wayland Studios Set

Custom Division . . .

Wayland Recording Studios, Inc., has established a custom records division in New York and is producing record sessions and records on a free-lance basis. Joe Leahy is in charge of music activities. Production and engineering are being handled by Phil Macy. Sidney Ascher is publicity and exploitation chief.

Klik to Release

Jackson Bros. Disk . . .

Klik Records has been organized, with headquarters in New Haven, Conn. The outfit, an addition to the National Enterprise-Wall Music organization, is aiming at the rhythm and blues and country fields. Distribution is being set up. Upcoming shortly will be a release by the Jackson Brothers, vocal duet recently signed by the label.

New York

Jay-Kay Distributors in Detroit have been named exclusive distributors for Westminster Records in Michigan and Toledo, O. . . . Thrush Julie Vernon, formerly featured on the Lawrence Welk show, joined the Jimmy Dorsey ork for a six month period as featured vocalist last Wednesday (14).

. . . The Four Voices set for a one-week return engagement at Boston's Blinstrub's on September 16.

Chris Connor started her first New York nitery date this year at New York's Village Vanguard on Tuesday (20). . . . Leon McAuliff, former Columbia Records' country orkster, has signed an exclusive Dot Records contract. . . . Marlo Trumbone now handling national publicity for Jay-Cee Record Company, Inc., and its subsidiaries, Jubilee, Josie, Winley, Port, Dana and Blue Chip Records.

The Rover Boys at Las Vegas' Riviera Hotel for three weeks starting August 19. . . . Geoffrey Holder begins a one-week stay at the Canadian National Exhibition in Toronto on August 23.

Mrs. Eleanor Fraser Dolberg, wife of Glenn B. Dolberg, vice-president in charge of station relations for Broadcast Music, Inc., died of a heart ailment at her home in New Rochelle Tuesday (13). She was a former radio singer.

Maestro Roger King Mozian in Detroit on a promotion trip in conjunction with release of his first Decca package, "Dancing on a Rainbow." He'll cover the Midwest and other areas. . . . Syd Goldberg, vice-president in charge of sales for Decca Distributing Corporation, has announced that Carol Distributing Corporation of Charlotte, N. C., as the winner of

the company's July "Designed for '57" contest. The distrib setup is headed by Joe Voynow. . . . Vocalist Bill Lee, who recently debuted on the Coral label, has returned from a European trip. He is set for an extended deejay tour to plug his package "My Port of Call." . . . Chantress Dorothy Collins opens at the Americana Hotel, Miami Beach, Fla., next week.

Pamela Perry now doing promotion for Dawn Records in the New York City area. . . . Edwin Zensky, former record manager at 655 Fifth Avenue, has been made assistant record manager for the entire Doubleday Book Shop chain. He reports to record manager Georges Prince. . . . Stan Wilson, Verve recording artist, is currently appearing in New York's Jamaican Room . . .

Ken Kersey, pianist, formerly associated with Jazz at the Philharmonic, and recently appearing at New York's Metropole, had to be confined to Bellevue Hospital as a result of a nervous breakdown. . . . Shep Field's ork starts a two-week date at the Royal Nevada, Las Vegas, August 26.

RKO Unique Records has switched from Ideal to Porten Distributors in New York, and in Los Angeles, from Record Merchandising Company to Central Record Sales. . . . Jerry Good has been appointed West Coast promotion man for Joe Heahy's National label.

National Records has followed the lead of other labels in raising the price of 78 r.p.m. singles to \$1.15. . . . Band leader Emery Deutsch has been signed by National for a series of singles and LP's. The violinist-maestro is also prepping a TV show which will feature National disk artists.

Vicky Pinta, secretary to Coral's a.&r. chief Bob Thiele, will wed music publisher Fred Ahlert this fall. . . . Bea Baron, formerly with Columbia press department, has joined RCA Victor as chief copy writer of the label's publicity division. . . . Vik Records last week bought a master from Edmoral Records. Disk, first master purchase by Vik in some time, spotlights rockabilly artist Gene Morris on "Lovin' Honey," backed by "I've Got a Love." Edmoral is owned by Slim Willet of Abilene, Tex.

The Rover Boys start a two-week engagement at Las Vegas' Riviera Hotel today. . . . Mickey and Sylvia are in the line-up for Alan Freed's show at the Brooklyn Paramount August 30 thru September 8. . . . Geoffrey Holder has been booked for a week at the Canadian National Exhibition in Toronto, Canada, starting September 26. . . . Riverside Records has just completed a jazz LP combining the talents of Gerry Mulligan and Thelonious Monk.

NBC 'Trailer' Plugs Line-Up

NEW YORK—A star-studded, hour-long "trailer" will be used by NBC on September 4 in a special closed-circuit coloforecast to ballyhoo the web's line-up of fall shows and RCA color to advertising executives, station personnel, TV editors and RCA dealers.

The special show will originate on both coasts, with part feeding from the Ziegfeld Theater in New York and the rest coming out of the NBC plant at Burbank. On hand to plug NBC programs will be such star names as Steve Allen, Alfred Hitchcock, George Gobel, Eddie Fisher, Robert Young, Tennessee Ernie Ford, Dinah Shore and singer Elaine Mahlin, plus such high brass as Messrs. Sarnoff and Kintner.

Cap Strong Bidder on Styne Show

HOLLYWOOD — The Broadway bound Julie Styne show, "Say Darling," was up for grabs to the disk industry last week, with Capitol records reported to have the inside track for the album rights.

Styne discussed the property with Capitol execs here last week prior to closing a deal as producer of the new Eddie Fisher teleshow. Other diskeries, among them RCA and Columbia, have also put in bids for the show scheduled for New York this October.

Brown Heads Up Randy's Disk Shop

GALLATIN, Tenn. — Gilbert Brown became president of Randy's Record Shop, one of the world's largest record mail order firms, last week. Polly Mitchener was elected secretary-treasurer.

Randy's Record Shop is still owned by Randy Wood, president of Dot Records. Wood continues to serve as chairman of the board for the firm, which he started in 1947 as a record appliance retail store.

RKO Shuttles Music Dept.

HOLLYWOOD—RKO will officially close its music department this week, with Norman Bennett, studio music director for the past year and a half, and Adele Hertzog, with the film company for the past 28 years, receiving their notices.

Constantine Bakaleinehoff, vet music director, exited the lot last year. All departments with the exception of Ned Moss in publicity have now shut down.

Folk Talent And Tunes

Around the Horn

Slick Norris infos that "Louisiana Hayride," Shreveport, will revert back to its old policy of 100 per cent country music, effective September 1. There'll be no more rock 'n' roll, says Slick. . . . James O'Gwynn, of "Louisiana Hayride," has started a weekly TV show on KSLA, Shreveport. . . . Webb Pierce, who guests on Patti Page's new TV-er, "The Big Record," September 25, has signed to do a guest spot every third week on "Country Music Jubilee," Springfield, Mo. Webb's newest Decca release, "Don't Do It Darling" and "Holiday for Love," bowed last week.

With the Jockeys

Al Hilmus, formerly of Tallulah, La., who is now spinning two country stanzas a day over WKTM, Mayfield, Ky., says he's badly in need of records. . . . Ace Ball, now broadcasting over KHEM, Big Spring, Tex., is heard daily from 9-10 a.m. and from 1-4:30 p.m. Hank Herral, who is heard over KHEM daily from 8-9 a.m. and from 11 to noon, and Ball do a live show each day at 12:45 p.m., which they call the "Hank and Ace Show." . . . Bill Price recently moved from XERB, Rosarita Beach, Mexico, to WBLU, Salem, Va., where he is airing three hours of country music daily plus a three-hour show each Saturday, the "Hillbilly Hit Parade."

Liberty Inks Benet, Lund

HOLLYWOOD—Liberty Records added singers Vicki Benet and Jana Lund to its talent line-up last week, with the label to use both for albums and pop single product. Package by Miss Lund is already in the works, while Miss Benet will be recorded in London shortly.

Liberty Vice-President Jack Ames embarked on the first leg of a three-week national tour, meanwhile, in connection with the label's recently introduced fall merchandising program. Ames will visit distributors, dealers and disk jockeys in New York, Philadelphia, Chicago, Omaha, Kansas City, Detroit, Seattle and San Francisco.

Marek O'Seas

• Continued from page 38

get back to the composer's original text and directions.

Also arranged for during the trip, tho not produced by Marek, was the first joint operatic recording venture with the Decca-London company, of Ponchielli's "La Gioconda" utilizing artists contracted to both companies. Decca contributed di Stefano and the St. Cecilia ork, while Victor provided Milanov, Leonard Warren, Elia and the Mexican contralto Amparan.

Marek held meetings in London, where he was feathered a cocktail party by British Decca topper E. R. (Ted) Lewis, attended by many British dealers, and also in Zurich. At the latter city he presented Victor's Best Buy '57 program to reps from Germany, etc. He learned that the disk business in Germany is "fabulous" and that the No. 1 pop artist there, including local talent, is one Elvis Presley.

Acceptance of American artists and material was especially strong in Italy, according to Marek. Here he found that some labels were even going so far as to record Italian folk songs and pops in English to be sold to the Italian kids.

Marek told The Billboard that his first project back home will be the building of a strong, autonomous West Coast operation.

DRIVE
IN
SHOW

Eddie Cochran

Liberty

AMERICAN MUSIC, INC.
3100 SUNSET BLVD., HOLLYWOOD, CALIF.

A DIRECT HIT!
WHAM!

ARGO 5273

"IT WON'T
BE LONG"

Clarence Henry

ARGO RECORD CO.

2120 So. Michigan Ave. Chicago, Ill.
All Phones: CALumet 5-2770

RECORDINGS & LIVE PLUGS

solicited for Terrific New Effort

"IF I ONLY HAD YOU"

and novel best tone

"HEY! UP AND OFF WENT BARY."

Lead sheets available to professionals

and trade.

HEART SONGS

30 AYERS ST. BARRE, VERMONT

GIVE TO DAMON RUNYON
CANCER FUND

SMASH HIT DEBUT ON RCA VICTOR!

Movie Star

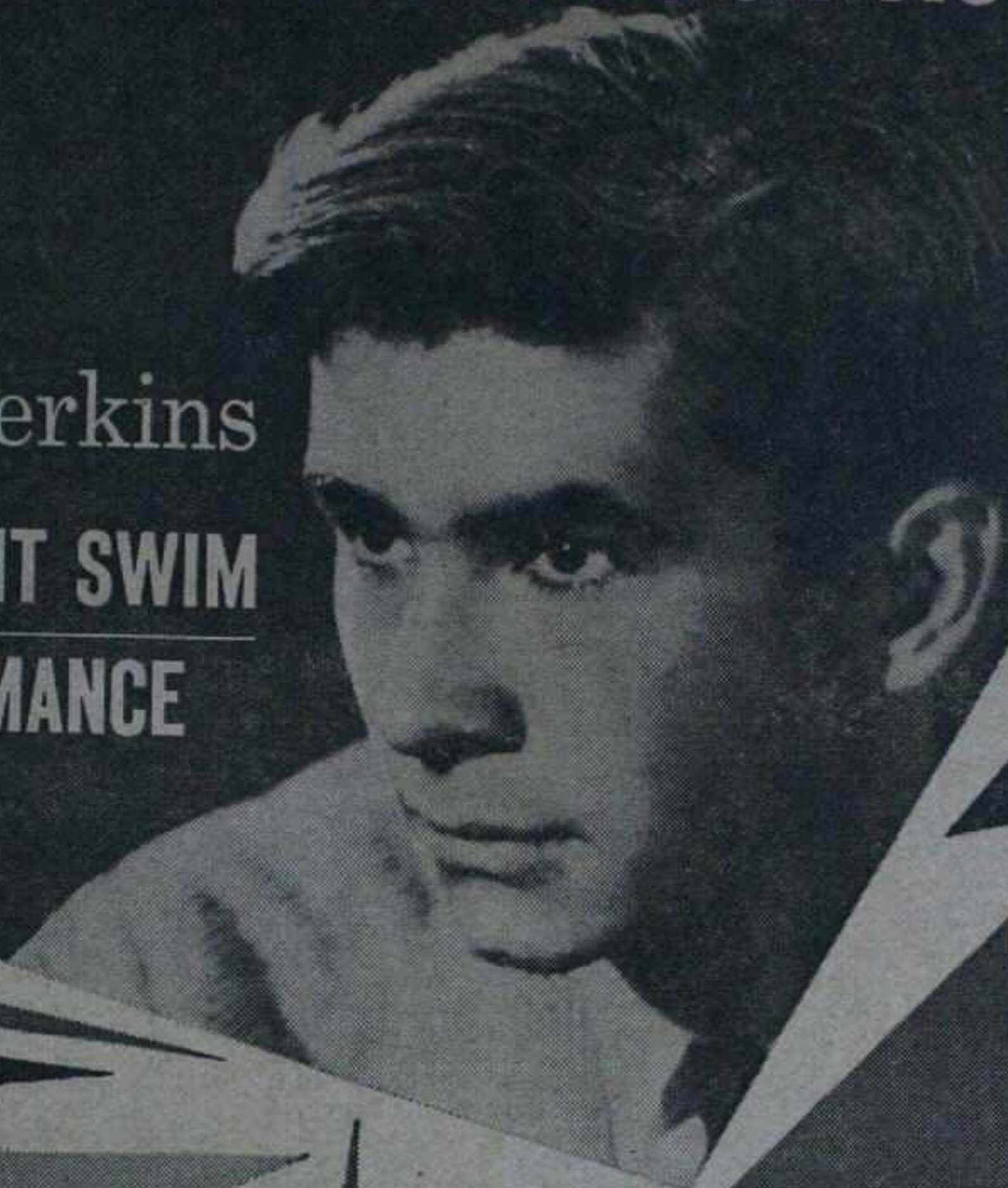
Tony Perkins

sings

MOONLIGHT SWIM

FIRST ROMANCE

47-20-7020



SMASH!

SMASH HIT BALLAD!



Vaughn Monroe
sings

TOMORROW, TOMORROW

MISS YOU

with Joe Reisman's
orchestra and chorus

47-20-7019

SMASH HIT INSTRUMENTAL!

Henri René
and his orchestra play

WHAT'S THAT?

PERPETUAL MELODY

47-20-7021



Now on NBC-TV every Monday 7:30-7:45 pm (EDT)

"Million Record Show," starring Georgia Gibbs!



America's favorite speed...



45 RPM



RCA VICTOR



RADIO CORPORATION OF AMERICA

THE BILLBOARD'S QUARTERLY SPOTLIGHT ON TAPE

INCLUDING A COMPLETE DIRECTORY OF
RECORDED TAPE COMPANIES

TO HELP YOU SELL

How to Set Up a Tape Department

If you are just starting your tape department or if you have already been in the business for a while, the following ideas will help you increase your sales of tape recorders, blank and recorded tape and tape accessories.

CREATE AN EXPERT—Pick a clerk, have him study the tape field, give him the time to find out what tape is all about. Load him with literature. For a starter, let him write to all the companies that appear in the directory in this issue. Let him saturate himself in tape info. If you already carry a tape recorder line, give him a machine to take home. Let him become adept at using the recorder and, at the same time, adept at demonstrating it. If you don't carry tape recorders at present, let your "expert" study what's available and recommend a line for you. The important thing is to create an expert—someone who knows what's available and what it will do. One expert is better than a dozen clerks with half-or insufficient—knowledge.

DISPLAY POSSIBILITIES—As with any other product, display is an important element in tape and tape recorder sales. You'll have a tape recording section or corner, first of all. But, in addition, place recorders on display in the front of the store where they have the benefit of traffic. Devote at least a part of your window display to recorders at all time and periodically devote an entire window to tape recorders and related products. A shelf arrangement isn't a bad one for your recorder display but arrange for electrical facilities so that they can be plugged in for immediate demonstration. As a backdrop for your display, use a pegboard panel on which you can place recorded tape boxes in full-face display for maximum impact. Pick out a good recorded tape and keep it playing on one of the recorders you have set up in front of the store.

PINPOINT PROSPECTS—The tape recorder is a versatile instrument; it has a hundred and one uses. It can be a teaching aid, dictation machine, public speaking aid, music reproducer, drama coach. Your "expert" and key sales people should know its uses and be able to sell from them. Bear in mind that you are not selling a machine per se; you are selling what it can do for the particular prospect. For example: a doctor could use a recorder for a dictation machine, preparing reports or as a music reproducer in the waiting room. A clergyman could use a recorder as an aid to developing his sermon delivery and for dictating sermons. Sit

down and make a list of various professions and the uses to which a person in each profession could put a recorder.

PROMOTE TC GROUPS—In every town there are a number of organizations who are always on the look-out for interesting programs or speakers for their meetings. There are the Masons, Lions, Eagles, Rotarians, Knights of Columbus, etc. The list is a big one, even in small towns. In fact, many dealers belong to one or more of them. Offer to put on a stereophonic music demonstration at their next meeting. A demonstration requires no great effort on your part. You simply let the demonstration tape do the work for you. There are a number of these; almost every tape company has one. You don't have to be a public speaker and you don't really have to sell. Your tapes will do it for you. Just let the group know who you are and where you are and the inquiries will come. One word of caution: when working in a large room or auditorium, use equipment powered at eight watts or better. A

smaller unit might sound a bit thin. It would be a good idea to test your equipment in the room in which you'll hold the demo in advance of the meeting. Every room has different acoustics.

MAKE IT EASY TO BUY—If you haven't already set up credit arrangements with a bank or financing company, do so. Offer your customers easy terms. It has been the experience of many large operators that the difference between success and failure in selling tape recorders is an "easy payment plan."

SET UP A LIBRARY—It isn't wise to give your customers a liberal exchange policy. Still they would like to audition a tape before they buy it. Some stores have found a lending library arrangement satisfactory. Here's how it works. The customer who wants to hear tapes before buying places a \$15.00 deposit with you. This is put in the bank where it starts earning 3 per cent for you—already you're ahead of the game. That customer can take out any tape, paying for it at the rate of 25 cents a day. If the customer wants to own the tape, he buys at the regular retail price, less the 25 cent rental fee. The rental tape is put back in the library and the customer is given a new tape from stock. The \$15.00 deposit is kept until the customer withdraws from the lending library.

The above represents only a few ideas that any dealer can use. Periodically, we will add to this list.

Index to Recorded Tape Companies

ARTECORDE (formerly DB)
Box 561, Huntington, N. Y.
Monaural only.

Five-inch reels. Prices not given.

Firm has scheduled four releases for September. Pop fare—instrumental and small groups.

BEL CANTO
4856 W. Jefferson Blvd.
Los Angeles 16, Calif.

Stereo and monaural. Stacked and staggered.

Five and seven-inch reels. Prices: \$7.95, \$9.95, \$11.95.

Company offers a stereo demo tape, 16 minutes' duration, for \$3.95, and a monaural demo for \$2. Eight new reels were released in August, bringing listing to two dozen. New material includes a two-reel stereo "Scheherazade," "Nutcracker Suite," "Gershwin Medley," dance repertoire, etc. Older sets include arrangements of "Oklahoma!," "South Pacific," "My Fair Lady," "King and I" and "Around the World in 80 Days," plus jazz and mood music, and a minstrel show. Monaural catalog includes tape version of "Pardon My Bloopers."

Dealers are entitled to a wall or counter rack free with order of 12 regular-line tapes. Tapes are sold on 100 per cent exchange basis if polybag is unopened.

BERKSHIRE RECORDING CORP.
150 W. 90th St., New York 24, N. Y.
Monaural only.

Seven-inch reel. Prices: \$6.95 (7½ ips), \$8.95 and \$12.95 (3¾ ips).

More than two dozen items in the popular classical vein. Catalog highlights are a complete "Don Giovanni" and Haydn "Creation" in multiple reel sets. Many popular symphonies of Haydn, Beethoven, Brahms, Tchaikovsky and Schubert. Special "highlights" tapes are offered at \$1.50.

CAPITOL RECORDS
Capitol Tower, Hollywood, Calif.
Stereo only. Stacked only.

Seven-inch reels. Prices: \$9.95, \$11.95, \$12.95, \$14.95, \$16.95.

Capitol's new stereo line features 11 tapes, plus a sampler tagged "A Study in Stereo." Included in line-up are four by the Hollywood Bowl Symphony Orchestra (two conducted by Carmen Dragon, two by Felix Slatkin); "House of the Lord," by the Robert Wagner Chorale; Leopold Stokowski's "The Orchestra"; Toch's "Third Symphony," by the Pittsburgh Symphony, with William Steinberg; Nat (King) Cole's "Love Is the Thing," George Shearing's "Black Satin," Stan Kenton's "Kenton in Hi-Fi" and "Fred Waring and the Pennsylvanians in Hi-Fi." The Stokowski item is de luxe.

(Continued on page 46)

EDITORIAL

What'll I Do?

Sam Nisker ran a practiced eye over his Melodee Music shop and reckoned that the four or five people he saw thumbing thru the browser boxes was just about right for 2:30 in the afternoon. It would pick up soon—after 3—and then build to a business climax at 6 with the street crowds swollen by office workers and department store clerks on their way home.

Looking over the merchandise, Sam observed that his inventory was higher than it had ever been before. He had done more business last year and had ploughed the money back into stock. In the main traffic area, he couldn't have squeezed in another browser box if he had wanted to.

Tape a Growing Problem

His eye hit the shelf in back of the service counter. There, neatly lined up, were about 15 boxes of recorded tape—RCA Victor's. And that week his Capitol salesman had told him about the tape line his firm was introducing. Mercury's salesman had gone thru a similar routine the week before. Columbia had just announced their tape line and he would soon be getting a pitch from that salesman.

Sam turned to us and said, "Maybe you can tell me. What am I going to do about tape?"

Sam Nisker is not unique. His counterpart can be found in just about any major city in the U. S. The chances are easily 10-to-1 that a dealer reading this column has recently asked himself the same question—"What am I going to do about tape?"

Beating the Competition

The first reason involves your competition. In this developing market, if you don't sell recorded tape someone else will. That "someone else" may be a competitor in your area—another record-music store. It may be a camera shop that sells tape recorders—several have already established themselves as "recorded tape headquarters" in major markets. Or your competition may come from a mail-order house many miles away. Wherever it comes from, it's taking away business that rightfully belongs to you.

Building Traffic, Holding Customers

The second reason involves your record customers. Recorded tape offers an excellent means of holding on to your present customers and attracting new business. In recent months, a lot has been said about "off-beat" merchandising of records. Dealers have complained about the fact that disks are sold in grocery stores, drugstores, candy stores, etc. True, records are sold in these places in large quantities and the trend is continuing in this direction. More of these outlets will be opened. The best way of competing with them is to offer your customers services that they cannot. We can say with plenty of conviction that grocery stores aren't going to give stereophonic tape demonstrations. And they aren't going to stock and sell recorded tapes. Briefly, tape is something you can demonstrate and sell in your market better than anyone else.

Create Interest

A third reason for selling tape is that it creates interest in recorded music and in your store. If you have heard a stereophonic tape demonstration, you know what a startling and exciting thing it is. If you have never heard such a demonstration, do so and be convinced. Thru a planned, consistent, well-co-ordinated program of tape promotion, you can identify your store with the latest advances in recorded sound. Even tho such a program may not result in sales of tape and playing equipment, you impress upon the public the idea that your store has the latest and the finest and that it is the place to buy any recorded sound product.

Big Profit Factor

A fourth reason for selling tape is the profit involved. Tape is "big ticket." There are many dealers who have an "89-cent single" approach to business. They regard the sale of a stereophonic tape player for from \$300 to \$700 as something beyond them. It seems like too much money. They apply this thinking to recorded tape as well. Who, they wonder, will pay \$13 for the same amount of music they can get on a \$4 LP? The answer is—a lot of people are sold on tape and are paying that price for what they want. And they are going to be joined by a lot more people in the near future. Don't forget there was a time when \$100 was considered a lot to pay for a phonograph. But today the phono between \$100 and \$200 is the trade's biggest money-maker. The moral is obvious: Don't let tape prices frighten you. Let the buyer decide whether or not he wants to pay the price. Don't create mental obstacles for yourself.

Problems Do Exist

This is not to say that no problems exist. Simply making up your mind to get into tape does not automatically move merchandise from your shelves—alho it is an important first step.

To return to Sam Nisker in his Melodee Music Shop—he has very specific problems, many of them rather difficult. He has not tape demonstration facilities nor has he room for them. He has to decide whether or not to eliminate some of the browsers that are now making money for him or go in for expensive redesign of his store. He has to lay out cash for stock and equipment without being able to see an immediate return on his investment. He has to learn a new sales language to point out the advantages of recorded tape, and his clerks have to do the same.

As we said in the beginning, the problems faced by Sam Nisker are those of literally thousands of dealers. Those problems have to be faced by The Billboard as well.

This is our third "Tape Spotlight" for this year. We raise these questions and we try to answer some of them in these pages. And we're going to continue to try to answer them in "Tape Spotlights" to come.

BIG FOUR



50% MORE RECORDING TIME—as much as 1½ reels of standard tape—make "SCOTCH" Extra Play Magnetic Tape 190 a popular favorite. This tape also features exclusive high-potency oxide coating for increased frequency range.



SUPER STRENGTH plus 50% more recording time on a standard reel! That's "SCOTCH" Brand Extra Play Magnetic Tape 150, with super-thin, super-strong polyester backing. And it's weather-balanced for temperature and humidity extremes!

The 4 all-time best sellers
are all "Scotch" Brand Magnetic Tapes



133% MORE OUTPUT with a minimum of harmonic distortion. That's the big selling "plus" you have to offer your customers with "SCOTCH" High Output Magnetic Tape 120. Specially designed for the music lover; a must for hi-fi fans.



LOW COST FAVORITE of quality-conscious tape users the world over... famous "SCOTCH" Magnetic Tape 111 assures a uniformly high level of recording results with true economy. The ideal all-purpose tape for general recording needs.

FEATURE the ONLY tapes with silicone lubrication
the ONLY tapes backed by 10 years of tape research
the ONLY tapes that consistently outsell all others...



The term "SCOTCH" and the plaid design are registered trademarks for Magnetic Tape made in U.S.A. by MINNESOTA MINING AND MFG. CO., St. Paul 8, Minn. Export Sales Office: 99 Park Avenue, New York 18, N.Y. © 3M Co., 1957.





WHAT HAPPENED TO THE MAN IN THE MIDDLE?*

ONLY \$3.95

SPECIAL INTRODUCTORY TAPE

To introduce the new Stereophony, Inc., recordings, we have prepared a special Sampler Tape, a showcase of selections from each of our latest releases. The sound is fabulous and so is the price—18 minutes of stereo for only \$3.95. Order: Catalog 881, STEREOPHONY, INC., SAMPLER VOLUME II.

Something seem to be missing when you listen to stereo?

You hear music from the left, music from the right—but in between there's an unaccountable void. The "man in the middle" is missing.

Now listen to stereo as recorded by Stereophony, Inc. What a difference! This is true stereo—a perfect blend of left, right and middle... all of the realism and presence of a live performance. The "man in the middle" is in there as big as life. And it's all done with only two channels and two loudspeakers. That's all anyone needs to produce full stereophonic sound when the original recordings are made according to the exacting technical and engineering standards of Stereophony, Inc.

Be sure you get all the sound that's rightfully yours when you buy stereo. (Dealers: For the complete story on Stereophony, Inc., tape recordings and other EMC products, call, wire or write for our Dealer Information Brochure.)

NEW RELEASES FROM STEREOPHONY, INC.

1 "RIGHT THERE!" with SAM DONAHUE

Here's the first stereo release featuring a big name band. It's the same all-star aggregation presented on the NBC BAND STAND. Saxist Donahue leads a full complement of reeds and brasses through a series of excitingly arranged, eminently danceable jazz standards. Catalog C 125, 22 minutes, 7 in. reel, \$8.95.

2 "GLORY LAND" with THE WATCHMEN

Here's an adventure in stereo that will have the most sophisticated shouting "Hallelujah!" One of the few surviving groups of itinerant revival singers, the Watchmen give out with an authentic brand of hand-clapping, foot-stomping camp meeting harmony. Catalog B 125, 22 minutes, 7 in. reel, \$7.95.

3 "STRINGS BY STARLIGHT" with THE STEREOPHONY STRING ORCHESTRA

A lavishly orchestrated selection of melodies that linger in the memory; among them "Two Guitars", "April in Paris", "Avalon" and "Body and Soul". A sentimental journey in superb stereo. Catalog C 125, 30 minutes, 7 in. reel, \$8.95.

4 "CLUB STEREO" with MACK SHEPPARD AND HIS ORCHESTRA

Music in the familiar, easy-to-dance-to mood of the country club and hotel dining room. Sample selections: "When Your Love Has Gone", "Moon Over Miami", "Love Walked In". Catalog B 126, 22 minutes, 7 in. reel, \$7.95.

(Available for both stacked (S) and staggered (Z) heads)

*He went to EMC to make stereo recordings!



STEREOPHONY, INCORPORATED

DISTRIBUTED BY **EMC** RECORDINGS CORPORATION • 806 E. SEVENTH STREET • ST. PAUL 6, MINN.

DON'T LOSE YOUR HEAD!

The most important part of your tape machine is the magnetic head. Protect it... prevent damage to precious tapes... insure peak performance with LONG LIFE Fluids, the only tape cleaner and lubricant safe and effective for all tape machines.

LONG LIFE

DANGER SIGNS:

- Loss of high frequency response
- Wow and flutter • Poor uniformity of output
- Squeal or tape modulation

CURE: LONG LIFE

The LONG LIFE Tape Maintenance kit offers two solutions for complete tape and recorder protection. LONG LIFE CLEANER cleans and protects the heads and capstan of your machine. LONG LIFE LUBRICANT lubricates both the machine and the tape. Both solutions are absolutely guaranteed safe for use with any machine or tape. Only \$1.50 for complete kit. (Dealer inquiries invited.)



a product of **EMC** Recordings Corporation St. Paul 6, Minn.

Recorded Tape Companies

• Continued from page 44

packaged in a 12-inch box and has special display.

CELESTIAL
120 W. Thomas St.
Seattle 99, Wash.
Stereo and monaural. Stacked and staggered.
Five and seven-inch reels. Prices: \$5.95 and \$10.75.

Variety catalog lists 13 stereo reels at this time and the same number of monaurals. Classical piano interpretations by Margaret Neufeld, folk songs by Nelson Alexander; choral music, organ and Gregorian chants are included. The monaurals are more pop in nature, with square dances, background music, dance stuff, Latin and jazz titles. There are two "specials"—"Voice Culture for Singing and Speech" (with book), and "The Law on Contracts." Outfit supplies catalogs, window hangers and small display easels. Staggered head tapes available, on special order only.

CHAPEL RECORDS
Mountain View, Calif.
Monaural only.
Seven-inch reel. Price: \$5.75.

Catalog features over 90 tapes of sacred and religious music performed by college choirs, organ soloists, solo voices and various instrumental combinations. There are no stereo tapes in the current catalog.

COLUMBIA RECORDS
789 Seventh Ave., New York 19, N. Y.

Stereo only. Stacked head only.
Seven-inch reels. Prices: \$12.95, \$13.95, \$18.95 and \$19.95.

This major catalog makes its stereo tape debut this month with 10 widely varied sets, including show scores, symphonic works, chamber music and pop fare. Tapes come in distinctively designed boxes, factory sealed. They have legibly printed leader strips at start and end of each reel to avoid confusion in rewinding. Initial repertoire includes latest and recent disk titles: Rodgers and Hammerstein's "Cinderella," Kostelanetz's "Romantic Music of Bachmanoff," "Peter and the Wolf," plus items by the Philadelphia Orchestra, Budapest Quartet, New York Philharmonic, Sammy Kaye orchestra, etc. New releases will follow monthly.

CONCERTAPES, INC.
522 Green Bay Road, Winnetka, Ill.
Stereo and monaural. Stacked or staggered.
Five and seven-inch reels. Prices: \$7.95 and \$11.95.

Catalog embraces classics, pop and jazz, featuring TV singers. Recent release includes Tchaikovsky's "Nutcracker," Berlioz's "Roman Carnival Overture" and Wagner's

"Overture to Die Meistersinger" performed by the Symphony of the Air. Classical artists include Fine Arts Quartet, Sorkin Symphonette and John Halloran chorus. Fully half the catalog is classical standard. The balance includes pop, Latin, novelty, jazz, a Christmas tape and three choral tapes. Packaged in unique plastic containers which sell individually for 75 cents (list).

CONCERT HALL SOCIETY
71 Fifth Ave., New York 3, N. Y.
Stereo only. Stacked or staggered.
Seven-inch reels. Price: \$11.95, \$17.90, \$23.90.

A hefty catalog of such classical "war horses" as Liszt's Second Piano Concerto, Strauss' "Death and Transfiguration," Brahms' "Violin Concerto," etc. Walter Goehr is fea-



Viking, pioneer manufacturer of tape decks for hi-fi installations, has added a special portable model to their line. Weighs only 25 pounds. Includes pre-amplifier. Manufacturer claims this "pro" recorder is capable of recording 12,000 cps. and plays back 14,000 cps. Priced at \$179.50.

tured conductor on most items, leading such European orks as Radio Zurich, Netherlands Phil., Frankfurt Opera Orchestra and others. Classical choral works such as "La Boheme" (complete), Verdi's "Requiem," Lehar's "Merry Widow" give catalog even more substance. A single jazz tape, "Down the Middle" with the Jimmy McPartland ork, is augmented in the September release by "Jazz in Stereoville," Cootie Williams and Rex Stewart featured, and "Time for Tina" with Tina Louise. Firm has a 1,200-foot demo tape which retails for \$4 and includes selections from important items in the catalog.

CONTEMPORARY TAPE
8481 Melrose Place, Los Angeles 46, Calif.

Stereo only. Stacked or staggered.
Seven-inch reel. Price: \$11.95.

This familiar jazz record label recently bowed into the tape field with six items from the disk catalog. Artists include Shelly Manne, Barney Kessel, Curtis Counce, How-



Pegboard, above, makes an excellent backing for a tape-recorder display. Blank and recorded tapes may be displayed to full advantage, as shown, with attractive cover art getting the customer's attention.

V-M HAS EVERYTHING in STEREO And You Can Sell it NOW!

The mass market wants stereo TODAY! V-M gave you the mass market! V-M gives you the POPULAR-PRICED stereo-play tape recorders and matching StereoVoice amplifier-speaker systems you can SELL! V-M ALONE offers you stereo equipment that won't be obsoleted! V-M Conversion Kits let you offer your customers a CHOICE of

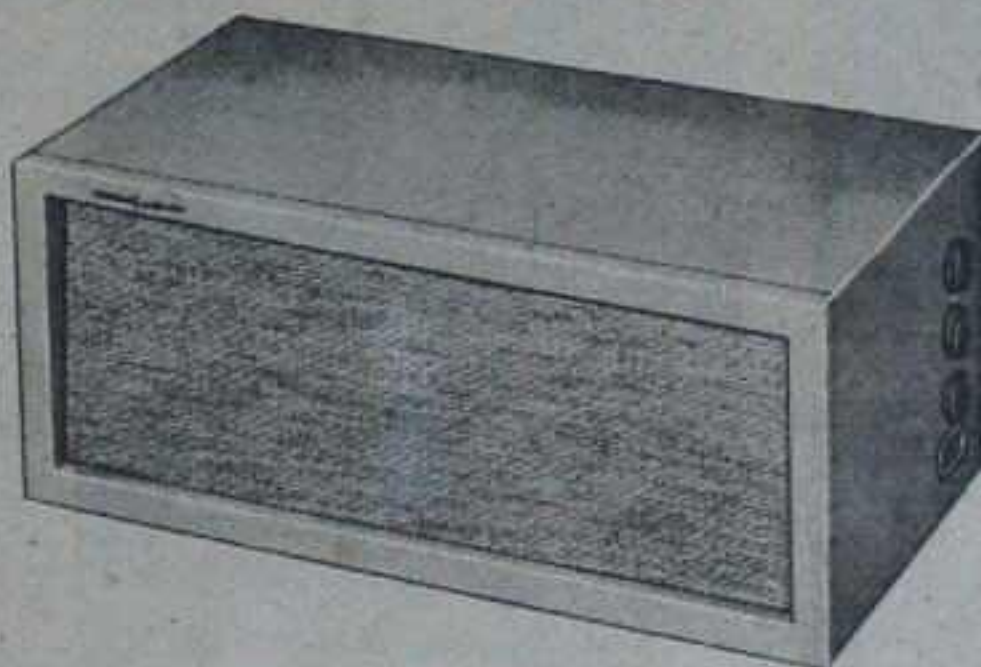
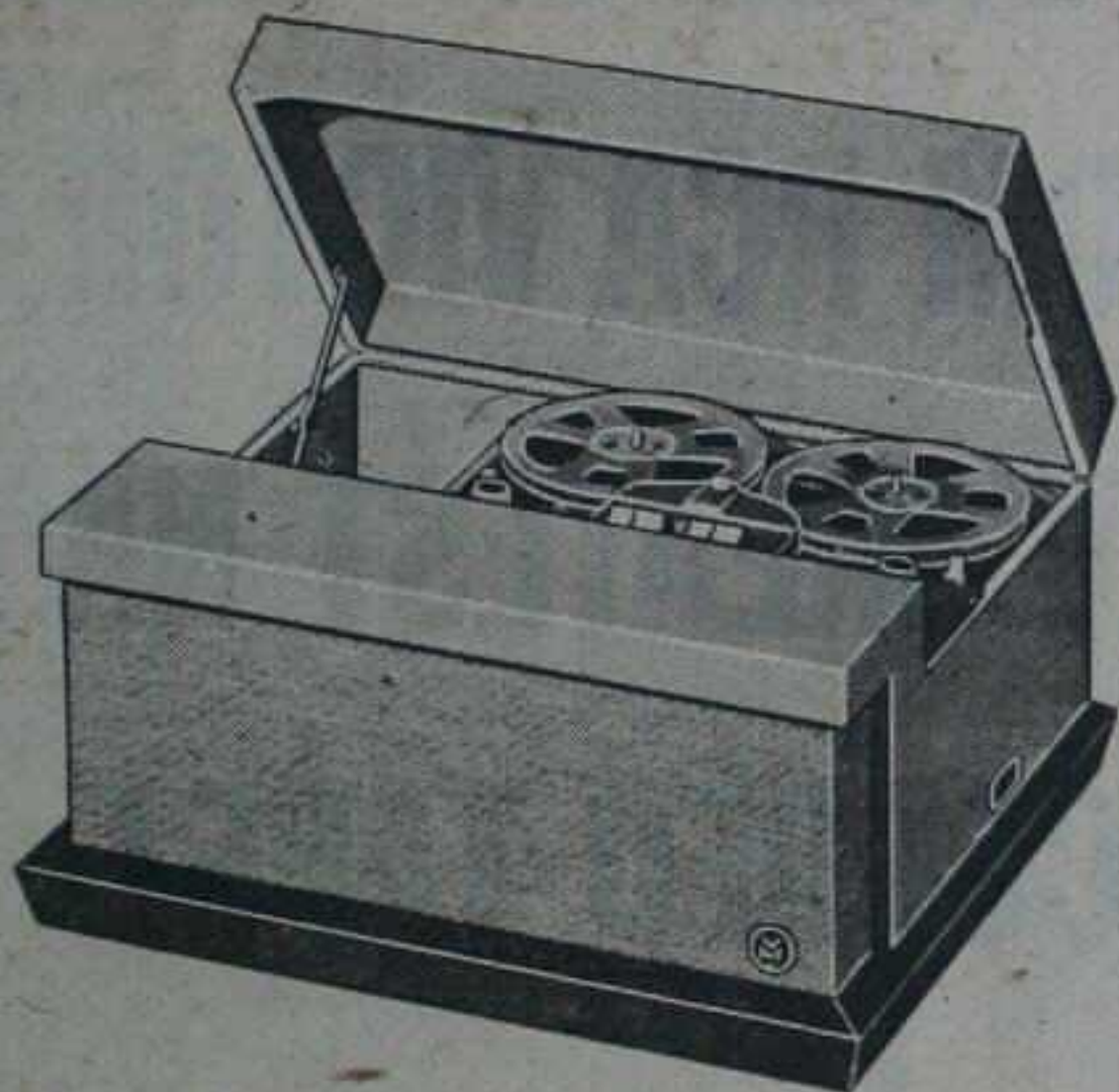
staggered or stacked AND staggered heads systems!

These V-M TAPE RECORDERS play stereo tapes! Why take chances with stereo-only units or simple "tape transports"? Sell these complete, completely wonderful dual-speed, dual-track, recording and play-back units with stereo as a PLUS!

SELL THESE 'YEARS-AHEAD' VOICE OF MUSIC MODELS

V-M 'Celeste' three-speaker table model (optional legs make it a console). The 12 top features in one beautifully-styled fine-furniture cabinet. Monitor switch, pause button, precision index counter, push-button controls. Model 750, Blonde or Mahogany, \$259.95 List.*

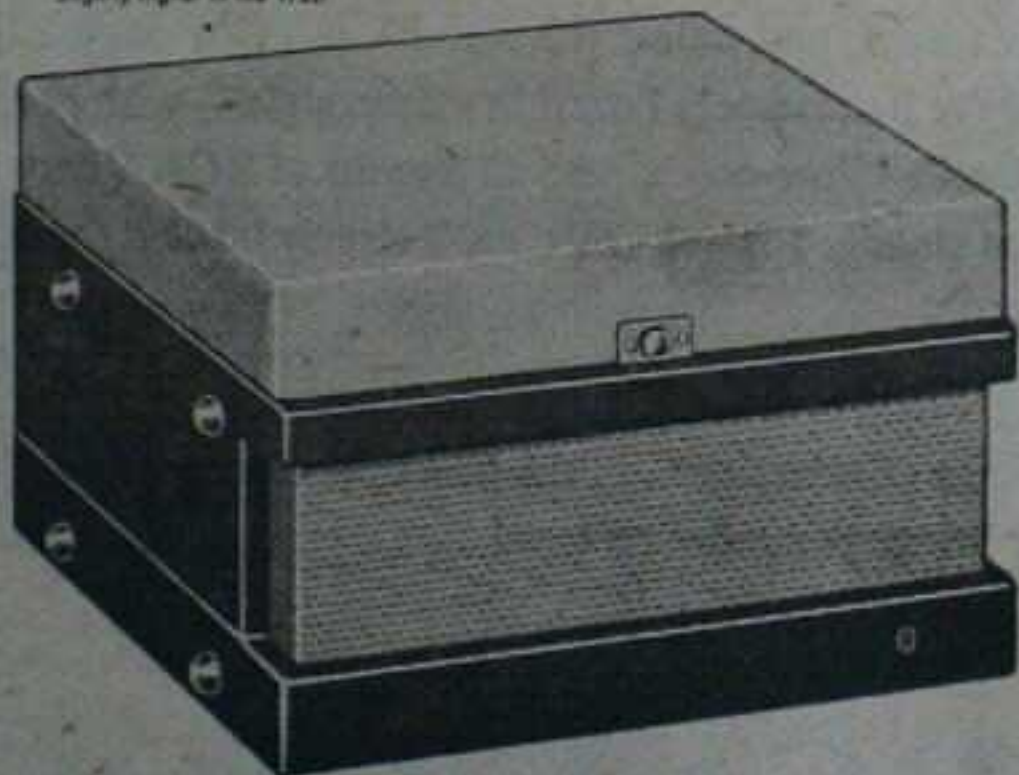
Matching StereoVoice speaker with V-M amplifier. Alike in style, identical in speaker complement. Model 165, Blonde or Mahogany, \$85 List.*



Matching StereoVoice portable speaker with V-M amplifier. Identical to the tape-o-matic in styling and speaker complement. Model 166, \$75 List.*

*Slightly higher in the West

V-M tape-o-matic® portable tape recorder. Two speakers, two speeds, two tracks. Same 12 top features as the 'Celeste.' Smart new two-tone gray case with red accents. Model 711, \$209.95 List.*



Reap Stereo Profits Now with V-M Stereo-Play Tape Recorders!



V-M CORPORATION • BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS



ACS-54, \$6.95.



BCS-52, \$8.95.



CCS-53, \$10.95.



DCS-51, \$12.95.



ECS-67, \$14.95.



CPS-70, \$10.95.



CPS-73, \$10.95.



CPS-74, \$10.95.

NEW...AND FREE TO YOUR CUSTOMERS!
The first complete catalog of all RCA Victor tape selections is now included in all tape packages. Call your distributor today for an extra supply for your counter.



CPS-75, \$10.95.



CPS-76, \$10.95.

NEW!

10 BRILLIANT STEREOs

FROM RCA VICTOR,

THE GREATEST NAME IN

RECORDED TAPE!

RCA Victor adds 10 new titles to the world's most extensive library of pre-recorded tapes! That brings the RCA Victor total to 54 dual-track stereo tapes — and over 100 brilliant monaural tapes — all in New Orthophonic High Fidelity sound.

You can do an important selling job with RCA Victor tapes. There are more of them. They're handsomely boxed in album style — with gorgeous four-color covers and detailed liner notes. And all lengths of RCA Victor pre-recorded tapes come on standard 7-inch reels, each clearly labeled for instant identification.

The world's greatest artists . . . the greatest advances in sound . . . the widest range of selections . . . the best opportunities to make sales . . . RCA Victor brings you *more on tape!*



Nationally advertised prices

and Ramsey and Art Pepper That best selling "modern jazz performance of "My Fair Lady" with Shelly Manne is included. Entire contents of the LP version are included on the tape (extra-play 1 mil. type). Other titles: "Art Pepper Meets the Rhythm Section," "Music for Light-housekeeping (Howard Ramsey)," "Swinging Sounds in Stereo" (Shelly Manne).



Viking announces their new tape handler (Viking Model 35) for use with the Fidelipac cartridge. The unit plays at two speeds—3 3/4 ips. and 7 1/2 ips.—and using a Fidelipac with 1,200 feet of tape gives two hours of play at 3 3/4 ips. Because of the continuous loop principle of the cartridge, the unit will play without stopping until shut off. The unit can be used for a message repeater in a point of sale display. The handler itself retails for \$45 and up, depending upon recording heads used. The case for the handler (as shown) is \$15 extra.

touted. Self-selling counter unit is available gratis.

HIGH FIDELITY RECORDINGS (HIFITape)
6087 Sunset Blvd., Hollywood 28, Calif.
Stereo and monaural. Stacked or staggered.
Seven-inch reel. Prices: \$6.95 (monaural) \$12.95 (stereo).

Catalog consists of 11 tapes from the "HIFITape" catalog, all of which are available either monaurally or on stereo (stacked or staggered). Seven tapes feature organ recitals of shorter concert pieces—classical and popular. Richard Purvis and George Wright are the keyboard artists. Other items are "Band With a Beat" (Harry Zimmerman), "Bruce Price-Joseph's Swingin' Harpsichord" and "Honky Tonk Piano." Upcoming releases include two more George Wright items, three jazz releases and a specialty item, "Songs for a Smoke-Filled Room" (by Elsa Lanchester and Charles Laughton).

HOUSE OF STONE
Lunenburg, Mass.
Monaural only.
Three, four and five-inch reels.
Prices: 99 cents and \$1.49, \$1.95 and \$2.95, \$3.95 and \$4.95 (depending on 3 3/4 ips or 7 1/2 ips speed).

Catalog is made up of novelty items in both the serious and humorous vein. Most recent releases include "Bop Time Tales." (Examples: "Bop-a-bye Baby," "Jackson and Jill.") Comedy items include "Brain Surgery at Home" and "How to Build a Hydrogen Bomb" in House of Stone's "Do It Yourself" series. Tape recorded party games, party "song fests" and "music for laughing" with Dick Hill, on the organ, round out the catalog. Most recent release is "How to Tame a Ruskin Bear" and "How to Fly With Arthur Coeffrey."

EXPERIENCES ANONYMIES
10 E. 11th St., New York 3, N. Y.
Stereo only. Stacked or staggered.
Seven-inch reels. Price: \$14.95.

Seven items somewhat on the exotic side. Four tapes are devoted to "Music of the Middle Ages." Three harpsichord tapes, featuring Paul Wolfe, present "English Keyboard Music—From Tudor to Restoration," the Music of "Freskald" and "Spanish Keyboard Music of the 16th and 17th Centuries." Tapes have been well received and are well suited to the connoisseur market.

FANTASY
4 Natoma St., San Francisco 3, Calif.

Monaural only.
Five and seven-inch reels. Prices: \$5.95 and \$7.95.

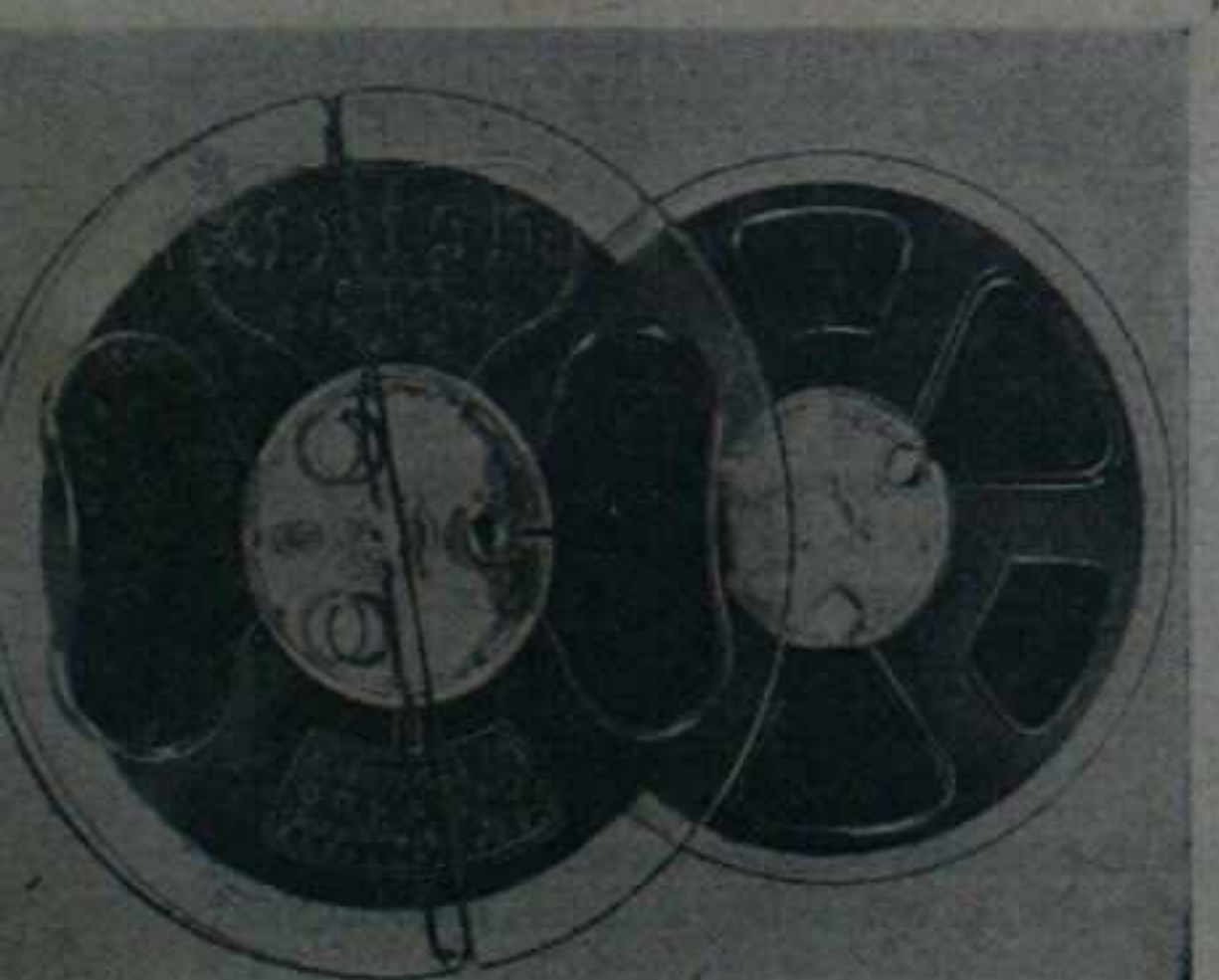
A good but limited list of jazz tapes with such top names as Bruck, Mulligan, Cal Tjader and Red Norvo. Firm offers a sampler tape on a four-inch reel (\$2.95) featuring top items in the catalog.



Ampex offers dealers a unique sale in the stereopticon viewers shown here. The viewer is provided with slides that show 12 new units in Ampex line in full color and in 3-D dimensions. The 3-D feature is most appropriate because of the extra dimension added to sound by Ampex stereophonic players.

ALLMARK RECORDED TAPES
Paramount Enterprises, Inc.
13 Concord Ave., New York 54, N. Y.

Stereo only. Stacked head only.
Seven-inch reels. Prices: \$9.95.
This low-priced line hit the market recently with 40 reels and promises new monthly releases, including the nation's latest top 12 lists. Catalog offers variety of pop, show, Latin, children's and Christmas material, including lead items such names as Vic Damone, Jimmy Dorsey and slightly lesser hits. Full color covers are highly



Radio Industries, manufacturers of Irish brand recording tape, has produced a new 5 1/4-inch reel which, the firm says, has many advantages over the standard five-incher. It provides easier access to the threading eye, a more indexing area, and is notched for no-spill filling. A rubber band in the notches holds the tape firm on the reel. The 5 1/4-inch reel has professional type hub of 2 1/4-inch diameter.

THE "BIBLE" OF THE TAPE RECORDING INDUSTRY

HI-FI TAPE RECORDING MAGAZINE

- Edited to help you sell recorders, tape and Hi-Fi
- The only magazine devoted entirely to tape

SPECIAL STEREO ISSUE

The October issue of HI-FI TAPE RECORDING (in the mail about September 1) will be on stereo from cover to cover. Its complete directory of stereo equipment will enable you to see what is available for sale in your shop. HI-FI TAPE RECORDING sold to your customers will whet their appetites for this newest thing in sound. Don't miss this issue!

LOOK AT THESE SELLING ARTICLES

COMPLETE DIRECTORY OF STEREO EQUIPMENT

Each machine pictured, specified and priced.

STEREO FOR YOUR HOME

A round-up story by Mark Mooney, Jr., publisher, and former Executive Secretary Magnetic Recording Industry Association.

HOW TO BUILD A STEREO TAPE LIBRARY

By Georgia Sigsbee, foremost reviewer of new tapes. Suggestions on what music to buy to build a basic stereo library. Good for you, too, in letting you know what to stock. Remember—when you sell stereo, everyone needs a whole new music library. What an opportunity for you!

STEREO FROM COMPONENTS

For those who like to hook up their own equipment—here's how.

LOUDSPEAKER PLACEMENT FOR STEREO

By Robert Oakes Jordan and James Cunningham, leading stereo authorities. Answers your customers' questions before they ask you!

ALSO: New Products, Tape Reviews, Teen Tapes, and other regular departments.

Month after month, HI-FI TAPE RECORDING carries the message to your customers. Saves you hours of explanations, gets them to come back time and again to your store to purchase equipment tapes and supplies; keeps interest up and sales moving. The new tape reviews keep you up on the latest tapes and tell you what's good. The new products and equipment reviews columns keep you posted on the latest developments. Both you and your customers benefit when you sell HI-FI Tape Recording over your counter. Put this monthly consumer magazine to work for you now!

TIME IS SHORT...ACT TODAY! DON'T LET THIS OFFER SLIP BY!



Hi-Fi Tape Recording acts as a house organ for you. The articles that appear in each issue encourage your customers to buy tape recording machines and supplies. Use HI-FI Tape Recording to build sales—take a profit on over-the-counter sales while you do it. See our special dealer "NO RISK OFFER" below.

READ OUR DEALER PLAN YOU DO NOT RISK A PENNY

We will send you the number of copies of each issue which you think you can sell over your counter at 35¢ each. On every copy you sell you make a 10¢ profit.

Any unsold copies you may have left are returnable for full credit. You don't even have to return complete magazines to us. All you do is clip the bottom date strip from each unsold copy and send them to us. More than 1200 progressive tape recorder dealers are now selling HI-FI Tape Recording Magazine over their counters—and the magazine is creating profitable business for these dealers by showing customers how to get the best results from tape recording machines.

Use the coupon below to get your supply. This doesn't cost you a cent. We'll send you the number you specify—and your FREE window sticker—immediately.

FREE WINDOW EMBLEM



Ready for distribution, the emblem shown at left printed in black and gold, and measuring 7 inches in length along the bar, with a 4 1/2 inch circle, will be sent FREE to each dealer selling HI-FI Tape Recording Magazine. Displayed on window or door, it will tell the public that the shop sells tape recorders and supplies. Get your order in and get your emblem.

HI-FI TAPE RECORDING WORLD'S LEADING RECORDING MAGAZINE

Savarna Park Maryland

Send me _____ copies of each issue HI-FI TAPE RECORDING Magazine at 25¢ per copy to sell over my counter at 35¢ each. I understand that all unsold copies are returnable for full credit as outlined above, and I will be billed every four months. (Minimum order 10). Rush our FREE window emblem.

Enter my personal subscription. I enclose \$3.75 for one year.

Name _____

Address _____

City _____ Zone _____ State _____

Type of Business _____

only with the new 1958 Webcor "Aural Balance" Remote Control is easy stereo tape recorder playback possible!

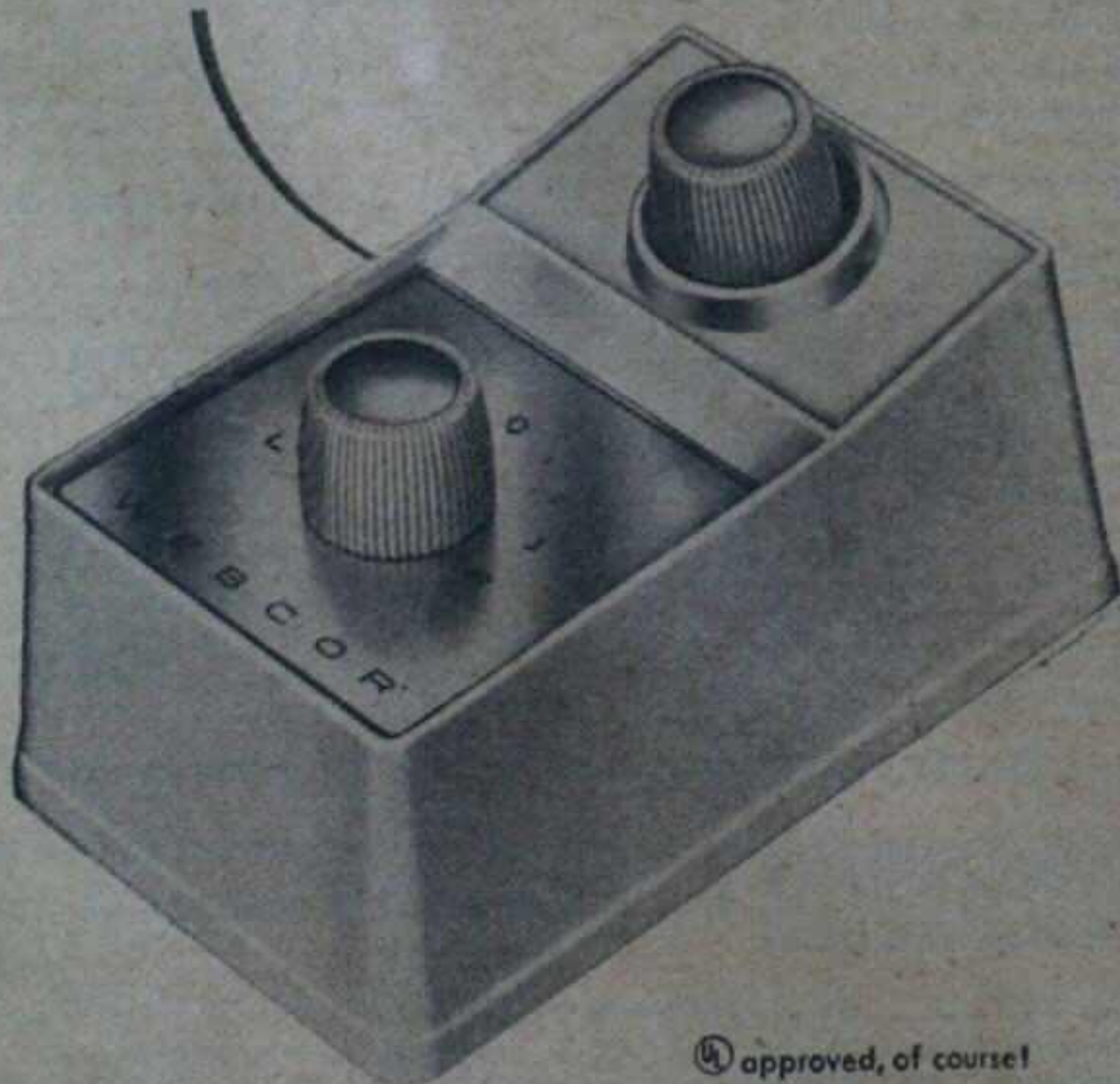


Imperial Stereophonic Tape Recorder-Radio

It's a Webcor exclusive . . .

the greatest sound reproduction feature

since the development of magnetic tape recorders!



© approved, of course!

Demonstrate the great *new sound* from Webcor—delivered by the new 1958 Webcor Stereophonic High Fidelity Tape Recorders teamed up with the fabulous new Webcor "Aural Balance" Remote Control. That's the way to make your store stereo tape recorder headquarters in your city! Contact your Webcor distributor today!

You know Webcor as the pioneer in tape recorder development—first with practical high fidelity monaural instruments for the home . . . and now the leader in the stereophonic field!

But there's a lot more to perfect stereo playback of binaural tapes than just turning on the tape recorder and then sitting back to listen.

Here's why . . .

Suppose you set volume on speaker system No. 1—walk over and set volume on speaker system No. 2—then sit down to listen. Sound will *not* be delivered to you in proper balance at the point at which you're listening—simply because *both* speaker systems are not "Aurally Balanced" from that point.

But . . .

With the new Webcor "Aural Balance" Remote Control, you balance both speaker systems from the point at which you want to listen. Hence, you hear the playback exactly as it was recorded and exactly as it was intended to be reproduced . . . you hear the sound in perfect balance, with all its true, multi-dimensional stereophonic values!

SPECIAL NOTE TO DEALERS: Webcor is the complete line! You only need one line when you sell Webcor Tape Recorders and Fonographs!



LISTEN ALL MUSIC SOUNDS BETTER ON A WEBCOR



Celestial Recorded Tapes offers the counter display shown here at no extra charge to dealers. The header unit on the display points up the fact that Celestial tapes are available both monaurally and stereophonically. Display accommodates one of the familiar tape boxes that are a Celestial trademark.

JEMO
5800 W. Third St., Los Angeles 36, Calif.
Stereo and monaural. Stacked or staggered.
Seven-inch reel. Price: \$11.95.

A reel with the Red Norvo Quintet playing pop standards ("Tenderly," "Lullaby of Birdland," etc.) and one featuring George Greeley in a piano treatment of Geršwin tunes.

KANDY TAPES
203 N. Wabash
Chicago 1, Ill.
Stereo only. Stacked only.
Seven-inch and five-inch reels.
Prices: \$11.95, \$7.95.

A limited catalog featuring small combo and electric organ under the Don Johnson baton. "Dancing and Romancing" includes pop standards such as "Laura," "September Song," "Tenderly," etc.

KLIPSCHTAPE
(Division of Klipsch & Assoc.)
Hope, Ark.
Stereo only. Stacked only.
Seven-inch reel. Price: \$9.95.

Six releases thus far, half of which are Dixieland Jazz. Two tapes are organ instrumental. Final item is a demo tape. It is important to note that the tapes are in the firm's 1,000 series and are recorded only at 15 ips speed. In September the firm will introduce a 7,000 series of 7½ ips tapes with essentially the same material now available at 15 ips.

LIVINGSTON
Box 202, Caldwell, N. J.
Stereo and monaural. Stacked and staggered.
Five and seven-inch reels. Prices: \$6.95, \$11.95.

Catalog offers a variety of categories, including classical, pop, jazz, dance, organ moods, "off-beat," spoken word, religious and seasonal, skating music and samplers. Ma-

terial is culled from catalogs of Atlantic, Riverside, Tico, Elektra, Empirical, Esoteric, Boston, Musikon, Lyricord, Connoisseur, Oceanic and others. Livingston's new release features 18 new tapes, covering jazz, classical and continental.

MAGNE-TRONICS, INC.
49 W. 45th St., New York 17, N. Y.
Monaural only.
Seven-inch reel. Prices: \$10.95, \$18 and \$27.50.

Firm's primary business is supplying eight-hour programs (175 selections) which are leased to wired music operators and on-premise users. Have a series of "Chapel" tapes for outright sale for use in church services, funeral homes and memorial parks. Tape contents are devoted to any of four classifications: Protestant, Catholic, Jewish and non-sectarian. Available at either 3¾ ips or 7½ ips. Also have a Christmas tape for commercial users (banks, stores, shopping centers, etc.) priced at \$10.95.

MERCURY RECORDS
35 E. Wacker Drive, Chicago, Ill.
Stereo only. Stacked only.
Seven-inch reel. Price: \$12.95.

Catalog spotlights leading Mercury artists—classical, pop and jazz. The 12 tapes feature "Great Songs From Hit Shows," by Sarah Vaughan, along with reels by David Carroll, Richard Hayman, Pete Rugolo's "Music for Hi-Fi Bugs," the Minneapolis Symphony Orchestra with Antal Dorati, Eastman-Rochester Symphony Orchestra with Howard Hanson, Detroit Symphony Orchestra with Paul Paray, the Halle Orchestra with Sir John Barbirolli, and with George Weidman, Carl Stevens' "Music From the Big Top," and "Boardwalk Pipes" with Robert Elmore at the Atlantic City Convention Hall organ.

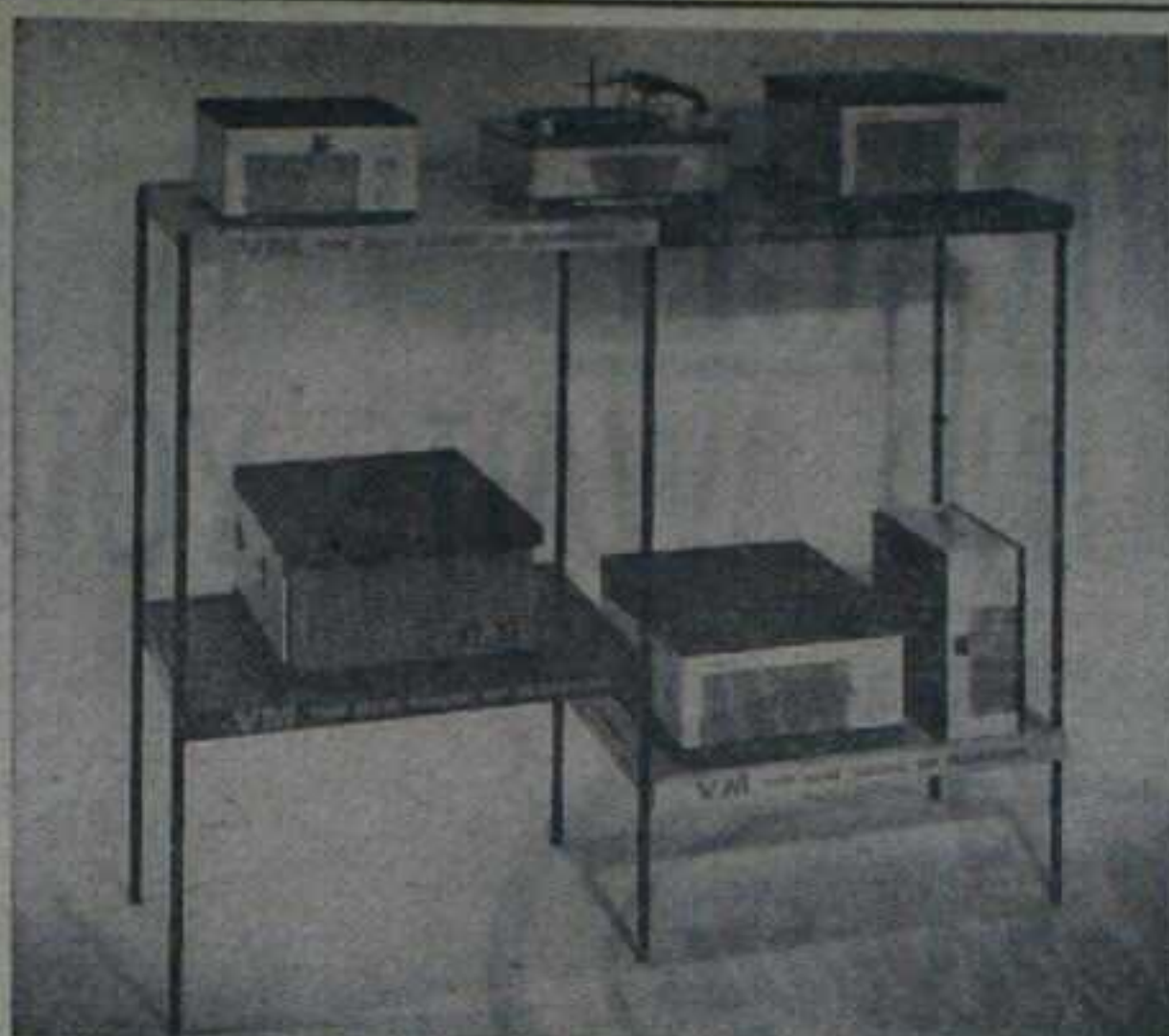
MUZAK CORP.
229 Fourth Ave., New York 3, N. Y.
Monaural only. 3¾ ips only.
4,800-foot reels.

Three different eight-hour tapes of background music furnished daily for programming in industrial plants, business offices and public areas. Service is normally transmitted to subscribers over telephone lines from central studios. Tapes are limited to franchised distributors who sell the service in more than 5,000 cities and suburban areas in the U. S., Canada and abroad.

NATIONAL TAPE CATALOG
Audio-Visual Center
Kent State University
Kent, O.
Monaural only.

Persons wanting tapes listed in the National catalog can have them by paying service charge of 50 cents for 15-minute segs. Tape must be provided or paid for at a charge of \$2.25 per 1,200-foot reel.

This tape catalog lists programs recorded annually from 1954. Designed primarily as teaching aids, the subject matter covers a wide range and includes such varied programs as "Child Guidance" and "Jazz." Contributors include various audio-visual teaching centers and university radio workshops. That jazz program may give the reader a clue to the type of material in



The V-M Corporation offers dealers a new metal display rack that can be adapted for display of either tape recorders or the V-M phono line. The basic unit consists of legs and shelves that lock together with wing nuts. This unit may be linked with other units in almost endless permutations to provide absolute flexibility of space use. They may stand as an island, wrap around a column, fill a corner, dress a window, divide the sales and service areas or form a V, T or stepback arrangement.

this interesting catalog, so here's a description. It consists of 26 half-hour programs, produced by Norman B. Cleary, WOI Radio, Iowa State College. The programs feature quotes from jazz experts, interviews with musicians and recordings from every jazz period. To cite the first few titles, "C'est La Congo," "Negro Spirituals," "Negro Work Songs and Blues," "New Orleans—the Early Years," "New Orleans—the Kings of Jazz," "New Orleans—White Jazz," "Up the Mississippi," and "Chicago—Oliver and Armstrong," and so on.

OMEGATAPE
854 North Vine, Hollywood, Calif.
Stereo and monaural. Stacked or staggered.
Seven-inch reel. Prices: \$3.95, \$5.95, \$7.95, \$8.95, \$9.95, \$10.95, \$11.95 and \$14.95.

Huge catalog includes pop, jazz, semi-classical and classical tapes. The "Around the World in 80 Days" film score, with Hans Hagen conducting the Omega Orchestra; "Sandauer Plays Lehar"; "An Evening With Lili Kraus"; "The Hi-Lo's on Hand" with Frank Comstock's Orchestra; "Strauss Waltzes and Polkas" and "Jazz Lab" are among those featured.

PENTAPES
777 S. Tripp Ave., Chicago 24, Ill.
Stereo and monaural. Stacked or staggered.
Five and seven-inch reels. Price: \$3.50 and \$5.95.

Fifteen reels of varied pop items with some big name artists (Duke Ellington, Muggsy Spanier). Other tapes feature Margie Meiners at the Wurlitzer, the Larry Paige ork in Latin tempos, thrush Sarah McLawler.

PHONOTAPES, INC.
248 W. 49th St., New York 19, N. Y.
Monaural and stereo. Stacked or staggered.

Five and seven-inch reels. Prices: \$2.98, \$7.95, \$8.95, \$11.95.
Strong classical catalog of about 80 items—mainly monaural. Repertory is standard and many dealers will recognize it as being culled from the Vox disk catalog. Outstanding artists include Guiomar Novaes and George Feyer. The label has a low-priced (\$2.98) Cameo series of about 15 tapes which are roughly the equivalent of an EP record and which can serve as an excellent means of introducing customers to music on tape. Cameo repertory is varied, ranging from Bach to jazz. Firm recently introduced their first stereos (\$7.95 and \$11.95) and now have eight in their catalog, including such popular classics as Liszt Piano Concertos No. 1 and 2, Mendelssohn's "Italian" Symphony and "Tchaikovsky in Stereo" (composer's most popular themes). A language series and a literary series round out the catalog.

RCA-VICTOR
155 E 24th St., New York 10, N. Y.
Stereo and monaural. Stacked only.
Seven-inch reels. Prices: \$6.95,

\$8.95, \$10.95, \$12.95, \$14.95, \$16.95, and \$18.95.

The major record company with the longest experience in recorded tape, RCA-Victor has been issuing tapes on a regular release basis and has built up a strong catalog. Featured artists read like a musical who's who with Toscanini, Stokowski, Piatigorsky, Horowitz, Rubenstein, Heifetz, Fiedler, Reiner, etc. Big name draw is equally strong on the popular side with Fisdler, Belafonte, Como, Carle, Dinah Shore, Lena Horne, et al. Their September release is comprised of ten tapes, all stereo, and divided equally between pops and classics. Four of the pop items also appear in firm's Best Buy disk program. The classics are strong with a Rite of Spring (Monteux, Paris Conservatoire Orch.) and Francesca da Rimini (Munich, Boston Sym.).

RECOTAPE
2847 Effie St., Los Angeles 26, Calif.

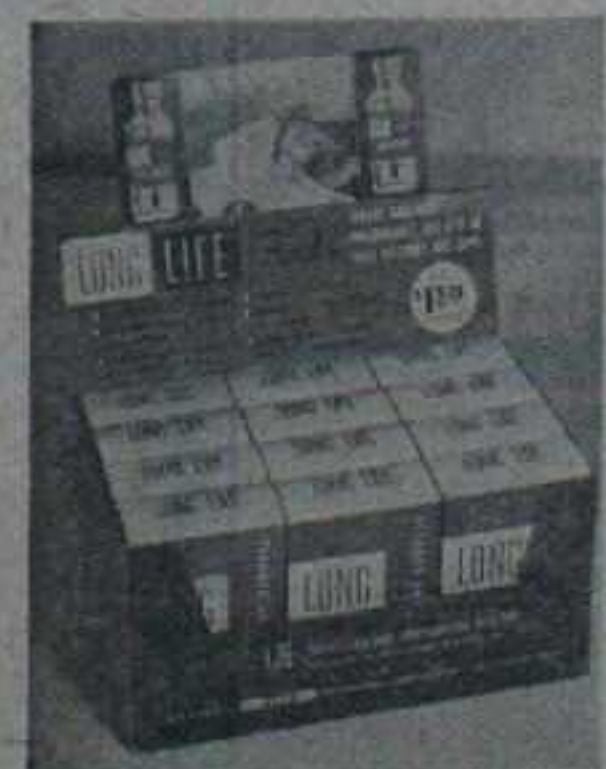
Stereo and monaural. Stacked and staggered.
Seven-inch reels. Prices: \$7.50 (monaural), \$9.50 (stereo).

A jazz vocal, jazz instrumental and a Latin-American item in stereo. The jazz stuff is pretty routine ("Tiger Rag," "Clarinet Marmalade Blues") but the Latin reel features Enrique Torres in "Exotic Love Music from Peru." The monaural reel (at 3¾ ips) is a specialty item, "Shudders and Laughs With Elise," featuring the stories of such raconteurs as Bennett Cerf and Ambrose Bierce.

SONOTAPE CORP.
275 Seventh Ave., New York 1, N. Y.

Stereo and monaural. Stacked and staggered.
Seven-inch reel. Prices: \$11.95 and \$17.95.

Since this is the tape division of Westminster Records, the catalog



EMC Recordings Corporation of St. Paul, will continue to promote its Long Life tape cleaner and lubricant with compact counter displays such as this in addition to a substantial ad campaign in magazines appealing to the hi-fi music lovers. Long Life can be used on all current makes of recorders and players.

Humes Music Finds "IRISH" Line Brings Increased Volume



"Our sales of magnetic recording tape have really boomed since we started stocking the IRISH line," says Mr. Jack Humes, owner of Humes

Music Store, Columbus, Ga. This firm is one of the Southeast's better known musical merchandisers. Discriminating in its choice of lines, Humes stresses customer satisfaction in its merchandising program.

"Once our customers start using IRISH Ferro-Sheen Tape they always come back for more," Mr. Humes says. "They tell us they prefer IRISH Ferro-Sheen Tape because the oxide doesn't wear off on the recorder heads and because it gives better reproduction of sound."

"We are pleased with the IRISH line because IRISH pleases our customers!"

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

NOW
STEREO RECORDED TAPE
ONLY \$9.95
FOR FULL 7" REEL
ASTOUNDING VALUE
SUPERB PERFORMANCE

Hallmark
THE MARK OF QUALITY
COMPLETE STEREO LIBRARY
Special Limited Offer
FULL 7" DEMONSTRATION REEL
Contains complete selections from the Hallmark Library. Just mail your name and address Plus \$2.50 (the price of the blank tape) and receive the Magnificent Stereo Recordings FREE!
No COD's Please, Send To
PARAMOUNT ENTERPRISES, INC.
Dept. B 333 Concord Ave., New York 54, New York

One Stop for Recorded Tape!

You can order every tape on the market and your order will be filled immediately. You get a straight 30% discount on all regular tape releases, and we pay the postage. You also receive the latest information on titles, selections, new releases, availability and list prices.

ORDER TODAY
No Order Too Small—No Order Too Large!
Please enclose check or money order.
Sorry, no C.O.D.'s.
SATISFACTION GUARANTEED
MAL'S
RECORDING SERVICE
Dept. B, P. O. Box 37
Rockaway Park 94, N. Y.
GRanite 4-4607

RECORDED TAPE DISTRIBUTORS
Grove Enterprises
1383 Easton Road Roslyn, Pa.
TUrnar 7-4277

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



Ampex adds an extra dimension to their display for their stereophonic tape player. See your Ampex distributor for details on display piece shown here. Ideal for windows or in-store use.

A MIRACLE IN SOUND AWAITS YOU ON

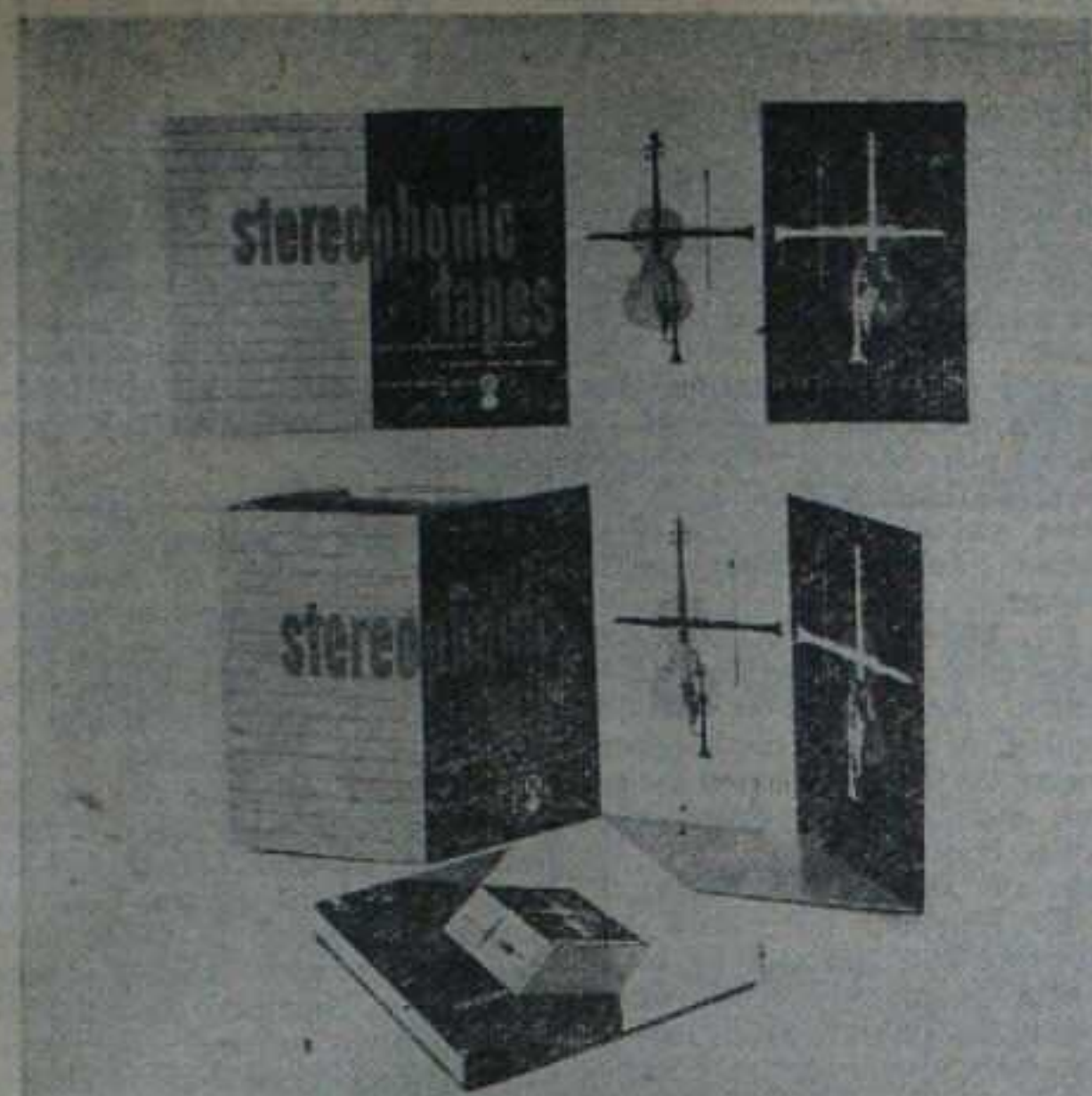


LIVING PRESENCE AND VERIFIED

STEREO TAPE

- ★ CLASSICAL, JAZZ AND POPULAR RELEASES
- ★ PACKAGED IN DAZZLING FOUR COLOR COVERS
- ★ EXCITING AND DRAMATIC DEMONSTRATION TAPE
- ★ UNUSUAL SELF SERVICE DISPLAYS

<p>KODALY-HARY JANOS SUITE Minnesota Symphony Orchestra Antal Dorati conducting MD55-1</p>	<p>ADVENTURES IN A PERAMBULATOR Eastman-Rochester Symphony Orchestra Howard Hanson conducting MD55-2</p>	<p>BIZET-CARMEN SUITE L'Arlesienne Suite No. 1 Detroit Symphony Orchestra Paul Forys conducting MD55-3</p>	<p>STRAUSS WALTZES Sir John Barbirolli conducting the Hallé Orchestra MD55-4</p>	<p>BOARDWALK PIPES Robert Elmore at the Atlantic City Ballroom Organ MD55-5</p>	<p>MOUSSOROSKY-A NIGHT ON BALD MOUNTAIN Halle Orchestra George Walden conducting MD55-6</p>
<p>GREAT SONGS FROM HIT SHOWS Sarah Vaughan MD52-1</p>	<p>HAVANA IN HI-FI Richard Hayman and His Orch. MD52-2</p>	<p>LET'S DANCE David Carroll and His Orchestra MD52-3</p>	<p>MUSIC FROM THE BIG TOP Carl Stevens and His Circus Band MD52-4</p>	<p>MOODS IN MUSIC The Clebonoff Strings MD52-5</p>	<p>MUSIC FOR HI-FI BUGS Fele Rugala and His Orchestra MD53-1</p>



For its stereophonic tape line, Concert Hall Society has devised a neat, double-duty display unit. Suitable for either counter or window use, the unit is printed in two colors on heavy board stock and folds flat for shipping. The same design has been adapted for window and in-store streamers which are being made available to dealers without charge. In general design, the display complements Concert Hall's new tape box—a cleaner and more effective package than previously used.

reflects the classical emphasis of the disk line. The tapes are top items from the line. The firm has long called attention to their high fidelity recording technique which has plenty of meaning to tape customers as well. The monaural catalog, equally heavy on standard classical repertory, is about twice the size of the stereo. There's good drawing power in such names as Badura-Skoda, Scherchen, Rodzinski, etc. Firm has a stereo demo tape for \$6.95 and a good gimmick in their "Alignment Tape" at \$11.95 (latter helps the listener establish level of channels; check head alignment, etc.).

SONY STERECORD
c/o Intersearch
7 Arcadia, Cincinnati, O.
Stereo only. Stacked only.
Seven-inch reel. Prices: \$11.95, \$6.95, \$5.95.

Line of five tapes is a Japanese import. Repertory covers light classics and choral selections. Also have a Christmas tape sung in German and English by a Japanese male chorus.

STEREOPHONY, INC.
806 E. 7th St., Minneapolis, Minn.
Stereo only. Stacked and staggered.
Five and seven-inch reels. Prices: \$6.95, \$7.95 and \$8.95.

Catalog includes one four-inch tape, "Stereophony Test Tape." The 12 other seven-inch tapes feature two samplers at the \$4.98 price tag and a variety of programs—jazz, spiritual, dance music, vocal, and band. Included are "Doc Evans Plays in Stereo," "Glory Land" by the Watchmen, "The Peerless Ocarinas," featuring sweet potato virtuosi, Ralph Peer and "Showcase for Symphonic Band." Eight five-

inch reels include "Songs by the Songfellows, Vols. 1 & 2," "Twin Ivories," with the duo piano team of Austin and Scofield, and "Moods by Mayeron."

STEREOTAPE (AUDIO ARTS, INC.)
5607 Melrose Ave., Hollywood, Calif.

Stereo only. Stacked and staggered.
Seven-inch reels. Prices: \$11.95 and \$7.95.

The Stereotape catalog features "Stepping Out With Herb Jeffries," "Page Cavanaugh and You," "Bob Florence Trio," "Jazz Hystereo" by the Jack Millman Quintet, "The Merry Macs in Stereosville," "Divertissement" by Elmer Bernstein, "Stan Seltzer's Stereo Steinway," and Dvorak's "Serenade, Opus 44" by the Los Angeles Woodwinds with David Rakin. Also available is a small reel demonstration tape at \$2.

STERE-O-TONE
1650 Broadway, New York 19, N. Y.
Stereo only. Stacked or Staggered.
Seven-inch reels. Price: \$10.95.

Initial release of this fledgling tape company comprised of eight tapes and featured such outstanding jazz artists as Joe Marsala, Pee Wee Russell, George Wettling, Dick Carey, Bud Freeman and Dave MacKay. Firm offers a demo tape for \$3.00, which amount can be credited to dealer's account when first order is placed.

TAPE-ATHON MUSIC, INC.
1062 W. Florence Blvd., Inglewood, Calif.

Monaural only.
Four and eight-hour reels at 3 3/4 ips.
Firm offers background music—fifty hours of it—edited into four and eight-hour programs. Repertory

is pop, Latin, light classics and jazz. Product can be used in the home but is aimed principally at commercial users. Catalog includes special tapes for use in mortuaries, churches, etc.

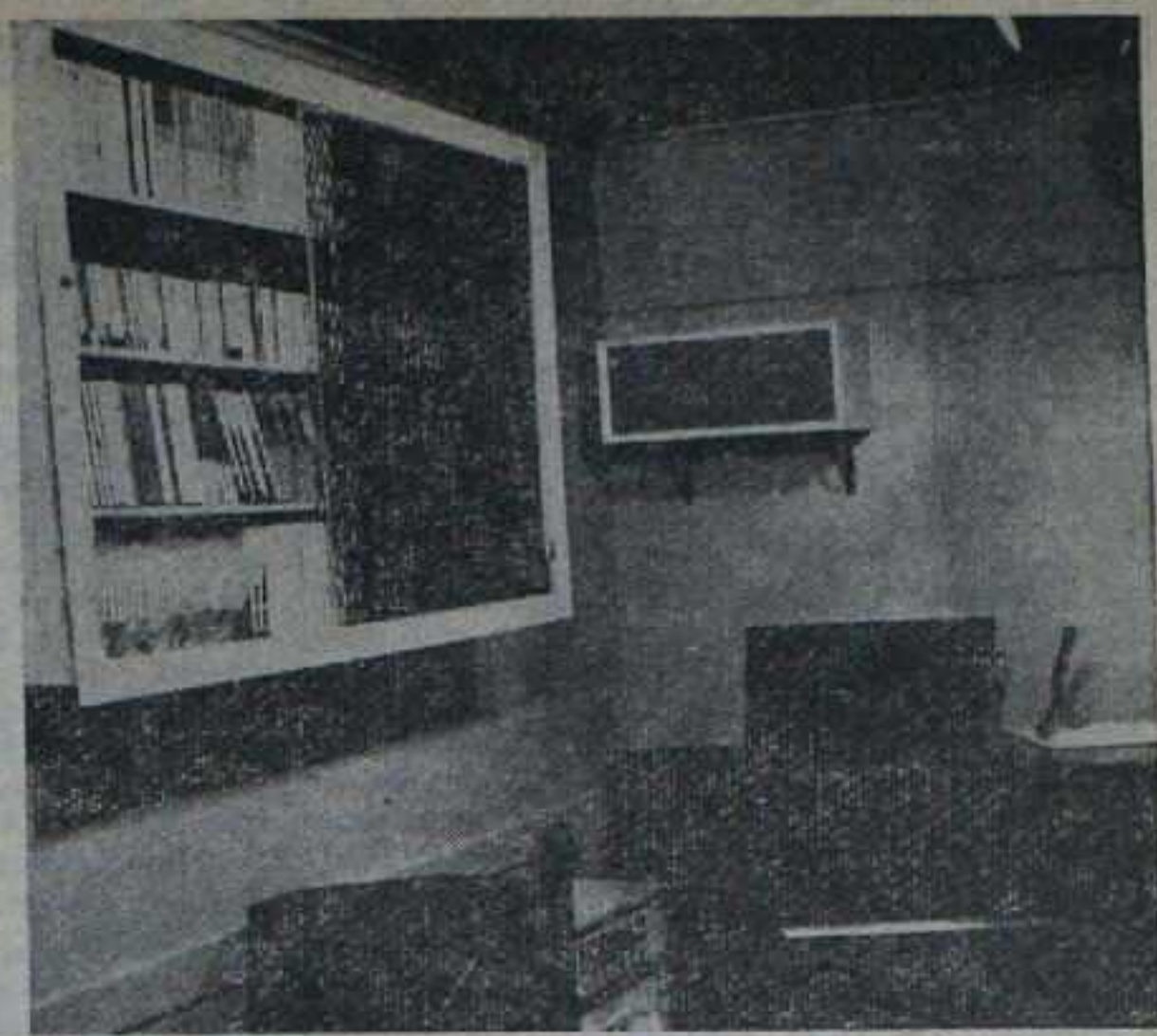
TAPE OF THE MONTH
449 W. 51st St., New York 19, N. Y.
Stereo and monaural. Stacked or staggered.

Prices: \$6.95 (monaural) and \$10.95 (stereo).

Stereo part of catalog includes six items, five of which are "Hit Parade" anthologies. The Jimmy Carroll ork is featured. The sixth stereo reel is an original composition "Western Star Concerto" with the composer, Linda Babits, at the piano. The monaural catalog is varied (children's records, Christmas music, comedy, dance music, folk, jazz, opera, instrumental, religious, readings, etc.) John Draney's "The Investigator," the LP hit of recent memory is one of the comedy items. Basil Rathbone reads "The Raven" and Judith Anderson reads "Edna St. Vincent Millay."

URANIA
233 Main St., Belleville, N. J.
Stereo only. Stacked and staggered.
Seven-inch reels. Prices: \$11.95, \$17.90.

Urania's new catalog features 10 tapes, including a 900 foot demonstration tape spotlighting excerpts from the library—Strauss, Haydn, Varese, Tchaikovsky, and Saint-Saens. Line-up includes a jazz series by Willie (The Lion) Smith, while five tapes feature the Vienna Philharmonic Symphony Orchestra. Also featured are a piano recital by Karl Ulrich Schnabel and "Breaking the Sound Barrier, Volume 1," featuring 40 different percussion in-



Recorded tapes are racked library style in a wall display case in the Hi-Fi salon of Doc Chase, the Mr. Hi-Fi of East Hartford, Conn. All the titles can be read from the spines of the boxes. The wire panel slides over the tapes and can be locked if desired. This is not the best kind of display for the new full color tape boxes now being produced by recorded tape firms, but it is an excellent way to keep extra stock in the back of the store. The see-thru doors allow clerk to check for a particular title without the necessity of the wall case.

WEB TAPES
155 W. 46th St., New York 36, N. Y.
Monaural only.

Reel size and price: Web tapes may be had in any speed up to 4 hours of music (10 1/2-inch reel at 3 3/4 ips) at \$12.00 per hour of music.

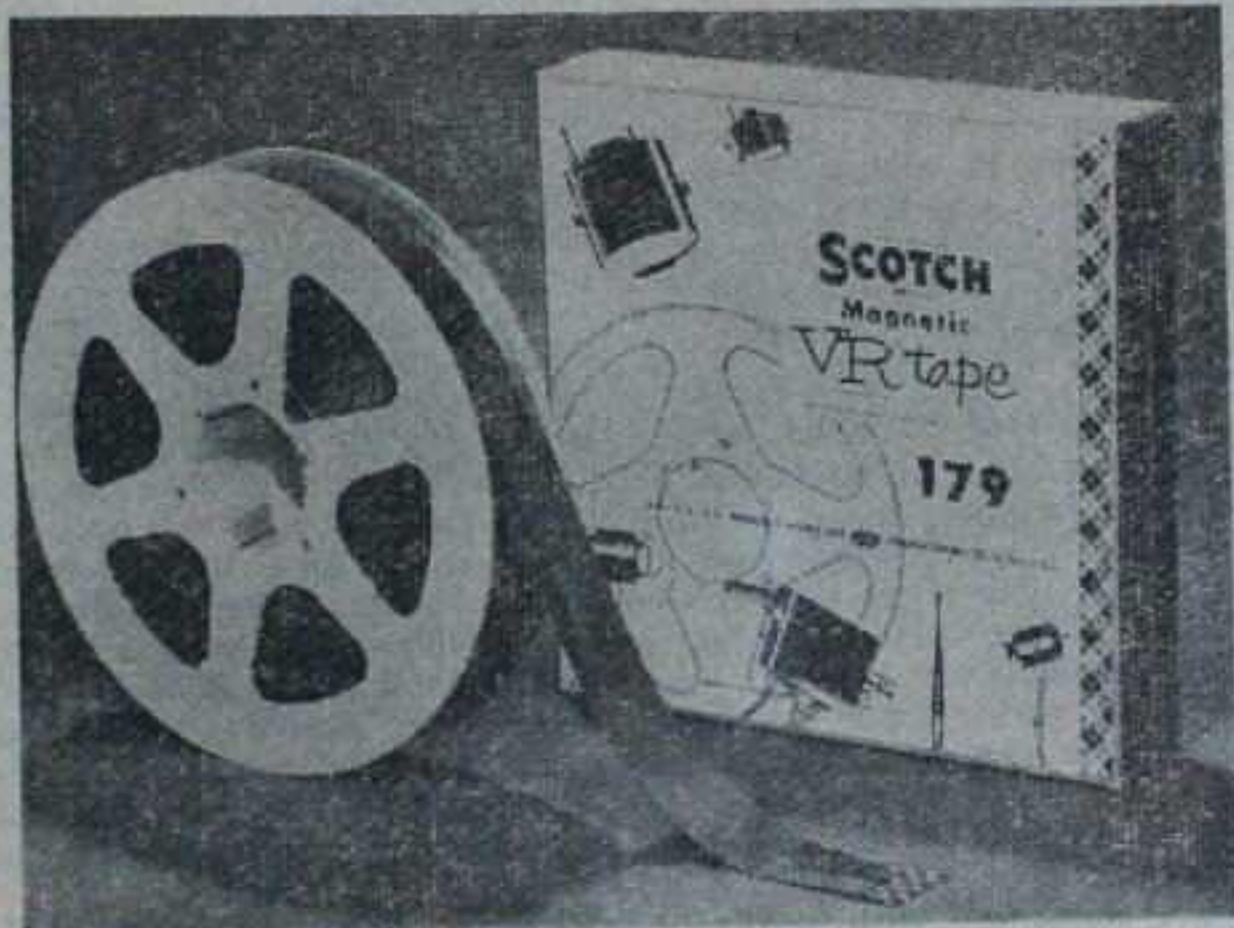
latter programmed for use in funeral parlors, churches, etc.

WFB PRODUCTIONS, INC.
637 E. Broad St., Souderton, Pa.
Stereo and monaural. Stacked only.
Seven-inch reel. Price: \$9.98.

Catalog features four stereo and six monaural tapes. Stereo tapes are "Concert Marches," "Quick-Step Marches," "Music by Sousa, Vol. 1" and "Music by Sousa, Vol. 2" with the Allentown Band, Albertus Meyers, conductor. The monaural tapes include "Band Concert," "Christmas Festival," "March Potpourri," "Goodwill Abroad," "Music by Sousa" and "The Crucifixion," Stainer, also performed by the Allentown Band.

ZODIAC RECORDING CO., INC.
501 Madison Ave., New York
Stereo only. Stack and staggered.
Seven-inch reel. Price: \$11.95.

Four tapes of piano music constitute the present catalog. These are "Piano Music of Bartok" and "Piano Music of Liszt," Iren Marik, pianist; "Piano Music of Liszt, Rachmaninoff, Paderewski, Schot, Khatchaturian" and "Piano Music of Debussy, Mompou, Ponce, Ravel," John Ranck, pianist. Additional fall releases are planned.



Anticipating the day when dealers will be selling both recorded sight and sound on tape for home use, here's a picture of the video recording tape recently introduced by Minnesota Mining & Manufacturing Company. The tape, which comes in a roll two inches wide and 4,800 feet long, sells for \$306 at present. It is currently used in network TV broadcasting from Ampex video playback machines.

struments. Firm offers their demo tape for \$3.95.

VANGUARD
256 West 55th St., New York, N. Y.
Stereo only. Stacked and staggered.
Seven-inch reel. Prices: \$11.95, \$14.95.

Catalog includes four classical and four jazz in the VRT-3000 series. The classical tapes are Symphonies Nos. 99, 100, 101 and 104 by Haydn with Mogens Woldike conducting the Vienna State Opera Orch. (Volkoper). Jazz tapes are "Rushing" and "The Blues" by Jimmy Rushing; "Streamline" with the Rolf Kuhn Quartet and "Buckin' the Blues" with the All-Star Septet. The VRT-400 series has Rimsky-Korsakov's "Scheherazade," as performed by Miriam Solovieff with Mario Rossi conducting the Vienna State Opera Orch. (Volkoper).

VERVE RECORDS
451 North Canon Drive, Beverly Hills, Calif.
Stereo only. Stacked only.
Seven-inch reels. Price: \$12.95.

Best selling material from Norman Granz' Verve disk lists, plus newer jazz releases are in this tape line-up. The meat, of course, is in the four volumes of "Ella Fitzgerald Sings the Rodgers and Hart Song Book." Also there are two reels by jazz fiddler Stuff Smith and the stars, and an instrumental pop selection of tunes from Gershwin's "Funny Face," played by Buddy Bregman's ork.

Specialize in tapes for fairs, midways, parks, circuses, kiddielands, etc. Music is all controlled by Web and users do not have to pay ASCAP, BMI or any other licensor. Music covers a wide range (pop, classical, mood). Recent releases include an hour tape of calliope music and one of church chimes, the



The EMC Newsletter shown here is the backbone of the firm's education and promotion campaign among dealers. The publication, soon to make a reappearance, will be revamped for the 1957-'58 season. The Newsletter contains pertinent information on tape and tape recorder care.

Music Store Owner Finds New Road to Profits With "IRISH" Tape



"Thanks to the new IRISH recording tape dispenser, we've opened a new avenue to profitable sales," says Sid Gadsby, owner of Gadsby's Music Company, Salinas, Calif.

"The IRISH distributor in San Jose," recounts Mr. Gadsby, "recently persuaded us to buy an IRISH self-vending display rack for our main store, and the results have proved amazing. Not only have we refilled the sales dispenser several times, but we have since installed a second one in our branch service store."

"IRISH tape has indeed shown us how to make the most of the ever-growing tape recording field."

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



The Music Room, South Bend, Ind., record-music store, uses the Bel Canto display rack to advantage by placing it on a round table in the center of the store. Owner-Manager Al Kester arranges tape boxes around the display for exposure from any direction. So far, Kester says, tape hasn't been moving at great speed, but he expects more action on it later this year.

Majors Eye Strong Indie Group

• Continued from page 38

ness being achieved by rack jobbers, various estimates place such sales possibly as high as 10 per cent of the industry volume, or approximately \$30 million. The most of the rack business is still being done at suggested list prices of \$3.98 for packaged goods, there's little question but that the likes of Tops and Waldorf are making inroads. Of even more import, is that these labels are making greater inroads in developing new customers in the chain-store field.

Flexible Pricing

A cost breakdown of the \$1.49 diskeries puts the distributor cost of LP's at approximately 75 cents, with rack outlets paying 91 cents. In the case of the \$1.98 labels, the distributor buys at approximately 81 cents and sells at anywhere from 99 cents to \$1.24. There are no hard and fast rules in a foot-loose and fancy-free business such as the low-priced lines represent; discounts for quantity purchases are a rule of thumb, with distributors and dealers making their own deals, the latter determined solely by their pocketbook and optimism. A number of distributors handling these labels offer dealers who pur-

chase 100 or more albums a price of 99 cents, for example, while other similar bulk volume deals are common practice.

In the case of Tops, the firm has no distributors, but employs approximately 60 commission salesmen throughout the country. In bypassing the distributor, Tops unquestionably has slightly more of a margin to work with. There are other labels who do have distributors and nonetheless continue to sell direct to such retail outlets as F. W. Woolworth, Kresge, Newberry, etc., a practice which might be considered unethical by some in the business, but does not in the least faze the manufacturers.

No Room for Wrong Guess

How can the low-priced firms profitably make an LP and sell it at the prices they do, in view of fixed costs that all diskeries ostensibly have? The answer lies in the fact that there are no fixed costs per se, and that the \$1.49 and \$1.98 labels must first have the ability to cut corners, and second, to have the foresight of the prophets. It's been repeatedly said that one wrong guess could put any one of the low-price diskeries out of business, a statement in which there's more truth than fiction.

Tops, run by Carl Doshay, and Somerset, operated by Dave Miller, both operate their own pressing plants, as do others, and ostensibly do not have to make a profit on their pressing operations as do other indie plants and the majors. They can turn out an LP for anywhere from 13 cents on up to 50 cents, depending upon what they choose to put into the record in the way of quality, and what they choose to charge themselves for making a record.

Avoid Royalties

The cost of complete fabrication—jacket, printing, sleeve, collating, artwork—varies greatly, tho the price per LP has been put between 10 and 15 cents. Publishers' royalties are generally 1 to 1½ cents per track, with a good deal of public domain material used and, likewise, a good many music publishers who never see the light of a royalty check. The latter is sometimes true, too, with respect to excise tax payments to Uncle Sam, and payments to the Music Performance Trust Fund of the AFM. Some of the firms who record a good deal of their material in Europe do not have to pay royalties to the AFM, thereby enjoying a savings in recording cost and normal 2½ per cent tax bite to the AFM.

Talent cost is computed on a fixed price, i.e., \$200 per LP, or on a low royalty rate. In most cases, however, the recording cost has been amortized, coming from old masters that were previously issued. The labels have been able to garner name talent, however, with Tops, for example, issuing newly recorded LP's by such artists as the Pied Pipers, Fran Warren, Martha Tilton, Jack Costanzo, etc. The recent Somerset recordings of "Around the World in 80 Days," "A Tribute to Tommy" and "Symphony for Glenn," all of which were recorded in Europe, have reportedly run up astronomical sales figures hovering near the 100,000 mark, an indication of the type of volume that can and is being done by some of these firms.

Where Do Majors Stand

How much of a dent can the major labels make in this market, those that are already in it. With both Columbia and RCA active in the field, there's little doubt that Capitol, Decca, Mercury and others have wisely investigated the market. The huge vaults of material by name artists available to the majors gives them a decided advantage as to repertoire. The question that remains to be an-



Dealer aids produced by Livingston include complete catalogs of all releases, window streamer, counter display piece and ad mat selection sheets. There is no charge for these aids when special sales packages are purchased from the firm.

Hefty Hypo Set

• Continued from page 39

osos, and "Lecuona's Afro-Cuban Suite" by Noro Morales' work.

In the jazz and related fields, Vik has name value in "The Four Brothers—Together Again," featuring the ex-Woody Hermanites Zoot Sims, Al Cohn, Herbie Stewart and the Serge Chaloff. Also "The Jazz Messengers"; "Birdland Dreamband Vol. 2," with the Maynard Ferguson all-stars; "In a Swingin' Mood," by Thrush Ann Gilbert; "Jazz Goes Broadway," Neal Hefti's "Concert Miniatures," with adaptations of classical and semi-classical themes.

Vik is putting special emphasis on its EP line-up. According to Vik manager Ben Rosner, an effort has been made to individualize EP covers and titles. Most of the upcoming EP's will have been planned specifically for EP, and aimed at the teen-age and young adult market. Material will be taken from LP's only if it can stand by itself in the EP market.

Vik's biggest advertising and promotion campaign will back the program. Jockeys with network shows will be serviced by the factory, while local jocks will get their LP's from the distributors. Each dee-jay will receive a booklet of "Tips and Bios" pertaining to the albums and artists. Vik also will break newspaper and magazine ads.

Dealer sales aids will include easel-backed album covers, available for the entire release, a new complete Vik catalog, with all releases up to October 1, and the usual printed matter.

The Vik album repertoire has been produced by artist and repertoire staffers Herman Diaz and Bob Rolontz. Diaz is a.&r. chief for albums.

Record Shows

• Continued from page 1

TV, featuring disks, news and interviews.

Meanwhile, ABC-TV is airing "American Bandstand," a daily afternoon record show (3-4:30 p.m.) emceed by Dick Clark, and originating from WFIL-TV, Philadelphia. The program, an outgrowth of WFIL-TV's local "Bandstand" seg, spotlights a Record Hop format. It was launched on the web August 5.

answered, tho, is are the majors willing to take a chance in possibly alienating record dealers by going after the plus business that exists in rack merchandising at lower prices. Competition at rack and chain-store level is already strong and certainly will not lessen. Despite this, the indications are that the majors will make every effort to garner a slice of the market.

Above all, the growth of low-priced LP merchandise proves that the disk business volume is on the ascendency on all levels, and that multiple pricing of LP merchandise is here to stay.

Cites 'Controlling Role of BMI'

• Continued from page 38

suggested that BMI had been formed to "get around the payment of royalties to ASCAP." Sen. Kennedy (D., Mass.) said the matter was important to the public interest. Kennedy recently had printed in the Congressional Record, a Hempstead News (L. I., N. Y.) piece entitled: "Jo Coppola says: 'BMI needs probing.'" The piece was along the lines of the Celler Antitrust Subcommittee Report.

Sen. Mike Mansfield (D., Mont.), member of the Senate Rules Committee, rose to state he was "delighted" to hear that the Magnuson committee would look into the subject, and "justice rendered where justice is due."

Separate Disks from Radio, TV

The Smathers bill would mean divestiture by radio and TV broadcasters of any interests, however remote the connection, in corporations publishing music, or manufacturing or selling records. The bill would amend the Communications Act to provide that a license for a radio or TV broadcast station "shall not be granted to, or held by, any person or corporation engaged directly or indirectly in the business of publishing music or of manufacturing or selling musical recordings."

The Smathers bill provides that there will be no revoking of license of stations presently owning music interests, until the Federal Communications Commission determines in each case a "reasonable" time for the divestiture of the music interests. After a reasonable time, the alternative would be loss of the license.

Disk Network Ties Bad

Quoting liberally from the Celler Antitrust Subcommittee report on BMI and network interests (The Billboard, May 6, June 10, 1957), Smathers reasoned that "today a musical composition has practically no chance of becoming popular and successful unless it is played on radio and television."

BMI Claims

• Continued from page 38

tiffs in the private lawsuit and their supporters are desperately trying to remove the issue from the Federal Court, the forum they themselves chose. They are seeking publicity which they hope will prejudice the trial."

BMI added that as a litigant in a suit, it views unfavorably the necessity of introducing evidence at a Senate hearing as well as in a court. Should hearings be held, BMI stated it would welcome the opportunity. The statement added:

"We will prove in the courtroom and, if necessary, before a Senate Committee, that BMI was organized and is operated to create competition in the music licensing field, formerly entirely monopolized by ASCAP. We will demonstrate that the overwhelming majority of phonograph records . . . and performances . . . are of compositions licensed by ASCAP and not BMI. We will prove that BMI stockholders do not play a higher percentage of BMI-licensed music than independent stations which own no BMI stock. We will prove that record companies affiliated with broadcasters do not record a higher percentage of BMI music than other record companies, even those that have affiliations with ASCAP."

"We had no communication with Senator Smathers prior to his statement and the introduction of his bill. We are convinced that a dispassionate investigation . . . will demonstrate that BMI has served as a constructive and democratic influence . . . and that composers and publishers are better paid and have more opportunities now than before BMI was founded."

With this in mind, Smathers said, "two of the largest networks purchased the two largest recording companies," Columbia Records and RCA Victor, respectively. The combination of interests constitutes "a structure which—to say the least—is not in the public interest," said Smathers.

The networks were singled out for their role in promoting and acquiring ownership in Broadcast Music, Inc., with nets controlling 25.6 per cent of the stock, Sen. Smathers noted, in a quote from the Celler Report. Founding of BMI was the "beginning of the broadcasters' influence and control over the source of music," Sen. Smathers pointed out that BMI had wanted to create "another source of music," in 1940, after negotiations with ASCAP broke down. Sen. Smathers termed BMI a "musical empire," but said ASCAP had "freed itself of all improper attributes" under its consent decree brought by Justice in 1934 against ASCAP's then "monopolistic association."

Cleffers in Attendance

A group of Songwriters' Protective Association members were in Washington for the proceedings, including Arthur Schwartz, Burton Lane, Dr. Douglas Moore, chairman of Columbia University's Music Department, and Leonard Bernstein, whose musical creation, "West Side Story," is currently playing the capital. An SPA spokesman said that Sen. Smathers had become interested in their problem when songwriter complaints were circulated last winter among the Senate Commerce Committee members, and that Sen. Smathers has asked the songwriters for further elucidation.

Top Tune Service

• Continued from page 39

time, Morehead must schedule six disks (each platter timed on three different machines) in each hour seg and allow exactly one minute and 30 seconds between each record for local jockey intros. Morehead accomplishes this, via the use of an Abacus, a Chinese calculating machine.

Morehead, a former musician, bandleader and songwriter (e.g., he penned "Sentimental Me") estimates that he receives about 200 disks each week and says he personally screens each platter himself. He exercises his own censorship policy. For instance, he notes that he has never programmed "Green Door" or "Short Fat Fanny" on the show—both top sellers across the country—because he regarded the titles of these tunes unsuitable for family audiences.

The Mutual programming service, designed to give the web's affiliates a better programming shake in today's highly competitive, indie-styled music and news market, is co-produced by Thomas Reynolds, Mutual's music co-ordinator. Morehead says he originated its formula last October, when he produced a disk program tagged "Lots of Music," which was emceed by Charley Holmes and aired over Mutual from 3 to 5 p.m.

Roulette Set

• Continued from page 39

Jimmy Bowen and Buddy Knox, but the sales were merely a by-product of the label's sales push in the pop field. Roulette's new e.&w. department, which will operate out of Nashville, will concentrate specifically on the country market.

Meanwhile, Roulette sales manager Joe Kolsky last week released the label's first two EP's—EP versions of Jimmy Bowen and Buddy Knox's current LP's.

IRISH Recording Tape Perfect Side Line For Record Retailers, Says Jim Talty



"The IRISH line of magnetic recording tapes is just what the doctor ordered for the record retailers," says Mr. Jim Talty, manager of Yankovic Music Store of Clevel-

land, Ohio. "The IRISH self-vending display rack takes up less room than a small shelf of LP's and its contents really go fast because of the high percentage of tape recorder owners among the record-buying public. And what's a better time to make them think of their tape needs than when they are shopping for records?" "What's more," adds Mr. Talty, "the IRISH Ferro-Sheen process has built up a tremendous reputation among high-fidelity enthusiasts because of the way it is advertised and because of the way the tape lives up to the advertisements. I heartily recommend IRISH brand recording tape as a low-overhead profit-getter to all hi-fi component and record retailers."

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

WANTED

A Music Librarian who speaks fluent "thirty-three," "forty-five," and "seventy-eight"—for whom an album is not something to put pictures in—can plan a program of integrated music or desegregate rock-and-roll without causing a local revolt—remembers more about hits, bands, sidemen, band-leaders, and cataloguing than the boss will ever know—can agree with a dee-jay without crossing the P. D. and vice versa—can live on a good salary and is eager to move to a great mid-west indie.

Resume QUICK!

BOX D-14

c/o The Billboard
Cincinnati 22, O.

Our Staff knows about this ad.

NOW! 2 NEW RCA VICTOR TAPE RECORDERS

That round out the most feature-packed, fastest-selling line in the industry!



NEW PORTABLE WITH 2-SPEED OPERATION. There are a dozen ways to use it—a hundred ways to sell it. Records and plays at $7\frac{1}{2}$ or $3\frac{3}{4}$ inches-per-second for music or voice. Push-button control. Ceramic microphone with 7-foot cable. In charcoal, or tan-and-brown simulated leather, the *Senator* (8TR2) \$179.95.

REMOTE CONTROL AT NO EXTRA COST. Gives extra punch to the high profit top of the line! What a way to sell up! Control the tape operation from 10 feet away. Room-filling 3-speaker Panoramic Sound, 2-speed operation, push-button control. In slate gray or spruce green, the *Diplomat* (8TR3) \$219.95.

More exclusives! Greater sell-up! Crack the tape recorder market with these 5 great models



FOR BUDGET-MINDED BUYERS—the Congressional (TTR2). "Golden Throat" tone; storage space for tapes; separate volume and tone control. Lowest priced RCA Victor tape recorder! In tan simulated leather—just \$159.95.



LOWEST PRICED 3-SPEAKER—the Judicial (TTR3). True High Fidelity in a tape recorder. Has RCA Victor's famed 3-speaker Panoramic Sound. Voices sound more natural, music sounds richer. In gray simulated leather, \$199.95.



FINE FURNITURE CONSOLE—the Legislator (7TRC1). Mounted on wheels. Has every RCA Victor Deluxe feature—including New Orthophonic High Fidelity Sound! In mahogany (light rift oak finish slightly higher), \$279.95.

Manufacturer's nationally advertised list prices shown, subject to change. For the finest in home entertainment, insist on RCA Victor New Orthophonic recorded tapes.



RCA VICTOR
RADIO CORPORATION OF AMERICA



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



Best Selling Pop Albums

FOR SURVEY WEEK ENDING AUGUST 17

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above.

- 1. LOVING YOU—Elvis Presley. RCA Victor LPM 1515
2. AROUND THE WORLD IN 80 DAYS—Sound Track. Decca DL 9046
3. MY FAIR LADY—Original Cast. Columbia OL 5090
4. LOVE IS THE THING—Nat (King) Cole. Capitol W 824
5. A SWINGIN' AFFAIR—Frank Sinatra. Capitol W 803
6. OKLAHOMA!—Sound Track. Capitol SAO 595
7. THE KING AND I—Sound Track. Capitol W 740
7. THE EDDY DUCHIN STORY—Sound Track. Decca DL 8289
7. FILM ENCORES—Mantovani. London LL 1700
10. CALYPSO—Harry Belafonte. RCA Victor LPM 1248
11. HYMNS—Tennessee Ernie Ford. Capitol T 750
12. SONGS OF THE FABULOUS FIFTIES—Roger Williams. Kapp KXL 5000
13. MUSIC FOR THE LOVE HOURS—Jackie Gleason. Capitol W 816
14. AN EVENING WITH BELAFONTE—Harry Belafonte. RCA Victor LPM 1402
15. STEADY DATE WITH TOMMY SANDS. Capitol T 848

Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated.

Popular Albums

FOUR BY PAT (1-EP)—Pat Boone. Dot 1057
Here's another sure-sales EP, which may very well move out like a single. Boone exudes his usual sock teen-appeal on "Cathedral in the Pines," "Louella," "Without My Love" and Johnny Mercer's "Technique."

New Jazz Talent

THE GREAT RAY CHARLES (1-12"). Atlantic 1259
Except to many of today's great musicians, this set and the talent, may come as a complete surprise. This is Ray Charles, top-selling blues singer—the man who brought the old-time gospel style into secular blues—demonstrating that he is a superior, distinctive, modern jazz man with deepest roots.

THE MAGNIFICENT THAD JONES, VOL. 3 (1-12")—That Jones, Benny Powell, Gigi Gryce, Tommy Flanagan, George Duvivier, Elvin Jones. Blue Note 1546

A modern blowing session notable for its discipline and depth of improvisation. Jones is in excellent form, equally facile on ballads and brisker tempos, but most memorable on "Ill Wind." Supporting cast is almost as striking as star.

LEE MORGAN (1-12")—Lee Morgan, Gigi Gryce, Benny Golson, Wynton Kelly, Paul Chambers, Charlie Persip. Blue Note 1557

Incisive performances of the strongly melodic, interesting compositions of Benny Golson make this a memorable session. Trumpeter Morgan, ever improving, shows fire and facility to cogently develop his ideas. Well co-ordinated rhythm, which lends rhythmic substance and necessary shading, is especially noteworthy. If shown, modern jazz clientele will pick up on this.

Album Cover of the Week



SATCHMO—A MUSICAL AUTOBIOGRAPHY OF LOUIS ARMSTRONG, Decca DXM 155. Full color cover picture of Armstrong in familiar, grinning pose is an excellent display piece.



Pop Albums Coming up Strong

FOR SURVEY WEEK ENDING AUGUST 17

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above.

- Dukes of Dixieland, Vol. 3. Dukes of Dixieland Audio Fidelity AFLP 1851
Roaring Twenties, Vol. 3. Charleston City All-Star Grand Award GA 33-353
This Is Nat (King) Cole. Nat (King) Cole Capitol T 780
We Get Letters. Perry Como RCA Victor LPM 1463

THAT SATIN DOLL (1-12")—Carol Stevens. Atlantic 1256

One of the most unusual and provocative jazz sets to hit the scene in some time. Some of the tunes are done without lyrics. Miss Stevens, a contralto, interprets these numbers in a sensuous, humming manner displaying a sure command of dynamics, phrasing and vocal control that leaves no need for words.

Special Merit Jazz Albums

AL AND ZOOT (1-12")—Al Cohn Quintet, featuring Zoot Sims. Coral CRL 57171

Some of the best tenor sax blowing on recent disks, plus a group of fresh-sounding, thematically strong Cohn originals, smartly routine. The two Lester Young-derived modernists stimulate each other and swing up a storm. Good cover and notes will help sell it and demonstrate just about any band.

Reviews and Ratings of New Albums

Popular

A TRIBUTE TO A SENTIMENTAL GENTLEMAN. 82
Buddy Morrow plays Tommy Dorsey (1-12"). Mercury 20290
Morrow has a sock followup to his "Salute to the Fabulous Dorseys" LP, in this package of familiar standards, associated with the late Tommy Dorsey and presented in his smooth, trademarked style.

STEPPIN' IN SOCIETY. 81
Stanley Melba and His Hotel Pierre Orch. (1-12") Grand Award D-360
Another likely society band dance package that could join the recent string of successes, Melba turns his attention to tunes of earlier eras, played without interruption in a sequence of simple, melodic arrangements stressing a steady "middle-tempo" beat.

ROMANTIC RENDEZVOUS. 79
Steve Allen, piano; Neal Hefti Orch. (1-12") Coral 57138
Restful, easy-listening music reminiscent of other Allen packages like "Music for Tonight," and "Tonight at Midnight."

Classical

GLUCK: ALCESTE (COMPLETE RECORD) (4-12")—Kirsten Flagstad, Geraint Jones Orch. & Singers (Jones) London XLLA 49. 81
A major endeavor long awaited by admirers of Miss Flagstad, whose interpretation of the title role has won wide acclaim. Complete recording in Italian presents the soprano with activity unimpaired and vocalism at a more than respectable level.

KATHLEEN FERRIER BROADCAST FROM NORWAY (1-12")—London LL-1670. 80
Vocal fans will value this as a precious postscript to the legacy of the late contralto. Recording of 1949 recital in Oslo studio before live audience preserves the vocal beauty and artistic excellence of the noted English singer.

MOZART: THE MARRIAGE OF FIGARO (3-12")—Paul Schöffler, Sena Jurinac, Christa Ludwig, Walter Berry, Rita Streich, Vienna State Opera Choir and the Vienna Symphony Orch. Karl Böhm, Cond. Epic 4622. 79
Fine conducting, good singing and excellent reproduction quality this set for attention from buyers. Over-all conception does not attain dramatic urgency, characterization or some moments of vocal beauty of London's session. On the other hand, many buyers will prefer some

Jazz

DOUBLE OR NOTHING. 78
Howard Rumsey All-Stars, Charlie Persip's Jazz Statesmen (1-12") Liberty LRP 3045
Pairing of two groups, with overlapping personnel on some tracks. Obviously men were having a ball. Lee Morgan, Persip, Wynton Kelly and Benny Golson are members of the D. Gillespie band, and are enjoining new stars. Golson's writing and Morgan's trumpet stand out. Good continuing sales strength indicated.

MUSIC TO LISTEN TO RED NORVO BY (1-12") Contemporary C 3534
The oft recorded Red Norvo has seldom been captured as well, with the combination of Buddy Collette, Barney Kessel, Red Mitchell, Bill Smith and Shelly Manne offering superb backing. Set features a series of original compositions, all of which are Buddy perforated. Lengthy suite by Smith is a model of jazz composition more than adequately handled by Norvo and the sidemen.

DIXIELAND AT JAZZ LTD. (1-12") Atlantic 1261
A salable Dixie package including many of the most popular of Dixie repertoire, interpreted by long-time practitioners of that style—M. Spanier, S. Bechet, Miff Mole, Doc Evans, etc., who lend definite authentic

Most Played by Jockeys

FOR SURVEY WEEK ENDING AUGUST 17

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

- 1. A SWINGIN' AFFAIR—Frank Sinatra. Capitol W 803
2. LOVE IS THE THING—Nat (King) Cole. Capitol W 824
3. LOVING YOU—Elvis Presley. RCA Victor LPM 1515
4. FOR DANCERS ALSO—Les Elgart. Columbia CL-1008
5. WONDERFUL, WONDERFUL—Johnny Mathis. Columbia CL 1028
5. RING AROUND ROSIE—Rosemary Clooney & The Hi-Lo's. Columbia CL 1006
7. DANCE TO THE MUSIC OF LESTER LANIN. Epic LN 3340
8. AROUND THE WORLD IN 80 DAYS—Sound Track. Decca DL 9046
9. WE GET LETTERS—Perry Como. RCA Victor LPM 1463
10. SARAH VAUGHAN SINGS GEORGE GERSHWIN. Mercury MGP-2-101

Spotlight on Sound

BRASS IN HI-FI (1-12")—Pete Rugolo and His Orch. Mercury 20261
Companion set to Rugolo's recent "Reeds in Hi-Fi" (MG 20260). Brass section, with rhythmic accompaniment, functions here as complete orchestra. Utilizing variety of sectional breakdowns (trumpets, trombones, French horns, tuba) exploitation of tonal colors inherent in brass, Rugolo makes this an exciting adventure. Solos by jazz stalwarts—M. Bernhart, D. Fagerquist, A. Previn, M. Ferguson, Rosolino, etc., add appeal. Sound is on par with excellence of arranging and performances. Modern jazz and sound clientele will wind this a provocative item. Try "My Mother's Eyes" as demo-band.

(Continued on page 63)

(Continued on page 65)

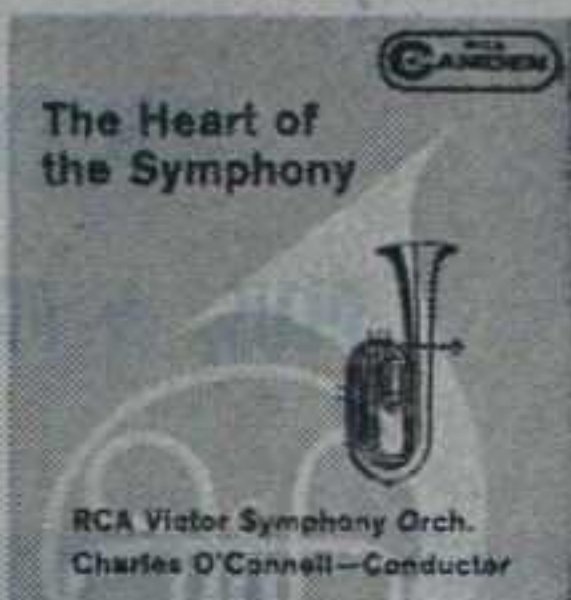
(Continued on page 64)

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Slated to hit big with the teen age market. CAL-381 (L.P.); CAE-423 (4-selection 45 EP)



Winterhalter's first for RCA Camden. CAL-379 (L.P.); CAE-426, 427 (4-selection 45 EP)



Armstrong, Bix, Teagarden, James, nine others! CAL-383 (L.P.); CAE-424 (4-selection 45 EP)



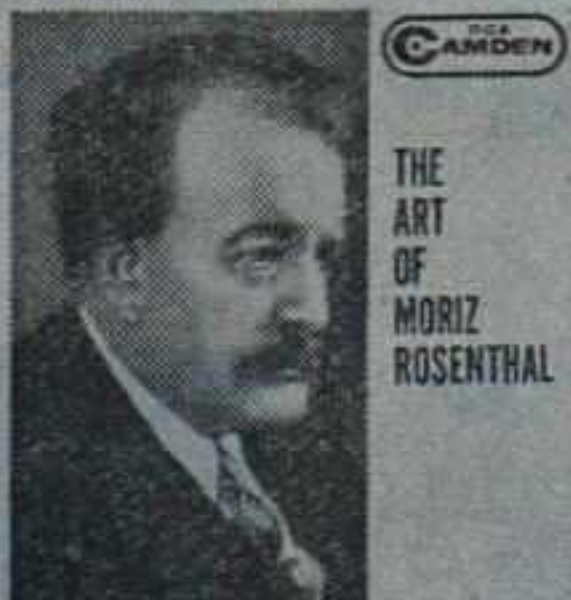
Toscanini and the New York Philharmonic. CAL-375 (long play)



CAL-384 (long play); also on 4-selection 45 EP's (CAE 418, 419, 420)



The great Fifth, by the Toronto Symphony under MacMillan. CAL-374 (L.P.)



A recital by one of the great keyboard masters: CAL-377 (long play)



Al Goodman orch., Earl Wrightson, Frances Greer. CAL-382 (long play)



German songs sung by the outstanding lieder singer. CAL-378 (long play)



A treasury of operatic arias by a brilliant soprano. CBL-100 (2 L.P.'s)



Lawrence Duchow, Red Raven Inn Orch. Authentic polkas. CAE-421 (45 EP)

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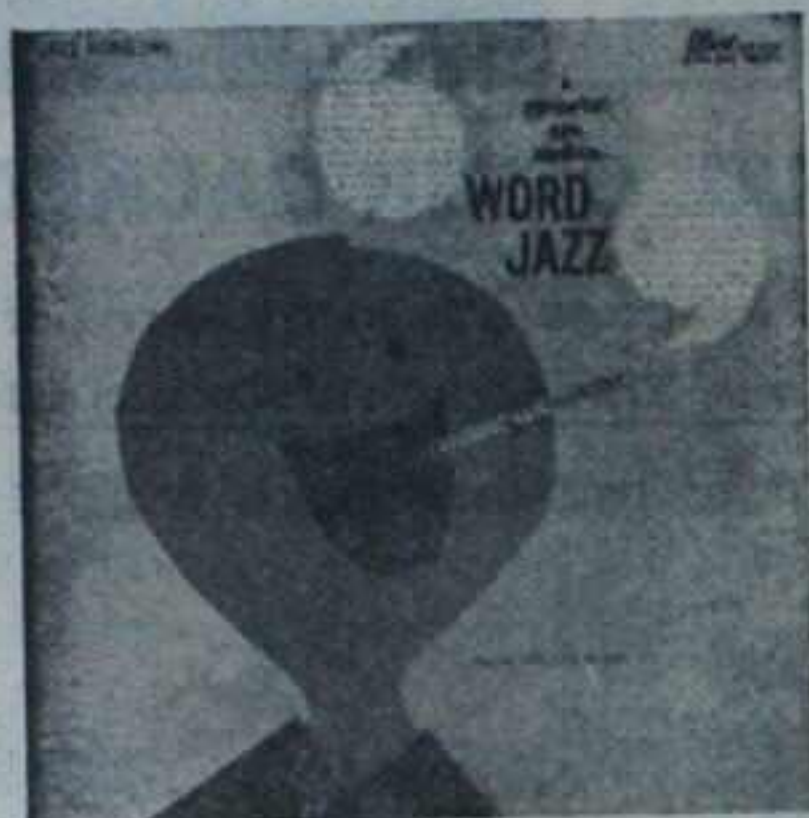
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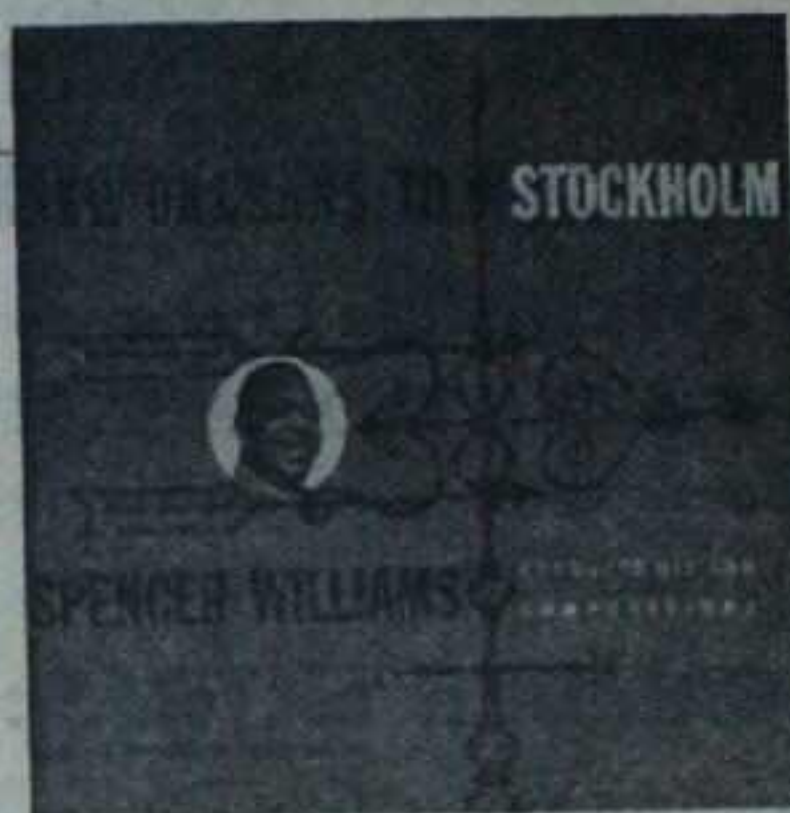
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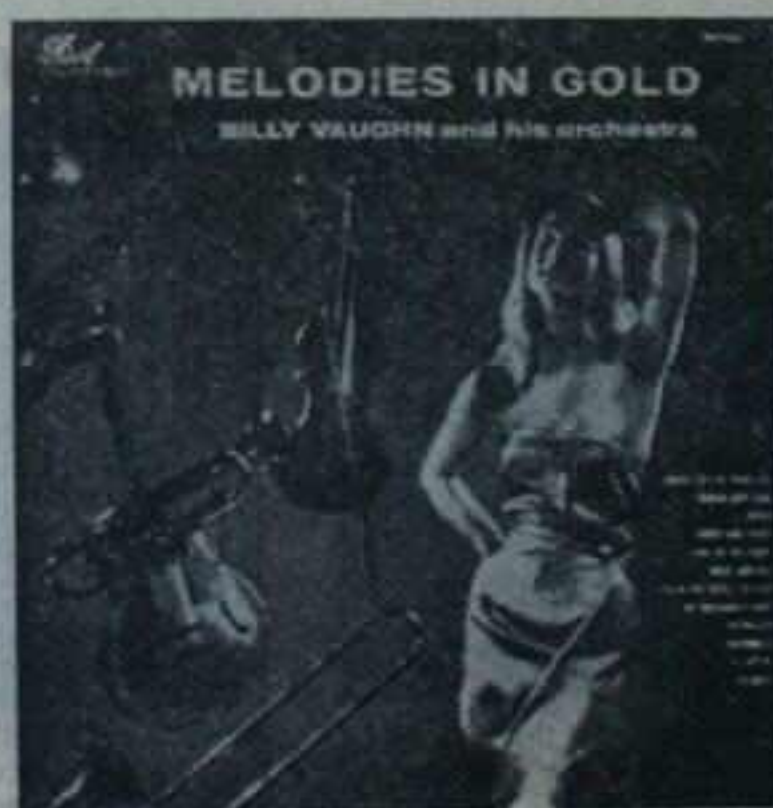


DLP-3072—GOIN' PLACES
Margaret Whiting

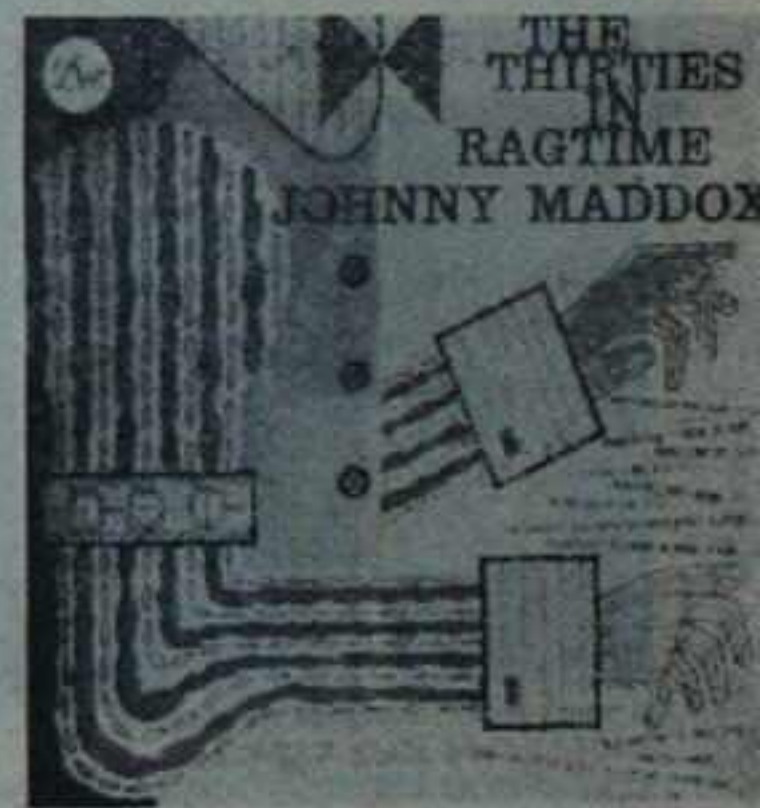
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DLP-3066—SWINGING SCOTS
Johnny Keating All-Stars
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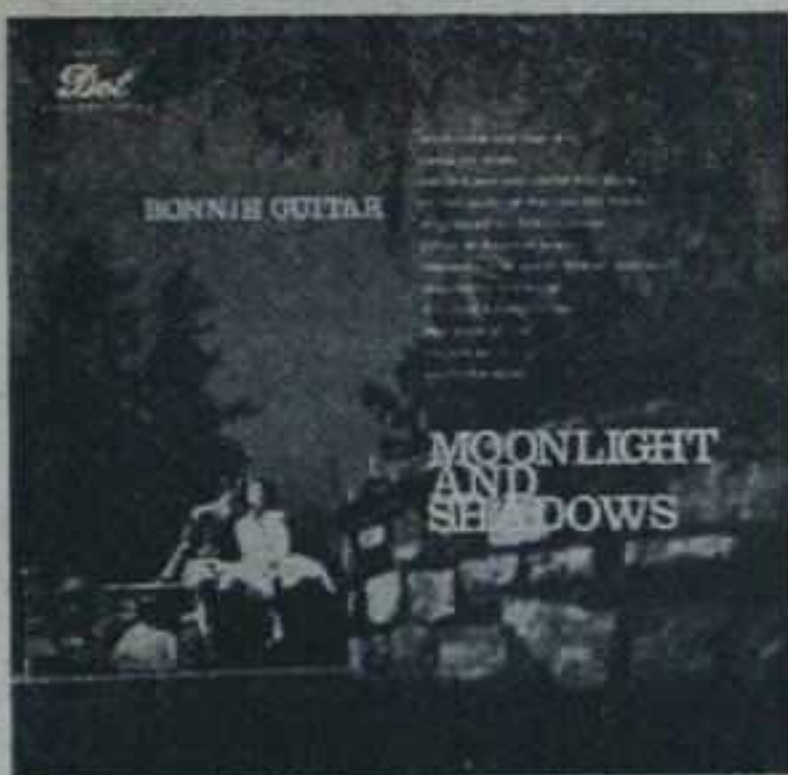
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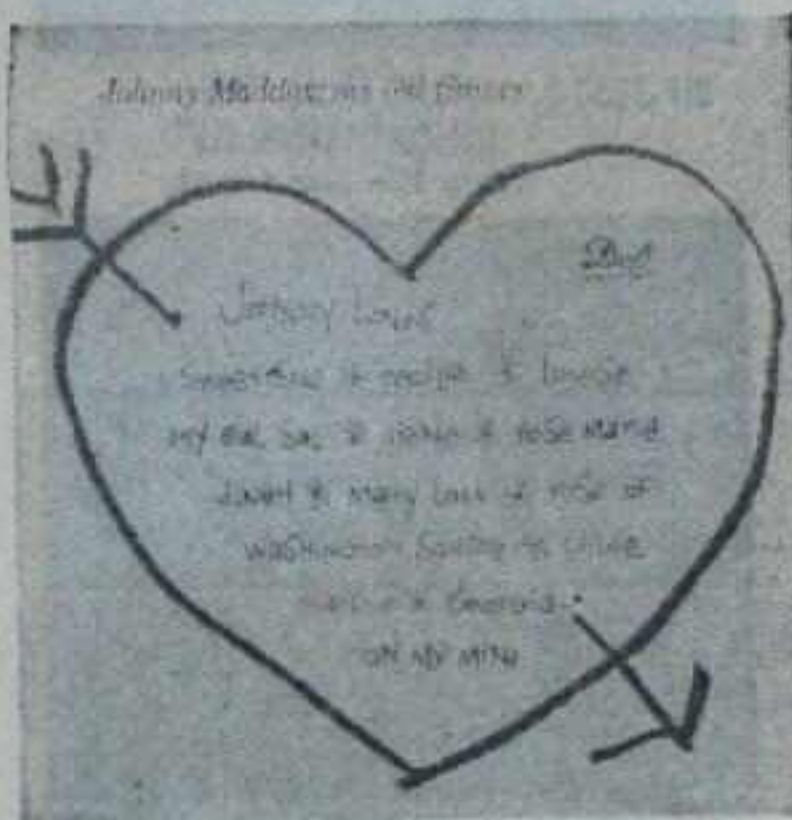
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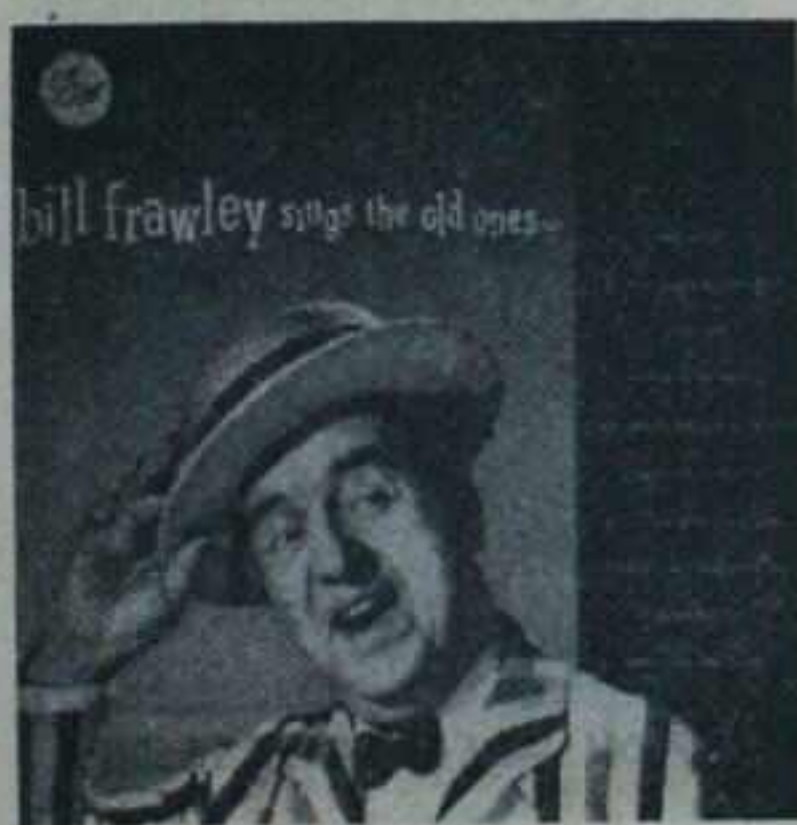
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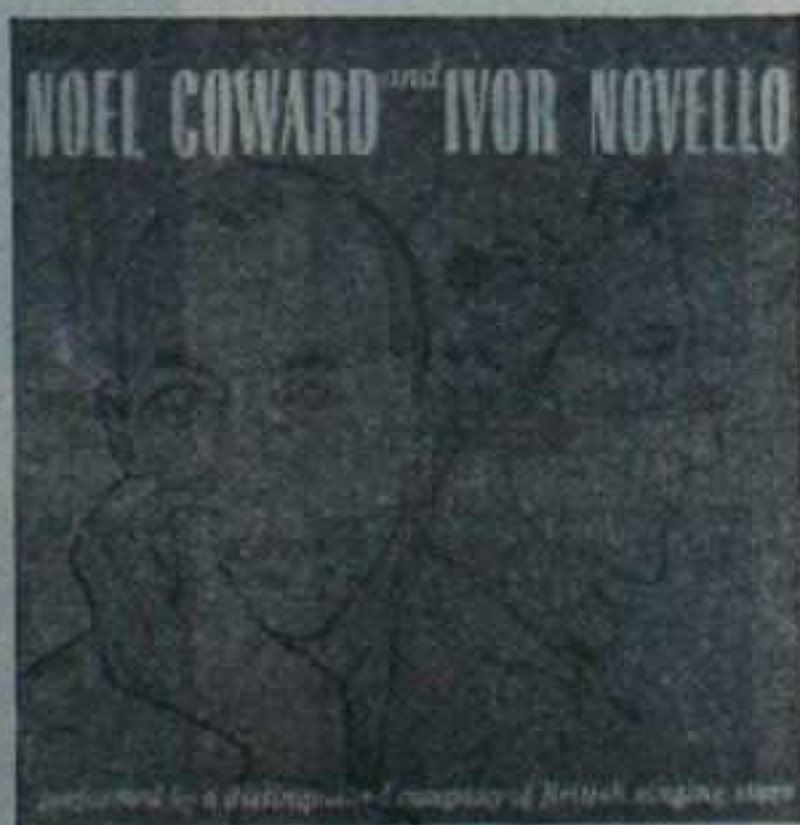
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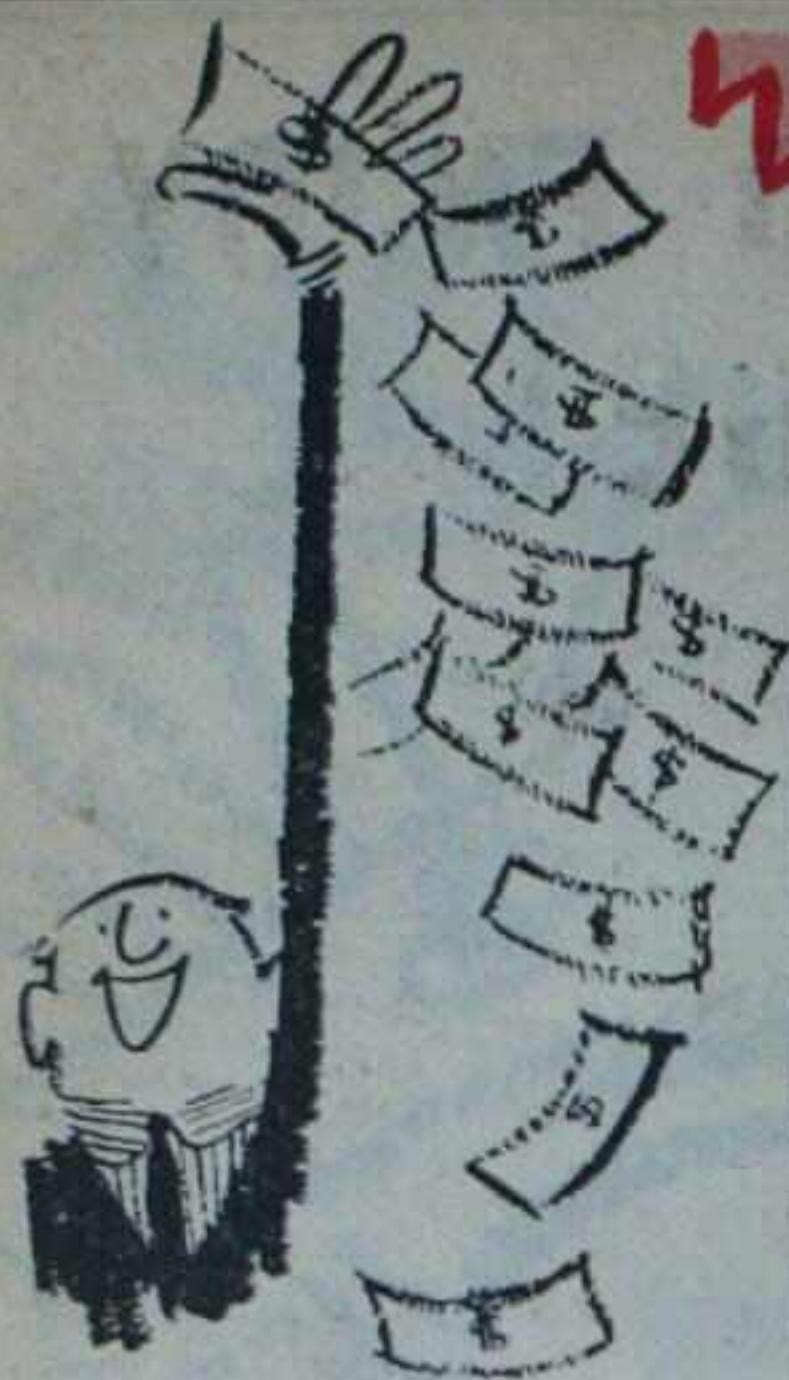
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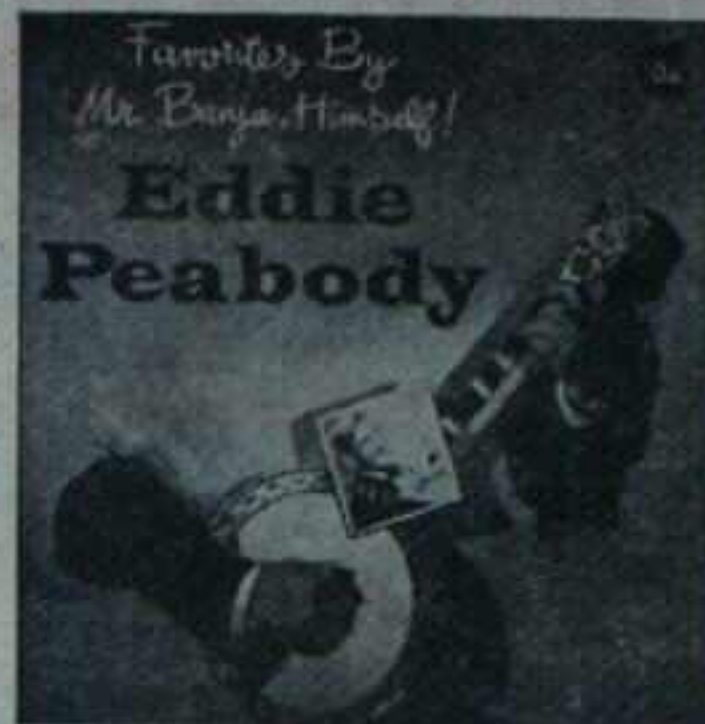
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DLP-3044 —KING OF RAGTIME
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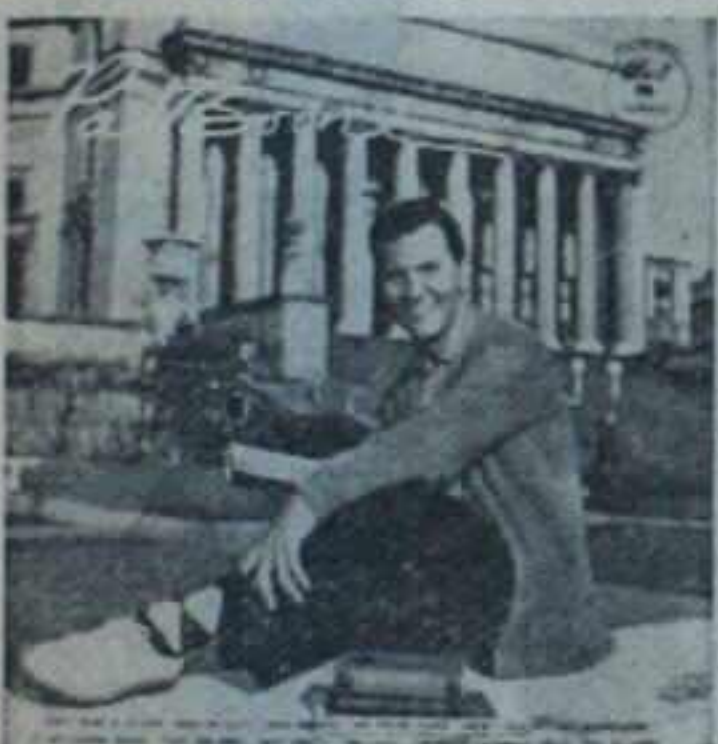
DLP-3042 —A VISIT WITH THE FONTANE SISTERS



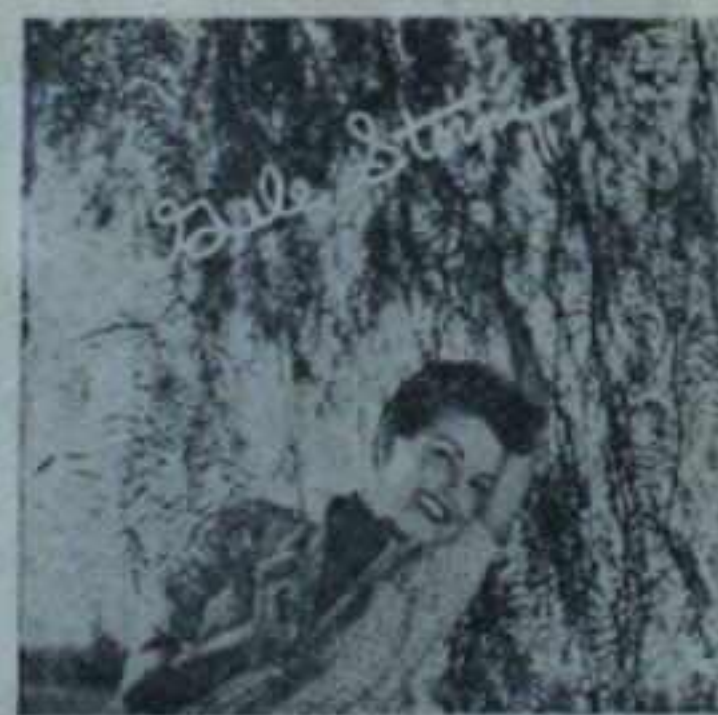
DLP-3030 —HOWDY!
Pat Boone



DLP-3029 —THE TOWERING HILLTOPPERS



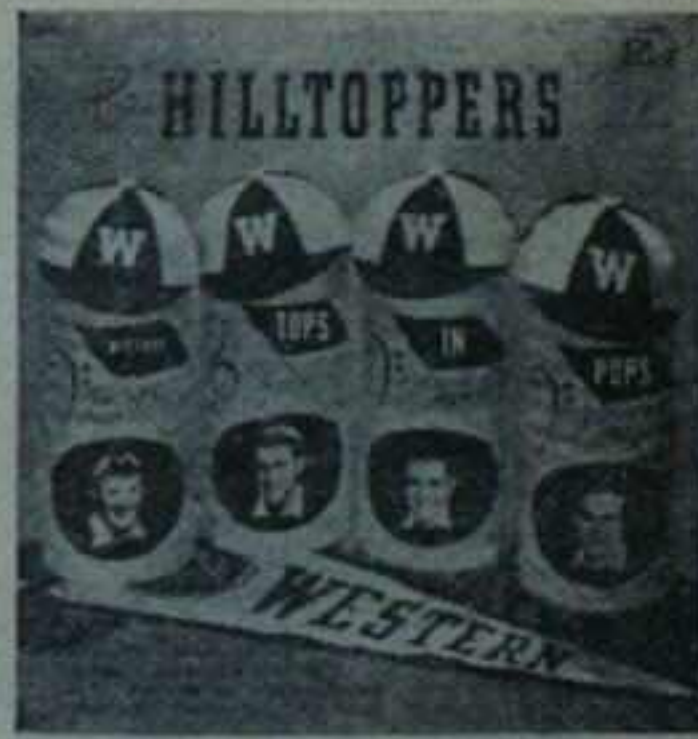
DLP-3012 —PAT BOONE



DLP-3011 —GALE STORM



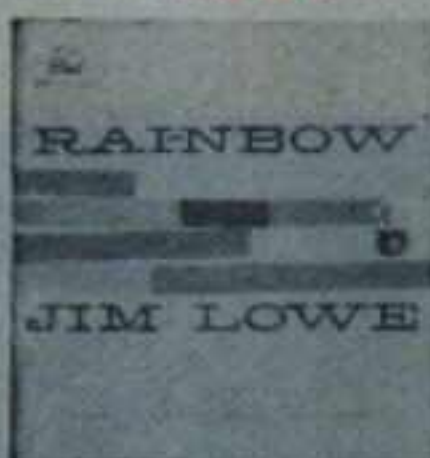
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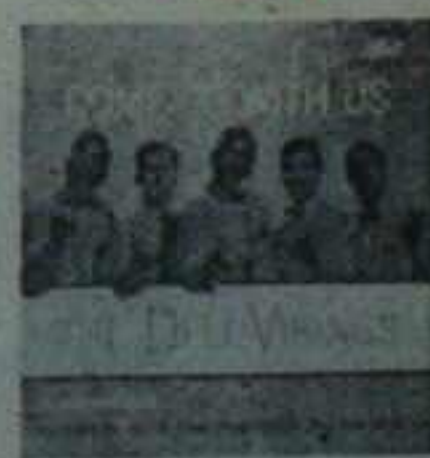
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Jim Lowe

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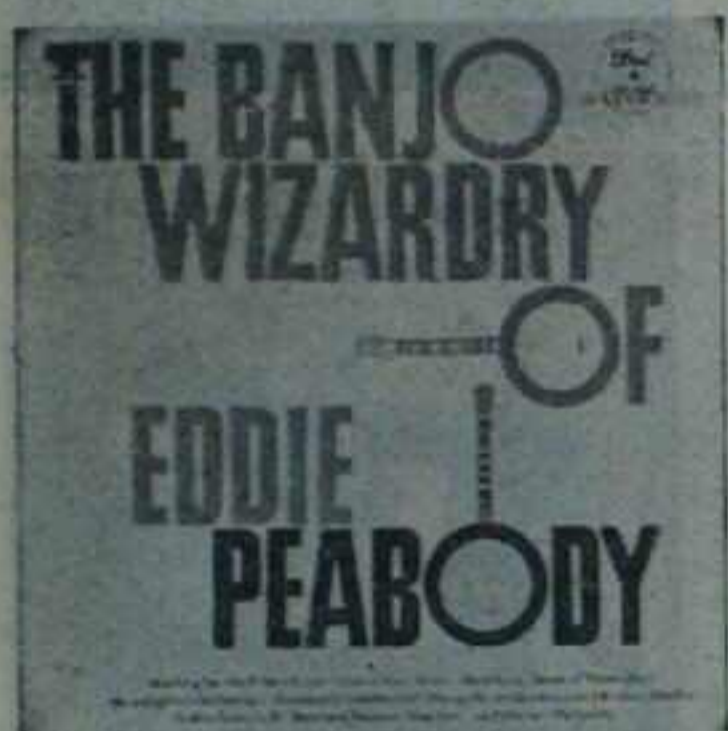
DLP-3050 — "PAT"
Pat Boone



DLP-3049 — GREAT HITS ON DOT



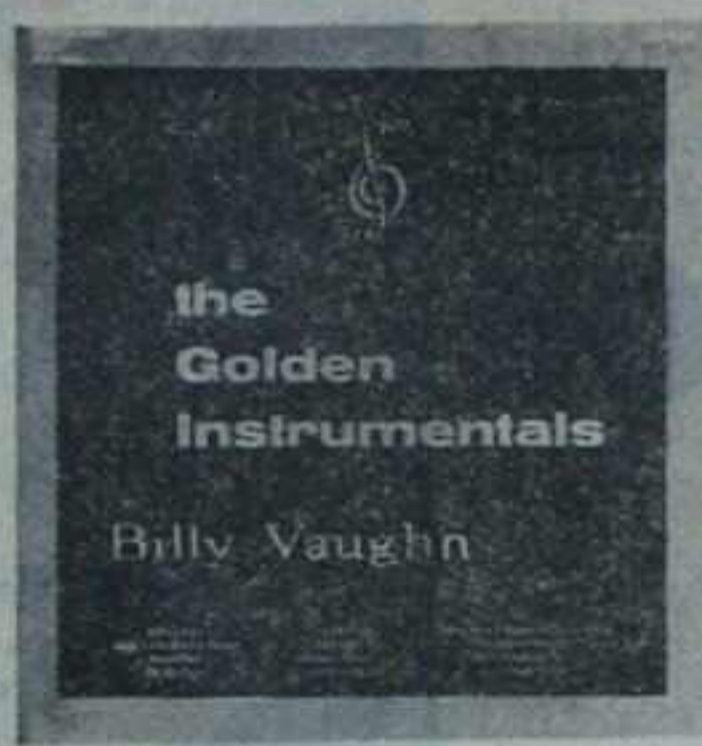
DLP-3045 — INSTRUMENTAL SOUVENIRS
Billy Vaughn



DLP-3023 — THE BANJO WIZARDRY OF
EDDIE PEABODY



DLP-3017 — SENTIMENTAL ME
Gale Storm



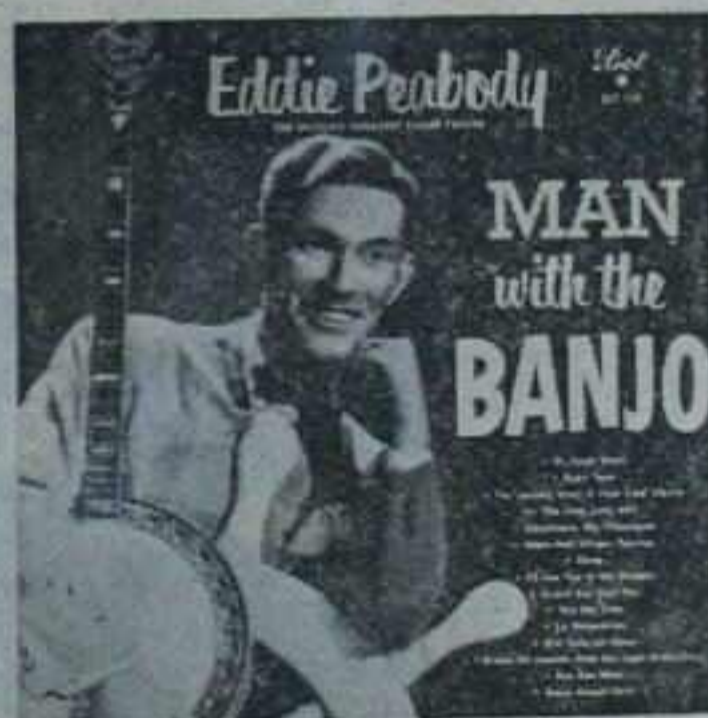
DLP-3016 — THE GOLDEN INSTRUMENTALS
Billy Vaughn



DLP-3001 — SWEET MUSIC AND MEMORIES
Billy Vaughn



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- DLP-3028 — "THE SONG THAT NEVER ENDS"—Ranger Andy (Children's)
- DLP-3027 — AN ORGAN—And MORT LINDSEY
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- DLP-3025 — IN A DIM CAFE—Kritchmar and His Violin
- DLP-3024 — SQUEEZE PLAY—John Serry
- DLP-3022 — PASSPORT TO DREAMLAND—Andre Chante and His Orchestra
- DLP-3021 — A FLASH OF STRINGS—Dorian Keith and His Orchestra
- DLP-3020 — "DO NOT DISTURB"—Priam Keith and His Orchestra
- DLP-3019 — A MUSICAL SETTING FOR TWO MIDNIGHTERS—Andre Chante
- DLP-3018 — WHEN THE LIGHTS ARE LOW—Priam Keith and His Orchestra
- DLP-3015 — POPULAR SQUARE DANCE MUSIC—Tommy Jackson
- DLP-3014 — MUSIC, SWEET WITH A BEAT—Jan Garber
- DLP-3013 — HARMONICA MAGIC—Gene Jimae
- DLP-3010 — THE PERSUASIVE SAX OF RUSS PROCOPE
- DLP-3009 — NATIVE NEW ORLEANS JAZZ—Tony Americo
- DLP-3008 — TAP-DANCE RHYTHMS—Johnny Maddox
- DLP-3007 — BOPPIN'—Al Lombardy
- DLP-3006 — AMERICA'S GREATEST JAZZ—Rusty Bryant
- DLP-3005 — JOHNNY MADDOX PLAYS



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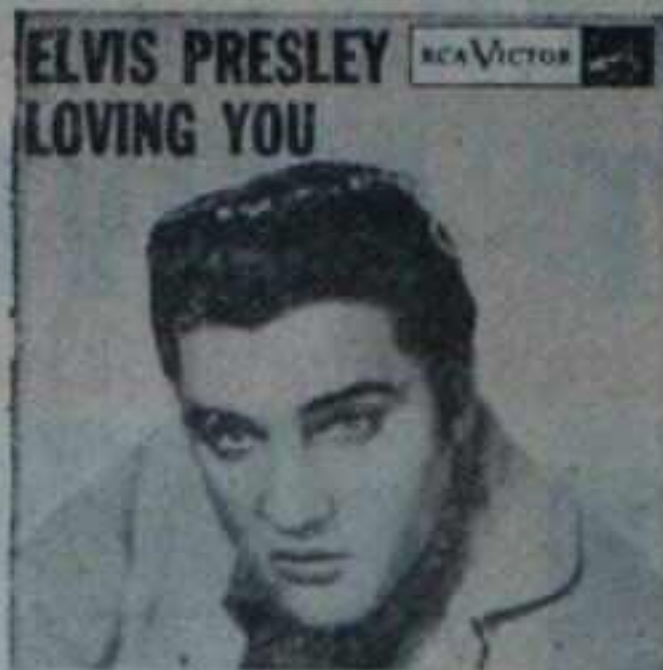
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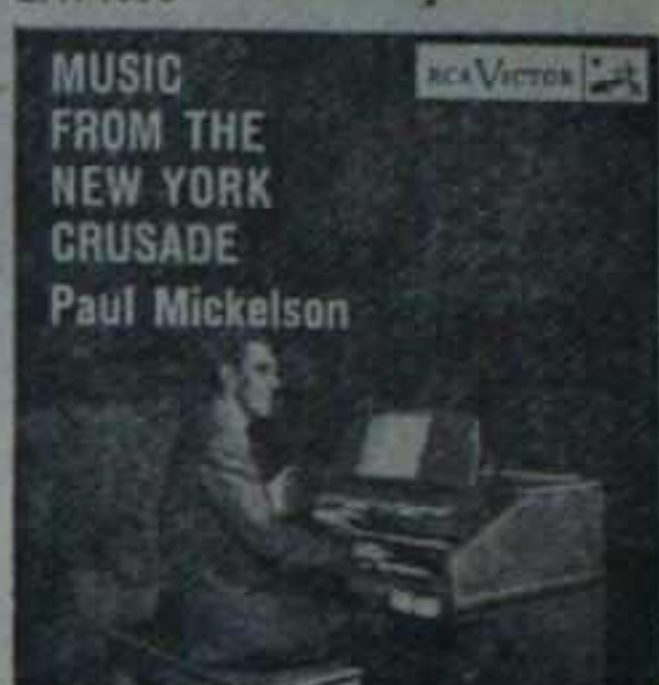
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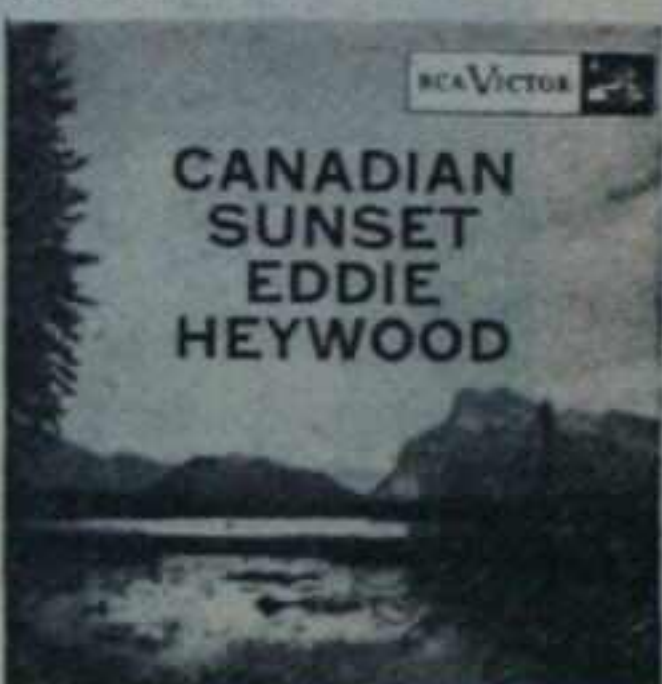
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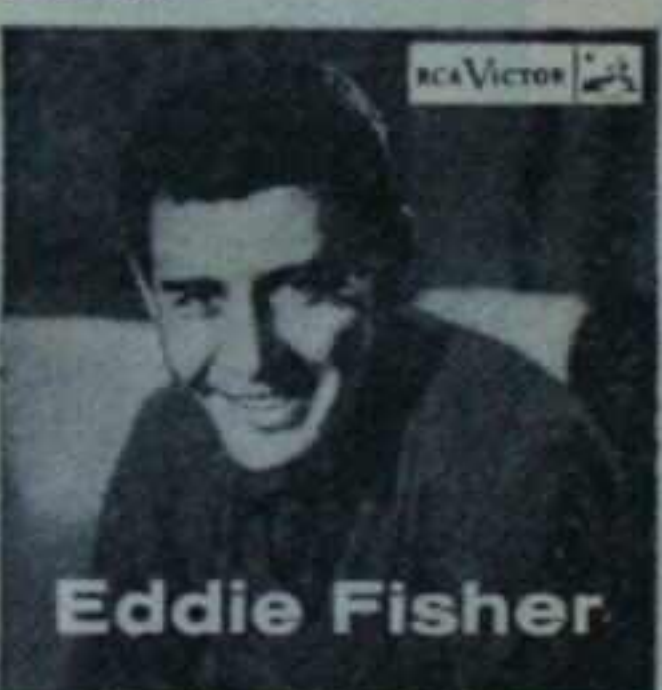
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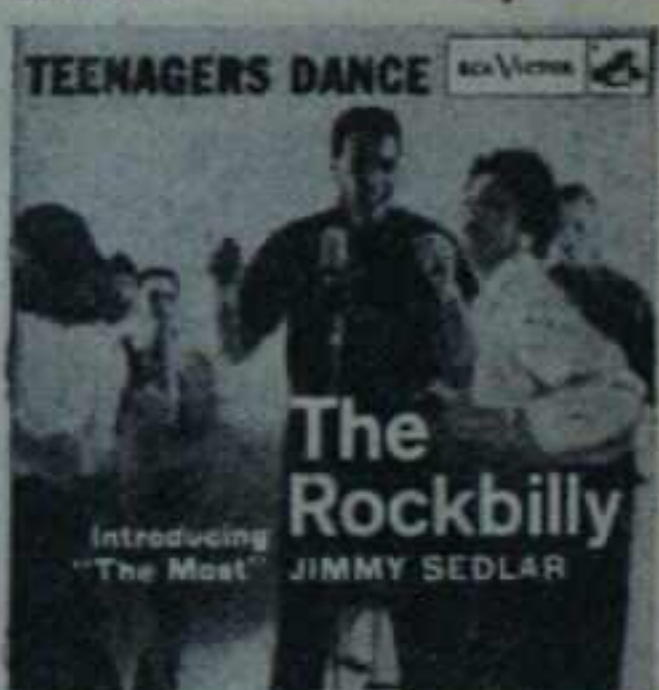
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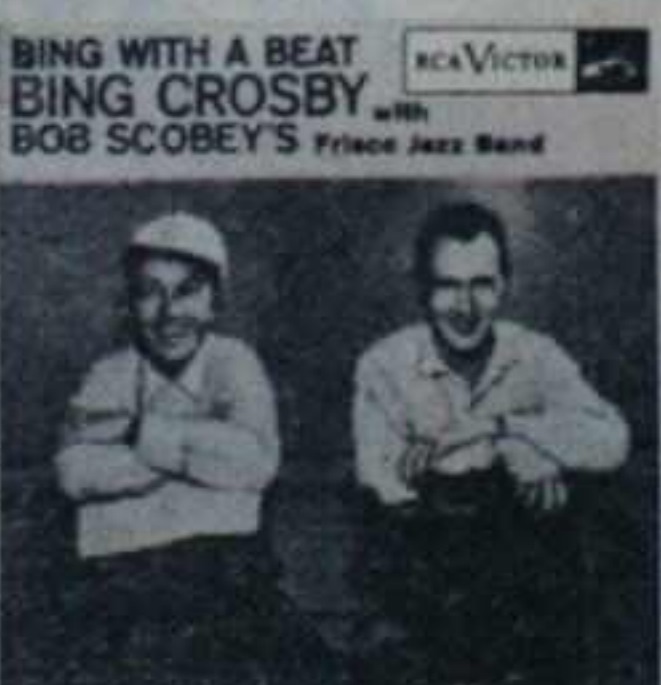
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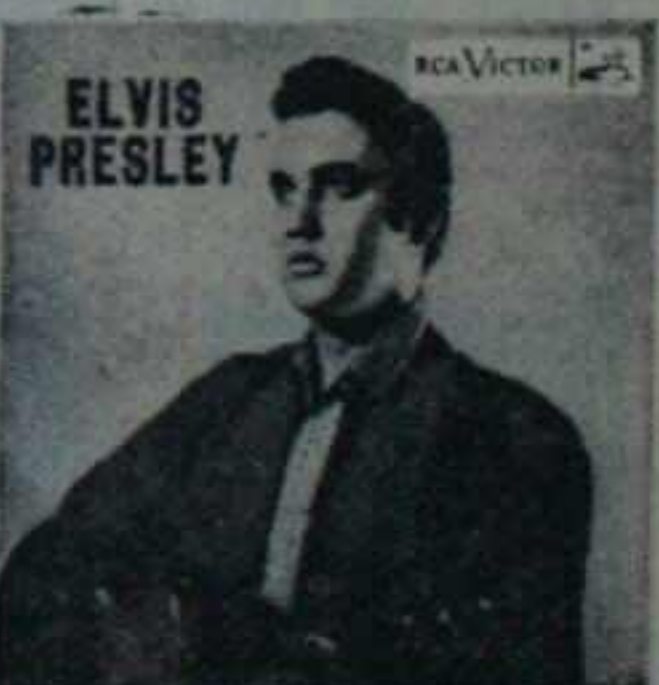
EPA-4075



EPA1-1473



EPA1-1463



EPA-4041



EPA-668



EPA-410



EPA-868

Reviews and Ratings of New Popular Albums

Continued from page 56

melody, and often comes thru in the one-finger variety. Soft, string-accented Neal Hefti backings are a nice showcase. Tunes are all standards in slow tempo. Name power should make it a good competitive item in the mood department.

"MOVIE MOODS"77
George Cates and His Chorus and Orch. (1-12")
Coral 57125

The selections are themes from recent motion pictures. Some were hits as released on singles. Included are "Moon Glow" and Theme From "Picnic," "Anastasia" and "Whatever Will Be, Will Be." Orking varies from lushly romantic with chorus to bright, heavy tempo. Set should find favor with jocks and moviegoers.

ROMAN SPECTACULAR77
Charles Magnante and His Orch. (1-12")
Grand Award 33-361

Italian traditional and popular songs in fairly routine arrangements featuring Magnante's accordion and spiced with mandolin interpolations. Result is atmospheric package of often-recorded tunes including: "Funiculi Funicula," "Torna a Surriento," "Arrivederci, Roma" and "Santa Lucia." Lively sound. Good chain and rack item.

AMERICA'S MOST DANCEABLE MUSIC76
Geff Williams Orch. (1-12")
Mercury 30288

Society dance album in the Lester Lamin-Meyer Davis-Chancey Gray tradition. Standard tunes are played with dancing uppermost in mind. Bands on disc separate different tempos for some selectivity. Recording is quite lively for this type of offering.

BILL HAYES SINGS THE BEST OF DISNEY76
(1-12")
ABC-Paramount 194

Hayes' exuberant baritone is showcased on 12 delightful tunes from 12 old Walt Disney films—"When You Wish Upon a Star," "Zip-a-Dee-Do-Dee," "Wriggle, Wriggle," etc. Hayes has a kiddie following from his "Dare Crockett" days, and this package is made to order for the small fry group, and has adult appeal as well. There are plenty of Disney packages on the market, but this one is good enough to do business.

THE BEAT OF TAHITI75
Criterion LP TT 1700

On sheer reproductive qualities alone, this set stands head and shoulders above numerous others flooding the market. Dealing solely with the percussion instruments of the islands, music here has an infectious tone that spells sales if well promoted. Cover art is appealing and will make for excellent window display.

LOVELY LADY74
Frank Chacksfield and His Orch. (1-12")
London 1614

"Lovely Lady" is one of the 12 songs by whistler Jimmy McHugh which are given pleasing, light orchestral readings in this new set of Chacksfield recordings. Other memory tunes include "I Can't Believe That You're In Love With Me," "On the Sunny Side of the Street," etc. Nicely arranged and recorded, the music here has a danceable beat as well. Can hold its own in the mood racks.

LET'S DANCE73
David Carroll and His Orch. (1-12")
Mercury 30281

With the exception of a few sides, this package of bouncy instrumentals—augmented with six whistling solos by Elmo Tanner—is a bit square for Carroll's young fans, but has strong appeal for buyers with a yen for the old days. Veteran whistler Tanner reads his usual flashy showmanship on "Cuddle Up a Little Closer," "The Glow-Worm," etc. Several sides were previously released as singles.

MELODIES WITH MEMORIES72
Roy Smock and His Paradise Serenaders (1-12")
ABC-Paramount 174

Lisensible arrangements of waltzes and fox-trots are presented in Hawaiian style. The songs are all standards, many from the '20's. The set could appeal to those who go for the island music and to dance buyers. The selections include "All I Do is Dream of You," "Till We Meet Again" and "Pagan Love Song."

FOR TEENAGERS ONLY!71
Don Cornell (1-12")
Coral 57133

Cornell puts over a number of solid swingers in this brace of a dozen tunes. Recent singles, "Mama Outta" and "Mallman, Bring Me No More Blues," are included along with other good danceables. Dick Jacobs band provides a strong backing with the beat. Vocal market is crowded but the singer's circle of

teen-aged fans should make for a moderately successful sale.

PASSION71
Herb Jeffries (1-12")
Brunswick 54031

Provocative title and Marilyn Monroe-type blonde on cover make this album an interesting display item. Jeffries rich, virile baritone is showcased on a group of standards—"As Time Goes By," "Once in a While," "All Alone," etc.—while backing is suitably slow and sensuous. Excellent delay programming for romantic segs.

MERRILL AT MIDNIGHT71
Helen Merrill With Hal Mooney and Ork (1-12")
Mercury 36107

Trush, previously associated with the jazz field, gets heavily string-accented arrangements by Hal Mooney here which key into the pop market. Miss Merrill's phrasing and sensitive handling of these sophisticated tunes can still win jazz support as well. Singer has an agreeable softness and pliability that's no prominent among competing jazz thrushes. Of special quality is a touching rendition of "Black Is the Color of My True Love's Hair," with Romeo Penque on flute. With jock help and effort from a dealer, this can be moved.

UNDER EUROPEAN SKIES70
George Cates and His Orch. (1-12")
Coral 57128

Lush settings of pop adaptations of European themes. Jockeys will find a new source of mood material in the attractive variety of standards. Selections include "Under the Bridges of Paris," "Auf Wiederseh'n, Sweetheart" and the album title song. The romantic stylings are listenable through, but not different from dozens of consecutive sets.

FUZZY PINK NIGHTGOWN70
Soundtrack
Billy May Orch. (1-12")
Imperial 9042

There's some interesting music in this one, tho its relation to the film is difficult to define. Technical standards could have been enhanced with better transfer from film to finished product. May's arrangements are top, and Jane Russell on the cover may top sales value somewhat.

OUR GRACE70
Grace Fields (1-12")
London 1677

Grace Fields is something of an institution in England, but her appeal to U. S. audiences isn't as general, thus limiting this LP's sales draw to a somewhat special circle. The English music hall star displays her talent for comedy, pathos and sentiment, via a diversified line-up of tunes (most of which were previously released as singles)—"Red Sails in the Sunset," "The Biggest Aspidochelone in the World," her 1948 best selling single "Now Is the Hour," etc.

WHERE CAN A WANDERER GO?69
Russell Aron (1-12")
Era EL 26013

Spooner Russell Aron embraces a series of songs about romantic places, and does an adequate job here. Essentially a mood music piece, set is par for the course, tho the cover art could have been enhanced. Could do well if effectively promoted.

"PICTURES IN THE FIRE"68
Robert Farnon and His Orch. (1-12")
London 1667

Light music without an emphasized beat. As such it's probably better than many others for mood purposes. Attractively scored for full orch, the tunes include "Hey There," "Secret Love," "The Nearness of You," plus five lush Farnon originals. Title hits the mark well on this. Lack of uniqueness, however, means a strong push will be required for sales action.

Folk

COURTIN'S A PLEASURE78
Jean Ritchie, Oscar Brand and Tom Patey (1-12")
Elektra 122

Less familiar but highly interesting high-flavored love tunes of the Southern Appalachian variety are well performed on this quality disc. Recording is excellent and performers handle the material with an experienced flair. Kenneth Goldstein's detailed notes provide historical background on each of the works which make it especially valuable to collectors. "Lil' Abner" type carterers on cover lead more laterals. Good specialty merchandise.

YOUNG MAN AND A MAID77
Love Songs of Many Lands Sung by Theodora Hibel and Cynthia Gooding (1-12")
Elektra 109

The couple sing duets plus solos on this collection of love songs with

The Billboard's Monthly Recap of BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

Albums are ranked in order of their national sales strength at the retail level as determined by surveys of top dealers in all key markets this month.

Classical Albums (Over-all)

1. TCHAIKOVSKY: 1812 Overture; Capriccio Italien—Minneapolis Symphony (Dorati).....Mercury MG 50054
2. RACHMANINOFF: Piano Concerto No. 2; Tchaikovsky: Romeo and Juliet Overture—Rubenstein, Chicago Symphony (Reiner); RCA Symphony (Wallenstein)..RCA Victor LM 2068
3. OFFENBACH: Gaite Parisienne; Meybeer: Les Patineurs—Boston Pops (Fiedler).....RCA Victor LM 1817
4. HI-FI FIEDLER: Suite From "Le Coq D'Or" (Rimsky-Korsakoff); Overture to "William Tell" (Rossini); Marche Slav (Tchaikovsky)—Boston Pops (Fiedler).....RCA Victor LM 2100
5. BRAHMS: Symphony No. 1.—Boston Symphony Orch. (Munch).....RCA Victor LM 2097
6. GRIEG: Piano Concerto in A Minor; Rachmaninoff: Rhapsody on a Theme of Paganini—Rubenstein, Chicago Symphony (Reiner).....RCA Victor LM 2087
7. STRAVINSKY: Firebird Suite; Tchaikovsky: Romeo and Juliet Overture—New York Philharmonic (Bernstein).....Columbia ML 5128
8. THE STRINGS OF THE PHILADELPHIA ORCHESTRA—The Philadelphia Orch. (Ormandy).....Columbia ML 5187
9. NOCTURNE—The Hollywood Bowl Symphony Orch. (Dragon).....Capitol P 8363
10. ESPANA—The Hollywood Bowl Symphony Orch. (Slatkin).....Capitol P 8357
11. THE ROMANTIC MUSIC OF RACHMANINOFF:—Leonid Hambro, Andre Kostelanetz Orch.Columbia CL 1001
12. BEETHOVEN: Symphonies Nos. 5 and 8—NBC Symphony Orch. (Toscanini).....RCA Victor LM 1757
13. THE CONCERTO: Works by Grieg, Liszt and Rachmaninoff—Rubenstein, Chicago Symphony (Reiner).....RCA Victor LM 6039
14. STRAUSS: Don Juan; Waltzes From "Der Rosenkavalier"; Till Eulenspiegel's Merry Pranks; Love Scene From "Feuersnot"—The Philadelphia Orch. (Ormandy).....Columbia ML 5177
15. TCHAIKOVSKY: Nutcracker Suite; Charbrier: Espana—The Royal Philharmonic Orch. (Beecham).....Columbia ML 5171
16. CHOPIN BY STARLIGHT—The Hollywood Bowl Symphony (Dragon).....Capitol P 8371
17. RAVEL: Bolero; Rimsky-Korsakoff; Capriccio Espanol—Detroit Symphony (Paray).....Mercury MG 50020
18. DINU LIPATTI—His Last Recital.....Angel 3556B
19. TCHAIKOVSKY: Violin Concerto in D Major; Bruch: Violin Concerto in G Minor—Gruniaux, Vienna Symphony Orchestra (Lescovich).....Epic LC 3365
20. MENOTTI: The Unicorn, the Gorgon and the Manticore—New York City Ballet (Schippers).....Angel 35437

Jazz

1. MY FAIR LADY — Shelley Manne and His Friends.....Contemporary C 3527
2. CONCERT BY THE SEA—Erroll GarnerColumbia CL 833
3. ELLINGTON AT NEWPORT —Duke EllingtonColumbia CL 934
4. JAZZ IMPRESSIONS OF THE U. S. A.—Dave Brubeck.....Columbia CL 984
5. ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOKVerve MG V 4002-2
6. DUKES OF DIXIELAND, VOL. 3Audio Fidelity AFLP 1851
7. KENTON WITH VOICES—Stan Kenton...Capitol T 810
8. DUKES OF DIXIELAND, VOL. 1Audio Fidelity AFLP 1823
9. LIL ABNER—Shelley Manne and His FriendsContemporary C 3533
10. AMBASSADOR SATCH—Louis ArmstrongColumbia CL 840

Movie & Show

1. AROUND THE WORLD IN 80 DAYS—Sound Track.....Decca DL 9046
2. MY FAIR LADY—Original CastColumbia OL 5090
3. THE KING AND I—Sound TrackCapitol W 740
4. Oklahoma!—Sound Track....Capitol SAO 595
5. THE EDDY DUCHIN STORY Sound Track..Decca DL 8289
6. LOVING YOU—Elvis PresleyRCA Victor LPM 1515
7. NEW GIRL IN TOWN—Original CastRCA Victor LOC 1027
8. CAROUSEL—Sound Track...Capitol W 694
9. GIANT—Sound Track.....Capitol W 773
10. SOUTH PACIFIC — Original CastColumbia OL 4180

Symphony

1. BRAHMS: Symphony No. 1—Boston Symphony Orch. (Munch)RCA Victor LM 2097
2. BEETHOVEN: Symphonies Nos. 5 and 8—NBC Symphony Orch. (Toscanini)RCA Victor LM 1757
3. DVORAK: Symphony No. 5 NBC Symphony Orch. (Toscanini)RCA Victor LM 1778
4. DVORAK: Symphony No. 5 ("From the New World")—The Philadelphia Orch. (Ormandy)Columbia ML 5115
5. BEETHOVEN: Symphonies Nos. 1 and 9—NBC Symphony Orch. (Toscanini)RCA Victor LM 6009
6. BRAHMS: Symphony No. 4—The Philadelphia Orch. (Ormandy)Columbia ML 5127
7. HINDEMITH: Symphony—Mathis der Maler; Toch: Symphony No. 3—The Pittsburgh Symphony Orch. (Steinberg)Capitol P 8364
8. TCHAIKOVSKY: Symphony No. 5—Paris Conservatory Orch. (Solti)London LL 1508
9. FRANCK: Symphony in D Minor—Bamberg Symphony Orch. (Lehmann)Decca DL 9888
10. BEETHOVEN: Symphony No. 5; Mozart: Symphony No. 40—The Philadelphia Orch. (Ormandy) ..Columbia ML 5098

(Continued on page 64)

Reviews and Ratings of New Popular Albums

Continued from page 83

folk flavor. Moods vary from the whimsical to the warm to the mystic but the folk veteran May Gooding and actor Bikel are at home whatever the setting. Strong performances, the lyrics in Yiddish, French, Spanish, Slavic and Russian as well as English, might prove a mild sales deterrent. The imaginative concept of Eve and the apple on the cover is bound to attract the traffic. Good product which can be sold with the right push.

JEAN RITCHIE 75
(1-12")
Elektra 125
Miss Ritchie has an authentic folk sound. She accompanies herself on the guitar and on the plaintive, haunting dulcimer. The selections are comic, historic and of the sweet ballad variety. They include "Black Is the Color," "The Little Sparrow" and "Bachelor's Hall." The melodies are not the traditional themes often accorded the tunes. Set can go in folk market. Excellent notes by E. T. Canby.

TARDE DE TOROS 73
(1-12")
Music From the Building Banda De Avilacion Espanola, Manuel Gomez De Arriba, Cond.
Montilla 98
Popular Spanish pasodobles associated with the bull ring and hearing

titles associated with local color or with specific matadors such as Manolete and Dominguin. Performances have authentic flavor and are recorded satisfactorily.

FESTIVAL IN HAITI 68
Jean Leon Destine and Ensemble (1-12")
Elektra ELK-130
This disk will interest the buyer with ethnic interests rather than the broader calypso market. Well-known dancer's troupe includes Ti Koro and Alphonse Cimber, renowned for Haitian drumming. Selections sung in Haitian French are less interesting than percussion. "Pennywhistle Fantasy" provides change of pace.

LOS BOCHEROS 68
Orquesta Montilla, Jose Bernalt, Cond. (1-12")
Montilla 99
Spanish quintet sing and accompany themselves in selections garnered from diverse Latin countries of the New and Old Worlds. Their efforts are likely to be much appreciated in specialized markets, rather less so for general consumption.

AMERICAN SKIFFLE BANDS 45
(1-12")
Folkways 2610
Interesting stuff for the folk collector, consisting of performances and interviews with some of the early country-blues recording artists. Pimi-

tive instruments and earthy, repetitive lyrics are right out of the late '20's, and possibly much earlier times. Only a limited market for this scholarly presentation.

FLAMENCO 59
Juanito and Chico De Madrid (1-12")
Fiesta FLP 1218
Caution! This is not flamenco as generally understood, but a so-called "pop" flamenco collection in a style only suggesting the genuine idiom. Chico de Madrid and Juanito have none of the virtuosity or excitement of authentic performers, nor has Juan Soto, guitarist.

Polka

ALL TIME GREAT POLKAS 85
John Gart and the Polka Rhythm Kings (1-12")
Kapp 1065
Three long polka medleys on each side make this the first time the multi-tune gimmick, so popular in society-dance stylings, has been applied to this dance form. Band is small, just organ and rhythm, but the beat is good, and rapid succession of tunes forestalls monotony. Most, incidentally are PD folk tunes adapted to the rhythm. Most of the popular polkas, like "Beer Barre," "Helena," "Clarinet," etc., are also included. Good cover will help, along with the clever title and programming.

LET'S POLKA 78
Al Tereck and Ray Champa Orks (1-12")
Piknik 506
Lady polka dancer caught in a fleeting moment of completely exposed derriere should catch attention to this "double-take" type of cover. A black and white shot that's mighty

colorful. The music itself is good soluble polka fare with the accent for a change on a banjo head and a band sound not unlike the Ferkko group. Cover can make this one stand out in the right types of stores.

POLKAS 'ROUND THE WORLD 78
Ted Maksymowicz Ork (1-12")
ABC-Paramount 188
Popular New York polka band in a group of what are mainly polka adaptations of Eastern European folk songs, and done in a decidedly Slavic style. Clean recording and good beat, plus an unusual variety of polka tempos, make this a set to consider, despite crowded polka catalog. Previous release by maestro has been a steady seller.

TIME FOR POLKA 76
Frank Wojnarowski and His Ork. (1-12")
Dana 1239
Polkas, waltzes and obercks—most out previously as singles. Orking is pop Polka style by one of the more popular practitioners, plus vocals by such as Bill Harrington, the Paulette Sixers, Three Beaus and a Peep, etc. For more pop sectors, tho the market is getting flooded with stuff that's at least as good.

Spoken Word

EXPLORATIONS WITH GERALD HEARD 72
(1-12")
Pacific P 5001
A highly provocative discourse on the philosophical questions "What Am I," "Where Am I," "Who Am I." Heard's observations are offered in a discussion rather than text form and should prove interesting to the most casual listener. First effort in this field for this label, a subsidiary of Pacific Jazz, is well worth looking into.

MOLIERE-LULLY: LE BOURGEOIS GENTILHOMME 70
Choeurs et Orchestre Du Collegium Musicum de Paris (Douctie) (1-12")
London LLA 47
Vital performances, in French, of Moliere's classic comedy. Sumptuous production includes Lully's original incidental music for singers and instrumentalists, presented in context. Full texts in French and English and excellent cover complete a notable project, soundly conceived and executed. Sales to potential French-language audience definitely include colleges and drama lovers.

COUNTRY & WESTERN
GEORGE JONES 80
(1-12")
Mercury 20306
Latest star of "Grand Ole Opry" in recap of some of his better-selling sides from Starday and Mercury. Growing market for the fine singer should make this fairly standard merchandise despite fact some of the tunes have seen their best days. On

the other hand, some never get the circulation they deserved and will be good as new. Try "Too Much Water" for sure-fire starter.

Specialty

SOUND OFF! 86
Merrill Station Choir (1-12")
Epic 3370
UP ANCHOR 82
Merrill Station Choir (1-12")
Epic 3378

The Merrill Station Choir is well-drilled here and the men sound tops in a pair of strongly commercial, smartly packaged new LP's. First disk is devoted entirely to Army songs, from the Revolution, thru the Civil War thru World Wars I and II. Much of the martial flavor here is such as "Over There," "Goodbye Broadway, Hello France" and over 20 others. The second disk contains the same type of treatment on more than a dozen tunes, more closely associated with the Navy, Marine Corps, Coast Guard, etc. Each package contains the famous service hymns, and each too, has the kind of cover that grabs attention. Strong merchandise that can become solid standard inventory for a long time to come.

WORLD WAR I SONGS IN HI-FI 80
The Four Sergeants (1-12")
ABC-Paramount 196
Unusual set could have broad appeal. All of the selections are popular tunes from the World War I era. Barbershop harmony by the group is highly listenable. The sound is an other attractive feature, and the package could find favor with hi-fi bugs. Attractive cover with song sheets and other relics of the period can help spark interest. Selections include "Roses of Picardy," "Smiles" and "Give My Regards to Broadway."

COLUMBIA UNIVERSITY TEACHERS COLLEGE CONCERT CHOIR 74
Dr. Harry Wilson, director (1-12")
ABC-Paramount 195
An attractive assortment of religious, folk and spiritual selections. Highlights are new settings of "The Lord's Prayer" and "The Twenty-third Psalm." Especially appealing is a "Te Deum Laudamus" for soprano solo, treble voices and string trio. The choir is made up entirely of students studying for advanced degrees. The set could have wide appeal, if exposed.

SOMETHING STRANGE 72
Michael Strange (1-12")
RKO Unique 125
Altho hampered saleswise by a distasteful cover (a skeleton in a coffin) this album's contents are thoctly pleasant. Miami rhyer singer Strange—an Irish folk warbler—is wistful and quietly effective on a group of standard folk themes and pop standards. His country-styled interpretation of the sophisticated "Down in the Depths on the 9th Floor" is particularly listenable and charmingly incongruous.

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Reviews and Ratings of New Jazz Albums

Continued from page 56

flavor and distinction to set. Traditional fans are likely to be impressed. Try "Jazz Me Blues" as demo band.

HAL MCKUSICK QUINTET 75
Art Farmer, Eddie Costa, Milt Hinton, Gus Johnson. (1-12")
Coral 57131
A captivating modern set most attractive for its relaxed air, and solo performances of A. Farmer, pianist E. Costa and McKusick. Arrangements of Al Cohn and Manny Albam are substantial yet not overly busy, well in keeping with the relaxed conversational quality of this session. Should be pleasing to critics and periphery clientele, as well.

THAT'S AULD 75
Georgie Auld (1-12")
Brunswick BL 54034
Variety is the keynote here. Auld's tenor is spotted with vocal group and rhythm, with a small group, and a larger band. Essentially a ballad set, material is given open, understandable interpretation, and is oft-times quite danceable. Appeal to wide audience indicated, tho most of material was issued before.

HERE'S CHARLIE 74
Charlie Ventura (1-12")
Brunswick 54025
This varied collection airs both the ballad and more swinging side of Ventura, and spots him to advantage on alto, tenor, baritone and bass saxophones with small jazz groups and large string background. Piano work of D. McKenna on quartet tracks, and scat vocals of Jackie Cain and Roy Kral on quintet tracks are to be noted. Communicative performances, diverse program lend sales leverage to material previously available.

MOOD JAZZ JOE CASTRO 74
(1-12")
Atlantic 1264
A mood jazz set that shows imagination in the functional integration of strings and voices with jazz elements. Pianist Castro, the center of attraction, is competent pianist within H. Silver mold, whose fine touch gives validity and definite smoothness to venture. DJ's have good selection here for jazz-oriented mood segment. Good sales potential in both jazz and mood areas.

HANK MOBLEY 73
Art Farmer, Hank Mobley, Horace Silver, Doug Watkins, Art Blakey. (1-12")
Blue Note 1550
Mobley's unit, in tradition of Jazz Messengers, generates a good deal of excitement. Material is in wucconi, bopish vein, has brittle quality, but is rhythmically contagious. Farmer and Silver are notable in solo stints. More emphasis on dynamics would have helped. However, rhythmic vitality should attract a number of buyers.

CHAMBER MUSIC FOR MODERNS 73
Nat Pierce Quintet (1-12")
Coral 57128
Something a little different, set features off-beat instrumentation—violin, alto or flute and rhythm, and essays subtle, compelling swing. May be too bland for some jazz listeners, but if shown, will attract a number of them plus periphery clientele on strength of melodic interest thruout. Jazz violinist Dick Wetmore and A. Ortega, flute and alto, are top-drawer soloists.

JAZZ QUADRAMA 71
Gil Melle Quartet (1-12")
Prestige 7097
An empathic modern date that specs the thoughtful, melodic compositions
(Continued on page 68)

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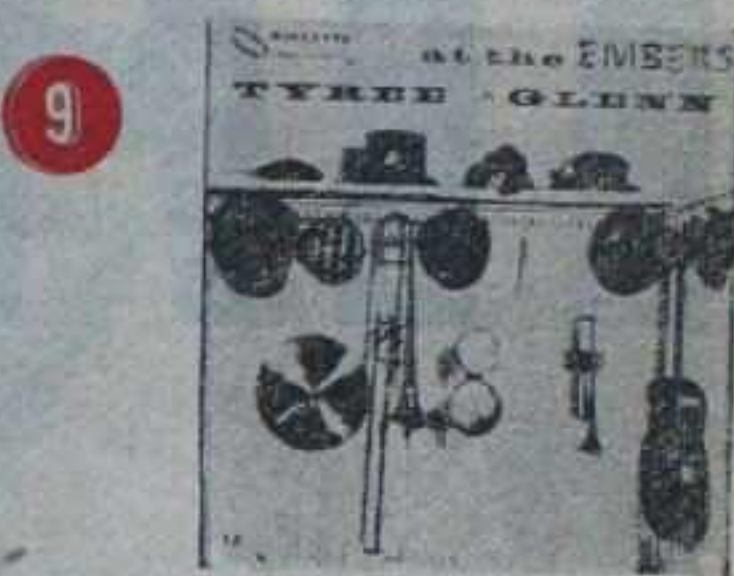
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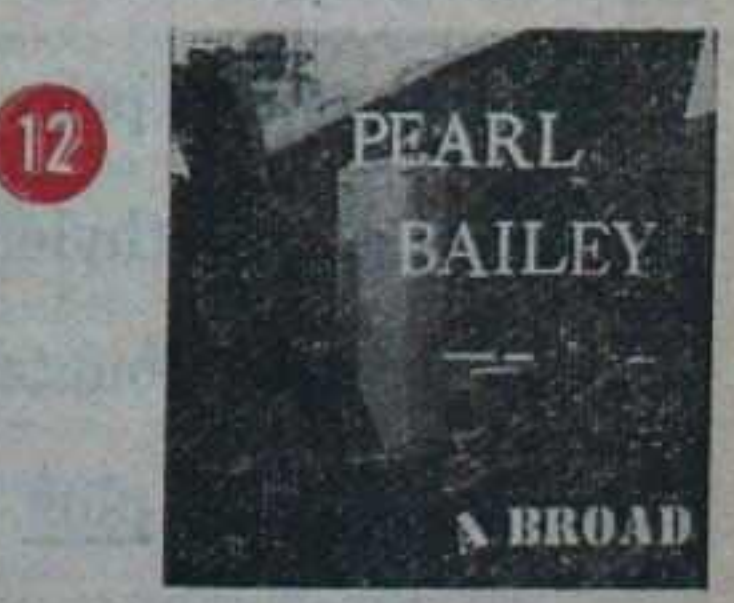
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Ted Tyle and his Polka Chips—R-25011

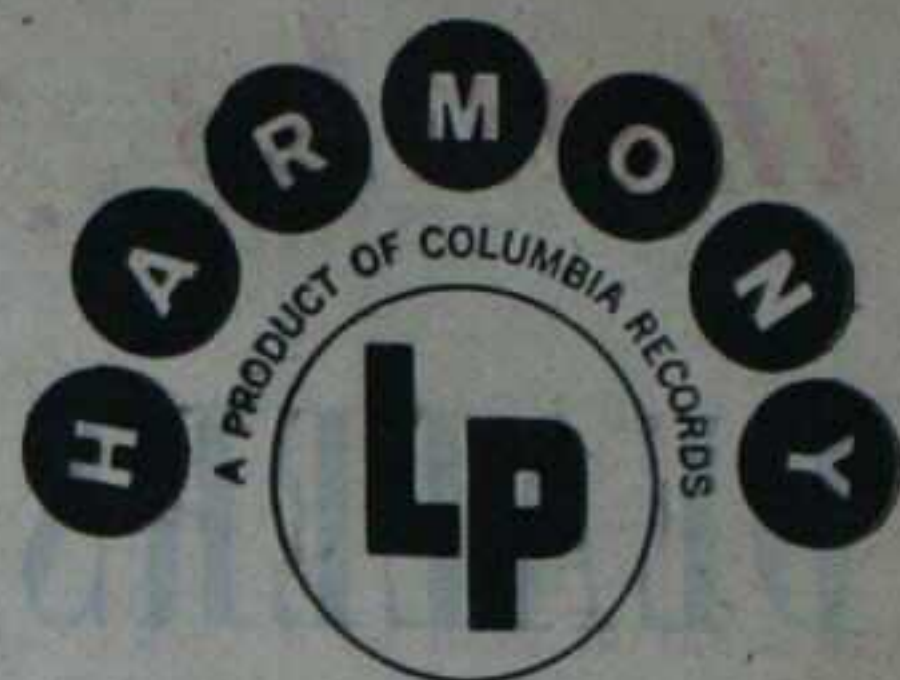


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- Rimsky-Korsakov: Scheherazade**—Artur Rodzinski conducting the Cleveland Orchestra HL 7051
- Tchaikovsky: Symphony No. 6 in B Minor ("Pathétique")**—Artur Rodzinski conducting the New York Philharmonic HL 7052
- Beethoven: Symphony No. 3 in E-Flat Major ("Eroica")**—The Rochester Orchestra, Erich Leinsdorf, Conductor HL 7053
- Schubert: Symphony No. 8 in B Minor ("Unfinished"); Mozart: Symphony No. 40 in G Minor, K. 550**—The Rochester Orchestra, Erich Leinsdorf, Conductor HL 7054
- Tchaikovsky: Romeo and Juliet—Overture-Fantasy; Overture "1812"**—Artur Rodzinski conducting the Cleveland Orchestra HL 7056
- Tchaikovsky: Nutcracker Suite; Grieg: Peer Gynt Suite No. 1**—The Rochester Philharmonic Orchestra, Erich Leinsdorf, Conductor HL 7057

- Debussy: La Mer**—The Cleveland Orchestra; **Enesco: Roumanian Rhapsody No. 1 in A Major; Liszt: Mephisto Waltz**—Artur Rodzinski conducting the New York Philharmonic HL 7058
- Rachmaninoff: Concerto No. 2 in C Minor for Piano and Orchestra**—Gyorgy Sandor, Pianist, with Artur Rodzinski conducting the New York Philharmonic HL 7059
- Beethoven: Sonata No. 14 in C-Sharp Minor ("Moonlight"); Sonata No. 8 in C Minor ("Pathétique")**—Theo Van Der Pas, Pianist HL 7060
- Waltzing with Strauss: "Blue Danube," "Emperor," "Tales from the Vienna Woods," "Vienna Blood," and others.** Max Schönherr conducting the Vienna State Opera Orchestra, and Max Günther conducting the Vienna Broadcasting Orchestra HL 7061
- Bach: Six Brandenburg Concerti (Volume I)—Concerto No. 1 in F Major; Concerto No. 2 in F Major**—Fritz Reiner conducting soloists and chamber orchestra HL 7062
- Bach: Six Brandenburg Concerti (Volume II)—Concerto No. 3 in G Major; Concerto No. 4 in G Major**—Fritz Reiner conducting soloists and chamber orchestra HL 7063
- Bach: Six Brandenburg Concerti (Volume III)—Concerto No. 5 in D Major; Concerto No. 6 in B-Flat Major**—Fritz Reiner conducting soloists and chamber orchestra HL 7064
- Offenbach: Gaîté Parisienne—Ballet**—Columbia Symphony Orchestra; **Chopin: Les Sylphides—Ballet**—Efrem Kurtz conducting the New York Philharmonic HL 7065
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**• Reviews and
Ratings of New
Jazz Albums**

• Continued from page 64

of baritone Melle, some fine blowing from the leader, guitarist J. Cinderella, plus stellar rhythmic support from S. Wilson and G. Duvivier. To sell its share, dealer's help is needed; Melle is not well known, but deserving of wider recognition.

**• Reviews and
Ratings of New
Classical Albums**

• Continued from page 56

members of present cast. Dealers will want to offer valid choice of modern recordings.

A. MARCELLO: CONCERTI "LA CETRA"; "I MUSICI" (1-12)—Sabatino Cantore, Oboe. Epic 338876

Outstanding performances of exquisite music by brother of noted composer, contemporary of Bach. First recordings reveal works comparable to compositions of more popular Italians of period. Increasing audience for this category will account for some activity, if disk is suggested or demonstrated.

ELMAN ENCORES (1-12)—Mischa Elman, Violin. London LL 162971

Group of short, light pieces of popular appeal, in keeping with title of album, includes Kreisler's "Liebesleid," his arrangements of "Slavonic Fantasia" by Dvorak and "Song Without Words" by Mendelssohn, and Smetana's "From My Homeland, No. 2." Elman emphasizes warm, ingratiating tone and avoids fussiness.

VIRGINIA ZEANI OPERATIC RECITAL (1-12)—London LL-165870

Young Rumanian soprano, fresh from European acclaim, displays intense vocalism, exhibiting more verve than subtlety. Exact program comprises arias from Verdi's "Traviata," Bellini's "I Puritani" and "La Sonnambula," Donizetti's "Lucia di Lammermoor" and Puccini's "La Boheme." Noteworthy addition to ranks of sopranos, with promise of even greater future interest.

BEETHOVEN: SONATA NO. 7 and 10 (1-12)—Arthur Grumiaux, violin; Clara Haskil, piano. Epic 338168

Refined readings of Beethoven sonatas by two noted soloists brought together for well co-ordinated effort. Haskil is perhaps the more vigorous of the duo, but maintains good balance. Faithful adherents of the two artists should combine for fair sales, altho existing versions occupy sounder position.

CHOPIN: NOCTURNES (VOL. 2) (1-12)—Peter Kofin, Piano. London LL 149966

Kofin's approach is straightforward, refreshingly free of the mannerisms that afflict many interpreters of Chopin. Nevertheless, heavy opposition by some better-known artists, chiefly Rubinstein and Nosace, commands superior values in dramatic content and in box-office drawing power.

BRAHMS: SONATAS NOS. 2 & 3 (1-12)—R. Rieck, Violin; J. Katchen, Piano. London LL 156966

Rieck's capable fiddling is well complemented by Katchen's full partnership in these vigorous conceptions. However, only occasionally does the violinist's ardor equal his technical skill. Good recording weighs in favor of this release, altho it cannot replace other versions on the market.

FRANCK: SONATA IN A MAJOR; FAURE: SONATA NO. 1 IN A MAJOR (1-12)—Mischa Elman, Violin. London LL-162863

These selections are not ideally suited to Elman's gifts. Performances are marred by erratic tempos, articulation that is not always clean, and something less than the soloist's usually notable beauty of tone. Competition is much too formidable to encourage hopes for vast success.

MCA Heads Map Tours For Personals . . .

Heads of all personal appearance departments of the Music Corporation of America gathered in Chicago last Thursday (16) to blueprint tours for the balance of the year. Attending the conclave were Dave Baumgardner, Myron Hanley, Bill Butel, Eddie Green, Roy Gerber and Howard McLaugherty.

FIRST RELEASE!



the

**FRATERNITY
BROTHERS**

singing

**"PASSION
FLOWER"**

B/W

"A Nobody Like Me"

V-10081X45 • V-10081

VERVE RECORDS
451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

**YOUR BIGGEST
SELLING EVENTS
KEEP COMING
TO YOU**



FROM

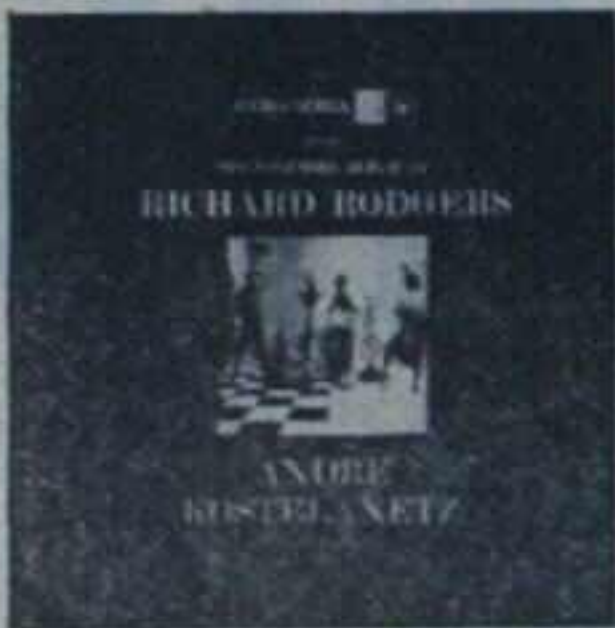
COLUMBIA



RECORDS

HI-FI FOR FUN MEANS

THE GREATEST COLLECTION OF NEW "Lp" RECORDS EVER RELEASED AT ONE TIME!



The Columbia Album of Richard Rodgers: Andre Kostelanetz and His Orchestra. (Specially priced 2 Record 12" @ Set) C2L-3



An Affair to Remember: (from the sound track of the 20th Century-Fox CinemaScope Production—Vic Damone sings the title song). CL 1013



Stravinsky's Perséphone—Igor Stravinsky conducting the New York Philharmonic with Vera Zorina, narrator; Richard Robinson, tenor; and the Westminster Choir. ML 5194



New Hear This! The Hi-Lo's with Frank Comstock and His Orchestra. CL 1022



Berlioz: Symphonie Fantastique, Op. 14—The New York Philharmonic, Dimitri Mitropoulos, conductor. (September Buy of the Month—\$2.98 September only) ML 5184



Captain Kangaroo's Songs and Dances: Bob Keeshan (Captain Kangaroo). CL 1012



Bread, Love and Cha Cha Cha: Xavier Cugat and His Orchestra. CL 1016*



Mozart's Quintets in D Major and E-Flat Major—Budapest String Quartet with Walter Trampler, violist. ML 5193



Other Voices! Erroll Garner at the piano with Mitch Miller and His Orchestra. CL 1014*



The Columbia Album of Jerome Kern: Paul Weston and His Music from Hollywood. (Specially priced 2 Record 12" @ Set) C2L-2



Songs of the Sea: The Norman Luboff Choir. CL 948*



The Pajama Game: (from the sound track of the Warner Brothers Picture). OL 5210



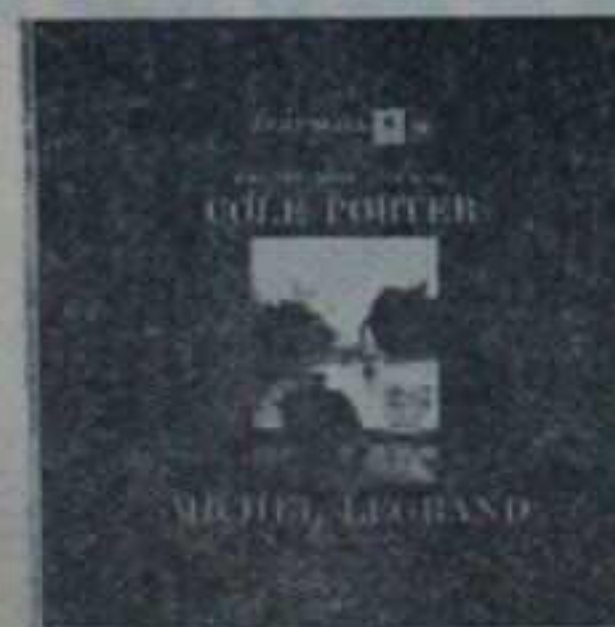
Hail, Holy Queen: The Trappist Monks of Gethsemani. ML 5201



The Columbia Album of George Gershwin: Percy Faith and His Orchestra. (Specially priced 2 Record 12" @ Set) C2L-1



The Piano Artistry of Jonathan Edwards: Jonathan and Darlene Edwards. CL 1024



The Columbia Album of Cole Porter: Michel Legrand and His Orchestra. (Specially priced 2 Record 12" @ Set) C2L-4



The Romantic Music of Rachmaninoff: Andre Kostelanetz and His Orchestra. (August Buy of the Month—\$2.98 August only) CL 1001



Anna Russell in Darkest Africa. ML 5195



Mozart: Quintets in C Major and G Minor—Budapest String Quartet with Walter Trampler, violist. ML 5192



Jazz Goes to Junior College: Dave Brubeck Quartet. CL 1024

HI-FINANCE FOR YOU!



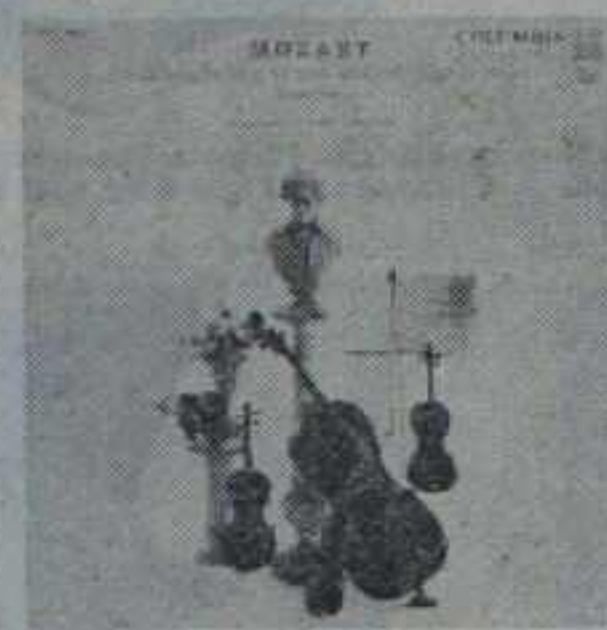
Clooney Tunes: Rosemary Clooney. CL 969



Gliere: Symphony No. 3 in B Minor, Op. 42 ("Ilya Murometz")—The Philadelphia Orchestra, Eugene Ormandy, conductor. ML 5189



Ray Price Sings Heart Songs: CL 1015*



Mozart: Six Quintets for String Quartet and Viola (complete)—Budapest String Quartet with Walter Trampler, violist. M3L 239



Ellis in Wonderland: Ray Ellis and His Orchestra (September Buy of the Month—\$2.98 September only) CL 993*



Wonderful, Wonderful: Johnny Mathis with Percy Faith and His Orchestra. (August Buy of the Month—\$2.98 August only) CL 1028*



The Strings of the Philadelphia Orchestra: Eugene Ormandy, conductor. ML 5187



Mozart: Symphonies No. 38 in E-Flat Major and No. 40 in G Minor—Royal Philharmonic Orchestra, Sir Thomas Beecham, Bart., conductor. ML 5194



A Young Man's Fancies: Frank Comstock and His Orchestra. CL 1921

EXTRA!

COLUMBIA STOCK DIVIDEND

We have urged you to take stock in the future, and you took us at our word. Already, your superb support of the Columbia product and merchandising programs enables us to declare

Your First Return...The Columbia Stock Dividend!

From now to September 28, 1957, local Columbia representatives are authorized to offer all qualified dealers extra merchandise of their choice equivalent to 10% of the order placed! This special dividend can be earned on Columbia's entire package goods line* which includes all new releases shipping during August and September! Qualified dealers are also eligible for liberal dating terms!

See your Columbia man now!

*Buy of the Month selections and Harmony series are excluded.



Prokofiev: Peter and the Wolf: Cyril Ritchard, narrator. **Britten: The Young Person's Guide to the Orchestra**—The Philadelphia Orchestra, Eugene Ormandy, conductor. ML 5183



Mozart: Quintets in B-Flat Major and C Minor—Budapest String Quartet with Walter Trampler, violist. ML 5191



Lalo: Symphonie Espagnole; Vieuxtemps: Concerto No. 4 in D Minor for Violin and Orchestra—Francescatti, violinist; The New York Philharmonic, Dimitri Mitropoulos, conductor and the Philadelphia Orchestra, Eugene Ormandy, conductor. ML 5194



Smith's The Name: Carl Smith. CL 1022*



Phil Silvers and Swinging Brass: Phil Silvers with Nelson Riddle. CL 1011*

HI-FI FOR FUN!

*Also available on 45 rpm



MODEL 312—Portable 4-Speed Phonograph available in Brown and Tan, Grey and Red, Charcoal and Grey or Blue and White.



MODEL 313—Portable Phonograph available in Charcoal and Light Grey with Pink Trim.



MODEL 340—Automatic Portable 45 rpm Phonograph available in Charcoal and Grey, Blue and White or Red and Grey.



MODEL 341—Automatic Portable Phonograph available in Brown and Ivory combination.



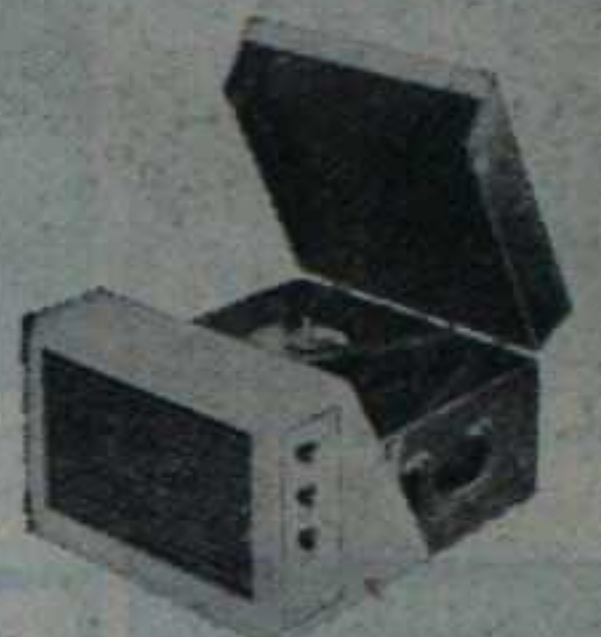
MODEL 315—Automatic Portable Phonograph available in Ginger and Tan combination.



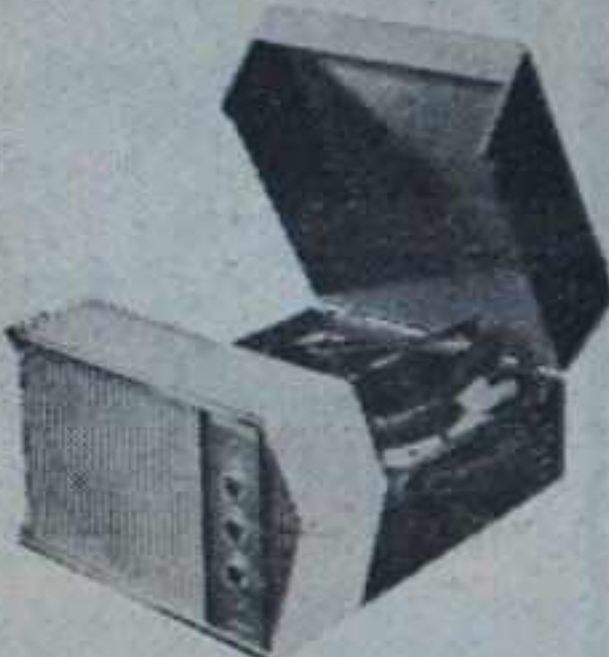
MODEL 316—Automatic Portable Phonograph available in Brown and Tan, Charcoal and Grey or Blue and White. Two speakers.



MODEL 317—Automatic Portable High-Fidelity Phonograph available in Tan and Brown Briar or Black and Grey Briar.



MODEL 317A—Automatic Portable High-Fidelity Radio-Phonograph available in Black and Grey Briar.



MODEL 318—Automatic Portable High-Fidelity Phonograph available in Charcoal Grey and Chinese Red or Saddle Tan and White.



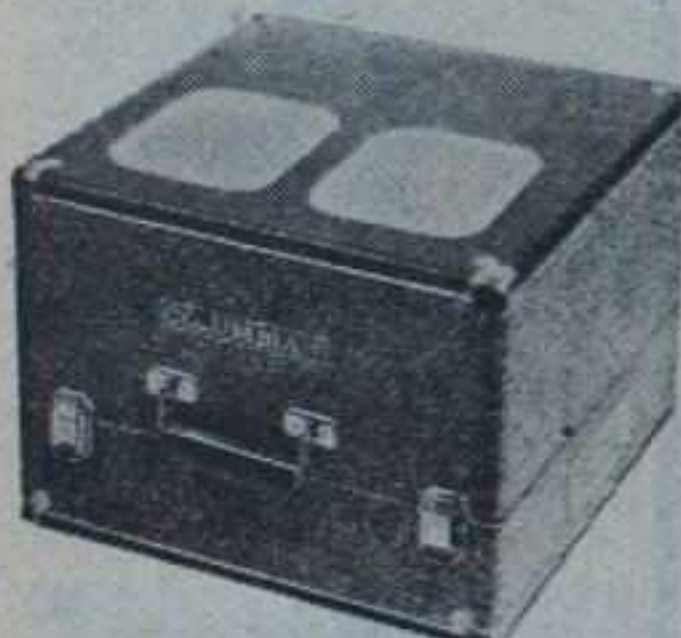
MODEL 318A—Automatic Portable High-Fidelity Radio-Phonograph available in Charcoal Grey and Chinese Red.



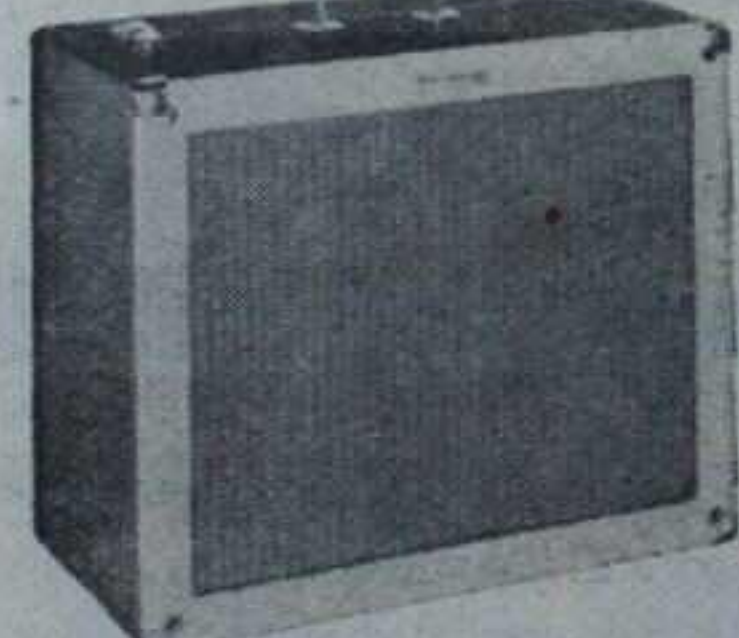
MODEL 323—Automatic Portable High-Fidelity Phonograph with 3 speakers. Available in Silver-dusted Grey.



MODEL 326—Deluxe Automatic Portable High-Fidelity Phonograph with 3 speakers. Covered in Neolite—Suntan, Copper or Charcoal.



MODEL HF-1—Manual Portable Four-Speed High-Fidelity Phonograph available in Grey and Black. Detachable lid houses two 6" P. M. speakers, 30' connecting cord.



MODEL HF-2—Deluxe Manual Portable Four-Speed, High-Fidelity Phonograph available in Black and Light Grey. Detachable lid houses two 8" P. M. speakers, 30' connecting cord and mike.



MODEL 324—High Fidelity Automatic Table Model, 3 speakers. Available in Mahogany and Blond Mahogany.



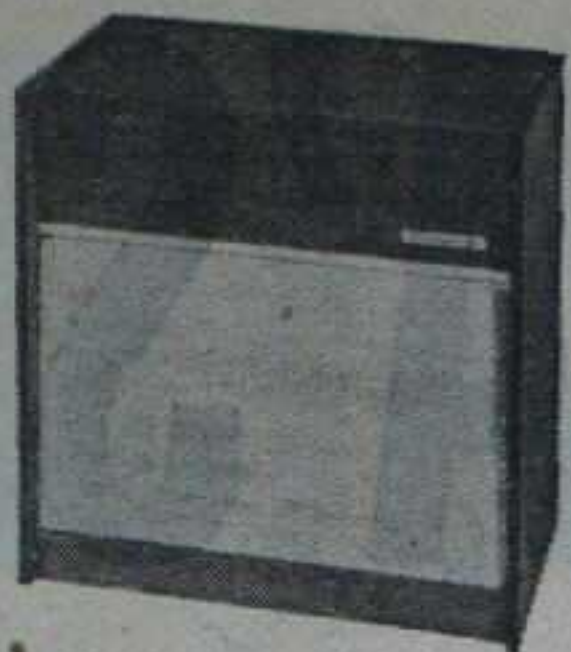
MODEL 342—High-Fidelity Console, 3 speakers. Available in Mahogany, Lined Oak or Walnut. With D.E.P.*

D.E.P.* It's Directed Electromotive Power to the engineer. To the Hi-Fi bug, it means a sealed sound chamber specially engineered for tonal balance throughout the entire listening range. To the dealer, it's

one more reason why Columbia is the greatest name in sound! From \$29.95 to \$1,995.00, Columbia Phonographs for 1958 . . . the hallmark of visual and audio excitement, the world of sound come alive in Depth!

"LISTENING IN DEPTH"

1958 COLUMBIA

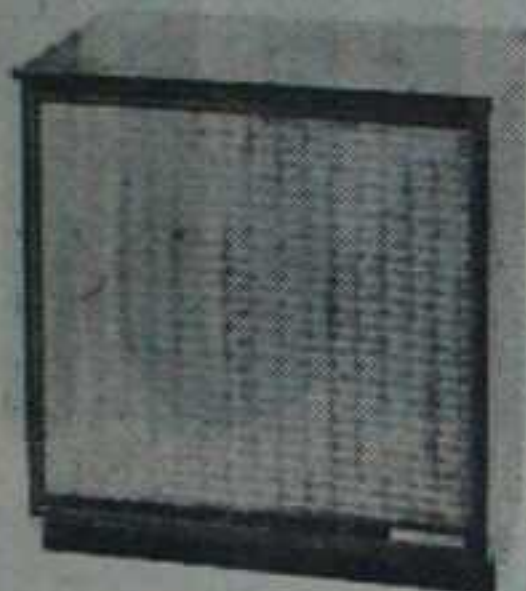


MODEL 360—The new edition of the famous original 360 Phonograph with Crossover Network and 3 specially matched speakers.

MODEL 327—High-Fidelity Console Phonograph available in Mahogany, Blond Mahogany or Fruitwood.

MODEL 372—High-Fidelity Console Phonograph available in Mahogany, Blond Mahogany, or Walnut. 3 speakers.

MODEL 328—High-Fidelity Console Phonograph available in Mahogany, Blond Mahogany or Fruitwood.

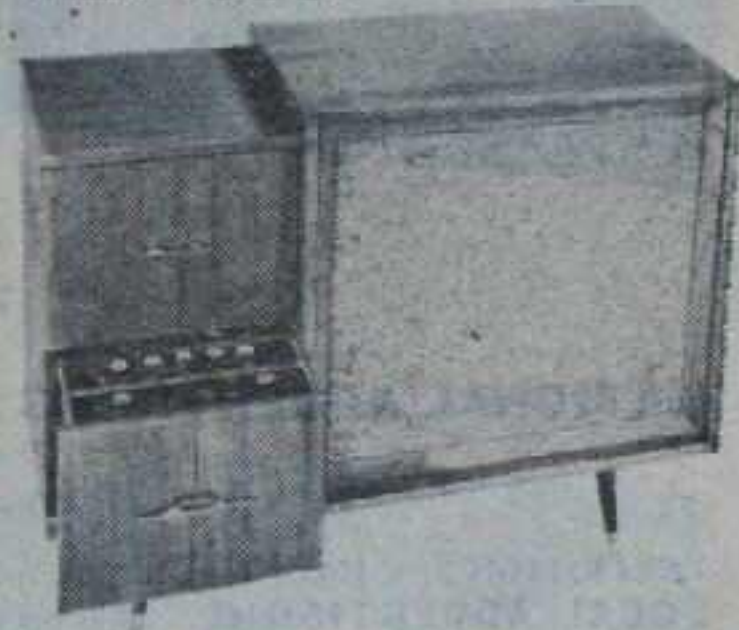


MODEL 332—High-Fidelity Console, 4 speakers. Available in Mahogany, Blond Mahogany or Fruitwood. With D.E.P.*

MODEL 333—High-Fidelity Console AM-FM Radio-Phonograph with 4 speakers. Available in Mahogany, Blond Mahogany or Walnut. With D.E.P.*

MODEL 332—High-Fidelity Console, 4 speakers. Available in Mahogany, Blond Mahogany or Walnut. With D.E.P.*

MODEL 334—High-Fidelity Console, 4 speakers. Available in Mahogany, Blond Mahogany or Walnut. With D.E.P.*

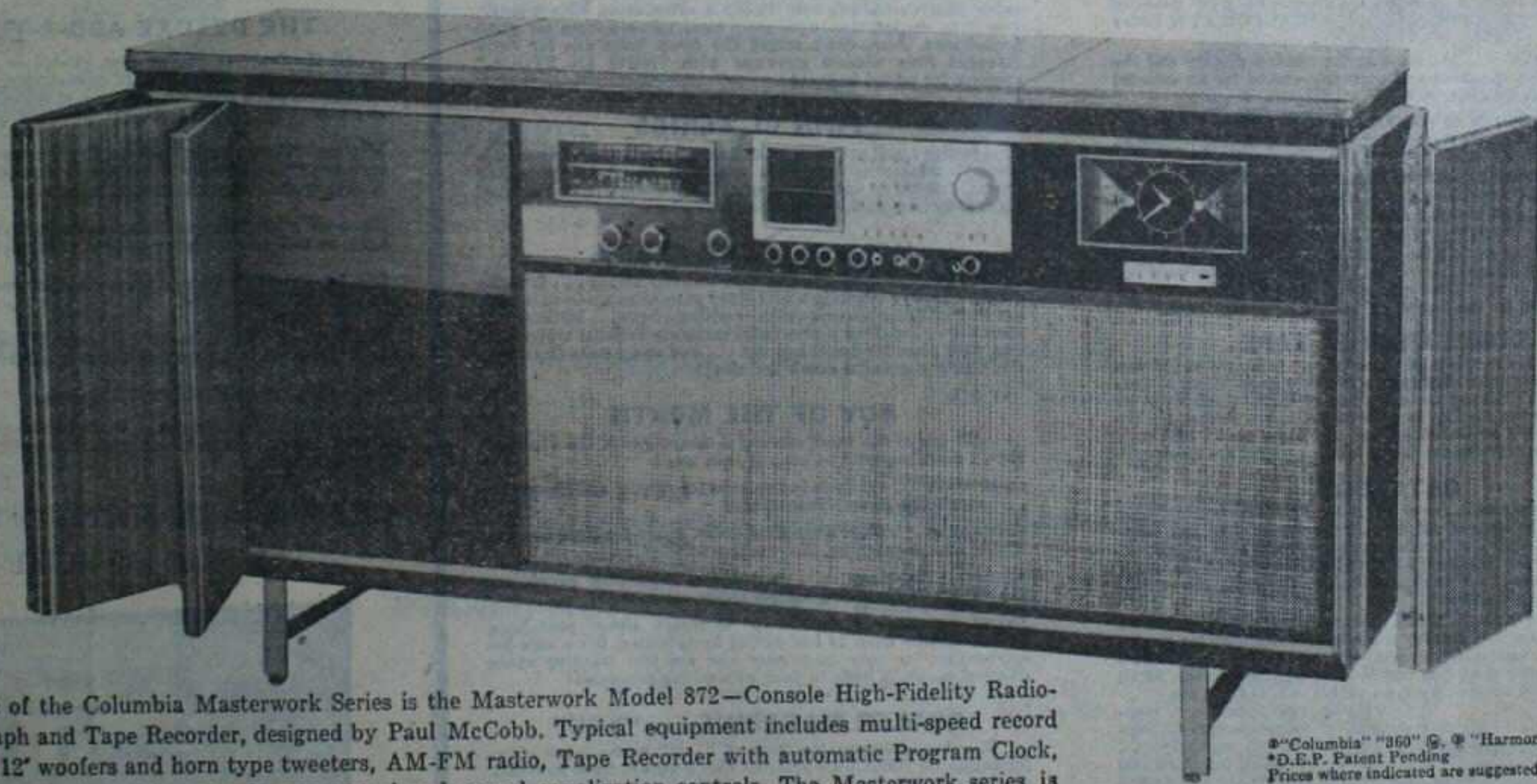


MODEL 335—High-Fidelity Console AM-FM Radio-Phonograph with 4 speakers. Available in Mahogany, Blond Mahogany or Walnut. With D.E.P.*

MODEL 336—High-Fidelity Console AM-FM Radio-Phonograph with 4 speakers. Available in Mahogany or Limed Oak.

MODEL 705—High-Fidelity Console, 5 speakers. Available in Walnut or Limed Oak. With D.E.P.* —Auxiliary 5 Speaker Group—Model ED-110 available.

MODEL 718—High-Fidelity Console AM-FM Radio-Phonograph with 5 speakers. Available in Walnut or Limed Oak. With D.E.P.* —Auxiliary 5 Speaker Group—Model ED-110 available.



Symbolic of the Columbia Masterwork Series is the Masterwork Model 872—Console High-Fidelity Radio-Phonograph and Tape Recorder, designed by Paul McCobb. Typical equipment includes multi-speed record changer, 12" woofers and horn type tweeters, AM-FM radio, Tape Recorder with automatic Program Clock, Oscilloscope tuning, mike, visual tone control and record equalization controls. The Masterwork series is exemplified by rare beauty and distinctive styling.

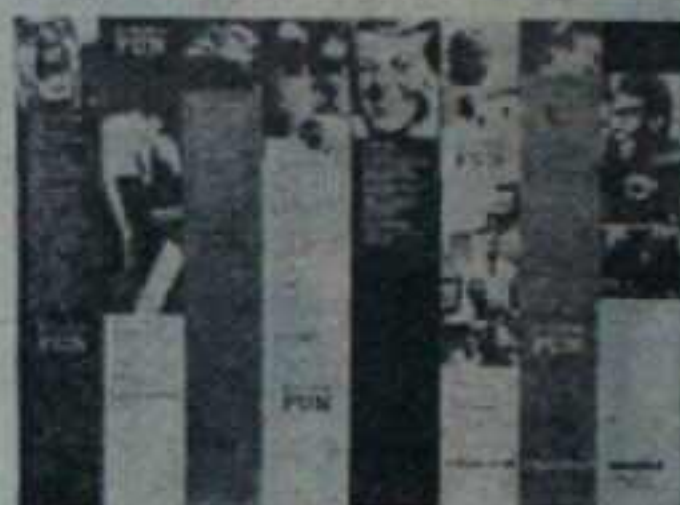
® "Columbia" "360" ®, ® "Harmony" Marca Reg.
*D.E.P. Patent Pending
Prices where indicated are suggested list.

PHONOGRAPHS

COLUMBIA'S FALL AND PROMOTION



(GIANT 72" x 12" HI-FI FOR FUN STREAMER—featuring 4" square album covers in full color!)



44" x 36" HI-FI FOR FUN WINDOW POSTER—exact replica of 8 column national ad!

HI-FI FOR FUN

NATIONAL ADVERTISING... The Sound of Genius format goes to 8 columns and three colors for the colossal promotion celebrating 34 fun-filled Fall releases. The whopping big, eye-filling three-color two-page spreads will run in *Harper's* • *Esquire* • *The Saturday Review* • *The New Yorker* • *The Long Player* • plus a two-page in Schwann Catalog!

TELEVISION and RADIO—Unique, hard-hitting spots on both Radio and Television in key cities... spots feature the sensational Hi-Lo's!

LOCAL ADVERTISING... Co-op mats carrying out the same Columbia format are available in four column sizes. The standard co-op mats announcing new releases, Buy of the Month, and the complete line of phonographs and accessories are also available with space for dealer imprint!

SALES PROMOTION:

WINDOWS... As illustrated! The same four-color 8 column ad appearing nationally made into a spectacular 44" x 36" mounted and easled window poster. Complete HI-FI FOR FUN listing pictures of many of the artists!

COUNTER DISPLAY... the same as the window display and the national ad... mounted and accordion-scored for an unusual and interesting counter piece. 27" x 16"!

GIANT HI-FI FOR FUN STREAMER... as illustrated! Shows all new package releases, each cover a full four inches square in full color! Size: 72" x 12"!

SOUND OF GENIUS REVOLVING COUNTER DISPLAY will take on new color, too! August and September filler cards will be in color, too... just like the ads!

DIRECT MAIL... Fall's HI-FI FOR FUN—Sound of Genius mailer will further exploit the ads and provide you with a handy mailing piece (statement-envelope size, with space for your imprint), as well as a counter give-away! (Use it in the compartments provided in the Sound of Genius revolving rack.)

STEREOPHONIC TAPE

To introduce our new line of Stereophonic tape, we've got one of the slickest counter displays you've ever seen. Made of durable stock, it's designed around a box of tape, which locks ingeniously into the display to prevent pilferage. Pocket for the TAPE FOLDER invites customers to "Take one!", and copy message lists repertoire available. Mailing pieces are also available.

CATALOGS!

CONSUMER CATALOGS... over 125 full-color covers accompanied by complete listings of all new Fall releases plus key best-sellers. 5 1/4" x 6 1/2" ... printed on top-quality slick stock... designed to tie-in with the HI-FI FOR FUN as well as the GIFT WRAP program. This catalog will ship with every phonograph leaving the Columbia factory!

NUMERICAL CATALOG... Brand new and better than ever! 1957's brand new numerical catalog combines all the features you've asked for... and at a tremendous price savings! 8 1/2" x 11", the catalog includes all merchandise through September, listed numerically and divided by type (ML's, CL's, HL's etc.)... easy-to-read type... completely cross-referenced. Supplements issued regularly... the whole catalog reprinted and brought up-to-date twice each year! Less bulk, more compact, easier-to-use!



GIFT BROWSER: with or without legs... holds 50 12" records, 50 7" records... unit drawer holds gift wraps, envelopes, ribbon and tags... lighted header... lighted flasher that displays beautifully wrapped record gifts... categorized metal dividers, lists of suggested gift merchandise... slots at top and front of drawer for insertion of special holiday headers and streamers!

EXTRAS: Special window streamers and decals announce for all the world to see that your records will be gift wrapped, remind passers-by it's time to buy a gift!

"PAJAMA GAME" STANDEE

... 4" full-color, die-cut standee of Doris Day can't help but catch your customer's eye. Photo is same as on album cover. Use it in conjunction with your local movie-houses for great promotions. Also, don't forget the co-op mats ads for extra mileage! Plus window streamer with "NOW IN STOCK" message for added impact!

TWIN CL SERIES

... prestige scroll promoting these four fine albums of America's greatest composers (see C2L selections listed on preceding pages). Printed on antique paper... truly attractive and unique! Hang it by its gold tassel to sell all four album!

HALL OF FAME SERIES

... the greatest records of all time... top artists... favorite songs... every selection a hit! Keep your sales up-to-date with the Hall of Fame browser (with or without legs)... institutional streamer... mailing pieces (with complete listings) statement-size, with place for dealer imprint... and co-op mats (featuring the highly successful check-list idea!)

BUY OF THE MONTH

... still one of the most successful campaigns in the business! Here's more material to keep it that way!

CO-OP MATS... available in two sizes for August and September... catch the clever illustrations!

POST CARDS... place a standing order. Space for store imprint. Makes an eye-catching, fast-working sales-getter!

ACETATE STREAMERS... August and September covers will keep these hardworking sales-builders up-to-date!

THEME FINDER... a double 12" record album containing famous themes from 24 best-selling symphonies. It's a sure-fire sales-maker for your customers who are just learning about classical music. A boon to your own selling personnel!

DEALER MAGAZINE... "YOU"

... The August-September issue of "You" is chock-full of information on Columbia's massive Fall program from merchandise to merchandising. Hints on display, an article on direct mail, plus a very special bonus—10" x 48" HI-FI FOR FUN four-color streamer!

DISPLAY—IN MOTION!

THE DELUXE ADD-A-TURN

... all the features you've ever wanted in a display... Product Display—24 covers, 12 on each side, slip into clips for bigger, more dramatic showing of more product than any other display ever created!

Motion—Three panels, each holding 8 covers (4 to a side) turn in unison. Display is constantly changing, intriguing... heavy-duty motor is housed in base.

Light—8" x 10" flasher section provides a dramatic spot of light, as well as a space for current promotional messages.

Display—space for current promotional messages—on both sides of ADD-A-TURN.

Color—the display is loaded (24 covers!) The unit itself is aqua and coral, with permanent messages in blue and white.

Size—65" high x 63" wide and 12" deep.

THE STANDARD ADD-A-TURN... a smaller version for dealer's without space for the larger unit. Size is 73" high x 46" wide x 12" deep.

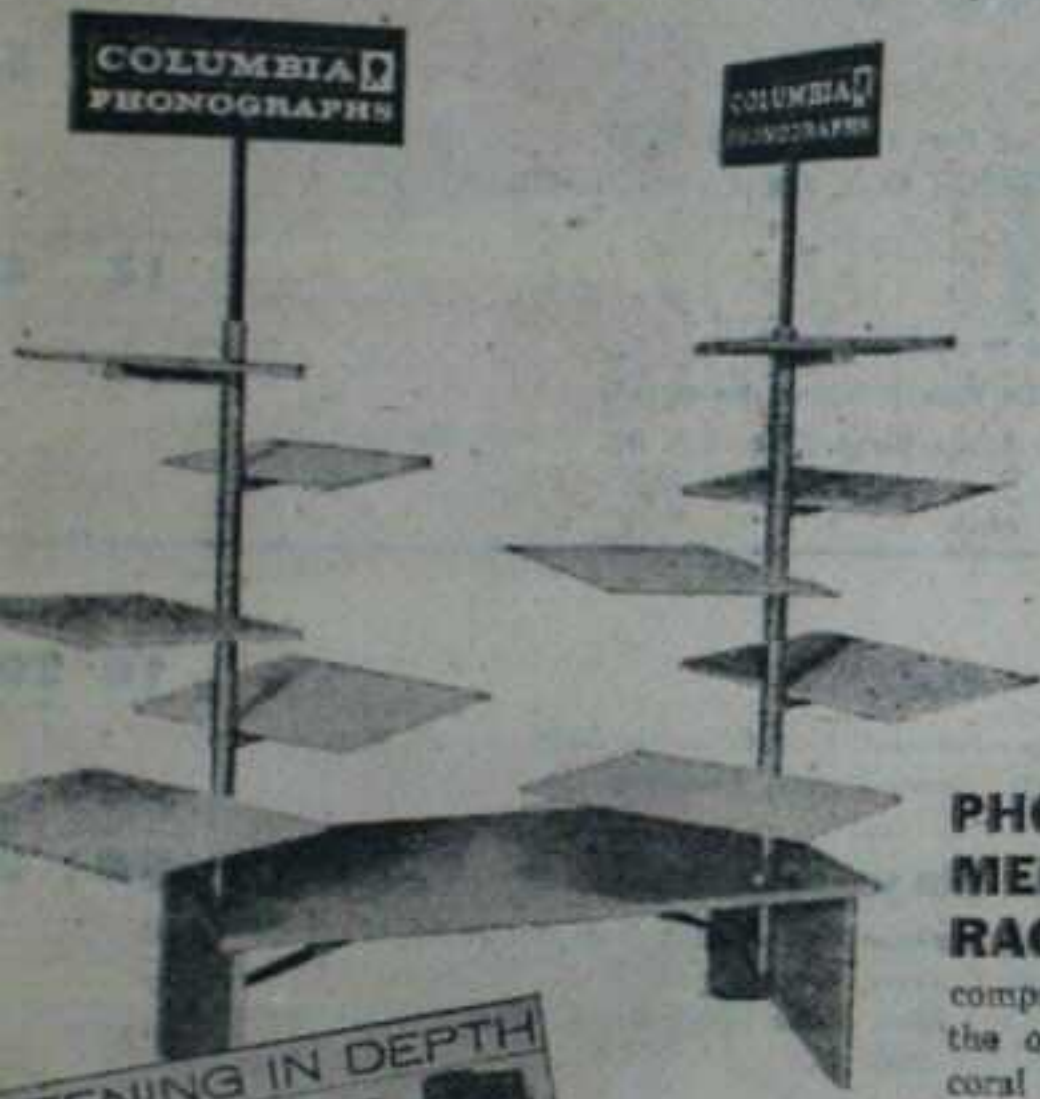
BOTH DISPLAYS ARE STURDILY CONSTRUCTED OF WOOD AND METAL!



THE DELUXE ADD-A-TURN

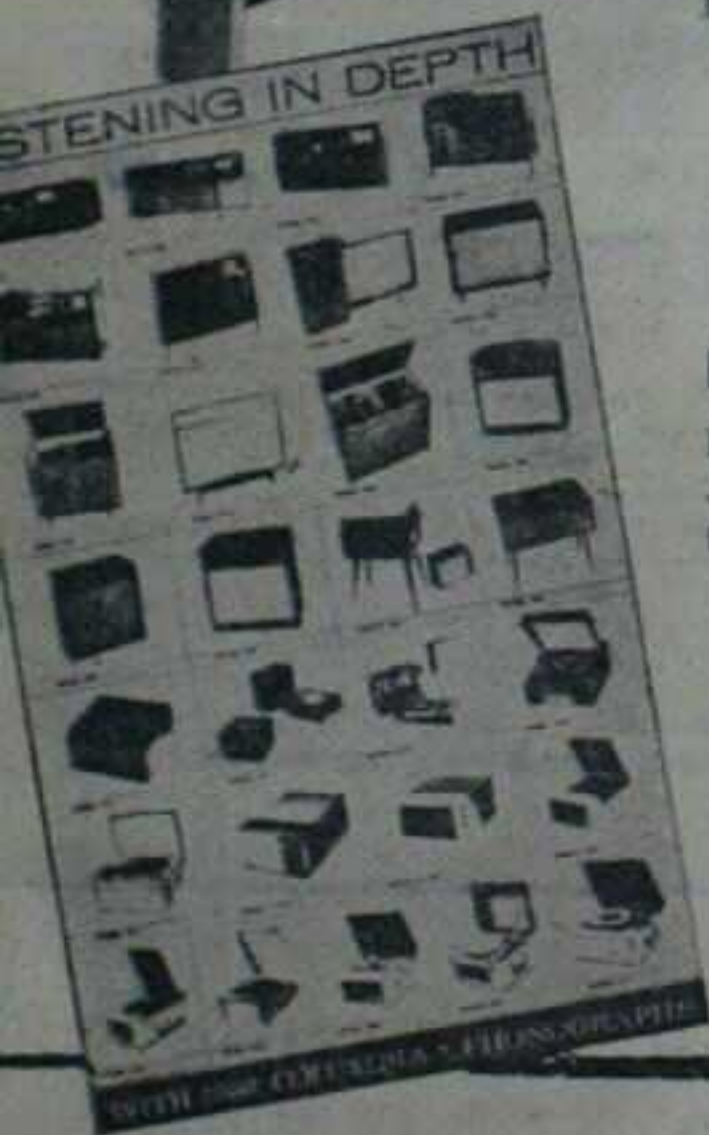
SEE YOUR COLUMBIA SALESMAN!

ADVERTISING ...GREATEST EVER!



PHONOGRAPH MERCHANDISING RACK:

Permanent Store Display... colorful... compact... versatile! Designed to get your stock out in the open... capacity of 11 phonographs. Aqua and coral plextone-finished wood... shelves adjustable to any height and position... AC electric outlet and extension cord for easy demonstration of machines.



FULL LINE BOOK:

Full color illustrations... complete specs... explains D.E.P.—includes Hi-Fi glossary!

CONSUMER MAILING BROCHURES:

convenient mailing pieces featuring every product, phonograph, radio or accessory—statement-envelope size. Use them as counter giveaways, too!



FULL LINE PHONOGRAPH CHART:

For wall or window displays... full-color... 30 x 50... shows entire 1958 line... eye-catcher, sales-builder!

COMPLETE LIFE MERCHANDISING AIDS!

PROMOTIONAL STORE DISPLAYS:

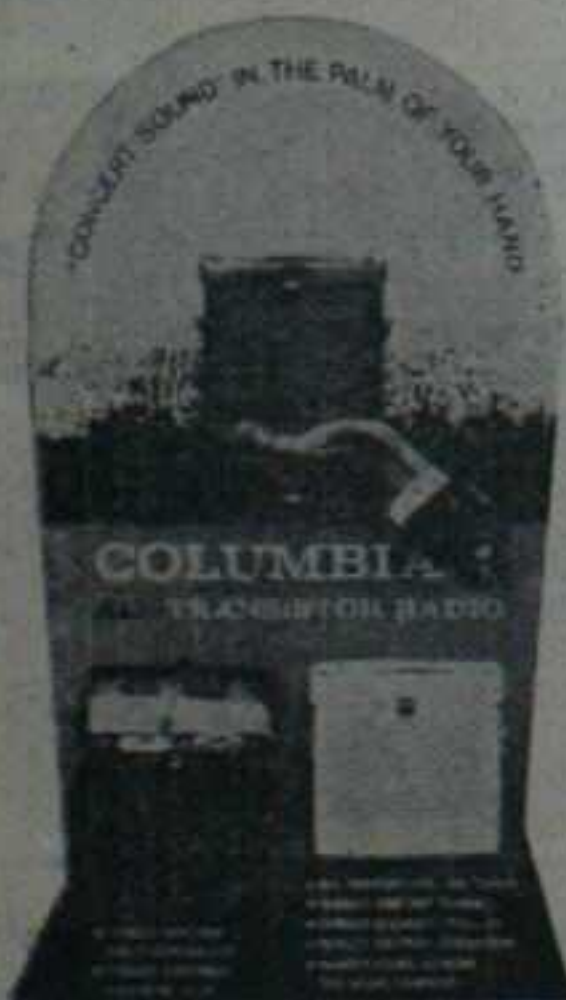
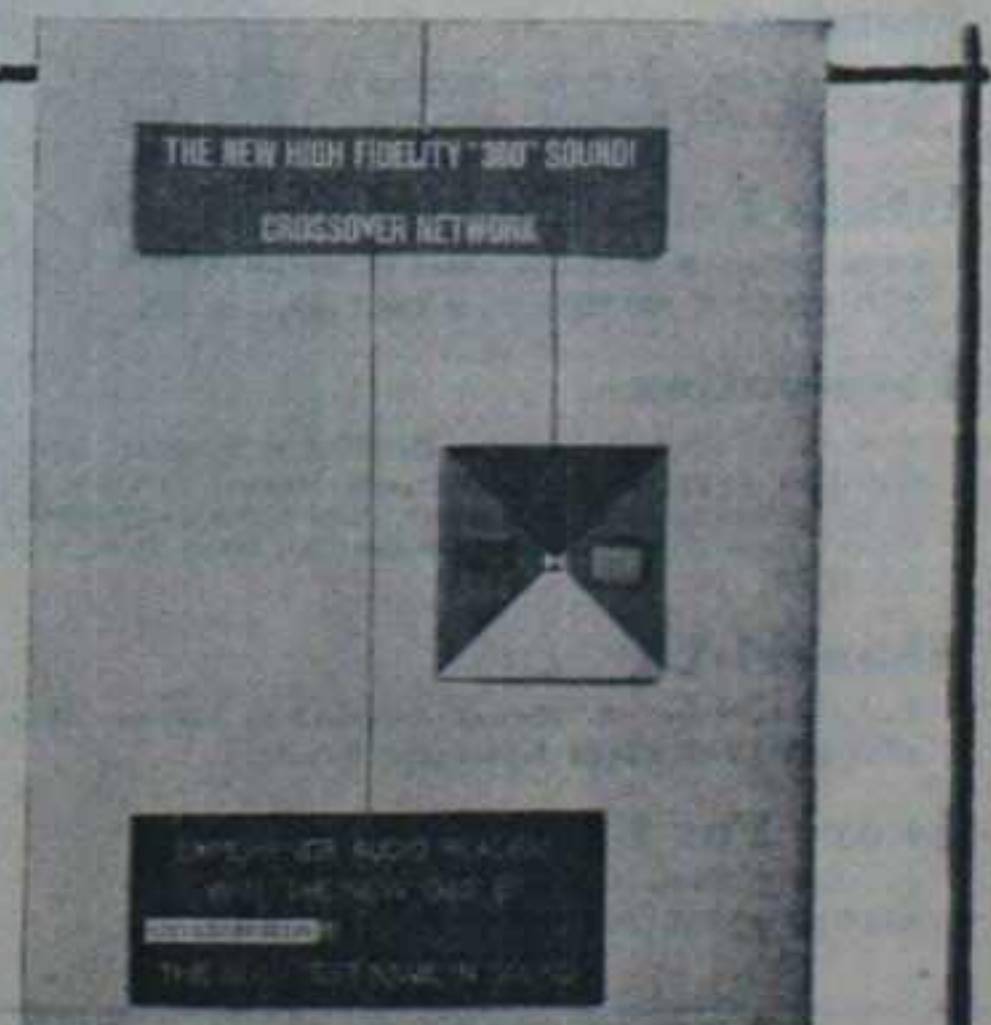
MOBILE—hang this attractive mobile in your store. It's an eye-catcher if ever there was one, and features the new "360" sound!

DIMENSIONAL COUNTER OR WINDOW DISPLAY:

heavy-duty cardboard in three colors, holds all three colors of the ALL TRANSISTOR RADIO... flashing light... radios lock in to prevent display pilferage... size is 19" wide x 23" high x 4" deep!

ASK YOUR COLUMBIA DISTRIBUTOR ABOUT: A.I.D.

(Accessory Introductory Display)—a shipper-carton counter display packed with new Columbia accessory assortment. **DISC JOCKEY DISPLAY**... die-cut card for the Columbia Disc Jockey portable spinner for 45 rpm record storage... the newest addition to the Columbia accessory line!



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending August 17

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Tammy		1 6	6. I'm Gonna Sit Right Down and Write Myself a Letter		5 9
By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61851; Amex Brothers, Vic 20-6970. RECORDS AVAILABLE: George Barnes, Dec 30398; Joseph Garabson Ork, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Snyder, Dec 30433.			By Joe Young-Fred Ahlert—Published by De Sylva & Brown & Henderson (ASCAP) BEST SELLING RECORD: Billy Williams, Coral 61830. RECORD AVAILABLE: Harry the Hipster, Hip 501; Larry Storch, Roulette 4014.		
2. Teddy Bear		2 9	7. Bye Bye Love		6 13
By Kal Mann-Bernie Lowe—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 47-7000.			By B. Bryant & P. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Evarly Brothers, Cadence 1315. RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; T. Tommy, Dot 15576.		
3. White Silver Sands		4 6	8. Old Cape Cod		8 12
By C. Mathews—Published by Fellows-Peer (BMI) BEST SELLING RECORD: Don Rondo, Jubilee 5288. OTHER RECORDS AVAILABLE: Owen Bradley, Dec 30363; Dave Gardner, OIR 1002; Lennon Simers, Brunswick 55013.			By Rothrock-Wakus-Jeffrey—Published by George Pincus & Sons (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 71101.		
4. Around the World		7 11	9. Diana		13 5
By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORD: Victor Young and Bing Crosby, Dec 30262; Mantovani, London 1746. RECORDS AVAILABLE: George Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M, 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 20-6947; Jack Haskell, Thunderbird 1556; Manny Lopez, Vic 20-6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Lawrence Welk, Coral 61741.			By Paul Anka—Published by Pamco Music, Inc. (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9831.		
5. *Love Letters in the Sand		4 16	10. Rainbow		11 4
By N. Kenny, C. Kenny & Coats—Published by Boursa (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15570. RECORDS AVAILABLE: Charlie Carl, Songbird 207; Vi Vienne, V.I.P. 1009; Mac Wiseman, Dot 15578.			By Ron Hulme—Published by Robbins (ASCAP) BEST SELLING RECORD: Russ Hamilton, Kapp 184. RECORDS AVAILABLE: Bobby Breen, Chio 1013; Bill Darnell, Jubilee 5290.		
Second Ten					
11. Send for Me		11 8	15. So Rare		10 20
By Alie Jones—Published by Winneton (BMI) BEST SELLING RECORD: Nat (King) Cole, Cap 3733.			By Jerry Heist-Jack Sharpe—Published by Robbins (ASCAP) BEST SELLING RECORD: Jimmy Dorsey, Fraterway 755.		
12. It's Not for Me to Say		9 14	17. That'll Be the Day		26 2
By A. Stillman & E. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40851. RECORDS AVAILABLE: Jane Morgan, Kapp 185; Cyril Stapleton, London 1754.			By Jerry Allison-Buddy Holly-Norman Petty—Published by Nor-Va-Jak Music Co. (BMI) BEST SELLING RECORD: Crickets, Brunswick 55009. RECORDS AVAILABLE: Jeff Allen, Verve 10064; Buddy Holly, Dec 30434; Rayven, Argo 5276; Connie Russell, Era 1020.		
13. Honeycomb		23 2	17. Whispering Bells		17 6
By Bob Merrill—Published by Hawthorne Music (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4015. RECORDS AVAILABLE: George Sheu, Dec 30418.			By S. Lowery-C. Quick—Published by Gu-Fee-Bee (BMI) BEST SELLING RECORD: Del Vikings, Dot 15592.		
14. In the Middle of an Island		18 13	19. Remember You're Mine		— 1
By Varnick & Acquaviva—Published by Edw. H. Morris (ASCAP) BEST SELLING RECORD: Tony Bennett, Col 40965. RECORDS AVAILABLE: Tennessee Ernie, Cap 3762; Anita Kerr Quartet, Dec 30417; Stan Wilson, Verve 10068.			By Mann-Lowe—Published by Lowe-Tray Music Corp. (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15602. RECORD AVAILABLE: Ray Vernon, Cameo 709.		
15. Searchin'		14 13	20. Love Me to Pieces		16 3
By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Aton 4087.			By Endley—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Jill Corey, Col 40855. RECORDS AVAILABLE: Janis Martin, Vic 20-6832; Rusty & Doug, Hickory 1043.		
Third Ten					
20. Stardust		18 6	26. Flying Saucer		24 5
By Hoagy Carmichael-Parish—Published by Mills (ASCAP) BEST SELLING RECORD: Billy Ward, Liberty 55671.			By Buchanan & Goodman—Published by Crazy Music RECORD AVAILABLE: Buchanan & Goodman, Lumiere 105.		
20. Whole Lotta Shakin' Goin' On		15 3	26. Jenny Jenny		— 8
By D. Williams-S. David—Published by Marilyn (BMI) BEST SELLING RECORD: Jerry Lee Lewis, Sun 267.			By Johnson-Tennisman—Published by Venice Music (BMI) RECORD AVAILABLE: Little Richard, Specialty 606.		
23. Fascination		24 2	26. Long Lonely Nights		26 2
By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP) RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamilton, London 1758; Dick Jacobs, Coral 61864; Lee Lawrence, London 1266; Jane Morgan, Kapp 191; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 20-6980; Ethel Smith, Dec 30421.			By Unigian-Abbott-Andrews-Henderson—Published by Arc (BMI) RECORDS AVAILABLE: Lee Andrews & the Hearts, Chess 1685; Kitty Kallen, Dec 30404; Kings, Baton 245; Clyde McPhatter, Atlantic 1149.		
24. Shangri-La		21 7	29. To the Aisle		—
By Sigman, Malner, R. Maxwell—Published by Robbins (ASCAP) RECORD AVAILABLE: Four Coins, Epic 9213.			By Freeman-Murphy-Brown-Baker-Kitehawk—Published by Anget (BMI) RECORD AVAILABLE: Five Satins, Ember 1019; Ray Hamilton, Epic 9324.		
25. Short Fat Fannie		20 8	29. Mr. Lee		—
By Mary Williams—Published by Venice (BMI) RECORD AVAILABLE: Larry Williams, Specialty 604.			By Bobbettes—Published by Progressive (BMI) RECORD AVAILABLE: Bobbettes, Atlantic 1144.		

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



THE SINGING

BOB

breaks open

THE BIG NOVELTY SMASH

GOTTA HAVE

IN THE BANK,

FIND OF 1957 ...

JAXON

*His Sensational Appearance on
Ed Sullivan's Sunday TV Show
is Sky-Rocketing Sales!*

HIT OF THE YEAR ...

SOMETHING

FRANK

47/20-7006

words and music by

BOB HILLIARD and MORT GARSON



RCA VICTOR
TRADE MARK
RADIO CORPORATION OF AMERICA





Best Sellers in Stores

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

FOR
SURVEY WEEK
ENDING
AUGUST 17, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TAMMY (ASCAP)—Debbie Reynolds... French Heels (ASCAP)—Coral 61851	3	5	11. WHITE SILVER SANDS (BMI)— Don Rondo... Stars Fell on Alabama (ASCAP)—Jubilee 5288	9	5	20. STARDUST (ASCAP)—Billy Ward... Lucinda (BMI)—Liberty 55071	17	6
2. TEDDY BEAR (ASCAP)—Elvis Presley... LOVING YOU (BMI)—Vic 20-7000	1	10	12. WHISPERING BELLS (BMI)— Del Vikings... Don't Be a Fool (BMI)—Dot 15592	12	7	21. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett... I AM (ASCAP)—Col 40965	19	3
3. DIANA (BMI)—Paul Anka... Don't Gamble With Love (BMI)— ABC-Paramount 9831	6	5	13. SHORT FAT FANNIE (BMI)— Larry Williams... High School Dance (BMI)—Specialty 608	18	8	21. OLD CAPE COD (ASCAP)—Patti Page... WONDERING (BMI)—Mercury 71101	23	12
4. SEARCHIN' (BMI)—Coasters... YOUNG BLOOD (BMI)—Atco 6087	5	13	13. REMEMBER YOU'RE MINE (ASCAP)—Pat Boone... THERE'S A GOLD MINE IN THE SKY (ASCAP)—Dot 15602	13	3	23. FLYING SAUCER— Buchanan & Goodman... Martian Melody (BMI)—Luniverse 108	20	5
5. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone... BERNARDINE (ASCAP)—Dot 15570	2	16	15. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (ASCAP)—Billy Williams... DATE WITH THE BLUES (ASCAP)—Coral 61830	8	10	24. MR. LEE (BMI)—Bobbettes... Look at the Stars (BMI)—Atlantic 1144	30	3
6. BYE BYE LOVE (BMI)— Everly Brothers... I Wonder If I Care as Much (BMI)—Cadence 1315	4	14	16. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis... It'll Be Mine (BMI)—Sun 267	15	5	25. IT'S NOT FOR ME TO SAY (ASCAP)— Johnny Mathis... Warm and Tender (ASCAP)—Col 40851	16	14
7. THAT'LL BE THE DAY (BMI)— Crickets... I'm Lookin' for Someone to Love (BMI)— Brunswick 55009	21	2	17. LOVE ME TO PIECES (BMI)—Jill Corey... Love (BMI)—Col 40955	11	3	26. TO THE AISLE (BMI)—Five Satins... Wish I Had My Baby (BMI)—Ember 1019	25	2
8. RAINBOW (ASCAP)—Russ Hamilton... We Will Make Love (ASCAP)—Kapp 184	7	4	18. HONEYCOMB (ASCAP)— Jimmie Rodgers... Their Hearts Were Full of Spring (ASCAP)— Roulette 4015	23	3	27. TAMMY (BMI)—Ames Brothers... ROCKIN' SHOES (ASCAP)—Vic 6930	27	3
9. SEND FOR ME (BMI)— Nat (King) Cole... MY PERSONAL POSSESSION (BMI)—Cap 3737	13	9	19. JENNY, JENNY (BMI)—Little Richard... MISS ANN (BMI)—Specialty 606	22	10	27. SHANGRI-LA (ASCAP)—Four Coins... First in Line (ASCAP)—Epic 9213	24	6
10. SO RARE (ASCAP)—Jimmy Dorsey... Sophisticated Swing (ASCAP)—Fraternity 753	10	20				29. GOODY GOODY (ASCAP)— Teenagers... Creation of Love (BMI)—Gee 1039		1

Most Played by Jockeys

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

FOR
SURVEY WEEK
ENDING
AUGUST 17, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TAMMY (ASCAP)—Debbie Reynolds... French Heels (ASCAP)—Coral 61851	1	6	9. HONEYCOMB (ASCAP)—Jimmie Rodgers... Their Hearts Were Full of Spring (ASCAP)— Roulette 4015		1	17. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis... It'll Be Mine (BMI)—Sun 267	13	3
2. TEDDY BEAR (ASCAP)—Elvis Presley... Loving You (BMI)—Vic 7000	2	17	10. IT'S NOT FOR ME TO SAY (ASCAP)— Johnny Mathis... Warm and Tender (ASCAP)—Col 40851	9	14	18. AROUND THE WORLD (ASCAP)— Victor Young... Around the World (Vocal) (ASCAP)— Dee 30262		8
3. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (ASCAP)—Billy Williams... Date With the Blues (ASCAP)—Coral 61830	3	10	11. RAINBOW (ASCAP)—Russ Hamilton... We Will Make Love—Kapp 184	14	4	19. STARDUST (ASCAP)—Billy Ward... Lucinda (BMI)—Liberty 55071	12	4
4. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone... Bernardine (ASCAP)—Dot 15570	6	16	12. REMEMBER YOU'RE MINE (ASCAP)— Pat Boone... There's a Gold Mine in the Sky (ASCAP)— Dot 15602		1	19. WHISPERING BELLS (BMI)— Del Vikings... Don't Be a Fool (BMI)—Dot 15592	19	3
5. TAMMY (ASCAP)—Ames Brothers... Rockin' Shoes (BMI)—Vic 6930	7	6	13. AROUND THE WORLD (ASCAP)— Mantovani... The Road to Ballingarry (ASCAP)— London 1746	17	6	21. SO RARE (ASCAP)—Jimmy Dorsey... Sophisticated Swing (ASCAP)—Fraternity 753	10	17
6. OLD CAPE COD (ASCAP)—Patti Page... Wondering (BMI)—Mercury 71101	4	13	14. SEND FOR ME (BMI)— Nat (King) Cole... My Personal Possession (BMI)—Cap 3737	11	7	22. LOVE ME TO PIECES (BMI)—Jill Corey... Love (BMI)—Col 40955	22	4
7. BYE BYE LOVE (BMI)— Everly Brothers... I Wonder If I Care as Much (BMI)—Cadence 1315	5	13	14. IN THE MIDDLE OF THE ISLAND (ASCAP)—Tony Bennett... I Am (ASCAP)—Col 40965	25	2	23. SHANGRI-LA (ASCAP)—Four Coins... First in Line (ASCAP)—Epic 9213	23	7
8. WHITE SILVER SANDS (BMI)— Don Rondo... Stars Fell on Alabama (ASCAP)— Jubilee 5288	8	5	16. DIANA (BMI)—Paul Anka... Don't Gamble With Love (BMI)— ABC-Paramount 9831	18	3	24. LOVING YOU (BMI)—Elvis Presley... Teddy Bear (ASCAP)—Vic 7000	20	5
						25. THAT'LL BE THE DAY (BMI)—Crickets... I'm Lookin' for Someone to Love (BMI)— Brunswick 55009		

ABC-PARAMOUNT'S

HOT NEW CHOICES FOR THE CHARTS!

9841 **WHAT YOU'VE DONE TO ME** c/w THAT'S RIGHT **MICKI MARLO**

9845 **I'LL NEVER FORGIVE YOU**
HOW VERY WONDERFUL c/w **ALAN DALE**

9851 **REBEL** c/w CUDDLE BUG **JILL WHITNEY**

9850 **I MADE A FOOL OF MYSELF**
OVER JOHN FOSTER DULLES c/w PU-UH-UH-UP-PY LOVE
ACCLAIMED AS THE MOST HILARIOUS NOVELTY SMASH OF THE YEAR! **CAROL BURNETT**

ABC-PARAMOUNT'S

HOT COLLECTION OF CURRENT CLICKS!

9831 **DIANA** c/w DON'T GAMBLE WITH LOVE **PAUL ANKA**

9837 **BLACK SLACKS** c/w BOPPIN' ROCK BOOGIE **THE SPARKLETONES**

9838 **HIGH SCHOOL ROMANCE** c/w EVERYBODY'S BODY **GEORGE HAMILTON IV**

9840 **LATER BABY** c/w **ALL THE TIME** **JOHNNY JANIS**

9842 **THE CAMEL'S JUMP** c/w DESERT FANTASY **TOMMY STEPHENS AND HIS ORCHESTRA**

9843 **SOMEDAY, SWEETHEART** c/w A FOOL IN LOVE **EARL WILLIAMS**

9844 **I'LL WALK ALONE** c/w **THE LADDER OF LOVE** **JOHNNY NASH**



*rollin' for the big sales
with their newest rockin' hit!*

THE FIVE KEYS

orchestra conducted by VAN ALEXANDER

**THE FACE
OF AN ANGEL**

c/w **BOOM-BOOM**

Record No. 3786





Buyboard

ALL NEW AND ALL POP!

NORMAN ERSKINE

with Bob Bain's Music

TILL WE MEET AGAIN
WHAT'S TO
BECOME OF ME



no. 3769

THE FOUR PREPS with LOU BUSCH

and his Orchestra

BAND OF ANGELS

(From the Warner Bros. Motion Picture "Band Of Angels")

HOW ABOUT THAT?

no. 3775



THE FOUR FRESHMEN

Orchestra Conducted by Dick Reynolds

JULIE IS HER NAME

SOMETIMES
I'M HAPPY



no. 3779

THE KING SISTERS

with Orchestra Conducted by Alvino Rey

THAT OLD FEELING

EASY TO LOVE

no. 3780



AND GREAT C & W!

THE LOUVIN BROTHERS

IRA and CHARLEY

PRAYING

THERE'S

NO

EXCUSE



(Both from the Capitol Album
"Hearer My God To Thee")

no. 3770

SKEETS McDONALD

FINGERTIPS

BLESS

YOUR

LITTLE

OL' HEART



no. 3778

HANK THOMPSON

and His Brazos Valley Boys

TEARS ARE

ONLY RAIN

UNDER

THE DOUBLE

EAGLE



no. 3781

THE HOTTEST SINGING GROUPS ARE ON MERCURY



THE DIAMONDS

ZIP ZIP

AND
OH, HOW I WISH
MERCURY 71165



THE DEL VIKINGS

COOL SHAKE

AND
JITTERBUG MARY
MERCURY 71132



THE CREW-CUTS

HEY, YOU FACE

AND
I SIT IN MY WINDOW
MERCURY 71168





Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 17

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Bye Bye Love, Everly Brothers, Cdc.
Diana, Paul Anka, ABC-Para.
Love Letters in the Sand/Bernardine
 Pat Boone, Dot
Rainbow, Russ Hamilton, Kapp
Searchin', Coasters, Atco
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
Whispering Bells, Del Vikings, Dot
Whole Lotta Shakin' Goin' On
 Jerry Lee Lewis, Sun

CHICAGO

Diana, Paul Anka, ABC-Para.
I'm Gonna Sit Right Down and Write Myself a Letter, Billy Williams, Cor.
Mr. Lee, Bobbettes, Atl.
Rainbow, Russ Hamilton, Kapp
Searchin', Coasters, Atco
Stardust, Billy Ward, Lbt.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
White Silver Sands, Don Rondo, Jub.

DETROIT

Flying Saucer, Buchanan & Goodman, Lun.
It's Not for Me to Say, Johnny Mathis, Col.
Love Letters in the Sand/Bernardine
 Pat Boone, Dot
Send for Me, Nat (King) Cole, Cap.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
Whispering Bells, Del Vikings, Dot
Whole Lotta Shakin' Goin' On
 Jerry Lee Lewis, Sun

EAST TEXAS

Cool Shake, Del Vikings, Mer.
Lotta Lovin', Gene Vincent, Cap.
Love Me to Pieces, Jill Corey, Col.
Short Fat Fannie, Larry Williams, Spe.
Teddy Bear, Elvis Presley, Vic.
When I See You/What Will I Tell My Heart?
 Fats Domino, Imp.
Whispering Bells, Del Vikings, Dot
You're My One and Only Love
 Ricky Nelson, Vrv.

FLORIDA

Bye Bye Love, Everly Brothers, Cdc.
Flying Saucer, Buchanan & Goodman, Lun.
I'm Gonna Sit Right Down and Write Myself a Letter, Billy Williams, Cor.
It's Not for Me to Say, Johnny Mathis, Col.
Love Letters in the Sand/Bernardine
 Pat Boone, Dot
Searchin', Coasters, Atco
Send for Me, Nat (King) Cole, Cap.
Short Fat Fannie, Larry Williams, Spe.
Tammy, Debbie Reynolds, Cor.
White Silver Sands, Don Rondo, Jub.

LOS ANGELES

Bye Bye Love, Everly Brothers, Cdc.
I'm Gonna Sit Right Down and Write Myself a Letter, Billy Williams, Cor.
Love Letters in the Sand/Bernardine
 Pat Boone, Dot
Searchin', Coasters, Atco
Short Fat Fannie, Larry Williams, Spe.
So Rare, Jimmy Dorsey, Fly.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.

NEW YORK AND NEWARK

Bye Bye Love, Everly Brothers, Cdc.
Diana, Paul Anka, ABC-Para.
Goody Goody, Teenagers, Gee
Honeycomb, Jimmie Rodgers, Rit.
Love Letters in the Sand/Bernardine
 Pat Boone, Dot
Mr. Lee, Bobbettes, Atl.
Send for Me/My Personal Possession
 Nat (King) Cole, Cap.
Teddy Bear/Loving You, Elvis Presley, Vic.

NORTHERN NEW YORK STATE

Honeycomb, Jimmie Rodgers, Rit.
Let the Four Winds Blow, Ray Brown, Imp.
Send for Me/My Personal Possession
 Nat (King) Cole, Cap.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.
There's a Gold Mine in the Sky/Remember You're Mine, Pat Boone, Dot
Whole Lotta Shakin' Goin' On
 Jerry Lee Lewis, Sun

NORTHERN OHIO

Desiree, Charts, Everlast
Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rit.
I'm Gonna Sit Right Down and Write Myself a Letter/Dats With the Blues
 Billy Williams, Cor.
Rainbow, Russ Hamilton, Kapp
Searchin', Coasters, Atco
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
When I See You/What Will I Tell My Heart?
 Fats Domino, Imp.
Whole Lotta Shakin' Goin' On
 Jerry Lee Lewis, Sun

NORTHWEST

Around the World, Mantovani, Lon.
Bye Bye Love, Everly Brothers, Cdc.
Flying Saucer, Buchanan & Goodman, Lun.
I'm Gonna Sit Right Down and Write Myself a Letter, Billy Williams, Cor.
It's Not for Me to Say, Johnny Mathis, Col.
Love Letters in the Sand/Bernardine
 Pat Boone, Dot
Over the Mountain, Johnnie & Joe, Chess
So Rare, Jimmy Dorsey, Fly.
Tammy, Debbie Reynolds, Cor.
Teenage Crush, Tommy Sands, Cap.
Teddy Bear/Loving You, Elvis Presley, Vic.
White Silver Sands, Don Rondo, Jub.
White Sport Coat, Marty Robbins, Col.

PHILADELPHIA

Diana, Paul Anka, ABC-Para.
Goody Goody, Teenagers, Gee
In the Middle of an Island/I Am Tony Bennett, Col.
It's Not for Me to Say, Johnny Mathis, Col.
Love Letters in the Sand/Bernardine
 Pat Boone, Dot
Rainbow, Russ Hamilton, Kapp
Tammy, Debbie Reynolds, Cor.
White Silver Sands, Don Rondo, Jub.
Wonderful Wonderful, Johnny Mathis, Col.
You're My One and Only Love
 Ricky Nelson, Vrv.

SAN FRANCISCO AND OAKLAND

Bye Bye Love, Everly Brothers, Cdc.
Flying Saucer, Buchanan & Goodman, Lun.
Searchin'/Young Blood, Coasters, Atco
Send for Me, Nat (King) Cole, Cap.
Short Fat Fannie, Larry Williams, Spe.
Tammy, Debbie Reynolds, Cor.
Tammy/Rockin' Shoes, Ames Brothers, Vic.
Teddy Bear, Elvis Presley, Vic.

SOUTHERN OHIO

Bye Bye Love, Everly Brothers, Cdc.
Fallen Star, Jimmy Newman, Dot
Love Letters in the Sand/Bernardine
 Pat Boone, Dot
Love Me to Pieces, Jill Corey, Col.
Loving You/Teddy Bear, Elvis Presley, Vic.
Remember You're Mine/There's a Gold Mine in the Sky, Pat Boone, Dot
Searchin'/Young Blood, Coasters, Atco
Send for Me/My Personal Possession
 Nat (King) Cole, Cap.
Tammy, Debbie Reynolds, Cor.
ST. LOUIS AND KANSAS CITY
Bernardine/Love Letters in the Sand
 Pat Boone, Dot
It's Not for Me to Say, Johnny Mathis, Col.
Jenny Jenny, Little Richard, Spe.
June Night, Jimmy Dorsey, Fly.
Rainbow, Russ Hamilton, Kapp
Searchin', Coasters, Atco
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
White Silver Sands, Don Rondo, Jub.
Whole Lotta Shakin' Goin' On
 Jerry Lee Lewis, Sun

WASHINGTON AND BALTIMORE

Around the World (Vocal)
 Victor Young, Dec.
Diana, Paul Anka, ABC-Para.
Gonna Find Me a Bluebird
 Marvin Rainwater, M-G-M
Love Letters in the Sand/Bernardine
 Pat Boone, Dot
Love Me to Pieces, Jill Corey, Col.
Searchin', Coasters, Atco
Short Fat Fannie, Larry Williams, Spe.
So Rare, Jimmy Dorsey, Fly.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.



JONI JAMES

DAY DREAMING



CRYING IN THE SHADOWS

K12531 • MGM 12531

MARVIN RAINWATER

MY LOVE IS REAL



MY BRAND OF BLUES

K12511 • MGM 12511

Still Sock Seller
GONNA FIND ME A BLUEBIRD
 K12412

SAM (THE MAN) TAYLOR

TANGANYIKA

and

A TOUCH OF THE BLUES



DAVID ROSE AND HIS ORCH.

A NIGHT IN TRINIDAD

CAPTAIN'S PARADISE
 K12525 • MGM 12525

Hit single from hit album released by popular demand
Murray Arnold Quartet
 (From album "Overheard in a Cocktail Lounge")

MOONLIGHT

PICKED BY BILLBOARD & CASH BOX

K12530



CHUCK ALAIMO QUARTET

HOW I LOVE YOU

and LOCAL 66
 K12508

SAVE MONEY
 ORDER YOUR BILLBOARD SUBSCRIPTION TODAY



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Please enter my subscription to The Billboard for one full year (52 issues). I enclose \$15 payment (saves \$3.20 on single copy rates). 795
 payment enclosed bill me

Name _____
 Occupation or title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

DICK HYMAN
 THE RED HEAD and BAND OF ANGELS
 K12516

TOMMY EDWARDS
 WE'RE NOT CHILDREN ANYMORE and ANYPLACE, ANYTIME, ANYWHERE
 K12514

JERRY WAYNE
 HONKY TONKIN' and MIDNIGHT SPECIAL
 K12532

DONN REYNOLDS
 ROSE OF OL' PAWNEE and ALL ALONE
 K12512

HANK HORNSBY
 THE LEGEND OF THE BIRDS AND BEES and GIRLS, GIRLS, GIRLS
 K12519



JIMMY DEAN

One of the most popular, up-and-coming stars of the year on CBS Television, Jimmy makes a memorable Columbia debut with two sides tailor-made for his large, devoted and ever-growing number of fans. Look for several performances of both songs on Jimmy's rating-busting Television shows!

Love Me So I'll Know
b/w

Deep Blue Sea
with Ray Ellis
and His Orchestra
4-40995



JOHNNY MATHIS

The perfect sales-mate for John's "Wonderful, Wonderful" and "It's Not For Me to Say," chart-perchers for no less than 19 weeks! Here is one of the most exciting, unique artists in industry history with what may well be his most memorable performance to date.

Chances Are
b/w

The Twelfth of Never
with Ray Conniff
and His Orchestra
4-40993



JERRI ADAMS

Two ballads with a beat, either or both of which could well explode as The Big One for the talented Miss Adams.

I'm All Right Now
b/w

Looking For Someone
to Love
with Ray Conniff
and His Orchestra
4-40992



RAY CONNIFF

Two cash-registering samples of the "Conniff Sound," assured plays-a-plenty by the nation's deejays (whose overwhelming vote in the just concluded Cash Box deejay poll put the Conniff organization on top as the "Up and Coming Orchestra" of the year)

Melody For Two Guitars
b/w

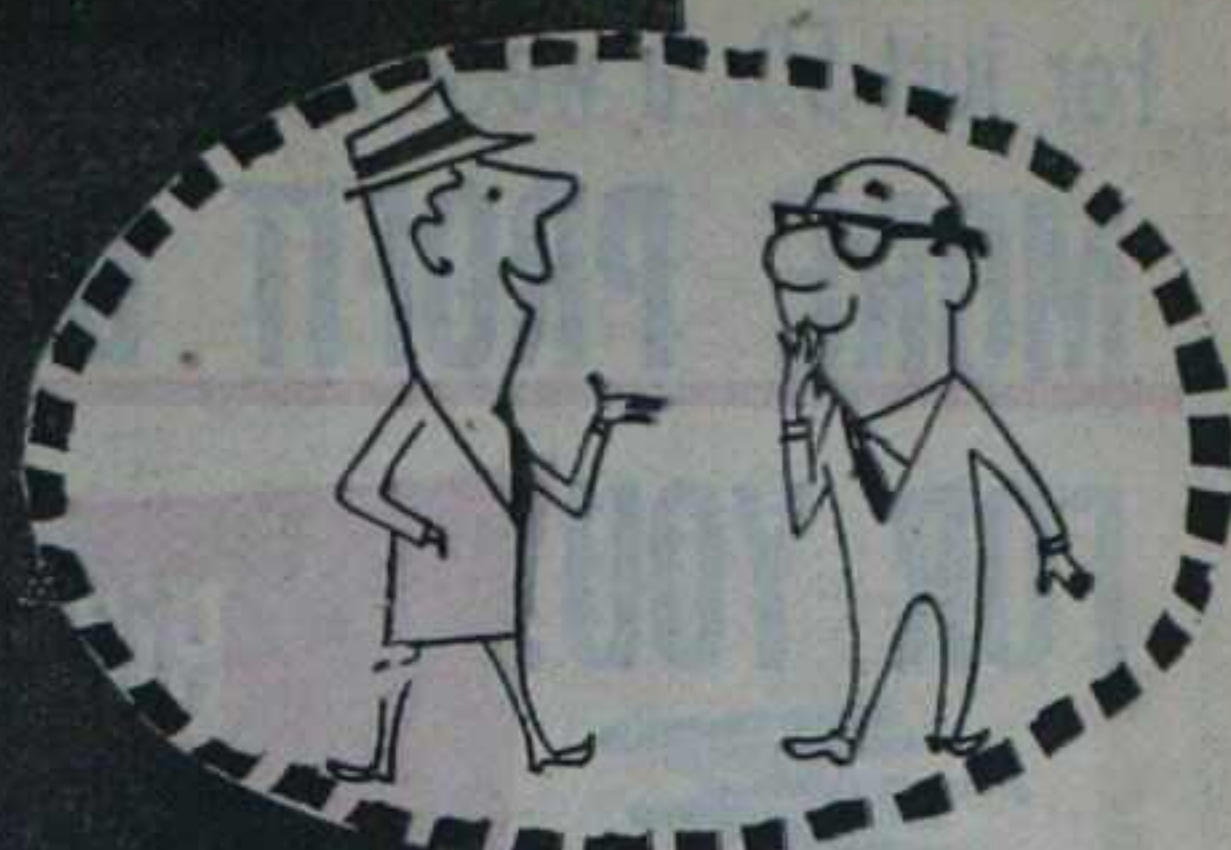
Walkin' and Whistlin'
Ray Conniff
and His Orchestra
4-40991

THE SURE-FIRE HITS ARE ON
THE HOTTEST COMPANY IN

COLUMBIA RECORDS

THE BUSINESS

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



Everybody's Talkin'
about the new

ROSEMARY CLOONEY

Release

YOU CAN'T LOSE THE
BLUES WITH

COLORS



THAT'S HOW IT IS

Irving Berlin's
50th Anniversary Song

COLUMBIA 4-40981
and 40981

COLUMBIA RECORDS

For just 50c a week these sales helps can mean
MORE PROFIT DOLLARS

FOR YOU!



**Billboard's
SALES
BOOSTER
KITS**

are helping dealers
everywhere sell more
singles, albums, phonos
and accessories!

For as little as 50c a week you, too,
can put these colorful window, wall and
counter posters to work in your store
. . . to help you push profits up, up, up!

Twice a month, you get all these sales-aids mailed to
you in a special SALES BOOSTER KIT.

- "HONOR ROLL OF HITS" POSTER - 17"x22", flashy two colors. Lists the Top 10 Tunes of the week plus the up-and-coming hits.
- "BIG PLAY" POP ALBUM POSTER - 17"x22" in two colors. Lists the top selling albums. Great for self-selection displays.
- "BIG PLAY" CLASSICAL ALBUM POSTER (alternating with "BIG PLAY" JAZZ ALBUM POSTER). Giant, 17"x22", two colors. Use 'em on counters and over self-service racks.
- "TODAY'S TOP TUNES" . . . give away folders listing the tops in pops, classical, jazz, R&B, C&W. Great for listening booths, direct mail selling, statement enclosures.
- NEW TITLES . . . NEW ARTISTS . . . NEW EQUIPMENT POSTERS—a big supply every-kit, to dress up your windows, walls and counters. Real customer convincers at the point-of-sale!

MAIL THIS COUPON NOW

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Top 100 Sides

FOR SURVEY WEEK ENDING AUGUST 19

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

Position	Song, Artist, Label	Position Last Week
1.	TEDDY BEAR, Elvis Presley, Victor	1
2.	TAMMY, Debbie Reynolds, Coral	4
3.	BYE BYE LOVE, Everly Brothers, Cadence	5
4.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	3
5.	SEARCHIN', Coasters, Atco	8
6.	DIANA, Paul Anka, ABC-Paramount	13
7.	SO RARE, Jimmy Dorsey, Fraternity	7
8.	I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER, Billy Williams, Coral	4
9.	SHORT FAT FANNIE, Larry Williams, Specialty	8
10.	WHISPERING BELLS, Del Vikings, Dot	9
11.	SEND FOR ME, Nat (King) Cole, Capitol	11
12.	RAINBOW, Russ Hamilton, Kapp	14
13.	WHITE SILVER SANDS, Don Rondo, Jubilee	18
14.	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	17
15.	THAT'LL BE THE DAY, Crickets, Brunswick	39
16.	STARDUST, Billy Ward, Liberty	15
17.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	12
18.	OLD CAPE COD, Patti Page, Mercury	16
19.	LOVE ME TO PIECES, Jill Corey, Columbia	29
20.	FLYING SAUCER, Buchanan & Goodman, Luniverse	19
21.	JENNY JENNY, Little Richard, Specialty	11
22.	IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	38
23.	MR. LEE, Bobbettes, Atlantic	41
24.	HONEYCOMB, Jimmie Rodgers, Roulette	51
25.	SHANGRI-LA, Four Coins, Epic	23
26.	GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M-G-M	25
27.	TO THE AISLE, Five Satins, Ember	30
28.	REMEMBER YOU'RE MINE, Pat Boone, Dot	51
29.	AROUND THE WORLD, Mantovani, London	31
30.	GOODY GOODY, Teenagers, Gee	46
31.	I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence	24
32.	WHITE SPORT COAT, Marty Robbins, Columbia	27
33.	LOVING YOU, Elvis Presley, Victor	28
34.	TAMMY, Ames Brothers, Victor	40
35.	DARK MOON, Gale Storm, Dot	21
36.	OVER THE MOUNTAIN, Johnnie & Joe, Chess	22
37.	WONDERFUL WONDERFUL, Johnny Mathis, Columbia	36
38.	TEENAGERS ROMANCE, Ricky Nelson, Verve	26
39.	ALL SHOOK UP, Elvis Presley, Victor	38
39.	BERNARDINE, Pat Boone, Dot	28
41.	FOUR WALLS, Jim Reeves, Victor	43
42.	ISLAND IN THE SUN, Harry Belafonte, Victor	45
43.	WHEN I SEE YOU, Fats Domino, Imperial	62
44.	YOUNG BLOOD, Coasters, Atco	41
45.	LONG LONELY NIGHTS, Lee Andrews, Chess	54
46.	COOL SHAKE, Del Vikings, Mercury	49
46.	LET THE FOUR WINDS BLOW, Roy Brown, Imperial	59
48.	THERE'S A GOLD MINE IN THE SKY, Pat Boone, Dot	57
48.	VALLEY OF TEARS, Fats Domino, Imperial	36
50.	START MOVIN', Sal Mineo, Epic	35
51.	SUSIE Q, Dale Hawkins, Checker	46
52.	AROUND THE WORLD, Victor Young, Decca	34
52.	FREIGHT TRAIN, Rusty Draper, Mercury	48
54.	C. C. RIDER, Chuck Willis, Atlantic	48
55.	FALLEN STAR, Ferlin Husky, Capitol	51
55.	WHITE SILVER SANDS, Dave Gardner, OJ	35
57.	LONG LONELY NIGHTS, Clyde McPhatter, Atlantic	56
58.	FALLEN STAR, Hilltoppers, Dot	60
59.	OH BABY DOLL, Chuck Berry, Chess	61
60.	FALLEN STAR, Jimmy Newman, Dot	57
61.	AROUND THE WORLD, Bing Crosby, Decca	73
61.	WITH ALL MY HEART, Jodi Sands, Chancellor	59
63.	FRAULEIN, Bobby Helms, Decca	65
64.	WHAT WILL I TELL MY HEART? Fats Domino, Imperial	80
64.	MY PERSONAL POSSESSION, Nat (King) Cole, Capitol	63
66.	DARLING IT'S WONDERFUL, Lovers, Lamp	85
66.	IN THE MIDDLE OF AN ISLAND, Tennessee Ernie Ford, Capitol	94
68.	JUNE NIGHT, Jimmy Dorsey, Fraternity	63
68.	SCHOOL DAYS, Chuck Berry, Chess	63
70.	ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU, Huey Smith, Chess	77
71.	COME GO WITH ME, Del Vikings, Dot	65
71.	I LOVE YOU SO MUCH IT HURTS, Charlie Gracie, Camco	71
73.	AROUND THE WORLD, McGuire Sisters, Coral	98
73.	LITTLE DARLIN', Diamonds, Mercury	55
75.	YOU'RE MY ONE AND ONLY LOVE, Ricky Nelson, Verve	96
76.	ROCKIN' SHOES, Ames Brothers, Victor	96
77.	LOTTA LOVIN', Gene Vincent, Capitol	98
78.	BUILD YOUR LOVE, Johnnie Ray, Columbia	65
78.	FARTHER UP THE ROAD, Bobby (Blue) Bland, Duke	80
80.	DARK MOON, Bonnie Guitar, Dot	82
80.	HIGH SCHOOL ROMANCE, George Hamilton IV, ABC-Paramount	94
80.	ROCK YOUR BABY TO SLEEP, Buddy Knox, Roulette	73
83.	HE'S MINE, Platters, Mercury	68
83.	MY DREAM, Platters, Mercury	73
85.	DYNAMITE, Brenda Lee, Decca	72
85.	MISS ANN, Little Richard, Specialty	73
87.	AND THAT REMINDS ME, Delta Ruse, Jubilee	—
87.	FASCINATION, Jane Morgan, Kapp	—
89.	FOUR WALLS, Jim Lowe, Dot	81
89.	PASSING STRANGERS, Sarah Vaughan & Billy Eckstine, Mercury	98
89.	TONIGHT TONIGHT, Mello-Kings, Herald	98
92.	FIRST KISS, Norman Petty Trio, Columbia	—
92.	I'M WALKIN', Ricky Nelson, Verve	77
92.	JAY-DEE'S BOOGIE WOOGIE, Jimmy Dorsey, Fraternity	—
95.	BLACK SLACKS, Joe Bennett & Sparkletones, ABC-Paramount	—
95.	GONE, Ferlin Husky, Capitol	51
97.	ZIP ZIP, Diamonds, Mercury	—
98.	IS IT WRONG? Warner Mack, Decca	—
98.	MISS YOU SO, Lillian Offitt, Escallo	—
98.	ROUND AND ROUND, Perry Como, Victor	—
98.	RANG TANG DING DONG, Cello, Apollo	—
98.	WHITE SILVER SANDS, Owen Bradley, Decca	63



THE COASTERS DO IT AGAIN!

following up their all-time **smash**

SEARCHIN'/Young Blood

with **ANOTHER MILLION SELLER**

just released *

(When She Wants Good Lovin')

"MY BABY COMES TO ME"

#6098

"IDOL WITH THE GOLDEN HEAD"

ATCO

150,000 shipped first 3 days!

Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING AUGUST 17, 1957

POPULAR

NEW HIT
 GOODY GOODY
 * TEENAGERS *
 CREATION OF LOVE
 Ore 1029

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

LOVE ME TO PIECES
 * JILL COBLE *
 LOVE
 Columbia 40955

RAINBOW
 * RUSS HAMILTON *
 WE WILL MAKE LOVE
 Kapp 184

THAT'LL BE THE DAY
 * THE CRICKETS *
 I'M LOOKIN' FOR SOMEONE TO LOVE
 Brunswick 55009

I'm Gonna Sit Right Down and Write
 Myself a Letter
 * BILLY WILLIAMS *
 DATE WITH THE BLUES
 Coral 61830

WHISPERING BELLS
 * DEL YIKINGOS *
 DON'T BE A FOOL
 Dot 15592

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

TO THE AISLE
 * THE FIVE SATINS *
 WISH I HAD MY BABY
 Ember 1019

IN THE MIDDLE OF AN ISLAND
 * TONY BENNETT *
 I AM
 Columbia 40965

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

STARBUST
 * BILLY WARD *
 LUKEMBA
 Liberty 56071

WHOLE LOTTA SHAKIN' GOIN' ON
 * JERRY LEE LEWIS *
 IT'LL BE HERE
 Sun 267

SHANGRI-LA
 * THE FOUR COINS *
 FIRST IN LINE
 Epic 9213

TAMMY
 * DEBBIE REYNOLDS *
 FRENCH KISS
 Coral 41851

IT'S NOT FOR ME TO SAY
 * JOHNNY MATHEIS *
 WARM AND TENDER
 Columbia 40651

JENNY JENNY
 * LITTLE RICHARD *
 MISS ANN
 Specialty 606

WHITE SILVER SANDS
 * DON RONDO *
 STARS FELL ON ALABAMA
 Jubilee 5288

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

DIANA
 * PAUL ANKA *
 DON'T GAMBLE WITH LOVE
 ABC-Paramount 9831

OLD CAPE COD
 * FATTI PAGE *
 WONDERING
 Mercury 71101

TAMMY
 * AMES BROTHERS *
 ROCKIN' SHOES
 RCA Victor 6790

MR. LEE
 * BOBBETTES *
 LOOK AT THE STARS
 Atlantic 1144

SEARCHIN'
 * THE COASTERS *
 YOUNG BLOOD
 Ace 4067

SO BARE
 * JIMMY DORSEY *
 SOPHISTICATED SWING
 Fraternity 750

TEDDY BEAR
 * ELVIS PRESLEY *
 LOVING-YOU
 RCA Victor 7000

NEW HIT
 WHEN I SEE YOU
 * FATS DOMINO *
 WHAT WILL I TELL MY HEART
 Imperial 5454

FLYING SAUCER
 * BUCHANAN & GOODMAN *
 MARTIAN MELODY
 Luniverse 105

HONEYCOMB
 * JIMMIE RODGERS *
 THEIR HEARTS WERE FULL OF SPRING
 Roulette 4015

REMEMBER YOU'RE MINE
 * PAT BOONE *
 THERE'S A GOLD MINE IN THE SKY
 Dot 15602

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

FALLEN STAR
 * JIMMY NEWMAN *
 I CAN'T GO ON THIS WAY
 Dot 18874

FRAULEIN
 * BOBBY HELMS *
 HEARTSACK FELLING
 Decca 30194

FOUR WALLS
 * JIM REEVES *
 I KNOW AND YOU KNOW
 RCA Victor 4874

FALLEN STAR
 * FERLIN MUSKY *
 PRIZE POSSESSION
 Capitol 3742

MY SHOES KEEP WALKING
 - BACK TO YOU
 * RAY PRICE *
 DON'T DO ME THIS WAY
 Columbia 40951

GONNA FIND ME A BLUEBIRD
 * MARVIN RAMSWATER *
 SO YOU THINK YOU'VE GOT TROUBLES
 MGM 12412

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

FARTHER UP THE ROAD
 * SOBBY (BLUE) BLAND *
 SOMETIME TOMORROW
 Duke 170

LONG LOVELY NIGHTS
 * CLYDE McPHATTER *
 HEARTACHES
 Atlantic 1149

MISS YOU SO
 * LILLIAN OFFIT *
 IF YOU ONLY KNEW
 Excello 2104

ROCKIN' PNEUMONIA AND THE
 BOOGIE-WOOGIE FLU
 (Parts 1 & 2)
 * HUEY SMITH *
 Ace 530

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

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

BEST BUY
 LAVERN BAKER
 Humpty Dumpty Heart
 Love Me Right
 Atlantic 1150

BEST BUY
 DOC BAGBY
 Duetting
 Sylvia's Calling
 Okeh 7049

BEST BUY
 KITTY WELLS
 I'm Always Be Your Friscoin
 What I Believe
 Decca 30415

BEST BUY
 JANICE HARPER
 Tell Me That You Love Me Tonight
 Prep 111

BEST BUY
 RICKY NELSON
 You're My One and Only
 Henry Rock
 Vesta 10070

OPERATORS BEST NEW RELEASES

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

OPINION
 LARRY BIRDSONG
 I'm Pleading for Just Your Kiss
 If You Don't Want Me No More
 Vee Jay 254

OPINION
 TERESA BREWER
 Born to Love
 It's the Same Old Jazz (Minniel)
 Coral 61878

OPINION
 THE COASTERS
 My Baby Comes to Me
 I'd Like to Be Your Girl
 A&O 6098

OPINION
 NAT (KING) COLE
 With You on My Mind
 Rhapsody
 Capitol 3792

OPINION
 JIMMY DEAN
 Love Me, So I'll Know
 Deep Blue Sea
 Columbia 40995

OPINION
 BOB DENTON
 Love Me, So I'll Know
 I'm Sending You This Record
 Dot 15622

OPINION
 BOBBY HELMS
 My Special Angel
 Standing at the End of My World
 Decca 30433

OPINION
 FERLIN HUSKY
 This Moment of Love
 Make Me Love Again
 Capitol 3790

OPINION
 GEORGE JONES
 Tell Tall Tales
 Hearin' in My Dreams
 Mercury 71176

OPINION
 JOHNNY MATHEIS
 Chances Are
 The Twinkle of My Eye
 Columbia 40993

OPINION
 MICKY & SYLVIA
 Love Is a Treasure
 Let's Have a Picnic
 VZ 0330

OPINION
 TONY PERKINS
 Moonlight Swin
 First Record
 RCA Victor 7028

OPINION
 WEBB PIERCE
 Don't Do It Darlin'
 Holiday for Lovers
 Decca 30419

RECORDS ELIMINATED FROM LAST WEEK'S PANEL

While these records are still juke box favorites in many areas, they have been eliminated because of the greater national programming strength of the NEW HIT records in the adjoining chart.

A White Sport Coat/ Grow-Up Tears
 Marty Robbins, Columbia 40964

ANOTHER



SMASH!

Steve Allen



**GOTTA HAVE
SOMETHING IN THE
BANK, FRANK**

9-61877

b/w A DISC JOCKEY'S THEME SONG

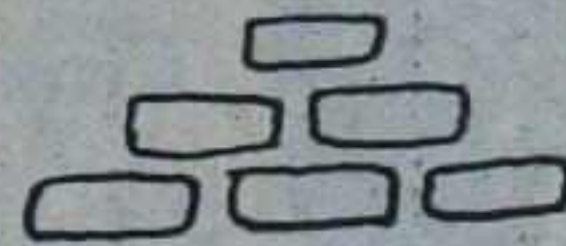
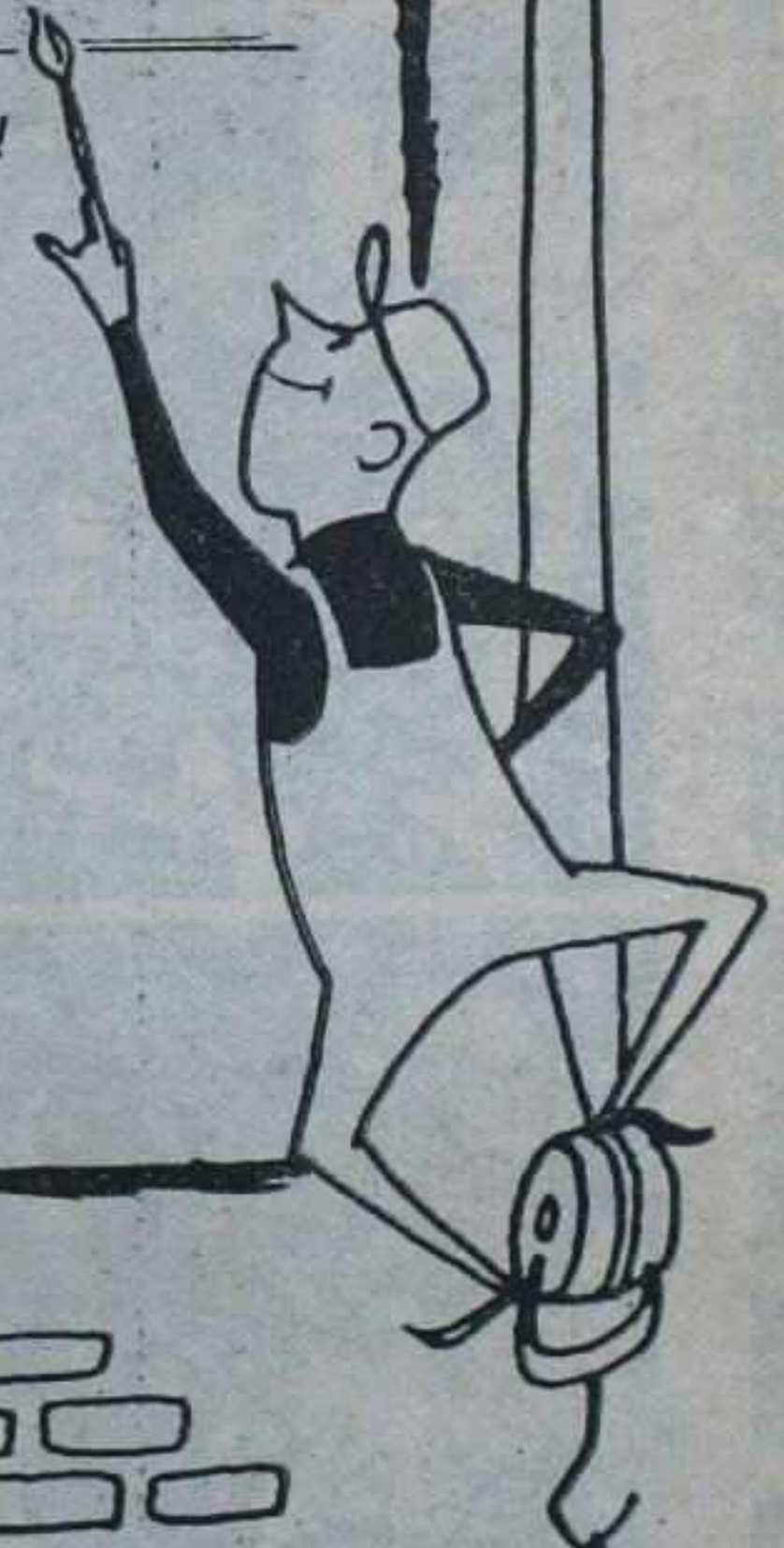
The Original.....The Best Buy!



*Dick
Jacobs*

FASCINATION

9-61864



RCA VICTOR's on top with

BEAT IN



... and sales are



MILTON ALLEN



Love a,
Love a Lover

b/w

Just 'Look, Don't
Touch, She's Mine

47/20-6994



PERRY COMO



Marching Along
to the Blues

with Mitchell Ayres Orchestra,
arrangement by Joe Reisman

b/w

Dancing

with Mitchell Ayres Orchestra and
the Ray Charles Singers,
arrangement by Joe Reisman

47/20-6991



EDDY ARNOLD



Crazy Dream

b/w

Open Your
Heart

47/20-6975



GOGI GRANT



It's a Wonderful
Thing to Be Love

b/w

That's the Life
for Me

47/20-6996



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BALLAD

sky-rocketing with these hits!...



**LENA
HORNE**



Sweet Thing

b/w

That Old Feeling

47/20-6997



**DINAH
SHORE**



Till

b/w

Fascination

47/20-6980



**JIM
REEVES**



Young Hearts

b/w

Two Shadows
on Your Window

47/20-6973



**HUGO
WINTERHALTER**

Swingin'
Sweethearts

with his orchestra

b/w

The Happy
Cobbler

*with his orchestra
and chorus*

47/20-6982



RCA VICTOR
RADIO CORPORATION OF AMERICA



THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

This Week's Best Buys

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.

YOU'RE MY ONE AND ONLY (Vivid, ASCAP)—Ricky Nelson—Verve 10070—Demands for the disk are heavy in all markets. The singer's latest effort appears to be a smash sequel to his successful "Teen-Ager's Romance." Flip is "Honey Rock" (Vivid ASCAP). A previous Billboard "Spotlight" pick.

BON VOYAGE (Pop Enterprises, BMD)—Janice Harper—Prep 111—After a slow consistent climb the platter is really beginning to take off. All markets report that sales are strong. Flip is "Tell Me That You Love Me Tonight," (Harms, ASCAP). A previous Billboard "Spotlight" pick.



Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING AUGUST 17

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

- And That Reminds Me** *Della Reese*
(ASCAP) Jubilee 5292
- Fascination** *Dick Jacobs*
(ASCAP) Coral 61864
- Fascination** *Jane Morgan*
(ASCAP) Kapp 191
- In the Middle of an Island** *Tennessee Ernie Ford*
(ASCAP) Capitol 3762
- June Night** *Jimmy Dorsey Ork*
(ASCAP) Fraternity 777
- Long Lonely Nights** *Lee Andrews*
(BMI) Chess 1665
- Long Lonely Nights** *Clyde McPhatter*
(BMI) Atlantic 1149
- Lotta Lovin'** *Gene Vincent*
(BMI) Capitol 3763
- You're My One and Only Love** *Ricky Nelson*
(ASCAP) Verve 10070

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Review Spotlight on . . .

POP RECORDS

- JOHNNY MATHIS** Columbia 40993 **CHANCES ARE**
(Korwin, ASCAP)
Strong selling by the artist on a pretty ballad that is very much like "It's Not for Me to Say." Soft effective orking by Ray Conniff and vocal appeal by the artist give the side top potential. Flip, "The Twelfth of Never," is based on the old folk melody, "I Gave My Love a Cherry." Charming new lyrics and presentation by Mathis should attract (Empress, ASCAP).
- NAT (KING) COLE** Capitol 3782 **WITH YOU IN MIND**
(Muirfield, ASCAP)
Side is in a "Send for Me" vein and Cole gives the blues ballad the same sock delivery. Vocal know-how really comes across and platter can easily click. "Raintree County," the flip, is the title song from the forthcoming flick of the same title and also gets a warm vocal (Robbins, ASCAP).
- TERESA BREWER** Coral 61878 **BORN TO LOVE**
(Planetary, ASCAP)
Soft ballad gets fine thrushing by the artist with listenable chorus and ork backing. Effective change of pace makes side strongest for her in recent tries. "It's the Same Old Jazz (Mamma!)," has Miss Brewer in a rocker groove (Porgie, BMI).
- TONY PERKINS** RCA Victor 7020 **MOONLIGHT SWIM**
(Daniels, ASCAP)
FIRST ROMANCE (Pan, BMI)
The popular young movie star's debut on the label is very impressive. Top side is a gay, medium tempo Hawaiian-type tune with appealing uke and chorus backing. "First Romance" is a pretty slow ballad and the artist reads it warmly and with sincerity. Either side is a good bet to make it.
- MICKEY & SYLVIA** Vik 0290 **LOVE IS A TREASURE**
(Ben Ghazi, BMI)
The duo sells the appealing theme with engaging sincerity and a relaxed tempo. Attractive rendition can go in both pop and r.&b. markets. Flip, "Let's Have a Picnic," has a bright rockin' bat (Ben Ghazi, BMI).
- BOB DENTON** Dot 15622 **LOVE ME SO I'LL KNOW**
(Famous, ASCAP)
I'M SENDING YOU THIS RECORD (American, BMI)
Sock delivery by Denton on "Love Me," a medium-tempo tune with a slight Latin beat, is an appealing effort. Attractive warbling makes platter a strong contender. "Record" is a rocker that is also strongly presented by the artist and could also register in e.&w. marts.
- JIMMY DEAN** Columbia 40995 **LOVE ME SO I'LL KNOW**
(Famous, ASCAP)
DEEP BLUE SEA (Dominion, BMI)
See review in C.&W. Spotlight section.

POP DISK JOCKEY PROGRAMMING

- TOMMY LEONETTI** Vik 0286 **I'D CLIMB THE HIGHEST MOUNTAIN**
(Bourne, ASCAP)
PRECIOUS LOVE (Regent, BMI)
On "Mountain" Leonetti brings the standard tune up to date with the aid of strong rhythmic backing. He sings long, full, meaningful phrases, showing a style that no longer labels him a Sinatra-imitator. Flip is another ballad with a beat, smoothly delivered. His best coupling to date.
- JERI ADAMS WITH RAY CONNIFF** Columbia 40992 **LOOKING FOR SOMEONE TO LOVE**
(Valiant, BMI)
I'M ALL RIGHT NOW (Acuff-Rose, BMI)
Unusual combination of styles and material in each side of this classy platter. The skilled thrush phrases in pseudo country style, without vibrato mostly, but then injecting just a bit where it's most effective. Both sides have an unusual touch, and both could be sleepers if jocks take a fancy, as well they might.
- RUDI RICHARDSON** Sun 271 **FOOL'S HALL OF FAME**
(Golden West, BMI)
Richardson has a warmth and sincerity that jocks in both the pop and r.&b. markets will find most refreshing. This side is a moderately paced blues tune. Flip, "Why Should I Cry," is an old-fashioned Ink Spot type ballad.

Reviews and Ratings

- JOAN AND JOY**
You're My Prescription 88
HULL 725 — Pop-type rock and roll treatment of a different hunk of material. Two chicks have a rough, attractive charm. Side should be watched. (Keel, BMI)
My Lover Has Left Me 84
A spirited blues-based rocker, sung in clipped duo phrases. Attractively different sound that could draw plays in pop and also r.&b. fields. (Keel, BMI)
- ANDY ANDERSON**
Beautiful Weekend 85
KAPP 193 — A tasteful cover of the haunting Google Rene instrumental. Smartly styled piano work by Anderson and solid choral backing. Excellent for jocks. Has romantic aura of "Canadian Sunset." (Recordo, BMI)
- Sightseeing** 75
Bright mood-music with a lilting tempo and effective non-lyric (no-words, just "la-la-ing") vocal by the Wanderers. Good jockey material. (Dorsey Bros. ASCAP)
- CLARE NELSON**
Moonlight Swim
EPIC 9231 — Bright chirping by the thrush on the Island melody, is a sparkling effort that can snare some of the loot for the tune despite heavy competition from other versions. Chick's previous platter came close. (Daniels, ASCAP)
Flowers on the Water 78
Side is also in the Hawaiian vein with steel guitar backing and an appealing chorus assist. (Choice, ASCAP)

(Continued on page 3)



ROCKIN' THE OLDIES
Bill Haley and His Comets
DL-8569

STEPPING OUT OF A BIG ALBUM
FOR A BIG SMASH SINGLE!



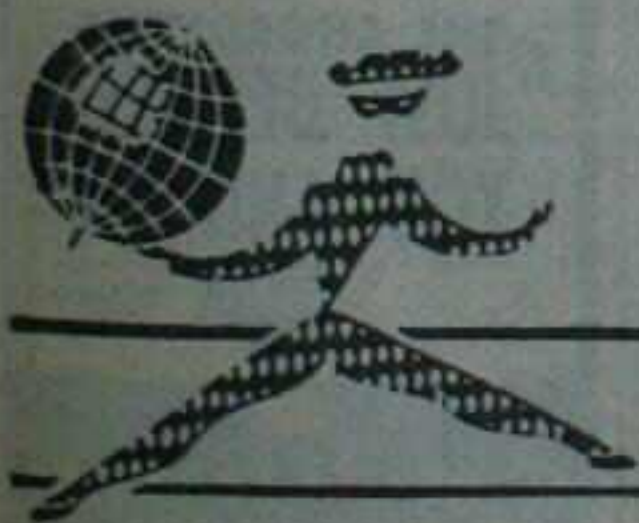
the
**DIPSY
DOODLE**



Bill Haley
AND HIS COMETS

DECCA 9-30394
& 30394

A NEW WORLD OF SOUND



Climbing
All
Charts

NAPPY BROWN'S

Getting
Bigger &
Bigger!

"BYE-BYE BABY"

#1514

The Sweeper Surprise Disc of the Year!

WILBERT HARRISON'S
MY LOVE IS TRUE

#1517-CASH BOX Award of the Week!

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VOX JOX

By JUNE BUNDY

JOCKS OF ALL TRADES: The music business is no longer a specialization industry. Publishers make records and manage talent. Artists publish tunes, and deejays are openly active as artists, songwriters, music publishers and record manufacturers and talent managers.

A current example is Barry Kaye, WHAS, Pittsburgh, who wrote the Diamond's new waxing "Zip Zip"—words and music—and also publishes the tune in his new Ror-Ron Music firm. Kaye has been writing and phoning fellow jocks a" over the country in an effort to win spins for the platter.

Topper is that rival jockey Jay Michael listed the disk last week as No. 5 on his platter popularity poll. Meanwhile, Kaye has written 12 more tunes, which will also be published by his firm. Altho NBC's recent acquisition of WHAS sparked a rumor that Kaye might leave the station, the jock says there is no truth to the report. He has a two-year contract.

Meanwhile a group of jockeys at WLAC, Nashville, Tenn. — headed by (Scoopie Brucie) Harper and Bob Jennings—have started a new disk company, tagged Athens Records. Keeping it all in the family, the boys' first session "Tonight, Tonight" backed by "Little Mama" was cut by deejay Andy Wilson, WABR, Orlando, Fla. Harper notes that if any jocks would like a copy of the disk, he'll send them one on request.

DISK JOKERS ATTENTION: The National Laugh Foundation, New York, is inviting "humor-minded" jocks to help promote more laughs in their community this year by initiating incentive contests. Deejays will be given exclusive rights in each city to run

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:

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 follow areas:

- Baltimore
"Tammy," Debbie Reynolds, Coral.
- Santa Barbara, Calif.
"Swinging Sweethearts," David Carroll, Mercury.
- Denver
"Happy Piano Medley," Crazy Otto, Decca.
- Providence
"Soft Sands," Walter Schumann, RCA Victor.
- Lexington, Va.
"Old Cape Cod," Patti Page, Mercury.
- Rochester, N. Y.
"Mountain Greenery," Ray Charles Singers, M-G-M.
- Louisville
"There's a Gold Mine in the Sky," Pat Boone, Dot.
- Madison, Wis.
"Diana," Paul Anka, ABC-Paramount.
- Cincinnati
"An Affair to Remember," Vic Damone, Columbia.
- Birmingham
"It's Not for Me to Say," Johnny Mathis, Columbia.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

AUGUST 30, 1947

1. Peg O' My Heart
2. That's My Desire
2. I Wonder Who's Kissing Her Now
3. Smoke, Smoke, Smoke (That Cigarette)
4. I Wonder, I Wonder, I Wonder
5. When You Were Sweet Sixteen
6. Feudin' and Fightin'
7. Chi-Baba, Chi-Baba
8. Across the Alley From the Alamo
9. Ask Anyone Who Knows
10. Tallahassee

AUGUST 30, 1952

1. Auf Wiederseh'n, Sweetheart
2. Half as Much
3. Botch-A-Me
4. Wish You Were Here
5. Walkin' My Baby Back Home
6. Here in My Heart
7. You Belong to Me
8. Maybe
9. Blue Tango
10. I'm Yours

competitions. Contests will be conducted in conjunction with special weeks, e.g., a joke-telling contest which will be held during "Pass the Laugh Week" starting the third Sunday in October; a pun competition, in conjunction with the Society for the Preservation of the Pun as a Form of Humor, in January during "Save the Pun Week"; and the Laff Olympics during "National Laugh Week" next April. For details contact the Foundation.

Bob Buck, who recently moved from KHUB, Watsonville, Calif., to KFIV, Modesto, Calif., reports that fellow jockey Gene D'Accardo had a "real cool idea" one sizzling day last month. While the local temperature hovered around 110 degrees, the spinner called deejay Bob Fugees, KINY, Juneau, Alaska, where the thermometer was some 35 degree cooler. . . . Sam Blessing, KOSI, Denver, is conducting a unique contest, whereby listeners are asked to vote for the best sides of new records. Pat Boone's new disk—"Goldmine in the Sky" backed by "Remember You're Mine"—is the first platter thrown up for votes. A free Boone waxing is given to every dialer submitting a "Pick the Hit" vote. Incidentally, KOSI is looking for new deejay talent.

John Collins, program director and deejay of WBTA, Batavia, N. Y., is leaving the station next month to "seek his fortune, in sunny California" and is "open for offers." . . . Singing deejay Bob Haymes is back on WNEW, New York, in the noon to 2 p.m. slot, replacing Bill Kemp. Haymes left WNEW four years ago to join WCBS, New York, but has now returned to his own spinning grounds.

Two different radio stations combined efforts recently for the first major teen-age hop ever given in Denver. Jimmy Neill, KIMN, and KMYR's Russ Columbine co-hosted a "Teenagers Deejay Dance" at the Silver Glade ballroom in the Cosmopolitan Hotel. Free theater passes and other gimmicks were highlights of the party where adults were admitted free if accompanied by a teen-ager. . . . Norm Teska, long-time staffer at KVOB, Denver, ankle his turntable spot to take up new duties at KLZ radio and TV, Denver.

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Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. AROUND THE WORLD (Young)	1	10
2. TAMMY (Northern)	2	6
3. WHITE SILVER SANDS (Fellows-Peer)	4	6
4. LOVE LETTERS IN THE SAND (Bourne)	3	14
5. OLD CAPE COD (Pincus)	5	9
6. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (De Sylva-Brown-Henderson)	6	6
7. FASCINATION (Southern)	8	2
8. IT'S NOT FOR ME TO SAY (Korwin)	7	9
9. IN THE MIDDLE OF AN ISLAND (Morris)	11	3
10. SEND FOR ME (Winneton)	10	4
11. TEDDY BEAR (Gladys)	8	6
12. BERNARDINE (Palm Springs)	12	5
13. ISLAND IN THE SUN (Clara)	13	2
14. RAINBOW (Toff-Melchior)	—	1
15. BYE BYE LOVE (Acuff-Rose)	14	10

Best Selling Sheet Music in Britain

(For week ending August 17)

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.

This Week	Last Week	Weeks on Chart
1. AROUND THE WORLD—Sterling (Young)	1	10
2. LOVE LETTERS IN THE SAND—Day (Bourne)	2	6
3. WE WILL MAKE LOVE—Melcher-Toff (Artists)	4	6
4. FORGOTTEN DREAMS—Mills (Mills)	3	14
5. MR. WONDERFUL—Chappell (Laurel)	5	9
6. WHEN I FALL IN LOVE—New World (Young)	6	6
7. ISLAND IN THE SUN—Feldman (Clara)	8	2
8. WONDERFUL WONDERFUL—Leeds (E. B. Marks)	7	9
9. WHITE SPORT COAT—Frank (Acuff-Rose)	11	3
10. PUTTIN' ON THE STYLE—Essex (Melody Trails)	10	4
11. WITH ALL MY HEART—Bron (Debut)	8	6
12. ALL SHOOK UP—Belinda (Presley-Shalimar)	13	2
13. DARK MOON—Day (Dandelion)	—	1
14. BYE BYE LOVE—Acuff-Rose (Acuff-Rose)	14	10
15. START MOVIN'—Bradbury Wood (Sheldon)	—	—
16. SCARLET RIBBONS—Mills (Mills)	—	—
17. I'D GIVE YOU THE WORLD—Macmelodies (Shapiro-Bernstein)	—	—
18. BUTTERFLY—Aberbach (Mayland-Presley)	—	—
19. FIRE DOWN BELOW—Dash (Columbia)	—	—
20. CHAPEL OF THE ROSES—Victoria (Triangle)	—	—

Best Selling Pop Records in Britain

(For week ending August 17)

Printed thru the courtesy of the "New Musical Express" Britain's Foremost Musical Publication.

This Week	Last Week	Weeks on Chart
1. ALL SHOOK UP—Elvis Presley (HMV)	1	10
2. LOVE LETTERS IN THE SAND—Pat Boone (London)	2	6
3. ISLAND IN THE SUN—Harry Belafonte (RCA)	3	14
4. DIANA—Paul Anka (Columbia)	4	6
5. TEDDY BEAR—Elvis Presley (RCA)	5	9
6. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia)	6	6
7. BYE BYE LOVE—Everly Brothers (London)	7	9
8. PUTTIN' ON THE STYLE/GAMBLIN' MAN—Lonnie Donegan (Pye-Nixa)	8	2
9. WITH ALL MY HEART—Petula Clark (Pye-Nixa)	9	6
10. LITTLE DARLIN—Diamonds (Mercury)	10	4
11. WE WILL MAKE LOVE—Russ Hamilton (Oriole)	11	3
12. FABULOUS—Charlie Gracie (Parlophone)	12	5
13. AROUND THE WORLD—Ronnie Hilton (HMV)	13	2
14. BUTTERFINGERS—Tommy Steele (Decca)	14	10
15. ALL STAR HIT PARADE—Beverly Sisters, Max Bygraves, Billy Cotton, Johnny Brothers, Tommy Steele and Jimmy Young (Decca)	15	3
16. START MOVIN'—Sal Mineo (Phillips)	16	6
17. DARK MOON—Tony Brent (Columbia)	17	5
18. START MOVIN'—Terry Dene (Decca)	18	4
19. WHEN I FALL IN LOVE—Nat (King) Cole (Capitol)	19	3
20. AROUND THE WORLD—Bing Crosby (Brunswick)	20	2

Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
An Affair to Remember (R)(F)—Feist-ASCAP	All Shook Up (R)—Shalimar-Presley-BMI
Around the World (R) (F)—Young-ASCAP	Around the World (R) (F)—Young-ASCAP
Band of Angels (R) (F)—Witmark-ASCAP	Black Slacks (R)—Pamco-BMI
Bye Bye Love (R)—Acuff-Rose-BMI	Bye Bye Love (R)—Acuff-Rose-BMI
Every Little Movement (R)—Witmark-ASCAP	C'mon Over (R)—Feist-ASCAP
Fascination (R) (F)—Southern-ASCAP	Consideration (R)—Desmo-ASCAP
Goody Goody (R) — DeSylva, Brown & Henderson-ASCAP	Fascination (R) (F)—Southern-ASCAP
Honeycomb (R)—Hawthorne-BMI	Four Walls (R)—Sheldon-BMI
I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson-ASCAP	Goody Goody (R) — DeSylva, Brown & Henderson-ASCAP
In the Middle of an Island (R)—Mayfair-ASCAP	Happy Happy Birthday Baby (R)—Arc-BMI
It's a Wonderful Thing to Be Loved (R)—Granmore-ASCAP	I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson-ASCAP
It's Not for Me to Say (R)—Korwin-ASCAP	In the Middle of an Island (R)—Mayfair-ASCAP
Little White Lies (R)—Bregman, Vocca & Conn-ASCAP	Just Between You and Me (R)—Winneton-BMI
Love Letters in the Sand (R) (F)—Bourne-ASCAP	Last Love (R)—Salmin-BMI
Love Me to Pieces (R)—Acuff-Rose-BMI	Eips of Wine (R)—Martin-BMI
My Heart Reminds Me (R) — Symphony House-ASCAP	Love Letters in the Sand (R) (F)—Bourne-ASCAP
Old Cape Cod (R)—Pincus-ASCAP	Love Me to Pieces (R)—Acuff-Rose-BMI
Shangri La (R)—Robbins-ASCAP	My Heart Reminds Me (R)—Symphony House-ASCAP
Soft Sands (R)—Weiss & Barry-BMI	Old Cape Cod (R)—Pincus-ASCAP
Sweet Thing (R)—Famous-ASCAP	Playing the Field (R) — Rosemeadow-ASCAP
Swinging Sweethearts (R)—Morris-ASCAP	Send for Me (R)—Winneton-BMI
Tammy (R) (F)—Northern-ASCAP	Short Fat Fannie (R)—Venice-BMI
There's a Gold Mine in the Sky (R)—Bourne-ASCAP	Tammy (R) (F)—Northern-ASCAP
There's a New Moon Over My Shoulder (R)—Peer-BMI	Teddy Bear (R) (F)—Gladys-ASCAP
Till (R)—Chappell-ASCAP	There's a Gold Mine in the Sky (R)—Bourne-ASCAP
When My Sugar Walks Down the Street (R)—Mills-ASCAP	When My Sugar Walks Down the Street (R)—Mills-ASCAP
White Silver Sands (R)—Fellows-Peer-BMI	White Silver Sands (R)—Fellows-Peer-BMI
Write to Me From Naples (R)—Bregman, Vocca & Conn-ASCAP	Whole Lotta Shakin' Goin' On (R)—Marlen-ASCAP
(You Can't Lose the Blues With) Colors (R)—Berlin-ASCAP	Worlds Apart (R)—Colliseum-BMI

Reviews of New Pop Records

BILLY WARD
To Each His Own . . . 80
DECCA 30420—The standard is given a bright, medium-tempo styling by Ward and the Dominics. Similar treatment given "Stardust" was highly successful. (Paramount, ASCAP)

I Don't Stand a Ghost of a Chance With You . . . 77
Evergreen is done in similar fashion to Flip. Renditions could also attract. (Amer. Acad., ASCAP)

THE HILTOPPERS
Dedicated to You . . . 80
DOT 15626—Attractive cover of the tune introduced by Sonny Knight on Starla label. Strong delivery here can take command in pop market. (Gulf, BMI)

My Cabin of Dreams . . . 78
Old rhythmically supported ballad gets a pleasant go by the group. They came very close with their last platter, "Fallen Star." Side bears watching. (Bourne, ASCAP)

JOEL GRAY
Moonlight Swim . . . 79
CAPITOL 3777—Cheerful delivery on the much-recorded tune, with uke and chorus backing has a Hawaiian flavor. Side will be up against competition, especially from the Tony Perkins platter. (Daniels, ASCAP)

Everytime I Ask My Heart . . . 74
Slow, easy breathy presentation of a ballad with relaxed ork backing is a listenable side. Appealing vocal effort can attract. (Loughorn, BMI)

HERB FLEMING
All Dressed Up . . . 79
DOT 15621—Gentle, persuasive reading by Fleming on pretty ballad, which packs powerful appeal for teenagers lyric-wise. This could happen. (Portrait, BMI)

Doodle-Do-Do . . . 70
Fleming sells the catchy standard with relaxed showmanship, but flip has more for today's market. (Felt, ASCAP)

Passepartout . . . 75
DECCA 30425—Gay, carefree theme is from the "Around the World in 80 Days" sound track. Light, charming Victor Young melody can go well with jocks. Success of album could spark sales. (Young, ASCAP)

India Country Side . . . 75
Beautiful, programmatic theme also from the sound track album of the popular pic also rates deejay whirrs. Side might move, if pushed. (Young, ASCAP)

RICHARD HAYES
Swinging Sweethearts . . . 75
DECCA 30426—First vocal version of the tune that is doing fair in several instrumental stylings. Lyrics are slanted toward teens. (Morris, ASCAP)

Hangin' Around . . . 75
Ricky-tick song with uke and chorus backing gets a listenable go. Nice, easy-going stuff. (Melrose, ASCAP)

RICHARD HAYMAN
My Heart Reminds Me . . . 75
MERCURY 7178—Vocal versions of the theme adapted from "Autumn Concerto" are going well for Della Reese and Kay Starr. Concerto approach with harmonica solo by Hayman could still cut in for some of the loot. Good jockey side. (Symphony House, ASCAP)

Funful, Funicula . . . 70
New treatment of the gay, Italian folk theme. Light frivolous side could appeal to jocks. (Judy, ASCAP)

LEW CONETTA
You Got Me Crazy . . . 75
DECCA 30365—Medium-beat, finger-snappin' groove by the artist with good ork support. Strong setting here against a very danceable beat could be a dangerous side. (Tiara, BMI)

Who's to Blame? . . . 68
Slow vocal on a rhythm ballad with brassy, bluesy ork support. Shoutin' approach resembles Hibbler's technique. Artist was formerly on King. (Tiara, BMI)

ANDY WILSON
Little Mama . . . 73
ATHENS 700—Rocker is given a vigorous vocal by the artist with bright chorus and ork support. Side could move in all markets. (Cedarwood, BMI)

Tonite Tonite . . . 72
Cover of the number currently going well for the Mello-Kings on Herald. Listenable vocal with good chorus and ork backing can still come in for a fair amount of coin. (Angel, BMI)

DOLORES GRAY
I'm Innocent . . . 73
CAPITOL 3774—Thrush is warm and sincere on a pretty rhythm ballad with male chorus support. Light shuffling ork helps sell the side. Fine deejay item. (Planetary, ASCAP)

My Mama Likes You . . . 72
Smooth styling by Miss Gray on a novelty with provocative, brassy character. (Continued on page 98)

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Reviews of New Pop Records

Continued from page 97

the working in support. Jocks may like it. (Johnstone-Muntel, BMI)

SAMMY HAGAN AND THE VISCOUNTS
Out of Your Heart.....73
 CAPITOL 3772—Light attractive vocal by Hagan with good support from the group. Side can attract both pop and r.&b. sales. (Aries, BMI)

Sannochie Poochie.....72
 Spirited delivery on an up-tempo rocker—novelty could move. Talented new group is backed by good backing featuring bright guitar. (Planetary, ASCAP)

ALICIA AND THE ROCKAWAYS
I'm Not Goin' Steady.....73
 EPIC 9226—Gal sings with unimpaired simplicity and heart on a pleasing ballad with good lyrics. Could generate some action. (Jinskip, BMI)

Faleroo.....64
 Interesting rockin' harmonica backing on otherwise routine rocker with Ken Darrell on vocal. (Jinskip, BMI)

CAROLE BENNETT
Careless.....71
 HILTON 1002—Thrush sells oldie with plenty of vitality and emotional impact. Hilton is Ray Shaw's new

label. Meritt spins. (Bourne, ASCAP)

He's Coming Home.....70
 Strong vocal stint on attractive folk-blues, with okay backing by the Satisfiers. (Jinskip, BMI)

BILL FONTAINE ORK
What Makes It Tick?.....70
 RKO UNIQUE 414—Muted trumpet novelette, similar to Raymond Scott's "Toy Trumpet" of years back. Then trumpet opens up with rich sound. Nice change of pace for jocks. (Russebud, ASCAP)

Romance Is a Silken Affair.....66
 Melodious theme from pic "Silken Ladder." Big ork maintains dance beat, but offering is otherwise undistinctive for retail market. (Torch, ASCAP)

ROBERTO & ORK
You're Really Too Much for Me.....69
 CORAL 61871—Attractive instrumental treatment of demure theme with a romantic melody and listenable accordion solo work. (Mellin, BMI)

The Happy Cobbler.....69
 Gayly paced instrumental version of lighthearted tune, which should stack up well spin-wise with other waxings of theme. (Mellin, BMI)

FREDERICK FENNEL
Forgotten Dreams.....69
 MERCURY 71170—Lush instrumental cover of the lovely Leroy Anderson theme with a delicate pastoral air. Should pull spins, altho original version has head start. (Mills, ASCAP)

Bugler's Holiday.....67
 Sprightly paced instrumental arrangement of lively Anderson oldie with commendable horn ensemble work. (Mills, ASCAP)

DOROTHY SHAY
Always.....69
 IMPERIAL 5462—Good, lusty, straightforward but rhythmic singing on the I. Berlin standard, done in 4/4 time with a beat. Thrush does some Mae West-like exchanges with male group. Could get extensive deejay play. (Berlia, ASCAP)

Kinky Dory.....64
 Miss Shay now is a "Park Avenue Rockabilly." Cute chipping on contrived, light-weight material. (Roosevelt, BMI)

(BIG) TINY LITTLE
Don Pickles Rag.....63
 BRUNSWICK 55016—Crazy Otto treatment of a cute ricky-tick rhythm tune features sparkling piano and xylophone. Could rate jockey whirled. (Mills Music, ASCAP)

Make Room for Tlay.....68
 Instrumental shows excellent barroom piano work with rhythm support. Side is also worth deejay spin. (Vernon Music, ASCAP)

DOUG HUDSON
What the Eyes Don't See.....68
 M-G-M K12521—Quietly effective vocalizing by Hudson with pert assist from the Chicks on attractive ballad with country flavor. (Ludlow, BMI)

Honey Love.....67
 Gentle rockabilly stint on catchy tune. Flip has more spin appeal, tho. (Ludlow, BMI)

MURIN DENNY
Ab Me Fur.....68
 LIBERTY 55089—Sultry and seductive slow rhythms here set to Latin beat. Appealing sound and melody might rate a jockey spin here and there. From Denny's album, "Exotica." (Sound, BMI)

King Kong Blues.....66
 The Hoagy Carmichael tune gets a strictly oriental-styled reading complete with gongs, Chinese stringed in-

struments, etc. Limited jock play possible but sales punch is not there. (Suler, ASCAP)

ALLEN CASE
A New Town Is a Blue Town.....68
 COLUMBIA 40977—Pleasant, legit-styled warbling by baritone on bluesy ballad from "Palama Game." Movie version is slated for release, which could hype spins, altho other tunes from score are likely to gain more jockey play. (Frank, ASCAP)

One Meat Ball.....65
 Novelty oldie is handed personable delivery but treatment is otherwise undistinctive. (Leeds, ASCAP)

BOBBY JACKSON
Wow, Man!.....68
 BRUNSWICK 55026—This brisk blues-rocker has some boy-girl play somewhat like "I Like Your Kind of Love," but with more instrumental fill. Could get some action from the kids. (Nor Ya Jak, BMI)

Deep Elm Blues.....65
 Country blues opus, cut last year on another label, gets a pop-country-r.&b. hybridization, with some tasteless recited lines that may offend some. (Peet, BMI)

JEFF ALLEN
What Will I Tell My Heart?.....67
 VERVE 10075—Slow, rockin' styling of the oldie, revived and going well for Fats Domino. Version could attract some interest. (DeSylva, Brown & Henderson, ASCAP)

When I See You.....67
 Flip is a carbon copy of the Domino flip of the above side. Platter may be too late to strongly compete. (Travis, BMI)

JAY RAYE ORK
The Ritz Roll and Rock.....67
 EPIC 9228—A sophisticated, up-town rock and roller from Fred Astaire's new movie, "Silk Stockings," is accorded a smooth group vocal treatment. Estate r.&b., but swingy deejay fare for adult audiences. (Buxton Hill, ASCAP)

Ann's Theme.....65
 Placid theme spotlights stand-out guitar solo work, but otherwise is unexciting fare. Flip has stronger spin potential. (Tasson, ASCAP)

TOMMY STEPHENS ORK
Desert Fantasy.....67
 ABC-PARAMOUNT 9842—Has the touch of a Turkish harem. Conjures an image of the sultan's chicks engaged in a wild orgiastic dance. Other similar disks have achieved some success and this could likewise win a limited response. (Wells & Barry, BMI)

The Camel's Jump.....65
 This has more of the Near East sound with a tune that suggests "The Isle of Capri" in a minor key. Flip has more authentic nationalist touch. (Pamco, BMI)

THE FOUR DOLLS
Three on a Date.....67
 CAPITOL 16957—Youngsters blend with attractive simplicity and minimum of vocal polish on pleasant ballad with lilting tempo. (American, BMI)

Proud of You.....64
 Rather monotonous vocal wrap-up of routine up-tempo ballad. Flip is better showcase for kids. (American, BMI)

Jazz

HANK MORLEY
Reunion.....74
 BLUE NOTE 1671—Long side, without timing or clearance info on label, but containing stellar solos by Morley on tenor, Milt Jackson on vibes, Horace Silver on piano, etc. Exciting modern jazz for those who can use it.

Lower Stratosphere.....73
 Funky blues theme intoned by Horace Silver on piano starts this danceable, listenable jazz side. Possibilities like flip.

GERALD WIGGINS TRIO
Way Out West.....73
 SPECIALTY 609—Slumping jazz trio rendition of theme from "Around the World in 80 Days," excerpted from Wiggins' LP. Fine rhythmic dance side, with touches of Garner. Good for jocks and some jukes, as out to 2:38. (Young, ASCAP)

La Coquette.....65
 Item from same score based in part on familiar Italian folk tune. Nice instrumental novelty for jazz and non-jazz spinners. (Young, ASCAP)

SONNY ROLLINS
Decision (Parts I and II).....72
 BLUE NOTE 1669—Timing should have been printed on labels for aid of jocks (and jukes.) Also clearance info. Good bluesy modern stuff at medium, relaxed pace. Performers include the new "influence"—Rollins on tenor, plus Don Byrd, Max Roach, etc. Most appeal still in LP, but hip jocks and jukes will bring extra gravy and plugs.

Milton Berle
 • Continued from page 39

Steve Allen LP's, particularly his "Tonight" album. The label has chalked up considerable sales on Alan Freed's rock and roll band packages.

The rating status of a comic-turned-conductor is apparently an important factor in his sales value as an album artist. At any rate, Gleason's mood music packages bit their top sales peak when the comedian's TV shows were in the Top 10, while their sales record dropped somewhat when Gleason's ratings slipped.

In line with this, the trade expects Berle will shortly launch a flurry of activity in the TV guest shot field to plug his new Roulette package. Silvers, of course, will plug his Columbia albums on his TV film show, one of video's top-rated programs.

Allen steadily plugs his LP's, via his NBC-TV appearances and Sinatra will have a plug outlet for his LP conductor efforts this fall on his new ABC-TV series.

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The following records, also reviewed by The Billboard music staff, were rated 45 or less:

RONN COREY: I Ain't Got Nobody/Did She Ask About Me?—Big 609

DALIDA: Almo-Nol/Bambino "Guzglione"—Verve 10074

JIM EDDY: I Have No Sweetheart/All of Me—Mercury 71171

THE GINGERS: Heaven, Heaven, Heaven/Honey, Honey, Honey—Radiant 106

HARRY THE HIPSTER: Live Fast, Die Young, and Hav a Good Loukin' Corpse/I'm Gonna SH Right Down and Write Myself a Letter—Hip 501

TED HERBERT ORK: The Song of the Legionnaires/On the Boulevard and Jeanne—Marvel 10508

AL JACOBSON: Open Wide/Moonmoon—CNR 444

TOM KENNEDY: Beyond the Edge of Darkness/Believe and You Won't Be Alone—Golden Crest 112

ADRIENNE KENT: First Love/I'll Go on Loving You—Tiara 6106

CHAYA NASH: The Things I See in You/Who's Gonna Love Me—Salem 1011

RENALDO OWEN ORK: Fiesta in Rio/Bread, Love and Tears—Prep 114

THE MAMA DOLLS: You Always Hurt the One You Love/What a Malle U—Singular 1007

CLIFF MARTIN: When You Walk Down the Road/One More Hill—Golden Crest 110

CURP REHELD: Spladrift/Let the Walts Play On—Remson 103

LINDA SHANNON: No More Love/Johnny Darling—Linda 107

JOHNNY VAN: You're Muck Too Nice/I Used to Live Here, Kid—Imperial 3437

JOHNNY WELLS: Miss Pony Tail/Cas I Help It?—Penguin 0691

Polka

(WHOOPEE) JOHN WILFAHRT
Jet Polka.....82
 DECCA 30427—Strong, typical thumping Wilfahrt polka which should click quickly with the Midwestern fans. Medium tempo, with plenty of oompah. Title suggests something faster than this. (Vikak Ethnic, Senac)

Rock and Roll to the Round and Round Beat.....78
 Brisk, crisp oompah waltz, again with a misleading title. German accent vocal fortunately is brief. Very danceable. (T.V., ASCAP)

Religious

THE FOUR LADS
The Eyes of God.....78
 COLUMBIA 40974—Tho the material is religious, the side could have pop and juke appeal. Inspirational theme with chorus and ork backing is a highly attractive item. (Korwin, ASCAP)

His Invisible Hand.....78
 This side is also religious in nature, but the presentation is poppish. It could also do juke biz and attract coin in pop market. (Paxton, ASCAP)

Children's

GWEN REYNOLDS
Little Baby Eskimo.....52
 ALMATA 102—Gwen Reynolds pipes in okay fashion on cute kiddie tune, but sound-quality is sub-sub-standard. (Almata, MBA)

Little White Bear.....52
 Same comment. (Almata, MBA)

Number of Releases This Week

Label	Pop	R&B	C&W
ATHENS	1	—	—
BLUE BOYS	—	1	—
CAPITOL	2	1	—
CAVE	1	—	—
CHANCELLOR	1	—	—
CHECKER	—	1	—
COLUMBIA	2	—	2
CO-OP	—	—	1
CORAL	1	—	—
CORONATION	—	—	1
DECCA	4	—	1
DELUXE	—	1	—
DOT	2	—	—
EBB	—	3	—
EMBER	—	2	—
EPIC	2	—	—
EXCELLO	—	1	—
FEDERAL	—	1	—
FLASH	—	1	—
FLIP	—	1	—
FORTUNE	—	1	—
GOLDEN CREST	1	—	—
HERALD	—	4	—
HILTON	1	—	—
HULL	1	—	—
IMPERIAL	1	—	—
JAXON	—	—	2
JOSIE	—	1	—
JUBILEE	—	1	—
KAPP	1	—	—
KING	—	1	—
MARVEL	1	—	—
MERCURY	2	1	1
MODERN	—	1	—
RCA VICTOR	—	1	—
RKO UNIQUE	1	—	—
SALEM	1	—	—
SAVOY	—	1	—
SPECIALTY	—	1	—
STARDAY	—	1	—
SUN	1	—	—
VEE JAY	—	1	—
VIK	2	—	—
TOTAL	29	22	10

Kerr Singers

• Continued from page 39

"In the Middle of an Island" and "For You."

Heavy recent activity for the group can be seen by a glance at the releases on which they've backed another featured artist. These include: "Crazy Baby" and "Deep River Blues," by Gene Maltais; "Ain't That Love" and "One Teen-Ager to Another," by Brenda Lee; "Tell Me More" and "My Heart Sings," by Karen Chandler; "If You'll Be My Love" and "The Party's Over," by Justin Tubbs; "Puttin' on the Style" and "Castaway," by Rudy Hanson; "I Keep Running Away From You" and "Will I Find My Love Today?" by Merv Griffin; "Consolation" and "Blue Skirt Waltz," by Horton's Pinetoppers; "Big Jim Bowie" and "Till My Baby Comes Home," by Chuck Bowers, and "White Silver Sands" and "Midnight Blues," by Owen Bradley.

South Africans

• Continued from page 39

pletely silent when the blues are played.

Prior to these bookings, Scott gave a series of concerts in Yugoslavia, taking with him the German pianist Horst Jenekowsky and his combo. En route, Scott gave an impromptu jam session with a group of strolling fiddlers in Venice's St. Marks Square. In Yugoslavia, some of his concert were staged for peasants in open fields.

Scott has been in Europe since March. He went over originally for a three-week booking in Stockholm, was held over, and subsequently concertized thruout Scandinavia, Finland, Holland, Germany and France. He also made some recordings in Sweden for RCA Victor, with whom he is pacted.

Jazz City

• Continued from page 39

from them their best and most engaging efforts.

At Jazz City, the jazz acts were left strictly to their own devices, and these weren't enough to get the attention of a crowd that obviously wasn't hip to the jazz scene. Braff and Elliott, who can be very funny fellows as well as excellent musicians, saw their efforts go completely to waste.

It's possible that Jazz City eventually will be able to draw in the true jazz fans, and even the curious, but first its operators may find that they have to scale down the right-hand side of the bill of fare considerably. Bill Simon.

• This Week's C&W Best Buys

ALL ALWAYS BE YOUR FRAULEIN (Stryker, BMI)—Kitty Wells—Decca 30415—Miss Wells' answer to Bobby Helms' long-standing best seller looks like another big one. Coins are piling up in all c.&w. marts. Flip is "What I Believe" (Cedarwood, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . C&W RECORDS

WEBB PIERCE

Don't Do It, Darlin' (Hill & Range, BMI)
Holiday for Love (Cedarwood, BMI)—Decca 30419—All indications are that Pierce's string of hits will continue with this entry. Both sides are loaded. "Darlin'" is a country hit of some seasons back, written by Pierce, and revived in sock style. Flip is a lively country rocker with group support. And Pierce sounds better than ever.

FERLIN HUSKY

This Moment of Love (Magnus-Brookville, BMI)
Make Me Love Again (Central Songs, BMI)—Capitol 3790—This could make it three in a row for Husky, still riding the country charts after also coming close to the pop money with his last one. Both tunes and backings are quite pop, but Husky's flavor is likely to break c.&w. first. The rock-type ballad on top looks stronger at first look, but pleader on flip can also score.

BOBBY HELMS

My Special Angel (Merge, BMI)
Standing at the End of My World (Copar, BMI)—Decca 30423—The artist is still riding high with "Fraulein," and has established himself as a quality country warbler with some pop appeal. "Angel" has definite pop quality, and it should go. Flip is more in the mountain groove and a weeper. Both can score.

JIMMY DEAN

Love Me So I'll Know (Famous, ASCAP)—Columbia 40995—The big country TV personality should have a big following waiting for this creditable warble effort. The tune is possibly more pop than country, but Dean's styling is unmistakable. Flip is a folk-type bouncer, "Deep Blue Sea" (Dominion, BMI).

BOB DENTON

Love Me So I'll Know (Famous, ASCAP)
I'm Sending You This Record (American, BMI)—Dot 15622—See review Pop Spotlight section.

GEORGE JONES

Tall Tall Trees (Starrite, BMI)
Hearts in My Dreams (Starrite, BMI) — Mercury 71176 — The talented warbler has been in and out with recent releases, but this one gives him two good shots at the jackpot. Topside is a catchy country tale in honky tonk style, and flip is an unusual story with real country feeling. Styling is traditional, and jocks should like 'em.

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 17

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. Is It Wrong? Warner Mack, Dec.
2. On My Mind Again, Billy Walker, Col.
3. In the Middle of an Island Tennessee Ernie Ford, Cap.
4. Missing You, Webb Pierce, Dec.
5. Teenage Dream, Marty Robbins, Col.

Dallas-Fort Worth

1. Fraulein, Bobby Helms, Dec.
2. Bye Bye Love, Everly Brothers, Cdc.
3. Grisha Girl, H. Locklin, Vic.
4. Gonna Find Me a Bluebird Marvin Rainwater, M-G-M
5. Bye Bye Love, Webb Pierce, Dec.
6. My Love Is Real Marvin Rainwater, M-G-M
7. Teddy Bear, Elvis Presley, Vic.
8. Four Walls, Jim Reeves, Vic.
9. Missing You, Webb Pierce, Dec.
10. My Arms Are a House, Hank Snow, Vic.

Houston

1. Bye Bye Love, Everly Brothers, Cdc.
2. Fraulein, Bobby Helms, Dec.
3. Teddy Bear, Elvis Presley, Vic.
4. My Love Is Real Marvin Rainwater, M-G-M
5. My Shoes Keep Walking Back to You Ray Price, Col.
6. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun
7. Fallen Star, Ferlin Husky, Cap.

Memphis

1. Bye Bye Love, Everly Brothers, Cdc.
2. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun
3. Tangled Mind, Hank Snow, Vic.
4. Gonna Find Me a Bluebird Marvin Rainwater, M-G-M

Nashville

1. My Shoes Keep Walking Back to You Ray Price, Col.
2. Fraulein, Bobby Helms, Dec.
3. Please Don't Blame Me Marty Robbins, Col.
4. Teenage Dream, Marty Robbins, Col.
5. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

New Orleans

1. Bye Bye Love, Everly Brothers, Cdc.
2. Fallen Star, Jimmy Newman, Dot
3. Fraulein, Bobby Helms, Dec.
4. Teddy Bear, Elvis Presley, Vic.
5. Next in Line, Johnny Cash, Sun

Richmond, Va.

1. Bye Bye Love, Everly Brothers, Cdc.
2. Fallen Star, Jimmy Newman, Dot
3. Fraulein, Bobby Helms, Dec.
4. Teddy Bear, Elvis Presley, Vic.

• Reviews of New C&W Records

SKREETS McDONALD

Flagerdies . . . 76
CAPITOL 3778 — McDonald packs plenty of sales-savvy into this jaunty-paced rockabilly-styled, catchy rhythm item. Watch this one. (Murray Nash, BMI)
Bless Your Little Ole Heart . . . 74
Integrating reading of appealing country ballad. Flip, tho, is more commercial side. (Central, BMI)

FLOYD CRAMER

Waltz With Cramer . . . 76
M-G-M K12920—A waltz medley of standards ("Tennessee Waltz," etc.) executed in a player piano or bedroom parlor style. Great for juke, particularly in c.&w. field. (Acuff-Rose, BMI)

Funny Face . . . 73

Playful keyboarding by Cramer on a bouncy instrumental with juke appeal. (Acuff-Rose, BMI)

JOHNNY HORTON

Let's Take the Long Way Home . . . 75
COLUMBIA 40986—Song bears no relation to the pop standard. This tune is a bright, underplayed rocker featuring guitar support. Fine selling could click. (Peer, BMI)
I'll Do It Every Time . . . 74
Medium rocker is strongly rendered by the artist. Tone tells of a cat who can't resist wooing his would-be gal. Hill harmony and guitar backing can attract some buys. (Cedarwood, BMI)

(Continued on page 100)

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Curtis Johnson, of Mobile, Ala., currently touring Canada and the New England States while working TV over Channel 8, Poland Springs, Me., had his first release on Event Records August 15. Tunes are "Teenage Love Affair" and "Baby, Baby." Special backing is handled by the Windjammers, vocal quartet. . . . Dick Curless, whose "Blues in My Mind" on the Event label is reported catching on in the England sector, is set for a series of dates at the Silver Dollar Club, Bangor, Me. Curless recently passed the Arthur Godfrey "Talent Scouts" audition and is slated for an appearance on the Redhead's show in the fall.

Jim Small, Hudson, N. Y., booker-manager, has taken on the personal management of Weldon Rogers, of Hollywood, whose newest on the Imperial label is "So Long, Good Luck, Goodbye" b.w. "Trying to Get You." Small plans to tour him thru the South. Jim reports that Kenny Roberts, now heard daily over WWTW, Cadillac, Mich., did a great job for him in three shows at Jack Patton's Sunset Ranch, Broadalbin, N. Y., recently. . . . M. E. Ellis, head of Erwin Records and E.&M. Publishers, Memphis, says he has signed Ray Scott, composer, to a two-year artist pact. For his initial release on the Erwin label, Scott is slated to do two of his own compositions, "Bopping Wigwam Willie" and "My Life's Desire."

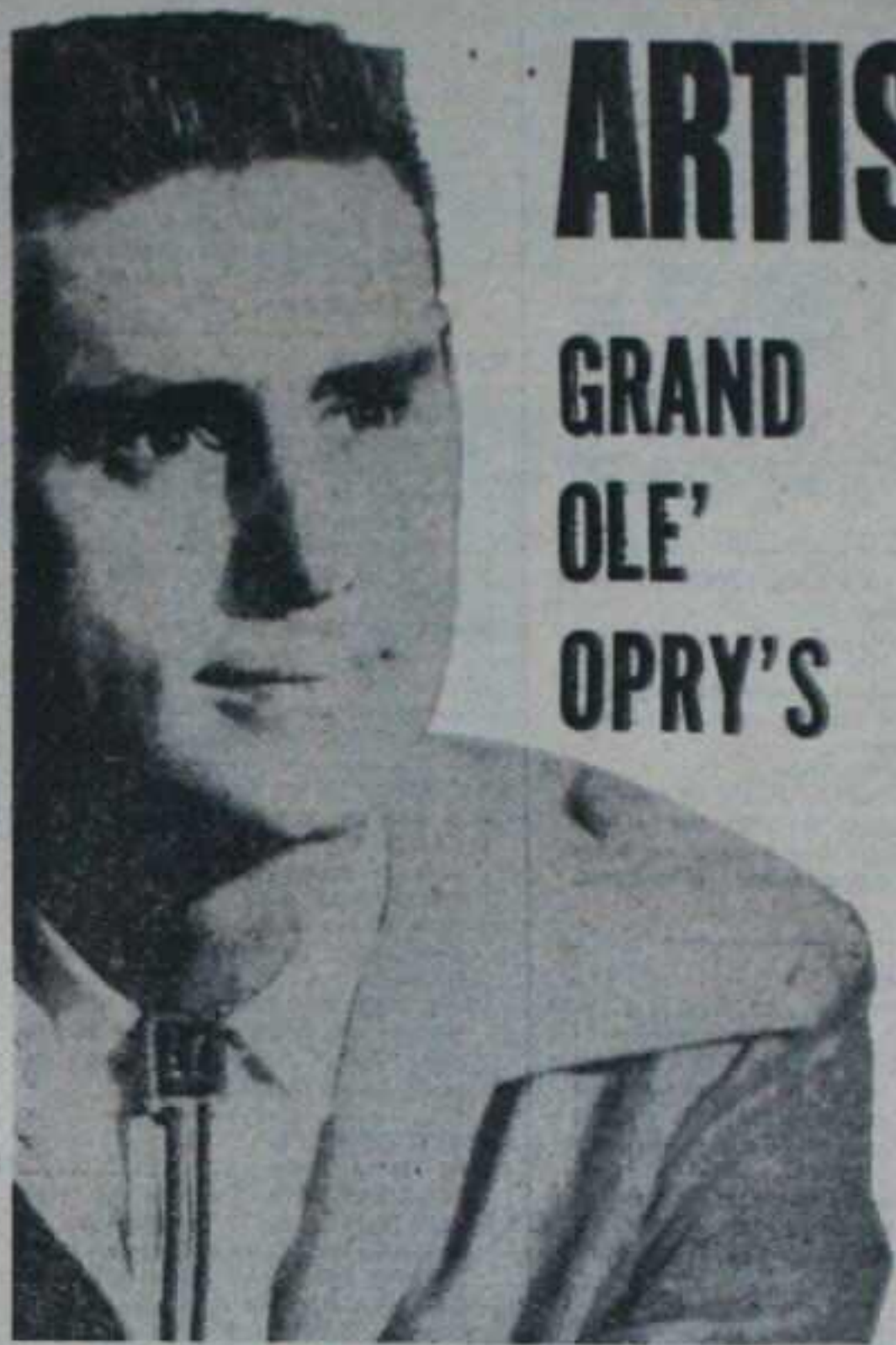
Ralph Hicks, manager of Jubilee Ballroom, Baldwin Park, Calif., has inaugurated a policy of using guest artists each Saturday night. On deck to kick off the new policy recently were Eddie Dean, Eddie Cletro, Wally Lewis, Dick Miller and Bonnie Guitar. Regular attraction is the Johnny Moseby band, with Betty Luther, vocalist. Skedded for an early appearance are Ned Miller (Dot), Buck Owens, Wesley and Marilyn Tuttle, and Bob Wills and band. . . . George Riddle, still doing two live stanzas a week over WARU, Peru, Ind., is in his 26th week at the Rainbow Club, that city. On Sundays, Georgie appears at nearby G Bar B Ranch, where the Bailey Brothers, of Knoxville, were extra features recently. Riddle has a new release coming up this week on the Knox label, one a Jimmie Skinner tune, "What a Pleasure," b.w. "Tell Me Truly, Baby."

Jimmie Rodgers Snow did a guest spot on the Lawrence Welk "Top Tunes and New Talent" TV program from Hollywood Monday (26). . . . On September 8, Hank Snow and His Rainbow Ranch Boys, with a supporting cast including Sleepy McDaniel, Wilma Lee and Stoney Cooper, the Clinch Mountain Clan, Mother Maybelle Carter, T. Texas Tyler and Jimmie Rodgers Snow, will begin a jaunt thru Florida, Alabama, Mississippi and Texas. Dates are: Tampa, Fla., September 8; Orlando, Fla., 9; Pensacola, Fla., 10; Biloxi, Miss., 11; Jackson, Miss., 12; Prichard, Ala., 13; Beaumont, Tex., 14; Galveston, Tex., 15; Houston, Tex., 16; Corpus Christi, Tex., 17; Odessa, Tex., 18; San Angelo, Tex., 19; Lubbock, Tex., 20; "Big D Jamboree," Dallas, 21, and San Antonio, 22.

Kenny Roberts, heard in a half-hour of country music daily over TV station WWTW, Cadillac, (Continued on page 100)

HOT ARTIST!

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GEORGE JONES

AT HIS GREATEST WITH TWO HIT SONGS!

"Hearts In My Dreams"

AND

"Tall, Tall Trees"

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THE COUNTRY HITS ARE ON



Reviews of New C&W Records

Continued from page 99

DORTHA WRIGHT
Your Honky Tonk Heart.....75
COLUMBIA 40972—Another heartfelt performance by lark on a dramatic weeper-ballad. (Vidor, BMI)
I Could Cry a Million Tears...74
Young thrush packs strong emotional wallop on moving country weeper with mildly r.A. backing. Deserves deejay attention. (Red River, BMI)

JIMMY DEAN
Look on the Good Side.....75
MERCURY 71172 — Bright-paced merrilyer is a good deejay opener, with honky tonk backing, etc. Nice old-timey flavor. (Starrite, BMI)
Do You Love Me?...71
Sunny, bright, but light little love song. Warble isn't too distinguished, but Dean fans won't mind. (Starrite, BMI)

FRANK DEATON AND THE MAD LADS
My Love for You.....74
BALLY 1042—Country warbler's unusual wheeze sets this blues-ballad rendition apart. Could get attention in pop and country markets. (Crosstown, BMI)
Just a Little Bit More...73
Frankie rockabilly warble of familiar-type material. Warbler has a distinctive squeak which could get some attention. Good sound. (Crosstown, BMI)

LEON McAULIFF
What's the Use?...74
DOT 15613—Medium-beat semi-rockabilly weeper has an old-time feeling. Attractive rendition is nicely backed by guitar and a tenor solo on the bridge. Side could attract in pop and western. (Felt, ASCAP)
Under the Double Eagle...72
Cheerful, western styling of the old march tune features fine guitar work and fiddle accompaniment.

THE OSBORNE BROTHERS AND RED ALLEN
Della Mae.....73
M-G-M 12527 — The backwooders should like this. Real down-home "howlin' harmonies by the cats with flying banjo frets. Territorial bet for boxes and jacks. (Acuff-Rose, BMI)
Wild Mountain Honey...73
An historical ode that has the mountainish feel of "The Martins and the Coys." Fancy fiddling is in a back country groove which should appeal to the fans. This side can get plays, too. (Acuff-Rose, BMI)

JIMMY HEAP
See No Man No Ya Ya.....73
BIG BAND 1001—Side could be the Oriental answer to "Fraulein." Unusual material is introduced by artist chanting in "Japanese" against Eastern harmonies with a male chorus assist. Excellent for c.w. jocks. Vocal is by Bill Denning. (Silm Willet, BMI)
Too Little Much Too Late...69
Attractive piping on a reverse weeper with chorus and o.k. support. Strong country flavor, but side also has trumpet backing. (Silm Willet, BMI)

BILL BROWNING
One Day a Month.....73
ISLAND 3—Traditional style weeper, with recitation telling story of divorce trial. He gets the children "one day a month." Very effective stuff, may do well if distributed. (SESAC)
Don't Wait Too Late...62
Weeper offers tearful advice in sincere, "down" style. Message isn't unusual, however. (SESAC)

JACK CARDWELL
Hey, Hey, Baby.....70
STARDAY 310—Medium-beat tune deals with a cat who wants to go honky-tonkin'. Mountain-style backing with banjo and fiddle helps tell the side. Possible territorial appeal. (Starrite, BMI)
Once Every Day...69
Weeper is also presented in hill style. Mountain guitar and fiddle are featured. (Starrite, BMI)

FRED CRAWFORD
You're Not the Same Sweet Girl.....70
STARDAY 314—Weeper tells of the gen's disappointment in finding that his true love has changed. Moderate honky-tonk backing is listenable. Could have territorial access. (Starrite, BMI)
By the Mission Wall...65
Moderate beat tune tells a tale of two lovers. Adequate vocal with guitar support, but side has a scratchy quality. (Starrite, BMI)

SKEETS YANEY
I Saw You Cheatin' Last Night.....69
M-G-M 12525—Typical theme matter for the rural set. Yaney gives the side sincerity but little excitement. Accompaniment has weepin' steel guitars and fiddles. Jock possibility. (Acuff-Rose, BMI)
Never Can Be...64
Fair reading of a traditional-type weeper. So-so tune is a drawback. -Silm chances only. (Acuff-Rose, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

CHARLES BELLAMY: Lonesome Heart/ Mr. Heartache—Evans 610
RILEY CRABTREE: Tattle Tattle Tale/ Something Tells Me—Country Picnic 602
VIVIAN DONLEY: Look in My Eyes/I'm Yearning (For a Real One)—Almata 331
DARROLL EVANS: One Sweet Hour/ Last Word in Lovin'—Evans 611
BILL GORDON WESTERNERS: Let's Make It a Fair Trade/Ling Ting Tong—Mark 106
THE HAYSEEDERS—Have I Tried in Vain/Celtic Black Serenade—Coronation 104
SLEEPY JEFFERS—My Blackbirds Are Bluebirds Now/Pretending Is a Game—Starday 319
ROBERT & GLADYS LUTHER—That Old Moon I'm Just a Cry Baby—Jason 505
THE MILLER BROTHERS: The Triffin' Kind/Hi at Ease—Star 1710
NEAL & TARP: Love Faker/Stop Your Teasin' Me—D & L 0020
KENNIE PARCHMAN—Treat Me Right/ Don't You Know—Jason 504
GWEN REYNOLDS: I Send My Love/ Love Me Now—A. H. A. 1001
BOYLAIRES COMBO: Hey Ho Hey Ho Ho Ho Baby, Baby/Starlight Up in Heaven—Almata 101
BILL TYLER—Please Don't Break My Heart/ Forgiving Means Forgetting—Co-op 1501
JOE WILLIAMS & THE SOUTHLANDERS: How Many Heartbreaks/Ooh La La—Goldenrod 500

FOLK TALENT AND TUNES

Continued from page 99

Mich., is racking up a busy season on personals. He rode his horse, Starlight, in the two National Cherry Festival parades in Traverse City, Mich., recently, and then headed east for an engagement at Jack Patton's Sunset Ranch near Albany, N. Y. He also appeared recently for two days at the Clare County Fair, Harrison, Mich., and with his band, the Jumping Jacks, at the Ionia Free Fair, Ionia, Mich., August 5-10. . . . Skeeter Davis, of the Davis Sisters, cut her first session as a single at the RCA Victor studios in Nashville last week, with Chet Atkins directing. She cut four sides. Skeeter is now married and residing in Covington, Ky.

New roster of the Ranch Boys, house band at Wonderland Ranch, four miles south of Dunnville, Ont., includes Andy Ontello, accordion; J. C. Pontello, take-off guitar; Hill-billy Swarts, rhythm guitar; Miss Avian, bass viol and vocals, and Uncle George, drums and emcee. Crowds at the Ranch have been down somewhat so far this month, due to economic conditions in the area. Recent visitors to Wonderland Ranch have been Dusty Owens, of WWVA, W. Va., and Ramblin' Lou, of WJLL, Niagara Falls, N. Y. . . . Bill Browning, emcee and program director of "Circle Theater Jamboree," Cleveland, has for his initial release on Frank J. Videmsek's Island Records "One Day a Month" b.w. "Don't Wait Too Late." Browning, whose band backs the talent on "Circle Theater," is working under the personal management of Videmsek.

Capitol's Wanda Jackson has been set for a nine-day stand at the Mid-South Fair, Memphis, September 20-28. Her newest on the Capitol label is "Did You Miss Me?" b.w. "Cool Love." . . . Leon McAuliffe, who last week had his initial release on the Dot label, "What's the Use?" b.w. "Under the Double Eagle," takes his Cimarron Boys band to the Indiana State Fair, Indianapolis, for a two-day stand, August 28-29. . . . Archie Blyer, Cadence Records chief, and Wesley Rose, of Acuff-Rose, directed the Everly Brothers on a Cadence session at the RCA Victor studios in Nashville last week. . . . Nan Castle, of Cooper, Tex., a recent winner on Arthur Godfrey's "Talent Scouts" TV-er, also cut a session there last week, backed by the Jordanaires.

Fred Stryker, of Fairway Music, Hollywood, says he has another tune poppin' in "Geisha Girl," which Hank Locklin recently carved on RCA Victor wax. Tune is by Lawton Williams, who also did "Fraulein," another Fairway ditty enjoying a brisk reception. . . . "Red River Jamboree," Paris, Tex., resumes its regular Saturday night schedule, August 31, after appearing in a series of free shows at the Red River Valley Exposition, Paris, August 19-24, sponsored by the fair association. Producers Roy Glenn and Pee Wee Reid are lining up a string of other pay dates in neighboring counties.

Johnny Cash and His Tennessee Two show their wares in San Diego, Calif., August 30, and the following day do a matinee in Los Angeles and a late show in Napa, Calif. On September 1, they play the afternoon in Los Angeles and at night in San Diego. Booking was made by Stew Carnall, of Santa Barbara, Calif., who also has

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 17. RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side Last on Week Chart.

This Week	Last on Week Chart	Weeks on Chart
1. BYE BYE LOVE (BMI)—Everly Brothers	1	13
I Wonder If I Care as Much (BMI)—Cadence 1315		
2. TEDDY BEAR (ASCAP)—Elvis Presley	2	9
LOVING YOU (BMI)—Vic 20-7000		
3. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis	6	10
I'll Be Mine (BMI)—Sun 267		
4. FRAULEIN (BMI)—Bobby Helms	3	23
Heartick Feeling (BMI)—Dec 30194		
5. GONNA FIND ME A BLUEBIRD (BMI)—Marvin Rainwater	5	18
So You Think You've Got Troubles (BMI)—M-G-M 12412		
6. FOUR WALLS (BMI)—Jim Reeves	4	18
I Know and You Know (BMI)—Vic 20-6874		
7. FALLEN STAR (BMI)—Jimmy Newman	7	13
I Can't Go on This Way (ASCAP)—Dot 15574		
8. MY SHOES KEEP WALKING BACK TO YOU—Ray Price	10	3
Don't Do This to Me (BMI)—Col 40951		
9. FALLEN STAR (BMI)—Ferlin Husky	9	7
PRIZE POSSESSION (BMI)—Cap 3742		
10. WHITE SPORT COAT (BMI)—Marty Robbins	8	20
Grown-Up Tears (BMI)—Col 40864		
11. TANGLED MIND (BMI)—Hank Snow	13	6
MY ARMS ARE A HOUSE—Vic 20-6955		
12. IS IT WRONG? (BMI)—Warner Mack	12	3
Baby Squeeze Me (BMI)—Dec 30301		
13. MISSING YOU (BMI)—Webb Pierce	15	13
BYE BYE LOVE (BMI)—Dec 30321		
14. NEXT IN LINE (BMI)—Johnny Cash	11	14
Don't Make Me Go (BMI)—Sun 266		
15. GEISHA GIRL (BMI)—Hank Locklin	—	1
Livin' Alone (BMI)—Vic 20-6984		

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING AUGUST 17. 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 on Week Chart	Weeks on Chart
1. BYE BYE LOVE—Everly Brothers	1	16
Cadence 1315—BMI		
2. FALLEN STAR—Jimmy Newman	4	15
Dot 15574—BMI		
3. FOUR WALLS—Jim Reeves	2	18
Vic 20-6874—BMI		
4. FRAULEIN—Bobby Helms	6	20
Dec 30194—BMI		
5. GONNA FIND ME A BLUEBIRD—M. Rainwater	3	21
MGM 12412—BMI		
6. MY SHOES KEEP WALKING BACK TO YOU—Ray Price	5	4
Col 40951—BMI		
7. TEDDY BEAR—Elvis Presley	7	8
Vic 20-7000—ASCAP		
8. MISSING YOU—Webb Pierce	12	11
Dec 30321—BMI		
8. TANGLED MIND—Hank Snow	—	2
Vic 20-6955—BMI		
10. WHITE SPORT COAT—Marty Robbins	12	20
Col 40864—BMI		
11. I THOUGHT I HEARD YOU CALL MY NAME—Porter Wagoner	12	2
Vic 20-6964		
12. ON MY MIND AGAIN—Billy Walker	—	5
Col 40920—BMI		
12. FALLEN STAR—Ferlin Husky	—	5
Cap 3742—BMI		
14. YOUNG HEARTS—Jim Reeves	—	1
Vic 20-6973—ASCAP		
14. WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis	10	6
Sun 267—BMI		

Carl Perkins and band, plus Jimmy Newman, set in Los Angeles August 30-31. On September 1 they join Johnny Cash for the big Labor Day Eve show in San Diego. . . . Steve Stebbins, of Americana Corporation, Woodland Hills, Calif., has Lefty Frizzell set for a tour of Colorado and the Northwest, with Harshul Clothier and the Oklahoma Travelers, starting September 8.

The Jubilee Promenaders, along with caller L. D. Keller, will join television's Lone Ranger, Silver, Tonto and canine star Lassie to furnish the entertainment at the 32d Annual World's Championship Rodeo in Madison Square Garden, New York, September 28 thru October 13. . . . Bill Wimberly's Country Rhythm Boys will have their first LP escape on Mercury-Starday later this month. . . . For the fifth consecutive year, Hank Thompson and His Brazos Valley Boys will appear at the Texas State Fair, Dallas, October 5-20. Sponsored by the Falstaff Brewing Corporation, St. Louis, Hank and

his lads will do three free shows a day, plus television appearances, for the entire 16-day run of the fair.

The Smith Brothers, Tennessee and Smitty, heard on Capitol, are set for the "Peach State Jamboree" at Swainsboro, Ga., Saturday (31). Booking was arranged by Johnny Bailes, "Peach State emcee, who on the same date makes a guest appearance on KWKH's "Louisiana Hayride" in Shreveport. This will mark his first appearance there since he left the station in 1945. Johnnie, together with his brother and Dean Upson, started "Louisiana Hayride" while working on KWKH back in 1947. . . . Herb Shucher had "Grand Ole Opry's" Porter Wagoner as a feature at the Wisconsin State Fair, Milwaukee last week. Last year, Herb had Jim Reeves and band at the same fair.

SMASH HIT!
"WHOLE LOT OF SHAKIN' GOING ON"
"IT'LL BE ME"
JERRY LEE LEWIS
SUN 267

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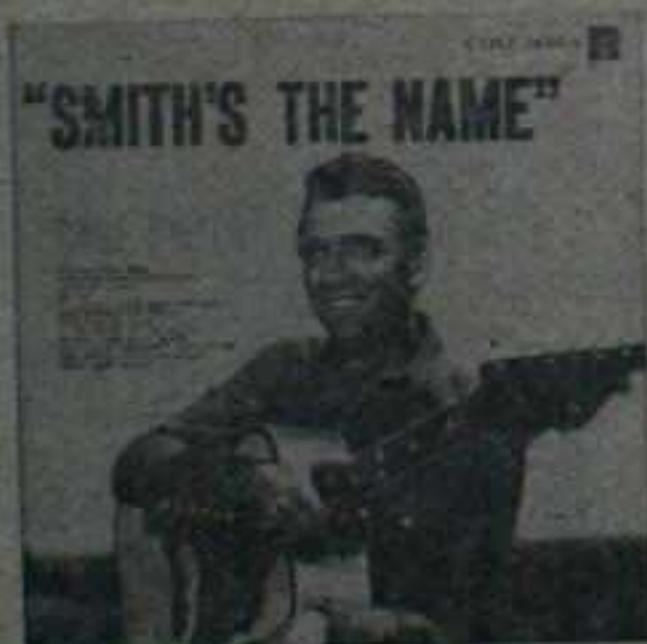
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This Week's R&B Best Buys

DUMPLINS (Carney, BMI)-Doc Bagby - Okeh 7089 - Disk is the strongest by the artist in some time. All markets report that sales are high. Flip is "Sylvia's Calling." (Blackwood, BMI).

Review Spotlight on...

THE COASTERS

My Baby Comes to Me (Tiger, BMI)
Idol With the Golden Head (Tiger, BMI)-Atco 6098-The group comes on strongly with their selling of "Baby." With "Young Blood" and "Searchin'" still going well, their similar approach here can make for a smash follow-up. "Idol" is interesting material with unusual lyrics and is presented at an attractive medium-tempo pace. Both sides appear winners.

NAT (KING) COLE

With You in Mind (Muirfield, ASCAP)-Capitol 3782-See review in Pop Spotlight section.

MICKEY AND SYLVIA

Love Is a Treasure (Ben Ghazi, BMI)-Vik 0290-See review in Pop Spotlight section.

BIG AL SEARS

Around the World (Young, ASCAP) - Jubilee 5293 - The alto saxman plays the pretty waltz in four-four time with a gently rocking beat. The fresh, listenable approach can still pick up a lot of coin for the tune. Good juke disk. Flip, "Fascination" is presented in a similar manner and should also attract (Southern, ASCAP).

LARRY BIRDSONG

If You Don't Want Me No More (Tollie, BMI)
I'm Pleading Just for You (Tollie, BMI)-Vee-Jay 254-Top tune is a ballad with rhythmic, bluesy backing and the artist reads it with sincerity. Fervent vocal makes side a strong one. "Pleading" is a rocker and the artist gives it a shoutin' go that should attract.

R&B TALENT

RAY AGEE AND ELLY JOHNSON

True Lips (Ebb, BMI)
My Silent Prayer (Ebb, BMI)-Ebb 11-The Gene and Eunice-type duo are strong on "True Lips," a bright rocker. "Prayer" is a good ballad effort. Backing on the well-knit sides nicely assists. Talented pair can have a hit in their first release. Watch 'em!

R&B Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Farther Up the Road
Bobby (Blue) Bland, Duke
2. Miss You So, Lillian Offitt, Exc.
3. Teddy Bear, Elvis Presley, Vic.
4. Short Fat Fannie, Larry Williams, Spe.
5. Searchin', Coasters, Atco
6. To the Aisle, 5 Satins, Emb.
7. Whispering Bells, Del Vikings, Dot
8. Send for Me, Nat (King) Cole, Cap.
9. Long Lonely Nights, Clyde McPhatter, Atl.

Charlotte

- 1. Teddy Bear, Elvis Presley, Vic.
2. Short Fat Fannie, Larry Williams, Spe.
3. Rockin' Pneumonia and the Boogie Woogie Flu, Huey Smith, Ace
4. Darlin' It's Wonderful, Lovers, Lamp
5. Stardust, Billy Ward, Lbt.
6. Loving You, Elvis Presley, Vic.
7. Send for Me, Nat (King) Cole, Cap.
8. Whispering Bells, Del Vikings, Dot

Chicago

- 1. Searchin', Coasters, Atco
2. Farther Up the Road
Bobby (Blue) Bland, Duke
3. Send for Me, Nat (King) Cole, Cap.
4. Teddy Bear, Elvis Presley, Vic.
5. Love's a Hurting Game
Ivory Joe Hunter, Atl.

Cincinnati

- 1. Stardust, Billy Ward, Lbt.
2. Rockin' Pneumonia and the Boogie Woogie Flu, Huey Smith, Ace
3. United
Oris Williams & His Charms, Del.
4. Just to Hold My Hand
Clyde McPhatter, Atl.
5. Whispering Bells, Del Vikings, Dot

Detroit

- 1. Send for Me, Nat (King) Cole, Cap.
2. Farther Up the Road
Bobby (Blue) Bland, Duke
3. Miss You So, Lillian Offitt, Exc.
4. Stardust, Billy Ward, Lbt.
5. Please Send Me Someone to Love
Moonglows, Chis.
6. Searchin', Coasters, Atco

Los Angeles

- 1. Send for Me, Nat (King) Cole, Cap.
2. Farther Up the Road
Bobby (Blue) Bland, Duke
3. Searchin', Coasters, Atco
4. Teddy Bear, Elvis Presley, Vic.
5. Love Letters in the Sand
Pat Boone, Dot
6. So Rare, Jimmy Dorsey, Fly.
7. Mr. Lee, Bobbettes, Lamp
8. Long Lonely Nights
Clyde McPhatter, Atl.

New Orleans

- 1. Miss You So, Lillian Offitt, Exc.
2. Farther Up the Road
Bobby (Blue) Bland, Duke
3. Sick and Tired, Chris Kenner, Imp.
4. Searchin', Coasters, Atco
5. Stardust, Billy Ward, Lbt.
6. When I Meet My Girl
Tommy Ridgley, Her.

New York

- 1. Bye Bye Love, Everly Brothers, Cde.
2. C. C. Rider, Chuck Willis, Atl.
3. Stardust, Billy Ward, Lbt.
4. Mr. Lee, Bobbettes, Atl.
5. Long Lonely Nights
Clyde McPhatter, Atl.

Philadelphia

- 1. Send for Me, Nat (King) Cole, Cap.
2. Stardust, Billy Ward, Lbt.
3. To the Aisle, 5 Satins, Emb.
4. Long Lonely Nights
Clyde McPhatter, Atl.
5. Short Fat Fannie, Larry Williams, Spe.

St. Louis

- 1. I Miss You So, Lillian Offitt, Exc.
2. Teddy Bear, Elvis Presley, Vic.
3. Bye Bye Love, Everly Brothers, Cde.
4. Send for Me, Nat (King) Cole, Cap.
5. So Rare, Jimmy Dorsey, Fly.

Washington, D. C.

- 1. Long Lonely Nights
Clyde McPhatter, Atl.
2. Send for Me, Nat (King) Cole, Cap.
3. Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
4. Please Send Me Someone to Love
Moonglows, Chis.
5. Searchin', Coasters, Atco
6. So Rare, Jimmy Dorsey, Fly.

Reviews of New R&B Records

BIG MAYBELLE

SAVOY 1519 - Powerful emotional impact in Big Maybelle's provocative interpretation of the old torcher. Great for juke and juke, and an interesting spin item for the more frantic pop deejays. (Leeds, ASCAP) Rock House... 88

THE MIDNIGHTERS

What Made You Change Your Mind? 41
FEDERAL 12305-Great lead singing acts off this gospel-rythm ballad chant. The group has had more distinctive entries, but quality of per-

formance can mean business. (Real McCoy, BMI)

Let 'Em Roll... 81

Lead Hank Ballard wrote this slow-rock shout. Catchy rhythm and strong lead are the attractions, and they should account for fair action. (Jay & Cee, BMI)

ANDRE WILLIAMS

Jail Bait... 80
FORTUNE 837-Strong selling on an unusual piece of material. Reading is told against funky backing. Menacing. (Trianon, BMI)
My Tears... 79
Williams gets a vocal assist from Gino Porfay on this rhythm ballad with listenable orking by Charlie Morris. Flip will probably rate more attention because of far-out material. (Trianon, BMI)

DON AND DEWEY

Leatin' It All Up to You... 79
SPECIALTY 610-Flavorful chattering with plenty of heart on strong ballad with effectively deliberate pacing. This could happen. (Venice, BMI)
Jelly Bean... 78
The boys sell an exuberant rhythm tune with uninhibited enthusiasm and sock sales savvy. (Venice, BMI)

AL SAVAGE

Trouble on My Mind... 79
HERALD 505-A top-grade ballad warble by a cat who's long overdue. Sincere, distinctive sound sells some effective material. With plugging, this can make it. (Angel, BMI)
A Fool Was I... 76
Another blues ballad; less potent than flip in content, but Savage does another great job, aided by group and good band support. (Angel, BMI)

RED PRYSOCK

2 Point 8... 73
MERCURY 71135 - Fine, typical romp tenor sax is feature of a swingin' instrumental that should gas the dancers and provide some strong program fodder for jocks. (Norbay, BMI)
Rooster Walk... 77
Slow juke instrumental, perfect for jukes, dancers and for deejay relief between vocal sides. A preachin', talkin', shoutin' effort on the blues. (Kempto, BMI)

MUDDY WATERS

Come Home Baby (I Wish You Would)... 77
CHESS 8512-Direct appeal to his chick, strongly worded and sincerely chanted, with big-sounding band backing. Sales likely in South and in more traditional r.&b. markets. (Arc, BMI)
Good News... 77
Wife had a new baby girl. Happy, wholesome, exuberant rocker, but limited perhaps in its appeal. (Arc, BMI)

T.V. SLIM AND HIS HEARTBREAKERS

Flatfoot Sam... 77
CHECKER 870-Knowing vocal on a piece of gutbucket material with amusing lyrics. Up-tempo blues with rhythm ork support could attract. (Arc, BMI)
Darling Remember... 74
Blues tale is rendered with know-how by the artist. Rockbucket backing, involved in some spots, assists nicely. (Arc, BMI)

HOWLIN' WOLF

Nature... 76
CHESS 1668-"Nature" explains why the cat has to cheat. Medium beat blues has a very danceable beat. Fine ork support includes guitar and harmonica. Side could do some biz. (Arc, BMI)
Somebody in My Home... 75
Mid shoutin' approach on a bluesy tune told with verve by the artist and accompanied with earthily, gutbucket guitar and harmonica. (Arc, BMI)

WILL JONES AND THE CADETS

Hands Across the Table... 76
MODERN 1024-Attractive vocal by bass, Jones, with light group-backing on the old standard. Side could catch on. (Mills, ASCAP)
Love Can Do Most Anything... 75
Cheerful delivery with fine group support on a gay, medium tempo ballad is a listenable effort. Side can also move in pop marts. (Modern, ASCAP)

OSCAR WILKS

PAUL GAYTEN ORK
Flatfoot Sam... 75
ARGO 8459-Vocal on one side only by Wilks. Number is similar in some respects to "No Money Down" of last year. Bright, still rock rhythm backs the sad-rock narrative. Fair business here. (Arc, BMI)
Nervous Boogie... 68
Similar nervous beat on this instrumental boogie side. Has excitement, but there are more distinctive instrumentals available. (Arc, BMI)

BOBBY DAY

When the Swallows Come Back to Capistrano... 74
CLASS 211-Stylized bird-group type rendition of old ballad. Has a chance to become another revival, altho Day isn't particularly outstanding in the idiom. (Witmark, ASCAP)
Little Bitty Pretty One... 63
Starts out with long humming ro-

R&B Best Sellers in Stores

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like SEARCHIN', YOUNG BLOOD, SEND FOR ME, TEDDY BEAR, etc.

Most Played R&B by Jockeys

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like SEND FOR ME, SHORT FAT FANNIE, SEARCHIN', etc.

Chant is rhythmic, but that's all. (Records, BMI)

GUS JENKINS AND ORK

Pay Day Shuffle (Parts I and II)... 74
FLASH 123-Well-orked and executed instrumental blues is a very danceable number. Both sides feature "down-home" piano and gutbucket guitar. Jocks should like it. (Shog, BMI)

COOTIE WILLIAMS AND HIS ORK

Block Rock... 74
RCA VICTOR 7012-Medium-tempo dance side features a baritone sax solo in addition to fine trumpet by Williams. Solid orking helps sell side. Rates deejay spins. (Zodiac, BMI)
Rangoon... 73
Smooth, slow instrumental blues with usual fine trumpets by Williams against organ and ork backing should attract jockeys whiffs. Danceable side can go. (Zodiac, BMI)

FOUR HAVEN KNIGHTS

In My Lonely Room... 73
JOSIE 624-Liz-sounding selling on medium-tempo ballad with attractive ork support makes side worth watching. (Mac-Avery, BMI)
I'm Just a Dreamer... 72
Debut by the group on this label is an attractive presentation of a rhythm ballad. Okay chances. (Mac-Avery, BMI)

ANNIE ALFORD

Temporarily Blue... 73
VIK 0258-Good selling on a blues waltz with a catchy medium beat tempo. Chorus and ork backing en-

hance the attractive vocal. (Sylvia, BMI)

EASY, EASY BABY... 72

Very mature delivery by the now 16-year-old talent on a rocker theme with bright ork and chorus backing. Side might attract play. (Keweenaw, BMI)

PLAS JOHNSON

The Big Twist... 73
CAPITOL 3773-Slow, blues rock, featuring Johnson's soulful tenor sax. Good juke or sock, too, also for dancers. Double-time section is "different." (Blackwood, BMI)
Come Rain or Come Shine... 71
With ork and vocal group aid Johnson belts out a hunt-type tenor sax solo on Arlen-Mercer standard. Okay deejay item and also for many juke, in pop or r.&b. spots. (A-M, ASCAP)

JIMMY BEASLEY & HIS PIANO ORK

We Three... 73
MODERN 1021-An okay rock and roll version-a la Domino-of the standard. Should grab all some jockey play. (E. H. Marks, ASCAP)
I Want My Baby... 71
Beasley rocks along as a bright clip on a catchy ditty. Moderate sales potential. (Modern, BMI)

SAM (THE MAN) TAYLOR

A Touch of the Blues... 73
M-G-M K12529-Swingy instrumental take-off on sensuous blues theme. Excellent jockey wex for pop and r.&b. spinners. (Ruger, ASCAP)
Tanganyika... 71
Ecotic instrumental theme, high-

lighted by Taylor's standout sax solo work. (Demo, BMI)

THE SCHOOLBOYS

Carol Okeh 7090—Cats wall flirty behind the high-pitched, triplet-backed lead. Ballad reading has an aura of tragedy with choked up spoken words. Close to the teenage groove which could bring some action. Fear!... 66 Group has the style of the Teenagers and the Teen-chords on this upbeat tribute to a chick. Material is next to nothing. Flip is the action side.

SCREAMIN' JAY HAWKINS

Person to Person Okeh 7087—Don't send your brother or your mother, shouts the chanter. He wants the chick "person to person." A virtuoso job in the shouts that it ranks below recent efforts. Spins likely from followers. (Jaycee, BMI) Frezy... 68 The cat's in wild shape on this rhythm side. Crazy vocal tricks are here but flip side gets the nod on material. (Sheldon, BMI)

DOLLY COOPER

Time Brings About a Change... 70 EBB 109—Effective, personal, high-pitched shouting of a blues-ballad. Scary inflections of thrush are interesting, altho material doesn't say too much. (Ebb, BMI) Wild Love... 62 Fast, muddled novelty doesn't give thrush much chance to show. (Ebb, BMI)

RICHARD BERRY & THE PHAROAHS

Take the Key... 70 FLIP 318—Contagious performance by Berry on a hackneyed tune with trite lyrics. (Limax, BMI) No Kissin' and a Huggin'... 70 Infectious treatment of routine rhythm item with ingratiating warbling by Berry. (Limax, BMI)

MARKTONES

Hold Me Close... 70 EMBER 1022—High lead intones a tender, penetrating line on this group ballad. Easy-going tempo is an asset, but side doesn't quite make it. (Angel, BMI) Talk It Over... 69 Similar styling, with more standout lead singing, but again, nothing to break down the door for. (Angel, BMI)

JODY WILLIAMS

Lucky Lou... 69 ARGO 5274—Side begins with a "talking" guitar repeating the phrase "Lucky Lou" and develops into a fairly swingin' medium-beat instrumental with organ support. (Are, BMI) You May... 68 Slow blues with vocal by Williams warns his cheatin' chick that harder times are ahead. Good org support. Possible Southern territorial appeal. (Are, BMI)

KENNY ESQUIRE

Tears Are Just for Fools... 68 EMBER 1021—Exciting performance by Esquire on an otherwise ordinary

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tune with fervent, churchy flavor to backing. (Angel, BMI) Boom Chica Boom... 67 Esquire sets a bouncy rhythm tune with contagious showmanship and a catchy beat. (Angel, BMI)

DOSSIE TERRY

Thunderbird... 68 KING 5072—Shouting is better than this blues material. Good rockin' beat helps, but stronger stuff is available. (Jay & Cee, BMI) I Got a Watch Dog... 67 Lousy shouting, but material adds up to little that's outstanding. (Jay & Cee, BMI)

THE GUYTONES

You Won't Let Me Go... 68 DE LUXE 6144—Intense reading by lead singer and group on okay weeper-ballad. Moderate spin potential. (Duchess, BMI) Ooh Bop Sha Boo... 66 Routine rhythm-novelty is chanted with bright competence by group. (Levy, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

- BLUE NOTES: The Retribution Blues/Wagon Wheels—Jodie 823
HAROLD BURRAGE: Satisfied/Stop for the Red Light—Cobra 1025
JOE HALL: Coming Home (Parts I & II)—House of Sound 1002
GLORIA LYNN: Just Like That/I'd Be a Fool (To Be Misled by You)—Central 2600
ROSETTA PERRY—Get Out and Go, Farewell Blues—Blue Boys 107
THE PHANTOMS: Lost and Found/Channel Fever—Baton 244
THE CLIFFORD SCOTT COMBO: I Know a Few Sweet Words
STARLITES: Missing You/Give Me a Kiss—Peak 5000
TEMPO-MENTALS—Dearest/Burning Desire—Ebb 112
LEIGH TRAVIS: Will You Still Be Mine?/Baby Did You Hear?—Gig 250

ON THE BEAT

WOV's Jocko Henderson will conduct a big rock and roll show at the Apollo Theater over Labor Day weekend. . . . Vik Records purchased its first master, "I've Got a Love," by Gene Norris, from Slim Willet of Edmoral Records, Abilene, Texas.

Alan Freed and an all-star lineup planned to England last week for three weeks of one-nighters. The entourage will play the Rank Theaters—the same route covered by Bill Haley on his trek there last winter. When he returns, he starts rehearsals at Columbia Pictures for his third film for producer, Sam Katzman. . . . Bill Haley and His Comets are set for a return stint at Lakewood in Mahoney, Pa. later this month. The group's last engagement there broke the all-time, one-night attendance record, attracting over 2,600. The crew is then skedded for a Midwestern and West Coast tour and an appearance in Alan Freed's forthcoming movie.

Morty Palitz of Jubilee Records flies to Cleveland this week to record a new teen-chick group, the Coquettes. . . . Jake Porter, Combo Records, will reactivate his label shortly with a number of new artists. . . . Hy Weiss, Superior Records distrib, is very pleased over the initial reaction to "Maid of the Mist" by Johnny Kaye on Argo.

DISTRIB DOINGS: The Los Angeles Distributors Association, off to a slow start in recent months, will attempt to keep the organization alive via a new platform to be unveiled for distrib at next month's meeting. . . . Johnny Sipple, Mercury album sales topper, was hosted by Norman Dudley, Mercury Records Distributors of Southern California during his recent trip to the Coast. . . . Morty Beckman, one-stop operator, will open a new record sop in downtown Hollywood next month. . . . Nancy Moran recently took over promotion and publicity in the Richmond area for Allen Distributing Company of Richmond, Va. Miss Moran previously was in record retailing and was a music student at Richmond Professional Institute.

Duke Records is currently riding high with Bobby (Blue) Bland's hit disk, "Farther Up the Road," backed with "Sometimes Tomorrow." According to company execs, it's the hottest platter in the label's history and may exceed sales of Johnny Ace's "Pledging My Love." A new label, Back-Beat Records has been added to the Peacock-Duke family. The Five Satins are part of the

talent line-up for the all-star rock and roll show, "Fantabulous Rock 'n' Roll," which starts a West Coast tour soon. . . . Sales for the Mello-Kings' latest platter, "Tonight Tonight," took a spurt after an

appearance on a recent Ted Steele show. The group is skedded for a September 3 guest stint on Dick Clark's "American TV Bandstand."

Gar Bacon, new hillbilly-rockabilly artist has been added to Savoy's talent roster. Releases are planned in the near future. . . . Ann Cole is currently appearing at Detroit's Schubert Theater with Fats Domino's latest touring package.

Further expansion by indie Coast labels into the pop and jazz market is seen by the announcement of new jazz lines by Art Rupe of Specialty Records. . . . Lester Sill, Coasters' manager and president of Quintet Music, is more excited these days about his managership of a Little League ball team in Hollywood than he is about the disk biz.

Buck Ram, Platters' guiding light, is due to return to the Coast after a New York business trip to set production for the vocal team's new Columbia flick. . . . The Annual Festival of Jazz is shaping up, with the event to be held at Wrigley Field, Los Angeles, first week in September. Promoters haven't lined up a definite talent sked yet, but they're dickering for Louis Armstrong to head the bill. . . . Sticks Herman bowed on the Hollywood label last week with "Crying, Crying" and "Beautiful Doll."

Granz Takes Up

Verve several weeks ago. Granz would not confirm that the parting was amicable.

On another front, the Verve diskery joined the ranks of RCA Victor, Decca, King and others in raising the price of 78 r.p.m. records to \$1.15.

Verve went into Superior Court last week, serving petitions to perpetuate testimony upon Ozzie Nelson, Ricky Nelson, Dick Pierce, currently with RCA here and formerly with MCA, and other MCA executives. Action is connected with the recent signing of Ricky Nelson by Imperial Records, and ostensibly is preparatory to the filing of a damage suit against the Nelsons and MCA by Verve.

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Disk Academy

Continued from page 38 Academy had been approached by three potential sponsors for a premiere TV awards show, and that the matter has been referred to James Conkling, temporary chairman of the national Academy, with authority to negotiate on behalf of the Los Angeles chapter.

Board of governors also voted affirmatively on the recommendations of the membership committee, headed by Sonny Burke, with the Academy to be open for membership in the near future.

Am-Par Waxes

Continued from page 38 ABC-Paramount this month are the Poni-tails, three 18-year-old Cleveland canaries; 14-year-old lark Jill Whitney; writer-warbler Charlie Donald, a 23-year-old Texan; and Jess DuBois and the Hitchhikers.

Meanwhile Am-Par prexy Sam Clark reports that the label's "Lucky Seven" album promotion has been so successful to date that 77 per cent of its distributors have "met or far exceeded" original quotas set.

Nine Dee Jays

Continued from page 38 WITH, Baltimore, Ed McKenzie, WXYZ, Detroit; Art Pallin, KDEA, Pittsburgh; Bill Randle, WERE, Cleveland, and George Singer, KLIF, Dallas, set for the film.

Title song of the pic, penned by Jay Livingston and Ray Evans, will be sung by Martha Hyer, with the jockeys portraying typical Old West characters in a rollicking saloon sequence.

Come now, you know these boys don't drink m'am.

New Exciting Release Vee-Jay #254 "IF YOU DON'T WANT ME NO MORE" b/w "I'M PLEADING JUST FOR YOU" Larry Birdsong VEE-JAY RECORDS 2129 South Michigan Avenue Chicago, Illinois All Phones: CALumet 56141

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'WEST-O-RAMA' DOUBLES WIS. GRANDSTAND GROSS

B-C Spectacular, Fair's All-Out Build-Up Reverses Night Biz Trend

By HERB DOTTE

MILWAUKEE — "West-O-Rama" and a powerful exploitation campaign combined to write history at the Wisconsin State Fair. Together, the outdoor spectacular, which represents a new concept in night grandstand entertainment, and the fair's all-out promotional campaign not only halted the trend of declining grosses but sent receipts soaring.

At the end of the first four of the eight scheduled performances, "West-O-Rama" had played to more paid customers than the traditional grandstand revue of the past had shown to in the entire eight-performance engagement last year.

Thru Tuesday (20), the fourth night, the paid count was 24,280,

whereas the total for the full eight shows last year was 23,826.

Attendance Builds

Attendance, moreover, continued to build. On Wednesday (21), "West-O-Rama" played to 8,225 paid. This was more than double the 4,028 grandstand count for the same time last year and also the best single night's grandstand turnout since 1953, when night grandstand grosses first started to drop.

As the spectacular went into the sixth of its eight performances Thursday night (22), indications were that, given good weather, it would finish with a gross considerable in excess of double that for the traditional revue of last year. Reserved seats went for \$2, general admission seats for \$1.50 and children's admissions for 50 cents.

The sharp reversal in grandstand [\(Continued on page 111\)](#)

Missouri Tops 1956 Gate First Six Days

'Holiday on Ice' Ahead of Year Ago; Auto Races, Midway Score Big Biz

SEDALIA, Mo.—The Missouri State Fair last week demonstrated its strong pulling power by running its attendance ahead of '56 despite rain on two days that washed out that many programs of Grand Circuit harness racing.

Thru Thursday (22), sixth of its nine days, the fair had clocked 387,939 patrons, 5,000 over last year at that point. Total grandstand receipts, as a result of the rained out trotting programs, was slightly down, altho "Holiday on Ice" was up in its five nights by a few percentage points. The rained-out races were all ran off together on Friday.

Auto racing, brought in by Al Sweeney's National Speedways, Inc., was scoring well at this fair where it has long been a popular attraction. Saturday's matinee program drew a strong crowd. Sell-outs were scored Sunday and Saturday night and another was promised for Friday night. And there was little worry over the final Sunday's program of 100-mile stock car races which is generally one of the strong points of the run.

The fair scored its biggest opening day on Saturday (17) when paid admissions totaled 55,534. This compares with 33,056 last year. Sunday (18) was also big with 91,195 passing thru the gates against 86,853 in '56.

Upcoming attractions include Earl Newberry's Trans World Daredevils on Saturday night (24) and "Grand Ole Opry" with Minnie Pearl on the closing night. Pinky Lee and Brenda Lee, each appeared in two grandstand shows during the week to good crowds.

Plant-wise, much work was done since last year. The commercial building was completely remodeled, all livestock buildings were reconditioned and painted and the speed barns were all roofed.

Cetlin & Wilson Shows were solidly ahead of '56 and expected to set a new ride and show record by the wind-up.

COLO. STATE FAIR RACES 30% AHEAD

GAC-Hamid Show Up 5 Per Cent; Rodeo Advance Points to 86G Gross

PUEBLO — Operating in a drought-free area for the first time State Fair thru the first half of its six-day run ran up a 30 per cent attendance increase over last year, enjoyed a like jump in midway business, and was up even higher in night grandstand business.

Only matinee grandstand business was light. The Kee Vee Circus, featuring Superman, was presented in a sponsor tie-up the first three afternoons in front of the grandstand.

Night grandstand attraction for the first three days was Stairway to the Stars, a revue booked in by Ernie Young of the GAC-Hamid

office. The show turned in a grandstand gross which was more than 50 per cent higher than the grandstand yield last year.

Show consisted of the Manhattan Rockets, the Mariners, the Vernon and Bumpy, Matt Tuck; Willie West and McGinty, Leo De Lyons, the Ashtons, Three Leggers, Whaling and Yvette, Bob Topp [\(Continued on page 128\)](#)

New Fair Gate Record Eyed At Marshfield

MARSHFIELD, Mass. — The 90th Marshfield Fair had total paid gate attendance for the first three days of 54,616, approximately 4,500 over the same period last year. If the crowds keep coming this could better last year's seven-day total of 117,500, which was the best gate since 1950.

The pari-mutuel machines at the horse track also took a strong lead over last year, with the Monday (19) handle hitting \$78,775 as against last year's \$64,614. Tuesday surprised officials as the windows handled \$39,245 more than Tuesday of last year for a total of \$86,964.

The grandstand show this year is free. General admission is 50 cents with a quarter parking fee. Grandstand attraction for the opening day (18) was B. Ward Beam's auto thrill show, which drew a capacity crowd. Dick Sul- [\(Continued on page 106\)](#)

Sheriff's Rodeo Draws 85,000

LOS ANGELES — The 13th annual Sheriff's Rodeo pulled an estimated attendance of 85,000 here Sunday (18) in the Coliseum despite 100 degree temperature at the start of the event and which dropped later to 74.

The rodeo gate money goes to the Sheriff's Relief Association of Los Angeles County.

On hand for the event were Sheriff Eugene Biscailuz; Audie Murphy, motion picture actor and Congressional Medal of Honor winner in World War II as the grand marshal; Charlotte Sheffield, Miss U. S. A., and Frankie Lane, singer.

Rodeo stock was furnished by Andy Jauregui of Newhall. Pete Logan announced with Monte Montana, lasso expert; Jim Shoulders, bronk rider; Harley May, steer bulldogger, Chuck Sheppard roper, and Bob Steele among the featured performers.

Lubbock Details Busy Schedule For Auditorium

LUBBOCK, Tex. — The Lubbock Auditorium - Coliseum here has a busy season ahead, with a bumper crop of major show events coming in under the direction of Civic Lubbock, Inc. David T. Blackburn is manager of the building and secretary of the promotion firm.

Paul Gregory's new production, "The Rivalry," will be in for October 9. It includes Raymond Massey, Agnes Moorehead and Brian Donlevy. Fred Waring and His Pennsylvanians are booked for November 23, a return engagement. S. Hurok presents Roberta Peters on January 15, followed by the [\(Continued on page 128\)](#)

'Ice Follies' Tells '58 Route

SAN FRANCISCO—New edition of Shipstads and Johnson's "Ice Follies," in rehearsal here at Winterland, will open with a stand at Pan Pacific Auditorium Los Angeles, September 5-22. Route of the show thru its return to Winterland in 1958, is announced as follows:

Denver Coliseum, September 25-29; St. Louis Arena, October [\(Continued on page 128\)](#)

PALISADES OPENED GOOD:

Circus Seen Key To Longer Season

PALISADES, N. J. — The second circus offering of this season got off to a good start at Palisades Amusement Park Saturday (17) with three shows. First performance drew a two-thirds house into the Hunt Bros. Circus tent in sweltering heat. Next two shows were not as good but still around the half-ful' mark. Prices range from 90 cents thru \$2.50.

Business over the weekend and into midweek was reportedly very good in comparison with the pre-season Hamid-Morton Circus, held on the same parking lot in the same Hunt tent. In contrast, however, was the outright buy of the augmented Hunt show for at least two weeks, by park operator Irving Rosenthal.

The Hunt show, admittedly modest alongside Hamid-Morton, which is geared for large capacity arenas, nevertheless sparkles in its proper setting under canvas. Added acts for the park date were provided by Al Dobritch. Running on opening day for close to two hours, the production had its scheduling and properties organized well enough by the next day to permit a faster-paced presentation.

Boon to All

The arrangement seemed due to benefit all parties concerned. The circus got its fee plus the advantage of stationary engagement. Palisades, it was expected, would benefit from a added patronage drawn into the park.

Rosenthal has invested a huge sum in the promotion. Strong attendances were required to offset the big advertising outlay, and

there was some speculation about whether this expenditure was too large to overcome. It is understood that exercising of an option could provide the park with an additional week on its season, since all attractions would remain open concurrently with the circus.

For the opening, Rosenthal presented disk jockeys Art Ford and Zeke Manners, vocalist Don Rondo, kid TV favorite Jolly Jellybean, and Zsa Zsa Gabor.

Skowhegan OK Despite Rain, Cold Weather

Spotty Weather Dogs Event Until Closing Day

SKOWHEGAN, Me. — Spotty weather dogged the Skowhegan State Fair last week, but Roy E. Symons, general manager and treasurer, said total receipts still managed to exceed those of 1956 when the fair enjoyed perfect weather.

All exhibit space in the buildings was sold out. Betting at the track ran higher than in 1956 despite cards of eight races being offered, whereas there were nine and sometimes 10 offered on some days last year.

The Lone Ranger and Lassie were scheduled as opening grandstand attraction on Saturday and [\(Continued on page 106\)](#)

Line-Up Given For Syracuse

SYRACUSE, N. Y.—The show starring the McGuire Sisters, set for the New York State Fair by Frank Wirth, will consist of the 24 Manhattan Rockets, the Whiz Kids, bike act, Gautier's Steeplechase; Fedi and Fedi, novelty dance; Hoffmans, plate spinners; Ridolas, comedy ladder, and Elvis, the Wonder Zebra.

Altamount Up 38% In 100,000 Quest

ALFAMONT, N. Y.—An entry into the 100,000 attendance class was at the doorstep of the Altamount Regional Fair, which was moving at a steady clip in good weather thru Friday (23). The six-day event drew 40,471 paid admissions for the first three days, up nearly 11,000 or 38 per cent from last year's 29,845.

Physical improvements were obvious and represented a hefty outlay. There was a new ticket booth system at the main gate, a new grandstand stage rolling out over the track, and a second lane paved on the midway.

In front of the grandstand, which

Altamount started offering free several years ago, was an Al Martin show performing twice daily. It consisted of a 10-girl line, the Carl Rhode band, and acts as follows: Irah Watkins' chimps; Allen's bear; Betty Pasco, high act; the Ericksons, hand balancing; the Sandows, comedy acrobatic, and Jerry Tomas emcee.

Jeep Operated Stage

The stage, installed at the cost of \$10,000, is built on structural steel and moves on tracks, using 12 wheels. A jeep can push it out over the track to bring the performance close to the 3,000-seat [\(Continued on page 128\)](#)

1957 WINNERS
BIG ELI Fourth of July Contest
 (Contest No. 1 is for
BIG ELI WHEELS

Rank, Owner & State	Wheel	Receipts
1. A. B. Thomas—Minn.	No. 3	\$1142.75
2. Rex Saunders, Jr.—Ark.	No. 8	865.50
3. O.H. Smith—W. Va.	No. 8	777.75
4. H. Bartholomew—Iowa	No. 8	743.75
5. Browning Bros.—Ore.	No. 5	724.75
6. C. W. Byers—Iowa	No. 8	714.00
Average per Wheel		\$-820.00

No. 3 BIG ELI continues as the leading profit-earner. Two BIG ELI SCRAMBLERS were winners in Contest No. 2. Read the full report in July-August BIG ELI NEWS. A copy will be sent free upon request.
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Herb Dotten Masterson Shows the Way

YOUNG, vigorous Bill Masterson should come in for bows. Manager of the Wisconsin State Fair, Milwaukee, he has given clear-cut proof that the era of the night grandstand shows is far from over.



MASTERSON

Convinced that in "West-O-Rama" he had a show that could be sold, he went out and sold it. So potent was the exploitation behind the show that it is doubtful if anyone in Wisconsin was not aware that the outdoor spectacular was at the Milwaukee fair.

To put the campaign over, Bill spent more money—but got it back and then some—not only at the grandstand but at the outside gates where the price was 25 cents higher than last year) and from other sources on the grounds.

The show grossed more in the first four nights than a revue did in eight nights last year, and crowds continued to build. Such grandstand business, however, only begins to tell the success of Bill's efforts.

The exploitation he gave "West-O-Rama" made everyone aware that the fair was something different. There was none of the damning description of the fair being "the same old thing," a description not infrequently pinned on many fairs.

There was new tone to the fair. All of this stemmed from the promotional efforts. There was a wrangler's contest for moppets. There was the Western garb of the fair staff, ticket-takers, sellers, etc. There were special Western-themed exhibits.

The back of the grandstand was different; it was used to sell and it was Western, too. There were buckboards and other old-time vehicles mounted over the entrances. And there were wagon wheels, cattle brands on cloth banners, and blow-ups of action scenes from "West-O-Rama" on the rear of the grandstand.

Billing Centered on Show

There were silver dollars, too, passed out thru ticket boxes by concessionaires as a reminder of the "Silver Dollar" number in "West-O-Rama." A "West-O-Rama" cavalcade trekked thru a large section of the fair's prime drawing territory to further fan interest.

Bill got more action for his advertising outlays than ever before. In his billings, he concentrated on "West-O-Rama" instead of merely advertising the fair's dates, the previous practice, and he cashed in on TV. A scale model of the "West-O-Rama" set he had built proved mighty persuasive when used on live TV shows.

In advance of the fair we reported on some of Bill's exploitation plans. We think what he actually did is worth repeating.

All too often some fairs, in lamenting that some attractions they present experienced drop-offs, place the blame on the attraction. In many cases, the fault is their own. These fairs just do not sell their attractions.

Should Point Way for Others

Unfortunately, some fairs put heavy promotional efforts behind features that have little attendance-building possibilities. More than a few, for instance, go all-out to promote annual queen contests even where such contests have little value as attendance-getters. In some cases the publicity departments get so involved with arrangements and publicity for such contests that they miss woefully in publicizing the paid attractions.

Regretably, some fairs either publicize their attractions at the last moment—sometimes only on the eve of their appearance—or they stop their publicity too early. It isn't enough to advertise and publicize a show up to its opening and then forget about it during the remainder of its five or six day run.

Lamentably, too, some fairs follow the same publicity and advertising path each year.

Bill Masterson took a fresh view. A good many other fairs would benefit if they, too, did. It would be a boon for such fairs—and for everyone connected with them, whether a carnival owner, an act or a snow cone operator. All benefit when the fair's paid attractions pull heavily among people who otherwise would not be drawn if the fair did not sell its attractions.

Autry, Trotters Push Greenville Fair Ahead

GREENVILLE, O. — The Darke County Fair, aided by ideal weather, top attendance at its harness racing and big crowds to see the Gene Autry one-day show, ended up its seven-day run here Friday (23) with an increase in almost every department.

Not a drop of rain fell on the fairgrounds all week and attendance was up a sturdy 10 per cent over '56. Biggest crowds of the week came out Sunday (18) to see the Autry show, which gave afternoon and evening performances. Robert Brumbaugh, secretary, said that even the grandstand seating capacity was expanded to 4,000 by the addition of temporary seats, standing room was at a premium at both shows. Well over 8,000 people turned out for the cowboy presentation.

First attraction in the grandstand was Bob McKinley's Rodeo which drew a strong crowd on opening night. Six programs of harness racing with pari-mutuels were exceptionally popular and total wagering was \$1,364 ahead of last year. The races were run on two afternoons and four nights. Chitwood thrill show closed the fair on Friday evening.

Gooding Amusement Company's No. 4 unit topped last year on every day of the week. Shows and rides got a big workout on Monday (19) which was kids' day.

The fair's new Coliseum was packed with commercial exhibits and all space was sold Brumbaugh said. Gilbert A. Lease, veteran fair executive, is president of the annual.

Stunt Drivers Demonstrate New Edsels

DETROIT — Personnel from Earl Newberg's Trans-World Daredevils are scheduled to show off the new Edsel automobile to press, radio and television newsmen here Tuesday (27).

The stunt drivers, who were here recently to make motion pictures for news reels and television, were scheduled to be flown to Detroit from Iowa State Fair, Des Moines. Following the two-day preview for the press, 75 new Edsels will be used to drive the guests to their respective homes in 48 States, marking the first time the new car will be seen on the highways.

Illinois State Decline 45,000

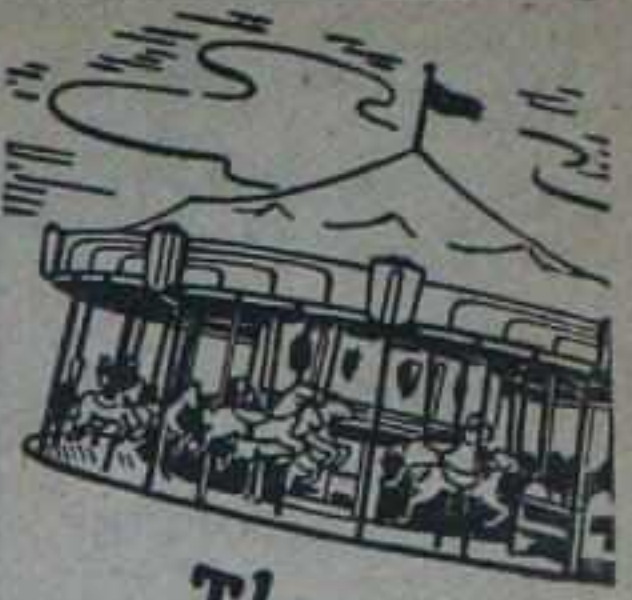
SPRINGFIELD, Ill. — Final paid attendance of the Illinois State Fair, which closed its 10-day run here Sunday (18), was announced at 250,000, about 45,000 under that for '56.

Actual attendance, was considerably higher, as the fair operated with a free gate after 6 p.m., admitted children and veterans free at all times, and had put out many passes.

Next year the fair will shift to a paid gate, according to an announcement.

Midway business was mixed. Rides and shows of the Olson Shows held to about the same business as last year. Games concessions, were down sharply. Food and drink business also was off sharply.

"Holiday on Ice" was the top paid attraction on the grounds. It grossed in excess of \$100,000, playing under the skies to bleachers with a seating capacity of about 6,200.



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Arena Recap

Louisville Amphitheater
Grosses \$177,000 . . .
LOUISVILLE—Iroquois Amphitheater took in \$177,000 this year to break even for the first time since 1953, when it showed a profit. Shows add grosses were Liberate, \$45,000; variety show, \$21,000; "Teahouse of the August Moon," \$23,000; "Student Prince," \$32,000; "Brigadoon," \$17,000; "Damn Yankees," \$35,000.

Cleveland Voters To Decide on Bonds . . .
CLEVELAND—Voters will decide November 5 whether to authorize a bond issue for building a proposed \$15,000,000 exhibition hall here.

Pittsburgh, County Asked for More Money . . .
PITTSBURGH—Estimated cost of the proposed Lower Hill Arena here has climbed to \$20,000,000, and the Auditorium Authority has asked the city and the county to come up with an additional \$2,500,000 each. Their original pledges were for \$1,500,000 apiece, and this would raise them to \$4,000,000. In addition they are to guarantee the bonds and make up the expected annual deficit in operation.

Philip Morris Plays Richmond Stadium . . .
RICHMOND, Va.—The Philip Morris Country Music Show will give a special showing at the City Stadium here October 18 as part of the annual Tobacco Festival. Philip Morris has a plant at Richmond. Meanwhile the show has been appearing recently in Dalton,

Griffin and Gainesville, Ga., and Columbia, Greenville, Anderson and Spartansburg, S. C., using auditoriums all along.

New York Fairgrounds Buys Air-Conditioner . . .
SYRACUSE — Auditorium of the Harriet May Mills Building at New York State Fairgrounds is being air conditioned at a cost of \$64,000. New concession stands are being built for \$40,000.

Chicago Auto Expo Will Have Two Shows . . .
CHICAGO—Major auto show of the nation, the Chicago Automobile Show at the International Amphitheater, January 4-12, will have two stageshows this year. In addition to the regular show fare in the Amphitheater during the show will be a second show presented on a stage in the Amphitheater's new addition, Donovan Hall, where truck makers will have their displays.

Shooting Stars Show At Keil Auditorium . . .
ST. LOUIS—An innocent bystander was killed and two more were injured at Keil Auditorium here recently during a shooting affair that broke out during a rock and roll show. Persons who are believed to have fired the shots escaped. The audience of 5,500 remained for the show.

Tex Ritter Package To Play Chi Area . . .
CHICAGO—Tex Ritter, Smiley Burnette, Hank Morton and a four-piece band will play a set of dates in Chicago suburban auditoriums October 15-20. Promotion will be handled by Col. Tom Parker. First date to be contracted is October 19 at Mount Carmel School, Melrose Park.

Beaumont Rejects Zaharias Arena Plan
BEAUMONT, Tex. — Voters here rejected a proposed bond issue that would have financed a \$2,500,000 Babe Zaharias Memorial Coliseum. The totals Saturday (17) were three to one against the proposal, with voting light.

St. Louis Arena Gets Annual Rodeo
ST. LOUIS — Annual firemen's rodeo here November 5-10 will be at the St. Louis Arena this year. Heretofore it was in an outdoor stadium. Tom Packs produces the show, which will have Tommy Steiner stock and both Gene Autry and Annie Oakley.

Cowall Promotions Set in Columbus
COLUMBUS—With a successful Ringling promotion in his pocket, Ben Cowall now is concentrating on upcoming events that include the "Biggest Show of Stars" September 12; ice show October 21-29 at the Fairgrounds Coliseum; Garden and Outdoor Living Show, February 22-March 2; and Dispatch-Journal Sports Show, March 22-30.

Dallas Announces Dedication Time
DALLAS — Dedication for the new Memorial Auditorium here is scheduled for September 8-10. Military and religious formalities are scheduled for the first day. The building is a war memorial.

Green Bay Seeks Bids on New Arena
GREEN BAY, Wis.—Bids are being sought for the proposed Memorial Arena here. The project is estimated to cost \$1,468,000.

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ARENAS & AUDITORIUMS

Steiner Expounds on Rodeo Trend to Eastern Arenas

By TOM PARKINSON

TOMMY STEINER, rodeo producer, took time in Lawton, Okla., recently to tell newspaperman Bill Crawford that rodeos, like the Ringling Circus, are moving indoors.

In the column that resulted, Steiner was quoted as saying the "cities are engaged in a race to see who can build the biggest and fanciest coliseum" and that rodeo producers are eager to move inside for automatic rain insurance. Crawford notes that folks don't like to leave their air-conditioned autos to go to less comfortable spots for a show; cool buildings are the answer, he writes.

AND STEINER SAYS that's the way things are working out. His advance schedule for 1958 includes only two outdoor rodeos, but it counts a string of 13 rodeos in arenas. He recalls that his first date at the Alabama State Coliseum, Montgomery, played to turnaway business despite rainy weather that would have killed an outdoor event. It was a great success despite previous doubts by some about whether there would be enough rodeo fans so far east. That and other dates proved good and Steiner now reports he has been dickering for more rodeo dates in the Eastern half of the country.

The producer makes the point that in the West the rodeo is a sport, while in the rest of the country it is a show. Here is an all-important distinction that is being made by other producers of rodeos and buyers of them.

Some producers of contest rodeos have been finding it difficult to sell the idea in some parts of the country. Important in this picture is that local sponsors aren't enough interested in the official contest angle to underwrite the purse that is required. What the buyers want is entertainment, pure and simple.

STEINER RODEOS, of course, are official contest events. His usually are events where the purse is little problem. Further, he tells in the interview that being in arenas helps. "You can stage a show rodeo with Hollywood name stars, singers and specialty acts so much better indoors than out," he says.

He figures that rodeo business is in a period of expansion, traced largely to its indoor move. Steiner also believes the rodeo is in the bigger cities to stay indefinitely if producers come up with first-rate entertainment. Part of the picture is the great popularity for Western treatment in all phases of entertainment now.

And Steiner summed up his position this way:
"In these big new coliseums we draw more people in one performance than we could attract in four performances in the outdoor arenas. The public pays 30 to 50 per cent more at the box office. We take the same show at approximately the same cost that we use in the Southwest and get five times as many dollars for it."

Skowhegan OK

Continued from page 104
Sunday (10-11), but all but one of the four shows were rained out. A capacity crowd attended on Sunday afternoon. A packed grandstand was denied a show because of rain on Saturday.

Monday (12) saw the opening of pari-mutuel harness racing lasting six days. Betting was about \$5,000 ahead that day. That night the GAC - Hamid "International Follies" was lightly attended due to cold weather which held thru Tuesday night.

It was warm and clear Wednesday, with big crowds for day and night business. Thursday and Friday turned cold once more, and attendance nose-dived.

Saturday's wind-up was a boon for all elements of the fair. Record-breaking crowds attended, sending the day at least 50 per cent ahead of last year's closing day.

King Reid Shows were present four days ahead of the opening, to set up and refurbish following a Canadian tour. Reid distributed some 2,000 tickets to the Exchange Club of Waterville for youngsters.

New Fair Gate

Continued from page 104
livan, "The Smiling Irishman" with his "prizes a-poppin'" show, was drawing big crowds each evening to the grandstand. Otherwise the show this year was drawn from amateurs and school and CYO band groups.

E. W. Burr, of Playtime Amusement Company, who had the midway again, said business was on a par with last year, which was good. Exhibits were on a bigger scale with the largest flower show yet and Grange and handicrafts being up over 1956. President Edward M. Dwyer said he was hopeful of perhaps equaling the 1950 attendance, which was a record year at Marshfield.

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Illusion Revue Sets Quebec Fair Debut

'Sim Sala Bim' Slated for '58 Indoor Dates

NEW YORK—The "Sim Sala Bim" revue import is booked thru November 10 by Harold Steinman, including one major fair date, and chances are that it may be spotted in Chicago during the annual fair convention to be viewed by potential buyers for the 1958 season.

The Continental package combines new and valid elements during a two-hour-plus presentation and features its producer, Kalanag, who is partnered with Sam Shayon and Steinman in the American tour. Kalanag is an illusionist in the grand fashion, who surrounds himself with a company of 80 persons and makes 20 costume changes during the show.

"Sim Sala Bim," named for a magical incantation, will be the coliseum feature at the Provincial Exhibition, Quebec City, for 14 performances from August 30-September 8. Steinman reports the arena is being altered within to allow 7,000 good spectator seats. Price scale is \$1-\$3.

Four Spots Named

The route then includes Her Majesty's Theater, Montreal; Royal Alexandra, Toronto; Riviera Theater, Detroit, and Shubert Theater, Boston, thru November 10. Plans are for Las Vegas dates and a long stand of several months somewhere after Boston.

The promoters will offer it for indoor staging at the end of 1958 fairs and there is a possibility it will be in a Chicago theater or night club around convention time.

A 70-foot baggage car will be used for the 90 tons of illusion equipment, costumes and other properties. Eight production numbers, utilizing costume and scenery changes, are incorporated in the show.

Featured with Kalanag is Gloria De Vos, Continental beauty contest winner. One of the illusions is the disappearance of an automobile and passengers on stage. Another produces Miss De Vos from within an expanding balloon.

"Sim Sala Bim" has been touring for 10 years thru Europe, Africa, India and South America. Handling publicity is Bill Doll, who represents showman Mike Todd. He has also handled the Ringling Circus in recent years.

Plan Start On Toronto's O'Keefe Aud

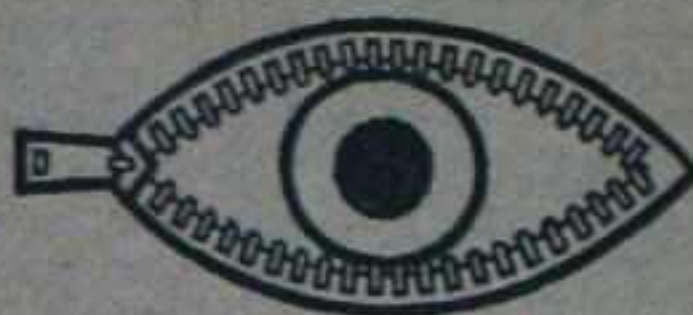
TORONTO — Clearing of the site for the proposed O'Keefe Auditorium here will start in September. Existing buildings will be razed from the block bounded by Yonge, Front and Scott streets.

The auditorium is a project of the O'Keefe Brewing Company, Ltd. T. E. Arkell, president, announced the letting of first contracts.

Schedule provides for excavation to start in October and construction of the new building is to begin in January. It is to be ready for occupancy by late 1959.

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A-1 Am. Co.: Bismarck, Ill., 20-29; Kankakee 30-Sept. 6.
Alamo Expo.: Salina, Kan.
American Beauty: Lucerne, Mo., 29-31; Cincinnati, Ia., Sept. 2.
Amusements of America: (Fair) Morris, N. Y.; (Fair) Lehighton, Pa., Sept. 2-7.
Baker United: Oblong, Ill., 26-30; Palestine 31-Sept. 2.
Beam's Attractions: McConnellsburg, Pa.; (Fair) Port Royal Sept. 2-7.
Bee's Old Reliable: Burkesville, Ky.; (Fair) Munfordville Sept. 2-7.
Belle City: (Fair) Shawano, Wis., 30-Sept. 2; (Fair) Weyauwega 5-8.
Big Four Am.: Kenosha, Wis., 30-Sept. 2.
Blue Grass: (Fair) Lebanon, Tenn.; (Fair) Dyersburg Sept. 2-7.
Bogle, F. C.: (Fair) Sylvan, Kan., 26-28; Manhattan 29-Sept. 6.
Brown, Al Tri-State: Bloomfield, Neb., 26-27; Parker, S. D., 28-30; Wagner Sept. 1-2.
Buck, O. C.: Bath, N. Y., 27-Sept. 2; Hickory, N. C., 9-14.

Burdick's Greater: Port Lavaca, Tex., 26-Sept. 2; Edna 7-14.
Burkhardt, No. 1: Petersburg, Ind., 31-Sept. 2; Clarksville, Ark., 10-14.
Byers Bros.: Sioux Rapids, Ia., 26-27; Vinton Sept. 2.
Capell Bros.: Montpelier, Idaho; Evanston, Wyo., Sept. 1-2.
Capital City: Greensville, Tenn.; (Fair) Dalton, Ga., Sept. 2-7.
Carpenter Bros.: Pemberville, O., 28-31; Stryker Sept. 2.
Carroll's Greater: Webster, S. D., 26-30; Tracy, Minn., Sept. 1-2.
Catlett Greater: Clay Center, Kan., 26-28; Ottawa 29-31.
Central States: Hastings, Neb., 26-29; Hoisington, Kan., Sept. 2.
Cetlin & Wilson: (Fair) Indianapolis, Ind., 28-Sept. 6.
Cherokee Am.: (Fair) Hillsboro, Kan.; Ralston, Okla., Sept. 1-3; Collinsville 4-7.
Chanos, Jimmie: Hoytsville, O.
Collins, Wm. T.: St. Joseph, Mo., 26-27; Lincoln, Neb., 30-Sept. 6.
Crafts Expo.: (Fair) Sacramento, Calif., 28-Sept. 8.
Cross Road Am. Co.: Hesperia, Mich., 28-31; Gun Lake Sept. 1-2.
Crystal Am. Co.: Scranton, S. C.
Cumberland Valley: (Fair) Cookeville, Tenn.; (Fair) Sparta Sept. 2-7.
Davis Am. Co.: Lakeview, Ore., 28-Sept. 2; Klamath Falls 4-8.
D. & D. Am. Co.: Cascade, Ia., 31-Sept. 2.
Dixie Am.: Sheldon, Mo., 28-31; Wellsville, Kan., Sept. 2-4; Galena 5-7.
Dobson's United: Stevens Point, Wis., 26-29; (Fair) Luxemburg 31-Sept. 2.
Dowell, Dick: Liberal, Kan., 26-Sept. 2; Beaver, Okla., 3-7.
Down River Am. Co.: (Fair) Manchester, Mich., 27-31; (Fair) Chelsea Sept. 4-7.
Drago, No. 1: Medaryville, Ind.; Bremen Sept. 2-7.
Drago, No. 2: (Fair) Mason, Ill.; (Fair) Goldsmith, Ind., Sept. 2-5.
Drew, James H.: Clintwood, Va.; Newport, Tenn., Sept. 2-7.
Dumont: (Fair) Moss, Tenn.; (Fair) Thompkinsville, Ky., Sept. 2-7.
Eddie's Expo.: Stoneboro, Pa.; Jamestown Sept. 3-7.
Empire State: (Fair) Boerne, Tex., 28-Sept. 1.
Emshoff: Beaver Dam, Wis., 31-Sept. 2; Muscoda 4-5; Cazenovia 7-8.
Evans United: Winfield, Kan., 27-30; Pittsburg Sept. 2; Webb City, Mo., 4-6.
Fidler United: Venice, Ill.
Franklin, Don: (Fair) Coffeyville, Kan., 27-Sept. 1; Hugo, Okla., 4-7.
Frontier: Duchesne, Utah; American Fork Sept. 2; Nanti 3-7.
Fun-Beam: McConnellsburg, Pa.; Port Royal Sept. 2-7.
Gala Expo.: Lake City, Ark.; Ava, Mo., Sept. 5-7.
G. & B.: (Fair) Parsons, W. Va., 26-Sept. 2.
Gem City: LeRoy, Ill., 28-Sept. 1; Clarksville, Tenn., 2-7.
Gentsch, J. A.: New Albany, Miss.
Georgia Am. Co.: Ellijay, Ga.; Jasper Sept. 2-7.
Georgia Am. Co., No. 2: Sharpsburg, N. C.; Snow Hill Sept. 2-7.
Glades Am. Co.: Piney River, Va.; Goochland Sept. 2-7.
Gladstone Expo.: (Fair) Russellville, Ky.; (Fair) Centerville, Tenn., Sept. 2-7.

Gold Bond: Plymouth, Wis., 28-Sept. 2; Savanna, Ill., 4-8.
Gold Medal, No. 1: (Fair) Marysville, Tenn., 26-30.
Golden Gate: Fort Bragg, Calif., 27-Sept. 2.
Gooding Am. Co., No. 1: (Fair) Columbus, O.
Gooding Am. Co., No. 2: (Fair) Jackson, Mich.
Gooding Am. Co., No. 3: (Fair) Barberton, O.
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Gooding Am. Co., No. 5: (Fair) Charlotte, Mich.
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Gooding Am. Co., No. 8: (Fair) Canfield, O.
Gooding Am. Co., No. 9: Nelsonville, O.
Gooding Am. Co., No. 10: Lyons, Ind.
Gopher State: Brownsdale, Minn., 31-Sept. 2.
Grand American: Dunlap, Ia., 27-29; Moulton 31-Sept. 2; Unionville, Mo., 3-6.
Great Lion, No. 1: Woodland, Mo., 28-Sept. 2.
Great Lion, No. 2: Hiram, Mo.
Great Western: Gridley, Calif., 26-Sept. 2; Clovis 3-8.
Greater Dixieland: Forest Hill, La.
Hale's Shows of Tomorrow: Kearney, Neb.
Hames, Bill: Gainesville, Tex.; Marshall Sept. 2-7.
Hammond, Bob: Perryton, Tex.; Cleburn Sept. 2-7.
Hannah Am. Co.: Saltsburg, Pa.; La Belle Sept. 2-7.
Hannum, Morris: (Fair) Meyersdale, Pa.; (Fair) Ebersburg Sept. 2-7.
Happyland: (Fair) Traverse City, Mich.
Hartsok Bros.: Shelbyville, Mo., 28-31; Green Castle Sept. 2-3; Loredo 4-7.
Hartsok, Roy: Payson, Ill., 29; New Cambria, Mo., 30-31; Frankford Sept. 2.
Heth: Du Quoin, Ill., 25-Sept. 2; (Fair) Dickson, Tenn., 3-7.
Hoard & Mullis: Indian Springs, Ga., 26-Sept. 2; Crawfordville 9-14.
Holiday Am. Co.: (Fair) Gardner, Kan., 26-31; Chapman Sept. 1-2; (Fair) Washington 5-7.
Hottle, Buff, No. 1: Jackson, Mo.
Hottle, Buff, No. 2: Marion, Ill., 26-Sept. 2; Portageville, Mo., 3-7.
Hugo's Novelty Expo.: (Fair) Tonganoxie, Kan.
Ideal Rides: Denver, Ind., 26-30; Ashkum, Ill., 30-Sept. 2.
Imperial: (Fair) Kentland, Ind., 26-30; Mendota, Ill., 31-Sept. 2.
Inland Empire: Kamiah, Idaho, 30-Sept. 2; Moses Lake, Wash., 5-8.
I.T.: (Fair) Flemington, N. J., 27-Sept. 2.
Johnny's United: (Fair) Huntingdon, Tenn.
Kemp United: Fall City, Neb.; Wellington, Mo., Sept. 2-7.
Ken-Penn: South Park, Pa., 26-Sept. 2.
Key City: South Fulton, Tenn.
Kile, Floyd O.: Vandalia, Mo.
King Bros.: Lewellen, Neb., 30-Sept. 1; Lodgepole 2.
Lagasse: Conocook, N. H., 30-Sept. 2.
Latin American: Aransas Pass, Tex., 28-Sept. 2.
Leo Am. Co.: Albertville, Ala.; Clanton Sept. 2-7.
Lee United: New Lothrop, Mich., 27-30.
Lindle: Pana, Ill., 26-Sept. 2.
Mac's Am. Rides: (Fair) Aberdeen, S. D., 26-29; Lake Preston Sept. 2.
Maddox Bros.: Mulvane, Kan., 28-29.
Marvel: Mackinaw, Ill., 27-29; Kingston Mines 31-Sept. 2.
M. D. Am. Co.: Rhinebeck, N. Y.; Bridgeton, N. J., Sept. 2-7.

McKenna Rides: Chilton, Wis., 30-Sept. 2; Friendship 5-8.
McKeown Am.: Millington, Mich.; Farwell Sept. 1-2.
Manning, Ross: (Fair) Woodstock, Va.; (Fair) Burlington, N. C., Sept. 2-7.
Mecker's: Ellensburg, Wash.; Lewiston, Idaho, Sept. 4-8.
Merriam's Midway: Columbus, Neb., 26-29; Schuyler 31-Sept. 2; Guthrie Center, Ia., 3-6.
Midway of Mirth: Stonefort, Ill.
Mighty Interstate: Oneida, Tenn.; Wartburg Sept. 2-7.
Monarch: Rock Falls, Ill., 26-Sept. 2; Piggott, Ark., 5-7.
Moore's Modern: Benkelman, Neb., 26-28; Imperial 29-31; Smith Center Sept. 5-7.
Motor State Expo.: Wansee, O., 26-Sept. 5.
Motor State, No. 2: Burr Oak, Mich., 28-31; Ithaca Sept. 5-7.
Mound City, No. 1: Montgomery City, Mo., 30-Sept. 2; St. Charles 4-8.
Mound City, No. 2: Waterloo, Ill., 29-30.
Mullin's Royal Pine: (Fair) Springfield, Me., 30-Sept. 2.
Myers, Sonny: Geneva, Neb., 26-28; Little Sioux, Ia., 31-Sept. 2.
Nelson, Geo. W.: (Fair) West Point, Neb., 26-28; (Fair) Walt Hill 29-31.

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Nolan Am. Co.: Perryville, O.
Northern Expo.: Miles City, Mont., 29-31; Glendive Sept. 1-3; Missoula 6-8.
Northern State: Winner, S. D., 28-29; Kadoka Sept. 1-2.
Norton's Greater: (Fair) Glasgow, Mont., 27-29; Chinook 30-Sept. 2; Ft. Benton 5-8.
Olson: (Fair) Des Moines, Ia., 26-Sept. 1.
Page Bros., No. 1: Camden, Tenn.; Waverly Sept. 2-7.
Page Bros., No. 2: (Fair) Spencer, Tenn.
Page Combined: Little Valley, N. Y.; Dunkirk Sept. 2-7.
Palmetto Expo.: Rockingham, N. C.; Lillington Sept. 2-7.
Pan-American: Pennington Gap, Va.; Sevierville, Tenn., Sept. 2-7.
Penn Premier: (Fair) Roanoke, Va.; (Fair) Staunton Sept. 2-7.
Pepper's All States: Folkston, Ga.
Playland: Ontario, Ore.; Halfway Sept. 1-2.
Playtime: Wakefield, Mass.
Port City Rides: Washington, Ill., 31-Sept. 2.
Powelson Am. Co., No. 1: Parkersburg, W. Va., 26-Sept. 2; McConnellsville, O., 4-7.
Powelson Am. Co., No. 2: Navarre, O.; Zanesville Sept. 2-7.
Prel's Broadway: (Fair) Fairfax, Va.; Lynchburg Sept. 2-7.
Putska, A. H., Ams.: Shannon, Ill., Sept. 1-2; Leha 5-7.
Raines Am. Co.: Iola, Kan.; Mena, Ark., Sept. 2-7.
Rainier: Salem, Ore., 27-Sept. 7.
Reid, King: Essex Junction, Vt.; (Fair) Rutland Sept. 2-7.
Reid's Golden Star: Maynardville, Tenn.
Reithoffer, Blue: Schaghticoke, N. Y., 30-Sept. 4.
Reithoffer, Green: (Fair) Gilbert, Pa., 27-28.
Reithoffer, Orange: Hartford, Pa., Sept. 4-7.
Reithoffer, Uley: (Fair) Forksville, Pa., 28-31.
Robinson Greater: Dayton, Ia., Sept. 1-2.
Rock City: Pawnee City, Neb.; Moffet, Okla., Sept. 2-7.
Rohr's Modern Midway: Plymouth, Ill., 26-29; Hoopston 30-Sept. 2.
Rogers Bros.: Two Harbors, Minn., 27-30; Bovey Sept. 2; Madison 5-8.
Rose City Rides: Eminence, Mo., 26-Sept. 2.
Royal American: (Fair) St. Paul, Minn., 26-Sept. 2.
Royal United: Williamsburg, Ia., 26-28; Wellman 29-30; Nauvoo, Ill., 31-Sept. 2.
Schafer's Just for Fun: Hannibal, Mo.; Keokuk, Ia., Sept. 2-7.
Siebrand Bros. Comb.: Boise, Idaho.
Skerbeck: Petoskey, Mich.; Newaygo Sept. 1-2; Muskegon 4-8.
Smiley's Am. Co.: Mt. Pleasant, Pa.; Cumberland, Va., Sept. 5-7.
Smith, Geo. Clyde: Winchester, Va.; Warsaw Sept. 2-7.
Snapp Greater: Oshkosh, Wis., 26-29.
Soonerland: (Fair) Apache, Okla.; (Fair) Davenport Sept. 2-3; (Fair) Wellston 4-7.
Southern State: Arlington, Ga.
Southland Am.: Wewahatchka, Fla., 29-31.
Stanley, Wm. D.: Frazee, Minn., 30-31; Kelliher Sept. 1-2.
Stan-Nell's: Marcus, Ia., 26-28; Tripp, S. D., 28-31; Forman, N. D., Sept. 2-4.
Star Am. Co.: Batesville, Ind.; Ligonier Sept. 2-7.
Stephen, Otto: Newtown, Mo., 26-28; Mercer 30-Sept. 1.
Stipe's: Chetek, Wis., 29-31; Ridgeland Sept. 2; Kellogg, Minn., 6-8.

ville, Ala., 5; Decatur 6; Tusculumbia 7; Tuscaloosa 9.
Beery-Barnes: Port Leyden, N. Y., 26; Clittengo 27; Canastota 28; Homer 29; McGraw 30; Groton 31; Towanda, Pa., Sept. 2; Dushore 3; Hughesville 4; Lewisburg 5; Liverpool 6; Newville 7; Shippensburg 9.
Carson & Barnes: Heber, Utah, 26; Duchesne 27; Roosevelt 28; Vernal 29; Rangle, Colo., 30; Craig 31; Hayden Sept. 1.
Cristiani Bros.: Fairmont, W. Va., 26; Buckhannon 27; Weston 28; Gassaway 29; Summersville 30; Oak Hill 31.
Hagen Bros.: Keokuk, Ia., 26; Monroe City, Mo., 27; Mexico 28; Moberly 29; Brookfield 30; Chillicothe 31.
Hunt Bros.: Palisade, N. J., 26-Sept. 8.
Kelly-Miller: Glencoe, Minn., 26; Le Sueur 27; Faribault 28; Spring Valley 29; Waukon, Ia., 30.
Packs, Tom, Eastern: Beaumont, Tex., 26; Tulsa, Okla., 30-31.
Polack Bros.: Western: Vancouver, B. C., 26-Sept. 2.
Ringling Bros. and Barnum & Bailey: (Fair) Toronto, Ont., 26-31; Denver, Colo., Sept. 5-8.

Ice Shows

Ice Capades, 18th Edition: Atlantic City, N. J., 26-Sept. 1; New York Sept. 4-15.
Shipstads & Johnson's Ice Follies of 1957: San Francisco, Calif., 26-Sept. 1.

Miscellaneous

Autry, Gene: Dublin, Tex., 28-29; (Fair) Syracuse, N. Y., 30-Sept. 4; Philadelphia, Pa., 6; Fort Madison, Ia., 7-8.
Damon, Dwight, Magician: Abingdon, Ill., 27; Galesburg 29.
Hitler's \$35,000 Armored Limousine, Jim Stutz, Mgr.: (Fair) Gainesville, Tex.
Rabbit Foot Minstrels: Clarksdale, Miss., 26; Tutwiler 27; Charleston 28; Marks 29; Tunica 30; Lula 31; Helena, Ark., Sept. 2.
Schaffner Players: Paris, Mo., 26-Sept. 1.

MARRIAGES

CRISTIANI-ZACCHINI—Belmonte Cristiani, 40, and Delia Zacchini, 19, at Syosett, N.Y., Sunday (11). He is a member of the Cristiani family of bareback riders which operates Cristiani Bros. Circus. She is a member of the Zacchini family of human cannonballs and aerialists. Both are with the Cristiani circus.

HARTMAN-WARREN—Jack Hartman and Caroline Sue Warren, both of World of Pleasure Shows, recently in Princeton, Ind.

JACKSON-BUSSELL—James Jackson and Ada Bussell, both of Key City Shows, recently in Marion, Ind.

WINDLE-BATES—Robert Windle and Aline Bates, both of World of Pleasure Shows, recently in Warsaw, Ind.

BIRTHS

KARJANIS—A daughter, July 25, to Mr. and Mrs. Peter J. Karjanis Jr. The parents, now located in New Haven, Conn., formerly were with the Kelly-Miller circus.

McCARTHY—A son, Michael Patrick, to Mr. and Mrs. Charlie McCarthy August 13 in Vincennes, Ind. Father is business manager of United Exposition Shows.

THE FINAL CURTAIN

BRANNON—Drysdale, 58, managing editor of The Marion (Ind.) Chronicle and well known by circus people and Sarasota, Fla., newspaper people, at Marion August 17 of cancer. He was named editor of the year earlier this year by the Indianapolis Press Club.

GARNETT—Clifford C (Doc), former clown, billposter and vaude act, at Los Angeles, August 1. He was an official of the billposters' union. He entered show business with Lou Chaney in a dance duo. Later he did banjo and black face in minstrel shows and did a Hawaiian act in vaudeville. After clowning several years with Sells-Floto he became a billposter with Floto and Ringling-Barnum circuses. He was secretary-treasurer for the Los Angeles billers local from 1924 until his death. He also was on the Los Angeles Central Labor Council and vice-president of the billposters international. At the time of his death he was assistant general president of the international. Burial in Los Angeles.

HANLON—Virginia L., wife of George Hanlon, circus legal adjuster, recently at her home in Columbus, O., of cancer. She was last on the road with her husband on the John Pawling Circus. Services at Mother of Sorrows Catholic Church in St. Joseph's Cemetery, Columbus.

HOWELL—Robert J. (Bobby), 67, one-time performer with the John W. Vogel, Al G. Field and other minstrel shows, at Wheeling, W. Va., recently.

KEEL—John B., formerly with Tivoli Exposition Shows, August 4 in Excelsior Springs, Mo. Survivors include his wife, a son; his mother, Mrs. J. T. Hutchens, and a sister, Mrs. George (Skeeter) McAllan, of Sunset Amusement Company.

KORTE—Bernard (Ben), 61, concessionaire with the Greater Sheesley Shows before entering the coin machine field August 20 in Glendale, Calif., following a long illness. Born in Bowling Green, Mo., Korte trouped with the Sheesley shows and also operated concessions in the 1920's at Whitneys-at-the-Beach, San Francisco. His late brother, Lou, and late sister, Minnie Pounds Ford, had concessions on the Crafts Shows and West Coast Shows respectively. Survived by two brothers, Clem and Ed, and a sister, Mrs. Bobbie Swickert. Funeral services Friday (23) at St. Finbar Catho-

lic Church, Burbank, followed by burial in San Fernando Cemetery. (See Coin Machine Department for details).

LONG—Frank S., concessionaire, who had last been associated with United Exposition Shows, August 16 of a heart attack at his home in Des Moines.

MEHL—Mrs. Dora, 87, mother of Tom Meld, former carnival manager, August 21 in Middletown, O. Survived by two sisters and three brothers. Burial in Woodlawn Cemetery, Middletown.

SOLOMON—Lep, 69, manager of Lewisohn Stadium, New York, while vacationing in Beverley Hills, Calif., Friday (16). He also was treasurer of Schubert's Theater, New York, and treasurer of the Lambs Club. Surviving are a daughter, Mrs. Buena Lewis, Beverly Hills; his widow, Evelyn; three brothers, Meyer, Jack and Abe.

STATON—Roy, 73, owner-operator of the Springlake Amusement Park, Oklahoma City, Saturday (August 17) of a heart ailment. Burial was at Oklahoma City. Surviving is his son, Marvin, manager of the park. (Details in Park Section.)

WATERS, J. A. (Tim), 73, former circus musician, in Mississippi Friday (August 16). Burial was at Jamestown, Ind. Only survivor is his widow, Jeannette.

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Revolutionary. New Snow Shaver



Truly the finest Snow Shaver ever designed. Built to do the job right for the big spots. Fine, uniform snow better than ever shaved by any other make machine.

Completely automatic, 1/2 HP motor, shaves about 700 pounds per hour. All aluminum, satin finished. It actually makes sales for you. Get details and you'll want to order yours.

Only \$325.00

GOLD MEDAL PRODUCTS COMPANY
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IT'S "SNOW MAGIC"
THE REVOLUTIONARY NEW SNOW CONE MACHINE



Fully automatic, 26x27 three door, cast aluminum cabinet with built-in 1/2 hp. G.E. power unit. Produces over 1,500 lbs. of snow per hour (enough for 6,000 snow cones).

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MULTIPLEX DISPENSERS Serving the trade since 1906

TWO delicious ice-cold carbonated drinks at their best

COKE or PEPSI from one faucet, plus plain, sparkling soda

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SPEEDS SERVICE—TWO FIXTURES IN ONE!



Advertises the Drink. Ice cooled or with mechanical refrigeration coil. Stainless steel faucets and parts. Beautifully baked enameled finish or all stainless steel.

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THE ECHOLS IMPROVED ICE SHAVER FOR BETTER SNOW CONES




This machine has been proven by many satisfied users. Made of polished aluminum and rustproof. Designed to give a uniform grade of fine snow just right for Snow Cones. Semi automatic, giving the operator more time to sell cones while machine is producing snow. Large (18"x26"x20" high) Case of polished aluminum and break-age resisting Plexiglas with two fluorescent lights showing through attractive "Snow Cone" decals and with vertical sliding door on operator's side. Machine and Case are separate for easy moving. 1/3 hp. 110 volt 60 cycle motor, grounding plug for safety. Ladle, ice pick, funnel, ice scoop, 4 pourouts and cup dispenser with each machine. deposit, balance C.O.D. F.O.B. Bismarck, Mo.

Improved Ice Shaver with De Luxe Snow Case as shown. Special price... \$358.00
Echols high-speed Ice Shaver and regular Case (not shown)... 137.50
Write for catalog of complete "Echols" line.

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In Loving Memory

TYANA
BABETTE SCHUETZ
Who Passed Away Aug. 25, 1946.



"You will always live in our hearts, Mother."

BETTY & FRITZ HUBER
and Your Grandchildren.

Circus Routes

Beatty, Clyde: Huntington, W. Va., 26; Portsmouth, O., 27; Covington, Ky., 28; Madison, Ind., 29; Columbus 30; Bloomington 31; (mat.) Jasper Sept. 1; Owensboro, Ky., 2; Bowling Green 3; Murfreesboro, Tenn., 4; Hunts-

(Continued on page 128)

Summit Beach Buoyed By Picnics, Promotion

AKRON—Business at Summit Beach Park has been much better than last year's, but manager Ed Palmer points out that last year was the park's poorest and that this year rain killed most of June plus the Fourth of July.

Since July 4 he said there has been almost no rain damage. A good break is the heavy booking of picnics in August. A Firestone union Saturday (10) drew more than 15,000 on a six-hour buy-out. Sunday (18) had another capacity crowd, this one the Good-year union's nine-hour buy-out. In July 25,000 people were in for the Feast of St. Nicholas, and 21 Moose lodges took part.

Boards of Trade picnic August 28 is expected to pull heavily. A tie-in September 1 with Co-Op Supermarkets also promises to be big. The Summit County Fair will be at the park September 10-15.

Summit Beach has had a promotion going all season which features a talent show on Thursday nights. Shows open with a six-

girl line from a dancing school, use a six-piece band, and offer five or six acts. Winners are selected by combining scores from an applause meter and from judges who grade them on several counts. At the end of the six weeks, the weekly winners compete for division titles. On August 29, the two division winners will compete in the finals. Winners will get a trip to New York and visits to show agencies, new wardrobe, pictures and a contract with a production office.

Palmer said that from 4,000 to 5,000 turn out each week for the shows. Value of this is hard to measure, but at least the promotion is winning publicity and getting people to the park, he said. New at Summit Beach now is a 10-cent gate, but this is credited as a dime toward any ride once they are in the park.

A monorail ride has just been opened on an experimental basis. A local firm with background in material handling and overhead conveyors has built the ride as a working model with a view to interesting other buyers in it either as a ride or as a transit system for cities. The ride is using three 11-foot aluminum cars suspended from a steel monorail. It is designed so it can be set down on level ground without permanent footings.

Todd Bankroll Not Needed, Parkman Shows

NORFOLK, Va.—Noting that Mike Todd reportedly spent a fabulous amount for a party given in a British amusement park, Dudley Cooper, operator of three amusement parks in this area, has pointed out in material for newspapers this week that \$2 per person is enough to "enjoy all the attractions at one of the local amusement centers."

Cooper's publicity move pointed out that his Ocean View Amusement Park offers rides, concessions, dancing, fishing and boating as well as a free act. Current act is Betty Pasco, and coming next are the Del Raes.

Occasion was used to announce that his Seaside Park will stay open beyond Labor Day this fall in order to be in operation when 4,000 Shriners come to Virginia Beach for a convention September 6-8. Seaside will close after business September 8. There will be a special fireworks show on September 6.

Third Cooper operation is Seaside Beach, where he is forming a Rock and Roll Club for Teens and will feature free dancing. Kiddie wading pool also is new there.

ENDY FORMULA CLICKS

Kid Spot Growing on Pepsi Caps & Rhythm

ALEXANDRIA, Va.—A few pieces of Fun Fair Amusement Park will go South this fall as part of the Dave Endy Shows, but the park at suburban Bailey's Corners will remain in operation. Located just below Washington, the park has turned in steadily increasing grosses.

Endy was the former part owner of the Endy Bros. Shows, which has been off the road several years. His park, three years old, has been growing in business every season. Equipment includes a Scooter, Merry-Go-Round, Ferris Wheel, Fly-O-Plane, Kiddie Train, Roller Coaster, Boats, Cadillacs and Sky Fighter.

The snack bar building contains a 16-piece Arcade, the concession of a local coin machine operator. There is also a miniature golf course and three hanky-park games.

Prices are 50 cents for golf, 10 cents for all kiddie rides, and 25 cents for all adult devices. There are only single ticket prices, with no combination rates.

A Million Caps
Best thing that happened to the park this year was the second tie-in with Pepsi-Cola's local bottler. The deal called for kids to turn in six bottle caps and a nickel to get

a ride ticket. The kids who amassed the largest total of caps by the end of the promotion won prizes ranging from two bikes, donated by the bottler, to several other prizes put up by the park. A million caps were turned in, Endy said. Paul Ryals, of the drink firm, devoted banner space on 44 trucks for a week, and advertising was also placed on radio and in newspapers.

Phil Long's "Lawn Party," a WFAX country music feature, is broadcast from Fun Fair every Saturday night to good results, it is claimed.

The park has George Stroube as general manager, and Betty Endy as manager of the miniature golf.

'Dime Day' For Olympic's Final Week

IRVINGTON, N. J.—A bargain day, with rides and refreshments priced at a dime, will feature the season's final week at Olympic Park. A new circus program, due Monday (22), will be offered at 4 and 9 p.m. daily thru Labor Day, the closing date.

The Rhodius, aerial revolving ladder, have top billing in the show. Supporting acts will be Evers and Dolores, slack wire duo; Kenny and Mae, acrobatic dancers, and Tassi the Vagabond, clown and dog.

Olympic's last "Dime Day" will operate from 2 p.m. to closing on Wednesday (28). Charges will be cut to 10 cents at each stand and concession, excepting the swimming pool.

Hundreds of young people, chiefly residents of Essex and Union Counties, graduated from water safety courses at the pool Saturday (24). The Irvington Red Cross sponsored the program.

Rhode Island Firm Plans New Funspot

WESTERLY, B. I.—A summer attraction is being framed near here on an 11-acre tract at Winnapaug Pond. Operation is set for next season.

Westerly Playland, Inc., of which Leonard Malagrino is president, is leveling a recreation site and has already arranged for concession operation of 30 boats. The spot will feature a large picnic grove, with ball field, horseshoe pitching pits and other recreation elements.

Malagrino is planning a Kiddieland and miniature golf course. Parking for 1,000 cars is available. He has a nearby motel and will develop another on the pond property. There also will be refreshment stands, pony rides and other units.

'FIRE DOWN BELOW'

Dozen Parks Used in Columbia Film Tie-In

NEW YORK — Columbia Pictures pushed its "Fire Down Below" Mardi Gras with generally satisfactory results at several amusement parks in recent weeks. In each case there was a three-way arrangement benefiting the film company, amusement park, a local TV personality or disk jockey. Twelve parks and artists were used.

Among parks used were Glen Echo Park, Washington, D. C.; Suburban Park, Manlius, N. Y.; LeSourdsville Lake Park, Hamilton, O.; Palisades (N. J.) Amusement Park, and Willow Point Park, Rochester, N. Y.

At Willow Point, there was a remote broadcast from the park of the Nick Dixon show on WBBF for 2 hours, 45 minutes.

At Suburban Park, a show taped at the park was rebroadcast that evening featuring Al Meltzer, of WHEN, who fronted a record hop as one of the Mardi Gras elements.

First 'Ballroom' Remote

At Palisades, "The Make Believe Ballroom," of WNEW, was held for the first time outside its studio, with Art Ford presiding. Columbia provided 20,000 picture post-

cards of Ford and Rita Hayworth. Patrons wrote for cards, which were good for park admission and a numbered stub for a drawing. WNEW gave the park appearance eight to 10 plugs daily and the park put out a goodly number of three-sheets.

At LeSourdsville, the park included complete film credits in its ads in addition to plugging the Mardi Gras in press releases. Station WFPB originated a 90-minute program daily from the park with 10 daily courtesy spots used over eight days.

At Glen Echo, there were 500 Jack Lemmon photos and 500 Rita Hayworth photos distributed at the park, 51,000 special postcards distributed, a 30-by-40-foot lobby sign plugging the park in the theater, a theater trailer shown for three straight weeks, and promotional spots for the Mardi Gras used on the Milt Grant show over WTTG-TV from June 28 to July 19.

Press Agent Named by CBS For Calif. Park

OCEAN PARK, Calif.—Gerald F. Conway was named director of public relations of Pacific Ocean Park, Inc., here last week by William H. Jaynes and Ben A. O'Dorisio, vice-president and general managers of the corporation. The appointment becomes effective September 1.

The Pacific Ocean Park is the project of the Los Angeles Turf Club and the Columbia Broadcasting System on the site of the Ocean Park pier. The new park is expected to be opened next year.

Conway has been a member of the Press Information Department of the CBS Television network in Hollywood for the past six years.

Browning Ill

DETROIT — W. B. (Bill) Browning, general manager of Bob-Lo Park, Detroit, entered St. Joseph Mercy Hospital, Mount Clemens, for an emergency appendectomy and is reported progressing favorably.

Magic Mountain at Denver Signs More Disneyland Vets

DENVER—Earth-moving machinery is expected to be in action before the end of August at the 600-acre site of Magic Mountain, the family funspot being designed by ex-Disneyland people for a firm of Denver businessmen.

Howard Vineyard, former manager of operations at Disneyland, has been named general manager of Magic Mountain and he is in charge of a downtown office opened for designers and other staffers.

Contract for planning, leasing, construction and operation of Magic Mountain has been let to

Marco Engineering Company, Los Angeles. Marco is headed up by C. V. Wood, first manager of Disneyland.

Retained to develop a theme for Magic Mountain are Richard Kelsey, academy-award artist who was with Disney studios 12 years, and Wade Rubottom, movie artist who also worked on Disneyland. Charles Thompson, Marco planner, has moved to Denver to work on Magic Mountain.

Z. M. Pike Jr., formerly with chambers of commerce, has been named assistant to Walter F. Cobb, president of Magic Mountain.

Roy Staton, 73, Dies; Founded Springlake Park

OKLAHOMA CITY—Roy Staton, 73, operator of the Springlake Amusement Park here for many years, died about noon Saturday (17). He had a heart illness for some time. Burial was at Oklahoma City Monday (19).

Staton, who started Springlake, was a member of the National Association of Amusement Parks, Pools and Beaches from 1935 and was a director several times since 1938. Last year he declined a post as director because of his health. In 1939 he was a vice-president.

His wife died about 18 months ago. The only immediate survivor is his son, Marvin, who is operating the park.

San Antonio Spot Ties in With Markets

SAN ANTONIO—Handy Andy chain of grocery stores again sponsored Handy Andy's Playland Party Saturday (24) at Playland Park.

Special discount badge at any of the stores operated by the chain entitled the bearer to ride for half price or less. Free candy, balloons and an appearance by a clown were included.

Major rides are the Rocket, Flying Scooter, Auto Scooter, Giant Ferris Wheel, Giant Merry-Go-Round, Rolloplane, Helicopter, Tilt-a-Whirl, Ghost Train and Dipsey Doodle.

Among the kiddie rides are the Kiddie Ferris Wheel, Kiddie Auto Ride, Kiddie Duck Ride, Kiddie Sky Fighter, Kiddie Boat Ride and the Tiny Town Train.

Calgary Auditorium Names Assistant Mgr.

CALGARY, Alta.—Peter W. Bone, of London, England, has been appointed assistant manager of the Southern Alberta Jubilee Auditorium in Calgary. John Partrucker is the manager. Bone was with the J. Arthur Rank organization, the National Film Theater and the British Film Institute in England and had been serving as manager of Calgary's Uptown Theater.

ROLLER RUMBLINGS

2 Die, 2 Injured in Auto Crash En Route From Oakland . . .

DETROIT—One of the worst accidents to strike the roller skating field in years occurred July 31 at Elk City, Okla., when a car containing four skaters returning from the Roller Skating Rink Operators' Association championships at Oakland, Calif., collided with a truck running out of control, on the edge of town. Two were killed and the other two injured. All were skating thru the Fernwood Rink, Peoria, Ill.

The dead are Judy Clark, Peoria, a member of the team which won the senior fours championship, and Carol Hentschel, Chicago, Great Lakes regional skating queen representative and winner of third place, with her partner, Ron Jellse, in senior dancing. Injured were Both Koch, Racine, Wis., a member of the title-winning senior fours team, who is in Community Hos-

pital, Elk City, and Trudy Bisco, professional at Fernwood, who was to have been released from the hospital early this week.

New Haven Wonderland Skeeds Rock 'n' Roll . . .

NEW HAVEN, Conn.—Wonderland Roller Skating Rink, Myrtle Beach, is now scheduling teen-age rock 'n' roll dances on Saturdays from 9 p.m. to 1 a.m., featuring Vince Alberts and His Rainbow Valley Boys.

Amarillo's Eastway Debuts House Organ . . .

AMARILLO, Tex. — Ace Holmes' Eastway Roller Rink here recently published the first edition of the Eastway Gazette, a house organ to be published weekly by the rink. The mimeographed sheet reported plans for fall and winter classes in dance, figure, free style, speed and pair skating. They will be under the supervision of professionals Pat Patten and Marilyn Smith.

Also in the offing at the rink are three shows, a toddler group for children under seven years of age and a housewives' class. To stimulate the last named Tuesday morning session, operator Holmes is installing a TV set at the rink so that housewives may attend skating sessions regularly yet not miss their favorite morning programs. Speed classes are being held on Wednesday and Sunday for older skaters, while junior racers attend on Saturday mornings.

Holmes also announced that the rink concession stand has been leased this year to Mrs. Marie Wilson, who with her son, Perry, will handle all refreshments.

Batavia, O., Wonderland Scoring Well

BATAVIA, O. — Wonderland Park, now in its second season here, is rolling along well, according to Jim Conley, formerly with the Riding Conleys bareback riding act and now, with Fred Conley, operator of the park.

The spot has three major rides and seven kiddie devices. A zoo is well stocked and proves a good attraction. The park uses free acts and fireworks, with a pyro show for Labor Day. Personalities from WCPO, TV station, are used at the park also.

Concessions are handled by Bert and Jeanette Wallace, also formerly with circuses.

West-O-Rama Wisconsin Click

• Continued from page 104

receipts is doubly impressive because the fair this year upped its outside gate price, boasting adult admissions from 50 cents to 75 cents.

Sunday Rains Hurt

The fair's attendance thru the first five days was down from last year—411,620 as against 430,644 but this drop was due to rain Sunday (18) which cut that day's gate to 101,933 from the 134,285 total of last year.

Sunday's rains here—which received wide-spread attention because it protracted a Milwaukee Braves double-header before a crowd of some 45,000 in the County Stadium to 8 hours and 18 minutes—prevented what, on the basis of the early morning turnouts, what loomed as a record Sunday gate at the fair.

The rains, moreover, caused the cancellation of the fair's scheduled afternoon auto race program and caused the fair to refund some \$40,000 to about 20,000 auto race fans. Additionally, the rains caused many to leave the grounds and not hold for the night show.

However, weather—and the effect of weather—was about equal to that of last year, for the fair last year caught rain on its first Saturday.

All-Out Effort

Produced by Barnes-Carruthers Theatrical Enterprises Chicago, "West-O-Rama" was given the strongest exploitation campaign of any attraction to play the State Fair here in years.

Bill Masterson, the fair's manager, threw everything possible into the build-up. Top billing was given "West-O-Rama". Newspaper advertising, outdoor billing, radio and TV plugs all were concentrated on the Western-styled show.

Additionally, the fair staged a "West-O-Rama" cavalcade to about nine towns within the fair's drawing territory, with old-time horse-drawn vehicles making one-day stops in each of the towns and with the entertainment carried—Western musical combos—giving out on the downtown streets nightly.

On the grounds itself, the fair put much promotion behind the show. Fair staffers, ticket sellers and takers, etc., wore western garb. The back of the grandstand was used to build interest in the show. Old-time vehicles, such as buck boards, were placed over each of the grandstand entrances. Wagon wheels, reproductions of cattle brands, and blow-ups of action in "West-O-Rama" were mounted on the rear of the grandstand.

Midway Biz Up

The fair also gave out silver dollars thru its concessionaires as a reminder of the show. Too, the fair had some on-the-ground stunts, a contest, for instance, for junior wranglers in their western togs. And, to use TV effectively, a

scaled model of the western town, some eight feet long, was employed for live shows. Masterson himself made some nine appearances on TV with the model.

Barnes-Carruthers also lent a hand with the exploitation. It sent in the able press agent, Bev Kelley, supplied large blow-ups of the show, and other promotional material for what was the booking office's strongest promotional effort yet on a fair attraction.

"West-O-Rama" and its promotion was credited by virtually all of the showmen and concession people on the grounds with given vastly greater interest to the fair.

And, most of the working showmen and concessionaires reported better business than last year. Midway rides were up. So, too, were midway shows. Food and drink concessionaires also reported higher grosses. Games concessionaires said they were holding to about '56 business levels—a contrast with reports from games concessionaires elsewhere who generally reported their business down.

Even the rodeo, produced by George Holmes and featuring Cisco Kid, had bigger business than last year, despite the strong promotion centered on "West-O-Rama". An added Sunday matinee (there were two the first Sunday, as against one last year) helped.

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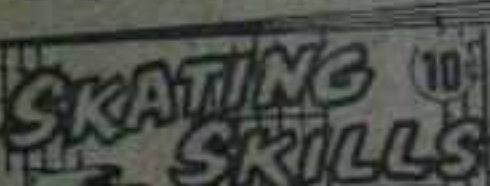
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Ringling's Columbus Gross Tops \$42,000

3-Day Stand Termed a Winner; Attendance Exceeds 24,000

COLUMBUS — Ringling Bros. and Barnum & Bailey Circus played a successful stand here Friday thru Sunday (16-18), with six shows in Jet Stadium grossing more than \$42,000.

Promotion here was in the hands of Ben Cowall, who also handles the ice show, sports show and similar events here, and the Feld brothers' Super Attractions, of Washington.

Opening with a night show Friday (16), the circus had an estimated 6,000 people. Saturday had three shows scheduled. The morning show had 3,000 people and was the light one of the day. Saturday afternoon drew 4,000 and the night house was 6,500.

Sunday afternoon pulled 2,000 and the second show, scheduled for 5 p.m., had about 3,000.

Cowall said the show was well-received locally and that the newspapers came up with seven page-1 hits for the show, unusually good here. There were tie-ins with Kroger stores and Coca-Cola.

An elephant went to a Kroger store in connection with a stamp deal that uses an elephant as a trademark. On the first day of the stand, ten clowns went to the grocery stores. Earlier, three clowns made advance bally at stores. Fred Pfening assisted and had circus material on display in store windows. A walk-around deal with a 20-foot balloon imprinted with the show name and date worked the business area.

The tiger act did not work here.

Beatty Advance Works South

MACON, Ga.—Circuses are now heading south and the Clyde Beatty Circus is the first major tented show to reach the Southeastern States this fall. Conditions generally are reported as good.

Floyd King, general agent of the Beatty show, has spent a week visiting his family here and working out of Macon. He reports the show, now in its 18th week, has enjoyed "uniformly good business" and that indications are the show will have a late November closing in Florida.

While here King intends to confer with Attorney General Eugene Cook on the drastic new liability and indemnity provisions of a law passed recently by the Georgia Legislature and get a ruling on its applicability to circuses and other tented shows.

The Beatty show plays Owensboro, Ky., on Labor Day and then swiftly moves into the Deep South.

Advance promotional ticket sales for November dates in Florida have either been completed or now are in the final stages, King said. No announcement has as yet been made as to where the show will winter.

For the Southern tour King has added to his staff of local contracting agents and promotional directors. Jack Arnott has signed as a contractor, working with Neil Berk, executive contracting agent, and L. D. (Doc) Hall. Four promotional crew chiefs were added last week. These are Cliff Darling, Charles Wesler, W. C. Phillips and John Warren.

Mexico Shows Unperturbed By R-B Plans

MATAMOROS, Mexico — First reaction of Mexican showmen to news of the impending Ringling-Barnum stand in Mexico City was one approaching indifference. Lack of a tent will work against R-B, in the view of Mexican show owners.

The biggest show in this country Atayde Bros. said they have been operating in Mexico City over the Christmas and New Year's holidays for many years and that they believe Ringling will not cut into their take appreciably. Moreover, they have contracted one of their strongest performances, they said. Atayde usually uses several first-line acts from the U. S. or Europe as well as strong Latin-American talent. They will day and date the Ringling stand at Mexico City.

Owner of the Circo Union, Jesus (Continued on page 115)

PERFORMERS IN SURPRISE JOB CHANGES

BIRMINGHAM — Two performers made news in separate moves as the Tom Packs Circus closed its summer tour here Saturday (17).

Tony Steele, triple somersaulting leaper with the Flying Malkos, reportedly left that act. There was immediate speculation about where he would turn up, with Ringling-Barnum being the spot named most frequently. Steele and catcher Mike Malko have been accomplishing the triple with unusual frequency up to now.

Carla Wallenda, member of the high wire Wallenda family left for Hollywood, where she is to double for Pier Angeli in the upcoming movie, "Merry Andrew," featuring Danny Kaye. Also in the film with a speaking part will be her husband, Igino Bogino, of the Bogino Family.

Packs in Winslow

WINSLOW, Ariz. — Western unit of the Tom Packs Circus played here Monday (12) to audiences of 600 and 1,100 in the 2,000-seat high school athletic field. Shrine was the sponsor. Turnout was less than expected here.

Packs Eastern Ends All-Winner Season

BIRMINGHAM — Wind-up of the season for the Tom Packs Circus here found the show with one of its best tour totals since the boom times of 1947. Jack Leontini, assistant to Tom Packs, said that every stand was better than last year.

In Birmingham, the show had three night shows in the 44,200-seat Legion Field football stadium and it had Shrine auspices. First show had a crowd estimated between 9,000 and 12,000. Friday (16) had about 14,000. Saturday (17) drew between 12,000 and 14,000 people.

Recapitulating on the season, Leontini cited figures from several stands. He said the big date in Pittsburgh's Forbes Field drew 13,500 on the Thursday, 20,000 on the Friday, and crowds of 17,000 and 19,000 on the Saturday.

Wheeling, W. Va., had three night houses of 10,000 each and a matinee of 5,000. Gulfport, Miss., with 3,000 in the afternoon and 9,000 at night was strong enough that the Packs show also booked Biloxi, only a few miles away, for its 1958 route. In Baton Rouge, La., there were crowds of 14,000 and 20,000. Jackson, Miss., had 3,500 in the afternoon and 8,000 at night.

2 Kelly-Miller Staffers Leave

HIBBING, Minn. — Two Kelly-Miller staffers are leaving the show. No reason for the change was given in either case.

Bandleader Charles Cothbert closed and was succeeded by Bubba Voss.

Auditor Sid A. Stevenson announced here that he has given his notice and will close September 1. He was in the show's wagon for six years.

W. Va., the show gave parades at Gulfport and Parkersburg, which featured fire department aerial ladder trucks which were stopped periodically along the line of march. At each stop the Wallenda troupe performed its Roman ladder routine atop the fire ladders.

Among coming events for the Tom Packs organization are the annual Shrine Circus at New Orleans and the annual St. Louis Firemen's Rodeo.

The rodeo will be in the St. Louis Arena this year, altho it was outdoors before. Tommy Steiner will produce the rodeo. Features will be Gene Autry and Annie Oakley. Annie also has made several Packs circus dates. The rodeo is to be November 5-10.

Mills Closes Into Quarters

JEFFERSON, O. — Mills Bros. Circus this week was closing into winter quarters at the fairgrounds here. It wound up its regular season at Levittown, Pa., on Monday (19).

Easton, Pa., (13) had a pair of very good turnouts with auspices of a drum and bugle corps.

Business continued good for the show thru the late stands. At Bethlehem, Pa., (15), there was a strayed afternoon and three-quarter night show. Yardley, Pa., (17) had two three-quarter houses.

Pass on Straits

MACKINAW CITY, Mich. — History of a sort was made here recently when Hagen Bros. Circus, riding a ferry boat one way, and Famous Cole Circus, riding the other way, passed in midstream on the Straits of Mackinac. It's probably the last time any circus will cross via the famous ferry line, since a new bridge is to be completed by next circus season.

KELLY-MILLER HAS BLOWDOWN, CROWDS

3 Shows at International Falls; Hibbing, Others Big in Storms

HIBBING, Minn. — Weather worked its worst against the Kelly-Miller Circus in recent days, but the show was winning out okay.

At Crookston, Minn., (12), the big top and side show were blown down just after the concert crowd from the night show had left. The tops were damaged as 90-mile winds struck. A trailer was moved 10 feet thru mud by the storm.

The circus had two-thirds and near-full houses prior to the storm. After the struggle to load out, the show moved to Thief River Falls, for Tuesday (13). It arrived three hours later than normal and all personnel began work on the canvas. This was carried out despite more rain and mud on that lot. A large crowd of townspeople gathered to watch the circus battle the elements to complete the repairs.

As a result, the afternoon show was only one hour late and it had a near-full crowd. The night house was packed, the show reported.

Bad weather continued at Graf-ton, N. D., Wednesday (14), where elephants were used all day to pull customers' cars on and off the lot. Business was as big as on the previous day, altho rain continued until noon and mud slowed all movement on the lot. The afternoon was near-full and the night house was a capacity.

In International Falls on Monday (19), the circus had to give an extra performance to handle the big turnouts. It moved to Hibbing an hour behind schedule.

Hibbing on Tuesday (20) gave the show two big houses, the auspices said. This is one of very few places the show has used an auspices. The town had not had an under-canvas show in several years but the Orrin Davenport Show plays here for the Shrines year. Kelly-Miller had clear weather in the daytime but a hard rain came just before the night show. Even so there was a turnout that counted some standees in the blues and only a few vacancies in the reserves.

Honolulu Show Opens Strong

HONOLULU — The 442d Veterans Club's "Go for Broke" Circus plays at Atkinson August 23-September 8. Two evening performances were given with prices tagged at \$2.20, \$1.60 and \$1.10. Opening night attendance was estimated at 2,500.

Highlights of the show included Chet Juk, lions; George Frazer comedy lions; Casa Grande and His Baboons; Mortons, trampoline; Clayton Beebe, high wire; Alfredo Landon and His Midgets; Barbara Morris, seals; Wally Rose, Liberty act; Flying Beliees and Nibleaires. Side Show featured Ada Ash with her alligator wrestling. E. K. Fernandes furnished rides and concessions.

Wedding Party Blocks Benson

EAST GARY, Ind. — A Polish wedding tripped up the Benson Bros. Circus here Saturday (17). The show had VFW auspices and was to use the post's parking lot for a show grounds. Meanwhile, the VFW hall was rented for the wedding and the wedding party wanted the parking lot, too. Upshot was that an injunction was obtained and the circus postponed its showing until the next day.

King Partnership Fades From Scene In Court Action

MACON, Ga. — The defunct King Bros. Circus, operated last year by a partnership composed of Floyd King and Arnold F. Maley, died a quiet legal death in Federal Court here Tuesday (20), when Judge E. P. Johnston, signed orders directing the disbursement of all the cash assets on hand, \$17,967.22.

King, one of the operating partners, was in court at the final session. Unlike last year when the courtroom was crowded, by claimants and attorneys, only one creditor (Continued on page 115)

Hunt Completes Regular Tour

OLD BRIDGE, N. J. — Hunt Bros. Circus wound up its season's one-day stands with a sold-out date at the Old Bridge Stadium stock car race track here Thursday (15). The show jumped from here directly to Palisades Park for its 23-day stand.

The sponsors, a local community center, paid a flat fee for the show's appearance and grossed about \$3,000 from a three-quarters full matinee and near-full night show.

Showers thruout the morning and heavier rains at night, which caused floods and washouts in many adjoining communities, held down anticipated crowds.

The lot was nearly two miles out of Old Bridge, a community of new housing developments. This date conflicted with the week-long Middlesex County Fair in the adjoining town of East Brunswick. Cristiani Bros. Circus, scheduled into near-by New Brunswick Tuesday (20) had heavily billed that city and surrounding areas.

SOUTHERN MANEUVERS GET STARTED

MOBILE, Ala. — While route cards don't yet indicate anything more than an early move to the Southeast by the Clyde Beatty Circus and the follow-up by Cristiani Bros. Circus, both shows will do considerable maneuvering thru the South before calling it a season.

The Beatty show will make a feint into Florida and then do a turnabout to race across the South to Texas. Contracting of Texas time is reported from there.

Meanwhile, the Cristiani show also will be moving fast. It will get into Mobile, for example, on September 13 four days ahead of the Beatty show.

1957 Rodeo Dates

Alabama
Montgomery—Montgomery Rodeo, Sept. 5-7.

Arizona
Kingman—Mohave Co. Fair & Rodeo, Aug. 31-Sept. 2.

Arkansas
Little Rock—Little Rock Rodeo, Sept. 26-28. Clyde E. Boyd.
Pine Bluff—Pine Bluff Rodeo, Sept. 16-14. George Hestand.

California
Bartow—Bartow Rodeo, Sept. 21-22. Alma Tennell.
Bythe—Bythe Rodeo, Oct. 11-13. R. Seiler.
Buenaville—Buenaville Rodeo, Sept. 28-29. Shirley Jones.
Lancaster—Lancaster Rodeo, Sept. 8. Clarence Shaffer.
San Fernando—San Fernando Rodeo, Sept. 1-2. Max Schenfeld.
San Francisco—San Francisco Rodeo, Nov. 1-18. Nya Wilson.
Twenty-Nine Palms—Twenty-Nine Palms Rodeo, Oct. 19-20. R. L. Kley.
Victorville—Victorville Rodeo, Nov. 16-17. Bob Anzel.
Vinalia—Vinalia Rodeo, Oct. 19-20.

Colorado
Castle Rock—Castle Rock Rodeo, Sept. 14-15. Charles Kirk.
Cheyenne Wells—Cheyenne Wells Rodeo, Sept. 6-7. Byron Hudson.
Eads—Eads Rodeo, Sept. 14-15. Howard Hooker.
Lamar—Lamar Rodeo, Aug. 30-31. Allan Pitt.
Montrose—Montrose Rodeo, Aug. 29-30. Shirley Heath.
Ridgway—Ridgway Rodeo, Sept. 1-2. Victor Zadra.
Rocky Ford—Rocky Ford Rodeo, Sept. 4-5. Ted Ryan.
Trinidad—Trinidad Round-Up, Aug. 31-Sept. 2. Thomas Murphy.

Georgia
Waycross—Waycross Rodeo, Oct. 10-12. Charles Inman.

Idaho
Filer—Filer Rodeo, Sept. 4-7. Thom Parks.
Lewiston—Lewiston Rodeo, Sept. 6-8. Joseph Skok.
Montpelier—Montpelier Rodeo, Aug. 30-31. Ross Parker.

Illinois
Chicago—Chicago Rodeo, Oct. 9-20. M. E. Thayer.
Kankakee—Kankakee Rodeo, Sept. 6-8. P. F. Lohelle.

Iowa
Des Moines—Des Moines Rodeo, Aug. 29-Sept. 1. L. B. Cunningham.
Fort Madison—Fort Madison Rodeo, Sept. 7-8. J. C. Patterson.

Kansas
Coffeyville—Coffeyville Rodeo, Aug. 29-Sept. 1. Bill O'Connor.
Wichita—Frontier Days Rodeo, Sept. 19-22. Harry Shepler.

Kentucky
Louisville—Louisville Rodeo, Sept. 6-9.

Louisiana
Alexandria—Alexandria Rodeo, Aug. 27-31. James Thompson.
Coushatta—Coushatta Rodeo, Sept. 19-21. Jack Driever.
West Monroe—West Monroe Rodeo, Sept. 2-6. Herbert Land Jr.

Missouri
Chillicothe—Chillicothe Rodeo, Sept. 13-15. Frosty Rose.
St. Louis—St. Louis Rodeo, Nov. 5-10. Tom Racks.
Sikeston—Sikeston Rodeo, Sept. 12-15. Bruce Hampton.

Montana
Dillon—Dillon Rodeo, Sept. 1-2. Ed Atkins.
Kalispell—Kalispell Rodeo, Sept. 13-14. Russell Marsh.

Nebraska
Gordon—Gordon Rodeo, Sept. 6-8. George Comar.
Lewellen—Lewellen Round-Up, Sept. 1-2. A. Klein.
Omaha—Omaha Rodeo, Sept. 20-29. J. J. Isaacson.

Nevada
Fallon—Fallon Rodeo, Aug. 31-Sept. 2. Chris Madson.

New Mexico
Albuquerque—State Fair Rodeo, Sept. 28-30. Leon H. Harms.
Socorro—Socorro Rodeo, Sept. 7-8. Glenn Chadwick.

New York
New York—Madison Square Garden Rodeo, Sept. 25-Oct. 13. Frank Moore.

Oklahoma
Elk City—Elk City Rodeo, Sept. 2-4. Geo. Fowler.
McAlester—McAlester Rodeo, Sept. 5-8. Lawrence Clements.
Vinita—Vinita Rodeo, Aug. 28-Sept. 1. F. C. Goodpastor.
Woodward—Woodward Rodeo, Aug. 29-Sept. 1. George Keller.

Oregon
Halfway—Halfway Rodeo, Sept. 1-2. D. D. Peterson.

Minnesota
Minn.—Minn. Rodeo, Sept. 14-15. M. O. Coon.
Pewaukee—Pewaukee Round-Up, Sept. 11-14. Dick Fuchner.

Tennessee
Memphis—Memphis Rodeo, Sept. 20-23. Boyd Arthur.

Texas
Austin—Austin Rodeo, Sept. 19-21. Pat Nall.
Austin—Austin Rodeo, Sept. 19-21. Pat Nall.
Dallas—Dallas Rodeo, Aug. 23-21. C. E. Leubnerwood.
Georgetown—Georgetown Rodeo, Aug. 29-31. Tommy Serrin.
Texarkana—Texarkana Rodeo, Sept. 16-21. Lem Arnold.
Waco—Waco Rodeo, Sept. 28-Oct. 2. Orbel Neely.

Utah
St. George—St. George Rodeo, Sept. 12-14. Clayton Atkin.

Washington
Ellensburg—Ellensburg Rodeo, Aug. 31-Sept. 2. Art Driver.
Monroe—Monroe Rodeo, Aug. 31-Sept. 2. Robert Fuller.
Moses Lake—Moses Lake Rodeo, Sept. 7-8. Ivan Cole.
Walla Walla—Walla Walla Rodeo, Aug. 30-Sept. 1. Milton Loney.

Wyoming
Evansville—Cowboy Days Rodeo, Aug. 31-Sept. 1.
Guernsey—Labor Day Rodeo, Sept. 2.
Thermopolis—Thermopolis Rodeo, Sept. 1-2.

RIDING ACT FEATURED

Hagen Bills Bring Business; Strong Staff in Evidence

LOCKPORT, Ill.—Hagen Bros. Circus, which played its summer day of five seasons at Grand Rapids Mich., recently, has been winning consistently good business all season. The show is heading for the Southwest and expects to run until November.

Business here Monday and in Michigan City, Ind., Saturday stayed at the high level. Afternoons were full and nights were strayed.

The Riding Fredericks now have six people and five horses. The act opens with four people on a pair of horses, and their dual two-highs are eye-catchers. Then two people ride a pair of horses in pas de deux. Two men work comedy on two horses and this has been sharpened greatly since last seen. Lady principal bit follows and this is to be expanded into two principal acts for side rings shortly. Bounding jockey routines are marked by speed. Finale also comes along with new comedy and speed that gives it spectacular wind-up.

Acts on Move

Equestrian director Calvin Miller continues to work his dressage act and has purchased a new horse for future work.

The show was augmented with three Paul Kelly Elephants, but this act was scheduled to leave this weekend. It was worked by Buckles Woodcock in good fashion, adding much to the show. Lion act of Eugene Christy was out of the performance. Jenda Smaha's handling of the fast Liberty act continues good. Clownus, headed

by Bora Cooper, include fire-crackers and a mule kicking gag. Elaborating on the show's business, Manager Bob Couls said that all suburbs continued to do well by the show. He said that the Hagen increase in use of billing had brought a very definite hike in the business and in wagon sale. At Lockport, a long line was in evidence as people bought cash tickets. Promotion and advance ticket holders were not usually included in the line.

The show is abnormally well staffed, with more and more recognized department heads and other staffers turning up on the list during the season. It also was noted that the show's key staffers include a higher proportion of younger men than usual.

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Beatty Finds States Okay, Canada Better

ASHTABULA, O. — Clyde Beatty Circus has played to good business since returning to the U. S. at Massena, N. Y. (13), but observers said the pace off somewhat from that in Canada.

At Massena the show had a pair of three-quarter houses, with Shrine auspices. Canandaigua, N. Y., Saturday (17) gave Beatty a near-full afternoon and three-quarter night. Sunday's afternoon only at Lockport, N. Y. (18), had a two-thirds house with Kiwanis auspices. Clyde Beatty told the Lockport newspaper he is planning a TV film series and two movies for Warner Brothers.

In Ashtabula on Wednesday (21), the show had a three-quarter afternoon and strong night house. Visitors there included Jack, Jake and Harry Mills of Mills Bros. Circus, as well as numerous performers and others from Mills and Bob Dover and others from the Ringling show.

UNDER THE MARQUEE

When Ringling played Columbus, Ian Fred Pfening had an hour-long radio interview with Eddie Ward, Fay Alexander, Doc Henderson, and more.

The two Melillo brothers, Salvatore and Alfredo, second generation of the Conley Family's five-generation circus history, visited at the Batavia, O., park of Jim and Fred Conley recently. Jim Conley visited his relatives on the Hagen show last week, and reported that Bert and Jeanette Wallace, former circus performers, have the concessions at his Kiddieland.

Cecil and Billie Eddington are clowning with the Hagen show. He will make his third winter date with a Milwaukee department store this year...Visitors on the (Continued on page 115)

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Calif. State Pacts Night Club Shows

SACRAMENTO — California State Fair will open its 12-day run here Wednesday (28) with an expanded version of the floorshow at the Moulin Rouge, Hollywood, Dudley Fortin, fair manager, announced. Featured will be Woody Herman and his orchestra.

Herman will be the attraction the first three nights in a production to be called "C'est La Vie," to be produced by Frank Sennes and staged by Donn Arden. Also on the bill will be the Albins, comedy dance; Bob Top and Lorrain, high act, and an additional

act. The second segment, in for the next three nights, will be called "Paris Toujours" and feature Chiquita and Johnson, dancers; Silhouettes, high act, and one other attraction.

For the final six days of the grandstand show the talent will include Danny Welton, Dot Record harmonica player; Bill Gouch, slide-for-life; Ashtons, Risley; Jimmy Vey, xylophone; Sonny James, vocals; Willie Keo, trampoline; Nino Tempo, Liberty recording artist, and the Wazzan Troupe, Arabian tumblers. The closing segment will be called "Stars on Parade."

NEW TWIST

N. Y. Using Its Thruways To Beat Drums

SYRACUSE — New York State Fair is promoting its August 30-September 7 run thru a new media — State Thruways.

Starting Wednesday (21), 500,000 pamphlets, emphasizing the fair's attractions, are being distributed to motorists and their passengers on the highways.

The pamphlets are being given out to cars entering the Thruway between Williamsville in Erie County and Geneva on the west, and between Utica and Spring Valley, Rockland County, on the east and south until the supply is exhausted.

As a special incentive, the handouts carry a value of 75 cents toward purchase of five rides on the midway, which otherwise would cost the patron \$1.25.

Headed by the slogan, "See You at the Fair," and carrying words of invitation from Gov. Averill Harriman, the pamphlet lists some of the outstanding programs scheduled for the fair.

Yakima, Wash., Signs Peabody, Modernaires

YAKIMA, Wash. — The Modernaires and Eddie Peabody will headline the night grandstand show at the Central Washington Fair opening here September 25

for five days, J. Hugh King, fair manager, said.

The afternoon program will feature horse racing without pari-mutuel betting and horse shows.

In addition to the singing group and the banjoist, the GAC-Hamid produced stage attraction will include Joey Rardin, comic; the Four Fredians, acrobatic; the Amazing Monahans, Risley and teeterboard; Butler Brothers, trampoline, and Wally Heider and his orchestra. A chimp act is yet to be signed for the fair.

Meeker's Carnival and Circus will play the midway for the 12th consecutive year.

All Segments Top '56 Levels At Superior

SUPERIOR, Wis. — The Tri-State Fair chalked up a 12 per cent increase in attendance, a 15 to 18 per cent increase on rides and shows, and a solid 10 per cent hike on its grandstand during the six-day ended Sunday (18).

Seagar Swanson, secretary, announced that total paid and free attendance was 92,000, the second highest turnout in recent years. Only fair that topped that figure was the 1952 run, which went over the 100,000 mark.

The Sunday afternoon program of stock car races, staged by the Minnesota Stock Car Racing Association, was up 7 per cent over last year. Other grandstand attractions during the week that shared in the increased grosses included a GAC-Hamid show featuring Russell Arms and Hal McIntire's band, and a country and western unit headed up by Pee Wee King.

Royal American Shows, with the biggest layout it has ever brought here, registered the big ride and show increase.

Detroit Plans Swimming Pool

DETROIT — Michigan State Fair has announced plans for construction of a swimming pool on the grounds here to be used for swim-and-dive shows during the fair and public swimming during the off-season.

Donald L. Swanson, general manager, said negotiations are being conducted with several pool manufacturers to construct the addition.

Swanson is also dealing with a tent theater company to bring a show in for the fair. He said that in the future it is possible a tent show might be operated on the grounds the entire season.

San Mateo Draws 145,809

SAN MATEO, Calif. — Nine-day San Mateo County Fair and Floral Fiesta pulled total attendance of 145,809 to top last year's 137,239, William M. Wilson, fair manager, said.

The stagershow was in two parts, with the first running August 2-5 and the second August 6-11. Staged and produced by Isabelle Whall, of Fun Unlimited Productions, San Francisco, the line-up included the Wiere Brothers, Mason-Kahn Dancers, and Willie Keo, comedy trampoline.

Crafts Shows played the midway.

Gate Mark of 150,036 Set At Weymouth

SOUTH WEYMOUTH, Mass. — Weymouth Fair chalked up highest grosses and crowds for the seven-day event which ended Saturday (17). Attendance was 150,036 as against 147,509, considered a record last year.

Pari-mutuel handle of \$579,003 for the six-day horse racing meet was more than \$68,000 above last year. The midway under control of E. W. Burr, of Playtime Amusement Company, and other concessionaires, reported business about on a par with last year.

The Al Martin Agency, of Boston, supplied five acts for the grandstand which were Lucy Danlo, dog act; Kay Karol, juggler; Kayo Family, Oriental acrobats and Risley; the Wallicks, knife throwers, and Ferrari DeCosta, musical novelty. Vilma Goodwin was at the organ.

Wapakoneta, O., Wins in Rain

WAPAKONETA, O. — Despite rain in large doses that washed out several attraction programs, Auglaize County Fair came out of its run with larger receipts on every day, Harry Kahn, secretary, reported. The fair racked up its second best run on record, Kahn said.

Rain hit the first night. Saturday was the biggest on record. Friday night program of midget auto races was rained out after two heats. The events were run off on Sunday and drew 5,000 people.

Fred Nolan's nine rides on the midway scored big winnings.

Quincy, Calif., Gate Count Hits 20,000

QUINCY, Calif. — Tulsa E. Scott, manager, said that the annual Phumas County Fair pulled an attendance of more than 20,000 in four days.

Entertainment features included the Hilo Hattie Bevue on opening day. A horse show was the Friday headliner with an amateur rodeo on Saturday afternoon and the Pacific Coast Loggers Championship that night. Larry (Bozo the Clown) Valli worked the independent midway and the grandstand arena with his magic and balloon figures.

Overall \$\$ Up 20% at Ozark Empire

Gate Count Off Slightly; Hiked Prices Up Takes

SPRINGFIELD, Mo. — Although total attendance at the Ozark Empire Fair, which closed its seven-day run here Friday (16), was slightly below that of 1956, total receipts were up a sharp 20 per cent. Paid and free attendance was 183,307 against last year's 184,287, Glen Boyd, veteran secretary, disclosed.

Price increase included a dime hike on children's front-gate admissions to 25 cents, and parking charges at 50 cents against 35 cents last year. In addition, there were several increases in the grandstand scale.

As a result, grandstand receipts were up 15 per cent, with Boyd attributing this to three factors, the new roof, bigger crowds and increased ticket charges.

In addition to the bigger gate and stand income, Heth Shows, in for the first time here, racked up a gross that was 36 per cent ahead of 1956.

Heat Cuts Gate At Costa Mesa; Draws 100,533

COSTA MESA, Calif. — Hot weather inland but not at the site of the fair was blamed for the loss of 9,217 patrons as compared with 1956 during the 10-day Orange County Fair, which closed here Sunday (18). The total for the run was 100,533 as against last year's 109,750.

Altho R. M. C. (Bob) Fullenwider, serving his last year as manager, had a strong entertainment program, the fair was unable to pull ahead of its record attendance. Daytime crowds were low with the patrons waiting until late afternoon to visit the grounds.

Admission was 75 cents for adults and 25 cents for parking. All of the events within the grounds, except the rodeo on the closing two days and the carnival rides, were free.

The grandstand shows were booked by Jo and Newton (Carolina) Brunson of the Hollywood Theatrical Agency. Crafts 20 Big Shows were on the midway.

Regina Races Top \$1 Million

REGINA, Sask. — This year, for the first time, Regina Exhibition Association carried on its horse racing for three days after the fair, making nine days in all. Pari-mutuel play totaled \$1,160,294, a new high for racing in the city. The three extra days saw \$289,025 go thru the pari-mutuel windows.

EASY 150,000 VIEWED FOR TOPFIELD, MASS.

TOPSFIELD, Mass. — The 133d Topsfield Fair, which runs September 1-7, should go over the 150,000 it drew in 1956, Manager Paul Corson says. First fair in Massachusetts, Weymouth, was nearly 30 per cent over last year in attendance and its pari-mutuel handle was also ahead.

Corson noted that Rockingham Race Track in New Hampshire attracted 200,000 persons more than last year in the first 10 days of its meeting, and Wonderland Dog Track in Revere was up 5 per cent in its handle.

In place of name artists this year, Topsfield will present Danny White's "Aquatics of 1957," a water show which has been booked in by Jacq Collier and Henry Cougari of Boston. The show will feature Stan Bond, former international diving champ.

Boston Radio Station WEEI will stage a special program Monday thru Friday. This will include all of the performers from its "Beantown Matinee," Carl Moore, the program's star; Tom Russell, Slim Pickens and vocalists Bill St. Clair and Pat O'Day. The orchestra will be under direction of Frank Bell. Television's "Lady of the Bookshelf" will be on hand for the Tuesday Children's Day.

Blue Hill, Me., Pacts Hayes

BLUE HILL, Me. — The Blue Hill Fair, which kicks off its three-day run here Saturday (31) will, for the first time, present a name attraction—in this case Gabby Hayes, TV Western performer. Hayes will be in the Sunday stage-show, Phil O'Brien, secretary, announced.

Also on the program is the Joie Chitwood thrill show, Wayne Raney's country and Western unit, horse racing, horse pulling and the Dick Wilcox Shows on the midway for the fourth consecutive year. Cattle premiums have been upped 50 per cent over last year.

Grandstand price this year is 50 cents for all. There is a 75 cents general admission and a 50-cent parking fee.

There will be the usual six-day greyhound racing program, with pari-mutuels under the direction of Tommy Marin. Midway is again under control of Gene Dean, of Salisbury Beach, and Jack Flynn, Playtime Amusement Company, Quincy, will supply the rides. Among the construction work done on the grounds is a much-needed new exit to Route 97 for patrons from Maine and New Hampshire. The parking area also has been enlarged.

San Jose, Calif., Up-Dates Plant

SAN JOSE, Calif. — Many changes and improvements have been made at the grounds of Santa Clara County Fair, which will open for its 13th annual seven-day run here September 9, A. L. Christopher, board president, and William A. Straub, fair manager, announced.

Main change on the 199-acre plot is completion of the new \$99,972 grandstand roof, covering approximately 32,000 square feet. Appearance of the stand is enhanced by multi-colored windows that form the walls on both sides.

The roof was officially dedicated Sunday (18) when finals of the Miss Santa Clara County contest were held on the grandstand stage.

Another change at the grounds is the two-story annex to the replica of the Statehouse Museum.

A new entertainment policy is being inaugurated, Straub said. Night harness racing will be featured and this will be the only event of its kind in California. There will also be two grandstand stagershow nights. The program will be changed on Friday, September 13, giving fairgoers two shows during the week's run.

TO SEAT 5,000

Yorkton OK's New \$100,000 Grandstand

YORKTON, Sask. — Directors of Yorkton Agricultural and Industrial Exhibition Association, Ltd., have approved construction of a \$100,000 grandstand to seat 4,000 to 5,000.

The present grandstand has not had a roof since a storm in July, 1948. The structure is also too small and it has been deteriorating rapidly in recent years.

The fair also decided to advertise for a full-time secretary-manager. S. K. Wood, secretary for the past five years has tendered his resignation, effective September 15.

Altho no official figures were released. Norman Roebuck, president, told directors that, while attendance at this year's three-day fair was somewhat disappointing, he was certain the event would be a success financially.

Operating costs were up considerably, mainly because of the increased cost of labor, he said, but the boost in gate admissions from 25 cents to 50 cents would help. Yorkton was the last fair on the Class B circuit to raise its admission price, Roebuck said.

UNDER THE MARQUEE

Continued from page 113

Hagen show included the Doc Fords and George Coles. Norman Atwell, Allan Davidson, Ken Fishleigh, John Harrop, Bill Kauffman and party and Don Phillips.

Pete Vollmer writes that his former partner and friend, Clark Squires, is planning an indoor show. . . George Wagan, formerly with Cole Bros. and King Bros. circuses, has the canvas and concessions on St. John Terrell's Music Circus at Lambertville, N. J. His wife, Fritzie, is assisting.

J. W. Hartigan Jr., writes from Morgantown, W. Va., that the Al C. Barnes show used an airplane for bally and was first with the idea. . . Tommy and Strapi Hanneford stopped off for a weekend with George and Charlotte Potraz, Elmhurst, Ill., while going to Wisconsin.

The Fearless Stars high act ends its fair season September 2 and then will join Capital City Shows at Russellville, Ala., for a nine-week engagement as a free act. They have been out since February 22 and will return to Tampa November 12.

Don Smith writes from Detroit that he caught the Ringling show in Columbus and spotted about 40 fellow fans. . . Charles V. Turner, former assistant general agent for Ringling and recently a movie projectionist in St. Louis, is soon to retire to his home at Villa Rica, Ga.

George Phillips caught the Hunt show at its first performance in Palisades Park in New Jersey. . . About 30 fans attended a joint CFA and model builders meeting at the home of Bob Parkinson, Cambridge, Ill., Sunday (18).

Lawrence Higgins visited Cristiani on Long Island. Another visitor was Diamond Tooth Ted Lewis, who gave George Penny a diamond horse-show stickpin. Lewis was on the 101 Ranch with Penny and his father and has been working his shooting act at cowboy attractions in the East.

Lethbridge Sets New Gate Record; Grandstand Down

LETHBRIDGE, Alta.—An all-time gate attendance mark was set at the recent three-day Lethbridge and District Exhibition, but paid admissions to afternoon and evening grandstand shows were below those of last year.

Official gate total was 31,082, compared with 29,824 in 1956 when the previous record was set.

Afternoon grandstand performances drew 9,101, compared with last year's record figure of 10,470.

Evening grandstand admissions totaled 12,930, compared with a record 13,746 last year.

Total three-day admissions at the grounds, afternoon grandstand and evening grandstand this year was 53,113, as compared with the all-time record of 54,040 during the 1956 exhibition.

Yost Replaces Bob Fullenwider At Costa Mesa

COSTA MESA, Calif.—Stewart W. Yost will assume duties as secretary-manager of the Orange County Fair here on September 1, replacing R. M. C. (Bob) Fullenwider, who will devote full time to managing the Riverside County Fair & National Date Festival in Indio.

Yost has been space and concession manager for both the Orange County Fair and the Riverside County Fair since 1951. Fullenwider has been manager of the two events also since 1951, having served as a consultant for the local event from 1948 to 1951.

Yost has lived here for a number of years. Prior to entering the fair business, he was in banking.

King Partnership

Continued from page 112

itor was present. He was Woodie W. Jones, head of a truck and trailer concern, which had a claim for approximately \$3,000. Jones protested against the allowance of \$10,000 to attorneys for the trustee, terming it "excessive."

After hearing testimony on this claim and on all other claims for fees, Judge Johnston ruled that the claims were reasonable and ordered all of them paid.

At the last minute, Maley filed a claim for nine weeks' services as agent for the trustee in charge of the circus assets last summer, but there were no more funds available.

The circus was forced into bankruptcy last June. Liabilities totaled \$406,341, and assets amounted to \$86,300. After various secured creditors reclaimed their property, the assets yielded only \$48,000 for the court. Wage claims totaled \$88,000 and tax claims amounted to \$92,000. The total of unsecured claims was listed as \$142,268. No funds were available to pay any of these claims.

Mexico Shows

Continued from page 112

Fuentes, said he would not worry about Ringling competition because it will be an indoor date and people of Mexico think of circuses as having tents. Fuentes says he still sees remnants of a previous U. S. circus that invaded Mexico on what proved to be an unsuccessful venture. Circo Union is headquartered in Mexico City.

Some other executives with various circuses of Mexico remain dubious about whether Ringling will make the date, and virtually all of those contacted indicated a desire to see the Ringling show themselves to view its method of operation.

Owatonna Pulls 164,000; Midway Wins

OWATONNA, Minn.—Steele County Free Fair wound up its six-day run here Sunday (18) with increased attendance, lower grandstand grosses and sharply higher midway takes.

Stan Muckle, veteran manager, estimated attendance thru the free outside gates was in the neighborhood of 164,000, ahead of last year's 161,000. Altho grosses at the grandstand were off from a year ago, net profit was due to elimination of expensive car or money giveaways. Ride and show gross by 20th Century Shows was the biggest that show ever had in the six years it played the fair, Muckle said.

Weather was good during the run except on entry day, when three inches of rain fell, and the following morning when there was a light shower.

Grandstand attractions were varied. Harness racing on Wednesday afternoon showed a slight increase and will return in 1958. A GAC-Hamid night show, featuring Preston Foster and Pee Wee Hunt, was on the bill that evening. Stock car races under lights were brought in by Frank Winkley the following night and additional race programs by Winkley were run on Saturday and Sunday afternoons. The Hunt show was also in on Friday evening, and Joie Chitwood's thrill show was the closing evening's program.

All livestock departments were up except swine. All buildings were filled to capacity. The parking problem continues to be the most pressing one, Muckle said.

San Jose Event Inks Ricky For Top Show

SAN JOSE, Calif.—Ricky Nelson, the Sportsmen, and Joaquin Garay will headline the grandstand shows at Santa Clara County Fair here for seven days, starting September 9, William A. Straub, fair manager, said.

Three separate stageshows will be presented on the movable outdoor stage. Opening Monday (9) for four days will be the Sportsmen. Nelson appears on Friday (13) for one day along with the Four Preps, recording group. Garay will headline on Saturday and Sunday (14-15).

The fair is eliminating matinees for the first time this year and will highlight night harness races, the only ones in California. Afternoon racing without pari-mutuels will be programmed Monday thru Saturday.

Fair Dates

Copyright 1957 The Billboard Pub. Co. The complete list of fair dates was published in the issue dated July 29. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O.

- Virginia Chase City—Mecklenburg Co. Fair Assn. Oct. 7-12. Chatham Hill—Rich Valley Agri. & Fair Assn. Aug. 26-31. J. T. Gardner, Chester—Chesterfield Co. Fair Assn. Sept. 13-14. D. W. Murphey, Danville—Danville Fair Assn. Oct. 8-12. C. C. Finch, Dungannon—Scott Co. Fair Assn. Sept. 13-14. P. W. Collins, Farmville—Pike-County Fair Assn. Sept. 18-21. Fredericksburg—Fredericksburg Agri. Fair Assn. Sept. 10-15.

'Holiday,' Collins Give Cedar Rapids Hike

CEDAR RAPIDS, Ia.—Altho attendance at the All-Iowa Fair was 4,000 people under '56, total cash receipts topped those of last year, Andy Hanson, manager, reported. Fair closed its eight-day run here Sunday (18), after pulling a total of 145,000.

"Holiday on Ice", in its first showing here in the grandstand, broke all records for a night show including both attendance and receipts. As a result, Hanson said the show would be booked in again next year. Auto racing did well, he said, and the carnival, William T. Collins' Shows, topped its '56 gross by \$2,000. The L-Bar Ranch Rodeo did not live up to expectations in its four performances, Hanson disclosed.

As a result of light afternoon crowds, particularly in the grand-

stand, Hanson said they are considering going to seven nights and six days of operation in 1958. For the past several years the annual has operated eight days and nights. If this is adopted it will open on Monday and run thru Sunday.

Due to the large livestock entries, which exceeded '56 in all breeds, plans are being formulated to build additional barns by next year.

Albert Lea, Minn., Opens 4-Day Run On Strong Note

ALBERT LEA, Minn.—The Freeborn County Fair got off to a strong start here Monday (19) with an opening day turnout of 8,000. Much of the turnout was credited to the Swenson Thrillcade, which was the opening night feature.

The grandstand was packed for the show. The midway attraction, Shafer's Just for Fun Shows, was not in operation due to a delay in bringing in the light plants and the fun zone was dark. All equipment arrived before morning, however, and the rides, shows and concessions were in action Tuesday.

The night grandstand show, a Barnes-Carruthers revue with acts, opened its run Tuesday night with a strong turnout.

Visitors to the fair included Andy Hanson, manager of the All-Iowa Fair, Cedar Rapids, Ia., formerly secretary at Albert Lea.

Roseville, Calif., Sets New Gate Top

ROSEVILLE, Calif.—An all-time attendance record of 18,563 was set by Placer County Fair during its four-day run. Last year attendance was 17,855.

In addition to exhibits in the buildings, the fair featured a horse show, kiddie parade, street parade, all-professional show starring the Sportsmen and a RCA-approved rodeo.

The stageshow, produced by Isabelle Whall, of Fun Unlimited Productions, included in addition to the Sportsmen, the Marion Marlin Dancers; Mark Newman, comic and emcee; Lee Carter, tap dancer; the Johnson Sisters, acrobats; Henri French, cyclist, and the Jeffreys, trapeze.

Hancock, Mass., Revives '57 Run

HANCOCK, Mass.—The Berkshire County Fair, which was canceled in 1956, will operate for seven days and nights this year, Francis Mongue, fair director, announces. Dates are September 22-28.

A total of \$8,000 in premium money has been posted. Attractions will include talent shows, square dance contests, fireworks and oxen and horse-pulling contests. Last year's run was set aside due to the death of two board members.

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Rides, Shows, Food, Drink Biz Gains; Games Concessions Firm at Milwaukee

Dowis Sky Wheel Is in for First Time; Grand Ole Opry Show Builds Big Gross

MILWAUKEE — Rides, shows and food and drink concessions at the Wisconsin State Fair here Tuesday (20), fourth day of the nine-day fair, showed gains over the corresponding period in '56. Games concessions during the same period held to about the same level as last year.

The gains were racked up in the face of slightly lower attendance—some 23,000 under last year thru the first four days, and despite rains Sunday (18), which not only cut back the fair's gate to 101,933 from 134,285 on the same day last year, but also sent those on the grounds scurrying for shelter.

Rose Up 1 Per Cent

Sunday's rains were the only jarring weather note thru the first four days. Last year the fair caught rain on the first Saturday and pulled 51,314 as against 69,314 on the same day this year.

The permanently installed rides operated under the banner of the veteran park op, Charlie Rose, was augmented by the Don Dowis Sky Wheel, in for the first time here. Together, the Rose riding devices yielded an 11 per cent higher gross in the first four days than for the corresponding period last year. The

double Ferris Wheel was brought in jointly by the fair and Rose. Spotted near the permanent Roller Coaster, it helped build the gross for the Coaster because of its added flash and the number of people attracted by it.

Work to Upped Prices

The Fun on the Farm section of the midway, operated jointly by Ralph Ammon and Archie Gayer, also offered one ride—the Rotor, owned by the Velare brothers, Elmer and Curtis, and managed by Jimmie Deal. This unit enjoyed good business, working at a 35-cent price.

Biggest money winner among

the shows in the Ammon-Gayer sector was Grand Ole Opry. It pulled more people than last year and worked at higher prices.

Thru the first four days it held to a 75-cent adults' price and a 25-cent kids' price and it was to continue at that scale. Last year here the Grand Ole Opry unit worked at 50 and 25 cents respectively, on seven days of the fair and at 75 and 25 cents on only two of the biggest days.

"Sellin'" Front

The unit, managed by Grand Ole Opry, offered talent from Grand Ole Opry and also from

(Continued on page 122)

Art Thomas Up 30% At Colo. State Fair

Rotor, Side Show Lead Race; Board Re-Inks Show for 1958

PUEBLO—The Art B. Thomas Shows, in for the first time, rolled up a thumping gross during the first three days of the six-day Colorado State Fair here. Ride and show receipts thru Thursday (22), third day of the run, topped those for the corresponding period by more than 30 per cent.

The show gave the fair the biggest one-day midway business in its history Wednesday (21). Shortly after, the fair board met and re-contracted the Thomas aggregation for 1958.

Line-up of attractions included 21 rides, 10 of which—the kiddie units—were spotted in Tinker Town the fair's special lay-out for moppets. The Velare Rotor, managed by Charlie Goss, worked under the Thomas banner.

The Rotor paced the rides, with the Scrambler and Scooter in second and third spot, respectively. Preacher Monroe's Side Show was the No. 1 money-getter among the shows, with Spanish Holiday, calypso show, managed by Bert Baker, second.

The calypso show worked behind a 90-foot front recently purchased by Thomas from E. D. McCrary, owner of 20th Century Shows. Thomas also purchased a Ferris Wheel and a three-abrest

Merry-Go-Round from McCrary who is selling his show, piece-meal.

The Thomas midway was lighted by nine Downey Telescopic Towers.

The Thomas show jumped 1,200 miles in here from La Crosse, Wis., and made the long move without mishap and was up and ready to go on schedule.

Reid's Fair Premiere Good At Skowhegan

Layover Provides Breather; Early Season Spotty

SKOWHEGAN, Me.—A four-day make-ready here enabled the King Reid Shows to refurbish for its re-entry into the States, following a generally spotty tour in Canada. There were good dates, but in Bathurst the lot was awash with rainwater, and at some other dates there was rain and cold weather.

Skowhegan was a welcome improvement for those operators who had tailed behind the more fortunate ones during the still date season. Owner Reid had 760 feet more of blacktopped midway to operate on, plus 100 permanent steel flagpoles which formed a colorful avenue.

Nights were cold, but earnings were ahead of 1956 figures. Reid's new Funhouse had its best week, and ride money was topped by the Scooter, followed by the three Ferris Wheels and Caterpillar. Dale Quillman's kiddieland also scored nicely.

New Agne Unit

Lawrence Williams' Rock 'n' Roll Revue, playing the fair for the third time, had a good week, as did Irene Burton's Menagerie, the Hollywood Monkey Circus, and Bill Chalkias' Circus Side Show which unfurled its full bannerline to favorable comments. Harry Agne set up his new 400-seat bingo for the first time and enjoyed a few late nights. Charles Joyce arrived in time, bringing in a Reid unit which had played a last-minute date at the Victoria County Fair in New Brunswick.

Prominent on concession row were Willie De Vito, Thomas De Vito, Gabriel Novak, Charlie Trav-

(Continued on page 122)

Crafts 20 Big Hits Winner At Costa Mesa

COSTA MESA, Calif.—Crafts 20 Big Shows garnered satisfactory business here during the 10-day run of the Orange County Fair, which closed Sunday (18) despite the fair's loss in patronage.

The fair pulled a total gate of 100,533, which was 9,217 under the 1956 mark.

The carnival used 11 major and five kid rides along with the Pretzel and Martin Arthur's gorilla show. There were about 35 concessions. The layout had the rides down one side with two lines of concessions.

Frank Warren, manager of the unit, was assisted on the date by Martin E. Arthur and Larry Ferris.

Ronceverte Opener Strong for Denton

27 Rides, Dozen Shows, Other Units Strain Seams at W. Va. State Midway

The Gold Medal Shows assembled its heaviest midway in years for the West Virginia State Fair here, and at mid-week the slow-starting event was getting into stride with satisfactory earnings for most units. Monday (19) opened better than usual, but ran into a thunderstorm at 11 p.m.

Owner Johnny Denton brought in 15 major rides, 12 kiddie units, 11 shows and around 175 concessions to jam virtually every foot of available space. The show, which pulled in here in far better shape financially than in 1956, was up and ready in plenty of time.

It was Denton's third straight year here. Rides were 3 Ferris Wheels, 2 Octopus rides, 2 Merry-Go-Rounds, Roller Coaster, 2 Roll-o-Planes, Tilt-a-Whirl, Dodgem, Flying Scooter, Chairplane, and Looper. The 12-ride Kiddieland was boxed into a rectangular midway fronted by Bill Stacy's bingo, which was managed by Art Ludwig.

Shows were, Wildlife, Mrs. Johnson; Green Door, Bobby Miller; Stella, Pat Ryan; Ape Show; Wild Reptile Show; Snake Show; Jess Bradley; Bella Illusion Show; office Funhouse, Albert Karper; Ugo, sword swallower; Mechanical City, Harry Fink, and Side Show, Lisa Del Mar.

Business Better

A more modest and economical operation has benefited the office substantially, Denton noted. Rolling stock was trimmed to 16 trucks,

CW EYES MARK AT MO. STATE

Gross Up \$10,974 in Four Days; Raynell Rand Show Leads Fun Zone

SEDALIA, Mo.—Aided by a strong start at the Missouri State Fair here by midweek, Cetlin & Wilson Shows were heading for new ride and show gross records. Fair opened Saturday (17) and runs thru Sunday (25).

At that point C & W was a whopping \$10,974 ahead in money. Total take for the first four days was \$42,737 against \$31,763 in '56. If Jack Wilson and Issy Cetlin wind up with a new record, it will be the second one in a row, as they topped all previous marks at the Ionia (Mich.) Free Fair by \$16,000.

The show promoted the date heavily, sending their sound truck over a wide area ballyhooing the fair, the midway, Sally Rand and various attractions. La Rand ap-

peared on TV stations in Kansas City and many other area cities.

Leading the C & W fun zone was the Raynell show featuring Sally, Duke Molesworth, former fair publicity director now operating his own agency, handled the advance promotion on the show and scored heavily. Acts, in addition to Rand, included Kaye and Aldrich, comedy; Frankie Mayer, rock and roll troupe; Don Niessen, emcee; Candy Scott, Decca record artist, and a 12-gal line.

Second in the gross department was Charles Hodges' Side Show. Mrs. Phil Little was on hand operating the cafeteria for the 43rd year.

Babcock Drops Suit Against Calif. Fair

LOS ANGELES — Frank W. Babcock, owner of the show bearing his name, announced he will amend his complaint in a \$100,000 damage suit against three other carnivals and the California State Fair, by withdrawing any action against the fair.

In the original complaint, which charges conspiracy to restrict competition in obtaining the midway contract at the fair, Babcock named Crafts 20 Big Shows, West Coast Shows, Foley & Burk Combined Shows and the fair.

Babcock said that the amendment was made after a Superior Court judge in Sacramento County had ruled that the original complaint was ambiguous and that the State was not a part of the alleged conspiracy.

The suit was filed after the three shows were awarded the midway contract for \$132,500 and the Babcock bid for \$117,500 was rejected.

Royal American Shriners Party Crippled Kids

ST. PAUL—The Royal American Shows' Shrine Club gave its annual party at the Shrine Crippled Children's Hospital here Thursday (22). Talent consisted of Lash Larue, Sinkan's chimps, and acts from the Green Door, Harlem in Havana, and Dick Best's Side Show.

The show moved in here from the Tri-State Fair, Superior, Wis., where the fair secretary reported ride and show receipts up 15 per cent over last year.

The Royal was scheduled to give a preview at the Minnesota State Fair Friday night (23).

Staff of the show is Denton, manager; Fineman, business manager; Bobby Miller, lot man; Pogo Hamrick, secretary, and Pee Wee Johnson, electrician and ride superintendent.

Denton heads next into Marysville, Tenn., and then has fair dates in the Carolinas.

Weydt Wins In Wisconsin

WESTFIELD, Wis. — Weydt Amusement Company scored a good week's business during its recent stand here.

One of the leaders in the ride department is the 80-year-old Merry-Go-Round that still has its original wooden horses. Gertrude Watson, formerly with the Hennies Shows and cook at the Hot Springs Showmen's Association, operates the Weydt cookhouse.

MIDWAY CONFAB

Harry (Irish) Gaughn, veteran outdoor showman, has been released from a McLeansboro, Ill., hospital and is back with the Buff Hottle No. 1 Unit. Gaughn was injured several weeks ago in an auto crash. . . . Dr. Max Thorek, one of the official physicians for the Showmen's League of America, has been awarded the honor of commander of the Legion of Honor by the French government. The award is for his contributions to surgery and his work with the International College of Surgeons which he founded and serves as secretary-general. The citation will be formally presented at a later date.

N. L. (Whitie) Dixon has booked his string of concessions on American Midway Shows currently playing fairs in Kansas. Following three more fairs in that State the show will move into Oklahoma and Texas where eight additional fairs have been booked by show owner Don Brashear. Prior to moving his concessions to the Brashear-owned shows, Dixon was on Strong Amusement Company. Dixon reports the season thus far has been more or less spotty.

Mrs. Mary Petersen is back home at Joplin, Mo., after two weeks with her husband, H. V., owner-manager of Tivoli Exposition Shows. Mrs. Frank Spina, concession op on that show, is back with it after being hospitalized for several days. Gertrude Billingsley, daughter of Mr. and Mrs. Ira Billingsley, of Tivoli, left the show to return to school in Alabama.

Joseph Lehr, spot worker, writes that Leo LaSalle, concessionaire on Hannum Shows, was in Philadelphia recently. LaSalle plans to leave the show soon to take three stores to the New York and New Jersey State fairs. Lehr also plans on making fairs in the East this season.

Mr. and Mrs. C. R. Vradenburg Jr., novelty stand ops, played the West Point, Ia., Sweet Corn Festival with the Jack Lindle Shows. Reports weather was warm and sunny and business good. The show still shows effects of its battle with flood waters in Indiana but is getting back into top shape, the Vradenburgs disclosed. The Vradenburgs operate a gift shop in Madison, Ia., but 40-mile it to make some Iowa stands.

Cliff Wilson, midway impresario, and Mrs. Wilson, spent a few days in Chicago recently. From the Windy City they visited fairs in Springfield, Ill., and Milwaukee and then headed for additional annuals in St. Paul, Toronto, Detroit, Indianapolis and Louisville. Following the Kentucky fair, Wilson will go to Memphis where he has the midway attractions.

Rebecca Winslow, daughter of Mr. and Mrs. W. J. (Slim) Winslow, longtime concessionaires, was recently married to Patrick O'Connors in Elizabeth City, N. C. Slim, who will be remembered for his many years on the Jones, Sheesley and Rubin & Cherry shows, is now operating Funland Park in Nags Head, N. C.

Grabbo Henderson, of the Collins organization, surprised his wife, Billie, with a birthday party during the Cedar Rapids, Ia., stand. Guests included Curley and Dessa McBatts, Bob and Mildred Corey, Louie Wald, Floyd Lamb, Rose Merrow and Larry Prather. . . . After a year's absence, Mae Joe Arnold has rejoined Hutchen's Side Show on Wallace Bros. as annex attraction. Dane Case, Mae Joe's manager, has the No. 1 ticket box.

C. S. Peck, owner-manager of Key City Shows, thumped the tub good recently when two of the folks on his show middle-aided it in Marion, Ind. All the rides and shows were shut down for the ceremonies which united James Jackson and Ada Bussell. Also in the wedding party were Johnny Hart, best man; Mrs. Johnny Hart and Kitty Redwine, bridesmaids; Stanley Bussell, ring bearer, and Bonnie Bailey, flower girl. Bob Scott gave the bride away and Lisa Hickman sang several solos. The florists of Marion sent flowers.

Fred Landrus, of the Hall & Leonard Side Shows, writes that when the axle on their truck broke down in Greencastle, Ind., personnel were guests of friends of ticket seller Gerry Burke. The evening was spent watching TV and eating home-cooked food. The show is sporting new bannerlines and has added some people, including Princess Santos, fire dancer and sword ladder; Lady Zieta, mental, and Tex Arnold, ticket seller. . . . Monty Mitchell is operating his own girl show featuring his wife, Candy Cane. Following fairs, they will play club dates and other engagements in Mexico. The unit played World of Pleasure for one week but is hop-scotching for the most part. The Mitchell's daughter, Debbie, is tromping this season.

Romance recently hit the World of Pleasure Shows. Wedding bells rang out for Aline Bates and Robert Windle in Warsaw, Ind., and Caroline Sue Warren and Jack Hartman tied the knot in Princeton, Ind. . . . Mrs. Tess Murray, on the cookhouse with World of Pleasure, was hospitalized for a couple of days recently with a sprained foot. She's back with it but taking it easy while her husband, Julius, operates the cookhouse. . . . Frances Lee, bearded lady, was a recent visitor to World of Pleasure.

Dave Endy had his Skooter and custard at West Virginia State Fair, Ronceverte. A visitor was Nate Brown, former heavyweight contender who fought Joe Louis twice and who is now in the carnival supply business.

Marty Weiss, Miami Showmen's Association exec, is still in Levi Memorial Hospital, Hot Springs. Wife Lois is handling the office during his convalescence.

Dave E. Fineman had to play second fiddle to the Lone Ranger at West Virginia State Fair. He had a stand set up for his two young sons on opening night, but they disappeared among the grandstand crowd to watch their Western hero perform.

On the O. C. Buck Shows, it is reported that James Quinn, general agent, has bought a new car. Electrician Curley Hutton has a new house trailer, as have Bernie Threit, cookhouse operator, and mechanic Chet Batholer. Betty and Karin Peugh, wife and daughter of advance man Roy F. Peugh, visited on the show, but will return home to Crescent, N. Y., for the school season. Show secretary Mrs. Elizabeth Murphy, formerly with the Marks show, has won many friends on her new job.

Bingo operator Danny Dorso on the Buck show was visited by his wife and daughter for a couple of weeks prior to the opening of school in Florida. The show was also visited at its Gouverneur and Elmira, N. Y., fair dates by Jim Carey, fair association secretary. A show club jamboree held at Ticonderoga, N. Y., final still date, raised more than \$1,000.

Morris Hannum Shows

The Great Eastern Shows

CAMBRIA COUNTY FAIR
EBENSBURG, PA., SEPT. 2-7
Always starts on Labor Day

followed by

LYCOMING COUNTY FAIR
HUGHESVILLE, PA.
SEPT. 9-14

RIDES Have space for one more major and two Kiddie Rides at Ebensburg only. Complete Sideshow or any family-type Show, Illusion, Mechanical, Wildlife. Low percentage. Telephone me quickly.

SHOWS Custard, Photos, Eats and Drinks, Jewelry, Hats, Glass, Bird and Bear Pitches. Still have some good space on the main midway for Hanky Panks of all kinds. Don't wait, telephone now.

CONCESSIONS Experienced Men on all Rides. Prefer drivers. Can place Wives as Ticket Sellers.

HELP

All replies to MORRIS HANNUM
Meyersdale, Pa., Fairgrounds. Show office telephone: Meyersdale, Mercury 4-6561.

PENN PREMIER SHOWS

*worlds * cleanest * midway*

CONCESSIONS Custard, French Fries, Photos, Pitch-Till-You-Win and Hankies of all kinds. Some P. C. if you have Hanky Panks. Sorry, no Wheels or Grind Stores.

SHOWS Place Monkey Circus, Working World, Wildlife (Irene Burton, contact us). Dates bigger than ever this year. Can place Talkers, Grinders and Ticket Sellers. Place Sideshow Help. Jimmy Simpson can place Colored Performers. Top pay and treatment.

RIDES Can place Scrambler, Rockeplane, Flyplane, Helicopter Ride, Junior Hot Rods.

RIDE HELP Can always place good Ride Help who drive Semis. Can use Wives as Ticket Sellers.

STANTON AGRICULTURAL LABOR DAY FAIR, STANTON, VA., SEPT. 2-7. This is the biggest Labor Day Fair on the Eastern Seaboard, followed by THE GREAT FREDERICKSBURG AGRICULTURAL FAIR, Fredericksburg, Va.

ATTENTION SHOWMEN!
Why look for a winner? Playing the best bona fide dates in the Eastern and Southern States. Do like many other showmen have already done. Get with the top truck show in America.

All mail, wires and phone calls to LLOYD D. SERFASS, OWNER: HARRY (BUSTER) WESTBROOK, BUS. MGR., PENN PREMIER SHOWS
Roanoke, Va. Phone Diamond 5-1255. Phone in our office

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James H. DREW SHOWS

TENNESSEE-CAROLINA FAIR, Newport, Tenn., Sept. 2 to 7 inclusive. WINDER AGRICULTURAL FAIR, Winder, Ga., Sept. 9 to 14 inclusive. Followed by Fairs at Lavonia, Monroe, Covington, Swainsboro, Quitman, Blakley, Dublin, Panama City and Vidalia, Georgia.

WANTED—One more Grind Show that does not conflict with what we have. Good opening for Wildlife and Monkey Show.

WANTED—Musicians and Chorus Girls for Colored Revue. Also Talker. Note: Duke Reynolds, answer.

CAN PLACE—Legitimate Merchandise and Outright Sale Concessions. X open on Arcade, Long Range, Auction and others. Can place experienced Second Man on new Rock-a-Plane. All address this week

JAMES H. DREW SHOWS
c/o Western Union, Clintwood, Virginia.

THE MIGHTY GEM CITY SHOWS

Le Roy, Ill., Street Celebration, opening Aug. 28, 5 Big Days and Nights. Followed by the Great Montgomery County Fair, Clarksville, Tenn., opening Sept. 4, Soldier's Pay Day (first show in city this year); followed by Maury County Fair, Columbia, Tenn. Leo Carillo (Pancho) in grandstand two days. Two big Kid Days. With other Outstanding Fairs and all winter's work in Florida.

RIDE HELP

WANT FOREMAN FOR SCHIFF COASTER.

CONCESSION HELP

WANT BINGO HELP. AGENTS FOR HANKY PANKS AND BUCKETS.

CONCESSIONS

WILL BOOK GRAB AND COOKHOUSE THAT CATER TO SHOW PEOPLE.

CONTACT

THOMAS D. HICKEY
c/o Western Union, LeRoy, Ill.

DON or SAM GRECO
El Murtel Motel, Former City, Ill.

DYER'S GREATER SHOWS

Want Shows and Concessions for
Mineral Point, Wis., August 30-Sept. 2;
Lancaster, Wis., Sept. 5-8; then South.
Ride Men who drive semi. No cars, please. For Sale—Set of Pony Tractors with track. Contact as per route.

PAGE BROS.' NO. 2

Van Buren County Fair, Spencer, Tennessee, then Fairs in Northern Alabama and Mississippi.

Want Hanky Panks of all kinds, also Agents, Dealers for P.C. Will book Six Cat, Bucket and Swingers. Will book Rides that do not conflict. Bob Smallwood, contact M. L. Millap, Castleberry, Ala.

Contact C. R. LEONARD, Manager, per route



Cleanest Midway on Earth!



WANT FOR CUMBERLAND COUNTY FAIR, BRIDGETON, N. J., SEPT. 2-7. KINGSTON, PA. (CENTENNIAL), SEPT. 9-13 — THEN GRATZ, PA., FAIR.

CONCESSIONS — SHOWS — RIDES

Can place Two Girl Shows, Funhouse, Motordrome, Monkey Show, etc. Can use Independent Rides not conflicting.

Want a few more Stock Concessions. Ride Help for Tilt, #5 Eli, Merry-Go-Round.

MICHAEL DEMBROSKY, Manager
Rheinbeck, N. Y., Fairgrounds until Aug. 29

SONNY MYERS AMUSEMENTS

Want for the following Fairs and Celebrations: Geneva, Neb., Fair, Aug. 26, 27, 28. Little Sioux, Iowa, August 31 and Labor Day Celebration; Gildden, Iowa, September 1-2; Woodbury County Fair, Merville, Iowa, September 4-7.

All two a week.

Concessions—Novelties, Roman Target, Cork Gallery, Scales, Bear, Lamp and all Pitches open except Glass, Roll-a-Ball; especially want Photo Gallery for rest of season. Also will place Long Range and any other non-conflicting Hanky Panks, Sunday School People, come on.

Address **BILL** or **JOHN DILLARD**

P.S.: Can still use few Ride Help on Tilt and Jenny.

BOB K. PARKER

NEED FIVE AGENTS FOR LEGITIMATE WHEELS FOR RUTLAND, VERMONT, FAIR, SEPT. 2-7. ALSO COUNTERMEN FOR CIGARETTE BLOCK AND MOUSE GAME.

Contact: P. O. BOX 111, Delavan, Wis.

(Phone: 801-J) Until Aug. 28; then Fairgrounds, Rutland

THOMPSON BROS.

Want Shows and legitimate Concessions including Bings for McClure BEAN SOUP PICNIC, September 11-12-13-14, McClure, Pa. Also Independent Concessionaires. Contact

JEFF BEARS

For McKean County Fair, Smethport, Pa., write THOMPSON BROS., Kana, Pa., August 26-31; Smethport Fair next.

J. A. GENTSCH SHOWS

Want for 10 Mississippi Biggest, Best County Bona Fide Fairs. No still dates or promotions.

Want Hanky Panks of all kinds. No ex. Want Agents for Block, Pea Pool, Ball Game and Penny Pitch. Want Octopus, Scrambler, Bumper, Dark Ride or any Ride not conflicting. Want 10-in-1, Sideshow, Mechanical City and Fat Show. Want one outstanding Free Act.

All replies to J. A. GENTSCH, New Albany, Miss.

BE SURE OF YOUR MONEY

We will lease Major and Kiddie Rides suitable for children under 14 for December 18 thru December 23 for operation in Alabama, Georgia and Mississippi. You furnish Ride, Operator, Insurance and Power. Rides run free. Civic Clubs will handle location, license and loading. What's your deal on Games and Concessions to be operated by Civic Clubs? Please, no sharpies, no Moony Games. Send your price to:

CHRISTMAS CARNIVALS, INC.

P. O. BOX 505

LANETT, ALABAMA

New London, Ohio, Annual Labor Day Celebration SEPTEMBER 1-2

Want Shows and Concessions; Popcorn, Apples, French Fries, Foot Long, Waffles, Bings, 6-Cats, Novelties, Age, Scales, Glass Pitch, Photos, Short Range, Long Range, Jewelry Sales and Hanky Panks of all kinds. Want Wheel Foreman.

NOLAN AMUSEMENT CO.

PERRYVILLE, OHIO, STREET FAIR, AUG. 25-31.

GIRL SHOW HELP

Of all kinds for Saginaw, Mich., Fair, Sept. 7-14. Want Dancing Girls of all kinds, \$100 a week. Also Talkers, \$100 and percentage. Want Semi-Truck Drivers and Ticket Sellers. Want Candy Pitchmen. All people joining now play Saginaw, Mich.; Bluffton, Ind., and Dallas, Tex. I will be at Saginaw from now on until Sept. 14.

Wire **F. W. MILLER**, Saginaw Fair, Saginaw, Mich.



PARAKEETS
NEW LOW PRICES
Shipped Daily
Safe Arrival
CHROME CAGES 40¢
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One four-car Allan Herschell Roller Coaster, 1955 Nair model, in excellent condition, with transportation included. All replies to

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FOR SALE

EXCESS EQUIPMENT

1 Eli No. 5 Ferris Wheel, Tractor-Trailer, Cash, \$7,900.00
1 Black-Rocca Flying Scooter, Tractor-Trailer, Cash, 7,900.00
1 Small Jumping Horse Merry-Go-Round, with truck, Cash, 3,200.00
1 Short Range Shooting Gallery 450.00
Can be seen in operation at Shawano, Wis., Fairgrounds, Aug. 31-Sept. 2; Weyauwega Fair, Sept. 6-8. Cash only, no deals.

CHARLES G. PANACEK

BELLE CITY SHOWS, per route.
P.S.: Have Octopus to book after Sept. 13.

BILL CHALKIAS

WANTS SIDE SHOW ACTS

Knife Thrower, Sword Swallower, Mind-reader, Inside Lecturer, Tattooer, good Freak to feature.
GIRLS FOR BALLY AND GIRL SHOW, Sig Anderson, Henry Thompson, Sam Alexander, Red Friend, Bobo Duggan, contact me at once. Long season's work.

Address: c/o KING REID SHOWS
Essex Junction, Vt., Aug. 26-Sept. 1.

WANT TO BOOK

Rides and Shows, Demonstrators, etc., for Colorado's largest Street Celebration, SEPT. 6-7, AT ARVADA, COLO.

Will book Hanky Panks, Cook House, etc. Also will book some for Guyman, Okla., Fair, Sept. 10-11. Contact

BOB OLIVER

St. Francis, Kans., Fairgrounds

WANT

Hanky Park or Proposition Agents for Allagan and Adrian, Mich., Fairs and points south. Wire

CHUCK DUMA

c/o Motor State Shows #1
Burr Oaks, Mich., this week.

Elsie Johnson, Al Williamson Wed in Minn.

MINNEAPOLIS — Elsie Haney Johnson, novelty ice cream concessionaire with the Royal American Shows, and Thomas Harold (Al) Williams, independent concession operator, were married here Tuesday night (21) in the Mirror Room of the Dyckman Hotel. Judge H. E. Fjerstad performed the ceremony.

Attendants were Mrs. Madec McDougall, matron of honor; Alice Johnson, daughter of the bride, junior bridesmaid; Earl Maddox, best man. Tom Blackwell gave the bride away. Johnny (Sonny) Miller Jr. and Tony Diaz Jr. were ushers.

The bride was dressed in a white embroidered nylon tulle over pink taffeta, trimmed with pink velvet ribbon. She wore a pink velvet headpiece and carried a bouquet of pink sweetheart roses. The matron of honor wore a pink nylon chiffon with matching shoes and carried a bouquet of white carnations and pink roses. The junior bridesmaid wore a white lace with tiers of ruffles over blue taffeta, with matching shoes and carried a bouquet of white and blue carnations.

Guests included, Mr. and Mrs. Claude Burchett, and daughter Sandra, Lou Perry, W. W. Moyer, Mr. and Mrs. Len Heller Jr., Mr. and Mrs. Dick Thornton, Mr. and Mrs. Eddie Sumerlin, Mr. and Mrs. William Clain, Mr. and Mrs. Ervin Skie, Miss Sharon Arndt, Miss Janet Lind and Thomas D. Hart, Eddie Lloyd, Mr. and Mrs. S. McDade, Russell Caughey and daughter Isis, Mr. and Mrs. Ben Cohen, Mr. and Mrs. Nate Gellman, Bob Sugar, and Mr. and Mrs. Ben Glosser, Mr. and Mrs. J. C. Barfield, Harry Feinberg, and Mr. and Mrs. Whitey Owens.

Ronald LaRue, June Darlene, Mary Jane Nave, Earl Pedersen, Peggy Heiman, Vera Pollett, Mr. and Mrs. Norwood, Mr. and Mrs. Ray Milton, Mr. and Mrs. Harold Brocious, Wenzel Keller, J. R. Burridge, Miss Laura Lee Cain, Mr. and Mrs. Tony Diaz Jr., Mr. and Mrs. Cliff Brewer, Mr. and Mrs. Warren Volk, Bob Lohmar, James Moeller, Mr. and Mrs. William Cain, Morris Tarnoff, Sidney Rifkin, Sammy Aldrich, Johnny Giamporzone, Louis Dell, George Ritch, Sammy Bye, Roy Seaver, Vernon Korhu, Harry Duffin.

Mr. and Mrs. Ernie Wenzik, Evie Belew, Mr. and Mrs. Clarence Osteen, James Morgan, Bob Hasson, Mr. and Mrs. C. J. Sedlmayr Jr., Turk Abraham, John Miller, Mr. and Mrs. Tom Blackwell, Mr. and Mrs. Earl Maddox, Mr. and Mrs. Lester Olsen and daughter Louise, J. C. (Tommy) Thomas, Mr. and Mrs. McCluskey, Mr. and Mrs. Lash LaRue, and sons Paddie and Kim, Mary Blake, Jean Allen, Shirley Blackman, James Fanelli, Mr. and Mrs. Bill Taylor, Mary Jones, Mr. and Mrs. Kardan, Mr. and Mrs. Lester DeMay, Mike Sargent Paul Hooper, Bill Western, Mr. and Mrs. Hank Allen, Jim Dowler, Al Rossman, Lou Joos, Ray Fenn, Joey Nave, Lou Leonard, Mr. and Mrs. Robert Snowden, Jerry Swanson, Robert Hope, Mr. and Mrs. Charles McDougall, Leon Miller, and Edward Sterling.

A-1 Buys Scrambler

JACKSONVILLE, Ill. — Mr. and Mrs. John Hansen, owners-managers of A-1 Amusements, were August 9 visitors at the Eli Bridge Company here to take delivery on a new Scrambler, broke in at a Cissna Park, Ill., date, followed by a stand last week at Bismarck, Ill., the show's first fair date.

AGENTS WANTED

For Buckat, Six Cat, Glass Pitch, Bear Pitch, Coffeyville, Kansas, Fair, Tuesday, Aug. 27; then Tyler, Texas, and six big Fairs to follow. Attention: Jack Cost and Shurty Farris, come on.

Matt Armstrong

c/o Don Franklin Shows

GOLD BOND SHOWS

WANT WANT

For Celebration at Savannah, Ill. 1st Airport, Sept. 4-8.

Want Cookhouse and Hanky Park Concessions of all kinds.

All replies

MICKEY STARK

Plymouth, Wis., Aug. 28-Sept. 2.

GRIND STORE AGENTS

Capable, sober Agents for Montana Fairs and long season down the Country, also one Nail Store Agent.

Glasgow, Mont., Aug. 27-28-29; Chinook, Mont., 30-31-Sept. 1-2; Fort Benton, Mont., Sept. 3-6-7-8, then as per route. Contact

STAN REED

Care of Norton's Shows

CONCESSIONS

Can place good ones.

HARTFORD CITY, Ind., Sept. 10-14; WINDSOR VILLAGE, Indianapolis, Sept. 16-19;

FRANKLIN FESTIVAL, Sept. 24-28. All bona fide Fall Street Festivals. NEED HIGH ACT FOR HARTFORD CITY. All replies this week thru Labor Day.

TOM L. BAKER

Memorial Park, Calumet City, Ill.
Ph.: Torance 3-4440

CARNIVAL WANTED

During Big County Centennial Celebration, October 27-31. Contact

E. E. GRIFFIN JR.

Gibson, Georgia

WANT

P.C. Agents for Rat and Pan Games.

GEO. PRICE

Amusements of America

Morris, N. Y.

REAL BARGAIN

For quick sale due to loss of location. Ferris Wheel, Merry-Go-Round, 2 Kiddie Rides, Chairmans. All equipped with ground cable, Junction boxes and ticket boxes. Also Popcorn Trailer with living quarters.

VERNE HOWARD

Highland Inn Gulfstream, Texas

AGENT WANTED

Mike Men and Manager for Double Toy Store for Syracuse, N. Y., State Fair. Opens Friday. Also Ballroom Dart Agents.

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BEST IN THE WEST AMUSEMENT CO.

Best Chicago Homecoming, Black Stadium, Indiana Harbor, Sept. 10 to 14 inclusive. Can place Rides, Shows and Concessions of all kinds. Ten powerful organizations participating. 175,000 people to draw from. Contact

M. J. MORRIS

7802 Ridgeland Ave., Chicago, Illinois

WANT TO BUY

Trained Ponies and Dogs. Also Lead Stock. What have you?

BOB SNOWDEN

Care Royal American Shows, Minneapolis, Minn., through Sept. 2.

WANT

Feature Annex Attractions. Unexcelled route of fairs. Johnny Travis, Glida Lee, Sheryla Dean, wire collect; all others pay for wires or calls.

DOC TODD

PAGE COMBINED SHOWS
Little Valley, N. Y., this week; Dunkirk, N. Y., next week.

SCHAFFER'S JUST FOR FUN SHOWS

WANT FOR FAIRS

HANNIBAL, MO., AUG. 26-31; KEOKUK, IOWA, SEPT. 2-7, AND NINE SOUTHERN FAIRS IN ARKANSAS AND TEXAS TO FOLLOW.

SHOWS: Girl Show, Motorframe, Monkey, Fat, Life, Ding Show, Wildlife, Midget or any Grind Show.

CONCESSIONS: Duck Pitch, Parakeet Pitch, Glass Pitch, Knife Rock, Long Range, Short Range, Mug, Bumper, Records, Strings, Fish Pond, Pitch-Till-You-Win, Hoop-La, Guess Your Weight, Dart Game, Roman Targets, High Striker, Novelties, Corn Dogs, Ice Cream, Frozen Custard.

HELP: Need Ride Help on all Major Rides.

Address: **W. A. SCHAFFER, Mgr.**

Hannibal, Mo., this week; then per route.

DROME RIDERS

Want Boy and Girl Riders who can do criss-cross racing. Also Trick Riders. Top salary, plus tips. Wire

JOS. PELAQUAIN

James Strates Shows, Inc., Syracuse, N. Y.

SKERBECK'S GREAT NORTHERN SHOWS

WANT WANT WANT

Neat Sidown Grab, Photo Gallery, Milk Bottle, String Game, Basketball, Under 11 Over 30, Break The Record, Penny Pitch, Glass Pitch, Add 'Em Up Dart.

SHOWS: Snake Show, Miniature Show, 5-In-1, Fun House, Glass House. RIDES: Rock-a-Plane, Rolloplane, Spinaroo and non-conflicting Rides, Rides 35 per cent. Newaygo, Mich., Labor Day Celebration, Aug. 31, Sept. 1 and 2; Muskegon, Mich., Sept. 4-8; Northwest Michigan Fair, Ludington, Mich., Sept. 10-14; Mahtee County Fair, Onekama, Mich., Sept. 18-21.

Contact **EUGENE SKERBECK** or **PAUL PITTMAN** by wire or phone as per route.

GEORGIA AMUSEMENT CORP.

Presents **RALEY BROS.' EXPOSITION SHOWS:**

Want for the great Greene County Fair and Labor Day Celebration combined. Snow Hill, North Carolina, Sept. 2 to 7

RIDES: Tilt-a-Whirl, Octopus, Scooters, Little Dipper or any Major Ride not conflicting. SHOWS: Good Jig Show, have top and front. Any type Family Show, Motordrome, Monkey Show or good Six-in-One. This is good Show territory. Need good Fun House. CONCESSIONS: Will place any type Stock Concession. Need Ball Games, Dart Store, Buckets, Cook House that caters to Show People, Frozen Custard, Novelties, Age and Weight, Cake Bottle, String Game, etc.

HELP: Can use suber Help who drive in Ride and Concession Department at all times. Reply to Show c/o Western Union prepaid at the Great Sharpsburg, N. C., Exposition this week; then Snow Hill. Will have space available up to Wednesday, Sept. 4, if deposit is sent with wire.

SUNSET AMUSEMENT COMPANY

NORTHWEST MISSOURI STATE FAIR, BETHANY, SEPT. 1-5

SHOWS: Can place Shows of all kinds including Girl Show. (Robert Garrison, contact us.) RIDES: Will place Rides, including Kid Rides, at this spot.

CONCESSIONS: Can use Glass, Parakeet and Lamp Pitches, Age and Weight, Custard, Ice Cream, Hanky Panks and Ball Games. Can use Buckets or Six Cats with Hankies. Will sell exclusive on Novelties.

HELP: Need Ride Men with chauffeur's licenses. (No cars, women or hotels.)

Address: **KEN GARMAN, Mgr.**

Belleville, Kans., this week; Bethany, Mo., next.

GREATER DIXIELAND EXPOSITION

DUE TO ILLNESS WAS FORCED TO TAKE A SUMMER VACATION, BUT WILL BE IN OPERATION ON OUR FALL ROUTE OF FAIRS AS USUAL.

Can place help on Tilt, Wheel, Merry-Go-Round, Octopus, Comet, etc.; both Foremen and Second Men who can drive semis. Need first-class Truck Mechanic with tools, also Electrician. WRITE, WIRE OR COME ON IN NOW. CAN PLACE YOU. ALL HELP THAT WAS WITH ME BEFORE PLEASE CONTACT. Can place complete line of legitimate Concessions; those booking now given preference. Place any clean Show with own equipment. Have plenty of Rides.

ALL REPLIES: **JIMMIE HENSON, FOREST HILL, LA.**

STAN-NELL'S SHOWS

Want for 8 Fairs and 7 Celebrations. Playing in North Dakota's Flax Belt. CONCESSIONS: Balloon Darts, Ball Games, Grab, Foot Long, Photos, Pitches, Long or Short Range Gallery, Pitch-Till-You-Win, Cork, Cakes, Bottles and Nickel Roll. SHOWS: Girl, Monkey, Snake or Mechanical.

RIDES: Will book one Major Ride. Contact **STAN SYVERSON** Martus, Iowa, Aug. 26-28; Tripp, S. D., Aug. 28-31; Foreman, N. D., Sept. 3-4; Steele, N. D., Sept. 5-7. All Fairs, then as per route.

WANT WANT WANT WANT

BURKHART SHOWS

For Petersburg, Indiana, Labor Day Celebration and Southern Fairs. Will sell Concessions. Exclusive, Popcorn, Snow and Cotton Candy, Candy Apples. Need Hanky Panks of all kinds. No flats or gypsies. Want A-1 Tilt Foreman, single, no car, must drive, best of wages.

Kenneth Ritchie, Mgr.

Petersburg, Indiana, August 31-September 1-2.

WANT FOR VAN WERT, OHIO, FAIR, SEPT. 1-7, Inclusive

Have exclusive on Dry Goods and Ice Cream, fence to fence. Can use Grand Stand Men and good Ground Hustlers. If looking for a good one, don't miss this.

F. DICKSON, Van Wert, Ohio

BLUE GRASS SHOWS

Want for Dyer County Fair, Dyersburg, Tennessee, week of August 26; followed by South Eastern Missouri Dist. Fair, Cape Girardeau, Mo., and a continuous route of bona fide Fairs until Armistice Day.

CONCESSIONS: Hanky Panks, Prize Every Time games of all kinds. Will book Six-Cat but must have Hanky Panks to go with same. African Dip, Name on Hat, Glass, Lamp and Bear Pitches, and legitimate Concessions of all kinds.

SHOWS: Will book any good Grind or Bally Show that caters to ladies or children.

HELP: For all major Rides. Can place bass canvasman for new colored Minstrel Show — to up and down front and top.

All wires **C. C. GROSCURTH, Lebanon, Tennessee, this week**

P.S.: We are now booking Shows, Rides and Concessions for the Huntsville, Alabama Fair, week Sept. 23-28.



O.C. BUCK SHOWS

WANTS FOR THE FOLLOWING 6 OUTSTANDING FAIRS

Hickory, N. C., Sept. 7-14

Albemarle, N. C., Sept. 16-21

Rocky Mount, N. C., Sept. 23-28

Greenville, N. C., Sept. 30-Oct. 5

Monroe, N. C., Oct. 7-12

Jartsville, S. C., Oct. 14-19

CONCESSIONS—Novelties, Age and Scales, Hats, Ball Games, Hanky Panks, Bird and Glass Pitches, Arcade, any Merchandising Concessions and Eating and Drinking Stands.

SHOWS—Any single worthwhile Attraction, Mechanical and Unborn.

FOR SALE—Caterpillar, Dipper, Silver Streak, Fly-a-Plane. Can be seen in operation.

all replies to

O. C. BUCK, O. C. Buck Shows, Bath, N. Y.

AMUSEMENTS OF AMERICA

FAIRS • FAIRS • CAN PLACE FOR • FAIRS • FAIRS

GREAT LEHIGHTON FAIR, LEHIGHTON, PA., SEPT. 2-7

TRI-CITY FAIR LEAKVILLE, N. C. Sept. 9-14	IREDELL COUNTY FAIR STATESVILLE, N. C. Sept. 16-21	LEE COUNTY FAIR SANFORD, N. C. Sept. 23-28	SOUTHSIDE, VA., FAIR PETERSBURG, VA. Sept. 30-Oct. 5
GOLDEN BELT FAIR HENDERSON, N. C. Oct. 7-12	SUMTER COUNTY FAIR SUMTER, S. C. Oct. 14-19	LANCASTER COUNTY FAIR LANCASTER, S. C. Oct. 21-26	SUMTER CO., COLORED FAIR SUMTER, S. C. Oct. 28-Nov. 2

CHARLESTON COUNTY COLORED FARMERS' FAIR, CHARLESTON, S. C., NOV. 4-9

AND ALL WINTER IN GREATER MIAMI

CONCESSIONS—Eating and Drinking Stands, Jewelry, Basketball, Photos, Ball Games, Glass, Bear, Bird Pitches, Hanky Panks of all kinds; Man for Custard. SHOWS—Any good Grind Shows, Wildlife (Irene Burton, contact). Girls for Tony Mason's Dancing Shows; Acts for Dick Hilburn's Sideshow; Performers and Musicians for Leonard Duncan's Rock 'N' Roll Colored Revue; one more Girl Show with own equipment starting Lehighton. RIDES—Scooter, Roundup. HELP—Foreman for 1957 Tilt; Second Men on all Rides; Wives as Ticket Sellers. Address: **JOHN VIVONA, MORRIS, NEW YORK, THIS WEEK.**

FOR SALE—Looper, A-1 condition, \$3,500.00—FOR SALE.

CAPITAL CITY SHOWS

Want for Our Southern Fairs, the Cream of the Southland

LEGION FALL FESTIVAL DALTON, GA. Sept. 2 thru 7	FRANKLIN CO. FAIR RUSSELLVILLE, ALA. Sept. 9-14	BLOUNT CO. FAIR ONEONTA, ALA. Sept. 16-21	TRI-COUNTY FAIR MANCHESTER, GA. Sept. 23-28	WEST CENTRAL GA., FAIR THOMASTON Sept. 30-Oct. 5
SUMTER CO., FAIR AMERICUS, GA. Oct. 7-12	PEANUT FESTIVAL DAWSON, GA. Oct. 14-19	SUWANNEE CO. FAIR LIVE OAK, FLA. Oct. 21-26	THOMAS CO., FAIR THOMASVILLE, GA. Oct. 28-Nov. 2	SOUTH GA., FAIR VALDOSTA, GA. NOV. 4-11

CONCESSIONS—Long and Short Range, Bear, Lamp and Bird Pitches, Arcade, American Camp (no gypsies), Novelties, Hanky Panks of all kinds. V. L. Collier wants Agents for 6 Cate, Buckets.

SHOWS—Side Show, Wildlife, Monkey, Snake or any Family Show. Leo Houston, contact me. Jessie French wants Girls for Girl Show.

RIDES—Twister, Caterpillar, Dark Ride; Live Pony, must be flashy; Flyplane or any non-conflicting Rides.

HELP—Want Foreman for new Allan Herschell 3-abreast Merry-Go-Round with new tractor and trailer, must drive. Good proposition to right Man. Want Show Painter: Huey Waters, Riley Bain, contact. Geo. Johnson wants for Minstrel Show: Good Drummer, 2 Chorus Girls. Salary every week and all winter's work in Florida.

All replies: **J. L. KEEF**

c/o Western Union, or telephone Fairgrounds, Greene County Fair, Greenville, Tenn.

ROD LINK WANTS

Hanky Pank Agents, Bear Pitch Help. Have "Ex" in Fremont, Newark and on South. One of a kind, ALL OLD BEAR PITCH HELP please contact. Address: Jackson, Mich., this week; Fremont, Ohio, opens Sat., Aug. 31.

AUCTION JAM MAN

Also other Help. Have very excellent proposition to right Men. Have terrific route. Contact

HAROLD GREENBERG

c/o Penn Premier Shows, Roanoke County Fair, Roanoke, Va.

Special on PARAKEETS

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. Callahan Rd., Pico, California
Phone: OXFord 9-5210

RIDE HELP WANTED

BILL HAMES SHOWS
Gainesville, Texas, this week;
Marshall, Texas, Sept. 2-7.

CRYSTAL AMUSEMENT

Want for Lake City, S. C., inside, Police Department sponsored. New location on Route 53. All Hinky Panks open except Popcorn. Can use steel framed Grab. This is a 7-ride show. All replies to
EARL MILLER, Crystal Amusement
Scranton, S. C., all this week.

GOLD MEDAL SHOWS

Want for Madison Co., Fair, Madison, N. C., week of Sept. 2-7

CONCESSIONS: Can use all kinds of Hinky Panks.
SHOWS: Will book GRIND SHOWS of all kinds.
RIDES: Can use Scrambler, Rock-a-Plane and Twister.
HELP: Can use Second Men on all Rides.
A. C. Hill can use Count, Peek and Skilla Agents.

JOHNNY J. DENTON, Owner — **DAVID FINEMAN, Manager**
Marysville, Tenn., this week.

LAST CALL

LAST CALL

GIGANTIC LABOR DAY CELEBRATION AUG. 30-SEPT. 2—4 BIG DAYS & NIGHTS

Sponsored by Standard Oil Athletic Association.
Can still use a few more legitimate Concessions. Contact

L. MATURA

8322 E. Mayfield Ave. Phone: Garden 2-1537 Oaklawn, Ill.

BEAM'S ATTRACTIONS

Juniata County Fair, Port Royal, Pa., Labor Day Week.
Can book all types of legitimate Game Concessions. HELP: Need Men for Kiddie Rides, Second Men for Merry-Go-Round and Flyoplane Help. Want Operator for Franch Fries Stand. Also Countermen for Cookhouse. Concession Agents FOR SALE, 30-ft. aluminum factory-built Concession Trailer, suitable for Grab, Popcorn, Candy Apples, etc. Can be seen in operation at Fulton County Fair, McConnellsburg, Pa.
Address all communications to **STEVE DECKER**
FAIRGROUNDS, MCCONNELLSBURG, PA.

FLOYD O. KILE SHOWS

Want to join now and for balance of season: Small Cook House (later to showfolk), Ball Games, Novelties, Lung Range, Water Games, Pitches of all kind, Bingo for Arkansas and Louisiana, Ironing, Foot-Longs, Ice Cream, Cakes, Darts, etc. We are not overloaded with Concessions. Hinky Panks of all kind, come in now. Can place Ed Foreman, Merry-Go-Round Foreman; join at once. Few Second Men, all must drive semi. Grind Shows with something inside, come on. Going south now, all fairs till November.
Contact **FLOYD O. KILE, Mgr.**
Vandalia, Mo., 101 Aug. 31; Bowling Green, Mo., Sept. 2-7; Mountain Home, Ark., Sept. 9-14. We give you people, then it is up to you.

GRAND AMERICAN SHOWS

Want for Audubon County Fair, Audubon, Iowa, Sept. 9-13.
Grind Shows, also Girl Show. Want Concessions, Hinky Panks, Grind Stores that work for stock only. Can use Bingo.
L. O. WEAVER, Mgr.
Dunlap, Iowa, Aug. 27-29; Moulton, Iowa, Aug. 31-Sept. 2; Unionville, Mo., Sept. 3-6; then Audubon, Iowa, Sept. 9-13.

WANT—VINSON'S SHOWS—WANT

Will book Octopus or Chairplane. Have opening for Grab, Photos, Hinky Panks, Bear and Glass Pitch and Diggers. Can place P.C. Dealers.
8 Fairs in Mississippi and all winter work in Florida.
(ROSS, CRIP CARROLL, TEX WILSON AND OTHERS, ANSWER.)
Address New Albany, Miss., Fair this week.

AMERICAN BEAUTY SHOWS

Want Concessions of all kinds for Palmyra, Mo., Sept. 4-7. Then South, Paragould and Fordyce, Ark., Fairs.
All Concessions judging now gives preference at Louisiana Fairs, including Jonesboro, Marksville and Tallulah.
JOE SHARP WANTS 6-CAT AGENT.
All replies Lucerne, Mo., Aug. 28-31; Cincinnati, Iowa, Labor Day; then Palmyra, Mo.

MERRIAM'S MIDWAY

WANT FOR FALL ROUTE

Columbus, Neb., Fair, August 24-29; Schuyler Labor Day Celebration, Aug. 31-Sept. 3; Guthrie Center, Iowa, Fair, Sept. 3-4; Clarkson, Neb., Fall Festival, Sept. 7-10; Scribner, Neb., Fair, Sept. 11-12; Millard, Neb., Barbecue, Sept. 14-17; Cozad, Neb., Hay Days, Sept. 18-20; Goshanburg, Neb., Pony Express Days, Sept. 23-26.
Fish Pond, Milk Bottle Ball Game, One Ball, Crazy Ball, Hi-Sinker, Basket Ball, Glass Pitch, Photos, Cakes, Baffles, Ice Cream, Hoopla, Walehla, Heart Pitch or any non-conflicting Hinky Pank. Can use Jewelry, Slim Spindle, Six Cat, Ballroom Dart for Clarkson and Scribner only.

Fairs Okay, Buck Readies N. C. Haul

MALONE, N. Y.—A truck jump of some 1,200 miles lies in store for the O. C. Buck Shows before it hits its first Southern fair, and preparations are well under way for it. Jump is from Bath, N. Y., next week's fair, to Hickory, N. C.

Fairs have worked out okay, according to reports. Show has played Plattsburg, Gouverneur and Elmira, all in New York, since its final still date in Ticonderoga, N. Y.

Plattsburgh was 100 per cent better than last year, but with understandable reason, since the 1956 event was a total washout and was rescheduled for two weeks later. This year there was ideal weather and the fair offered a new harness race track and grandstand attractions day and night.

Gouverneur Winner Attendance and midway earn-

ings were the best ever recorded for Gouverneur, which got off in big fashion with a firemen's night on the first day. The following day was kiddie day and was a big success. The Scrambler and Round-up did the week's best money there, Buck said. A new kiddieland spot, in the former house trailer grove, proved popular. Trailers were moved across the grounds to newly acquired property near the cattle and horse exhibits.

Elmira suffered an attendance decline, but the show came out okay. There have been a few minor mishaps during the season, but nothing of consequence, it is understood, and moves have been convenient enough to permit action every Monday.

Concession people on the Buck show include George Gordon with 7 stores; Bernie Thriet, cookhouse and grab; Joe Maricano and son, French fries and 2 games; Syd Goodwalt and Larry Marcassio, pitch games; Danny Dorso, bingo; Charles Wright; Joe and Flo Schiavo; Mr. and Mrs. William Carpenter, photos; Lou Clark, French Remillard, Jack Burke, the Beldocks, Mr. and Mrs. Morgan, Frank Vogt, Joe Arrans, Charlie Zucker, Spots Pinsonault, Mickey McBride and Fritzie Reynolds.

Shows includes Gene Knight with two, Joe Mooney, girl shows; Mr. and Mrs. Bob Rollins and son, Motordrome; Robert Johnson's Wild Life and William Beldock, Funhouse.

Gem City Set To Repeat at Two '58 Fairs

DAVENPORT, Ia.—Gem City Shows has been signed to again play two fairs on this year's route in 1958.

Following its stand at Macon County Fair, Decatur, Ill., the show was again contracted by Hubert Elliott, fair manager. And Percy Loiselle, manager of the Kankakee County Fair, Kankakee, Ill., signed with the show before it left the grounds.

Show is currently carrying a full line of back-end shows. Included are Dick Dillon's Mechanical City, World's Fair Monsters, Side Show, Hollywood Stage Show, Streets of Paris, two units under Hedy Jo Starr, Funhouse Two-Headed Baby, Penny Arcade and Iron Lung.

In the ride line-up are 12 major and 7 kid devices, with over 60 concessions on the front-end.

Press Lauds Foley & Burk

TURLOCK, Calif.—The Foley & Burk Combined Shows, headed by L. G. Chapman, was the subject of an article in the local Daily Journal when the carnival played Stanislaus County Fair here recently.

The article, which described the color of the carnival, was done by Larry Reese, who visited both the county fair and the midway for the first time.

ELLIS H. HUGHES SHOWS

Want for one of the biggest Labor Day Celebrations in Louisiana, North Baton Rouge, followed by Kaplan, La., Fair, and other good fairs to follow.
Hinky Panks of all kinds, two nice Shows, Second Man on No. 8 Wheel, other show Ride Help. All replies by wire via Western Union.

ELLIS H. HUGHES
Baton Rouge, La.

Vivonas Win At Alexander Fair Opener

HENRIETTA, N. Y.—A good week is reported for the first Amusements of America fair, ending Saturday (17) in Alexander, N. Y. The Vivona operation put out one of the largest assortments to play the date.

There were 22 rides and 12 shows in operation, among them the recently received Tilt-a-Whirl and Hot Rod rides which paced the money-winner. Two additional rides were expected to be set up for Henrietta, which began Monday (19).

The show is using all three of its light towers now and more neon than in recent weeks, to enhance the midway.

Phil Vivona was due to join shortly as a staff addition. Morris Vivona reported good business for the No. 2 unit in Port Jervis, N. Y., for a centennial. Danny Dell has a new tractor to haul his office wagon and is refurbishing it.

Eight Fairs On Schedule For Endy Unit

RONCEVERTE, W. Va.—Eight Southern fair dates are in the works for the Dave Endy Shows, which will begin after the Labor Day week at Endy's Fun Fair Park in Alexandria, Va.

Endy will take six rides out of the park, including four majors, and other units will be booked on. All are set, he said here at the State Fairgrounds, and his show will carry 12 rides, six shows, and an undetermined number of concessions.

Opening date will be September 9 at Bedford, Va., to be followed by Newport News, Va.; Kingstree, S. C.; Bergaw, N. C.; Manning, S. C.; Marion, S. C., and two other fairs.

Continental Goes Up 25% In Westport

LYNDONVILLE, N. Y.—Second fair for the Continental Shows was entered into with high spirits following a successful week at the opener, the Essex County Fair, Westport, N. Y.

Ride gross for Westport was reportedly 25 per cent better than at any of the seven times Roland Champagne's show played that fair. The increase was attributed to better ticket management, as there were no advance sales of 10-cent tickets good all week, as in previous years.

Reduced ride prices were in effect an opening day, Tuesday (13), which was kiddie day. Result was a gross which doubled that of last year's first day. Weather was near perfect, with only a light sprinkle one night which did no harm.

Show's cookhouse operator, Bill Gross, held his annual party at Rouses Point, the final still date, serving up a turkey dinner and beverages to all. Owner Champagne also visited and was given a "Welcome Home" cake by Gross. He then returned to St. Albans, Vt., where he has been convalescing.

WANT

For Craig Co., Fair, Newcastle, Va., Sept. 2-7

Bingo, Grab or small Cookhouse, Ball Games, Glass Pitch, Fish Pond, Shooting Gallery, Age, Scales, Jewelry, American Palms, etc. Shows with own equipment. Contact

DALE WRIGHT
This week Monterey, Va.

RIDE MEN

Want Foreman for Octopus; Second Man for Scrambler, Tiltawhirl and other Rides. Good salary, good treatment.

IMPERIAL SHOWS

Kentland, Ind., Fair, this week; Mandata, Ill., Tri-County Fair and Labor Day Celebration next.

HELP WANTED

FOR JOHNNY'S UNITED SHOWS

Foreman and Second Men for Caterpillar, Rock-a-Plane Foreman; Foreman for Allan Herrschel Auto Ride and Sky Fighter. All must drive. No drinking. Want Agents for Age & Weight, Frank Archer wants Agents for Hill & Mine and Spindle. Buddy Craig and Mickey Levitan, am waiting for you. All replies: **JOHN PORTEMONT, JOHNNY'S UNITED SHOWS**, Huntington, Tenn., this week.

Holiday Amusement Co.

Can use for the biggest Labor Day in Kansas—Chapman and the balance of the season.
Bingo, Add-'Em-Up Darts, Short or Long Range, Age and Weight, Duck Pond, also Grab or small Cookhouse and any other non-conflicting Concessions.

FIELDING GRAHAM

Gardner, Kansas

BUCKEYE STATE SHOWS

FRAZEYSBURG, OHIO, AUG. 28-31

Want at once, Experienced Wheel Man and Ride Help, First and Second Men on all Rides. Want at once, Experienced Man to handle Live Pony Rides. Use events, hand in bus, living quarters for Operator. Come on.
Frazeyburg, Ohio, now.

\$200.00 CASH REWARD

For information leading to whereabouts of
Posey Sparkman and Nancy Griggs
Please collect Alviner 5-6347, Frazeyburg, Tennessee. Sparkman drives tractor and semi, Nancy Griggs drives old model panel truck.

POSEY SPARKMAN & NANCY GRIGGS

Send Trailer Keys to P. O. Box, Mrs. Posey Sparkman, wire me collect your address. Very valuable information for you. This ad will appear weekly.

CHARLES GRIGGS

Western Union, Overbury, Tennessee. P.S.: I am not out of show business. Just rabbit hunting.

WANTED

Grind Store Agent for Port Jefferson, Ohio.

JOE REYNOLDS

c/o W. R. J. Shows

FOR SALE

Delphinus Ride with long arm. Also International Tractor and Trailer, \$3,000.00 cash. Or will trade for Boiler Coaster Ride. Can be seen in operation at Pennington Gap, Va., Fair this week.

CHUCK WINN

Care Hotel, Pennington Gap, Va.

SHOW ELECTRICIAN WANTED

Immediate employment Southern California. Send details first letter.

BOX A-195

The Billboard, 1620 N. Gower St., Hollywood 28, Calif.

PHIL'S STATUARY

NOVELTIES & PLASTER

Need Wheel Man, must be capable and experienced. Burke, if available please wire, need at once. No collect calls or wires accepted. Cannot see drinks.

5841 New Hammond Hwy., Baton Rouge, La.
Phone: Walnut 1-5504

WANT TO BUY

FOR CASH
Allan Herrschel Kiddie Merry-Go-Round and late model Super Roll-a-Plane.
NO JUNK.

L. TAMARGO

227 Franklin Street
Gimont, Long Island, N. Y.
Phone: FLoral Park 3-3141

Northern Neck Agricultural Fair

WARSAW, VA., NEXT WEEK

Want Ball Games, Photos, String Game, Darts, Fish & Duck Pond, Bear Pitch, Glass Pitch, Grab, Custard, Six Cats, Buckets, Swinger, Hoop-La, Penny Pitch, Slum Spindle, Age & Scales, Penny Arcade.

Want Girl Show, Wildlife, Monkey Show, Side Show, Snake Show, Merry-Go-Round Foremen, General Ride Help, Truck and Tractor Drivers, Agents for Office Hanky Panks. All replies

GEORGE CLYDE SMITH SHOWS

Winchester, Va., This Week; Warsaw, Va., Next Week

TIVOLI EXPOSITION SHOWS

Ft. Leonard Wood, Mo., payday week, Sept. 1-7; then 8 big Fairs to follow in Arkansas and Louisiana, including Fairs at Leesville, La. (next to Ft. Polk), payday week, and Eunice, La.

CONCESSIONS: Can place Hanky Panks of all kinds including Penny Arcade, Glass, Bear and Bird Pitches.

RIDES: Want Dodgem, Scrambler, Roundup or any Major Ride not conflicting. What have you?

RIDE HELP: Can place Help on all Rides. Must drive semis.

SHOWS: Can place a few good Shows except Girl Show. Want Wildlife, Midget, Illusion, Geek, 10-in-1, Monkey and Snake Show. Contact

H. V. PETERSEN

Georgetown, Ill., Fair this week; then Waynesville, Mo. (ft. Leonard Wood), to follow.

WM. T. COLLINS SHOWS

Want for Nebraska State Fair, Lincoln, and Muskogee and Tulsa, Okla.

Can place a couple of all-around Foremen, also Second Men on all Rides. Must drive and have chauffeur's license.

WANT TALKER FOR GIRL SHOW, RED ROGERS, ANSWER.

Can place Cookhouse for Lincoln, Muskogee and Tulsa. Can also place one more Girl Show for these Fairs. Can place a few more Hanky Panks. Contact

WM. T. COLLINS, MGR.

St. Joseph, Mo., until Aug. 27; then Lincoln, Nebr., State Fair.

SMILEY'S AMUSEMENTS

Want for Southern Route of Fairs, starting Cumberland County Fair, Cumberland, Va., September 4-7; with Bowman, S. C., St. George, S. C., Elloroe, S. C., and Moncks Corner, S. C., and Fairs till November 20.

Concessions of all kinds. Shows: Funhouse, Girl Show, all types of Family Shows. Can use Ride Help, Tractor and Truck Drivers.

All replies: c/o General Delivery or Western Union, Mt. Pleasant, Pa., August 26-September 2.

Contact **GLASS PITCH BLACKIE, Mgr.**

WANT TO BUY OR LEASE FREAK ANIMALS

WRITE FULL DETAILS CONCERNING ANIMAL IN FIRST LETTER AND ASKING PRICE. SEND PHOTO, WILL RETURN SAME.

CAN USE A FEW TICKET SELLERS AND RIDE MEN FOR BALANCE OF SEASON.

BOB HASSON

c/o Royal American Shows, St. Paul, Minn., until Sept. 2; then per route.

TOWER AMUSEMENT

Wants for Lovington, N. M., Fair, Sept. 10-14, and other Fairs to follow. Down where there is plenty of cotton. Out until Dec. 15.

AL & MARGE PARNELL, GET IN TOUCH AT ONCE. CONCESSIONS: Want Grab, Long Range, Short Range, Buckets, Six Cats, Bottles, Ballroom Darts or any All-in-One. RIDES: Due to disappointment will book Ferris Wheel, D. E., wire if coming. HELP: Want Second Men for Tilt and Roll-o-Plane.

CONTACT: MANAGER, Goldsmith, Texas, Aug. 28-Sept. 4

BOB HAMMOND SHOWS

CENTRAL TEXAS FAIR, CLEBURNE, TEX., SEPT. 2-7; FOLLOWED BY OUR STRONG ROUTE OF TOP FAIRS UNTIL NOV. 17.

RIDES: Will book Scooter, Round-Up, Rock-o-Plane, Twister or any other Ride we do not have. ESPECIALLY WANT TO HEAR FROM FLASHY DARK RIDE. Can place Help on all Rides.

SHOWS: Openings for well framed Snake or Jungle Show; Mechanical Show or any new or unusual Attraction. JEFF GRIFFIN WANTS ONE GIRL FOR GIRL SHOW, \$50.00 PER WEEK. Want Grinder for Geek Show, already have A-1 Geek.

CONCESSIONS: "Es" on Novelties. Openings for Fish Pond, Duck Pond, String Game or Add-Em-Up Darts. E. J. McDaniels needs Agents for Slum Store and P.C. DON'T PHONE. WIRE OR COME ON.

ADDRESS: North Texas Plains Fair, Paryton, Tex., this week.

CRESCENT AMUSEMENT

Want for Clio, S. C., Sept. 2-7; Maxton, N. C., Sept. 9-14; Durham, N. C., Fair, Sept. 16-21

Concessions of all kinds. Everything open. Want Bingo, Grab, Mitt Camp, P. C., Pitcher, Hanky Panks and others.

Wire F. E. SPAIN

Mullins, S. C., this week; or join Clio, S. C., Sept. 2-7. Can place you.

SHAN BROS. SHOWS

Want for Sevier County Fair, Sevierville, Tenn., Sept. 2-7

Talker, Musicians and Chorus Girls for Minstrel Show. Top Salary.

Want Operator for Monkey Speedway, Freaks and Acts for Side Show, Trick Riders for Motordrome.

Want legitimate Concessions of all kinds. Can place Bingo for Sevierville and Canton, Ga.

HELP: Foreman for Merry-Go-Round and Second Men for 18 rides. Must be licensed drivers.

Want Free Acts for all Fairs.

RIDES: Dodgem and Round-Up.

This fair followed by Canton, Gainesville and Sandersville, Ga., Cherokee, N. C., Indian Fair, Dothan and Ozark, Ala., and Marianna, Fla. All answers to

SHAN WILCOX, SHAN BROS.' SHOWS

P. O. Box 144, Panama City Beach, Florida. Phone Adams 4-2861



GLADSTONE EXPO SHOWS

Centerville, Tenn., Fair

Hohenwold, Tenn., Fair

Parsons, Tenn., Fair

Jackson, Tenn., Colored Fair

Followed by Kosciusko, Clarksdale, Marks, and Canton, Miss.

WANT Hanky Panks of all kinds, Basket Ball, Hi-Striker, Novelties, Coke Bottle, Penny Arcade, etc. Can place two Grind Stores for Jackson Colored Fair. WANT RIDE HELP on Tilt, Wheel, Jenny, Octopus, Rock-o-Plane. No drunks, please. SHOWS—Can always place Grind Shows, also want Girl Show after Jackson, Tenn. Others with own equipment, come on. WANT Man and Wife to operate Foot Long, also Bingo Operator, Counter Men and Callers. Bill Butler wants Help on Buckets, Six Cat, Tip-Up Coke, P.C. Tables and Hanky Panks. Russell Phillips wants Cook House Help, Griddle and Counter Men; experience not necessary, earn while learning. Contact

F. O. POOLE, c/o Fairgrounds

J. L. OLIVER, c/o Hotel

Russellville, Ky., all this week.

JOHNNY T. TINSLEY SHOWS

"AMERICA'S MOST MODERN MIDWAY"

CAN PLACE—FOR OUR ROUTE OF 12 MORE FAIRS—CAN PLACE

AIKEN COUNTY GRANGE & R.E.A. FAIR

Aiken, S. C., Sept. 2-7

COWETA COUNTY FAIR

Newnan, Ga., Sept. 23-28

TIFT COUNTY FAIR

Tifton, Ga., Oct. 14-19

PULASKI COUNTY FAIR & RACE MEET

Hawkinsville, Ga., Nov. 4-9

ELBERTON FUN FAIR

Elberton, Ga., Sept. 9-14

MIDDLE GEORGIA FAIR

Milledgeville, Ga., Sept. 30-Oct. 5

TRI-COUNTY FAIR

Fitzgerald, Ga., Oct. 21-26

TWO STATE COLORED FAIR

Augusta, Ga., Nov. 11-16

GWINNETT COUNTY FAIR

Lawrenceville, Ga., Sept. 16-21

COLOQUITT COUNTY FARM BUREAU FAIR

Moultrie, Ga., Oct. 7-12

MITCHELL COUNTY FARM BUREAU FAIR

Camilla, Ga., Oct. 28-Nov. 2

EXCHANGE CLUB FAIR

N. Augusta, S. C., Nov. 18-23

RIDES: Dark Ride, Round-Up, Coaster, Fun House or any new and novel Ride.

SHOWS: Monkey Drome or Speedway, 10-In-1, Mechanical City, Fat, Midget, Illusion, Wildlife, Unborn, Crime, Last Supper, must be well framed and have own equipment.

CONCESSIONS: Arcade, Custard, Grab, Long and Short Range Galleries, High Striker, Bear and Bird Pitches, Basketball, Derby, Hats, Gadgets, Midway open.

ALL MAIL, WIRES AND PHONE CALLS TO

TED WOODWARD

GEN. AGENT-ASS'T. MGR.

JOHNNY T. TINSLEY

OWNER-GEN. MANAGER

PLACE A-1 MECHANIC WITH TOOLS

SECOND MEN ON ALL RIDES, MUST DRIVE

BUNCOMBE COUNTY FAIR, ASHEVILLE, N. C., NOW; THEN THE ROUTE ABOVE



"THE NORTHWEST'S GREATEST SHOW"

WANT FOR SOUTH DAKOTA STATE FAIR, HURON, and THE CLAY COUNTY FAIR
World's Greatest County Fair
SPENCER, IOWA

SHOWS AND CONCESSIONS

Want Grind Shows and Motordrome. Also Concessions of all kinds. All replies to **BERNARD THOMAS, MGR.**

St. Paul, Nebr. (Fair) this week, then Huron, S. D.

NICK FALZONE

CONTACT

PHILIP A. QUINN

at Spencer TW 5-2171 immediately.

BYERS BROS.' SHOWS

CAN PLACE FOR VINTON, IOWA, SWEET CORN AND LABOR DAY CELEBRATION, SEPT. 1-2, AND SIX ARKANSAS AND LOUISIANA FAIRS TO FOLLOW.

RIDES: Want Round-Up or Rock-o-Plane.

CONCESSIONS: Want Hanky Panks of all kinds. BLACKY WILSON, CAN PLACE YOU FOR BALANCE OF SEASON.

CONTACT: **CARL BYERS, As Per Route**



ALL EYES ARE ON . . .

Funspot

The Magazine of Amusement Management

MANAGEMENT IDEAS

PROMOTION IDEAS

MAINTENANCE IDEAS

CONCESSION IDEAS

rooftop pavilion
page 20

The Billboard's NEW monthly magazine of PROFIT-MAKING IDEAS edited EXCLUSIVELY for those whose time, talent or money is invested in Amusement Parks, Drive-In Theaters, Roller and Ice Rinks, Recreation Centers, Kiddielands, Swimming Pools and Beaches and all other forms of Funspot business.

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Gullette's Grosses Exceed Expectations

FAIRBURY, Ill.—Business for Bill Gullette's Imperial Shows has been well above expectations during the first half of its tour which was confined to Illinois.

There was some softening at stands in the Southern part of the State due to heavy rains which damaged crops, but even with this drawback total grosses have been ahead of pre-season predictions, Gullette said.

Rides, lead by the show's new Scrambler and Dodgem, have done exceptional business, with long lines a general rule at the two new devices. Concessions have been generally down with back-end business just fair. Show carries a total of 15 major and kid rides, a Funhouse, Mechanical City, Animal unit and upward of 50 concessions.

For the first time in years the Gullette show will play a fair outside Illinois, having signed for the Kentland, Ind., event. Show moved here to play the local fair after a

week in De Kalb, Ill., which was under Moose auspices, but produced little in the way of business. Originally scheduled as a Chamber of Commerce fair, the event was canceled too late to get a substitute stand.

Following the Fairbury annual, the show moves to Kentland, then back into Illinois for the Mendota fair, the Moonrock Prime Beef Festival and the Rockford businessmen's celebration.

All equipment will then be taken back to Fairbury winter quarters, but Gullette will take his Scrambler and Dodgem to play Southern fairs.

Staff, in addition to the owner-manager, includes Mrs. Gullette as secretary-treasurer and two assistant managers, Buzz Dickerman and Robert Luehrs.

Prior to De Kalb, the show played a merchants' celebration at Alton, Ill., and two still dates at Macomb and Jacksonville, the latter being hurt by rain.

LaPorte, Ind., Fair Up 12½% for Blue Grass

BOWLING GREEN, Ky.—Blue Grass Shows trucked here last week from the LaPorte County Fair, LaPorte, Ind., where rides and shows had a banner week, topping last year's gross by 12½ per cent.

The C. C. (Specks) Groscurth-owned show had a double midway set-up at LaPorte with 18 major rides, new light towers and much

new fluorescent lighting. Included in the ride line-up were two Ferris Wheels, Scrambler, Twister and the new Allan Herschell Turn Pike.

Prior to opening at the Hoosier annual, George Leonard, press agent, came in and spent a week touring the steam calliope throught the area.

Groscurth and Bill Perrot served as emcees at a jamboree held in the girl show top for the benefit of the Greater Tampa Showmen's Association. The event netted \$1,635 for the club.

Newly purchased tractors made the jump from LaPorte to Bowling Green, close to 400 miles, without any trouble.

Hoosier Fair Good for Davis

COLDWATER, Mich.—World of Pleasure Shows trucked here last week after racking up a good week's business at the Warsaw, Ind., fair.

The show chalked up top grosses for the fair with an exceptional business done on kids' day. As a result, the show was recontracted for next year's run which will be the week of August 4.

WANTED

NOVELTY AGENTS

for Brockton, Mass., Fair, September 8-14, and for six other Fairs. Answer:

DAVID BLOOM

Ocean View Park, Norfolk, Va., until Labor Day; after that write or wire Fairgrounds, Brockton, Mass.

FOR SALE BARGAIN

One Smith & Smith Chairplane with or without transportation. Ride in good condition and can be seen in operation as per route. Make best cash offer. Contact:

PAUL WEBER

1/2 See's Old Reliable Shows, as per route; Burksville, Ky., August 24-31; Munfordville, Ky., Sept. 2-7; Campbell, Ky., Sept. 9-14; Bonersville, Ky., Sept. 14-21; Seaflyville, Ky., Sept. 23-28; Stanton, Ky., Sept. 30-Oct. 5.

FIDLER UNITED SHOWS

4 days ending Labor Day, Venice, Ill.; Union Labor Day Celebration in City Park, then to Arkansas.

Can place Handic Punks of all kinds. Also want Ride Help, First and Second Men for Wheel, Tilt-a-Whirl. Must drive. Address: Venice, Ill.

WANTED

For full season of Fairs, Binco Agent, Ride Help. Can book few more non-encumbering Concessions. Need Athletic Show, Girl Show or what have you. Iowa, Kan., this week; Mans, Ark., next week; (4848), Okla.; Danville, Ark.; Singard, La., to follow.

RAINES AMUSEMENTS

Milwaukee Biz

• Continued from page 116

Ozark Jubilee. Talent included Patsy Cline, Porter Wagoner, Wayne Masters, Red Hayes, Bobbie Meyers, Jean Chapel and Ginger and Hal Willis. The show was presented behind an eye-catching front that tossed out plenty of "sell". Charlie Cox was the show's talker. It was Grand Ole Opry's fourth year in here.

Other shows garnering excellent to good money were Palace of Wonders, illusion unit owned and operated by Arch Mac Askill; Joe Sciortino's Club Holiday, Rock and Roll; Mark William's Collette, big ant-eater, and Robert Gayer's Expose on Headless Girl.

Hank Shelby, in charge of the games concessions in the Fun on the Farm section, said games receipts were holding close to last year.

Reid Premiere

• Continued from page 114

ers, Joe Hoffman, Freddie Proton, Dick Hosford, Lester Colgrove, Paul Miller, Scotty Logan, Arthur Pinsonault and Art Brooks.

It was Reid's ninth successive year for the date, and radio and newspaper coverage was generous. Mae S. Hong handled publicity, then took off for the Labor Day fair in Rutland, Vt. Office and ticket force consisted of Dorothy Vallee, Mrs. Earle Jones and Mrs. Carl Snyder. Toby Kneeland, show painter, put in a busy week preparing for the opening fair.



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CRAFTS 20 BIG SHOWS, INC.

Now Booking Concession Space for the following California Fairs
 LODI FAIR Sept. 12-15 | RIVERBANK Com. Fair, Sept. 18-22
 HANFORD FAIR Sept. 12-15 | WATSONVILLE FAIR .. Sept. 26-29

THEN THE BIG ONE Fresno Fair-Oct. 4-13

Last Major FAIR in California. Get your Winter Bank Roll here.
 Wire-Write-or Phone

CRAFTS 20 BIG SHOWS, INC.

7283 Bellaire Avenue North Hollywood, Calif.
 Phone: POplar 50909 or 50320

GLADES AMUSEMENT CO.

Can place Hanky Pank Concessions of all kinds for the TRI-COUNTY FAIR, GOOCHLAND, VA., LABOR DAY WEEK, SEPT. 2-7, to be followed by the CHESTERFIELD COUNTY FAIR, CHESTERFIELD COURT HOUSE, VA., WEEK SEPT. 9, and 9 weeks to follow, ending Nov. 16 in Florida.

Will book well-framed Shows.
 Can always use Ride Help with license who drive semis.
JERRY SADDLEMIRE
 PINEY RIVER, VA., ALL THIS WEEK
 P.S.: Due to error in Route list last week, all those who tried to contact me, get in touch with me now.

WANTED FOR SOUTHERN FAIRS

DUMONT SHOWS

FROM AUG. 26 TO NOV. 1, IN KY., TENN., ALA., GA.

WANT TO JOIN NOW AT MOSS, TENN.

CONCESSIONS: Bingo, Long and Short Range, Bear Pitches, Coke Bottles, Ball Games, Hanky Panks of all kinds. Will book one Crab. Two flairs with Hanky Panks, Six Cats, Swinger.
 SHOWS: Any Grind Show with own equipment. Need Girls for Girl Show.
 FAIRS AT MOSS, TENN., THIS WEEK; FOLLOWED BY TOMPKINSVILLE KY., AND LEWISBURG, TENN.; THEN TO ALABAMA AND GEORGIA FAIRS.
 All Answer: **LOU RILEY, Mgr., DUMONT SHOWS**
 Moss, Tenn., this week, then as per route or come, we will place you.

JACK ROYAL AMUSEMENTS

Opening Holly Hill, S. C., Charleston, S. C., Andrews, S. C., and Orangeburg Colored Fair.

Want Concessions of all kinds except Popcorn and Apples, such as Balloon Dart, Fish Pond, Bingo, Cookhouse or any other Hanky Panks. Would like to book two Major Rides not conflicting. Want White and Colored Girl Show, Fun House or any worth-while Shows.
 All replies to **JACK ROYAL**
 Box 40, Savannah Beach, Ga., until September 4.

THOMAS JOYLAND SHOWS

Want Ride Help on all Rides. Especially want Wheel Operator. Good salary. Can place Shows of all kinds. Want Concessions of all kinds. Especially want Novelties for this spot. Also want Penny Arcade. Want Bingo Help and Relief Callers. Join at once. Contact.
L. I. THOMAS, MGR.
 Charleston, West Va. Phone: KI 4-0362.

AGENTS WANTED

for Hanky Panks and Alibi Stores. Man to take over Balloon Pitch; Rick Kogus, answer. Ride Man for Scrambler; Bob Nichols, answer. Joining World of Mirth Shows at Brockton, Mass. Have all winter work for capable Men. All replies to
ALTON PIERSON
 Palisades Amusement Park, Palisades, New Jersey.

PEPPER'S ALL STATES SHOWS

RIDE HELP: Want Foremen for Ferris Wheel and Chairplane. Top wages. We close December 1. CONCESSIONS: Want small Cookhouse or Sit-Down Crab, Photos, Balloon Darts, Slum Blower, Age and Scales, Short Range Gallery. Want Agents for Bear Pitch, Glass Pitch and Pea Pool. (Jim Clancy, contact me.)
 JOIN ON WIRE: **FOLKSTON, GA., THIS WEEK.**
 P.S.: GENE ROHER, CALL ME, VERY IMPORTANT; **FOLKSTON, GA., AT TRUCK STOP.**

STOCK TICKETS

1 Roll	\$ 1.50
2 Rolls	4.50
10 Rolls	23.50
25 Rolls	58.75
50 Rolls	114.00
100 Rolls	228.00

Rolls 2,000 EACH
 Double Coupons
 Double Prices
 No C.O.D. Orders
 Size: Single 7x7, 1x3

TICKETS
 of every description.
 Wheel tickets carried in stock for immediate shipment.
THE TOLEDO TICKET CO.
 Toledo 12, Ohio
 "Allied Trades Union Label used"

SPECIAL PRINTED

Cash With Order Price	Double Coupon Double Price	
2,000	\$ 4.90
4,000	7.80
6,000	9.70
8,000	11.60
10,000	13.50
20,000	27.00
100,000	132.00
500,000	660.00
1,000,000	1320.00

CAN PLACE CONCESSIONS

SEPT. 10-14
LAGRANGE, INDIANA
 ANNUAL CORN SCHOOL
 Can use legitimate Games and Direct Sales.

SEPT. 16-21
JACKSON, OHIO
 Apple Festival—on the Streets
 Can place legitimate Games of all kinds.

SEPT. 30-OCT. 5
PORTSMOUTH, OHIO
 Civic Club Celebration—Streets
 Can use Direct Sales Concessions only.

OCTOBER 9-12
IRONTON, OHIO
 Festival of the Hills—Streets
 Can place legitimate Games, Confections, Direct Sales.

WRITE AT ONCE
GOODING AMUSEMENT CO., INC.
 1300 Norton Ave., Columbus, O.
 AXminster 9-1193

LEE AMUSEMENT CO. WANTS

For an outstanding route of Fairs through Alabama, Georgia and Florida, including such dates as LaGrange, Decatur and Griffin in Georgia; Atmore, Greenville and Laverne in Alabama, and Quincy, Florida.
 SHOWS: Motordrome, Slide Show, Fat Show, Glass House, Mechanical Show.
 HANKY PANK AGENTS.
 RIDE HELP: Ferris Wheel Foremen (Bob Everling, contact), Second Men on all Rides, must drive and be sober at all times. Address
LEE CRESON or TOMMY THOMPSON
 Albertville, Ala., Fair this week; Clanton, Ala., Fair next week.

WANT

Drome Riders, Ticket Sellers and Help on Drome and Kiddie Rides, also Candy Floss people. Come in now, Indianapolis, Indiana.
EARL PURTLE
 CETLIN & WILSON SHOWS

Cal Rack & Long Range Buckel Help Wanted

Also want capable Truck Driver and Stock Man. Contact
IRVING ZAITSHIK
 Daniel Boone Hotel, Charleston, West Virginia.
 P. S. Harry Modelle call me.

BRAND NEW 1957 TRAILERS

35 ft., 2 Bedroom \$2,375.00
 22 ft., sleeps 8, Marine \$1,585.00
 No trades. Come and get them.
 "Save Money With Johnny"
JOHNNY CANOLE
 Phone: WI 30003 or WI 49247
 Altoona, Pa.

BUCKEYE STATE SHOWS

Playing all bona fide Street Celebrations and Fairs. Canal Winchester, Ohio, Sept. 11-14; Vanceburg, Ky., Fair, 19-21; Greenup, Ky., Fair, Sept. 23-28; Laurelville, Ohio, Oct. 1-5.
 Want BINGO, Popcorn, Waftes, French Fries, Games and Hanky Panks of all kinds. No griff or Mill Camps. Contact **MANAGER**, per route or Moxahala Park, So. Zanesville, Ohio.

BUCKEYE STATE SHOWS WANT BINGO

Good proposition for Vanceburg, Ky., Fair, Sept. 19-21; Greenup, Ky., Fair, Sept. 23-28; Laurelville, Ohio, Oct. 1-5.
 Contact **MANAGER**
 Moxahala Park, So. Zanesville, Ohio, or as per route.

Frank W. Babcock UNITED SHOWS

"The Big Show on the West Coast"
NOW BOOKING LEGITIMATE CONCESSIONS
 Privilege—\$10 per foot
NOW BOOKING LEGITIMATE SHOWS with own equipment for the **TULARE COUNTY FAIR, TULARE, CALIF., Sept. 17 thru 22**
 Can also place good Ride Men, must drive semis. Also Women Ticket Sellers. Contact
F. M. (Pete) SUTTON
 Babcock United Shows
 Baltimore Hotel, 501 South Los Angeles St.
 Los Angeles 13, California.
 Write or wire, no phones.

THE BIGGEST AND BEST FROM NOW ON
MID-SOUTH FAIR | **THE STATE FAIR OF TEXAS**
MEMPHIS | **DALLAS**
 SEPT. 20-30 INCL. | OCT. 3-20 INCL.
 CAN PLACE LARGE AND SMALL SHOWS, ALSO SCOOTER OR ANY NOVEL RIDE. | CAN STILL PLACE BIG SITDOWN OR GRIND SHOWS.

Can be reached at Angus Hotel, St. Paul, Minn., until Sept. 1; then General Delivery or Western Union, Louisville, Ky., Sept. 5-6-7; thereafter, Memphis Fair, Phone: BR 2-2858 (call around noon). All Parties contracted, drop me a card to Memphis after Sept. 7.

CLIF WILSON

MIGHTY INTERSTATE SHOWS

Want for Morgan County Fair, Warburg, Tenn., Sept. 2-7, followed by Robertson County Fair, Springfield, Tenn.
 Want Bingo for balance of season.
 SHOWS: Fun House, Penny Arcade and Grind Shows of all kinds. Have good proposition for Drome Riders. Want Manager with Act for Side Show.
 RIDE HELP: Foremen and Second Men on all Rides, must drive.
 RIDES: Will book any Flat Ride or Kiddie Ride not conflicting. Good opening for Live Pony Ride.
 CONCESSIONS: Hanky Panks of all kinds, Glass Pitch, Bear Pitch, Novelties, Jewelry, Age and Weight, Diggers, Hair, Custard. Want Billposter for balance of season. Want Diesel Electrician for balance of season. Want Mechanic with tools to join or wire. Want Griddle Man and Cookies Man for Cookhouse.
 Replies to **H. B. ROSEN**
 Fairgrounds, Oneida, Tennessee.

Monarch EXPOSITION SHOWS

Rock Falls, Ill., until Sept. 2, then 5 Southern Fairs, including the Northeast Arkansas District Fair, Blytheville, Ark.
 CONCESSIONS: Can place a few more Hanky Panks, Short Range, Glass Pitch, Cookhouse, Arcade, etc. SHOWS: Want Funhouse or any Show of merit. Can place Girl Show for Blytheville. Plenty of soldiers here. HELP: Can use 3 more Ride Men.
 Contact **E. L. WINROD, Mgr.**
 Rock Falls, Ill., phone Fire Dept., this week; then Piggott, Ark., Fair, next week.

SOUTHLAND AMUSEMENTS

LAST CALL FOR OUR FALL FAIR DATES
 STARTING AT FORT ST. JOE, FLA., SEPT. 9, FOR 8 WEEKS.
 Want Roller Coaster and one more major Ride, Kiddie Planes and Boat Ride. Ride Help who can drive semi trucks. Free Act, High Pole, cretetred; Fun, Glass House and two Family Shows. Concessions—Small Cook House and Grab, Hanky Panks, Glass Pitch, Long Range Gallery, etc. We have Crestview, De Funiak Springs, Perry, Fla.; Donaldsonville, Colquitt, Cuthbert, Ga.; Headland, Ala.; Lutz, Fla.; and others.
 All replies to **E. J. (ED) GORDON, Gen. Mgr.**
 WEWAHITCHKA, FLA.
 P.S.: All those contracted to play these dates write. Positively no griff, Girl Shows or gypsies.

DIXIE AMUSEMENTS

Want for 7 Fairs and Celebrations starting at Sheldon, Mo., Aug. 28-31; Wellsville, Kans., Sept. 3-6; Galena, Kans., Sept. 5-7; Salicaw, Okla., Sept. 11-14; 3 Arkansas Fairs to follow.
 CONCESSIONS: Want Short Range, High Striker, Grab and a few nice Hanky Panks.
 RIDE HELP: Want Foreman for .5 Eli Wheel.
 FOR SALE: 3 nice Kid Rides, book for balance of season. Call or come on.
CLIFFORD DAVIS, MGR., PER ROUTE ABOVE

MOUND CITY SHOWS

WANT WANT WANT
 Concessions, Shows and Rides for Big Fair, St. Charles, Mo., Sept. 7-11.
 Address Montgomery City, Mo., this week.

PALMETTO EXPO. & CRESCENT COMBINED

Want for following Fairs: Durham, N. C., Colored Fair, Sept. 16-21; Morganton, N. C., Sept. 23-28; Shelby, N. C., Colored Fair, Sept. 30-Oct. 5; York, S. C., County Fair, Oct. 7-13; Chester, S. C., White and Colored Fair (2 weeks), Oct. 14-24; Anderson, S. C., Colored Fair, Oct. 28-Nov. 2; Clover, S. C., Armistice Celebration, Nov. 4-11.
 Want Concessions of all kinds for this proven route of Fairs. Bingo, Cookhouse, Grab, Mill Camp, Photos, P. C., Penny, Glass or Bear Pitch, Buckets and 6-Cats. Also 3 or 4 other Stores with Hanky Panks. Want Snake Show, App. Funhouse or any other Grind Shows. Also Dinky Colored Girl and Minstrel Shows. Good proposition.
 All replies **MILTON N. McNEACE, Ball Park, Rockingham, N. C.**
 Lillington, N. C., Sept. 2-7.
 P.S.: Harold Crabb, Floyd Sheake, Eagleton, Chilly Childs, contact.

A-1 AMUSEMENTS

Want for Kankakee, Ill., Labor Day Celebration, on the Streets Downtown, Aug. 26-Sept. 2. Then the big one, Charleston, Mo., Sept. 9-14; and long route of Fairs and Celebrations. Booked until Thanksgiving.
 Can place Fish Pond, Cork Gallery, Pitch-Till-You-Win, Short Range, Glass Pitch, Roman Target, Coke Bottles and Ball Games. Can place Agents for 6-Cat. Want Mechanical, Monkey, Snake and other Shows. Want Foremen for Ferris Wheel and Merry-Go-Round, Second Men on Scrambler, Belloplane and Octopus. Must drive and have license.
 Contact immediately: **JOHN HANSEN, MGR., Bismarck, Ill., Aug. 26-29; Kankakee, Ill., Aug. 30-Sept. 6; then as per route.**

WHOLESALE BUYERS' GUIDE

Gellman

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Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

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MERCHANDISE TOPICS

Dangles, Inc., 693 Broadway, New York, has a new item for pitchers and demonstrators, Dangles, the two-faced talking puppet. It can talk, sing, chew food, show all emotions and be manipulated in all directions. Each has two faces, one on each side of the puppet. Such animals as a lion, monkey, frog, cat, snake and hippo are combined with other animal and human faces. The puppet has a large red tongue which acts as a voice when squeezed. The Dangles puppets are made of soft fleece in three pastel colors and are individually packed. The puppet will fit any child's or adult's hand. The item retails for \$1, whereas others are selling for \$3. It will be backed by an extensive TV promotion all over the United States. Cost is \$5.40 a dozen, delivered. Minimum packing is six dozen, and a 25 per cent deposit is required, balance c.o.d. Samples are 2 for \$1.

is one of the most popular toys ever to be offered by the company. In addition, Ace Toy is producing tigers in four or five other sizes as well as many other unusual and exclusive stuffed toys, such as penguins, monkeys, pigs, etc. Ace also carries a complete line of imports and street workers' items. A free 46-page catalog is available upon request.

Called Tip 'n' Twinkle, a new, safe, inexpensive kit for cleaning rings, etc., and restoring the original lustre to diamonds and other gem stones is announced by Ivy Lea Gifts, Inc., Box 188, Winnetka, Ill. Tip 'n' Twinkle kit consists of a crystal container, a glass tube which serves to hold rings in position, and a cleaning solution in the form of a new scientific preparation, harmless to all metals or gemstones. The solution is made by adding warm water to a preparation called Gemane. In use, the gold screw cap of the container is removed, the glass tube is lifted, and the rings are looped on it. The cap is then replaced and the container stood upside down. In a matter of minutes the stones will become twinkle clean.

A new charm bracelet is being brought out by R. D. Robinson Company, 14 Bridge Street, Cranston 5, R. I. Calling it the 10 Commandments Charm Bracelet, it consists of 10 highly polished, lightweight discs, each clearly inscribed with a Commandment on a fine-quality, curb chain. In Hamilton gold-plate, individually packaged in cellophane bags, it comes packed in dozen lots. The item retails for \$1. Price to the trade is \$4.25 per dozen.

Packard Jewelry Company, 48 West 25th Street, New York, dealing exclusively in costume jewelry of its own manufacture, has announced publication of its latest enlarged catalog. It contains over 200 illustrations of necklace sets, earrings, scatter pins, religious items, men's and women's rings, bracelets, watches and watch sets. All items are available for immediate delivery at low prices. Free catalogs are available, as are catalogs with blank spaces for sellers' names.

Ace Toy Manufacturing Company, 536 Broadway, New York 12, announces that its newest numbers have been receiving good acceptance in the trade. In particular, the 23-inch Laying Tiger

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DIVISION SALES

PIPES FOR PITCHMEN

By BILL BAKER

NEWS NOTES

by Joe Joblots from Illinois State Fair, Springfield: The Rubin Bankrupt Enterprises, under the management of Frank Caderno, had a red one. . . . Joe (Blackjack) Marks suffered a sunstroke during the fair. . . . Frank (Water Boy) Lazar, with the Blue Goose Show, also did hang-up business at the fair. . . . Bill (Horsethief) Weiss left for Columbus, O., to take charge of bagel and pretzel locations for Red Lux. . . . Lefty (Beak) Shapiro left for Washington Park to look over some of his investments. . . . Charlie Vale and Willie (Millionaire) Miller have teamed up to open a hat shop on Maxwell Street, Chicago. . . . Louis Kolchar, formerly of Shantz, Inc., flew to Mexico City for a much-needed vacation. . . . Max (Madman) Shepel and Abe the Gilly plan to make fairs together. . . . Bill Farin, the Texas Lemon King, produced a drink that was the hit of the Springfield fair. . . . Jimmy Piccolo had an open-air art exhibition at the fair and showed many museum pieces.

IN RECENT

weeks the pitch fraternity has been conspicuous by its silence, judged on the basis of its contributions to the Pipes column. Aside from the fact that the guys and gals in the trade are giving Bill Baker a hard time in his attempt to fill the column each week, they should remember that the express purpose of the column is to keep pitch folks informed of activities of various personalities in the trade. It's your column and it will be just as valuable to you as the quality of news you send the Pipes desk to be printed. So how about it, folks? Let's unlimber those ink sticks and

let the pipes roll in. The season is at its height and there is plenty of news to be published if you will just take a few minutes to jot down a few notes and mail them.

Five Years Ago In Pitchdom

Billy and Vera Moring, vet med show troupers, were doing their Lem and Lizzie rube act at fairs and celebrations. . . . Jack (Bottles) Stover, Smokey Stover and Little Ashby Smith were back in Elton, Va., after a whirlwind tour of the Eastern shoreline. . . . George Handy, gadget worker, quit the profession to engage in private enterprise. . . . Claire Shapiro was sighted at the Springfield (Ill.) Fair working the N. K. Morris head scarf to good returns. . . . Bob Smith, the Old Globe Trotter, wound up a tour of the Georgia tobacco markets, reporting that takes were not good. . . . Jerry Collins was playing Canadian fairs with N. K. Morris Fizz caps. Others in the trade working the item included Bernie Wolf, of sports show note, and the Morrises, Archie and Ruby, on the Boardwalk at Atlantic City. All reported getting money with the lids. . . . George Hess Jr. was doing well at Eastern spots with the N. K. Morris plastic juicer. . . . Gus Young was purveying an all-metal three-way greater to lucrative business in the East. . . . After an illness of several months Jack Males was back in business, working a lot in Corpus Christi, Tex. . . . Helped along by a fine cotton crop, pitchers in the Lone Star State were doing well, according to R. B. Cunningham.

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AUTOMATIC LIGHTERS DOZEN \$8.75. Dollar bailpens dozen \$1.20. Bailhats gross \$7.50. Samples, catalog 1,001 bargains \$1.00. Millmales, 809 Broadway, New York. ch-de9

COMIC SIGNS FOR REST ROOM DOORS. Wood, varnished, in colors, bars, restaurants, filling stations, etc. \$2 sample set; wholesale prices. Headers, 13 C. Springs Dr., Greenville, S. C.

EASIEST \$65 YOU'LL EVER MAKE! SHOW amazing new "Magicolor" Christmas Cards, 65 boxes per \$65. Personalized Cards, 40 for \$1.50. Assortments on approval, free sample album. Sensational \$1.25 gift free for promptness. Southern, 478 N. Hollywood, Dept. 48-D, Memphis 11, Tenn. au28

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. ac8

CLOSEOUTS! SPECIAL PURCHASES!

24 HOUR SERVICE

B1 Earrings, asst.	\$1.00 dz.
B2 Neckl., Brac., Ear., asst. Summer	1.50 dz.
B3 Charm Brac., new styles	2.50 dz.
B4 Pierced Earrings	1.75 dz.
B5 Baked Enamel Pins, C/L	2.25 dz.
B6 15 Famous Names Perfumes	7.20 dz.
B7 Neckl., Ear., Jeweled Pen, boxed	15.00 dz.
B8 C/L, Tie Slide, Lighter, boxed	12.50 dz.
B9 C/L, Tie Slide Set, boxed	6.00 dz.
B10 Ladies' Cuff Link	3.75 dz.
B11 2 pr Salt & Pepper, boxed	6.00 dz.
B12 Gent's Stone Rings, asst.	2.50 dz.
B13 Spray Earrings, asst.	6.00 dz.
B14 Pins, asst.	1.50 dz.
B15 Gen. Cuff, Pearl Pins & Neckl.	2.50 dz.
B16 Copper Cuff, Brac., & Ear.	6.50 dz.
B17 Tailored Necklaces, asst.	4.80 dz.
B18 Stoned Necklaces, asst.	3.25 dz.
B19 LaTausca Heart Pins	2.95 dz.
B20 Ten Commandment Brac.	4.25 dz.
B21 12 asst. Gadgets Bouiques	5.40 dz.
B22 Fancy Necklaces, Floral, stoned	1.95 dz.
B23 Asst. Style Brac.	2.75 dz.
B24 Fancy Rings	2.90 dz.

20% dep. with order, bal. C.O.D.
FREE DESCRIPTIVE BOOKLET.
KAREN ORIGINALS, Dept. B
48 No. Main St. Bristol, Conn.

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. Eng. Lord's Prayer Neckl., boxed 2.00 dz. Children's Jewelry, boxed, asst. 2.25 dz. Asst. Tie Slides, carded 1.90 dz. Summer Sets, boxed 7.20 dz. Tie & Cufflink Set, asst. 1.50 dz. 4-Pc. Rhinestone Sets, boxed 18.00 dz. Summer Earrings, asst. 12.00 gr. Pearl Necklaces (domestic) 1.45 dz. Neck & Earrings, asst., boxed 9.00 dz. Cufflinks, carded, asst. 1.95 dz. Necklace, 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 Westminister St. Providence, R. I.

FORTUNE FROM FOREIGN IMPORTS — Import direct large, small amounts: Dolls, China, Silver, Curios, Jewelry, Clocks, Souvenirs. Details 3c stamp. Gene Colson, 1232 Alma, Warner Robins, Ga. ac8

FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASE!

Earrings, assorted \$5.50 gross. Tie Bars, carded 3.80 gross. Charm Bracelets 7.20 gross. Stoned Pins 7.20 gross. 20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.

JOKERS FUN SHOP — FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co. Akron 14, Ohio. ac28

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. ac9

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, 325 Goetz, St. Louis 23, Mo. au26

ROYAL JELLY CAPSULES, FABULOUS Queen Bee Royal Jelly in hi-potency capsules. Dietary supplement. Retail from \$9 to \$15 vial. Cost you \$3.40 vial. Over two dozen, \$3.00 vial. 30-day supply. Scientific-Technical reprints available. Air-mail orders: "Apl-Vitales," Dept. TBB, Box 5074, Medical Center, Dallas 18, Tex.

RUN SPARE-TIME GREETING CARD AND Gift Shop at home. Show friends samples of our new 1957 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 8, Ferndale, Mich. ch-se16

SCHOOL SEASON MONEY MAKER. A natural for every student from Maine to California. So obvious it's ridiculous. It's the greatest! 50c for sample. W. Lowry, 230 Bull St., Savannah, Ga.

ANIMALS, BIRDS, PETS

POLAR BEAR CUBS 1957 \$500... each
WALRUSES \$1650... each
REINDEER \$270... each
Prices for delivery F.O.R. Rotterdam/Amsterdam. For details write to:
G. van den BRINK
Import & Export live animals
P. O. Box 15
Soest-Holland

ATTENTION, SHOWMEN — BOAS, SNAKE Dens, Iguanas, Monkeys, Apes, Pecos, Capybaras, Sloths, Giant Anteaters, Owls, Wallabies, Coatiandis. Write for the Chase Wild Animal Farm, P. O. Box 181, Biscayne Annex, Miami, Fla. Phone: Newton 4-7888. au26

BABY BURRO, ALL WHITE, VERY RARE. Female, \$45, with ship. Francisco Miralles, P. O. Box 279, Presidio, Tex.

BEARS—SUITABLE FOR TRAINING OR trained. Animal Act or what have you? State all in first reply. Box C-221, c/o The Billboard, Cincinnati 22, O.

PARAKEETS, 500 UP, MINIMUM ORDER 25 Birds, Cages, \$4.50 inc. Cansies, Flash Cages, Rats, Mice. Immediate shipment. Terms: part cash, balance c.o.d. National Pet Supply, St. Louis 3, Mo. ac2

TWO FEMALE POLAR BEARS, 8 MONTHS, \$500 each; pair mature Tundra Wolves, \$250 pair; female Himalayan Bear, breeder, 3 yrs. \$225; male Silver-tip Grizzly, 3 yrs. \$225. Bill Green's Rare Bird and Animal Farm, Fairlee, Vt. ac2

BUSINESS OPPORTUNITIES

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greasless doughnuts. Free recipes. Norbert Ray, 3695 S. 15th, Minneapolis 7, Minn. ap

BOOK STORE — W. CENTR., FLORIDA. Also photos & gifts. Price \$18,000 incl. inven. & eqpt. Net profit \$6,380. Debt. on req. Ref. B-8328.

BOWLING ALLEY—SCEN. NEW HAMP. 15 lanes. Can add skating & dancing for complete recre. cen. Gross sales. Make offer. Ref. B-42560.

5 STORE SHOPPING CENTER—SW CONN. Just completed. New Indus. real. area important city. Paid 94c, air-con. hgt. Eastm. inc. \$940 mo. Good invest. Req. brochures. Ref. B-42596.

BUSINESS MART OF AMERICA 6425 Hilled. Bl. Los Angeles, Calif.

FOR SALE — RIDES, ARCADE, LOCKERS, Concessions with or without property. On Boardwalk, Seaside Heights, N. J. Coastal Amusement Co. au26

HOW TO MAKE MONEY OPERATING concessions at State, County Fairs and Carnivals. All the secret tips and trade secrets condensed in the Showman's Guide. Lists principal fairs and attendance. Worth its weight in gold to trouper. New! Illustrated; pocket size. Postpaid \$2. Globe Concessions Co., Marion 8, Georgia.

LAND—13 ACRES, ABOUT 900 FT. ROAD frontage, modern house, \$9,000. Good cash, must sell. For details write Grever Realty, Tammingsville, Ky. ac2

MAILORDER SPARE-TIME DOLLARS— Clear, interesting work. Work any hours you wish. Details and supplies. \$1. Kohr Agency, 31 Ridge Ave., York, Pa.

NEED MORE MONEY? THIS SIMPLE PLAN brought in over a million dollars. It will help you. Mail \$1 now for guaranteed instructions. Howard Gibson, P. O. Box 107, Lepanto, Ark.

60" SEARCHLIGHTS AND PARTS, UN- used Sperry and G.E. Lights and Generators; complete line of Parts Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif.

CONCESSION SUPPLIES FOOD AND DRINK

ABOUT ALL MAKES OF POPPERS, CARA- mel Corn equipment, Flax Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. ac20

FOR SALE—SECONDHAND SHOW PROPERTY

ANCHOR TOP AND FRAME, 12X12, 28% off. Pan Games, used one season, half price. P. J. Nabbefeld, Appleton, Wis.

ARCADE FRONTS, PENNYLAND (ONE), Penny Arcade (panel), Playland and other fronts. Must sell now. Long, 301 Southwest 2nd, Richmond, Ind.

BOOTH EQUIPMENT—TWO SIMPLEX SP Projectors, heavy Pedestals, strong Arc Lamps, 4-Tube Rectifiers, Amplifier, Table, Solder, Re-wind, Film, Cabinet, Reels, Port Shutter, Exhaust Blower, all excellent. only \$1,000. Also Herber 7 1/2 hp. 3-ph. 70-150 Generator, perfect, \$450. Write: White Beauty Dr-In, Greentown, Pa. ac2

BUILD MAJOR RIDES FROM TESTED plans—Ferry Wheel, \$25; Ghost Train, \$25; Flying Saucer, \$25; Chairplane, \$10; Octopus, \$15. Free 72-page catalog. BRILL, Box 875, Peoria, Ill.

CANDY FLOSS, COMPLETE WITH QUICK Up Stand, New Wind Machine, \$350; 1949 panel with 12x12 top, pleady fluorescent lights, first time up here, \$200; also new Ebbels Snow Ball outfit. Above delivery after State Fair here. Al Hatch, until Labor Day, Ohio State Fair Grounds, Columbus, Ohio. ac26

FOR SALE — SMITH CHAIRPLANE, 22' like new; Fanny, Ticket Box, Sign, \$2,000. Ulichia, 128 Hamilton Ave., Stamford, Conn. ac2

JOBBER-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 18 gross lots —SAMPLE GROSS \$14.99—
- * 5-PIECE POCKET SETS 3 different color ball pens with ink to match, handy comb and plastic pocket cover. \$49.50 per gross 12 gross lots —SAMPLE GROSS \$51.00—
- * STANDARD GOLD CAP RETRACTABLE \$13.50 per gross 18 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.
284 Broadway New York 12, N. Y.

OVER 300% PROFIT

NEEDLE THREADER

an every quick sale of fabulous needle threader

SENSATIONAL IMPORT SELLS ON SIGHT

Amazing little "machine" actually threads needles instantly—is practical, easy to use, guaranteed. Patented Needle Threader is a big bargain at only \$1.00 retail—a sure money maker for everyone who takes it on now. Sell it with a book of needles and your money will triple fast. Unlimited market everywhere—profits as high as 35% on every single sale. Sell full time, part time, any way you look at it, it means PROFITS. Rush \$1.00 for sample—or \$7.30 for 2 doz. Needle Threaders worth \$24.00. Your profit \$16.50. Additional discounts on larger orders—your cost as low as \$2.70 per doz. Needle Books for per dozen. RUSH ORDER TODAY. Big profit facts will be sent free.

Rush \$7.30 for 2 doz. worth \$24

ATLANTIC IMPORT CO.
1282 Cadillac Tower, Dept. B-3
Detroit 24, Michigan

JEWELRY CLOSEOUTS

- E1—Tailored Earrings, Asst. Gr. \$18.00
- E2—Stone Earrings, Asst. Gr. \$1.00
- E3—Pierced Hoop Earrings, Gr. \$5.50
- E4—Stone E-Rings, Etc., Asst. Gr. \$3.00
- T1—Tailored Tie Sets, Bag. Ds. \$1.50
- T2—Asst. Tie Sets, Bag. Ds. \$1.50
- O1—Odd Lot Neckl. & Brac., Gr. \$1.00
- B1—Bracelets, Asst. Gr. \$4.00
- W1—Men's 5-Piece Watch Set \$3.50
- W2—Ladies' 5-Piece Watch Set \$3.25
- W3—Men's Stone Dial Watch \$3.50
- P15—Men's 10-Piece Watch Set \$7.50
- P15—Men's 10-Piece Watch Set \$7.50
- R15—Gent's Stone Rings, Asst. Ds. \$1.75
- R15—Religious Medallions, Brd. Ds. \$3.25
- R15—Stone Neckl. & Ears, Brd. Ds. 7.50
- R15—Stone Neckl. & Ears, Brd. Ds. 9.00
- R15—3-Piece Pearl Set, Brd. Ds. 2.50

Try samples of any items at reg. prices. 20% dep., bal. C.O.D. Free catalog.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. B Prov., R. I.

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 \$30.00
Dz. Gr.

Plus shipping charges. Min. 3 dozen. Key Chains available \$1.39 per gr. extra. No Federal Excise Tax. Free catalog.

STERLING JEWELERS
1875 East Main St.
Columbus, Ohio

Ideal for Engravers. State Your Business.

FOR SALE

Tractor Trailer, first-class condition. Price \$1,200.

O. S. WARD
Frustrated Trailer Co.
Richmond, Virginia

4-PC. PEARL SET
Included
FREE

Send necklaces, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.

MEN'S WOMEN'S New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA

Guaranteed LIKE NEW!

Choice Lot 6 FOR \$49

All Famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$8.95.)

10 FOR \$69.50

Assortment, Men's Elgin, Waltham. Complete with Expansion Bands. (Sample \$8.95.)

\$6.45 Each

SPECIAL LOT—Men's Elgin, Waltham Watches

Reconditioned and Guaranteed. Expansion Bands included.

3-Day Money-Back Guarantee.

35% 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.

THE BEST SALES BOARDS and JAR GAMES

Write for information and prices

GALENTINE COMPANY
Dept. B
519 E. Jefferson Blvd.
South Blvd 17, Ind.

GIVE TO DAMON RUNYON CANCER FUND

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 Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulae	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—20c 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.....

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.



THE FIRST "NEW LOOK" PENNANTS

in over 2,000 years

Send for our free literature illustrating the largest line of traffic stoppers ever manufactured under one roof. Make your place stand out like a sore thumb. You get attention with Myrlo products.

MYRLO CO., Dept. B

1231 Main Ave. Cleveland 13, Ohio

A NATURAL!

Now in demand for cars, home or office. Make attractive gift. Packed in cells in many gay colors. Size 2 1/2" square with cord.

SPONGE DICE. Price: \$4.00 per doz. \$45.00 per gross NET. ELVIS PRESLEY HATS: \$4.50 per dozen. \$48.00 per gross. ROCK & ROLL CREW HATS: \$5.50 per dozen. \$43.00 per gross. 25% with order, balance C.O.D.

FREEDMAN NOVELTY CO. formerly TRADER HORN 1053-1055 Mission Street San Francisco, California Tel.: Klondike 2-1225 IMPORTERS WHOLESALERS DISTRIBUTORS

P D Q - World's Greatest PHOTO BOOTH CAMERAS



Dependable - efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Camera in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed. Also portable cameras. Write for details. P D Q CAMERA CO. 1844 W. Cortez Chicago 22, Ill.

FAIR SPECIALS

BEAR Approx. 37" Ass'd. \$22.80 per doz. Colors. 12" PARASOLS \$3.00 per doz. 14" PARASOLS \$4.00 per doz. 1 doz. minimum. 25% dep. with order. M.O. or cert. check. Bal. C.O.D., F.O.B. Chicago. OPEN SUNDAYS

BELL SALES CO. 1107 SO. HALSTED ST. Chicago 7, Ill.

FOR SALE - A WONDERFUL 32-JAR Exhibit of the Unborn, including five very rare specimens, also sets of Twins and Triplets and a complete Uterus with 6-month Embryo within (value \$2,000). Price \$800 cash for quick sale. Now at Cedar Point, O. R. J. Zouary, P. O. Box 1264, Sandusky, O.

FOR SALE - 45 POKERING TABLES, PEACH glass, equipped with winner lights and service lights and buttons, also bells. Included in deal is tote board for operating contests group style. Control Booth with mike and panel switches for tote board. This unit is presently in operation and can be seen at Allen's Sportland, Old Orchard Beach, Me. Asking \$2,000 for the outfit. Weiner Amusement Corp., P. O. Box 314, Old Orchard Beach, Me.

FOR SALE - 5 KIDDELAND RIDES, MIN. Train, gasoline powered; Ferris Wheel, cage type; Kiddie Cars; Spinning Tubs; Airplane, propeller driven. Office Building, Lights, Fence, first class condition. A steal at \$2,500. Jack Walker, Box 672, Altus, Oklahoma.

POPCORN TRAILER, 7x11, \$600; GEEK Show, 20x30 top, like new, 55 ft. banner, \$400; 16x16 Bear or Glass, \$250; 20x40 Top, 8 ft. wall, poles, stakes, all complete, \$250. Long, 301 S.W. Third, Richmond, Ind.

SHORT RANGE GALLERY AND OTHER Joins. Trade for Show, especially Fun House. Bill Bernauer, Indiana State Fair, by Agriculture Building, Indianapolis, Ind.

TRAINS - ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details. \$1 bill (refundable). Miniature Trains. 33B Winthrop, Rehoboth, Mass. se2

TWO TRUCKS LESS TIRES, FLYING Jenny, Police, Seats. Come get them, don't write. Condrick, 800 37th St. No., St. Petersburg 2, Fla.

3 KID RIDES AND SPECIAL RIDE TRUCK; big Searchlight, Need Boatride, Ponycart, Skyfighter, Shafer's Rides, Mesker Park, Evansville, Ind.

6 GUN A.B.T. SHOOTING GALLERY COMPLETE. Tent, compressor, spare gun, parts, targets, cartridges, B.B.'s, signs. Can be seen in operation. Brightland Amusement Arcade, N.W. Corner Brighton 1st Road & Boardwalk, Brooklyn, N. Y. Eplandale 3-7177. Can use Shea Ball Alley.

27 PASTURE-BRED MARES AND 1 STUD, all for \$2,000. Trunk available for delivery. This is a real bargain, no time for letter writing. Phone day or night 9317. P. L. Cobb, Amite, La.

CUSTARD TRAILER, READY TO GO. Factory built, capacity machine, opens three slides with sliding plate glass, tandem wheels, electric brakes, easily pulled. Beautiful trailer, no junk, first \$1,400 takes it. Without machine makes good straight sales trailer. Al Hatch, until Labor Day, Ohio State Fair Grounds, Columbus, Ohio. su26

TENT STAKES, "FORD AXLES" 1,500 stock. \$1 each. F.O.B. Dallas. G B Wilard, 1321 2nd Ave., Dallas, Tex. se9

INSTRUCTIONS BOOKS & CARTOONS

FIND PROFITS IN FASCINATING HAND-writing analysis! Complete booklet tells you how. Free instructions, details. Ben Kandel, 202-B Jefferson, Eatonton, Ga. su26

HOW TO MAKE MONEY WITH CARNIVAL Games, 144-page book, 35 illustrations, \$2 postpaid, Theron Fox, 1296 Yosemite, San Jose 26, Calif. su26

MUSICAL MARVEL OF THE AGE. A NEW way to play Mandolin or Ukulele. Instructions, \$1. Von Scherb, 303 Robinson Ave., Marrero, La.

SPEAK, SING WITH POWER, PERSON-ality. Self-training method on records. Amazing details! Canfield, 2018-2 5th Ave. South, Minneapolis 4, Minn.

MAGICAL APPARATUS

NEW 152-PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50c wholesale. Sub-miniature radiophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 320 South High, Columbus, O. su26

MISCELLANEOUS

AMAZING DISPLAY OF PULCHRITUDE. Large assortment glossy color photos of young Florida models. \$1. Anderson, Box 235, Grand Rapids 1, Mich.

SMOKING, DRINKING STOPPED NATURALLY. Send \$1 for copyrighted booklet. Address: Stop Smoking, P. O. Box 383, Pocahontas, Va.

M. P. FILMS & ACCESSORIES

16MM. SOUND FEATURES \$18.95 AND \$29.95. List free. Need room for full stock. All prints guaranteed. Reels and shipping cases included. Minot Films, Inc., Milbridge, Maine.

16MM. AND 35MM. SOUND PRINTS "FAS-sion Play" \$150 per print. Minot Films, Inc., Milbridge, Me.

PERSONALS

DAN HAGERTY MUST LOCATE HIS brother John Mike Hagerty at once. Anyone knowing his address please notify Dan Hagerty at Franklin, Tenn. su26

DEAR LEO: I REALIZE OUR MARRIAGE is more important than my job. I need you, no please write me in Kingston. I will get letter. Love, Kay.

JOHN F. CARPENTER, DADDY JOHN, "sweet old fashion boy," contact me, your wife, I need you. Love you, Harriet, 7110 Owensmouth, Canoga Park, Calif.

PHOTO SUPPLIES DEVELOPING-PRINTING

D. P. CAMERA, SPECIAL BUILT PORT-able booth, all equipment, in operation local amusement park, takes 3 sizes photos. Best lens, money maker. Abe Marlin, 755 Aisle Beach, Bay City, Mich.

ENLARGEMENTS, HEAVYWEIGHT SEVEN 8 1/2" x 4" four 8 1/2" x 8 1/2" 8 1/2" x 11" Jack Knorr, Huntington Mills, Luzerne County, Pa. se2

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1246 W. Cortez, Chicago 22, Ill. se-52a

PRINTING

A-1 TESTED SHORT RANGE TARGETS, \$5 per thousand; one day service. Free samples. Fine Arts Press, 1015 Donald, Peoria, Illinois. su26

ALWAYS SPEEDIEST SERVICE ON QUAL-ity Window Cards. Three color 14x22 Posters, \$8 hundred; 17x25 size, \$12.50 Posters for all amusements, dances, sports. Colored day-glo Bumper Stickers, 4 1/2 inches, adhesive back, \$13 hundred postpaid. Tribune Press, Dept. 307 Earl Park, Ind. se23

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 60-light book matches. Bigger spot 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-159, Chicago 32, Ill. np

EXPERIENCED FIELD SUPERVISOR wanted by leading publisher of specialized farm magazines. Must have proven record of ability to hire and train salesmen for subscription selling in rural areas. Extensive travel. Salary plus. Give complete details (in confidence) of experience. Include photograph. Home office interview required. Watt Publishing Co., Box C-56, Mount Morris, Illinois. np

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1, Ill. ch-c28

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. se16

PROFESSIONAL TATTOO OUTFIT—OVER 50 cello-covered design sheets, 10x15; all new machines, flashy trunk, signs, etc. Worth \$1,000. First \$200 takes all. Earl Brown, 323 1/2 Crescent St., Biloxi, Miss.

WANTED TO BUY

WANTED—USED 45 RPM RECORDS; TOP prices paid. Call collect or write: Kellgren, 616 S. Main, Sioux Falls, S. D. se2

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

LADY HAMMOND ORGANIST WITH wardrobe. Steady work. Send recent photo and all information in first letter. Stables Cafe, Anderson, Ind.

PIANO IMMEDIATELY, SOCIETY TYPE Illinois Commercial combo. Long locations. Bill Grassick, 321 E. 4th, Mansfield, Ohio.

TELEPHONE SOLICITORS, CANVASSERS. Advertising space Gospel Singing Directory. Regular work, good commissions. High caliber Men, Women only. Gospel Singing Directory, 536 Broad, Gadsden, Ala.

TENOR MAN AND SECOND TRUMPET wanted for traveling commercial band. Contact Jess Gayer Orchestra, 1812 N. Broadwell, Grand Island, Nebr.

WANT EXPERIENCED SCHOOL BOOKER—Man or woman. Join Sept. 9. Good business. Mgr., All State School Assemblies, Winchester, Ind.

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

CIRCUS & CARNIVAL

AT LIBERTY - PROF. PAMAHASKA, famous trainer Cockatoos, Macaws, Parakeets, Canaries. Have all props. Pamahaska's Studio, 3504-E N. 8th St., Philadelphia 40, Pa. se23

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AT LIBERTY—COLORED ORGANIST, NOW at popular seashore resort, desires spot in lounge, bar, hotel dining room or theatre where music is appreciated. Have Ham-mood organ with Leslie cabinets. Very large library, play all types of music. Knows all electronic organs 2 pipe organs. 802. Guarantee the best in organ music. Staff organist radio station 3 years. London 2 Fame spots. Free after Sept. 6. Reginald Smith, Box 978, Grand Central Sta., New York 17, N. Y. Or Prospect 4-9858, Ashbury Park, N. J., Sat. & Sun. Days. Interested in any agent who will keep me busy. se2

CONCERT PIANIST - OFFICIAL ACCOM-panist for International Platform Assn. Convention. Brilliant soloist; reliable, will travel. James Stout, 18 W. Ontario St., Chicago 10, Ill. su26

ELECTRIC GUITAR - TAKE OFF, Straight Lead or Rhythm, Head or Fake, Single, double Piano. Union. Locations preferred. John E. Meyer, Gen. Del., Colonial Beach, Va. se8

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HAMMOND ORGANIST—DANCE, ENTER-tainment, old timers, available now. Write Maurice Lambert, 921 Trinity Ave., New York 36, N. Y. oc14

TRUMPET - COMBO WORK PREFERRED. Plays all styles, shows. All offers considered. Kenny Buckles, 418 W. Third, Garnett, Kan.

TRUMPET—SOME TROMBONE, VOCALS; arrange, sober, reliable; prefer location, will travel. Head and take, transpose, cut shows, society jazz. Phone HE 8-6837, Bob Otis, 1607 W. Garden St., Pensacola, Fla.

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FEARLESS STARS - HIGH CONTORTION Trapeze Act available for Southern Fairs starting Labor Day week. For open time contact Jerry D. Martin, Billboard Publishing Office, Cincinnati, O. se9

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Fort Wayne, Ind. Telephone: Eastbrook 3312.

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COMING EVENTS

Arkansas
 DeWitt—Ark. Co. Livestock Show, Oct. 9-12 Harold Kendall.
 Booneville—South Logan Co. Livestock Show, Sept. 2-7. Glen M. Catlett.
 England—Fall Festival, Oct. 14-19.
 Gould—Festival, Sept. 28-Oct. 5.
 Hope—Third Dist. Livestock Show, Sept. 23-25 Bob Daniels.
 Little Rock—Ark. Livestock Expo. & Rodeo, Sept. 29-Oct. 3. Clyde E. Byrd.
 Pine Bluff—S. Ark. Livestock Show, Sept. 9-14. George Hestand.
 Stuttgart—Festival, Oct. 7-12.

California
 Antioch—Blue Ribbon Horse Show, Oct. 3-6 Ray Stone, 8851 Sunnybrook Lane, Fair Oaks.
 Fort Bragg—Paul Bunyan Days, Aug. 27-Sept. 2.
 Modesto—Walnut Creek Festival, Sept. 16-22.

Colorado
 Denver—Food-O-Rama (Ooliseum), Aug. 28-31. Continental Enterprises, 418 Mercantile Bldg.

Delaware
 Wilmington—Delaware Home Show, Sept.

T-15. Paul Waters, 19994 Outf Blvd., St. Petersburg, Fla.

Illinois
 Ashkum—Celebration, Sept. 2.
 Calumet City—Celebration, Aug. 26-Sept. 2.
 Chicago—Leisure Time Expo (Navy Pier), Oct. 5-12.
 Cicero—Centennial, June 17-Sept. 22.
 Depue—Celebration, Aug. 21-Sept. 2.
 Farrisson—Bauerkrand Day, Sept. 12.
 Emerson P. Smith.
 Kankakee—Federalization of Labor Celebration, Aug. 21-Sept. 2.
 Murphysboro—Apple Festival, Sept. 12-14.
 Palestine—Celebration, Aug. 21-Sept. 2.
 Ridge Farm—Tomato Festival, Aug. 29-31.
 Glenn E. Donaldson.
 Savanna—Celebration, Sept. 4-8.
 Streator—Celebration, Aug. 21-Sept. 2.
 Fred Salusti, 1110 E. Elm St.
 Waterloo—Homecoming, Aug. 28-30.

Indiana
 Franklin—Fall Street Festival, Sept. 24-26. Tom L. Baker, 2325 Hunsdel St., Indianapolis.
 Hartsville—Fall Street Festival, Sept. 19-24. Tom L. Baker, 2325 Hunsdel St., Indianapolis.
 Indianapolis—Kwanzaa Street Festival, Sept. 16-19. Tom L. Baker, 2325 Hunsdel St.
 Lagrange—Corn School Celebration, Sept. 10-14.
 Ligonier—Celebration, Sept. 2-7.
 Paragon—Celebration, Sept. 2.
 Petersburg—United Mine Workers' Picnic, Aug. 21-Sept. 2.
 Whiting—Celebration, Aug. 29-Sept. 1. L. Mathis, 3722 S. Mayfield, Oaklawn.

Iowa
 Dayton—Celebration, Sept. 1-2.
 Salem—Old Settlers' Reunion, Aug. 29-31. M. Bailey.
 Waterloo—Nat'l Dairy Cattle Congress, Sept. 28-Oct. 1.

Kansas
 Galena—Celebration, Sept. 5-7.
 Holington—Celebration, Sept. 2.
 McCune—Lions Club Fall Festival, Sept. 26-28. T. H. Landes.
 Thayer—Thayer Homecoming Picnic & Fair, Sept. 4-8. H. M. Minnick.
 Wellsville—Franklin-Wellsville Picnic, Sept. 5-8. J. H. Cramer.

Louisiana
 Crowley—International Rice Festival, Oct. 17-18. A. L. Stoenell.
 Gretna—St. Helena Parish Forest Festival, Oct. 28. Ralph E. Hamberlin.
 Kenwood—Tri-Parish Food Feed & Dairy Show, Sept. 19-22. C. B. Temple.
 Leesville—West La. Forestry Festival, Oct. 1-8. Jacob A. Anderson.
 Louisville—Winston Co. Livestock Show, Sept. 2-8. Claude E. Ming.
 Marksville—La. Livestock & Pasture Festival, Oct. 3-8. Kermit Dupont.
 Natchitoches—La. Brother Festival Assn., Sept. 26-28. L. J. Pissant.
 Opelousas—La. Yambilee, Inc., Oct. 4-5. Billy M. Smith.
 Starkville—Orlinda Co. Livestock Show, Sept. 20-Oct. 3. O. F. Parker.
 Tallulah—Centennial, Aug. 28-30. M. C. Stone.
 Tylerston—Walthall Co. Livestock Show, Oct. 21-23. Ansel Estes.
 Ville Platte—La. Cotton Festival, Sept. 20-22. Dallas Derline.
 Winnfield—La. Forest Festival, Oct. 2-8. L. L. Brewster Sr.

Maryland
 Baltimore—National Home Week Expo., Sept. 24-29. Patrick J. O'Toole, 1010 St. Paul.
 Fair Hill—Cecil Co. Breeders' Fair, Sept. 7-14. William Shelton.
 Princess Anne—Princess Anne Livestock Show, Oct. 4-5. Howard H. Anderson.

Michigan
 Farwell—Celebration, Sept. 1-2.
 Millington—Homecoming & Celebration, Aug. 28-31.
 Port Huron—Thumb Dist. Ploving Match, Oct. 2. Himo Pynnonen.
 Romeo—Peach Festival, Sept. 2.

Mississippi
 Calhoun City—Calhoun Co. Livestock Show, Sept. 21-27. C. B. Duke Jr.
 Houston—Chickasaw Co. Livestock Show, Aug. 28-31. Mrs. A. J. Harrington.
 Luodale—George Co. Livestock Show, Oct. 4-5. R. J. Kilbran.
 McComb—McComb State Dairy Show, Sept. 9-14. Dr. D. W. Williams.
 Newton—Newton State Dairy Show, Sept. 15-21. Paul W. McMullan.
 Piquette—Pearl River Co. Livestock Show, Oct. 3-5. J. M. Sinclair.
 Pontotoc—Pontotoc Co. Livestock Show, Sept. 17-21. Ernest Weatherly.

Missouri
 Concordia—Concordia Fall Festival, Sept. 26-28. Dr. F. G. Oermann.

Kansas City—American Royal Livestock Show & Horse Show, Oct. 19-28. O. M. Woodard.
 Lucas—Lucas Stock Show, Aug. 29-31. K. K. Blanchard.
 Maryville—Nodaway Co. Baby Beef & Pig Club Show, Sept. 18. Kenneth Walkup.
 Monett—Lawrence-Harry Dairy Show, Sept. 5-7. Helen Sagar.
 Montgomery City—Centennial, Aug. 30-Sept. 2. M. E. Anderson.
 Queen City—Schuyler Co. 4-H Corn & Stock Show, Sept. 12-14. Rex Shoop.
 Republic—Ozark FFA Pat Beef Show, Sept. 18. Venzel O. Mount.
 Springfield—Celebration, Sept. 9-14. 322 S. Jefferson St.
 St. Joseph—Buchanan Co. Livestock Show, Sept. 14. Webb Embury.
 St. Joseph—Interstate Home Economics Show, Sept. 17-18. Webb Embury.
 St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 17-19. H. M. Garlock.
 Wardell—Cotton Carnival, Sept. 23-28. Billie E. Crabtree, Rotary Club.

Nebraska
 Falls City—Centennial, Aug. 26-31. J. C. Stephenson, P. O. Box 5.
 Omaha—Ak-Bar Ben Livestock Show & Rodeo, Sept. 20-29. J. J. Isaacson.

Nevada
 Carson City—Admission Day Celebration, Oct. 31.

New Mexico
 Artesia—Eddy Co. 4-H & FFA Livestock Show & Sale, Oct. 24-28. Richard & Marek.
 Las Vegas—San Miguel Co. Jr. Livestock Show, Sept. 17-18. James Ledger.
 Santa Fe—Santa Fe Fiesta, Aug. 30-Sept. 2. Mrs. Helene M. Baca.

North Carolina
 Williamston—Homecoming, Sept. 2-7.

Ohio
 Barberton—Celebration, Aug. 29-Sept. 2.
 Jackson—Apple Festival, Sept. 18-21.
 Kalida—Pioneer Day Celebration, Sept. 4-7. Hubert H. Dickman, Box 187.
 Nelsonville—Parade of Hills, Aug. 26-31. New London—Celebration, Sept. 1-2.
 Somerset—Sequoiacentennial, Sept. 23-26. F. J. Dittus.
 Stryker—Celebration, Sept. 2.

Oregon
 North Portland—Pacific Int'l Livestock Expo., Oct. 19-26. Walter A. Hall.
 Portland—Portland Hi-Fidelity Music Show (New Heathman Hotel), Sept. 12-15. Jack Mallick.

Pennsylvania
 Harrisburg—Pa. Jr. Dairy Show (Farm Show Bldg.), Sept. 18. Rex Carter.
 Olyphant—Northwestern Pa. Vol. Firemen's Federation, Aug. 28-Sept. 2. J. Chichilia.
 McClure—Bean Soup Celebration, Sept. 11-14. S. H. Hobb.

South Dakota
 Canby—Commercial Club Pancake Day, Oct. 3.
 Cotton—Horse Show, Sept. 2.
 Kadoka—Celebration & Barbecue, Sept. 2.
 Lead—Celebration, Sept. 2.
 Mitchell—Blue and White Day, Oct. 5.
 Mitchell—4-H Show & Sale, Sept. 10-11.
 Mitchell—D. Market Hog Show, Sept. 24.
 Newell—Celebration, Sept. 2.
 Newell—Western S. D. Stud Ram Show & Sale, Sept. 29-31.
 Sioux Falls—National Cornhusking Contest, Oct. 19-21.
 Sisseton—Kwanzaa Horse Show, Sept. 1.
 Wagner—Celebration, Sept. 2.
 Winner—Celebration, Sept. 1-2.
 Yankton—Pioneer Day, Oct. 3.

Tennessee
 Athens—McMinn Co. Jr. Dairy Show, Sept. 4-6. M. W. Lowry.
 Cleveland—Bradley Co. Jr. Dairy Show, Sept. 5. W. M. Hale.
 Murfreesboro—Rutherford Co. Jersey Cattle Show, Sept. 7. Pella E. Knight.
 Somerville—Payette Co. Livestock Show, Oct. 18. C. W. Stroup.
 Union City—Obion Co. Jr. Livestock Fair, Sept. 19. J. C. Weatherford.
 Yorkville—Yorkville Jersey Cattle Show, Aug. 29. Loyd Kaykendall.

Texas
 Alice—Coastal Bend Livestock Show, Oct. 24-28. Rose M. Martin.
 Corpus Christi—South Tex. Home & Outdoor Show, Sept. 29-28. Wm. H. Brown, 228 Waverly.
 Corsicana—Corsicana Livestock Show & Rodeo, Sept. 24-28. H. W. Knight.
 Kaufman—Kaufman Co. Livestock Show, Sept. 5-7. Wm. D. Percy.
 Pasadena—Pasadena Livestock Show & Rodeo, Oct. 21-24. J. D. Rogers.
 Tyler—Texas Rose Festival, Oct. 17-20. Frank Bronaugh.

Utah
 Brigham City—Peach Days, Sept. 5-7. Rose Bowen.
 Cedar City—Southern Utah Livestock Show, Sept. 6-7.
 Nephi—Utah State Suffolk Sheep Show & Sale, Sept. 5-7.

Virginia
 Culpepper—Tri-Country Farm Show, Sept. 4-7. Herb Houser, Box 104.
 Winchester—American Legion Celebration, Aug. 26-31.

Washington
 Forks—Wranglers Horse Show, Sept. 2.
 Issaquah—Celebration, Sept. 1-2.
 Monroe—Celebration, Sept. 1-2.
 Morton—Loggers Jubilee, Aug. 31-Sept. 1.
 Port Angeles—Centennial, Aug. 29-Sept. 1.
 Vancouver—Vancouver Mam Show, Oct. 25-27.
 Wapato—Harvest Festival, Sept. 2.

West Virginia
 Kingwood—Preston Co. Buckwheat Festival, Sept. 26-28. Alton J. Anderson.

Wisconsin
 Beaver Dam—Celebration, Aug. 31-Sept. 2.
 Ralph Perfield, Central Labor Union.
 Evanson—Celebration, Sept. 1-2.
 Kenosha—Celebration, Aug. 30-Sept. 2.
 Redoubt—Dairy Festival, Sept. 12-14. Earl Skinner.
 Keweenaw—Wis. Historical Team Rodeo, Sept. 7-8. Orwin C. Burnmeister.

Wyoming
 Casper—Rocky Mount Oil Show, Sept. 19-21.
 Riverton—Square Dance Festival, Sept. 21.

Carnival Routes

Continued from page 109

Strates, James E.: (Fair) Syracuse, N. Y., 30-Sept. 7.
 Strong's Am. Co.: Franklin, Neb., 26-28; Stockville 30-Sept. 1; Alva, Okla., 4-7.
 Sunny, A. J.: Pauling, O.
 Sunset Am. Co.: Belleville, Kan., 26-30; Bethany, Mo., Sept. 1-5.
 Tatham Bros. Comb.: Clinton, Ill., 28-29; Mason City 30-Sept. 2; Mt. Pulaski 4-7.
 Tennessee Valley Am. Co.: Galatin, Tenn.; Murfreesboro Sept. 2-7.
 Thiess United: (Fair) Henry, Ill., 27-30; Depue 31-Sept. 2.
 Thomas, Art B., No. 1: (Fair) St. Paul, Neb., 27-30; Huron, S. D., Sept. 2-7.
 Thomas, Art B., No. 2: (Fair) Ferguson Falls, Minn., 26-29; Winner, S. D., Sept. 1-2.
 Thomas Joyland: Charleston, W. Va.
 Thomas, W. A.: (Fair) Lexington, Neb., 26-29; Johnstown 31-Sept. 2; Gordon 6-8.
 Thomas, W. A., No. 2: Dunning, Neb., 30-Sept. 1; Sargent 3-4; Arnold 6-7.
 Thompson Bros.: Kane, Pa.; Smethport Sept. 2-7.
 Tidwell, T. J.: Hereford, Tex., 26-Sept. 2; Panhandle 4-7.
 Tinsley, Johnny T.: Asheville, N. C.; Aiken, S. C., Sept. 2-7.
 Tip Top: Cloquet, Minn., 31-Sept. 2; Blair, Wis., 6-8.
 Tivoli Expo.: (Fair) Georgetown, Ill.; Waynesville, Mo., Sept. 2-7.
 Tower Am. Co.: Goldsmith, Tex., 28-Sept. 4.
 20th Century: Marshfield, Wis.; Pine Bluff, Ark., Sept. 2-7.
 United Expo.: Jacksonville, Ark.
 United States: Pennsboro, W. Va.; Webster Springs Sept. 5-10.
 Vinson's: New Albany, Miss.
 Virginia Greater: Suffolk, Va.; Hartford, N. C., Sept. 2-7.
 W. B. J.: Blissfield, Mich., 29-31; Port Jefferson, O., 31-Sept. 2.
 Wade, W. C.: (Fair) Detroit, Mich., 30-Sept. 8.
 Wall, Alfred, Am.: Lapaz, Ind., 26-27; Wanatah Sept. 1-2; Elmwood, Ill., 5-7.
 Wallace Bros.: (Fair) Elkhorn, Wis., 26-Sept. 2; (Fair) Beaver Dam 3-8.
 West Coast, No. 1: Sacramento, Calif., Sept. 2-8.
 West Coast, No. 2: (Fair) Sacramento, Calif., 26-Sept. 8.
 Western: (Fair) Monroe, Wash., 27-Sept. 2; (Fair) Cashmere 4-8.
 Wilcox, Dick: Blue Hill, Me.
 Wilson's Famous: Abington, Ill., 26-28; Streator 31-Sept. 2; (Fair) Sandwich 4-8.
 Wolfe Am.: Windsor, N. C.; Williamston Sept. 2-7.
 World's Finest: Sherbrooke, Que., 26-29; Quebec City 31-Sept. 8.
 World of Pleasure: Alpena, Mich., 26-29.
 Young, Monte: Payson, Utah, 27-Sept. 2.

'Ice Follies'

Continued from page 104

2-8; Chicago Stadium, October 10-27; Olympia Stadium, Detroit, October 29-November 10; Louisville Coliseum, November 13-17; Cincinnati Gardens, November 19-24; Hershey (Pa.) Sports Arena, November 26-December 7; New Haven (Conn.) Arena, December 8-15; Philadelphia Arena, December 25-January 12; Madison Square Garden, New York, January 14-26; Onondaga County War Memorial, Syracuse, N. Y., January 28-February 2; Maple Leaf Gardens, Toronto, February 3-7; the Forum, Montreal, February 9-16; Boston Garden February 18-March 2; Cleveland Arena, March 4-16; War Memorial, Rochester, N. Y., March 18-23; Buffalo, N. Y. Memorial Auditorium, March 25-30; Minneapolis Arena, April 2-20; Seattle Civic Ice Arena, June 5-15 and San Francisco, June 18-August 31.

Lubbock Sked

Continued from page 104

Ballet Russe de Monte Carlo, January 23. The Columbia Artists' "No Time for Sergeants" is scheduled for March 28-29.

Blackburn is inaugurating a season priority system by which a buyer of tickets to all events get the same seat at each one. The period September 2-18 is reserved for these customers to buy tickets. After that single tickets go on sale.

In addition to events in the above series, are such as a five-show stand by the Ringling circus, ten shows by Ice Capades, the West Texas Automobile Show, two rodeos, Harlem Globetrotters, Avon Tech basketball games, Furr's Show of Shows for eight performances, Fats Domino, and the Lubbock Symphony.

Altamont Up

Continued from page 104

grandstand. Stage is 60 feet long and was completed in January.

An attraction Thursday night, part of the Armed Forces Day at the fair, included a drill parade and tank battle. In this, National Guard tanks took action against a building set up in the infield. On Friday the fair was the origin of popular local TV show, "Teen Age Barn."

Martin had Gabby Hayes booked in for closing day, Saturday. Ward Bean's thrill show performed on opening night.

Fair admission is \$1 including parking. Kids are 25 cents, but get in free on Tuesday and Friday. The first children's day drew the fair's best crowd ever, with 18,000 children admitted and a total of close to 30,000 for the day.

Colorado State

Continued from page 104

and Lauren, and the Condors, with Dick Gordon as emcee.


Even bigger grandstand business than given the revue was assured for the World's Championship Rodeo, produced by Harry Knight and featuring Rex Allen, which was to play matinee and night the closing three days of the fair. All of the tickets were sold out for the six performances before the rodeo started, Bill Kittle, serving his eighth year as fair manager, said. Kittle said the gross for the rodeo would be \$86,000.

On the midway the Art B. Thomas Shows, playing the fair for the first time, set a one-day midway high, raked 30 per cent of the midway gross of last year, and was re-contracted for '58 before the fair entered the final three days of its run.

Merchandise Topics

Goodier Company, 400 N. Bishop Avenue, Dallas, is well known for supplying routemen and jobbers with perfumes and cosmetics. Their newest fragrance is Gay Dawn, a light, sparkling, gay fragrance with a modern top note. Deceptively light, yet with deep warm overtones that quicken the pulse, Goodier says the item will be of long-lasting intensity. Gay Dawn is Goodier's version of an accepted fragrance of international fame selling for \$18 per ounce. To introduce the fragrance, Goodier, for a limited time, will permit you to buy one bottle at the regular price of \$2.50 and the next for only 1 cent. In this way you can get immediate coverage among your customers by passing on this savings to them. Let them buy one bottle of Gay Dawn for \$7.50 and the next bottle for only 1 cent.

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 Kingwood—Preston Co. Buckwheat Festival, Sept. 26-28. Alton J. Anderson.

WISCONSIN
 Beaver Dam—Celebration, Aug. 31-Sept. 2. Ralph Perfield, Central Labor Union.
 Evanson—Celebration, Sept. 1-2.
 Kenosha—Celebration, Aug. 30-Sept. 2.
 Redoubt—Dairy Festival, Sept. 12-14. Earl Skinner.
 Keweenaw—Wis. Historical Team Rodeo, Sept. 7-8. Orwin C. Burnmeister.

WYOMING
 Casper—Rocky Mount Oil Show, Sept. 19-21.
 Riverton—Square Dance Festival, Sept. 21.

CANADA

Saskatchewan
 Saskatoon—Dairy Cattle Show & Sale, Oct. 19.
 Saskatoon—Seine Show and Sale, Oct. 11. S. H. MacIsaac.

FTC Complaint Against Razor Vending Mfg.

Charge False Gillette Tie-Up To Sell Machines

WASHINGTON—The Federal Trade Commission last week (13) charged Bell, Merchandising-Automatically, Inc., with falsely claiming an association with The Gillette Company, "well-known makers of shaving razors and blades," in order to sell its vending machines. According to the FTC complaint Bell misrepresents earnings and the assistance given to purchasers of its machines, and advertises that such purchasers will "be selected for certain areas" to handle the world famous "Gillette blue blades" thru new "modern type merchandising dispensers." Company ads claim the purchaser needs \$1,498.50 cash "inventory," two references, serviceable car, five spare hours weekly, and that the purchaser must be able to start at once. FTC claims that the "same false statements are made by the company's salesmen who personally interview prospects answering ads."

FTC maintains that the company is not affiliated in any way with Gillette, and that their vending machine business does not "afford unusual opportunity for large returns on investment."

Contrary to claims, the FTC complaint says "a purchaser must establish his own business and find profitable locations." FTC further alleges that the company does not give financial assistance.

Named in the complaint are Donald J. Garrison and Clovis Ooley, officers of Bell. They are granted 30 days to file an answer to the complaint. A hearing is scheduled October 8 in St. Louis before an FTC hearing examiner.

SAM EPPY PLUGS NVA INSURANCE

NEW YORK—Sam Eppy, local charm manufacturer, is a great booster for the National Vendors Association. Eppy has been circularizing operators with a mailing. The mailing explains that if an operator pays NVA dues for 25 years, at the rate of \$36 a year, he will have paid in \$900 at the end of the period. It adds that at the end of 25 years, the operator's beneficiary is paid \$1,000 in the event of death under the NVA life insurance policy which is included in the membership dues. Hence, the operator's dues for 25 years, plus an extra \$100, will go to the operator's beneficiary.

San Diego Cig Tax Undecided

SAN DIEGO—No definite action has been taken on the proposed 2-cent-per-package city cigarette tax by the city council. The tax was originally scheduled to raise income for parks and recreation and later changed to supplement the general fund.

The cigarette tax was tentatively set for consideration by the council on either Aug. 6 or 8. At the time, however, Mayor Charles C. Dail was out of the city. Since his return, no action on the assessment has been seen.

The fight on the tax here was led by Ray Mengar, prominent cigarette vending operator. He was assisted by Cigarette Vendors' Institute of California of which Arch Riddell is secretary, and the Tobacco Tax Council of Richmond, Va.

Raynor: NVA Urges Industry Harmony

Following is a statement by Milton T. Raynor, counsel for National Vendors Association, giving NVA's official position on the current direct sales quarrel between charm manufacturers and distributors:

The bulk vending industry has made many valuable and important strides forward since the inception of the National Vendors Association. NVA has accomplished a great deal in bringing harmony and unity to our growing industry and it will continue to

Distributors to Contact Charm Mfrs. for Meeting

Are Optimistic and Enthusiastic About Having Confab; Mandell Tells Program

By NICK BIRO

NEW YORK—There was an attitude of wholehearted enthusiasm among bulk distributors this week over a decision by four New York charm manufacturers to meet with the group and discuss current disagreements over direct sales. (See separate story, this issue.)

Moe Mandell, president of the newly formed National Vending Machine Distributors Association, said the group would be "willing to meet anytime, anywhere the manufacturers want."

A spot check of other distributors throught the nation revealed much the same attitude.

Set Date

Mandell stated he would "definitely contact the charm manufacturers this week and try to arrange for a meeting as soon as possible."

Mandell also revealed plans by the distributors to present a program to manufacturers designed to compromise the direct-sales rhabarb.

He declined to comment at length on the proposal but indicated it would be worked out at the meeting.

He would admit tho. that the distributors' most important point was seeking a "discount percentage to work on."

Distrib Program
"In exchange," he added "distributors would be willing to do at least the following:

"1. Agree to carry a representative line of each manufacturers' merchandise.
"2. Circularize manufacturers' sales literature to the distributors' mailing list."

He added there were many other points the group could compromise on. "We're willing to do anything within reason to keep the manufacturers and distributors happy."

One Chicago distributor, Jack Nelson of Logan Distributing Company termed the charm manufacturers' statement "a ray of light."

He pointed out that while past meeting had been fruitless, he hoped the forthcoming meeting

(Continued on page 130)

Charm Mfrs. Agree To Joint Session

Eppy, Guggenheim, Falk, Price: We Will Meet to Talk Without Moderator

NEW YORK—Four New York charm manufacturers said they would be willing to meet with bulk vending distributors to discuss the current industry hassle over direct sales.

Expressing their views in a joint statement were: Samuel Eppy, Samuel Eppy and Company; Bob Guggenheim, Karl Guggenheim Inc.; Bill Falk, Plastic Processes, and Paul A. Price, of the firm bearing his name.

Answer Distribs

Their decision was in answer to statements by members of the new-

ly formed National Vending Machine Distributors Association, last week, calling for a "harmonious industry for the benefit of all parties." At that time, several spokesmen for the distributor group advanced a skeleton four-point outline for a compromise agreement (The Billboard, August 19).

The manufacturer group declined to comment on the distributors' four-point program, stating that "their position had been made clear with past statements."

They did, however, agree to the joint meeting with distributors "as a courtesy to National Vendors Association and their (the manufacturers') customers," but the presence of an arbitrator or moderator was vetoed. No reason was given for this decision.

As to initiating the meeting, the manufacturers said they were amenable to any overtures from the distributors, either individually or jointly as members of their association.

Detroit Op's Two Tips for Diversification

DETROIT—The Quality Vending Company, major Detroit operator, always follows a two-point plan in the diversification of its vending, says Mrs. Joann McGeagh, vice-president and general manager of the company.

First, before any soft drink, ice cream, candy or cigarette machine is purchased, a sample is placed on the floor of the shop, where each serviceman is given opportunity to study its operation and mechanism. The approval of the servicemen is required before any machine is bought.

Survey

Secondly, planning must be done by management before any final action is taken. Rather than purchase a machine and then look for a spot, a careful survey of existing locations is made to find one suitable to the type machine under consideration.

It is company policy, says Mrs. McGeagh, not to combine new machines with new locations. Since one can't be sure how the public will react to a new machine, it is better to break in machines on carefully selected proven locations.

Boston: Cig Volume Down, Profits Up
BOSTON—An over-all decrease in the volume of cigarette sales in vending machines has been reported by Greater Boston cigarette operators since the wholesale cigarette price hike went into effect June 24.

Profit-wise, however, the change has been favorable for operators. This was brought about by the fact that altho the increase by wholesalers was seven-tenths of one cent the price on regular cigarettes was advanced from 25 cents to 28 cents and king-size and filters were placed at 30 cents, from a former 27 cents.

The over-all decrease in volume sales is put at about 16 per cent, but since sales normally drop somewhat in the summer season, operators are optimistic that they will pick up after Labor Day.

Breakdown on the volume decrease is placed at about a 20 per cent drop in regular brands with a corresponding increase in sales of king-size and filters of about 8 per cent. This is somewhat of a reversal of the statistics since sales formerly favored the smaller brands.

But the problems are not yet over for Massachusetts cigarette operators, who had their work cut out to catch up with the conversion in June. Great difficulty was experienced in hiring help to push pennies into cigarette packages as well as the job of converting the machines.

Governor Fureulo is currently pushing the Legislature for a one-cent State tax increase and expects to get it by September 1. This would put the Bay State cigarette tax at six cents. It is already one of the highest in the nation. Under the hike, operators would be forced to absorb the one-cent on kings and filters and would probably have to sell regular brands at 30 cents. This could upset the present favorable net profit situation.

German Units To Be Shown

HARRISON, N. J.—The Superior Vending Company will hold showing of German vending equipment in the middle of September at its showrooms here. The exact date will depend on when the shipment arrives.

Nobel Zook, Superior president, said the line will include machines for supermarket and retail storefront vending as well as units for in-plant feeding. The line is made by Weigand. Superior, along with the Ameropa Trading & Shipping Corporation, is United States distributor for the machines.

Wico Disclaims FTC False Ad Charges

CHICAGO—The Federal Trade Commission last week (21) charged Wico Corporation, Chicago, with false advertising claims for a "hot food service bar."

However, Wico officials denied the charges, saying the advertising and equipment mentioned was placed by and sold thru a New York firm. According to Max Wiczer, president of Wico and Nate Englestein, attorney for the firm, Wico had produced a manual hot canned food dispenser which was bought by the New York firm and marketed under the trade name, Magic Kitchen.

All advertising concerning earnings, placement, training and financial assistance was made by the purchasers, said Wico officials. Officials also pointed out that Wico's contract with the New York firm had expired last February.

The FTC charge also included mention of an "automatic hot beverage dispenser" which Wico officials deny was ever manufactured by the firm. Also cited by FTC were advertising claims of an "association with, and endorsement by nationally known food manufacturers and producers." Wiczer

(Continued on page 133)

use its good offices to further cement all segments of the industry into one active working body so that NVA will truly be representative of the entire industry.

However, all of the good which has been accomplished can be destroyed if NVA permits itself to be used by a few for personal gain or to serve as a buffer with relationship to personal problems or company policies.

NVA was founded as an operators' association. It is still primarily that. We know, however, that the problems of the operator also acutely affect the distributor and the manufacturer, and therefore, there has been an integration and unification of the whole industry within NVA. It has become the spokesman for the industry, respected and recognized by all.

The Board of Directors of NVA strongly urge harmony and unity for our entire industry within the framework and structure of NVA. Only in this way can our industry prosper and grow as it should. Everyone connected with this business should throw his active support and abilities behind it so that together we can build a better industry for all.

NEW YORK—Norman Wasser has been promoted to the post of theater sales manager for the Pepsi-Cola Company. He replaces Alan W. Finley, who moves to the advertising department.

Spoon Dispensing Machine Prices Down to \$19.95

SANTA ANA, Calif.—Prices on the two models of Spoon-A-Tie, electrical plastic spoon dispenser, have been cut from \$35 to \$19.95, effective immediately, Lloyd Brogan, of the manufacturing company, announced here.

The price reduction is applicable to the 30-inch model with a 210-

spoon capacity as well as to the Model 18 with 100 capacity. The new price was brought about by increased but cheaper production cost.

Model 18 is 18 inches high, 6 inches deep and 3½ inches wide. The larger model is 30 inches high but the same dimensions in width and depth. Spoon-A-Tie is available in white and metallic finishes and is attachable to the outside of the food vender.

The new prices, like the old, Brogan added, are f.o.b. Los Angeles.

Distributors Contact Charm Men

Continued from page 129

would straighten out misunderstandings from what Nelson termed "the dark past."

Field Rep

Elaborating on statements by Mandell, Nelson said, that "in the past, sending out a field salesman to sell either charms, machines or confections alone was prohibitive because of the small distributor margin."

"Working with a discount on charms," he added, "it would be profitable to send a salesman on the road who would handle all merchandise."

Nelson also spoke of a "minimum purchase volume" as possibly being a pre-requisite for a distributor being eligible for a discount.

On this point he was joined by Bert Fraga, Standard Specialty Company, Oakland, California distributor. Fraga stated the manufacturers and distributors would definitely have to define: what is a distributor?

Define Distrib

Fraga's suggested qualifications: "1. The bona-fide distributor must have a place of business open to the public. 2. He should maintain a sales force for sale of equipment. 3. At least 75 per cent of his business should be devoted to distributing—not operating. 4. His distributing business should be full time—not a sideline. 5. And he should maintain a certain sales volume during the year."

Fraga added he would be more than willing to meet with manufacturers to arrive at a workable agreement—anywhere.

Another large Southwestern distributor—Everett Graff, of Dallas, termed the prospect of the meeting, "a major point for the bulk vending industry."

Central Meeting

He did, however, suggest the meeting be held "at some central point in the country—not New York—to show the general good will of all attending."

Graff stated flatly, that with a distributor discount from charm manufacturers he would be willing to "employ a top-grade salesman to call on our customers at least every 60 days."

He estimated such a salesman would cost the distributor approximately \$700 per month.

Salesmen would also be instructed to solicit membership for National Vendors Association

which Graff termed "a must for industry survival."

He suggested an arrangement whereby each manufacturer prepare his own sales kit, which the distributor salesman would show to all customers, showing no favoritism.

He emphasized he sought no "exclusive agreement," merely a distributor discount.

Arbitrator

As to the meeting itself—Graff would prefer to have an arbitrator, "but he should be of the highest type to add dignity and moderate the discussion. We don't want a few hot-heads spoiling the meeting."

He had no intention that such an arbitrator should bind members with any decision. "His purpose would be to moderate only. Towards this end—a disinterested party would be a necessity," he added.

Graff had one other point which he felt would go a long way toward permanently solving many of the industry's problems.

Permanent Referee

He suggested the appointment of a "private referee" to serve as an arbitrator for the entire bulk industry. "He shouldn't be connected to manufacturing, distribution or the NVA." He likened the position to that of the baseball commissioner in the major leagues.

Such a man would be paid jointly by manufacturers and distributors and would be a permanent part of the industry. "His services," Graff estimated, "would prevent future industry disputes, such as the present one, from occurring."

NEW YORK—Canada Dry Ginger Ale, Inc., reports a 23 per cent increase in earnings for the nine months ended June 30. It amounted to \$450,825. Net sales are reported \$5,813,980 over last year's.

R. W. Moore Sr., chairman of Canada Dry, attributed the gains to a new variety of flavors, a new wine and spirit line, and an organizational policy of decentralization which has improved operational efficiency.

New—For Additional Income ADVANCE AMCO HANDY POCKET COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS

Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 23½", width 4½", shipping weight 22 lbs.; hump and staple on top; coin mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet, capacity approximately 300 combs; size of comb, 4½" long, 1½" wide, 7/64" thick.

PRICE OF MACHINE

10c Operation—	Each
Single	\$24.10
2 to 11	19.30
12 to 49	18.85
50 or more	17.45

PRICE OF COMBS

	Gross
1 to 24 gross	\$2.50
25 to 49 gross	2.33
50 to 104 gross	2.00



Prices quoted are net, F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

Immediate Delivery on Machine and Combs. Order Today!

Write for information on other types of vending machines & merchandise

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Kenneth McPhail

of McPhail Vending says:

"After 8 years in the business thousands of Oak machines have helped me to become Toronto's largest operator. In fact, my entire stock of machines are Oak manufactured."

There's not much we can add to that, except . . . Oak machines can deliver maximum profit for you, too.

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all-purpose vendor

The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect. The one machine with virtually no depreciation—today's Acorn looks the same as the original!

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None finer quality; none lower in cost.
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2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
NATIONAL SALES HEADQUARTERS FOR ATLAS-MASTER MACHINES

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GIMMICK AT FILL PRICE
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KEYS & TAGS
Vacuum Metallized
\$2.50 per 1000
in 2,000 lots
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VICTOR STANDARD TOPPER
1¢ BALL GUM VENDOR
\$13.25 each
\$12.75 each 100 or more
BALLGUM
140-170-210 size, 30c lb. — freight prepaid. 200 lbs. or over, pack 25 lbs. carton.

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Save Money!
Electrically Controlled QUALITY that means PROFITS to you!
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And special flavors to help you revitalize locations by changing the fill. Ask your distributor for stock Cramer's "Star-Brite" for you!
210-170-140 BALL GUM
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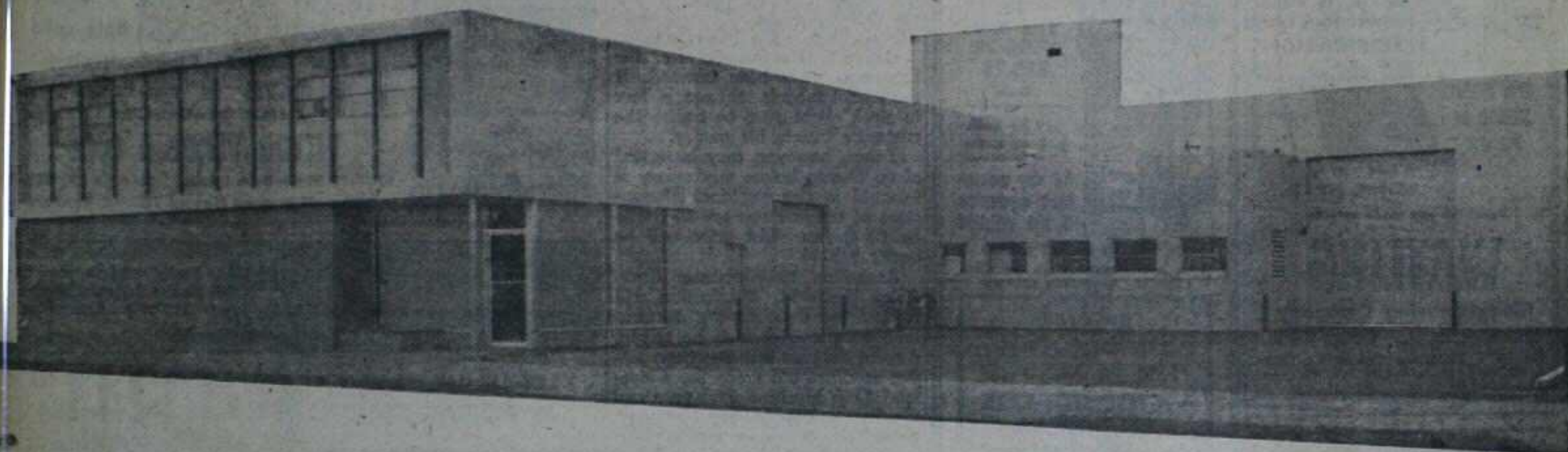
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- ★ Commonwealth Plastic, Leominster, Mass.
- ★ Samuel Eppy & Co., Jamaica, Long Island, N. Y.
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- ★ Hardfield Corp., Puerto Rico
- ★ Leaf Brands, Inc., Chicago, Illinois
- ★ Northwestern Corp., Morris, Illinois
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 "LONG TIME NO-SEE"
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IRONS & TOASTERS
\$12.50 per 1000
 in 3,000 lots
 SAMUEL EPHY & CO., INC.
 91-15 144th Pl., Jamaica 35, L.I., N.Y.
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Oct. Production Set for Automatic Tube Vender

NEW YORK — The nation's first coin operated tube testing and vending machine was exhibited Wednesday (21) at the Park-Sheraton Hotel here. The unit, made by Calex Manufacturing, Inc., Seaford, L. I., N. Y., is scheduled to go into production in October. Calex also makes self-service tube testers which are non-coin operated.

The Dial-A-Tube tester-vender model 602V will soon be installed in United Whelan drugstores in Long Island. It will be shown at the National Automatic Merchandising Association show in Chicago, October 13-16 and at the super-market show in Washington, October 20-23.

Some 123 sockets for testing tubes are on the selection panel. The unit itself has a capacity of 650 tubes, with 123 selections possible. Purchases may be made in multiples of 25 cents, with purchases ranging from \$1.50 to \$5.50. The machine takes quarters only, and a totalizer tells the customer how much he has inserted while the change is being placed in the machine.

After the customer has tested his tubes, he consults a chart on the face of the machine to determine the proper selector dial setting. A horizontal and vertical selector inside the machine releases the proper tube, dropping it into the delivery chute. There is only one ejector for the 123 selections. Delivery is automatic after the last quarter has been inserted. If the model tube is sold out, a "not in stock" light goes on before the customer inserts his money.

Tubes, however, may be tested at no charge before any money is inserted in the machine. Dimensions of the machine are 30 by 28 by 65 inches. List price will be under \$1,000.

According to Alexander Korn, Calex president, distribution will be handled thru existing distributors, with new ones to be added. Among the coin machine firms acting as distributors are the Cleveland Coin Machine Exchange and the Young Distributing Company, New York Wurlitzer outlet.

Korn said that operators can buy tubes for an average of 60 per cent off list, with location commissions running from 25 to 33 per cent of the gross. He added that there are about 25,000 tube testers in the United States and Canada, but all these require an attendant to make the sale. Many of these machines are owned by coin machine operators.

According to Korn, Calex plans

to adapt the coin-operated tube tester to a multi-product vender for retail outlets. He explained that the unit can dispense items of varying size, and that column adjustments can be made for specific products. The larger the product, the less would be the capacity of the machine.

But Korn added that the machine would be suitable for locations which require a great variety of products, without particularly heavy volume on any one product. He said he has already received requests for machines to vend nylon hose—where many sizes and colors are needed—and costume jewelry—with a wide variety of styles.

Calex's distribution policy is to sell to operators thru distributors, with no direct location sales planned, he said.

Distributors Wanted

Dev-O-King Hot Drink Unit
 Sales Organizations Wanted to Handle **LOW PRICE Hot Drink Machine** for Marginal Locations.

Name Brand Coffee, Soup and Cocoa.

MERCHANDISE SALES CORP.
 836 Lumber Exchange Bldg. Minneapolis, Minn.

\$25 DOWN
 Balance \$10 Monthly
 400 DELUXE
PENNY FORTUNE SCALE
 NO SPRINGS
 Large Cash Box Holds \$85.00 in Pennies
 15" HIGH
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VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each
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 30 day money-back guarantee if not satisfied
 1/2 deposit on all orders
 Write for lowest prices on filled capsules. Immediate delivery.
SPECIAL TRADE-IN OFFER. As High as \$6.00 Per Machine on VICTOR TOPPERS Send Us Your List.
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VICTOR'S NEW FOOTBALL
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 Fast Action! Bigger Profits!
\$19.75 Packed & Sold EACH 2 to Carton, F.O.B. Chicago.
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 RATE: 20¢ a word—Minimum \$4.00
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
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 Please use pencil when filling in this form

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- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry—no illustrations or cuts.
 - Regular
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Attention, Distributors SACRIFICE
 125 new 7 col. mechanical Cigarette Machines. King or Regular. 25¢ operation. 140 pack.
 40 Floor Model\$80.00 ea.
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 Terms: 1/3 with order, balance Sight Draft. We will prepay freight if you remit in full.
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 1 year \$5 3 years \$10
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 Address.....
 City..... Zone..... State.....
 Occupation.....

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 Coin Market Place
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 Cincinnati 22, Ohio
 Please insert my ad in "Market Place" and run as indicated below:
 Next 6 issues Next 4 issues Next 3 issues Next issue only
 \$..... Payment enclosed
 Address.....
 Address.....
 City..... Zone..... State.....

Remote Control Pins in Maryland

WASHINGTON—A move began August 12 on remote control pinball machines, making illegal payoffs in nearby Prince Georges (Md.) County. Machines did not carry the \$250 gambling stamp.

The pinballs reportedly have been rewired so they are operated by behind-the-bar push buttons in taverns. A customer hands the money to the bartender—instead of putting a coin in a slot—and the bartender activates the machine with the button. Operators who make payoffs comply with federal law, which requires gambling stamps only on "coin-operated devices."

New operating methods were labeled a "subterfuge" by Herman E. Greenland, chief of the Intelligence Division of Internal Revenue Service's Baltimore district. Any machine seen involved in payoffs would be seized, he said.

Payoffs are illegal in Prince Georges. Legislation passed earlier this year by the Maryland General Assembly makes possession of a federal gambling stamp prima facie evidence of a violation. (The Billboard, June 24.)

Remote control amusement and gaming devices will be subject to the same federal reviews as coin-operated devices. If the Forand (D., R. I.) tax bill becomes law it would impose a \$10 or \$250 tax on remote machines if they are "similar to an otherwise taxable machine." (The Billboard, June 3.) The measure already has House approval but Senate action is not expected until next year.

SURVEY SHOWS

Color Cures Vending Machine Sales Blues

CHICAGO—Warm colors surrounding a vending machine installation can boost food sales as much as 50 per cent, according to a joint report prepared recently by the Rust-Oleum Corporation and the Foundation for Management Research.

Working with numerous operating companies, the researchers found that machine sales of food are highest in areas where the surrounding walls are painted with bright, gay colors.

Where machines were installed without changing the wall colors, food sales showed a definite lag.

One example of the effect of color was cited in the report. An Eastern plant had a golden-yellow color predominate in the eating area. Nobody complained about the food.

One summer, the area was repainted a dull slate blue. When winter rolled around, complaints began to come in that the food was being served "cold," altho precisely the same equipment and serving procedure was used.

Sales dropped almost 50 per cent, before the factory manager ordered the walls done over in a warm primrose yellow. The complaints stopped.

Behind this curious quirk is the fact that some colors are said to

"go well" with food, while others do not, say the researchers. This is based on the premise that light reflected by the colors can distort the color of foods to make them look unappetizing.

In-plant and other types of vending installations with a Northern exposure receiving no direct sunlight, should have warm colors such as yellow, beige, canary, coral, cream, daffodil or maize, the report said. Southern areas should have cool colors such as green, light blue, light gray, apple green, lime and sky blue.

An Eastern exposure normally has hard light which gives a harsh look to the color of food. Here, says the report, best colors are ivory, cream, buff and perhaps warm colors such as used in a Northern exposure.

A Western exposure where the warmest light is normally received, calls for cool, soft colors, such as powder blue, oyster white, mint green and Nile green.

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DIME BANKS
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 - UREEDA 8-COLUMN "E" CIGARETTE, King Size 45.00
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THEY'RE ALWAYS STEADY MOVERS!
\$5.00 per M
\$4.00 per M, 10M or more
\$3.00 per M, 20M or more
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 - Silver King, 1c or 5c 8.50
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 - N. W. Model 49, 1c or 5c 12.50
 - Master, 1c and 5c 8.50
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 - Factory Reconditioned "Popcorn" 5c Machines 125.00
- Send for 1957 Catalog-Misc. List! All Machines Completely Checked and Ready for Location. Order With Complete Confidence. 1/3 Dep., Bal. C.O.D.

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CHARMS—Miniature Cigarette Lighter—It Works!
Will vend with 216 ball gum. Body designs: Chrome, Plaid & Mesh. Packed one dozen in a box. \$2.50 per doz., \$27.50 per gross. Full cash with order. We pay postage. Immediate delivery guaranteed.

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In Every Restaurant Location You Go Into. The SWAMI and MADAM X 1/2 Fortune-Telling Napkin Holders Have the GREATEST Location Possibilities of ANY Coin Machine Ever Made.

Reports from Operators indicate the earnings are TERRIFIC. Re-orders are coming in regularly—which is Proof of Satisfaction.

Here is a COPPER MINE for Operators—and a DREAM COME TRUE for Distributors! This is a "Natural" for Charitable Organizations.

"Blue Sky" Operators NOT wanted!

Write for free information regarding our "plan."

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P.O. BOX 3666 North Sacramento, Calif.

ONLY THE BILLBOARD—among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.

Wico Disclaims

Continued from page 129

pointed out that his company is solely an equipment manufacturer and has no association with food products.

Wico attorney Englestein said the firm would, in answering the FTC charge, state they've never placed the advertising in question nor endorsed any of the statements. Wico would also submit that they do not supply equipment mentioned, nor any other equipment under the Magic Kitchen name.

The firm was granted 30 days to file an answer, and a hearing is scheduled October 15 in Chicago, before an FTC hearing examiner.

BUTTON VENDER OF 1907 FOUND

FAIRBURY, Ia. — If you have any old detachable collars, C. L. Lindersmith, local druggist, can help you out.

He turned up a 50-year-old button vending machine in his store not long ago and finds that the machine is not only filled to capacity with 72 buttons but still operates perfectly with dimes.

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LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 148-178 & 216 ct. 27c lb.
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We Guarantee to **SAVE YOU MONEY** on High Quality Pens

✓ CHECK OUR LOW—LOW PRICE—buy direct
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MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. 239 1c Porc.	7.95
N.W. 232 1c Porc. B.C.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
ABT Guns	30.00
Acorn, 1c or 5c	9.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	47
Pistachio Nuts, Large Tulip	44
Pistachio Nuts, Vendor's Mix	57
Pistachio Nuts, Shell	43
Cashew Whole	48
Cashew Butts	38
Peanuts, Jumbo	22
Spanish	57
Mixed Nuts	30
Tabby-Lets, 512 ct.	30
Rainbow Peanuts	33
Boston Baked Beans	32
Jelly Beans	28
Licorice Gems	28
Leaflets, 450 ct.	40
M & M, 550 ct.	50
Hershey-ets	43

Rain Bio Gum, 60 ct.	28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	30
Rain Bio Ball Gum, 100 ct., 200 ct. minimum, prepaid on all Rain Bio Ball Gum	32
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	45
Beech-Nut, 100 ct.	45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices.. Write

NORTHWESTERN SALES AND SERVICE CO.
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Experienced Operators Say:
"YOU MAKE MORE MONEY WITH.. Northwestern"

VENDING EQUIPMENT"
PROVE IT TO YOURSELF!

Just try a Model 49 all-product vender on your route and see for yourself how you can make more money. It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.

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Dime Play Gains in N. Y., Jersey Stops

Gotham Conversion Near 75% Mark; EP's Help N. J. Ops With Changeover

NEWARK, N. J.—North Jersey operators have come two-thirds of the way in their drive to establish dime play in the area. According to Dick Steinberg, executive director of the Music Guild of New Jersey, many leading operators have completed the conversion process, while others have only a few stops still running on nickel play.

An estimated 65 to 70 per cent of the machines on location in the North Jersey area are on 10 cents, three plays for a quarter. Those who haven't made any serious effort to convert are finding that collections are sufficient to enable them to replace older equipment with new machines. According to Steinberg they will either have to convert or go out of business.

In virtually all instances of conversion, the operator has upgraded
(Continued on page 149)

Boston Ops to Contest State, City Licenses

MOAM Attys. to File Court Equity Bill in September

BOSTON — A battle plan to attack the legal standing of juke box licenses for the Commonwealth of Massachusetts and Boston, was outlined at a special emergency meeting of the Music Operators' Association of Massachusetts last week (19) in the Hotel Beaconsfield, Brookline.

Despite vacations, this was one of the group's largest meetings since the move constitutes a vital step in the association's fight to bring music machine fees within a cost to allow profitable operation. All of the local distributors were present as well as a sizable number of non-members.

Outline Plan

Attorney Arthur Sherman, counsel for MOAM and Hirsh Freed of the law firm of Brown, Rudnick and Freed, who will bring the case to court, addressed the gathering. They outlined precisely the manner in which the State and City
(Continued on page 148)

New Wall Box With 50c Chute By Wurlitzer

NORTH TONAWANDA, N. Y.—A new 200-selection wall box with a 50-cent chute was introduced by the Wurlitzer Company last week (21).

The new unit, model 5250, is similar to the firm's older unit (5210) which received nickels, dimes and quarters. Only deviation is the jumbo chute—located in the center of the face.

According to sales manager Bob Bear, the firm is currently in production on the new unit, with deliveries being made to distributors. Price has not been announced.

Rosen Heads Sidney Levine Foundation

NEW YORK — Harry Rosen, one of the deans of the coin machine industry, has been named president of the newly formed Sidney H. Levine Memorial Foundation, Inc.

Other officers and a board of directors will be named in the near future. The foundation has been set up to perpetuate the memory of the late counsel of the Music Operators of America and the Music Operators of New York.

Its goal will be to raise and administer funds for the granting of college scholarships. Some 1,000 operators, manufacturers, suppliers and distributors are being solicited by mail to support the Foundation.

PROGRAM STUDY

Why Are Jukes Short on Jazz?

By HAL REVES

This is the second in a series on programming tunes on juke boxes that are not current top pop hits. The first part of this series is devoted to jazz programming. The following is a report from Detroit on this subject.

DETROIT—Jazz is not being programmed on juke boxes in the Motor City except for a few isolated locations where it is doing from fair to booming business. These locations are typical rhythm and blues spots.

The primary reason for the piddling amount of jazz being pro-

grammed, according to operators: There is little interest in it.

Explanations for this reason seem to revolve around two factors: Operators say that few people admit to "understanding jazz" and there's too little exposure for jazz. Another reason some operators offer for not programming jazz: Many top name jazz artists not available on singles.

(Editor's Note: The outlook for both more disk jockey exposure and for more jazz releases on singles looks rosy. See The Billboard, August 19, page 28.)

Typical of current jazz programming on juke boxes in Detroit is that of Frank's Music Company. Of 400 juke boxes, the firm programs jazz on just three.

Frank Alluvot Jr., of the operating company, says that "For many people, it (jazz) somehow sends them," but reports that acceptance is mediocre.

If a location asks for jazz numbers, Alluvot tries to get them, but otherwise doesn't program it. He believes that lack of exposure may be a basic reason more people aren't jazz conscious.

(Continued on page 136)

NICKEL PLAY BASTION CRUMBLES

Dime Play Comes to Elmira By Cost Knowledge, No P-R

Continued from page 1

the operating pieces were converted. By Labor Day it is expected that nickel play will be only a memory.

Spadework

While Solomon's conversion campaign was a whirlwind drive, it was not a haphazard one. The best stops—but not necessarily the class locations—were selected. Solomon would explain to the location owner—as one businessman to another—why dime play was necessary and desirable.

Invariably the location owner would understand. Often he would comment that he had been expecting dime play for some time. In not one case did a location owner refuse or offer any serious objections to the conversion.

Since the conversion, play has fallen off somewhat, but revenues are running about 30 per cent ahead on Solomon's route. Customer resistance was negligible.

In only one case did Solomon

convert without notifying the location owner. The tavern keeper was annoyed, but he agreed to keep the piece on location for a week, with the proviso that the machine would be reconverted if it didn't work out. The gross on location—a "1-in-a-million" stop—jumped from \$70 to \$110 the week after conversion. The machine is still at 10 cents.

The most amazing phenomenon about dime play has been the high percentage of quarters in the coin box. When the machines were on a 5-cent, six-for-a-quarter basis, quarters would account for about 15 per cent of the revenue.

Currently, quarters account for about two-thirds of the revenue in Joy Amusement collections. Here are some random figures taken from last week's location collections: \$78 gross, \$50 in quarters; \$54 gross, \$40 in quarters; \$28 gross, \$21 in quarters; \$154, \$82 in quarters (two-week figure); \$48, \$23 in quarters; \$27, \$20 in quarters, and \$21, \$9 in quarters.

The last-named location is a soda shop frequented by teen-

agers. This was the only location in which the gross in dimes exceeded the gross in quarters.

Solomon's theory is that when 5-cent play was in force, the six sides available for 25 cents were too much for many people. Customers often wouldn't have the time to listen to six selections, and selecting the six tunes at one time could be confusing.

But with 10-cent single and three-for-a-quarter play, the juke box patron is more conscious of the saving in multiple selection, and three tunes aren't too much to select at one crack.

Another important by-product of 10-cent play is decreased service costs. With actual play less than before conversion, and with quarters comprising the bulk of the coins—the coin mechanism is activated far fewer times than before conversion. In less than two months of dime-play operation, Solomon has noticed a marked reduction in out-of-order calls.

Unlike the other operators in the area, Solomon upgraded his
(Continued on page 140)

Elmira Ops Celebrate Move To Dime Play

ELMIRA, N. Y.—Local juke box operators held a victory party at the Hotel Langwell here Friday (16) to celebrate their successful attempt in converting music machines from 5-cent to 10-cent play.

In six weeks nearly 75 per cent of the juke boxes in the area were converted. Before the conversion drive not one machine in the area was on dime play.

Special guest at the party was Lillian Briggs, Epic Records. Members of the local press and the cast of the George Hamid grandstand show playing at Chemung County Fair were also present.

Local Press

Representing the local press were Covey Hoover, managing editor of The Elmira Star-Gazette; Ed Collins, Star-Gazette sports editor, and Andy Lamb, sports editor of The Elmira Advertiser.

Acting as unofficial refreshment servers were Ted Kasil, of the Davis Distributing Company, and Aaron Sternfield, The Billboard.

Ben Korte, Coast Juke Box & Game Op, Dies at 61

GLENDALE, Calif.—Funeral services for Ben Korte, 61, veteran games-and-music-machine operator who died here Tuesday (20) following a long illness, were held Friday (23) in the San Fernando Cemetery.

Born Bernard Benedict Korte in Bowling Green, Mo., he was in various ventures before entering business with his brother, Clem, in the operation of the Crest Amusement Company. In the 1920s, the Korte brothers were in outdoor show business with game concessions on the Sheesley Show and
(Continued on page 140)

N. Y. Op Guild Prepared for Dinner-Dance

POUGHKEEPSIE, N. Y.—Final plans for the fifth annual dinner dance of the New York State Operators' Guild were discussed by the membership at a general meeting at the Nelson House here last week.

The affair will be held September 7 at the Greenwood Inn, Ellenville, N. Y. Many of the operators plan to stay the weekend with their families at the resort.

A floor show is scheduled, and several recording artists have indicated that they will be on hand to entertain.

Operators attending the meeting included Jack Wilson, Newburgh; Tom Gobel, Mrs. Gertrude Browne and Matt Browne, all of Beacon; Les Smith, George Shaprio and Nick Kuprych, all of Newburgh; the Nuchetelli brothers, Beacon; Zeke Wenzel, Kingston; George Reich, Tannersville; Mrs. Frank Keonig, Kingston; Mike Mulqueen, Walden; James (Pie) Haley, Middletown; Lou Werner, counsel; Tom Greco, Glasco, and Square Amusement, Poughkeepsie.

PR Man Outlines Plan For Juke Box Trade

NEW YORK — The establishment by the juke box industry of a non-profit foundation to support social agencies dealing with juvenile delinquency has been proposed by Jay Weston, New York public relations consultant.

Weston said that his proposal is the opening phase in a complete industry-wide public relations campaign designed to counteract unfavorable news stories based on half truths and misrepresentations.

He explained that he had been working with the late Sidney Levine, counsel of the Music Operators of America, and that Levine was to have presented the program to George Miller, MOA head.

Counseling Agencies

Weston explained that the various family counseling agencies representing all religious faiths and the non-sectarian Family Service Association of America with 254 member agencies are generally

staffed by men and women of prominence in their communities.

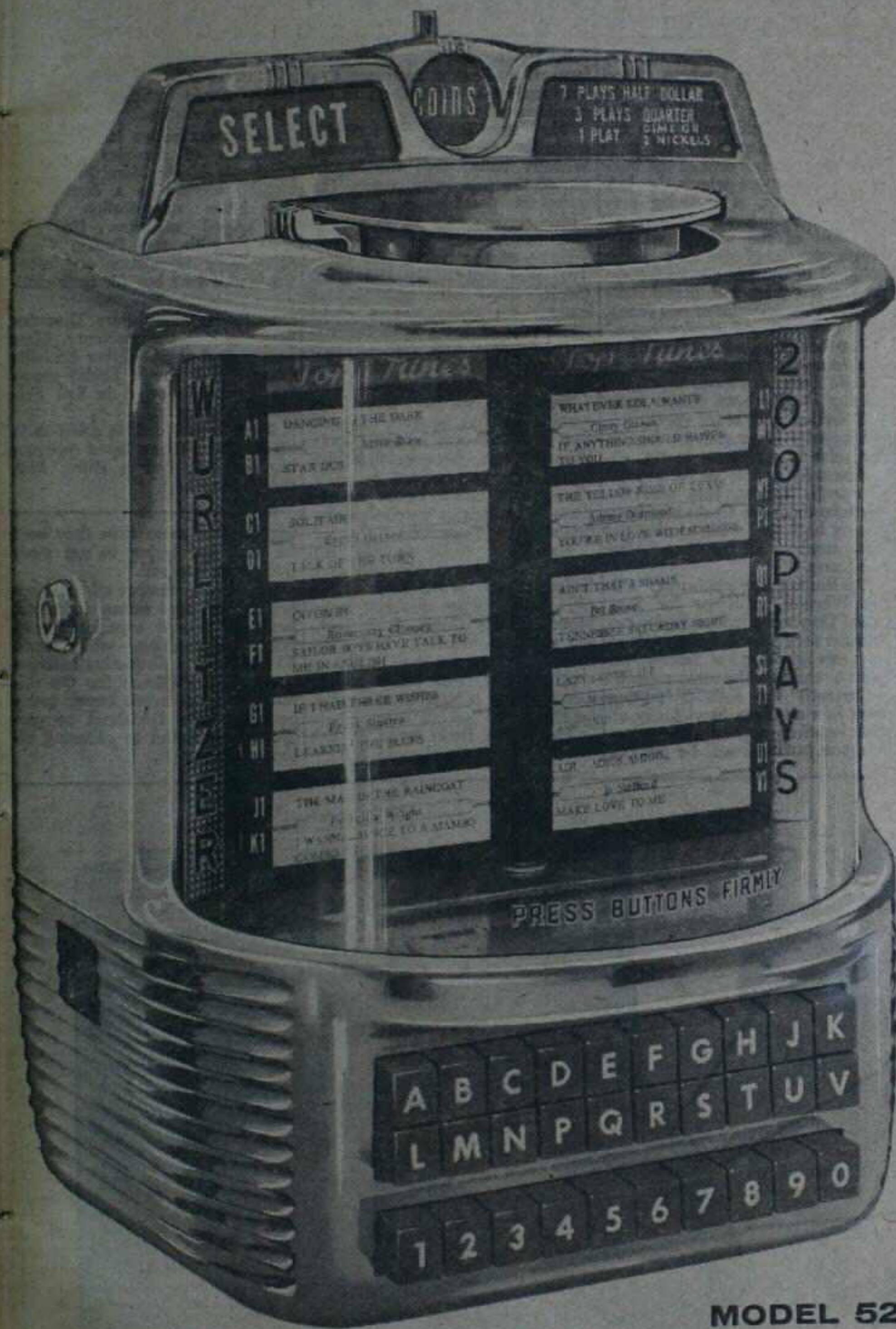
He added that these agencies generally lack wide appeal when it comes to fund raising. No single foundation or industry group support these agencies to any significant degree, said Weston.

Weston feels the juke box industry should set up a foundation to support these agencies. The move, he explained, would gain favorable editorial comment, win the praise of community leaders, and be welcomed by the agencies involved.

Such a move, added Weston, would help solve juvenile delinquency and overcome misconceptions held about the industry by the general public and legislative bodies.

The foundation would be responsible for liaison with agencies in the social work field, handling publicity, and raising funds within the industry.

ANOTHER WURLITZER FIRST



MODEL 5250

**ANNOUNCING
The
INDUSTRY'S**

FIRST

**50¢
WALL
BOX**

Geared to the phenomenal success of 50-cent phonograph play, this sensational 200-selection Wurlitzer Wall Box makes half-dollar play possible from any spot in any location. Wherever installed it will mean greater profits. Features the same beauty and the same size as the Wurlitzer 5210 Wall Box which has won operator acceptance everywhere.

See Your Wurlitzer Distributor

THE WURLITZER COMPANY • NORTH TONAWANDA, N.Y.
PIONEERS OF 50-CENT PLAY

Program Study: Juke Jazz

• Continued from page 134

On machines programming jazz, Alluvot groups this category. He says that the grouping usually has a following that keeps the same tunes on the machine anywhere from a month to a year. Appeal of progressive jazz (that type being programmed) is to customers in their 20's, rather than younger groups.

Availability of jazz on 33 1/2 r.p.m. disks in "three out of four cases" cuts down on the number of jazz numbers programmed, he points out.

"Jazz is not a part of standard programming today," says Steve Brancalone, of Gayco Distributors. "Not everybody will go for jazz." He finds that Negro locations are best, and that it usually goes well in a place where rhythm and blues numbers may also do well. He adds: "We find very limited interest in jazz. It is not

New York

• Continued from page 134

quarter, and, as older machines are retired, this price pattern will eventually become standard.

Minimum Guarantee

According to one operator, most full-time operators have discovered that good equipment can not be operated profitably on 5-cent play, and that minimum guarantees of \$18 or \$20 are required on new juke boxes. However, the part-time operator usually depends on his livelihood from sources other than the juke box industry, and he often will not insist on dime play or adequate minimums.

In many cases, the full-time operator will attempt to meet this competition, and hence progress toward a dime-play standard moves slowly.

becoming better as a moneymaker; it's just about holding even over the past several years.

Gayco has done little experimenting with building jazz, accordingly, but makes a point of buying new numbers like Ellington's "Duke at Newport" as they come out and placing them on the few spots that favor this type of programming. Brancalone: "We use only the very modern jazz, and not much of it."

"Operators are finding they can make money with jazz in some locations," is the summary of Phil Jones, of Angott Distributing Company, one of the city's leading one-stops as well as operator of an extensive juke box route.

Jones strongly urges that jazz should be promoted more, by disk jockeys and everyone in the music business. He says that the individual operator is limited in what he can do about it. Declared Jones: "This is not something you can force on people. It is not the type of music where a lot of exposure can make a hit; it is something that one must grow up with."

Jones said Angott placed a considerable amount of jazz on locations at one time, but "nothing happened except in a few locations where the people liked it." Good locations for jazz are usually built from requests from the location itself, rather than the operator's advance planning.

Someone on the operator's staff must understand modern jazz, Jones says. "The operator is unlikely to be a jazz fan, and may actually dislike it. He certainly will not adequately understand it. And so he will miss out on opportunities."

"Locations that really go for modern jazz can be good moneymakers," he says. "They become regular standards and usually stay

a long time, like 'Early Autumn' by Woody Herman."

For a really good location Jones advises putting jazz numbers in half the selections, leaving the other half for selections by other patrons.

The best spots, he finds from operator experience, are usually bars where the younger crowds—"fellows in their 20's"—are regular patrons. These customers typically prefer Brubeck, Kenton and Stan Getz, while an older crowd will prefer Dixieland and the older school of jazz.

The most successful operating experience with jazz encountered in the survey was that of the Ray Music Company, where Pearl Reed, manager of the long-established firm, says: "I think jazz has been catching on lately. It has increased in popularity till it is now about 30 per cent of the business. In locations where the kids are coming in, it is going very strong. In such locations, about 20 per cent of the records will be progressive jazz," she says.

"Most of our patrons go for the progressive jazz, but occasionally they will want the latest Nat (King) Cole numbers and similar types."

The best locations, according to this company's experience, are in straight bars of various types, including chiefly both Negro spots and rhythm and blues spots.

Longevity of progressive jazz in particular is significant in this experience. Many stay on for at least six months "because they won't let you take them off. Customers keep coming back and want to play the same numbers all the time," Miss Reed says.

Confirming her statement, Wilson Wheeler, collector for Ray, says: "They are good moneymakers because they stay long enough so you can grind your money for quite a while on the same record."

Currently the firm is putting some jazz numbers in virtually all of its locations; typically about two new jazz numbers will be put out

per week. Average length of life may be a month for the casual selection—with many enjoying lengthy life as noted.

The selection of new jazz numbers for Ray Music is left up to the individual collectors for the firm, who are in close touch with the individual location. Many are initiated upon location requests. There are some spots which make it a rule to call in to the office every Monday morning and advise what new disks in the jazz line they would like. This may be a piece they have heard on television or radio, which they think will fit into the tastes of their own clientele. The request may be relayed from the ultimate customer thru the location owner to the juke box company office.

The actual life of the record is controlled according to demand. Wheeler notes, thru the regular use of the popularity meter. This makes it possible to determine which records rate six months or more profit-wise.

Some of the better jazz spots, "the ones that really like jazz," chiefly good bars and cocktail lounges—are doing almost exclusively jazz business, with the record selections now running two-thirds jazz. This high proportion is justified by the business done.

Record availability is not too great a problem in really progressive jazz as favored by these spots, Wheeler says, because most top jazz artists now record on EP's, since these music boxes are on dime play, this is entirely satisfactory to the operator.

Top artists today in this field in popular demand, Wheeler says, include Frank West, some of the old Charlie Parker numbers, James Moody, Miles Davis, J. J. Johnson and Kai Winding. The spots that really go for jazz will use anything that these artists make, "direction for a significant reason," he says.

There is a basic trend in this Wheeler believes: "People are go-

Ben Korte Dies

• Continued from page 134

later at Whitney's at the Beach in San Francisco.

Manufacturers

About 1933, Korte moved to Los Angeles, where he first operated a food market. This venture was followed by the manufacturing of a coin-operated game, which Korte and his brother operated over a wide area in California. It was about this time, too, that Korte entered the phonograph field in which he remained until 1946 when the routes were sold. After a brief interim in other fields, Korte returned to coin-machine operation.

Korte was active in the Music Operators of America and the California Music Merchants Association, serving as a director in the latter organization which he helped organize. He also worked with the Pacific Coast Showmen's Association and often installed a juke box for their club-room dances.

Following the Rosary Thursday (22) night at the mortuary, Mass was recited at St. Finbar Catholic Church in Burbank, Friday morning. Burial followed in San Fernando Cemetery.

Korte is survived, in addition to his brother, Clem, by a younger brother, Ed, and a sister, Mrs. Bobbie Swickert.

ing for jazz more than they used to; they are trying to get away from rock and roll."

A sizable number of local operators, the spot survey indicated, have no current experience with jazz programming, while some do not make a distinction between the special audience for the different types of music known today as jazz, from Dixieland to progressive, essential in planning effective operation.

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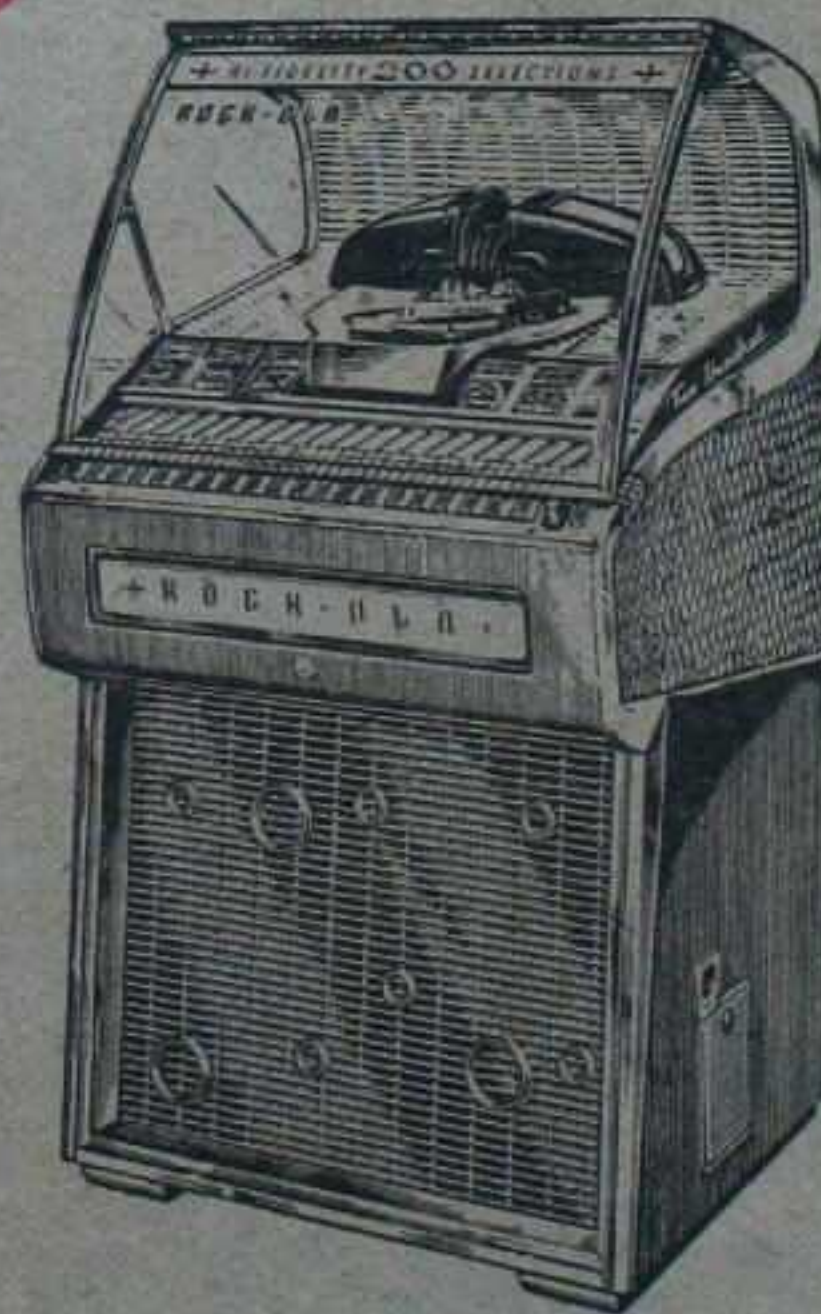
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MUSIC OPERATOR FORUM



The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throughout the country on current operating problems. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letter to Forum Editor, Coin Machine Division, The Billboard, 188 West Randolph, Chicago 1.

What Operators Say:

QUESTION:

How do you select the tunes in other-than-current-hit musical categories, either singles or extended plays?

ANSWERS:

H. D. McShan, McShan's Automatic Vend, Denver City, Tex.: "In this section of the country, much to my sorrow, the disk jockeys control the music. What they play over the air on their stations is what I must buy." **J. Clare, Clare Amusement Company, Williamsville, N. Y.:** "I choose extended plays from request cards sent to the locations. New EP's are added or specially EP's such as jazz, polkas, old favorites. Some are put on according to artists if there are favorite artists in the location."

Juley A. Rusoff, Mello Music Company, Maplewood, N. J.: "I watch requests closely and occasionally check popularity meters." **M. F. Moore, Moore Amusement Company, Huntington, W. Va.:** "We know what each location's needs are. We select our tunes from salesman's samples after playing them, study our records and locations and keep posted just like a school boy. We watch The Billboard charts also and even push any record we think is good if the public doesn't take to it right away. We also advertise the fact that a particular record is programmed. We find it pays off."

V. Sweet, Modern Specialty Company, Madison, Wis.: "Standard tunes on phonographs with fewer than 200 selections are programmed by specific location requests and/or location preferences (i.e., jazz, semi-classical, country and western, etc.) based on popularity meter records. Since we rarely receive requests from locations serviced with 200-selection machines, all standards—singles and EP's—are programmed by location preference as to type or specific artists desired. Previous experience on other locations, with a similar clientele, help us program specific selections in any given location."

Bob Marks, Phil Marks Music Company, Hot Springs: "We select the top albums from The Billboard listings plus albums for which we have local requests. Also, having a large percentage of jazz-minded customers, we program a good deal of jazz. We also use tunes recorded by top dance bands." **Seymour Pollak, Tarrytown, N. Y.:** "For successful use of extended plays in a location it is necessary to carefully select the records suited for the location. Only EP's with old favorites are used. New ones (EP's) just do not take. The artist usually determines what record is used. If a certain artist on a particular number shows up well (by popularity meter), we generally immediately program another tune by the same artist."

Canton, O., Operator: "We select our standard tunes by the most popular artist. If an artist is particularly 'hot,' I usually buy a few EP's from his latest album." **W. G. Thomas, Uncle Bills Amusement Company, Indiana, Pa.:** "Our EP's are selected with about 25 per cent of the total from popular Broadway shows and movie soundtracks. Old-time favorites, especially with orchestras such as Glenn Miller's, organ music, instrumentals featuring such artists as Ken Griffin and some semi-classics are used for the remainder of the standard programming. The amount of these latter kinds of other-than-hit music depends on the location."

PRODUCING TOP PLAY

Does Non-Hit Juke Programming Pay?

- Operators exploring key questions spend more time on programming today than one year ago
- 200-selection machines are primarily responsible for spotlighting importance of standard programs

This is the first in a series of Forums on juke box programming.

Do records programmed on juke boxes other than current top pop hits pay?

How do operators decide what kind of records to program in the non-hit musical categories?

Does the average age of customers in a location have much to do with types of music they play on juke boxes other than the top current hits?

How many non-hit tunes are being programmed today on 200-selection juke boxes? On 80 to 120-selection machines?

Does other-than-hit musical categories on juke boxes represent a ripe programming possibility for increasing play?

Complex Problems

These are some of the major questions which Forum participants in this juke box programming series explore. They are questions which most operators, faced with the complex problems of programming for top returns in other-than-hit classifications, are asking themselves today.

They're asking whether show tunes, jazz, semi-classics, all-time favorites and other non-hit varieties can increase play in a given location. Other than the top current hits—which every operator should have to make top money on hit programming—what kind of other tunes will make the most money in any given location?

operators do just that. But operators who have studied this problem for years are plain in saying that the juke box cannot produce top money with this type of slipshod programming.

The programming of other-than-hits for all operators, large and small, presents difficulties. For one thing, a large operator tends to think in terms of time in changing records on his machines. He has many to service and care for; it is natural that he's concerned about getting the record changing job done quickly.

Therefore, he is apt to think more in terms of a set program of pop hit changes per machine than in programming tunes in other-than-hit categories. The small operator, on the other hand, thinks more in terms of pleasing the location-owner than in experimenting with other-than-hit tunes, and some location-owners, with fixed opinions about pop music, can do much to limit potential of a juke box.

More Time Spent

The accompanying chart indicates that regardless of where small or large operators stand on other-than-hit programming, they are spending more time on programming today than ever before, and because of the 200-selection machine, they are devoting more time to the problem of standard programming.

Significantly, 40 per cent feel that they spend no more time programming this year than they

How They Voted

1. How much time do you spend buying and programming records today compared to last year?

More 60%
Same 40%
Less none

2. On each of the following types of juke boxes, what percentage of standard tunes—on singles or EP's—do you program compared with current pop hits?

200-Selection	Op. Av.	80-120 Selections	Op. Av.	Less Than 80 Selections	Op. Av.
% Pop Hits	57%	% of Pop Hits	79.5%	% of Pop Hits	94%
% Standards	43%	% of Standards	20.5%	% Standards	6%

3. In programming records other than pop hits, do you use mostly singles or extended plays?

Mostly EP's 35.3%
Mostly Singles 23.6%
Use both equally ... 41.1%

100.0%

How does an operator find out? Does the cost of experimenting with records in these categories—in terms of time and records—justify the returns, even providing they can increase play?

Never before in the history of the juke box business have these questions had more relevance than today. The 200-selection machine poses to operators both opportunity and challenge in finding maximum play via all types of music.

Producing Top Play

The simple fact is that programming to produce top play on any juke box—whether it has 40 selections or 200—is painstaking work which requires time and money.

Anyone can place on a juke box the top hits required by following the Weekly Juke Box Programming Guide. In fact, there are more money-making tunes listed on the guide than most operators can afford to buy each week. So hits are not a big problem.

Slipshod Programming

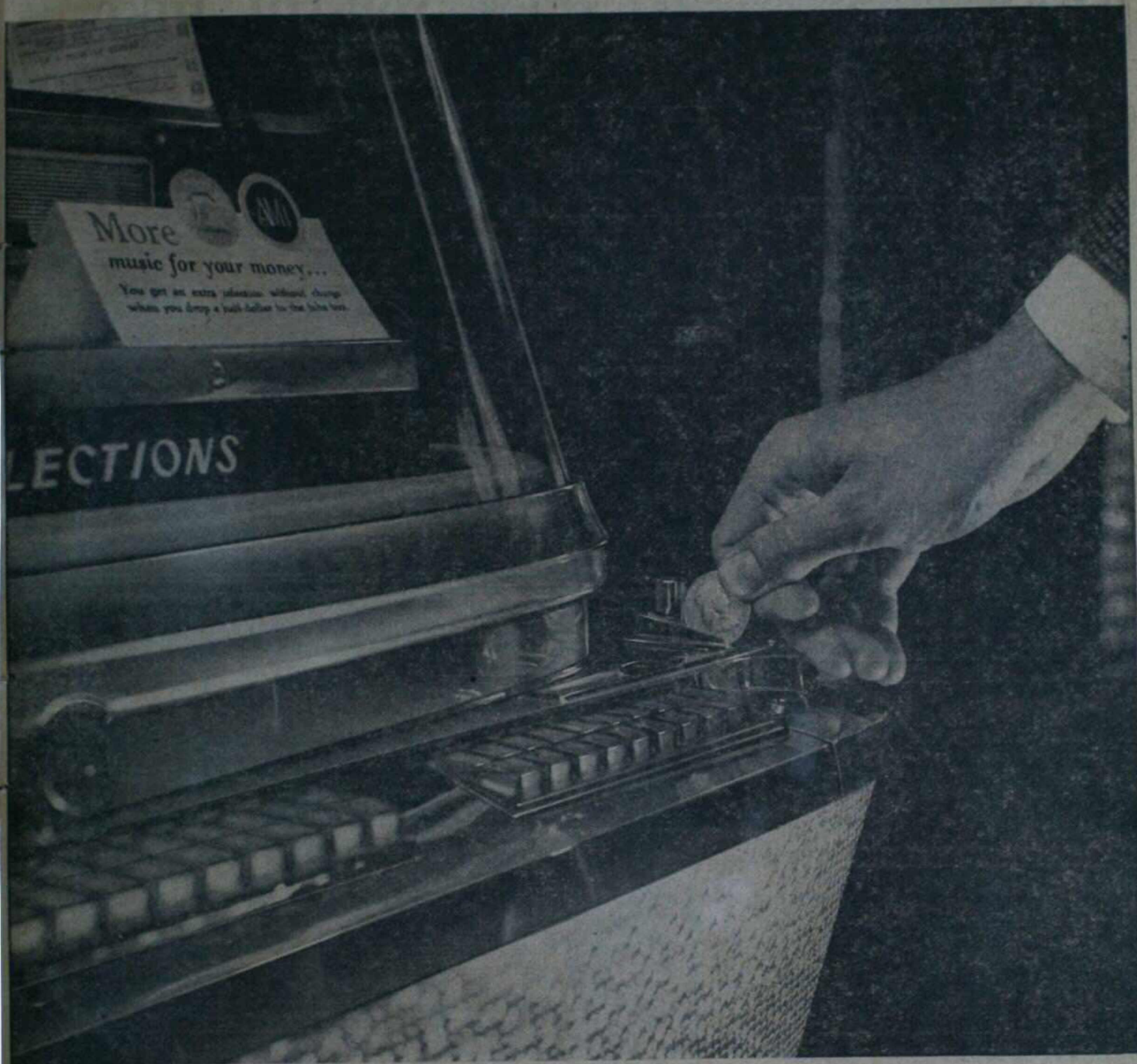
Other-than-hit tunes are a different story, and as the number of selections increases, the problem of realizing top money from tunes in these categories increases also. It would be simple for an operator to buy hits only—regardless of the number of selections—and leave on the machine recent hits fading from popularity. Some

did last year. Since the 200-selection unit is well established at this time, it is interesting that this large a percentage devote no more time to it. It indicates little experimentation with other-than-hit programming.

Nearly half of the program on a 200-play juke box consists of standard tunes, either singles or extended plays or both. This contrasts sharply with programming of such a year or so ago, as shown clearly by the fact that average response to "less than 60 selection" machines (40 or 50-selection units) indicates 94 per cent of the program devoted to current pop hits.

It is surprising that MOF participants report a more liberal use of EP's than singles for standards. Other checks on the poll indicate that Forum operators in this series use a larger-than-average number of EP's.

Comments from operators in this Forum series on how operators select tunes for other-than-hit tune programming are revealing. The most common means of selection hinges on three factors most frequently mentioned: Location requests, popularity meter, artist. Altho these factors would be assumed to be important ones that operators would consider in selecting any type of records, including current pop hits, it seems significant that operators who stress a close familiarity with tunes preferred by particular locations indicate a much broader programming pattern than others.



Do Things By Halves?

Yes sir, you certainly can. Contrary to the old axiom, you can do wonderful things by halves—when those halves are 50¢ pieces and the juke box that brings them in is the new Model "H".

Ask your AMI distributor to provide you with the play-attracting card pictured above. You'll find a great many more half dollars in the cash box when you offer this sensible bargain in music that makes patrons want to spend a little bit more.

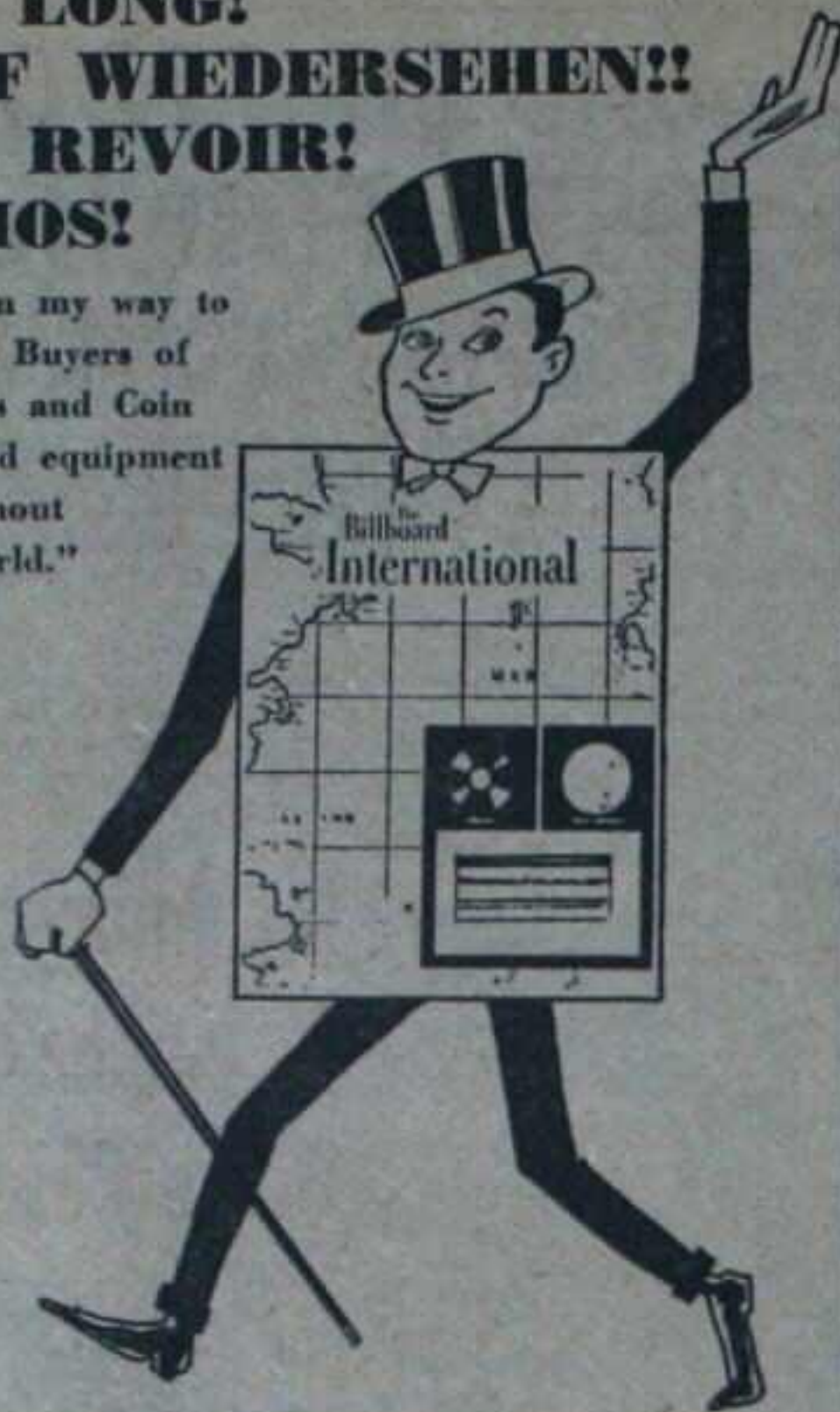
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812 Olive St.
CHestnut 1-0443

DIME PLAY IN ELMIRA, N. Y.

• Continued from page 134

equipment on conversion. When he used 200-play machines, he programmed 80 EP sides per machine. The EP's were meant to answer customer complaints about price increases. If the customer felt a dime a tune was too much, he could get two tunes for his dime by playing an EP selection.

Dime play has promoted front money in Elmira. BC (before conversion) front money was rare. Now an operator gets the first \$10 before the 50-50 split on a new box. On older equipment, the front money runs less.

Bob Passmore

Another Elmira operator who has no trouble converting is Bob Passmore, of the Amusement Novelty Service. Passmore, a fair-sized game operator, has a 19-machine juke box route on some of his game locations. Passmore didn't have strong feelings one way or the other about dime play, but he decided that as long as the other operators were converting, he would, too.

In six weeks only one of 10 location owners refused to go along on dime play. The other nine are expected to be converted by early September.

All of Passmore's juke boxes are 100-play pieces. No equipment was upgraded in the conversion attempt. Conversions were made on location.

Revenue on Passmore's juke box locations is running ahead of what it was before conversion, and the locations and customers seem happy.

Red Updegraff

Red Updegraff, of Elmira Amusements, has a medium-sized operation in the area. Three weeks ago his route was entirely on 5-cent play. Now he has two machines on dime play for every unit on nickel play.

Updegraff said the revenue increase has been moderate after conversion, but that service calls have fallen off sharply. Four new machines were purchased in the conversion attempt, but most of the equipment was unchanged.

However, Updegraff would not convert equipment on location. He felt that the bistro owners might resent having their premises used as a shop. No EP's were used in the conversion attempt. Only three locations balked at the conversion, but these stops are scheduled to go on dime play next month.

Joe Spirawk

Joe Spirawk, of Speedy Automatic, had an easy time in his conversion attempt. Of 32 machines, 26 have been converted and the balance will be converted by Labor Day. No machines were upgraded and conversions were made on location.

Local operators are unanimous in the thought that a similar conversion attempt a year ago wouldn't have gone over so smoothly. During the last 12 months dime play has progressed rapidly. Less than 60 days ago Elmira was an island of nickel play in a sea of 10-cent juke boxes.

Hence, location owners and bar patrons had been expecting dime play, and they accepted it passively. A good share of the credit for the smooth conversion goes to the Davis Distributing Company, Seeburg outlet for all of New York State except the New York City area.

Davis Contribution

Davis launched an intensive drive early in 1956, attempting to introduce dime play in the larger cities. Ted Kisil, Davis director of public relations, and Doug Johnson Associates, Syracuse PR firm, inserted advertisements in local newspapers, sent news stories to city editors, editorial writers, busi-

ness editors and feature writers of all the dailies in the area, and adapted similar material for radio and television stations.

Brochures were prepared for location owners explaining why dime play was necessary, and why dime play was in their interests. When the general public and the location owners were thoroughly conditioned, the operators made their conversions. Machines were invariably upgraded in the process, and EP selections were added to anticipate consumer price resistance.

By the time the Elmira operators decided to convert, resistance to dime play had melted away. In

(Continued on page 140)



JIGGY VEGARD, LEFT, dean of Elmira tavern keepers, was the first location owner to go on dime play. He checks his commission payment with Dave Solomon. Revenue on the location has been up by 40 per cent since conversion.



RED UPDEGRAFF, CENTER, head of Elmira Amusement Company, checks over weekly receipts after converting two-thirds of his machines to 10-cent play. He is flanked by routemen Phil Smith, left, and Bill Lester. The remainder of the route will be converted by Labor Day.



ELMIRA OPERATORS ATTENDED a cocktail party in the Langwell Hotel in celebration of their successful conversion effort. Left to right are Dave Solomon, Joy Automatic; Lillian Briggs, Epic Records; Joe Spirawk, Speedy Automatic, and Covey Hoover, managing editor of The Elmira Star-Gazette. Hosts at the party were Ted Kisil, Davis Distributing, and Aaron Stemfield, The Billboard.



HERB ROBINSON, Joy Automatic, explains to Mrs. Mary Boulas, of Nick's Restaurant, Horseheads, N. Y., why dime play is necessary and how it will benefit her. Mrs. Boulas agreed to go along.

JUKE BOX OPERATORS

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Say You Saw It in The Billboard

RIVERVIEW TEST

Tape Draws Traffic To Arcade Games

CHICAGO—Riverview Amusement Park here, well known in the industry as a testing ground for Arcade machines, has found a relatively new drawing power in tape recording.

Herb Tekip, manager of Riverview's three Arcades, already credited with several new ideas in games that have been utilized by manufacturers, has hit on another.

The game, a home-made model featuring an Army surplus telephone and a built-in recorder with tape cartridge, carries the billing, "Listen: For Women Only — 5 Cents." With a billing like that, it stands to reason that many of the customers are of the male variety.

Gabe Forman On European Business Trip

NEW YORK — Gabe Forman, executive vice-president of the Suffolk-Nassau Amusement Company, boarded an Air France plane at Idlewild Airport here last Friday night (23) for a two-week European business trip.

Suffolk-Nassau, which entered the coin machine export field less than a year ago, currently ships an average of 250 pieces a month to Europe. Most of these units are games, with some juke boxes.

Forman will go to Rome, then to Milan, Zurich and Paris. A side trip to Belgium is also planned. Purpose of the trip is to visit existing accounts and to gauge the needs of European operators.

Buying Policies
On the basis of Forman's report, the firm will determine its buying policies for the export market for the next six months. Either Forman or Sandy Moore, president, plan to make a European trip every three months.

Forman will visit game and music locations to witness first-hand the preferences of Europeans. He will also talk with French, Italian, Swiss and Belgian operators.

IT REALLY IS A SMALL WORLD

NEW YORK—Claire Morano, office manager of the Associated Amusement Machine Operators of New York, is firmly convinced that it's a small world. Mrs. Morano and her husband, George, relate the following incident on their recently concluded European tour.

While eating in a Roman cafe, the Moranos heard a couple of Americans talking at the adjoining table, and turned to see if it was anyone they knew: It was.

Seated next to them was Morris Marder, Florida operator. Marder is the brother-in-law of George Holtzman, former AAMONY president. He is also the partner in a game operation with Sol Tabb, former New York operator and AAMONY member. Tabb sold his route here last spring and went into business in Miami.

When the curious customer deposits his nickel—a bargain fare these days for a phone call—he gets one of 16 different messages.

Gives Good Advice
Going along with the game, this reporter picked up the buzzing phone and heard sincere words of advice cautioning him not to marry before he is 37 years of age, since if he is still a bachelor by that time, *(Continued on page 147)*

Urges N. O. Hit Harder At Pinballs

NEW ORLEANS — The New Orleans City Council, which bypassed an anti-pinball recommendation by the Metropolitan Crime Commission, has been blasted by the commission for not taking stronger steps against pinball machine operators.

R. G. Robinson, acting commission president, said the council's recent refusal to pass a law forbidding liquor permits to owners of places where pinball machines are operated "is advantageous to the underworld."

The council did, in a 5-1 vote, adopt an ordinance prohibiting owners of city liquor licenses from holding federal gambling stamps, in a move against handbooks and lotteries.

Liquor License Issue
But no member of the council expressed approval of the crime commission's proposal that liquor licenses also be denied to holders of federal gaming stamps which cover pinball machines used for gambling.

City chief administrative officer David R. McGuire Jr. urged further study of the proposal for an ordinance denying liquor licenses to establishments holding gambling stamps for pinball machines.

Glenn P. Clasen, council president, revealed that 95 of 117 persons holding gaming stamps for coin-operated devices also hold city liquor and beer permits.

Robinson, in a letter to Clasen, said "It has been quite clear that most pinball machines have been cleverly and deceptively manufactured to replace the 'one-armed bandit' slot machine as a gambling device."

GAME MFRS. HAVE CIRCUS PICKING NAMES

CHICAGO — The coin-operated amusement game business is currently a three-ring Circus. And we mean that literally.

Three manufacturers — Bally Manufacturing Company, Exhibit Supply Company, and Genco Manufacturing — have new games titled "Circus" all in shipment.

Circus is the name of Bally's first of a new line of five-ball pin games, the title of Genco's latest rifle gallery gun game, and the monicker of Exhibit's newly shipped Pop Gun (Circus) gun game.

But none of these is the first Circus. Williams Manufacturing Company bowed Circus Wagon, a five-ball pin, in 1955; United Manufacturing Company had a Circus in-line pin in 1952; Exhibit had a Circus fore-runner five-ball pin in 1948; Genco had its first Circus, a five-ball pin, in 1931. And there's been several others. In fact, just about everyone's had a Circus at one time or another.

Spot 'Dangers' In Capital's Kid Rides

WASHINGTON — A safety check-of kiddie rides in this area has turned up "several potentially dangerous machines," according to City Electrical Inspectors.

Chief defect, reportedly, is failure to ground machines properly.

Julian Betts, Chief of Field Inspection for the License Department, said he doesn't have a tally on the exact number of defective rides. The machines are not licensed by the local government, and it is difficult for field inspectors to locate them.

Betts said operators will be notified immediately of any defects, and that machines will be inspected shortly afterward for compliance. Machines failing to insure safe operation will be removed. Betts urged all operators to inquire at his office if they are not sure of the proper grounding procedure.

The safety drive began earlier this month when Cabell Gwathmey, city license chief, was alerted by a Westchester County, New York official that some rides might be dangerous. (The Billboard, August 12).

Exports \$12,772,000 In 1957's First Half

Games Hit \$3,807,531; Jukes \$7,813,877; Venders Make \$1,151,760; Set New Mark

CHICAGO — U. S. exports of amusement games, juke boxes and vending machines set an all-time high dollar volume for a six-month period in the first half of this year.

The volume—\$12,772,068 — is well ahead of 1956's estimated \$10,430,444, a previous top mark. The gain comes largely on the strength of booming shipments of coin games, altho jukes still account for the major part of the volume.

Juke box shipments increased from an estimated \$7,495,562 in 1956's first six months, to \$7,813,877 in this year's first half. But games jumped from about a \$2,000,000 total to \$3,807,531 in the same periods.

Games Far Ahead
Since the U. S. Department of Commerce made no distinction between games and vending machine shipments in the first months of 1956, the figures are estimated here, rather than actual; however, the 1957 figures are broken down by the Commerce Department.

But this year's six-month game totals are far ahead of the combined 1956 game-vending machine totals.

The boost in game exports can be traced to a greater recognition of export channels by U. S. coin machine firms and a heavy exodus of used shuffle games, pinballs and other types which have been replaced by newer games on U. S. locations. Manufacturers here are

Exhibit Starts Shipment on Gun Game

CHICAGO — Exhibit Supply started shipment this week of Pop Gun Circus, ping pong ball-shooting gun game which was shown to the trade earlier at the Music Operators of America Convention May 19-21.

The game features an air-compressing pistol which fires the balls at bobbing comical targets.

A similar type of gun was shown by Exhibit at the 1955 National Association of Parks, Pools and Beaches Show. The 1957 model is an improvement on the same theme.

also diverting a higher-than-ever portion of their new games to foreign markets. In some cases the new game exports account for 25 per cent or more of total production.

With demand at an all-time peak, exports are expected to set a new high mark in the 1957 year, with more and more new and used equipment relegated to expanding markets in other countries.

Int. Mutoscope To Emphasize Game Research

NEW YORK—The International Mutoscope Corporation will place major emphasis on research and development of new games and less emphasis on manufacturing, according to President Marty Rabkin.

Rabkin explained that the firm is enlarging its development, service and repair departments and is considering having the actual manufacturing done by subcontractors. However, added Rabkin, this policy is flexible and Mutoscope might still make its own games.

Rabkin said that 1957 business is running about 40 per cent ahead of last year and that several new coin-operated games are on the drawing boards. He did not indicate when these games would go into production, but said that they would be thoroly field-tested before they were placed on the market.

Surplus equipment will be disposed of, he added, and the production and engineering facilities at Long Island City will be revamped in line with the increased emphasis on research and development. A larger parts inventory is planned and the service facilities for used Mutoscope machines will be expanded substantially.

N. Y. State Group To Meet in Albany

ALBANY, N. Y.—The embryo New York State coin machine association meets at 2:30 p.m. here Wednesday (28) in the DeWitt Clinton Hotel.

It is expected that the group will name a full-time, salaried executive director, select a corporate name and map a program for the balance of the year.

MAX MARNER, 44 DIES SUDDENLY

PHILADELPHIA — The coin machine industry here was shocked by the sudden death of Max Marner, 44, who had been associated with Dave Rosen here for 17 years.

Funeral services for Marner, who died Sunday (18) were held in the Rayfield-Sachs Chapel Tuesday (20). The entire Philadelphia coin machine fraternity attended the services. He leaves a widow, three daughters, and a grandchild. Marner had been manager of Rosen's juke box operation. The two had been boyhood friends.

Coinmen You Know

Los Angeles

By SAM ABBOTT

Pete Thelen, veteran Glendale, Calif., operator, is back in harness following a vacation at Lake Tahoe. . . . George D'Arcy, Long Beach, Calif., operator, is enjoying a couple of weeks' vacation at Lake Tahoe. . . . Joe Ortega, music and games operator, was in the city from his home base in Indio, Calif. . . . Al Goodman, who operates Arcades in Long Beach, on Coin Row shopping for the spots. Business this summer at the Long Beach amusement zones has been reported ahead of 1956.

George Warner, who was in the coin machine business for a number of years, still makes frequent trips to Coin Row to see what is new and meet old friends. . . . Carl

Cline, of Indio, Calif., was a buyer along Coin Row last week. He has music and games at the bus stop in that city.

S. L. Griffin, of Valley Coin Machine, Pomona, Calif., was in the city recently. This was the first trip he has made here for several months. . . . Jack Neel, of G. F. Cooper Music, Riverside, Calif., continues to make his semi-monthly buying trips here stopping at the various distributors and jobbers. . . . John Ketchersid, Long Beach operator, is recuperating from a recent illness at his home.

Larry Hansford, of Lompoc, Calif., is expanding his operation there to include military installations. . . . Lee Thomas, of Shafter, Calif., in town for the first time in several weeks. . . . Earl Fast, of

Anaheim, Calif., was another infrequent visitor noted along Coin Row. . . . Perry Irwin was down from Ventura, Calif.

Pete Shupp has returned from Big Bear, where he took a group of Cub Scouts for a mountain outing. . . . Mel Wolzinger was a West Pico buyer last week from Las Vegas. . . . Leo Weiner, of West Coast Enterprises, took time off from his route to visit the supply houses for charms. . . . Acme Vending Machine Company will be closed Saturday, August 31, and Labor Day, Monday, September 2, Lew E. Feldman, owner-manager, announces. . . . Phil Robinsin, Chicago Coin's Western representative, just returned from a business trip up North.

George Seedman, of Rowe Service Company, and his wife have re-

(Continued on page 143)

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of August 19, 1957)

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM	\$135.00	\$ 35.00	\$ 75.00
Model B (48) 40 sel., 78 RPM	179.50	125.00	149.50
Model C-40	199.50	85.00	125.00
Model C (50) 40 sel., 78 RPM	195.00	100.00	150.00
Model D-30 (51) 40 sel., 78 RPM	325.00	149.50	295.00
Model E-40 (53) 40 sel., 78 RPM	425.00	225.00	345.00
Model E-80 (53) 80 sel., 45 RPM	445.00	295.00	375.00
Model E-120 (53) 120 sel., 45 RPM	565.00	35.00	395.00
Model F-80 (54) 80 sel., 45 RPM	595.00	475.00	545.00
Model F-120 (54) 120 sel., 45 RPM	675.00	395.00	595.00

ROCK-OLA			
120 Comet	\$495.00	\$475.00	\$495.00
1428 (40) 20 sel., 78 RPM	99.50	49.50	95.00
1434 (50-51) 50 sel., 78 RPM	300.00	149.50	225.00
1436 A-(53) 120 sel., 45 RPM	295.00	145.00	259.00
1438 (54) 120 sel., 45 RPM	395.00	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-Hideaway (9/49)	\$275.00	\$189.00	\$245.00
M-100-A (9/49) 100 sel., 78 RPM	225.00	169.50	175.00
M-100-B (10/50) 100 sel., 45 RPM	450.00	340.00	410.00
M-100-C (5/52) 100 sel., 45 RPM	595.00	45.00	495.00
HF100G (9/53) 100 sel., 45 RPM	625.00	550.00	615.00
HF-100-R	725.00	650.00	695.00
100-W (9/53)	595.00	575.00	585.00
HF-100-G (9/53)	625.00	540.00	615.00

WURLITZER			
1015 (46) 24 sel., 78 RPM	\$ 95.00	\$ 39.50	\$ 65.00
1100 (47) 24 sel., 78 RPM	75.00	50.00	60.00
1250 (50) 48 sel., 45 or 78 RPM	145.00	75.00	125.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	125.00	175.00
1450 (51) 48 sel., 45 or 78 RPM	300.00	149.50	225.00
1500 (52) 104 sel., 45-78 RPM Mix	295.00	195.00	195.00
1600 (53) 48 sel., 45 or 78 RPM	295.00	245.00	295.00
1700 (54) 104 sel., 45 RPM	695.00	425.00	560.00
1800 (2/55) (W)	795.00	495.00	625.00

PINBALL GAMES

BALLY			
Atlantic City (5/52)	\$100.00	\$ 35.00	\$ 65.00
Beach Beauty (1/55)	295.00	150.00	275.00
Beach Club (2/53)	200.00	40.00	110.00
Beauty (11/52)	160.00	49.50	85.00
Big Time (1/55)	225.00	95.00	175.00
Bright Lights (5/51)	95.00	40.00	65.00
Broadway (12/55)	375.00	155.00	310.00
Coney Island (9/52)	95.00	24.50	50.00
Dude Ranch (9/51)	80.00	59.00	80.00
Frolic (10/52)	135.00	40.00	90.00
Cayety (3/55)	110.00	45.00	85.00
Gaytime (6/55)	200.00	115.00	150.00
Hi-Fi (6/54)	65.00	75.00	70.00
Ice Frolics (1/54)	265.00	45.00	115.00
Miami Beach (9/55)	215.00	105.00	185.00
Nite Club (3/56)	455.00	195.00	365.00
Palm Beach (7/52)	65.00	50.00	60.00
Palm Springs (11/52)	90.00	29.50	90.00
Spot Lite (1/52)	40.00	40.00	40.00
Surf Club (3/54)	85.00	60.00	75.00
Variety (9/54)	125.00	39.50	109.00
Yacht Club (6/53)	65.00	50.00	60.00

CHICAGO COIN

	High	Low	Mean Avg.
Basket Ball Champ (10/49)	\$175.00	\$125.00	\$139.50
Saddle & Turf Club Model (10/53)	145.00	105.00	145.00

GOTTLIEB

Chinatown (10/52)	\$ 75.00	\$ 65.00	\$ 65.00
Coronation (11/52)	85.00	50.00	85.00
Crossroads (5/52)	60.00	55.00	55.00
Daisy Mae (7/54)	175.00	150.00	150.00
Derby Day (4/56)	240.00	215.00	240.00
Dragonette (6/54)	225.00	125.00	175.00
Duette (3/55)	265.00	185.00	225.00
Duette Deluxe (4/55)	250.00	225.00	245.00
Flying High (2/53)	99.00	64.50	85.00
Four Belles (10/54)	195.00	145.00	165.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	245.00	195.50	210.00
Gold Star (8/54)	200.00	150.00	150.00
Grand Slam (4/53)	110.00	75.00	110.00
Guys & Dolls (5/53)	95.00	75.00	75.00
Happy Days (7/52)	65.00	65.00	65.00
Harbor Lites (2/56)	215.00	175.00	210.00
Hawaiian Beauty (5/54)	105.00	105.00	105.00
Hit 'n' Run (3/52)	75.00	30.00	75.00
Jockey Club (4/54)	165.00	100.00	134.50
Lady Luck (9/54)	190.00	134.50	155.00
Lovely Lucy (2/54)	175.00	114.50	130.00
Marathon (10/55)	325.00	265.00	295.00
Marble Queen (6/53)	135.00	75.00	95.00
Mystic Marvel (3/54)	175.00	125.00	165.00
Niagara (12/51)	65.00	29.00	64.50
Poker Face (8/53)	125.00	55.00	110.00
Quarrette (2/52)	110.00	59.50	110.00
Queen of Hearts (12/52)	110.00	55.00	99.00
Quinette (3/53)	80.00	45.00	65.00
Score-Board (3/55)	265.00	225.00	225.00
Shindig (9/53)	120.00	65.00	110.00
Skill Pool (8/52)	75.00	65.00	65.00
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)	275.00	275.00	275.00
Tournament (8/55)	265.00	225.00	240.00
Twin Bill (1/55)	225.00	125.00	185.00
Hawaii (6/54)	65.00	35.00	45.00
Leader (10/51)	85.00	75.00	75.00
Manhattan (4/55)	150.00	75.00	115.00
Mexico (3/54)	60.00	35.00	45.00
Nevada (8/54)	60.00	50.00	60.00
Pixie (9/55)	185.00	110.00	145.00
Rio (11/53)	175.00	75.00	105.00
Singapore (10/54)	195.00	65.00	110.00
Starlet (11/55)	195.00	145.00	165.00
Stars (6/52)	65.00	40.00	60.00
Tahiti (8/53)	175.00	50.00	90.00
Triple Play (8/55)	145.00	75.00	110.00
Tropicana (1/55)	295.00	100.00	185.00
Tropics (7/55)	50.00	45.00	45.00
Zingo (10/51)	65.00	65.00	65.00

WILLIAMS

Army & Navy (10/55)	\$ 90.00	\$ 39.50	\$ 60.00
Big Ben (9/54)	195.00	100.00	150.00
C. O. D. (9/53)	175.00	75.00	115.00
Colors (11/54)	135.00	125.00	125.00
Deluxe Baseball	125.00	89.50	125.00
Disk Jockey (11/52)	75.00	60.00	60.00
Four Corners (11/52)	80.00	65.00	65.00
Fairway (6/53)	60.00	45.00	45.00
Grand Champion (8/53)	135.00	115.00	125.00
Gun Club (11/53)	95.00	39.50	75.00
Hayburner (6/51)	75.00	35.00	50.00
Jolly Joker (10/55)	160.00	95.00	95.00
Lazy Q (2/54)	125.00	59.50	99.50
Nine Sisters (1/54)	135.00	50.00	115.00
Palisade (7/53)	95.00	49.00	90.00
Peter Pan (4/55)	225.00	134.50	175.00
Quarterback (10/49)	285.00	200.00	215.00
Race the Clock (1/55)	210.00	140.00	155.00
Regatta (10/55)	55.00	45.00	45.00
Sea Jockeys (11/51)	75.00	40.00	175.00
Silver Skates (2/53)	80.00	70.00	70.00
Singapore (10/54)	85.00	60.00	65.00
Sky Way (9/54)	125.00	65.00	65.00
Spitfire (2/55)	110.00	75.00	75.00
Twenty Grand (12/52)	85.00	35.00	85.00
Times Square (4/53)	65.00	40.00	40.00
Thunderbird (5/54)	165.00	110.00	135.00
Wonderland (5/55)	175.00	140.00	140.00

SCIENTIFIC

Wild West (8/51)	\$265.00	\$ 50.00	\$250.00
Wishing Well (9/55)	245.00	165.00	205.00

UNITED

Caravan (1/56)	250.00	165.00	235.00
Circus (8/52)	85.00	45.00	50.00
Havana (2/54)	70.00	45.00	45.00

SHUFFLE GAMES

	High	Low	Mean Avg.
Banner (U) (8/54)	\$135.00	\$ 95.00	\$105.00
Bikini (K) (6/54)	195.00	125.00	150.00
Bonus Bowler (K) (3/54)	95.00	95.00	95.00
Capitol (U) (6/55)	350.00	225.00	295.00
Carnival (K) (5/53)	185.00	145.00	145.00
Chief (U) (11/53)	250.00	65.00	140.00
Clipper (U) (5/55)	385.00	215.00	295.00
Clipper Deluxe (U) (5/55)	425.00	225.00	325.00
Clover Shuffle (U) (1/53)	125.00	39.50	75.00
Club (K) (4/53)	75.00	50.00	65.00
Comet Targette (U) (11/54)	150.00	95.00	150.00
Cross-Cross (CC) (11/53)	275.00	65.00	145.00
Cross-Cross Targette Regular (CC) (1/55)	95.00	75.00	85.00
Crown (CC) (4/53)	150.00	45.00	85.00
Domino (K) (5/53)	50.00	95.00	95.00
Feature (CC) (7/54)	275.00	125.00	185.00
Fifth Inning Deluxe (U) (6/55)	395.00	225.00	295.00
Fireball (CC) (11/54)	225.00	115.00	225.00
Flash (CC) (9/54)	335.00	195.00	195.00
Gold Cup (CC) (7/53)	155.00	75.00	115.00
Gold Medal (B) (3/55)	195.00	175.00	195.00
Hi Speed Triple Score (CC) (8/53)	195.00	65.00	95.00
Holiday Match Bowler (CC) (9/53)	450.00	225.00	350.00
Hollywood (CC) (5/55)	495.00	225.00	325.00
Imperial (PI) (9/53)	75.00	50.00	50.00
King (CC)	65.00	200.00	120.00
League Bowler (U) (1/54)	135.00	75.00	100.00
Lightning (U) (2/55)	295.00	225.00	275.00
Magic (B) (12/54)	425.00	300.00	325.00
Mars Deluxe (U)	395.00	185.00	245.00
Match Pool (Ce) (2/54)	99.50	75.00	80.00
Mercury (U) (12/54)	150.00	150.00	150.00
Pacemaker (K) (9/53)	149.50	50.00	85.00
Rainbow Shuffle Alley (U) (8/54)	265.00	99.50	85.00
Royal (U) (8/54)	190.00	75.00	110.00
Score-A-Line (CC) (9/55)	475.00	425.00	425.00
Shuffle Pool (Ce) (11/53)	99.50	39.50	85.00
Six Player (CC)	50.00	45.00	45.00
Six Player 10th Frame (U)	75.00	55.00	

	High	Low	Mean Avg.
Drivemobile (M) (7/54)	\$195.00	\$195.00	\$195.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	149.50	79.50	99.50
Football (M)	85.00	85.00	85.00
Coaltee (CC) (1/46)	99.50	50.00	95.00
Harvard Metal Typer	125.00	125.00	125.00
Heavy Hitter (B)	50.00	35.00	35.00
Hii-Ball (Ex) (2/38)	95.00	95.00	95.00
Hockey (CC)	85.00	39.50	75.00
Home Run, 6 Player (CC) (3/54)	200.00	175.00	195.00
Jet (B)	105.00	85.00	85.00
Jet Fighter (W) (10/54)	485.00	150.00	225.00
Jet Gun (Ex) (12/51)	150.00	110.00	110.00
Jungle Gun (U) (7/54)	185.00	135.00	150.00
Kicker & Catchers	25.00	18.00	20.00
K O Fighter	395.00	345.00	350.00
Life League (W) (2/54)	75.00	75.00	75.00
Lord's Prayer (M) (6/56)	395.00	395.00	395.00
Mezometer (Ex)	25.00	25.00	25.00
Midget Movies (CC)	125.00	100.00	125.00
Panoram (Mills)	325.00	325.00	325.00
Fennant Baseball (W)	135.00	99.50	125.00
Photomatic (M) (1/50)	350.00	295.00	350.00
Fistol (CC) (1/49)	50.00	39.50	50.00
Fistol Pete (CC)	99.50	45.00	75.00
Fitch'm & Bat'm (S)	175.00	175.00	175.00
Polar Hunt (W)	395.00	325.00	345.00
Pop Up	18.00	18.00	18.00
Quarterbacks (G) (9/55)	350.00	200.00	325.00
Rifle Gallery (G) (6/54)	175.00	95.00	175.00
Round the World Trainer (CC) (110/53)	425.00	350.00	425.00

	High	Low	Mean Avg.
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)	150.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	175.00	175.00	175.00
Sidewalk Engineer (W) (5/55)	175.00	125.00	150.00
Silver Bullets (Ex) (1/49)	125.00	125.00	125.00
Silver Gloves (M)	225.00	165.00	195.00
Six Shooter (Ex)	125.00	50.00	95.00
Sky Fighter (M) (9/53)	135.00	110.00	135.00
Sky Gunner (G) (9/53)	135.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	260.00	215.00	260.00
Space Gun (Ex)	95.00	55.00	95.00
Space Ship	350.00	200.00	325.00
Sportland (Ex) (11/51)	165.00	95.00	155.00
Sportsman (K) (11/54)	195.00	125.00	175.00
Standard Metal Typer, F. S.	325.00	199.00	275.00
Star Series (W) (4/49)	89.50	79.50	89.50
Star Series (W) (4/49)	89.50	79.50	89.50
Submarine (K) (1/42)	125.00	125.00	125.00
Super Jet (CC) (4/53)	295.00	224.50	225.00
Super Slugger (U) (7/55)	395.00	295.00	350.00
Telequiz (1/49) (T)	95.00	50.00	90.00
Treasure Cove (Ex) (6/55)	295.00	215.00	295.00
Undersea Raider (2/46)	125.00	125.00	125.00
World Series (W) (4/51)	99.50	50.00	99.50
Zingo (1/51) (U)	165.00	65.00	65.00

VENDING MACHINES			
	High	Low	Mean Avg.
Acorn 5c or 1c	\$ 10.00	\$ 8.50	\$ 10.00
Columbus 1c Bulk	6.50	6.50	6.50
Du Grenier (11 Col.)	87.50	87.50	87.50
Du Grenier Tab Gum (6 Col.)	14.50	14.50	14.50
Electro (8 Col.)	95.00	95.00	95.00
Electro (10 Col.)	125.00	125.00	125.00
Master 1c & 5c Bulk	8.50	8.50	8.50
Mills Candy (5 Col.)	65.00	65.00	65.00
Mills Tab Gum (6 Col.)	19.50	17.50	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	110.00	110.00
Northwestern 39, 1c	7.95	7.50	7.95
Northwestern 33 Ball Gum	6.50	6.50	6.50
Northwestern 49, 1c	12.50	8.50	12.50
Northwestern Deluxe 1c & 5c	12.50	12.00	12.00
P X (8 Col.)	85.00	85.00	85.00
P X (10 Col.)	110.00	110.00	110.00
PX Electric	95.00	75.00	85.00
Rowe Candy (8 Col.)	60.00	60.00	60.00
Rowe Candy Merchant (7 Col.)	165.00	165.00	165.00
Rowe Crusader (8 Col.)	97.50	97.50	97.50
Silver King 1c	8.50	7.45	8.50
Silver King 1c Mdse.	8.50	7.45	7.45
Silver King 5c	8.50	7.45	8.50
Stoner Candy (6 Col.)	110.00	80.00	110.00
Stoner Candy (8 Col.)	165.00	110.00	110.00
Uneda Model E (8 Col.)	45.00	45.00	45.00

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COINMEN YOU KNOW

Continued from page 141

turned from a European trip, which included flying the polar route to Copenhagen, Denmark, and visiting Central Europe, Spain and Italy. Seedman reported from Copenhagen that the polar trip was fabulous and that "my survey of European vending machines is off to an interesting start. Vendors are everywhere here, all on the outside of buildings, and no one attempts to steal from them or tamper with them."

New York

By AARON STERNFIELD

Tenth Avenue is like a ghost town in mid-August, with operators taking vacations and long weekends and distributors awaiting Labor Day and the expected rush of fall business. . . . Harry Koepfel, Koepfel Distributing Company, leaves for a West Coast vacation and will return the first week in September. . . . Irv Kempner, Runyon Sales, returned with his family from a Miami vacation.

Morris Rood, Runyon Sales, has been elected vice-president of the North Jersey B'nai Brith Bowling League. . . . Al Blendow has resigned his position with International Mutoscope. . . . Arnold Cortell, Ameropa Trading and Shipping Corporation, has returned from a European business trip.

Al Koondel says he will reopen his record shop after Labor Day. The Brooklyn operator has suspended his disk operations during the summer. . . . Sandy Moore, Suffolk-Nassau Amusements, said that last week's Wurlitzer service school for Long Island operators and servicemen had an attendance of more than 50 and didn't break up until 1 a.m. . . . Gabe Foreman, of Suffolk-Nassau, plans a two-week European business trip in early September.

Phil Steckel, of Leslie Distributors, was in charge of the firm's Newark, N. J., branch while Ralph Schechtman was on vacation. Harold Horner, of Leslie, leaves this week for a New England vacation, and Bernie Boorstein takes off for Canada next week.

Mr. and Mrs. Hymie Polay, Casino Music, recently became parents of a daughter, Barbara Dale. . . . Jack Wilson, Newburgh, N. Y.,

(Continued on page 144)

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AMI G-200 (New in Orig. Crates) \$750.00
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	WILD WEST 50.00	SILVER BULLETS 125.00
	WISHING WELL 145.00	SHOE BRUSH UP 95.00
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COINMEN YOU KNOW

Continued from page 143

operator, is busy with arrangements for the Sixth Annual Dinner Dance of the New York State Operators' Guild, to be held September 7 at Greenwood Inn, Ellenville, N. Y. . . . The Music Operators of New York will hold their annual banquet November 9 at the Grand Ballroom of the Waldorf-Astoria Hotel.

New AAMONY members are Jack Swift, E & J Amusements; Morris Nagel and Abe Reiner. . . . Teddy Blatt, AAMONY counsel, returned from vacation last week. . . . On vacation are Ray Knoss, Arrow Music, and Harry Koepfel, Koepfel Bros.

Buddy Fox, Runyon Sales, has been spending long weekends at the Lido Beach Club. . . . Dave and Sylvia Lowy plan to spend the weekend at Greenwood Inn, Ellenville, N. Y., where they will attend the annual banquet of the New York State Operators' Guild.

Hymie Koepfel has just returned from a 3,100-mile motor trip to Arizona and New Mexico. He visited his sister-in-law in Mesa, Ariz., and spent a few days in Phoenix. He was accompanied by his wife, his daughter and his son-in-law.

Eli Kasper, of the Associated Amusement Machine Operators of New York, is vacationing at home. He is being visited by his daughter and grandchild from California. . . . The Spring Brook Vending Company, 325 Sigourney Street, was broken into by three teenagers, who took \$20.95 in cash and damaged several machines.

Milwaukee

Pennant fever raging thru the Beer City due to the red hot Braves has not fired up coin machine takers, according to Ken Kulow, of Kendou, Inc. "The Braves remove about \$7 million each year

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Wurlitzer 2000	745.00
Seeburg 300 Boxes	120.00

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AMI E40	\$245.00
Seeburg Model C	475.00
Wurlitzer 1900	690.00
Muto, Driveyourself	424.50
Wms. 1957 Baseball	395.00
Wms. Peppy the Clown	199.50
Wms. Electric Crane	165.00
Wms. Sidewalk Engineer	94.50
Wms. King of Swat	214.50
United 5th Inning Baseball	175.00
Chico Home Run, 6 Player	74.50
Genco Circus Rifle	399.50
Seeb. Bear Rifle	74.50
Ex. Star Rifle Gallery	89.50
Ex. Sportland Rifle Gallery	119.50
Ex. Dale Gun	24.50
United & Chico Bowlers	735.00
Lane Carousel With Music	244.50
Texas Carousel	200.00
King Pony Ride	199.50
Crusader Horse	249.50
Graff Shetland Pony	275.00
Chico Super Jot Ride	199.50
See Saw, Large	164.50
Photomatic & Voice-Graph, Ea.	175.00

ODCO, Inc.
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Telephone 5-0228

from the public's entertainment budget. A lot of that would normally have been spent in locations where coin machines are situated. But don't get me wrong," he adds, "I'm still a Braves fan."

Erv Sewick, head route serviceman for P & P Distributing Company, is accepting congratulations on the birth of a strapping baby boy. P & P route foreman Carl Betz reports that baseball games are the sole bright spot in the current equipment pic-

ture. "Generally speaking, however," he notes, "game receipts have gone way down."

Enjoying a brief vacation in Northern Minnesota at Fisherman's Point, near Brainerd, were Harry Gromacki and Doug Opitz with their families last week. Location is the lovely Herman Paster lodge in the North woods. Back at the Paster Distributing Company headquarters, manager Sam Cooper notes that architect's plans are still being checked for a projected expansion program. "We still like

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CHALLENGER PISTOL and STAND with **\$39.95**
Aluminum Floor Stand and Bull's-Eye Target.

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Williams Crane	\$165.00	Coaler	\$ 65.00
Williams Pappy (phone)	Write	Wild West Gun	65.00
Big Horse Ride	295.00	Sportland Gun	120.00
Space Ships	195.00	Star Gun	95.00

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SEEBURG 100-C	545
WURLITZER 1700	545
SEEBURG 100-R	695
WURLITZER 1400	195
ROCK-OLA 1438	465

M-100A 45 RPM CONVERSION KIT \$69.50

BALLY ABC TOURNAMENT KEENEY BOWL-O-RAMA VALLEY 6-POCKET POOL CHICAGO COIN CLASSIC BOWLING LEAGUE KEENEY 22 COL. CIG. VENDOR

PHONOGRAPHS STEAM CLEANED, RECONDITIONED, REFINISHED LIKE NEW!
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the idea of opening a one-stop department here," says Cooper.

Airport Arcade receipts have been holding very firm this summer, says Ery Beck, of Mitchell Novelty. . . . Mrs. Ray Lax, of Ray's Amusement, is back on the job following a stay in the hospital. She is recuperating from a back ailment. According to Mary Pelligrino, P & P Distributing Company disk buyer, two hot items this past week were "Tammy," by Debby Reynolds, and "Rainbow" by Roy Hamilton.

Eighth Annual Fall Candy Carnival, sponsored by the Badger Candy Carnival, was "best on record," according to chairman Joe Ritt. Good turnout of vending machine operators from all over the State showed up for the weekend event, held at the Astor Hotel. Operators included: Ben Berman, Berman Vending, Madison; Lewis Konop, Konop Vending, Green Bay; Bob Van Der Vaart, Bob's Vending, Sheboygan, and John Cocking, Automatic Coffee Service, Milwaukee.

Newly elected officers of the Badger Candy Club are
(Continued on page 146)



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Model 2000 (200 Sel.) \$795.00	6-200 (200 Sel.) \$750.00	HF100R \$725.00
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New Buttons
Completely Reconditioned

\$54.50

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BALLY ABC LANE
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Bally BALLS-A-POPPIN' . . .	\$235
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Exhibit RINGER BALL	135
Exhibit SLATE POOL	125
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Genco CIRCUS GUN	closeout
Hawkeye Popcorn Machine . .	49

GUNS

GENCO	
New DAVY CROCKETT . . .	Write
STATE FAIR	\$295
WILD WEST	245
SKY ROCKET	225
NIGHT FIGHTER	125
EXHIBIT	
JUNGLE HUNT	385
JET GUN	110
WILLIAMS	
JET FIGHTER	\$185
SEEBURG	
SHOOT THE BEAR	\$125

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C. C. TWIN HOCKEY	\$215
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Evans SUPER BOMBER	115
Wms. STAR SERIES	85
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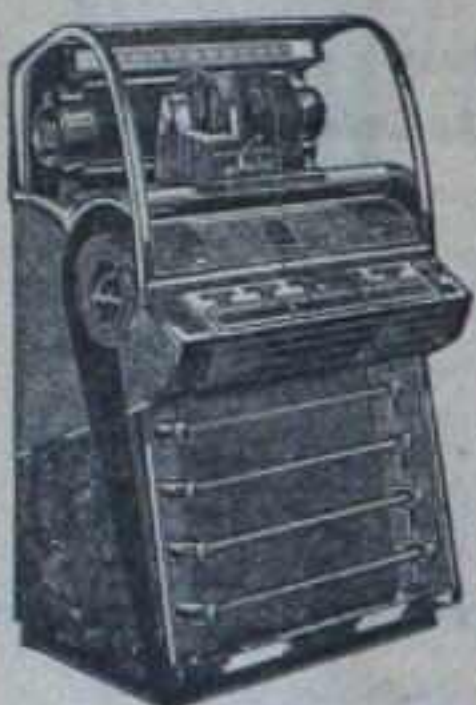
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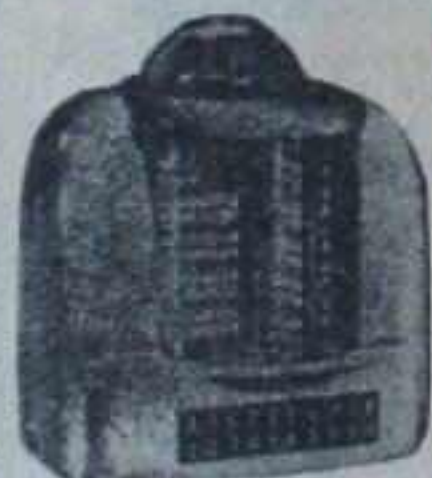
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M100B	425.00	Model 1250	129.50
		Wall Boxes 5206	39.50
AMI			
E-120	\$395.00	G-120	\$595.00

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COINMEN YOU KNOW

• Continued from page 145

John Gray, Hershey Chocolate Corporation, president; George Vick, Melville-Peerless Corporation, vice-president; Norbert Wayer, Robert A. Johnston Company, secretary-treasurer, and Mel Catlin, Hershey Chocolate Corporation, in charge of publicity. . . . Harry Jacobs Sr. and Jr. and their spouses returned from Connecticut, where they attended the wedding of Richard Jacobs.

Miami

By RAOUL SHAPIRO

Willie Levey, Mello Music Company, back from an extended vacation up north. First order of business was a hot gin game with Dave Friedman, American Operating Company, and Willie Blatt, Music Makers, Inc. With Blatt back from his vacation, Lucky Skolnick, other half of Music Makers, is off on his annual hiatus.

Crack fisherman Harry Silverman, Ace Music Company, had himself a banner day recently, hooking and bringing in three sailfish besides a mess of other big ones.

Elmira Play

• Continued from page 140

fact, a couple of operators had asked Kisil whether an advertising and public relations campaign was needed, and Kisil advised against such an effort.

No Publicity

The milk strike was going strong in Elmira in early July, and milk has risen by from 3 to 5 cents a quart. Hence, consumers were a bit touchy about any price increases. So Kisil felt the conversion could be done most effectively with no publicity.

First location to be converted was Jiggy's Bar, which had been catering to the needs of thirsty Elmiraans since 1921. The stop is a good one, but hardly a swanky location. Most of the patronage comes from neighboring farmers and local workmen.

The 100-play box was replaced by a new 200, a few selections were added, and the machine was operating at 10 cents. As far as owner Jiggy Vegard is concerned, it should have happened years ago.

Collections Up

Collections are up by nearly 40 per cent, and the only comment has been on the brand new machine, not on the fact that it costs twice as much to play.

When the machine was converted Vegard was worried lest some of his steady trade patronize neighboring establishments which were still at a nickel. He discovered that bar business was as good as ever.

Moreover, the 200-selection box allowed operator Dave Solomon to program some old-time tunes which have proved very popular with the bar patrons.

Nick's Restaurant

The results were pretty much the same at Nick's Restaurant in suburban Horseheads. The take went up 40 per cent the first week and has been holding steady at that level.

Mrs. Mary Boulas, who runs the establishment with her husband, feels the new 200-play machine blends in well with the decor of the bar. Many customers have commented on the new juke box, but few have had much to say about the price increase.

The only complaint on the part of local operators is that they waited so long before converting.

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- Games' SUPER HUNTER
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- Wms. KINGS (5-Ball)
- Bally SUN VALLEY

ARCADE

- Wms. KING OF SWAT . . . \$225
- Wms. DLX. 4-BAGGER . . . 275
- Genco STATE FAIR . . . 265
- United PIRATE GUN . . . 325
- Esh. JUNGLE HUNT . . . 225
- United CARNIVAL . . . 155
- Seeburg COON HUNT . . . 125
- Genco SPACE SHIP . . . 135

FISCHER 6-POCKET POOLS \$175
LIKE NEW—only

MISCELLANEOUS

- Seeburg M-100C . . . \$495
- Seeburg M-100A . . . 185
- Seeburg M-100B . . . 375
- Esh. RINGER BALL . . . 155
- Genco SKILL BALL . . . 225
- Auto-Bell COUNTY FAIR 325
- Games' GUNSMOKE . . . 295

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SAY YOU SAW IT IN THE BILLBOARD!

Tape Traffic

Continued from page 141

he will amass a considerable fortune — reasonable advice for a bachelor.

Tekip, who got the idea from a telephone service demonstration, put the machine together from spare parts of old Arcade units and a \$139 tape unit. On location now for two weeks, it has been averaging \$7.50 daily, all in nickels.

The Robot-Tape playback unit is combined with the bottom section of an old Mutoscope Flying Saucer machine, the decorative head of an old Exhibit fortune teller, and other parts and equipment from dismantled machines that have spent their life at the park.

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It stands next to an Exhibit Supply Nodist Colony machine, a production model of an earlier home-made game developed at River-view. This game, a type similar to one popular in England years ago, has players peering in at a live ant colony.

Automatic Vaudeville

Nearby, patrons hear the melodic carnival music of another successful tape-recorder game, Williams' Peppy the Clown. Kiddies flock around the machine, as a marionette clown dances sprightly to the notes of a coin-activated tape playback.

The Williams machine not only registers high receipts, but serves as a drawing card for the Arcade in general. With a different musical selection provided with each coin, the dancing clown delights the tots by the hour.

Several other manufacturers have combined tape with their machines to furnish musical atmosphere or realistic sounds. The idea has been used in gun games to play back animal cries as targets are hit, and in drive-machines to furnish traffic noises.

But it has been used all too sparingly in the past. Perhaps a promising future lies in further experimentation with sound in the coin game field.

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Wurlitzer Model 2000	\$995.00
Wurlitzer Model 1900	875.00
Wurlitzer Model 1800	775.00
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Seeburg Model HF-100R	600.00
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Report Heavy \$250 Tax Stamp Hike in Kentucky

LOUISVILLE — Jefferson and Louisville counties report a heavy boost in federal gaming tax stamp applications since July 1.

Last February only 167 stamp-holders were listed. Now there are 412 applications for the stamps for the new fiscal year begun July 1.

Indications are that the boost occurred largely because of the new federal ruling requiring the \$250 stamp on payoff pinballs as well as slot machines.

According to the new ruling, made by decision of the U. S. Supreme Court June 17, any coin-operated device which pays off in cash, tokens or merchandise is subject to the \$250 tax. Free play games are subject to the \$10 amusement tax.

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Boston Ops

Continued from page 134

licenses and ordinances would be attacked.

A bill in equity will be filed the first week in September. The case involves the necessity for music operators in the City of Boston to pay a total of \$160 per machine per year for seven-day operation. The State charges \$50 for a Sunday license as does the City on top of which is the city's \$50 for week-days, plus the federal tax of \$10.

The biggest argument to be used by the law firm will be—that an attempt to license a juke box by exacting a fee is a prior restraint on free speech. The law firm will challenge the license fees on the aspect of free speech as guaranteed by the Commonwealth and the Federal Constitution.

Excess Charge

The attorneys feel they have a strong point here. It also will be attacked as an excessive charge for services—that of policing the machines. They will also contend that the playing of a record is a form of entertainment which does not detract the playing of it from the protection of the free speech guaranteed by United States and State courts merely because a form of expression is used for purposes of entertainment.

In other words, the attorneys say, that simply because an entertainment form is used it does not take it out of the category of something which should be protected by the guarantees of free speech.

In December of last year some 300 licenses and fees ranging all the way from night club, hospital and graveyard charges were increased in the city and indications were that a number of suits would be forthcoming. To date the mu-

Des Moines Hits Free Play Pins

DES MOINES — Police here seized a free-play pinball, which Assistant County Attorney Arthur Hedberg said is classified as a gambling device under a 1951 Iowa Supreme Court ruling.

The State High Court ruling, according to Hedberg, holds that pinballs that offer free games are illegal.

Police Chief Robert E. O'Brien said the move is intended to "forestall flooding the city with gambling devices."

James Seay, Des Moines, operator of a billiard parlor, was charged

with illegal possession of a gambling device. He was arraigned before Municipal Judge Harry B. Grund and released on \$300 bond pending a hearing.

sic operators are the only group which has taken any action in the matter. The next regular meeting of the MOAM will be held September 12 in the Beaconsfield at which time the membership will be advised of the progress of the case.

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**WILL PAY CASH or WILL TRADE for
GOTTLIEB 5-BALL GAMES**

and

UNITED SHUFFLE ALLEYS

with Match Feature

LET'S HEAR FROM YOU, PRONTO!

Newark

• *Continued from page 134*

his equipment. After conversion, operators report that play has either been maintained, or it has fallen off slightly. But collections are nearly double after conversion.

EP Purchases

EP records have been used immediately after conversion, but they have generally been replaced by singles in a few weeks. Most operators are limiting their purchases of EP's to disks which include a hit available only in EP form.

North Jersey operators, in general, have not been utilizing the 15-cent EP pricing available on new machines, and they have not been taking advantage of the EP programming available for pop standards and classical selections.

With the advent of dime play and the 200-selection machine, operators here are insisting more and more on front monies and minimum guarantees. Front money will run about \$15 a week on new equipment, while the minimum guarantee will go as high as \$20.

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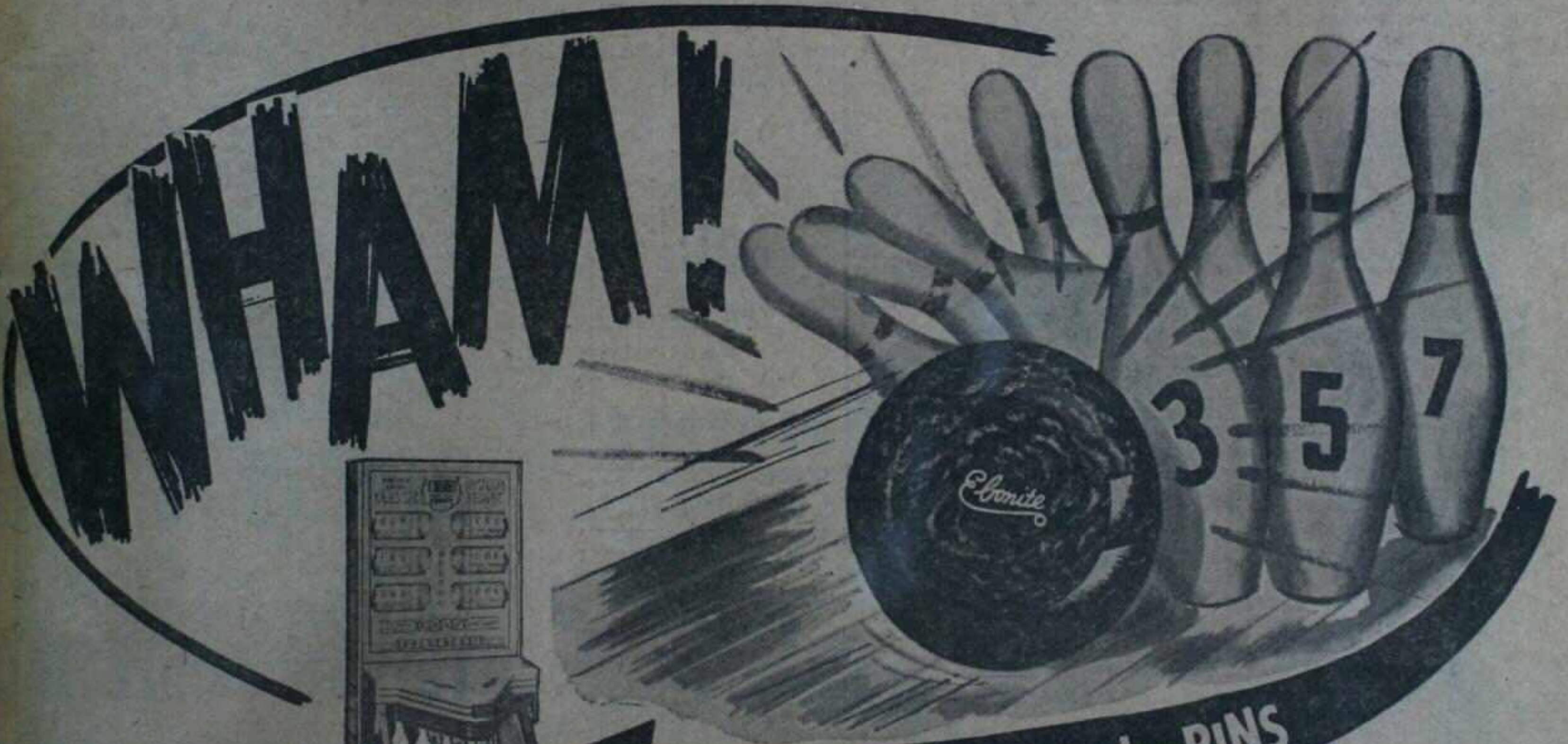
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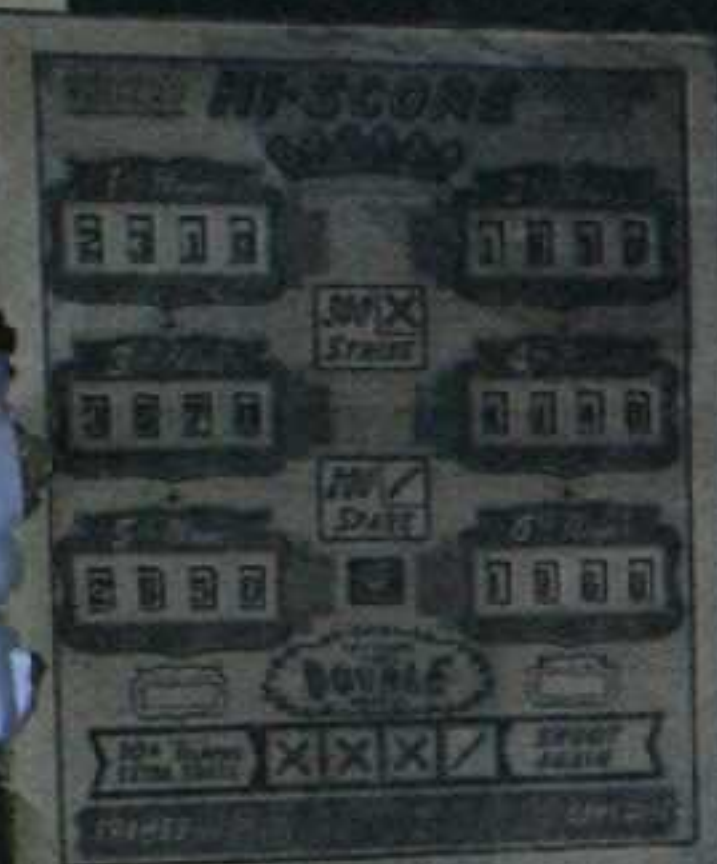
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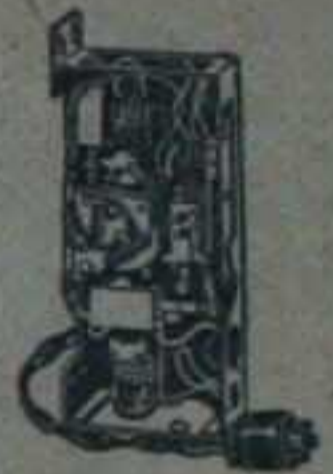
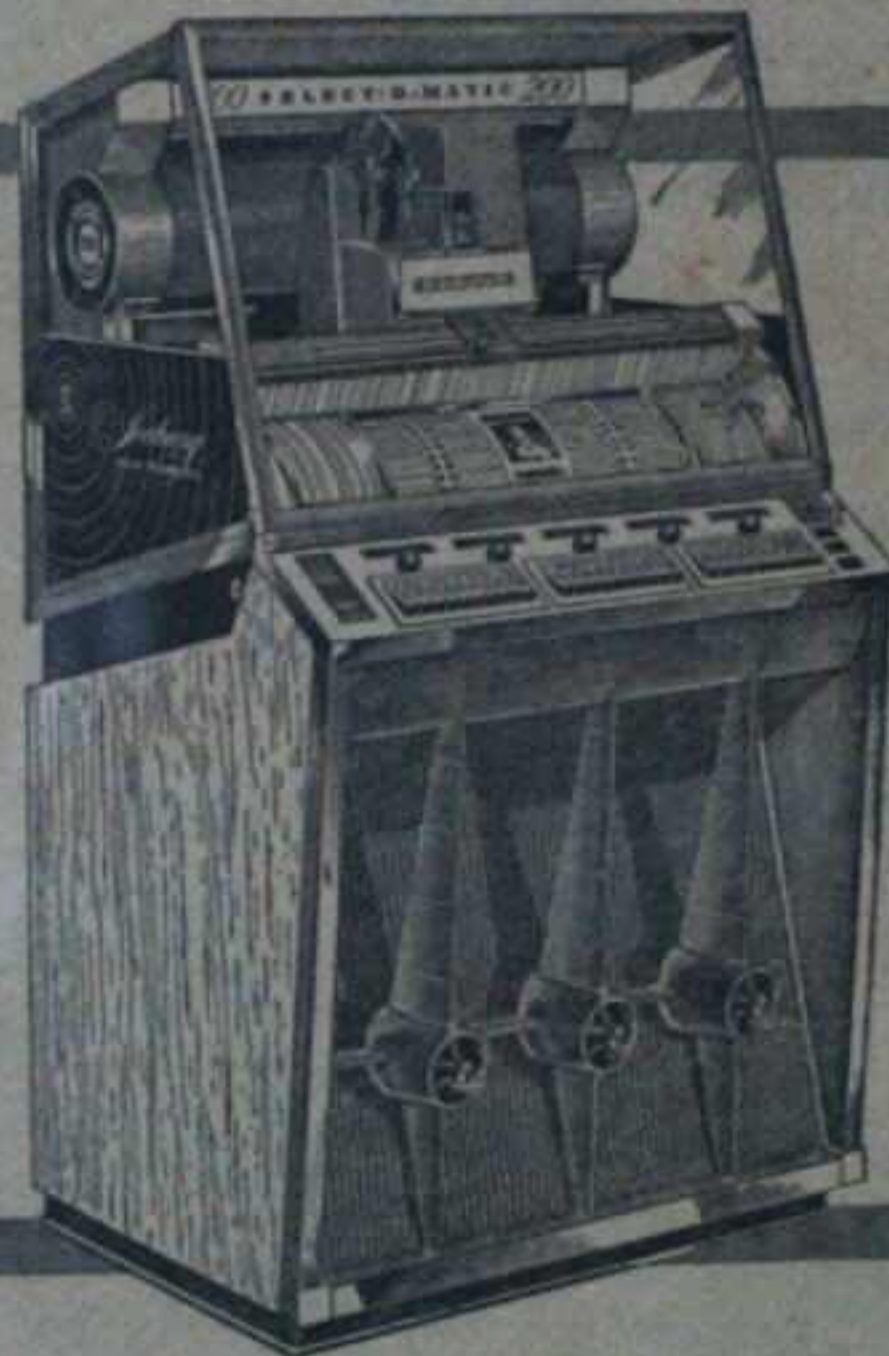
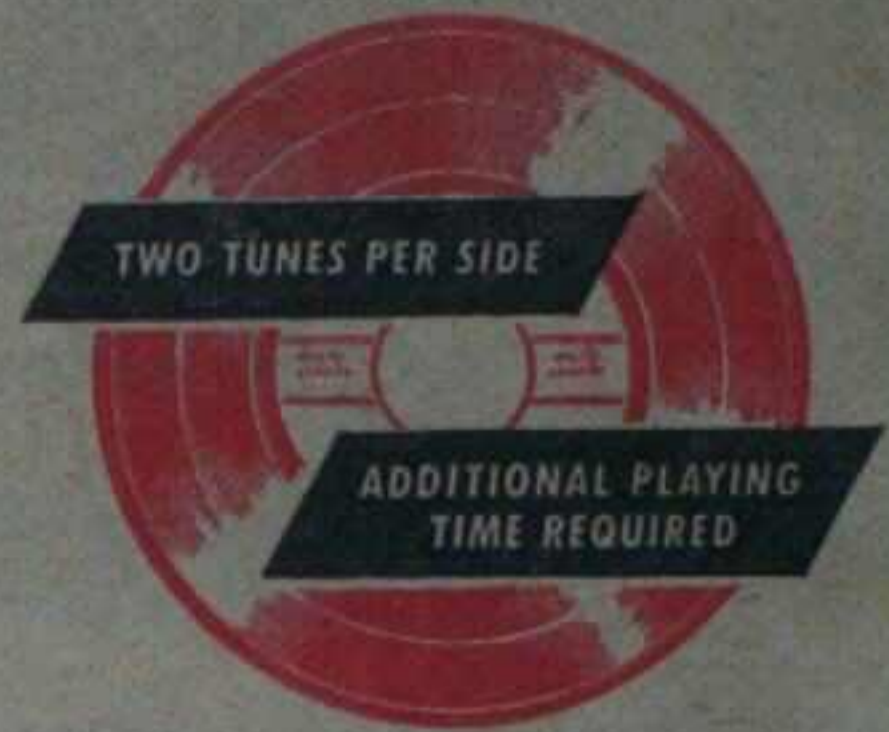
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