Tots Rock It Up on Coin-Operated Rides

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

By KEN KAUF

CHICAGO — The nation's kiddies have a new 'Sit' or 'roll all their own. They rock, 55,000,000 times a year on coin-operated kids rides while their parents part with $5,350,000 in ticket sales each year.

For the kiddies, it's a real ball. While parents shop at supermarkets, shoe stores or department stores, nippers toss out in rocket ships, thunder away on motorcycles and bounce in the saddle of bucking broncos. But it's a thrill for the kids, too, because they don't have to worry about their Archie tangling tangle and punching away at the jukebox or shopping spree.

An estimated 100 operators, each with from 2 to 17,000 kiddie rides, are on the fun, spotting their equipment in retail stores of all types: Transportation depots, theater lobbies, drive-ins, outdoor movie lots and amusement parks.

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


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

Still a good many operators, among them some of the biggest, use the standard ponies, animals and Merry-Go-Rounds as the basis for their unit, building around them with the novelty rides. These operators say that the standard pieces are more economically operated, require less investment and continue to make a strong natural attraction thes years.

In the past of the 55,000,000 kiddie rides is Bally Manufacturing Company's Homestead Trolley. Bally's highest selling small ride ever built, it's designed as an aged fashioned roadster car that rolls and rocks over steel tracks. It can be fitted with a new roof to run the year long, yet fits into a two-by-three-foot floor space. Ride is complete, with flashing headlights and ringing bell, and the noopet motors are made to operate with a flip of a lever.

Tote Riders

Another new item is the coin-operated elephant ride made by the Toddco Company, Los Angeles. The 43-inch-high elephant has a flexible ear and tail and simulated hide. I. T. T. (Trailer) Home, company owner, is a veteran wild animal broker, but his elephant ride is happily the more domestic, make-believe variety.

In 1956 of novelty ride, according to a survey of operators, the Bally Rider ride is a realistic copy of a policeman's motorcycle that gives kiddies a bouncy ride on a solid rubber side-ride roll. It creates an illusion of rolling over highways and hills. Speed: (Continued on page 97)
Period of Grace Shortens, January Market Opens Up

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

These developments are likely to occur because the majority of network sponsors who buy about 30 out of the 81 outside packages are giving 39 weeks of notice. This means that a client who is unhappy about the show or who wants to change networks can give notice about the second or third week and announce its debut in early fall, assuming its debut was in late September.

Among the reported advertisers who have signed such contracts, or who are expected to do so soon, are General Foods, Colgate, Lever Bros., Reynolds Tobacco Co., Warner Bros., Paramount, and Mennen for its new "OSS" on ABC. The only exception to the 81-week policy is to be 39 weeks of firm is the one signed by Seven-Up and AC Sparkplug for "Zorro."

The new Walt Disney, " unfolding series, is a Saturday献, and secondly, sponsors usually give notice, the note says, but however, the network does not stick to it when they are surprised. Both "The Brothers" and "Noah’s Ark" were canceled after 26-week runs this season.

The reason for the cutoff lies in the 36-week firm contract to a 17 one week this fall is an obvious one but the large number of failures of the past season, "Bนn Hillbillies" alone, Saturday 10:30-11:00 p.m., alternate weeks of "Seagram," Tuesday, 1:30-2:00 p.m., or a seven week of "Navy Log," Thursday, 11:00-11:30 p.m.

Marihaha lost by out by a day on co-authorship of ABC’s Wednesday "Hillbilly" and then being left out of the experience.

Mull ABC Trio For Marlboro

NEW YORK—Philip Morris, for one week, is expanding its advertising with ABC-TV to come up with one by three of their possibilities, 30 alternate weeks of the Roy Mitchell show, 6:30-7:00 p.m., alternate weeks of "Seagram," Tuesday, 1:30-2:00 p.m., or a seven week of "Navy Log," Thursday, 11:00-11:30 p.m.

Marinol lost but a day on co-authorship of ABC’s Wednesday "Hillbilly" and then being left out of the experience.

Money-saving Subscription Order

Enter your subscription to The Billboard for a full year of week (2 issues) at the rate of $8.50 to 10 issues for $12.50 (considerably saving over single copy rates). Foreign rate $15.

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Enter your subscription to The Billboard for a full year of week (2 issues) at the rate of $8.50 to 10 issues for $12.50 (considerably saving over single copy rates). Foreign rate $15.
COMING COST PER THOUSAND ANALYSES:

**Cigarette & Tobacco Sponsors**

- **Home Products Takes ABC Slot**
- **American Tobacco Eyes CBS Fridays**
- **Ralston Hunts 'Wally' Time**
- **American Tobacco Set For NBC Slot**
- **C-uppercase omer/phone Analyses of Network TV Shows in Class A Time**

**Food and Beverage Sponsors**

By Sponsor Groups:

**FOOD AND BEVERAGE CIGARETTES AND TOBACCO**

**CONSISTENCY**

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Next Week: Automatic-Petroleum & Appliance-Furnishings Sponsors
June 17: Toiletries-Drug & Household Cleaners
June 24: The Top 20 for May
July 1: Food-BeVERAGE & Cigarette-Tobacco Sponsors
NOW LOOK AT IT THIS WAY!
It's a changing world. Along with fashions, home appliances and the shifting sands of the desert, the American language never stays put. Hardly anyone says "Pardon my wet glove" any more. Or "23 Skiddoo!" Or even "The cat's pajamas."

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

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

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

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

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

Only two of the hundred questioned listed television shows as examples from which to choose. None of the respondents could name a show that they have seen a winner on.

John Derr, Assistant Editor, New York—John Derr has been named special assistant to Arthur Godfrey on public relations questions and other related areas. Derr was formerly a top executive in the network's sports department.
The best features... backed by the best promotion

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

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

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

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

Thanks, Billboard for award
FIRST PLACE

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

A SERVICE OF LOEW'S, INC.
701 Seventh Avenue, New York 36, N.Y.
Richard A. Harper, General Sales Manager
Weaver Takes News Wraps Off New Network; Makes Formal Bow July 1

CHICAGO — The quotation marks on Pat Weaver’s “Fourth Network” are beginning to drop off. His starting date is announced, two shows are scheduled, at least one sponsor is signed, a Chicago affiliate is pacted, New York’s WPIX appears on the verge of affiliation and Weaver claims outlets in a dozen other major cities in the Eastern half of the United States. The West Coast, he says, will be operating by fall.

In addition, Weaver cleared up another puzzle about his projected Program Service, Inc., during a press luncheon in Chicago Tuesday (36). His network is not a grandiose gimmick for syndicating film or tape under a network label. It will employ AT&T lines and broadcast live. Film will be used, he said, when a program will be enhanced by it, but this is a matter for the producer to decide in the case of each program. The net will be formed on what he called a “live distribution method.”

July 1 Debut
Program Service, Inc. takes the air at 9:30 a.m., EDT, July 1, with an interview-chatter show by Mary Margaret McBride, followed immediately at 10 a.m. by “Ding Dong School” with Frances Hart, a continuation of the kiddie open Weaver placed on the NBC net when he was its head. Negotiations are hot, he said, for a pickup from Chicago’s Aragon Ballroom tentatively to be called “Saturday Night Dance Party,” a floor-show format, which he said might be spotted to the Lawrence Welk Show. He’s looking, too, with a network version of “Lunchtime Little Theater,” a property of WGN-TV, Chicago, with the highest local cumulative rating in daytime. Problem with the latter, he said, is that the show is sold out locally which, for the time being might bar a network sale. Weaver’s first sale is three participating spots weekly for “Ding Dong School” to Taylor-Bred Corporation of Glenbrook, Conn., and to National Ad Sales and Off Fronting. WGN-TV signed last week as PSI’s first affiliate, after the affiliation status in hazy when held against the meaning of the term to established nets. PSI claims no option time from its affiliates, but submit what Weaver calls an informal arrangement. WGN, he said, has 72-hour first refusal rights on any show offered by PSI. Beseating the issue further, Weaver said he would seek no affiliation in cities where there are no independent stations operating. In a market like Louisville, he said, where there are two stations, either station may tie in with PSI for individual programs. Weaver said PSI would be available to 18,000,000 TV homes or 45 per cent of the national total.

Permits Budget Concentration
The plan, Weaver said, enables a national advertiser to concentrate his budget in the central, pacing markets, implying that the big budget 45 per cent, which can be bought at considerably lower cost than a full-size established one.

Singer Weighs Gems’ Dramas Tuesday at 10

NEW YORK — Singer is again interested in the Tuesday 10-10:30 p.m. time period on NBC-7. The proposed property is a Screen Gems anthology of dramas about woman starring including Kim Novak, Rhonda Fleming, Alexis Smith, Joan Fontaine and Donna Reed. Sarnoff may be the host.

William Morris Agency is also financing Sanders and exclude Zoe Zsa Zsa Cabor for a romantic comedy series.

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

Weaver emphasized that WGN would be a major origination point of PSI programming. WGN’s 400-foot TV theater is now the only such property similarly available to any Chicago station.

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

Turning to a recent observation by Bob Koerner, its announcer at NBC, that the future of TV is in color, Weaver stated flatly, “We don’t have any plans for color.”

 Armed Forces Get NBC Bloc

WASHINGTON — The largest single bloc of programs ever made available by any network on Program Service to the Armed Forces is available to U. S. servicemen around the world via the dedicated Armed Forces Network of the National Broadcasting Co. to the Defense Department.

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

Cowgill Replaces Kenahan in FCC’s Broadcast Bureau

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

ABC Station List Upped to 80, With 85% Clearance

NEW YORK — ABC-TV is increasing its basic stations from 78 to 80 this year, giving its shows 85 per cent clearance, with an anticipated rise to 80 stations and 93 per cent clearance by this time next year, according to web brass. Boston, Omaha, Norfolk, Miami, Pittsburgh, Dallas, Los Angeles and Indianapolis are the new markets with ABC prime affiliates.

Again to the judges, the editors of BILLBOARD and to the many people who made this promotion an award winner . . . THANKS!
Colgate Snags On 'Thin Man'

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

Rem-Rand Studies 'Maggie' O'Brien

NEW YORK — Remington-Rand, for its first television division, is very interested in "Maggie." The situation concerns starting Margaret O'Brien. The advertiser is shopping at all networks for a suitable half-hour for the McCauley production.

NBC to Build Own Properties On Major Scale

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

Small World' May Replace Spike Jones

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

For Network Program Promotion and Second Nationally!

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

from The Billboard issue of May 20, 1957

Our sincere thanks to this year - after - year acknowledgement of our promotion efforts . . . and our promise to continue to back the best television programming with the best in audience-building promotion.
NINE MONTHS AGO THEY CALLED IT THE...

"MILLION DOLLAR GAMBLE"

AN OPEN LETTER FROM GROSS-KRASNE, INC.

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

we backed our "gamble"

...with new methods of syndication

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

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

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

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

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

GROSS-KRASNE, INC.

JACK GROSS

PHIL KRAUSE

WELL...

WE'RE ROLLING AGAIN..... DOUBLE OR NOTHING!

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

FOR YOUR AUDITION PRINTS CONTACT:

GROSS-KRASNE, INC.

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

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

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

ADVENTURE! ACTION! INTRIGUE!

"AFRICAN PATROL"

starring JOHN BENTLEY

A UNIQUE IDEA IN ENTERTAINMENT!

"The Adventures Of A JUNGLE BOY"

Available in COLOR and Black & White
WOR Buying
Runen Parcels

NEW YORK — Continuing its
upbeat of half-hour program
selling, WOR-TV here has brought
renewal of its syndicated-
TV, Guild Films, Official Films and
others. It is planning about
four hours of syndicated pro-
gramming on Saturday, in addition
to the usual half-hour of ad-
syndicated strip.

Meanwhile, the station's "Mill
Dollar Move in" is still doing
good, despite rumors to the
contrary. It is said to be having
one of its best summer yet, with
New York Telephone and Royal


CBS Launches
3 Film Series

NEW YORK—CBS Film Sales has
put three new programs into the
works. In early stages of de-
velopment of three series, the
one co-produced by Jim Moser
and Frank LaVettere "The Dida-
rapy," the other by his friend Ted
Cranick as co-producer, and
"Television," to be filmed in
land by Michael Burke, with pilot
script by William Telepnon.

'Solomone Jane'
Pilot Slate

HOUSTON — Lou Edel-
son has produced a pilot in July
for "Solomone Jane," a comedy Western
series based on stories by
Fred Harman. The pilot was
January release.

Seaboard Spot Time
Deal Dead; Barter
Firm Takes Over

NEW YORK — Seaboard
Eiusrine has ended its spot
![continued](https://www.americanradiohistory.com)
NTA Plans Buildup Via 1-Min. Trailers

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

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

For the second 13-week cycle, which begins in July, NTA is making a complete set of trailers for all its affiliates. The trailers will be the same scenes from the pictures that are used to open each week's show. They will run on a nine minute and will cost NTA about $1,000 each.

During the first 13 weeks NTA had not made its own trailers and consequently could not provide them to all stations. Nevertheless, in its promotion study of the first four weeks of the show (see separate story), NTA found that trailers on "Soldiers" were the second most used promotional technique, with 63 per cent of the stations so reporting. According to Marty Baisch, promotion director, trailers are the most potent and asked-for promotion device.

The greatest use was made of slides, reported used by 83 per cent of the stations for the first four weeks, with a total 918 times reported for the first week by the 61 reporting stations. This dropped to 504 the second week, but was up to 692 the fourth week.

The next most used promotion was in local spots, reported by 50 per cent of the stations. Radio announcements totaled surprisingly large, with 28 per cent of the stations using them. WTVT, Milwaukee, alone reported 159 radio announcements for "Premiere Performance" in its first four weeks. The radio spots did not occur only instances where the TV station owned a radio outlet, it was noted by Roberts. Many of the affiliates went out and bought radio time.

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

'Soldiers' to Enlist Locals

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

The show stars John Kerr and Chick Chandler. It has a straight average of 28.9 in 49 top markets in all of which it is among the top 10 syndicated shows, MCA points out.

Also

Media Buyers Given Calypso Serenade

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

Outstanding Promotion Wins for WREX-TV

YES, THERE'S REAL SALES POTENTIAL IN REXLAND

. . . for NETWORK PROGRAM PROMOTION
Second Place tie among all One and Two Station Markets

. . . for SYNDICATED FILM PROMOTION
Third Place in all One and Two Station Markets

. . . for FEATURE FILM PROGRAM PROMOTION
Third Place in all One and Two Station Markets

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

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

Copyrighted material
**TV Commercials in Production**

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**COMMERCIAL CUES**

**THRU THE LOOKING GLASS**

"I'm not sure how the competitive situation will affect this year's..."

**NEW TV Spot Campaigns**

Contracts Set in Every Region
In Two Weeks Ending May 11

---

**On Eastern Stations**

- "Hollywood" on NBC
- "Rexall" on ABC
- "Dixie" on CBS
- "Mead" on CBS
- "Du Pont" on NBC
- "State Farm" on ABC

**On Southern Stations**

- "Smithfield Foods" on ABC
- "Crosley" on CBS
- "Hudson" on NBC

**On Midwestern Stations**

- "La Salle" on NBC
- "Herbert Hoover" on ABC
- "Dixie" on CBS

**On Western Stations**

- "Procter & Gamble" on ABC
- "Dixie" on CBS
- "State Farm" on ABC

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**Television's Role in Many Fields**

**The Billboard TV Film Programming**

**TV Stations, Inc., Now Buying for 86 Outlets**

NEW YORK — TV, Inc., the station-owned film buying organization, has changed its name to TV Stations, Inc., and has doubled its sales. Following its presentation at the National Association of Radio & TV Broadcasters convention in Chicago, the organization has expanded its membership. It now has a total of 86. The new association plans to join in the WERTV, Green Bay, WIS, KSIX-TV, Casper, WY, and others.

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**ABC to Review Station Rates**

NEW YORK — ABC has formed a central committee to review all network station rates, including the direct station-pitched rates. Members are four network vice-presidents, A. B. Cummins, J. C. Terry, and J. R. Green. The move is designed to "keep the stations in line" instead of raising station rates. The rates will be reviewed as well as changes in affiliates."
### Syndicated Film Drama Shows

#### MARCH RATINGS AMONG WOMEN

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distrib.</th>
<th>Women 6-14 Years</th>
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### Pittsburghers Going to the Movies

- The DuPont Show of the Week
- The Hardy Boys
- The Shadow
- The Hardin Hour
- The Hardin Hour

### Top Network Shows

- The DuPont Show of the Week
- The Shadow
- The Hardy Boys
- The Hardin Hour
- The Hardin Hour

### Top Multi-Weekly Shows

- The DuPont Show of the Week
- The Shadow
- The Hardy Boys
- The Hardin Hour
- The Hardin Hour

### Top Features

- The DuPont Show of the Week
- The Shadow
- The Hardy Boys
- The Hardin Hour
- The Hardin Hour

**Note:** The above ratings are based on audience size and market share for the specified network shows. The list includes some of the most popular programs during the March ratings period, showcasing the variety of programming available to viewers across different networks and time slots. These shows are known for their engaging storylines and entertainment value, attracting a wide range of audiences. The March ratings are a snapshot of viewer preferences and provide insights into the popularity and impact of these programs in the entertainment industry.
This weekly chart covers the latest Pop ratings in key local markets. It includes network, local live and local reruns of daytime shows. By printing out leading programs, the chart provides a ready guide for outstanding programming to stations 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 statistics. Actual top ten cannot include complete TV coverage at all times, so they do provide competitive statistics for the major terminals.

The symbol + indicates one or more stations in the top ten on a national basis. The symbol ** indicates one or more stations in the top ten in the market under study. For complete program and audience information and analysis, consult The Billboard, Inc. 42 W. 40 St., New York.

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**DAYTON, OH**

**MINNEAPOLIS-ST. PAUL**

**PROVIDENCE**

**ST. LOUIS**

**SAN DIEGO**

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**SHORT SCANNINGS**

By CHARLOTTE SUMMERS

NBC has donated more than 450 hours of network programs to the network on the 23 stations at U.S. outlets alphabetically consisting of more than 6,000 prints, is the most extensive network schedule available by any network or other source. . . . Lee Mangel will be the new executive director and George Coble, Jr., the new executive assistant director.

Copenhagen, is negotiating for a long-standing executive producer, and Ted Cappy, formerly

with the Sid Caesar Show, programming, Phil Colgan was set earlier producer.

The National Division’s Father’s Day Committee has named Dinah Shore to the “Feast of TV Mining,” and “Twenty-One” quiz expert and his father, Bill Miller, prize winner Mark Van Dam, as the “Father’s Day Show” for the month of June. Harris, a resident of the city, is back at the Bar and Sons, but still has large ratings, she takes looks at “Television Romance of the Year.”

Producer Edward A. Byron has been named executive producer of United Press Development, executive producer of United Press. Byron, an associate producer for his new television film series, “For the First Time.” The Byron-owned series is made in cooperation with the New York City Police Department and will be filmed and distributed by CBS TV. The film series, based on the life of the William Morris office, leaves on June 15 for a stint with the N.Y. Police.

Dr. Robert L. Head has resigned as chief attorney for the National Association of Radio and Television Broadcasters to be succeeded by the attorney general of law enforcement. They are the first projects listed.

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**MY LITTLE MARGE**

"It’s a wrap! Marge and I are all set for the summer," said Marge, the new host of The Billboard. "I’m looking forward to a great season! Check out my show on Fridays at 7:00 PM!"
TV’s Fairy Tale Kick Can
Spark Moped Disk Boom
LP’s & Singles Will Complement
Flock of Fantasy Air-Spots

By JUNE BUNDY
NEW YORK—The children’s record field, somewhat sexily unless enthusiastically. One previous children’s field said that he personally had turned down several opportunities to write for forthcoming video rear tale shows because he feared on his mass-production method and thinks the market is bound to be glutted by an over-abundance of similar product.

At least one major publishing house is steering its writers away from the fairy-tale show assignments for summer, the same reason. Sidney Kirschenbein, general professional manager of E. J. Morris, opined that this new trend is “video-ness,” and thinks it is a “big mistake for writers to com-

Petrillo to Give AFM Meet
Disk Employment Statistics

By BILL SIMON
NEW YORK—When James C. Petrillo, president, meets the annual convention of the American Federation of Musicians in Den-

'er, and agencies and featuring versions on the Spark Bil%card, founder for a stack of a Grant of York—For a year now, TV tel-

Tape, of the new, the fairy-tale is a musical version of “Aladdin and the Wonderful Lamp,” which is budgeted over $300,000, with score by Dorothy Fields and Bur-

monks to ship disk, and MLA to ship records, and RCA Victor’s “Peter Pan” pack-

Cap Adds 3 to
talent roster

Repacts 4th

HOLLYWOOD—Cap Rec-
ords boosted its talent roster again last week, adding three new names to its growing agreement with a fourth.

Firm inked arranger-conductor John Morris Crocker, a by-product Nick Green to term recording con-
ducted by orchestra leader Mel Torme, who signs of a 4yr. staff Dave Cavan-

Liberty Opens
N. Y. Branch

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

See Record ’77 for
Canada Disk Sales

1st Quarter Up 50% S-Wise Over Some Span in ’56; Singles, LP’s On Rise

By HARRY ALLEN
TORONTO—Following a banner year in 1956, the Canadian disk industry promises to feature its record sales in 1957 and 1958.

The Dominion Bureau of Sta-
tistics reports total retail sales of $51,257,859, an increase of 48.8 per-
cent over 1956.

For the first three months of 1957, business again shows an al-
most 50 per cent increase, dollars bing both gross income in-
creases down the line and an increased gross sales figure.

Selling-figure, all at, for the first quarter of 1957, compared with 1956, has been

Monarch Clicks
On Injection
Mold LP Disk

HOLLYWOOD — The long awaited perfection of the injection mold manufactured LP disk has been achieved with the aid of Record Manufacturing Company, veteran independent pressing plant board.

Nate Drouff, president of Men-
arch, disclosed that the firm has acquired a patent right to a nu-
mber of its label injection molds with numerous brands of styrene and many models for the past 18

(Continued on page 19)
COAST AFM Rejects Daniel's Resignation

Proxy Ankled Local After Renewed Fight By Members Over 'Good Petriello' "HOLLYWOOD—The storm of controversy that surrounded the sudden resignation of Eliot Daniel, president of the American Federation of Musicians, subsided last week when AFM officials, without drawing his resignation after the members rejected it by a vote of 390 to 3. Daniel's abrupt resignation came on the heels of the release of a wire sur- prising the "good Petriello" of his group. The members approved the selection of the AFM president as the intermediary of the Petriello problem. The never-before-discussed issue is now under consideration by the American Federation of Musicians.

FUTJITA GIVEN DESIGN AWARD
NEW YORK—S. Neil Fu- jugita, of the record-packaging firm of Columbia Records, has been awarded a gold badge by the International Club of New York. Award was given in the category of "Point of Sale, Record Album Covers, Book Jackets and Poster, with Address: American Federation of Musicians"

Decision in 'Angel' Suit To Williams

HOLLYWOOD—Two-year- old action against Dorothy Williams, president of Dorothy Records, in the Los Angeles Superior Court, "Earth Angel" and othercopyrights at stake, was settled last week when Superior Court Judge instituted an injunction in favor of the defendant.

Curtis Williams charged fraud, asked for disaffirm- ance of existing contracts and order that the records be withdrawn from the market. Williams claimed that he had licensed the "Earth Angel" record for $6500 and that the record was not produced, that the contract was void, and that Williams was entitled to an accounting of all monies made by the record.

The court ruled for Williams and enjoined the defendants from making or disseminating any copies of the record. The injunction was made permanent on application by Curtis Williams. The injunction is in effect for 90 days.

Bowl Slates 11 Personality, Pops Concerts

HOLLYWOOD—The 1957 Hollywood Bowl season is almost completed, with a series of 11 pops concerts and personality nights of the season ending on August 23rd.

Several nights pops concerts are being held at the Bowl, with

13: Julian Green, conductor, assisted by Jane Powell, Katherine Huddleston, Alice Kenyon, Harry Troum and the Roger Wiggers Chorale.

Personality nights will include Nancy Wilson, Lucy Simon, Armstrong and a jazz night tonight, and a film night for August 23rd.

Committee in Favor of 10% Recorder Tax

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

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

HOLLYWOOD—E. E. (Bub- bie) Johnson, manager of Dot Records, returned to New Orleans last week following a series of conferences with Dot President Randy Wood; Vice-President L. L. Shaw, L. L.'s Alma mater, and Promotion Manager Christine Hamilton.

Although several meetings were held, the branch became part of the joint distribution deal with London Rec- cords, whereby Dot and London Armstrong and a jazz night will be held on August 23rd.

C.O.W. Adds Two to Staff

HOLLYWOOD—Capital Records' Latest addition is the new- formed Capital of the World dis- tribution company with Tinejero and Joseph Del Medico as the new staff members.

Tinejero will handle promotional duties for the line in the Southwest, and Joseph Del Medico will perform similar chores in the East. The new Staffers are expected to commence their duties in the near future.

ADDITIONAL ENTRY BLANKS AVAILABLE FROM HERSH "LA VIEE, CHAIRMAN MEMBERSHIP COMMITTEE, D.I.C.C., P.O. BOX 120, 1976. W. STREET, N.Y.C. TO SUBLICTORS, SCOTTISH DECALCOMANIA, INC. OF NEW YORK, N.Y.

ENTRY BLANK First Annual National Golf Tournament

Sponsored by Disc Industry Scholarship Committee (DISC)

Music-Radio

Victor Preps Album Cover Photo Contest

NEW YORK—RCA Victor Records and the Candid Company will co-sponsor an album cover photo contest, open to professional photographers and amateur fan artists throughout the country. Winning entry will be chosen by the album cover photo which best illustrates the forthcoming album "High Fidelity." The contest, which closes July 31, 1957, will be held by an extensive national and local advertising campaign by Victor and Canvas thru June and July. Judges will be Jacob Depp, New York Times camera critic; Bill Simon of The Billboard’s advertising staff, and RCA Victor’s art director.

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NASHVILLE — It's obvious the country music industry with their country-type artists, are making a host of records that become hits in the local and national areas. And notable in this fantastic field is the record of the week, "Huge Testimonials" by Bonnefous and Felice (Mr. and Mrs. Enos) of this city.

The Boys have had 18 of their songs released on major labels, including Columbia, Reprise and the others.

In the near future, heading the list of released material is "Rye Rye Rye," which the Boys' Catholic divinity is on both the top and country charts. Time has been out by Woda Pentecost on Dave's, T. Tommy on Dot and Chuck Miller on Mercury. This year, "Rye Rye Rye" is the hit of the Boys, and the Boys are electrified.

Other releases are "Run About Josiah," "Miss Castle (Victor)" and "Jack of All Trades." "Run About Josiah" is a hit, "Miss Castle (Victor)" is a hit, and "Jack of All Trades" is a hit.

Each album is different, and is different from the others. In most cases, I've heard the songs before, but the new album is a hit.
Personal Managers
Org Names Bill Loeb

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

By JOEL FRIEDMAN

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

The group composed of 20 leading personal managers, was organized to help the industry. "To provide a better understanding of the functioning of the personal managers," Mr. Loeb had said.

Mr. Loeb reported that arrangements had already been made to establish a code of ethics, and that meetings would be held to discuss the code and other problems.

NEW HONOR

Davis Cited 'Trooper Of Year'

NEW YORK — The Trapper, a C.W. series of luckies who quietly go about the job of helping needy people in and out of the industry, has been honored by the Morris L. Davis Foundation.

The award, known as the "Trapper of Year" Award, was presented to Jack Trapper, a former personal manager who now works as a talent agent.

The award is given annually to an individual who has shown exceptional dedication to helping others in the entertainment industry.

Mayer Shifted To Capitol's Promos Dept.

NEW YORK — The assignment of Fred Mayer to the promotion department of Capitol Records marks the beginning of a new era in the company's history.

Mayer, who previously worked for Victor Records, will be responsible for developing promotional strategies for Capitol's artists and albums.

Lewis Tobe Recalls Past Diskery Glamour

NEW YORK — The former head of Columbia Records, Lewis Tobe, has written a memoir covering his career in the music business.

Tobe, who served as the company's president in the 1950s, provides an inside look at the industry during that time.

Jazztone Gets Rights To Brubeck Material

NEW YORK — The jazz label Jazztone Records has acquired the rights to all of Dave Brubeck's recordings.

Brubeck, a renowned composer and performer, has a long career in the music industry, and his work continues to be performed and recorded today.

Gospels to Hit Dog-Day Orbit

NEW YORK — The gospel label Gospel Records has announced plans to release a new album featuring popular gospel artists.

The album is expected to be released in the fall and is scheduled for release on Gospel's Dog-Day Orbit label.

Big 3-Day Hunter Deal Finalized

LONDON — The three-day Hunter deal, which was announced last week, has been finalized.

The deal, which involves the sale of a large estate in rural England, was a major coup for the estate's owner.

Crosby, having already signed a contract for the estate, was able to negotiate a price that he considered fair.

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Meridian Annual Attracts Usual Quota of C.W. Folk

By BILL SACHS

MERIDIAN, Miss. — The Meridian Annual Jamboree will be held May 21-22. This year’s theme is ‘The King of Country’ and it is expected to attract the usual quota of country music enthusiasts, artists, and record collectors. The poster design will feature two images of Joe Carter, the late country music star, and will be distributed to radio stations and other media outlets as part of the promotion. The event is expected to draw a large attendance, and it is anticipated that the overall turnout will be virtually the same as last year’s.

The variety of events over a two-day period usually will include country music performances, a Johnny Cash lookalike contest, and a country line dancing competition. This year’s event will also feature a country music trivia contest, a country music quiz, and a country music trivia question-and-answer session. The event is expected to attract a large audience, and it is anticipated that the overall turnout will be virtually the same as last year’s.

Music as Written

Promotion for "Arrow Tune"

HOLLYWOOD — Robbins Revue, a record company and TV Productions, both subsidiaries of Robbins Entertainment, will join in the promotion of the music firm’s first TV series entitled “Promotion for Arrow Tune.” This series is expected to attract a large audience, and it is anticipated that the overall turnout will be virtually the same as last year’s.

New MBS Service Cues Big Disk Hype

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

By JUNE BUNDY

NEW YORK — A vast new outlet for national record exposure is being announced by the Mutual Broadcasting System in the form of a new program service—based on a "Top 40" formula—offering a variety of wax pop platters on the web each week.

At the time of the announcement, the new program service was available on 29 52-minute stations, 19 78-minute stations, 25 109-minute stations, and 2 two-hour stations. In all, the program service will feature Mutual’s "Pick of the Week," a program selected by "Bennies." The program service will be cut for various portions of the on-air "weekly specials," which also will be provided to "Bennies," its mystery soap block, etc.

Mutual is retaining all of its non-wax commercial shows—"Oscar the Grouch," "The Scatman," and "Blondie"—which will be packaged into a special wax program that is expected to be of wide interest. The show is a popular jazz show "Bandstand," and the two-hour block is a mystery soap block."
With the Jockeys
Johnny Gee, recently joined WHIO, High Point, N. C.; ... Steve Rowland, who joins the "Country Music Time" stanza each morning over WHJB, Greenville, S. C., info that the show has been extended to two and a half hours. Cowboy Bill for many years was an entertainer on WWVA, Wheeling, W. Va., and WJJO, Des Moines.... Johnny Littlejohn, who主持了 two and a half hours each day over KFNN, a new 1,000-watt in Ferriday, La., was recently appointed program director of the station. Littlejohn is in need of records.

Johnny Barnett, CHED, Edmonton, Alta., flashes that he's badly in need of wax.... Ray Olson, KHEP, Phoenix, Ariz., reports that c.d.w. music's popularity and demand is continuing to rise in the Phoenix area. Buddy Knox's Roundup recording of "Party Doll" is the hottest platter currently at KHEP, with Ferlin Hickory's Capital version of "Gone" running a close second. KHEP spins country & western music exclusively.

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

T. Talley joined the staff of WSKS, St. Paul, Minn., whom he now a new rehive out on Sunday, "Let Me Be With You Forever." Now, "We'll Get Lonely," says the platter is available to everyone. "Let Me Be With You Forever." Now, "We'll Get Lonely," says the platter is available to everyone.

Eddie Skelton, WMCH, Church Hill, Tenn., who has a new release out on Sunday, "Let Me Be With You Forever." Now, "We'll Get Lonely," says the platter is available to everyone.

Johnny and Cowboy Bill for many years were an entertainer on WWVA, Wheeling, W. Va., and WJJO, Des Moines. Johnny Littlejohn, who recently was appointed program director of the station. Littlejohn is in need of records.

CHICAGO — Mercury is rushing preparations on what promises to be the rooming-est, most publicized release of the year yet.

The.disagency retained Uni-

versal Recording Corporation to set up elaborate pickups at the show "Johnny Cash at the Palace in Indianapolis last Thursday. Universal's Dick Tanzi got stereo recordings at each end of the trucks on two soundproofed by soundproof partitions, and interviewed with drivers, including one driver, packed up by sheet steel, while in the act of convincing his vehicle at 180 miles an hour.

WHERE, in addition to his deejay duties, he is handling the chores of assistant manager and music director, Vincent Casey is manager of the station. A former WRLA, Ludington, Mich., programmer, he moved to WHM, Howell, Mich., where he is heading a studio 7 a.m. to noon. WHM is in need of records in all fields.

Billed Beets into that "Get on Fr. only I have is that there are so many new releases coming out, so fast, that I hardly have time to get them on my show.

Intro Pacs
Steve Rowland
Hollywood — Actor Steve Rowland has been signed to an exclusive three-year recording contract by Intro Records, subsidiary label of Leo Morcan. Rowland will cut a minimum of eight sides per year, and an immediate single release is being scheduled following his initial session next week under the aegis of a. k. a. Band On the Air.

Label plans a major promotional campaign for Rowland and will create special interest in his feature role in MGM's "Cowboy Gacy," the latter to be released in August.

MERCURY PREPS AUTO RACE WAX

NEW YORK — Mechanical rosy-

ity independence of Seeco Records in "Blue Jean Baby" but a failure to date the "party of the gross claim," reported as being sound from the publishers and trustee, has been released by Mercury, with Harry Fox (The Bill-

board, May 8). This charge was levied by Seeco's lawyer, Harry Cohen, in the wake of a suit filed against Seeco in U. S. District Court by attorney Julian T. Abeles for Fox.

"He's just a little fellow in this business and they're out to make an example of him," declared Cohen, in reply to the suit brought by Fox on behalf of the publishers of 27 copyrights. Cohen took particular exception to figures which indicated a total Seeco indebtedness of $375,000 — $400,000 on december and $550,000 on disks pressed overseas from American masters. Cohen said the reports, which stemmed from Fox's accountants, were "grossly exaggerated," and were "without accurate proof, properly showing five years of back royalty debts, based on figures actually covering less than one year.

Cohen said it was his understand-

ing that early in April, attorney Harold Grountes, who then was representing Seeco, suggested "in his client's name" on behalf of all 25 major record companies and "I put up $20,000 to be held in escrow by the publishers against the audit of the Seeco books." When Seeco declined, because they felt they didn't care that much in the first place," Cohen declared, "Fox brought up the big guns and moved by.

Cohen's implication was that if the Fox forces were willing to go along with the $20,000 escrow amount, it would indicate that the actual $500,000 was more than the proposed $20,000. "That's a long way from $700,000," said Cohen, adding that he has offered to discuss the matter with Abeles for no avail.

Petrallo to Give
• Continued from page 18

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

In TV, 73 stations employed 211 musicians on a full-time basis. The theatrical employment picture showed just 108 theaters employing musicians, and only 14 of these on a full-time basis. This once flourishing field employed just 452 musicians in 50.

In the feature film field, seven major Hollywood film-studios employed their own orchestra, with 103 musicians on a per-contract of 2700 received minimum, year guarantees of $6,607.40 and only 14 of these on a full-time basis. This once flourishing field employed just 452 musicians in 50.

In the symphonic field, the survey showed 31 major orchestras, and 154 secondary units (which employ musicians on a per-contract basis). The average regular season for the major ensembles was 39 weeks. Average minimum season was three weeks, and average minimum scale for a regular week was $72.40.

In the secretary's report, it will be revealed that the membership has increased in the year by 416, a total of 4,401 members. The number of hearings dropped from 693 to 59.

AFM tomorrow will report the net worth of the AFM, as of March 31, 1957, at $5,853,820.

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Occupation or Title: __________________________________________

Company: ________________________________________________

Address: ___________________________________________________

City State _____
EDITORIAL

TAPE ON TRIAL

The talk in the trade is that recorded tape will really boom in 1957. There are long and persistent rumors that major record companies have not yet committed to a tape program and that they are waiting for some kind of recording production. Major tape recorder manufacturers who haven’t yet exploited the recorded music playback aspects of their products will be putting new products in their lines this year. These machines will make news at the NAMM Convention and Trade Show in July.

An Opportunity and a Challenge

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

Alloys Need Eliminating

But the bidding recorded tape industry has a long way to go before it can keep pace with disk recordings. Retailers, accustomed to a relatively efficient method of presentation and a clean, well-packaged product, complain that many aspects of the recorded tape business need overhauling. Packaging, delivery, even the system of numbering various releases, needs streamlining. One of the country’s leading retailers who, incidentally, is grossing $10,000 a month in recorded tape sales, told the Billboard that tapes are handled only as an afterthought. The problem of贯彻 this attitude is that the major disk companies now producing recorded tapes feel the same way about them. Their effort is a token one. They just put recorded tape on a par with their other products. They are producing recorded tapes as an accessory to their disk business.

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

Major Problems

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

Obviously, the recorded tape companies who cannot deliver within a reasonable length of time do not carry many importers on their lines. The firms who are at fault themselves feel this is the sensible way to work. But they are hurting themselves by building up an tremendous amount of bad will. A dealer finds it impossible to promise delivery on a special order. If he has no idea when the tape will be delivered and has to say to the customer. If he makes a promise of delivery, he takes a chance with his customer. The customer less the special delivery in mind. The dealer’s only alternative is to ignore the orders for certain tapes, tell the customer they are no longer available, and save himself aggravation.

Package Is Poor

The packaging of some of the smaller independents is worth only a look. The firm’s name in some cases is rubber-stamped on a drab colored box. Labeling is poor and there is no catalog number on the outside of the box to enable the clerk to check it off the invoice. The tape on the reel is loose. Even some of the bigger companies (who should know better) seem to have heard of quality control. When they use a stuck box with a label, the label is crooked or incorrect. On Columbia’s new line of tapes, the product is a uniform size, is supposed to be a quality product. It’s comparatively high-priced and it’s purchased by the customer who has made an investment of from $500 to over $1,000 in equipment. That customer deserves better treatment.

Numbering Problems

One of the dealer’s least favorite is the numbering and listing custom commonly used by the tape companies. Because of varying system, the clerks have had headaches tracking down customers’ orders. Some companies, for instance, identically numbered items with a different letter prefix. Here again, the tape companies would do well to imitate the disk firms.

Thought for Future

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

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

By RALPH FREAS

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

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

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

It's an old, old story.

Even since the 45 r.p.m. disk was introduced, dealers have squabbled about sales merchandising. In a way, this circumstance could work for self-service display of recorded tapes rather than against it. Since dealers have had to fight pilferage, they are alert to the petty thief's methods of operating and have taken steps to cut out losses. Record clerks have become alert and watchful. The newest stores have been designed to permit unobstructed view of the entire traffic area. Only the newest novices would erect displays so high they would allow the pilferer to get behind them out of sight of a clerk. Store layouts are usually planned so that the more easily pocketable merchandise is closest to the checkout counter where a clerk can keep an eye on it. Mirrors that can see around corners or into "hidden" areas are built into the store's decorating scheme. Customers carrying shopping bags, bulky overcoats, newspapers or anything else that could hide a stolen disk are asked to check these articles or are given special surveillance.

Prevention Not Difficult

Does it seem too difficult to take all of these preventative measures? It's really not. Once the dealer knows what to do, he finds it a matter of course, becomes routine. And, even if it were difficult, the benefits accrued from other theft-proofing customers who hear about it in pubs all over the world. We give special business to those customers who succeed in new ones.

Business Is Half Tape

William Willey, of course, had been listening to the high r.m.s. and small camera store long before the larger firm. But he made the move when he was ready. He rearranged his stock so that one half of the wall was all r.m.s., camera and equipment and the other half records and tape. He did the same with his two attractive display windows flanking both sides of the store entrance. He raised half of his big outdoor sign to advertising tape recorders.

Because something had to be done to make room in his limited space for tape and recorder display signs, Willey sent out his display in demand supplies. This also virtually cleaned out his small year stockroom to make room for his big tape stock. Last year his sales were $50 per cent and 30 per cent tape and records.

So far this year these are up 28 per cent and some 50 per cent tape almost certain to surge ahead before 1958. His cameras are sagging, but he's not suffering.

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

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

Because Interested Himself

In spare moments Willey "pocketed around" with the gadgets like a kid with a new toy. With tape he copied radio musicals and phonograph records and was amazed at the fidelity of even that early model. Then he started selling a few to customer cameras on the sales pitch that a record maker interested music back up, ground and narration for home movies and color slide projectors. About this time a salesman who had been selling Willey a modest supply of reel-to-reel tapes advised him to add a couple of other recorders. Willey, who had been noted that the salesman worked for Minnesota Mining and Manufacturing Company.

"I almost didn't take the clumsy salesman's advice," Willey confides, "and I was very glad I did. Then, of course, came the revolutionary stereo tape, the sudden splosh of good pre-recorded tape and--well--here I am, half fish and half foremost in the business game.

Know Their Product

Willey disclaims he employs any particular merchandising technique beyond a concentrated effort to sell the products he sells. But, as he says, "I know every feature, technical, operational and otherwise of every one of the 14 lines the store stocks."

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

But if he is modest in discussing his merchandising success, he is kindly vocal in his criticism of tape manufacturers. He is firmly opposed to a manufacturer having more than one distributor for a territory.

"We have in this area sometimes as many as three distributors selling the same tape. This can play hell with a busy dealer. Take, for example, a very popular tape which the customer mentions. Where did we get it? I could have come from any one of three or two of us might have ordered it. From there it reaches our shelve when we are now weeks, maybe months later, who knows? And who knows if it brings it back? We order regularly because we are usuallyMall and sometimes have to call as many as three distributors to come in. Then other two are on of tape that.

Justified Complainants

It is all very well to dote upon another Willey complaint. He is justifiably tickled to death. The same kinds of stuff sell so much better, and he's gratified to "see the interest in our business".

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

Friedman-Artcraft shows how a store might display recorded tapes for half-tapes held on wire frames on peg-board wall units. The same frames can be used for 45-r.p.m. records. Note the sound Concertetape packages can also be accommodated in these racks.

How Frisco Dealers Upped Tape Profits

Continued from page 23

The day after a customer purchases a tape recorder from Willey, he receives a 150 foot reel of "Scottie" No. 111A tape with a message on it. The contact is 21 7-inch holes in the racing with the line of accessories carried by Willey. Says Willey: "I let him know we carry this for use in the store. He is happy to take the tape, and it is a bit of public relations that built up our business, I am sure."

Note signed by Willey reads: "Dear Mr. Courson, Thanks a message of interest for you on this tape. Play it soon on your new Ampex."

Continued on page 12
SONOTAPE'S FALL PLANS

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

Herbe Caze, firm's veepee, believes that the coming heavy release will receive the biggest push forward for the recorded tape business. He says it is the largest and heaviest coming heavy release. In addition to the above, he confirms that Westminster will make available counter displays and point-of-sale material. National advertising will have an important role in their fall plans.

Sonotape has firmned up its distribution setup with a speed, parred heads, not representatives exclusive fine listers tape Atlanta his V version of his list. In the coming heavy release, Westminster has promised to offer a variety of tapes that will appeal to a wide range of tastes, from classical to rock and roll. The line will include major symphonic works, in addition to rock and blues material and some pop works.

Stereos for The Messes

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

In a statement to The Billboard, Gerre Bunch, Phonotapes topper, conceded that stereo is a luxury item at present. "Now," he said, "we must standardize to meet a demand which exists. There is a demand for stereo and we must meet it."

The June release from Phonotapes includes four stereos and four Cames (the line of monaurals budget priced at $2,950). This balance of stereo and monaural was deemed to be the best.

AUDIO TAPE IN LOW-PRINT

A new magnetic tape in which s克里斯托fer magnetic print-thru has been made is now available. It is known as "Scotch" Magnet Tape and it is designed for use in recording studios, home studios, and on the road. It has been produced by Audio Devices, Inc.

In New York, the first low-print tape to be put into production, it promises to solve vital quality and storage problems. Print-thru is the leakage of signal from one layer to another on a reel of tape, causing an echo effect on tape recording and reading the phonograph records made from the tape.

Called Master Audiotape, the new tape has been under trial for more than a year by phonograph record and prerecorded tape manufacturers, custom makers and, in some cases, by professional users. It has been so successful in reducing print-thru that Master Audiotape has now put it into regular production. From measurements made over a period of three years, it appears that this new tape will exceed all expectations.

LOS ANGELES REPORT

Tape a Hot Item In the Southwest

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

By W. MADDEN

LOS ANGELES—Of the hottest areas in the United States for magnetic tape, recorders and recorded tapes is Los Angeles. The tape business is moving full steam ahead.

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

(1) Recorded tape is making a very strong impact on the music industry. No longer is there any doubt that music on tape is a profitable, fast moving item.

(2) High fidelity is the magic word that is boosting music and equipment sales both disk and tape.

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

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

(Continued on page 27)

Why do these four tapes outsell all others?

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

Atlanta Record Dealer

Doing Big Volume In 'IRISH' Recording Tape

"We have sold Irish recording tape for three years, and every year the volume increases," says Sam Salom, manager of the Brown Shop, located in the heart of Atlanta, Georgia.

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

"We have never had a rival of Irish tape," Mr. Salom adds. "And I think which is proof of what our customers like about our Tapeloid, the Double Tapeloid. It offers 200 feet on a spool, and a lot of people are buying this tape.

It's a tape that's twice as long as a standard reel. And there are two spools of tape in one reel. This adds up to a lot of tape for the price. The tape is also more durable than the standard tape. It's more flexible and easier to handle.

1. 50% more recording time—as much as on 1½ reels of standard tape—plus exclusive high-potency oxide coating for increased frequency range, plus yours with "Scotch" Extra Play Magnetic Tape 100.

2. Super-strength Polyester backing, combined with 50% more recording time on a standard-size reel, are but two exciting features of new "Scotch" Brand Extra Play Magnetic Tape 100.

3. 133% more output possible with "Scotch" High Output Magnetic Tape 120 and 180, providing longer tape life and greater recording time. Harmonic distortion is cut to the minimum.

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

The ONLY TAPES WITH SILICONE LUBRICATION

The name "Scotch" and the shield design are registered trademarks for Magnetic Tape made in U.S.A., MISSOURI BASED AND MLS CO., St. Louis, Mo., and other offices in 17 other countries.

2. "Scotch" Brand Magnetic Tape 111.
3. "Scotch" Brand Magnetic Tape 120.

Scotch Magnetic Tapes

Year's Sales of 100 Million

www.americanradiohistory.com
**CONNECTICUT SPOTLIGHT**

**Service Know-How Sells Both Tape and Recorders**

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

By JOSEPH KOHRI

We almost overlooked the sign. It was modest in size, narrow and vertical, and hugged the front of the building one story above the sidewalk. But its flash (literally neon-stamped) said: "Doc HI-T.", "Up one flight," the entrance door sign indicated, and up one flight we went.

The locale was West Hartford, Conn., the address, 903 Farmington Avenue, and "one flight up" was the High Fidelity Salon, A. E. (Doc) Chase, Prop.

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

To return to the first display room. At shoulder-level there is a selection of "well-matched" display cabinets, about 5 feet wide, perhaps 3 feet high. They have doors of heavy, wide-spaced metal screening thru which the interior is easily visible; the doors can be removed when desired. This is the pre-recorded tape display. Inside, neatly arranged on the four shelves, are better than 300 reels, of which stereo tapes account for 35-40 per cent. This means that at present at least one in three of Doc's group of tapes are available in stereo. Chase notes, in further support of this point, that the number of stereo owners who order stereo tapes has grown to such an extent that he feels stereo releases as soon as they are available. How much of this trend is or will be maintained, it is difficult to forecast, but Long-Play Tapes Attract

Almost all of the 300 reels of blank tape boxes Chase sells each month are in 7" and 10" sizes. The 7" is the single most popular. It is in mill standard and 1-1/2 long-play. Most of these units are sold at a retail ranging between 70 and 75 cents per inch. As for low-play, the entire stock concentrated in this category, and when broken into price-serially, the customer not only can find a particular selection or type he wants more conveniently, but also is encouraged to buy in lot when desired. This is the pre-recorded tape display. Inside, neatly arranged on the four shelves, are better than 300 reels, of which stereo tapes account for 35-40 per cent. This means that at present at least one in three of Doc's group of tapes are available in stereo. Chase notes, in further support of this point, that the number of stereo owners who order stereo tapes has grown to such an extent that he feels stereo releases as soon as they are available. How much of this trend is or will be maintained, it is difficult to forecast, but Long-Play Tapes Attract

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Effectiveness of advertising is relatively easy acceptance. Chase is quick to admit, most of his customers come looking for expert advice on stereo sales, leaders, or their dominant populations to the popular stereo distributing system. He never claims that he can interest your customers in taping live concerts, but his display room and window procedures, often accompanied by music which obviously appeals to most members of the public, are such as to encourage them to visit the store. The room is well-equipped with the stereo equipment and the stereo equipment are such as to encourage them to visit the store.

Efficiency of advertising is relatively easy acceptance. Chase is quick to admit, most of his customers come looking for expert advice on stereo sales, leaders, or their dominant populations to the popular stereo distributing system. He never claims that he can interest your customers in taping live concerts, but his display room and window procedures, often accompanied by music which obviously appeals to most members of the public, are such as to encourage them to visit the store. The room is well-equipped with the stereo equipment and the stereo equipment are such as to encourage them to visit the store.

**New Home for Livingston**

Livingston Audio Products Co., noted for its high-quality recorded stereo and monophonic tape, has just moved into a new three-story building at 867 Roseland Avenue, Caldwell, N. J.

The new building houses production facilities, packaging and shipping facilities, as well as general offices. Livingston Audio Products Co., is the first company to release stereo tape for entertainment almost four years ago. Since then its library of stereo has continued to grow and now contains a wide variety of music. The company has arranged with many recording artists and labels, including Columbia, Decca, Mercury, Decca, Columbia, Capitol, RCA Victor, and others, to record their new products and to make them available for the public. The company also distributes a line of audio equipment, including amplifiers, turntables, and speakers.

The new building also contains a large showroom where customers can listen to the latest in stereo equipment and compare it with other systems on the market. The building is equipped with a state-of-the-art sound system and offers a comfortable and welcoming environment for customers to enjoy the latest in audio technology.

For more information, contact Livingston Audio Products Co., at 867 Roseland Avenue, Caldwell, N. J. 07006. The company can be reached at (973) 760-1661.
San Fran Tape

High in the Southwest

Tape Hot in the Southwest

The key to the V-M executive mentioned above was that of West Coast, which is still the most popular tape recorder model in the country. The V-M model 710, which was made in the West, is the most popular of the two. The V-M model 710 is available in two models: the V-M 710-1 and the V-M 710-2. The V-M 710-1 is the standard model and is available in both black and white colors. The V-M 710-2 is a more expensive model and is available in black color only.

Low-Print Tape

Low-print tape is a type of magnetic tape that is used for recording and reproducing sound. It is made from a variety of materials, including iron oxide, ferrite, and plastic. Low-print tape is used for a variety of applications, including recording and reproducing sound, data storage, and communication.

Stereos for Masses

Stereos for Masses are a type of stereo equipment that is designed to be used in large areas. They are often used in schools, libraries, and other public buildings. Stereos for Masses are typically equipped with a variety of features, including a remote control, a timer, and a microphone.

New Tape Firms

New Tape Firms is a company that produces and distributes a variety of types of magnetic tape. They are one of the largest manufacturers of magnetic tape in the world. New Tape Firms is based in the United States and has operations in several other countries.

THE REAL McCoy

featuring LOUISE CARLYLE

"The Real McCoy" was a popular radio show that was broadcast in the United States from 1942 to 1951. The show was hosted by LOUISE CARLYLE, a famous radio personality who was known for her energetic and enthusiastic personality. The show was popular with listeners of all ages and was a staple of American radio during the mid-20th century.
"We have really been deluged with calls for 'Bergen Sings Morgan'. In our three stores, during the last week, we have sold almost our entire first shipment."
- Bob Young

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

"Latest Broadway hit: Bergen album selling like mad."
- Gaiety Music Shop

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

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

"Fastest selling album we have."
- Macy's

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

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

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

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

"The greatest events in entertainment happen on

COLUMBIA RECORDS

CL 994
Packaged Records Buying Guide

**Best Selling Pop Albums**

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

1. LOVE IS THE THING—Nat (King) Cole. Capital W 824
2. CALYPSO—Harry Belafonte. RCA Victor LPM 1388
3. A SWINGIN’ AFFAIR—Frank Sinatra. Capitol W 803
4. HUMANS—Eddie Fisher. Capitol T 756
5. MY FAIR LADY—Original Cast. Columbia OL 5509
6. STEADY DATE WITH TOMMY SANDS. Capitol T 2486
7. AROUND THE WORLD IN 80 DAYS—Sound Track... Deca DL 9046
8. AN EVENING WITH HARRY BELAFONTE... RCA Victor LPM 1402
9. SONGS OF THE FABULOUS FIFTIES—Roger Williams... Crescendo KLX 5000

**Pop Albums Coming up Strong**

A listing of various pop albums showing strong chart action, compiled from the weekly survey of all major markets. Those albums figure strongly as potential entries on the national best selling pop albums chart.

1. Eydie Gorme. Eydie Gorme ABC-Paramount ABC 150
2. Waltz With Lawrence Welk. Lawrence Welk Coral CRL 57119
3. Pat. Pat Boone. Dot DLP 2030
4. Calypso Holiday. Norman Luboff Choir Columbia CL 1000
5. Rockin’. Frankie Laine. Columbia CL 795

**Most Played by Jockeys**

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

1. SWINGIN’ AFFAIR—Frank Sinatra. Capital W 803
2. CALYPSO—Harry Belafonte. RCA Victor LPM 1388
3. S WONDERFUL—Ray Conniff. Columbia OL 5509
4. EYDIE GORME—Eddie Gorme. ABC-Paramount ABC 150
5. AN EVENING WITH HARRY BELAFONTE. Harry Belafonte. RCA Victor LPM 1402
6. A DAY BY DAY—Doris Day. Columbia CL 795

**Spotlight on Sound**

QUARTERLEAVES (1-12°)—Hi Fidelity 901.

The sounds of an old-fashioned Seeburg Orchestra, Regina, Pianola, and Melodeon are now available for the music lovers. Electronic music machines have been captured here and should delight audiophiles. Crystal, traps, bars and dance bands abound. The tracks have been faithfully reproduced to project all of the vintage charm.

**Review Spotlight on...**

**Classical Albums**

CHAYKOVSKY, NUTCRACKER SUITE; CHABRIER, ESPANA RAMPSID (1-12°)—Royal Phil. Orch. of Brussels. Ballantine, Capt. SXL 1331 131.

**Special Merit Vocal Album**

KOSTA FLANDRAU—HARRY BELAFONTE. Capitol W 803

**New Operatic Talent**

**Popular**

BARBERSHOP BATTLE... Capitol W 824

**reviews and Ratings of New Albums**

**Classical**

BCD, BALLERINA. RCA Victor LPM 1388

**Jazz**

AUSTRALIAN JAZZ QUINTEAU... RCA Victor BLP 6015

**Spoken Word Special Merit**


**Jazz at the Blackhawk**... (1-12°) - Columbia OL 5509

**Country in Review**... (1-12°) - Columbia OL 5509

Art Blakey (1-12°)
**NEW GIRL IN TOWN** is getting the biggest send-off of the season! Just look:

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

**PLUS**:

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

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

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

- (47/20-6913) **EDDIE FISHER**: *Sunshine Girl* c/w *Did You Close Your Eyes?*
- (47/20-6889) **HUGO WINTERHALTER**: Theme From *New Girl in Town* c/w *It's Good To Be Alive*
- (47/20-6880) **TONY MARTIN**: *Look At 'Er*
- **ARTHUR FIEDLER**: *Music From New Girl in Town*
**Reviews and Ratings of New Popular Albums**

**Continued from page 29**

**JONNY FONK PIANO**

1. *Ludwig Van Beethoven* (2:12)
2. *De Feklady* (2:12)
3. *The Piano Duet* (2:12)

A review of this album would be difficult because the music itself is so varied and complex. The pianist's technique is flawless, and the interpretation is both sensitive and enthusiastic. The album is highly recommended for connoisseurs of classical music.

**LUNA STRAND PLAYS JAZZ CLASSICS**

1. *Touche* (1:42)
2. *Swing* (1:42)

This recording is a fine example of early jazz, with performances by some of the great players of the era. The music is lively and energetic, and the musicians work well together as a group. A must-listen for fans of early jazz.

**CIA CIA CIA ANYONE?**

1. *Kiss My Lip* (1:12)
2. *Fly Me to the Moon* (1:12)

This album features some of the top crooners of the 1940s, including Frank Sinatra and Tony Bennett. The music is smooth and swingy, with a strong emphasis on vocal harmonies. Highly recommended for fans of classic jazz.

**CALIFORNIA MELODIES FOR THE MODERN AGE**

1. *California Dreamin'* (1:12)
2. *Little Honda* (1:12)

This album is a great representation of the West Coast sound, with a mix of folk, country, and pop influences. The lyrics are thoughtful and poetic, and the compositions are catchy and memorable. A great addition to any music collection.

**TEENAGERS DANCE THE HOP-A-OO**

1. *The Twist* (1:12)
2. *The Stroll* (1:12)

This album features some of the biggest hits of the 1960s, with a mix of rock, R&B, and pop music. The rhythms are fast and energetic, and the performances are lively and fun. A great party album.

**Reviews and Ratings of New Jazz Albums**

**Continued from page 29**

**MOODY MAHONY MOORE**

1. *The Mood of the Moment* (2:12)
2. *In the Mood* (2:12)

Moody Mahony Moore is a versatile and talented musician who combines elements of swing, bebop, and cool jazz to create a unique and engaging style. His compositions are memorable and his performances are always a joy to watch. Highly recommended for fans of all styles of jazz.

**THE GREATEST LESTER YOUNG**

1. *Body and Soul* (2:12)
2. *Round Midnight* (2:12)

This album features some of the greatest recordings by Lester Young, one of the most influential saxophonists of all time. The music is swinging and soulful, with Young's saxophone solos being a highlight. Highly recommended for fans of jazz.

**ANNOUNCING THE BILLBOARD'S SECOND ANNUAL ALBUM COVER CONTEST**

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

**Categories**

1. POP
2. Jazz
3. Artistic Vocals
4. International
5. Children's
6. Latin American
7. General Popular

**CLASSICAL**

1. Vocal
2. Instrumental

Manufacturers must submit their entries by June 26th to ALBUM COVER CONTEST, The Billboard, 1546 Broadway, New York 36, N.Y.

Ask your Billboard representative for full details.

**SQUANING ME - SALLIE BLAIR**

Bethlehem Records: BCP 6009

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

Sallie Blair sings like no one else has ever sung before. Orchestrations by Richard Wass. DO NOT MISS IT! BETHLEHEM New York Hollywood
HERE IS HOT "ICE"
THE
DIAMONDS

Mercury Records
THE NO. 1 SINGING GROUP

With Another Double Smash Follow Up To "Little Darlin"

DON'T SAY GOODBYE
AND
WORDS OF LOVE

MERCURY 71128

Just Appeared June 2nd On The Steve Allen TV Show
On Location For Universal Pictures

Also Chalking Big Grosses On One Nite Stands-Backed By
Jimmy Palmer And His Orchestra
REVIEWS AND RATINGS OF NEW CLASSICAL ALBUMS

Continued from page 29

STAN WILSON

Well-known producer and a master of the classical sound, Stan Wilson presents another impeccable recording in his latest release. The recording is bold and dynamic, capturing the essence of the orchestral pieces with unparalleled clarity.

ILDE GUDEN RECITAL OF RICHARD STRAUSS And VINTEN RIEDEL

This recital highlights the exceptional talent of Ilde Guden, who delivers a captivating performance of Richard Strauss's works. Her interpretative prowess and technical precision are evident throughout the recital, showcasing the depth of her musical understanding.

RECORDINGS

Continued from page 30

ANOTHER PERSPECTIVE ON THE NEW CLASSICAL DISCOGRAPHY

Continued from page 18

TV Sparks Moppet Boom

Continued from page 19

AFM Rejects

Continued from page 19

By Dan. by Dan. at a recent meeting with Petri, there stil is a segment of the membership who apparently prefers to continue with the strike. These members, who are mostly older and more conservative, are resisting the move to settle, although they appear to support the union's position in the negotiations. Petri himself is a focal point, in that the bulk of the union's activities are centered around him.

With the AFM national convention only a week away, there is a feeling that the strike may be winding down. The majority of the union's members appear to be ready to vote for a settlement. Dan. by Dan. at the convention, a settlement is expected. This will allow the union to return to its regular programming and activities.

500,000 RECORD JACKETS SAY:

Check your needle now!

Check the jacket of any upcoming LP - Columbia, EMI-Victor, Mercury, Capitol, Decca, Warner Bros., Vox, etc. - and you'll find an important message urging your conscientious attention! Don't ignore it - it could save records for the moment the AFM strike started!

You can get a copy of each jacket on the latest wave...just drop us a line!

AFM RECORDS, INC., 635 5th Avenue, New York, N.Y.

AFM RECORDS, INC., 635 5th Avenue, New York, N.Y.
Oh Yeah!
IT'S A SMASH HIT

"I'm gonna sit right down and write myself a letter"

BILLY WILLIAMS

Billy Williams

SPECIAL DELIVERY from CORAL RECORDS
HONOR ROLL OF HITS

THE NATION’S TOP TUNES For survey week ending May 29

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. All Shook Up</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>By Carl Perkins</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BEST SELLING RECORDS: Elvis Presley, Yes 36-6961.</td>
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<tr>
<td>RECORD AVAILABLE: David Hill, Atlantic 1952.</td>
<td></td>
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<tr>
<td>2. Love Letters in the Sand</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>By M. Kansas - Coutts-Pearson, Inc.</td>
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<tr>
<td>BEST SELLING RECORDS: Pat Boone, Dot 35381.</td>
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<tr>
<td>RECORD AVAILABLE: Vi Valetta, V.I.P., Dot 255.</td>
<td></td>
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<tr>
<td>3. Dark Moon</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>By Neid Miller - Donalson, Inc.</td>
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<tr>
<td>BEST SELLING RECORDS: Ronnia Guitz, Dot 15528; Gail Seaton, Dot 15538.</td>
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<tr>
<td>RECORD AVAILABLE: homosexuality Harris, Warner Bros. H-9810.</td>
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<tr>
<td>4. Little Darlin’</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>By M. Williams - Eastwood Music, Inc.</td>
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<tr>
<td>BEST SELLING RECORDS: High School, Dot 756; Mercury 75400.</td>
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<tr>
<td>RECORD AVAILABLE: Glorietta, Excello 21501.</td>
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<tr>
<td>5. White Sport Coat</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>By Marty Robbins - ABC (BMI)</td>
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<tr>
<td>BEST SELLING RECORDS: Marty Robbins, Col 46464.</td>
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<tr>
<td>RECORD AVAILABLE: Johnny Desmond, Coral 21433.</td>
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</tbody>
</table>

11. Gone

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<thead>
<tr>
<th>Title</th>
<th>Weeks</th>
<th>Last Week Chart</th>
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</thead>
<tbody>
<tr>
<td>By S. Roger - Hill &amp; Range (BMI)</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>BEST SELLING RECORDS: Patrice Heky, Cap 2642.</td>
<td></td>
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<tr>
<td>RECORDS AVAILABLE: Red Selove, Dec 3977; Bobby Wayne, Mercury 75497; John Webb, Col 54002.</td>
<td></td>
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<tr>
<td>12. I’m Walking’</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>By Al Doolin - O. Bethune’s Publishing, Inc.</td>
<td></td>
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</tr>
<tr>
<td>BEST SELLING RECORDS: Pat Dovinco, Imperial 5468; Rickie Nelson, Verve 3645.</td>
<td></td>
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<tr>
<td>13. Bye Bye Love</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>By B. Bryant &amp; F. Byrnes - Published by ABC (BMI)</td>
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<tr>
<td>BEST SELLING RECORDS: Every Brothers, Cadence 1135.</td>
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<tr>
<td>RECORDS AVAILABLE: Cock Miller, Mercury 71149; Webb Pierce, Dec 50522; Tommy Tenney, Dec 12774.</td>
<td></td>
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<tr>
<td>14. Teenager’s Romance</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>By Gillis - Published by ABC (ACAP)</td>
<td></td>
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<tr>
<td>BEST SELLING RECORDS: Rickie Nelson, Verve 36467.</td>
<td></td>
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<tr>
<td>15. Start Movin’</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>By D. Hill &amp; A. Berman - Published by ABC (BMI)</td>
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<tr>
<td>BEST SELLING RECORDS: Bud Miller, Epic 2152.</td>
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<tr>
<th>Title</th>
<th>Weeks</th>
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<tbody>
<tr>
<td>By W. Harris-Dunne - Published by Oxford (ACAP)</td>
<td>16</td>
<td>8</td>
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<tr>
<td>BEST SELLING RECORDS: Gay Michiel, Col 4877.</td>
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<tr>
<td>RECORDS AVAILABLE: Wonderful Owl, Shopland 52.</td>
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<tr>
<td>22. Butterfly</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>By A. Septimus - Published by Mayfield-Presley (BMI)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RECORDS AVAILABLE: Bill Allen, Riverside M5; Bob Carroll, Baby 100; Delmore Glennie, ABC-Presley 812; Charlie Crooks, Cadence 520; Andy Williams, Cadence 530; Billy Williams, Coral 41675.</td>
<td></td>
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<tr>
<td>23. Almost Paradise</td>
<td>18</td>
<td>14</td>
</tr>
<tr>
<td>By Norman Petty - Published by Peer International Corp. (BMI)</td>
<td></td>
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<tr>
<td>RECORDS AVAILABLE: Jack Carroll, Century 581; Norman Petty Tula, ABC-Presley 9173; Lee Stone, Century 158; Roger Williams, Kings 779.</td>
<td></td>
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<tr>
<td>24. Chantez-Chantez</td>
<td>21</td>
<td>12</td>
</tr>
<tr>
<td>By Albert Gonna-Bopping Fields - Published by Coral (ACAP)</td>
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<tr>
<td>RECORDS AVAILABLE: Elvin Jones, Vee 20-6742; Gene Waterman, Dino 2126.</td>
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<tr>
<td>25. Party Doll</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>By Jim Brown-Dee Kress - Published by Jackie Music (BMI)</td>
<td></td>
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<tr>
<td>RECORDS AVAILABLE: Roy Brown, Imperial 5472; Buddy Knox, Roulette 4002; Jerry Lawrence, Coral 41750; Benny Martin,Dot 5213.</td>
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Second Ten

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<tr>
<th>Title</th>
<th>Weeks</th>
<th>Last Week Chart</th>
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</thead>
<tbody>
<tr>
<td>16. Empty Arms</td>
<td>19</td>
<td>6</td>
</tr>
<tr>
<td>By M. S. Warner - Published by Irving Music (BMI)</td>
<td></td>
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<tr>
<td>BEST SELLING RECORDS: Tessa Boner, Coral 41605.</td>
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<tr>
<td>RECORD AVAILABLE: Tessa Joe Hester, Atlantic 1118.</td>
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<tr>
<td>17. Why Baby Why?</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>By Donnie-Horton - Published by Winston Music Corp. (BMI)</td>
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<tr>
<td>BEST SELLING RECORDS: Pat Boone, Dot 15534.</td>
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<td></td>
</tr>
<tr>
<td>18. Searchin’</td>
<td>24</td>
<td>2</td>
</tr>
<tr>
<td>By D. M. Poole - Published by Tiger (BMI)</td>
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<tr>
<td>BEST SELLING RECORDS: Country; Ace 5067.</td>
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<tr>
<td>19. Freight Train</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>By Jimmy &amp; Williams - Published by Peter Mascia (BMI)</td>
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<tr>
<td>BEST SELLING RECORDS: Rusty Deprey, Mercury 73102.</td>
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<tr>
<td>RECORDS AVAILABLE: Charlie McBurner-Nancy Wilson, Chit 1308; Margie Rayburn, Liberty 15574; Lion-Worthing-First Stella, London 1541.</td>
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<tr>
<td>20. Marianne</td>
<td>17</td>
<td>18</td>
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<tr>
<td>By Gilchrist-McNutt Music - Published by Montgomery's (BMI)</td>
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<tr>
<td>BEST SELLING RECORDS: Billingsgate, Dot 15527.</td>
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<tr>
<td>RECORDS AVAILABLE: Tanya Gilchrist, Col 46474; Bob Jones, Dec 50527; Liza Branson, Vee 20-6411.</td>
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Third Ten

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<tr>
<th>Title</th>
<th>Weeks</th>
<th>Last Week Chart</th>
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</thead>
<tbody>
<tr>
<td>26. Fabulous</td>
<td>19</td>
<td>9</td>
</tr>
<tr>
<td>By Len Stacy - Published by Mayland, Stickler &amp; Presley (BMI)</td>
<td>2</td>
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<tr>
<td>RECORDS AVAILABLE: Charlie Gracie, Coral 107; Steve Lawrence, Coral 41614.</td>
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<tr>
<td>27. Pledge of Love</td>
<td>20</td>
<td>19</td>
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<tr>
<td>By Don - Published by BMI (BMI)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RECORDS AVAILABLE: Dick Carter, Mercury 73579; Ken Cowan, Imperial 5412; Don Hart, Reserve 11; Jimmy Jones, ABC-Presley 906; Ferguson, Atlantic 1112; Midnight Train, Dot 5248.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>28. Goin’ Steady</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>By Jack Smith - Published by Capitol Songs, Inc.</td>
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<td></td>
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<tr>
<td>RECORD AVAILABLE: Tommy Sack, Cap 5211.</td>
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<tr>
<td>29. Gonna Find Me a Bluebird</td>
<td>23</td>
<td>2</td>
</tr>
<tr>
<td>By M. Young - Published by ABC (BMI)</td>
<td></td>
<td></td>
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<tr>
<td>RECORDS AVAILABLE: Eddy Arnold, Vee 20-6685; Joyce Walls, Cadence 1134; Pon Foster, Imperial 25; Martha Mableson, M-1041 (BMI).</td>
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28. It’s Not For Me to Say

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<thead>
<tr>
<th>Title</th>
<th>Weeks</th>
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</thead>
<tbody>
<tr>
<td>By A. Sullivan &amp; B. Allen - Published by Warner Music (BMI)</td>
<td>23</td>
<td></td>
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<tr>
<td>RECORD AVAILABLE: Johnny Mathis, Col 4051.</td>
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</tbody>
</table>

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

JERRY LEWIS

with his greatest yet!

WITH THESE HANDS

MY MAMMY

DECCA 30345

A NEW WORLD OF SOUND
### Best Sellers in Stores

- **25.** BOOZE, JERRY — "(I'm So) Tired of A-1..." (MGM)-Dot 50751
- **24.** GIBB, BARRY — "Mighty Joe Young..." (SBM)-Dot 4026
- **23.** GIBB, MAURICE — "Mighty Joe Young..." (SBM)-Dot 4026
- **22.** GIBB, RONALD — "Mighty Joe Young..." (SBM)-Dot 4026
- **21.** GIBB, TONY — "Mighty Joe Young..." (SBM)-Dot 4026

### Most Played in Juke Boxes

- **25.** BERNARDINE (ASCAP)—Dot 15570
- **24.** LITTLE DARLIN' (B&M)—Downtown...
- **23.** LOVE LETTERS IN THE SAND (ASCAP)—F. Boone
- **22.** JUDE (B&M)—Rose...
- **21.** LOVE LETTERS IN THE SAND (ASCAP)—F. Boone

### Best Selling Sheet Music

- **25.** LITTLE DARLIN' (B&M)—Downtown...
- **24.** LOVE LETTERS IN THE SAND (ASCAP)—F. Boone
- **23.** LITTLE DARLIN' (B&M)—Downtown...
- **22.** BERNARDINE (ASCAP)—Dot 15570
- **21.** CONE (B&M)—F. H一栋

### Most Played by Jockeys

- **25.** LITTLE DARLIN' (B&M)—Downtown...
- **24.** LOVE LETTERS IN THE SAND (ASCAP)—F. Boone
- **23.** LITTLE DARLIN' (B&M)—Downtown...
- **22.** BERNARDINE (ASCAP)—Dot 15570
- **21.** CONE (B&M)—F. H一栋
first "GONE"... now even greater! A new smash single by

FERLIN HUSKY

A PRIZE
FALLEN STAR
POSSESSION

record #3742
**Territorial Best Sellers**

For survey week ending May 29

(Listings are based on store reports from top dealers in each of the markets listed.)

### Atlanta
1. Love Me With All Your Heart - Del Shannon
2. All Shook Up - Elvis Presley
3. Heartbreak Hotel - Elvis Presley
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Baltimore
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Boston
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Buffalo
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Chicago
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Cincinnati
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Dallas-Fort Worth
1. Teenie Bop - Diamond
2. White Sport Coat and Pink Pussy Cat - Del Shannon
3. Teenie Bop - Diamond
4. White Sport Coat and Pink Pussy Cat - Del Shannon
5. Teenie Bop - Diamond

### Denver
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Detroit
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Kansas City
1. Teenie Bop - Diamond
2. White Sport Coat and Pink Pussy Cat - Del Shannon
3. Love Me With All Your Heart - Del Shannon
4. Heartbreak Hotel - Elvis Presley
5. Love Me With All Your Heart - Del Shannon

### Los Angeles
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Milwaukee
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Minneapolis-St. Paul
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### New Orleans
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### New York
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Philadelphia
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Pittsburgh
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### San Francisco
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Seattle
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### St. Louis
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley

### Toronto
1. Love Me With All Your Heart - Del Shannon
2. Heartbreak Hotel - Elvis Presley
3. Love Me With All Your Heart - Del Shannon
4. All Shook Up - Elvis Presley
5. All Shook Up - Elvis Presley
LOOK!

312,000 SHIPPED IN 4 DELIRIOUS DAYS!

"Shenandoah Rose"

Lyrics by
Paul Francis Webster
Music by
Jerry Livingston

"Rock-a-Billy Party"

Words and music by
Al Hoffman and
Dick Manning

by

Hugo & Luigi

with Orchestra & Chorus
ROULETTE #4012

Spins a Winner
ROULETTE RECORDS
659 Tenth Ave.
New York, N.Y.
A list of the Top 100 Record Sides in the nation according to a combined tabulation of dealers, disk jockeys and jube box operators replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide disk jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

### Billboard's Weekly Chart

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Heal the World</td>
<td>Mantovani</td>
<td>Capitol</td>
</tr>
<tr>
<td>2</td>
<td>The Nightingale</td>
<td>Mantovani</td>
<td>Columbia</td>
</tr>
<tr>
<td>3</td>
<td>I Found a Million Love</td>
<td>Mantovani</td>
<td>Columbia</td>
</tr>
<tr>
<td>4</td>
<td>Southern Serenade</td>
<td>Mantovani</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>The Voice of Love</td>
<td>Mantovani</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>Love Story</td>
<td>Mantovani</td>
<td>Columbia</td>
</tr>
<tr>
<td>7</td>
<td>You Brought A Million Tears</td>
<td>Mantovani</td>
<td>Columbia</td>
</tr>
<tr>
<td>8</td>
<td>Our Love Supreme</td>
<td>Mantovani</td>
<td>Columbia</td>
</tr>
<tr>
<td>9</td>
<td>She'll Be Coming Around The Block</td>
<td>Mantovani</td>
<td>Columbia</td>
</tr>
<tr>
<td>10</td>
<td>Song of Songs</td>
<td>Mantovani</td>
<td>Columbia</td>
</tr>
</tbody>
</table>


### CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Curning Up Strong and Best Boys.

---

**MANTOVANI makes this film theme a HIT!**

**Around the World in 80 Days**

A trumpet triumph by Stan Newsome

---

**THE TOP 100**

For survey week ending May 29

---

**London Records**

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

---

**POP DISK JOCKEY PROGRAMMING**

MAINTOVAI GERMANY...London 1746...AROUND THE WORLD (Young, ASCAP)

Other versions of the music theme have already grabbed extensive jockey play, but this one rates spins on basis of quality performance and excellent trumpet solo. lush, richly orchestrated instrumental programming material. Flips is "The Road to Ballymena" (ASCAP)”
ViVienne
DELLA CHIESA

ONE LETTERS
IN THE SAND
(from the 20th Century Fox Film BERNADEINE)
B/W
LIGHT A CANDLE
(say a prayer)
VIP-1003

VIP DISTRIBUTORS

BILTMORE, WISC.
LOS ANGELES, CALIF.
Granada Records, 2134 S. Pico Blvd.
DENVER, COLORADO
Spud
VIRGINIA DISTRIBUTORS, 3933 Central Ave.
PHOENIX, ARIZONA
Queen Santa Distributors, 15 W. Atlantic St.
A. HAMPTON, INC.
Gerson Phone Dist., 56 E. Main St.
KANSAS CITY, KS
Gene Sargent, 1051 South St.
KANSAS CITY, MISSOURI
Firm
1211 E. Liberty Ave.
KANSAS CITY, MO.
Seaboard Company, 1004 Broad Ave.
DENVER, COLORADO
Von Distributing Co., 2056 Champs St.
ST. LOUIS, MO.
Gay Music Co., 1722 Washington St.
MINNEAPOLIS, MINN.
Sandell Company, 42 Gelndor Rd.
MADISON, WISCONSIN
Test Music Dist. Corp., 2701 Monroe St.
DOMINION OF CANADA
Ovsiity Records, Ltd., 330 Birchmont Rd.

BILLY BRANDO

Love Me Again
B/W
One Sided Love
VIP-1002

AL CONTE QUARTET
AL CONTE
the hottest pianist of our times?

Now available for immediate delivery
12" long play—$3.98
VIP-2001

RUSS MILLER

I SIT IN MY WINDOW
B/W
WAIT FOR ME, MY LOVE
(Look Away-Look Away)

VIP-1006
DOT PRESENTS—THE GREATEST OF ALL

SOUND TRACK ALBUMS...

EXCITINGLY PACKAGED IN A DELUXE TWO-RECORD SET...

GLORIOUS MUSIC FOR THE AGES, RECORDED DIRECTLY FROM THE

SOUND TRACK OF CECIL B. DE MILLE'S MOTION PICTURE CLASSIC.

THE PRODUCTION:
The biggest box office attraction in movie history!

THE MUSIC:
Another brilliant film score success by composer
Elmer Bernstein!

THE ALBUM:
A top catalogue item for every record dealer!

Two 12-inch Long Play records—
18 selections featuring exotic instruments in magnificent musical settings—
sensuous, jubilant, universally appealing.

Beautiful jacket and inner spread, all in full color

An important new album backed by powerful DOT promotion!
Ten Commandments

ALBUM DLP 3054 D - AN ULTRAHIGH FIDELITY RECORDING

"THE NATION'S BEST SELLING RECORDS"...ON Dot
DOT LONG PLAY ALBUMS

PREVIOUSLY RELEASED

- THE TEN COMMANDMENTS: DLP-3054-0
- SONGS THEY SING BEHIND THE GREEN DOOR: DLP-3053
- "PAT" PAT BOONE: DLP-3050
- GREAT HITS ON DOT: DLP-3049
- INSTRUMENTAL SOUVENIRS: DLP-3045
- KING OF RAGTIME: DLP-3044
- A VISIT WITH THE FONTANE SISTERS: DLP-3043
- SOFTLY, SOFTLY, JAZZ: DLP-3041
- PROFILÉ, SPAIN: DLP-3039
- SPARKLING STRINGS: DLP-3038
- DORIAN CONDUCTING: DLP-3037
- VIENNA IS HER NAME: DLP-3035
- KEYBOARD BRAFORD: DLP-3034
- POP CONCERT AUSTRALIAN STYLE: DLP-3033
- PRIAM KEITH CONDUCTING: DLP-3032
- ARE YOU LONGING TONIGHT?: DLP-3031

- HOADY!: DLP-3030
- THE TOWERING HILTOPPERS: DLP-3029
- SELECTIONS FROM "THE SONG THAT NEVER ENDS"... DLP-3028
- AN ORGAN AND MORE LINDSEY: DLP-3027
- HAUNTED GUITAR... DLP-3026
- IN A DIM CAFE: DLP-3025
- SQUEEZE PLAY: DLP-3024
- THE BANJO WIZARDRY OF EDDIE PEABODY: DLP-3023
- PASSPORT TO BRITAIN: DLP-3022
- A FLASH OF STRINGS: DLP-3021
- "DO NOT DISTURB"... DLP-3020
- A MUSICAL SETTING FOR TWO HIGHLIGHTERS: DLP-3019
- WHEN THE LIGHTS ARE LOW: DLP-3018
- THE GOLDEN INSTRUMENTALS: DLP-3017
- POPULAR SQUARE DANCE MUSIC: DLP-3015

- MUSIC. SWEET WITH A BEAT: DLP-3014
- HARMONICA MAGIC: DLP-3013
- PAT BOONE: DLP-3012
- GALE STORM: DLP-3011
- THE PERSUASIVE SAX: DLP-3010
- NATIVE NEW ORLEANS JAZZ: DLP-3009
- TAP-DANCE RHYTHMS: DLP-3008
- DOFFIN': DLP-3007
- AMERICA'S GREATEST JAZZ: DLP-3006
- JOHNNY MADDOX PLAYS: DLP-3005
- THE FONTANE SISTERS: DLP-3004
- THE HILTOPPERS PRESENT TOPS IN POPS: DLP-3003
- SWEET MUSIC AND MEMORIES: DLP-3002
- RAGTIME MELLODIES: DLP-3001
- MAN WITH THE BANJO: DLP-3010

THE NATION'S BEST SELLING RECORDS... ON Dot
The Dot SOUND

What makes a record hit?
Everyone’s got a theory, and no one really knows.

WHO makes record hits?
Everyone knows this: a remarkably big share of today’s best-sellers are by DOT.

And what do these Dot hits have in common?
Any careful listener can tell you.
It’s THE DOT SOUND.

Vibrant, lifelike sound. Brilliance.
True perspective. These are the qualities
Randy Wood and Dot have been striving constantly
to give every Dot recording.

The proof of their success is not only in the hit charts. It’s in Dot’s reputation as well—
a reputation for unexcelled high quality, for absolute realism in sound.

Dot calls this unexcelled quality
ULTRA HIGH FIDELITY

You’ll find this phrase on every Dot album and single. It’s your assurance of the very finest in recorded sound—
the Dot sound.

THE NATION’S BEST SELLING RECORDS... ON Dot
The Biggest Song of the Year!

Gale Storm

DARK MOON

#15558

WATCH THE GALE STORM SHOW
"Oh, Susanna"
Every Sat. Night on CBS-TV
A Hal Roach Production
The Biggest Record of the Year!

Pat Boone

LOVE LETTERS IN THE SAND

and

BERNARDINE

#15570

Dot RECORDS, Inc. - Sunset and Vine - Hollywood, Calif. - Phone HO 3-4181
THE NATION'S BEST SELLING RECORDS

www.americanradiohistory.com
Billy's biggest to date!

"TELL MY LOVE"

from the Paramount Picture—"Omar Khayyam"

featuring: Cornel Wilde & Debra Paget

b/w

"VE' BORRIQUITO"

#15575

Billy Vaughn

3 Best Selling LP's

SWEET MUSIC AND MEMORIES DLP-3001
THE GOLDEN INSTRUMENTALS DLP-3016
INSTRUMENTAL SOUVENIRS DLP-3045
The Fontane Sisters

with their Newest Release—

FOOL AROUND

and

WHICH WAY TO YOUR HEART

#75587

Dot Records, Inc., 2791 and Vine, Hollywood, Calif. Phone NO. 2-4411

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www.americanradiohistory.com
JIM LOWE

2 HITS BACKED UP!

"TALKIN' TO THE BLUES"

and

"FOUR WALLS"

#15569
Heading for a Smash --
Her first release on Dot

Margaret Whiting

KILL ME WITH KISSES
and
SPEAK FOR YOURSELF JOHN

#15583
THE HILLTOPPERS

I'M SERIOUS

and

I LOVE MY GIRL

#15560

BEST SELLING LP's

DLP-3003

DLP-3029

Dot RECORDS, Inc. - Sunset and Vine - Hollywood, Calif. - Phone HO 3-4161

THE NATION'S BEST SELLING RECORDS
**THE BILLBOARD’S WEEKLY**

**Tips on Coming Tops**

**RECENT POP RELEASES**

**Coming Up Strong**

The Billboard’s weekly survey of top volume dollar sales indicates these recent releases are selling with strength and have the best chance of hitting Billboard’s best seller charts.

1. **With All My Heart** ......... **Jodie Sands**
   (ASCAP) Chancellor 1003

2. **Rock Your Little Baby to Sleep** .... **Buddy Knox**
   (BMI) Roulette 4606

3. **Gonna Find Me a Bluebird** .... **Marvin Rainwater**
   (BMI) M-G-M 12412

4. **Queen of the Senior Prom** .... **Mills Brothers**
   (BMI) Decca 30399

5. **Yes, Tonight, Josephine** .... **Johnnie Ray**
   (BMI) Columbia 40893

6. **I Like Your Kind of Love** .... **Andy Williams**
   (BMI) Columbia 12323

7. **Cocopnut Woman** .... **Harry Belafonte**
   (ASCAP) RCA Victor 6955

8. **I Just Don’t Know** ......... **Four Lads**
   (ASCAP) Columbia 40114

9. **My Little Baby** 
   **The Girl with the Golden Braids** .... **Perry Como**
   (BMI; ASCAP) RCA Victor 6094

10. **Around the World** ......... **Victor Young**
    (ASCAP) Decca 3002

**This Week’s Best Buys**

Special emphasis 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.

**QUEEN OF THE SENIOR PROM**
(Carson, BMI)—Mills Brothers—Decca 30399—The side by the Mills Brothers, who haven’t had a big platter in some time, has begun to move. Greatest sales in Boston, Philadelphia, Pittsburgh, Buffalo and Milwaukee. Other areas report strong sales. Flip is “My Troubled Mind,” (Porgy, BMI).

**THE DIAMONDS**
(Sumner, BMI)—Mercury 71125—**WORDS OF LOVE**
(Nor-Va-Jak, BMI)

**Don’t Say Goodbye** ......... **Pete, BMI**
Strong by trends should please the older markets. “Words” is unusual rhythm item, featuring an infectious rock and roll tempo and excellent lead. Flip is another appealing rock and roll.

**Crew Cuts** ......... **Mercury 71185**
(Avo, BMI)

**Such a Shame** ......... **Meridian, BMI**
The boys have a powerful “cover” platter which should move out in all markets. “Sensie,” cover of Dale Hawkins on Chess, is a charming rock and roll while flip, cover of the Four Lads, has an appealing folk quality with fast guitar-drums backings.

**Eddy Gorme** ......... **ABC-Paramount 5917**—**Your Kisses Kill Me**
(Bernard-Weiss-Mazaca, ASCAP)

**Kiss in Your Eyes** ......... **Gold, ASCAP**
The thrust is on an melodies which kick here and it may well pay off with her biggest disk sales to date. She exudes shawl-wearing and drive on both sides. “Kill Me” is an excellent 3:30 flip. Attractive flip has similar spin potential.

**Frank Sinatra** ......... **Columbia 3744**—**Something Wonderful Happens**
(Sands, BMI)

**You’re Cheatin’ Yourself** ......... **Bartos, ASCAP**
Talk about quality stuff, this packing is it. The top is a love, tenderly-caressed ballad, typical of the dancer’s greatest past efforts, while the flip swirles, man, in company with a tremendously flip back-up.

**Connie Francis** ......... **M-G-M 32406**

**Fighting** ......... **Meridan, BMI**

**Paid Orchid** ......... **Roosevelt, BMI**
The young vocalist quenches her appeal with not only a fine sound, but definitely superior material as well. On top, an inescapable theme and class thrilling sound made out the money sound. Flip is another solid emotional experience that can also go.

**Johnny Dee** ......... **Colonial 433**—**Teenage Queen**
(Bentley, BMI)

**A dangerous, teen-drenched side by a strong new talent. This can weak house, with its tender opening recitation and warm pleasing, with the teen chick cliche. Flip is “It’s Gotta Be You,” an appealing back-up. (Bentley, BMI).

**Red Foley** ......... **Decca 30334**—**Why Ask for the Moon?**
(Shaprio-Bernstein, ASCAP)

**Sweet Innocence** ......... **Amber, ASCAP**

For listing under Review Spotlight on Country and Western Records.

**POP DISK JOCKEY PROGRAMMING**

**Tab Smith** ......... **United 308**—**Someone to Watch Over Me**
(New World, ASCAP)

Here’s one of the most satisfying, smooth ballads, for sale experience available on any disk, on the Goodwin standard. Smith blows out like Sinatras sings, which makes this great wax for any young and sexy heye. Flip is “Soft Berene,” another hot instrumental, (Palmere, BMI).

**Frank Chacksfield** ......... **London 1740**—**Voyage of the Mayflower**
(Wells & Barry, BMI)

Another lovely orchestrated Chacksfield mood instrumental reminiscent of “Didglet,” the new Mayflower is still the big vaudeville try the West Indies, but this disk could arrive well ahead of it, at least with smart polls. Even “O” screams, is there to lend authenticity.

**POP TALENT**

**Clare Nelson** ......... **Epic 9220**—**At Our House**
(Monument, BMI)

**Johnny Come Kiss Me** ......... **Melody Lane, BMI**
The thom’s first Epic waxing is a solid programming item for poles in search of new voices. Car registers equally well on the infectious rhythm novelty, “At Our House,” and the useful, folkish flip, selling strongly on force and giving out with sweet simplicity and gentle charm on latter.

**Barbara Gorman and Sister-Vin** ......... **A. 715**—**9 O’clock Date**
(Charlie E, ASCAP)

**Was It Just for Fun**

Two engaging chispers, 13 and six, but that typical teen fare with solid pop quality, and in interesting sound, somewhat reminiscent of Patience and Prudence, but that individual enough to attract spins on its own merit.

**Reviews and Ratings**

**Norman Petty Trio**

**Columbia 40092**—**Vi Petty’s fresh, appealingly unflinched vocal quality makes this one to watch. Tune is a pretty ballad with lyrics styled to please teen ears. Effective backing by Petty Trio and chorus. (Dominion, BMI)

The First Kiss ....... 81

An instrumental version of same tune, featuring pleasant solo work on piano and organ. Good romantic programming for mood music sets. (Dominion, BMI)

**Four Aces**

**Yes Sir, That’s My Baby** ......... **Decca 30348**—A rhythm-backing, another one-step arrangement of the standard. Boys give it the gospel ring.

(Continued on page 61)
CATHY JOHNSON
My Johnee b/w
Please Come Back to Me
with Ray Ellis
4—40930

Tony Rand
Seven Come Eleven b/w
It Can't Be True or Can It
4—40925

Gene Autry
Johnny Reb and
Billy Yank
(from the Herald Tribune
cartoon) b/w
Happy Little Island
4—40931

Rosemary Clooney
Sing, Little Birdie,
Sing b/w
Who Dot Mon, Mom?
4—40917

Bobby Lord
Just Wonderful b/w
High Voltage
4—40927

The Collins Kids
Hop, Skip and Jump b/w
Young Heart
Larry and Lorrie Collins
featuring Larry on the guitar
4—40921-c

The Sure-Fire Hits Are On
The Hottest Company In The Business
VOX JOX

By JUNE BUNNY

SHORR'S SATIRICAL NEWSLETTER: Mickey Shaw, WXYZ Detroit, has seemed so much curiosity in the trade over his satirical version of a bypass newsletter, that we decided to print the parcel in full. The gag-letter, purporting to be from "Norman Neblachel, Detroit's newest power picker-Moore, Wed., Fit. 3:310 a.m.," reads as follows:

"This is my first newsletter, and it may be my last. I expect to resign at the end of the week. At any rate, I wanted to get this out before they fired me... A lot of publishers in from New York this week... And it might be easier to name some of the people who weren't here... Jack Lee, Jack Spatz, Harvey Contee, and Richard Cazeu. Norman Rubins was here for a full week, but I didn't see him, as I was busy getting my car washed. Jack Lee has a real "Satirical Newsletter," I don't tell the title or artist, but I'm really laying on it.

Open Letter: Percy Como, O.K. Percy--you have a few hits back-to-back--but aren't you forgetting some of the fellows who made you what you are today? The same goes for the entire music business...

Too many records being released, and too many new artists. Too many record companies, too...

Why not release only unsold records?... I know Percy, that you can take this in the spirit that it is intended...

Nancy Wadley guested on the TV show last Thursday, Ditto Randy Draper, Steve Kernan, and Randy Lee (it didn't even know he covered it).


"An open letter to all publishers: PLEASE COME BACK--Fort Wayne Hotel...

"There is no Top Ten. We play only Western, rock and roll and pop covers. NO CLASSICAL SELECTIONS IN OUR TOP TEN.

(Editor's note: For here's a sale, we'll just note here that all 18 selections were by Percy, spelled as "Perry," as per Percy's request.)

"This will be a big one..." My Blue Heaven--Gene Austin.

"Hope to hear from some of your record and publishing folks soon... WANTED... 1,000,000 copies of 'All Shook Up'... 200,000... Leave 'Nebedahl's Noth.' That's my record store.

"New Rating Just In... Well, I guess I showed them... No other stations during my time segment... What's the matter, fellows... scared? Frank Sinatra the next week, and I expect him to do my hop at Chady High..."

GENE AUTRY PRESENTS:

YESTERDAY'S TOPS--as reported in Billboard, the nation's top tunes on records

JUNE 7, 1947

1. Thin Man
2. Linda
3. My Adiee Hauensell
4. Heartaches
5. Peg o' My Heart
6. That's My Desire
7. I Wonder, I Wonder, I Wonder
8. Across the Alley From the Feeling's Room
9. Anniversary Song
10. I Believe

YEYESTERDAY'S TOPS--as reported in Billboard, the nation's top tunes on records

JUNE 7, 1947

1. Manic
2. Linda
3. My Adiee Hauensell
4. Heartaches
5. Peg o' My Heart
6. That's My Desire
7. I Wonder, I Wonder, I Wonder
8. Across the Alley From the Feeling's Room
9. Anniversary Song
10. I Believe

Bing Crosby called again, with these artists would stop bringing me with their records. If it's in the groove, it will get exposure, Bing

"My birthday is next Tues..."

7600 SUNSET BOULEVARD, HOLLYWOOD 4, CALIFORNIA

SPECIALTY RECORDS, INC.

GENE AUTRY PRESENTS:

SWEET ANGEL

COMMODORES

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SWEET ANGEL

COMMODORES

#1004

SWEET ANGEL

COMMODORES

#1004

SWEET ANGEL

COMMODORES

#1004

SWEET ANGEL

COMMODORES

#1004

SWEET ANGEL

COMMODORES

#1004

CHALLENGE RECORDS

6920 Sunset Blvd.
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Attention, Dealers!

BRAND NEW RECORDS AT LOWEST PRICES

45 RPM RECORDS

44 RPM RECORDS

10" LONG PLAYING RECORDS

12" MURRAY TOLLETT, ARTIST, F.R.P.

Long Playing Murray Tolle tt, artist, F.R.P.

All in beautiful Superior Sound... 39.95 each.

Announcement: Pope invites all artists.

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10" 78 RPM KIDDIE RECORDS

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Classified ads for artists.

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DUOTONE 35MM OSBORN NEEDLE

Select your needles for 15c each.

All in stock.

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WE HAVE BRAND-NEW 45 RPM HUNGERBAND RECORDS

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MAJESTIC RECORD DISTRIBUTORS

575 Michigan, Chicago, Ill.

Two Arrows that hit the bullseye!

BARBARA GORMAN
AND SISTER VIV

singing

"8 O'CLOCK DATE"

"Was It Just for Fun"

ANN TIS

BILLY MARSH

"RUN AND TELL"

"Don't Tell Me"

ARROW RECORDS

1635 Broadway New York 19

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ARROW RECORDS

1635 Broadway New York 19
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with RCA Victor engineering skill

plus individual attention

To build "the sound that sells" into your label, go RCA Victor! Every step of the way, RCA Victor combines superior technical knowledge with unmatched manufacturing care. In separating molds from metal masters, for instance, RCA Victor has introduced a new edging-cutting machine that eliminates the hazards of outdated methods. No risk of inducing extraneous bits of metal and noise into the mold with this RCA Victor advance! As a double safeguard, each mold is individually audio-tested for unwanted "ticks" and "pops." This craftsmanship and care at every step guarantee your finished recordings the full dynamic range of the original—and they're yours at no extra cost at RCA Victor.

Wherever you may be, East, Midwest, or West, one of RCA Victor's three strategically-located plants is ready to serve you now. Individual attention to your order, large or small...fast delivery...drop-shipping...warehousing—that's RCA Victor's "service-on-a-platter." Get full detalles from RCA Victor Custom Record Sales today!

RCA VICTOR CUSTOM RECORD SALES
55 East 54th St., New York 22, N.Y. - (212) 649-5700; 601 North Lake Shore Drive, Chicago 10, III. - (312) 587-4678; 4727 Sunset Blvd., Hollywood 4, Calif. - (213) 386-5288; 120 McCarthy St., Nashville 1, Tenn. - (615) 264-1444.

In Canada, call Record Department, RCA Victor Company, Ltd., 1011 Louis Street Montreal, Quebec. For other agencies or territories write or phone RCA International Division, 30 Rockefeller Plaza, New York 20, N.Y. - (212) 752-5000.

(Continued on page 52)
**Tune With Greatest Radio-TV Audience**

Three, which immediately have the entire audience on network stations in New York, Chicago and Los Angeles. This was based on the Broadcasting Announcer's Index.

**Radio**

A. "I Just Couldn't Do It" (F) - Broadcast: ASCAP
   Arranger: Denny (Br) - Perk Instructional: BMI
   magic. When the World (F-Y) - Broadcast: ASCAP
   Mother of Mine (F) - Broadcast: ASCAP
   The Truth (F) - Broadcast: ASCAP
   Don't Cry My Love (F BR, FM Maithe, ASCAP)

**Television**

All Shows UP (F) - Broadcast: BMI
A White Spot Coat (F) - Broadcast: BMI
Watch Around the World (F) - Broadcast: BMI
I Don't Care What Ever Happens to Me (F) - Broadcast: BMI
I Just Had Too Much (F) - Broadcast: BMI
I Could Have Done All Right (R) (F) - Broadcast: BMI
In the Heat of Battle (F) - Broadcast: BMI
Last of All (F) - Broadcast: BMI
You Lose Me (F) - Broadcast: BMI
You've Got a Friend in Me (F) - Broadcast: BMI
It's Never Too Late (F) - Broadcast: BMI
Keep the Doors Open For You (F) - Broadcast: BMI

**Best Selling Sheet Music in Britain**

(For week ending May 23)

A chart compiled from the Music Publishers' Society Ltd., London, and is based on the weekly survey of England's leading music dealers.

**Best Selling Pop Records in Britain**

(For week ending May 25)

This chart was compiled from the "New Musical Express" British Best Selling Record Section.

**Reviews of New Pop Records**

Continued from page 61

of programming where permitted. Like the hit, a notable performance by its great Ella. (Harlem, ASCAP)

GENE NASH

Drum: John Murray

The Leatherman (F) - Broadcast: BMI

This week's cut is a notable one with an interesting background. Of the Comstock band, which own many miles of wire, they have a noted composer, Steve. (Columbia, BMI)

CATHY JOHNSON

Fingerpicks to My

COLUMBIA 4050-..A mighty popular cut with a great deal of good music. (Columbia, BMI)

I Got a Lot of Love (F) - Broadcast: BMI

The hit here is another fine one with a lively rhythm and a Rich text. Nice with a bit of the Boogie Woogie. (Columbia, BMI)

JUNE MORGAN

Around the World

This week's hit is not really a hit—nevertheless, it may become one. "Round The World" is a little bit too romantic. (Columbia, BMI)

SUN CHART

1 MURRAY...2

Selena...3

Chavez...4

HARRIS...5

LDC...6

Pincus...7

CONVERSE...8

HARRIS...9

ROBERT...10

**Still Climbing Higher on the Charts!**

"C. C. RIDER"

CHUCK WILLIS

ATLANTIC RECORDING CORP

137 West 57th St., N.Y.C.

"How Will I Know?"

ON THE BEST SELLING RECORDS OF THE WEEK...

John Lee, ASCAP

Mr. King's latest release is a notable one with a healthy, rhythmic beat and a rich text. The hit here is another fine one with a lively rhythm and a Rich text. Nice with a bit of the Boogie Woogie. (Columbia, BMI)

JOHN LEE

Euphoria (F) - Broadcast: BMI

This week's hit is a notable one with an interesting background. Of the Comstock band, which own many miles of wire, they have a noted composer, Steve. (Columbia, BMI)

"A TREMENDOUS HIT!"

FATS DOMINO

VALLEY OF TEARS

53441

**One Tab" Deluxe 650" Pale Bass & Talley's Chantez (R) - Broadcast: BMI

VOICEO (R) - Broadcast: BMI

It's Never Too Late (F) - Broadcast: BMI

Keep the Doors Open For You (F) - Broadcast: BMI

The hit here is another fine one with a lively rhythm and a Rich text. Nice with a bit of the Boogie Woogie. (Columbia, BMI)

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VOICEO (R) - Broadcast: BMI

I Just Had Too Much (F) - Broadcast: BMI

Keep the Doors Open For You (F) - Broadcast: BMI

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**This Week's C&W Best Buys**

WHOLE LOT OF SHAKE'S GOING ON (Marilyn, BMG)—Jerry Lee Lewis

78—The plot of Lewis's latest is as wild as his singing. The release in only a short while, all lists it as a top seller. It should also go well in pop and country, as well as dixieland. Flip is "I'll Be Mine" (Kern, BMG). A previous Billboard "Spotlight" pick.

TOO MUCH WATER (Starrini, BMG)—George Jones—Mercury 71066—The disc has shown a steady progression toward hit proportions. Strongest action is in Buffalo, Milwaukee, St. Louis, with all the country markets pushing top ten. Flip is "I Don't Want to Do" (Starrini, BMG). A previous Billboard "Spotlight" pick.

**A GIRL IN THE NIGHT** (Teenaq, ASCAP)—Hank Thompson—Capitol 107—The new Thompson pick-up, released at night, is another strong one. Sales are big in Baltimore, St. Louis, Durham, and all the country markets. Flip is "Someone Else's Aching Heart" (Teenaq, ASCAP). A previous Billboard "Spotlight" pick.

**Review Spotlight on...**

**C&W RECORDS**

**BILLY BOY**

Why Ask for the Moon? (Shipton-Bornstein, ASCAP)

Sweet Innocence (Amerling, ASCAP)—Drees 30031—Nicely contrasting with the full force of the book. 

The top, a medium tempo dixieland with effective dixieland backing, should go as pop as well as country markets. The flip, a strong ballad, the same tradition, also has pop chances. Both get solid assists from the Anita Kerr singers. A good coupling.

**FERLIN HUSKY**

Fellin Star (Teem, BMI)

Prime Possession (Greensboro, BMG)—Capped 37-14—Jimmy Newman's Do the Husky, a "Fellin Star," is hot. Husky's dedicated trailing of the strong tune can hit the charts, too. Flipping to a country jug close to the nutty style with a mighty tricky rhythm backing. This can move, too.

**Reviews of New C&W Records**

**BOBBY LINDO**

Just Wonderful (Dian, BMI)

1. Good story of the day. (Batch, BMI)

2. Good dixieland swing. (Batch, BMI)

3. (Stage, BMI)

**BOBBY WILLIAMS**

Pills You Don't Need No More (Teens, BMI)

SUN 265-Williams is using on a country chart. He's trying to sell a material with country flavor, but he's not doing a very good job in the vocal department. Good music. (Stage, BMI)

3. A real country hit. (Stage, BMI)

**JAMES JONES**

I Cry (Teenaq, BMI)

MILKAY 1127—For buyers of traditional style country quarters, & for the West, it's a winner. A good music. (Stage, BMI)

4. A golden charting favorite. (Stage, BMI)

5. A charting chart. (Stage, BMI)

**CLEE PETERSON**

Old House on Snowy Bay (Huntsville, BMI)

BANKFIELD 12—Traditional style dixieland. Peterson's vocal is winning greater, especially with his side

**SWEET'S GREAT**

BARRELHOUSE BESIESS

MERRIL ROORE SONGS, INC.

RED RIVER SONGS, INC.

947 Braithwaite Blvd.

New Orleans, La.

**C&W Terriurrtorial Best Sellers**

For survey week ending May 29

City-by-city listings are based on local reports from retailers in country and western stores and jacket best opportunities in each of the market listed.

**Birmingham**


2. Four Walls, Jim Reeves, Vic.


6. Some Day I'll Find You, Faron Young, Sonny James, Cap.

**Charlotte**

1. All Shook Up, Elvis Presley, Vic.

2. White Sport Coat, Marty Robbins, Cap.

3. All Shook Up, Webb Pierce, Dec.


6. You Are My Sunshine, Sonny James, Cap.

**Dallas-Fort Worth**

1. Frankie, Bobby Helms, Dec.

2. Luna, Ferlin Husky, Cap.


**Houston**


**Richmond, Va.**

1. Four Walls, Jim Reeves, Vic.


**St. Louis**

1. Fallen Star, Jimmy Newlin, Dot.


**C&W Best Sellers in Stores**

For survey week ending May 29

RECORDS are ranked on the artistic merit of items plus their radio exposure in the country, pop, and Western stores. The list of nominees is drawn by a panel of music experts using a high proportion of country and western records. With significant number of chart sales, the artists are considered to derive most of their sales on this chart. Last week

**Weeks**

1. WHITE SPORT COAT (BMG)—Marty Robbins... 18

2. GONE, GONE, GONE (BMI)—Sonny James... 13

3. I DON'T WANT TO BE A BILLY (BMG) Jim Reeves... 10

4. HOUSKIN' TONGUES (BMG) Webb Pierce... 8

5. BYE BYE LOVE (BMG) Webb Pierce... 7

6. ALL SHOOK UP (BMG) Elvis Presley... 6

**Most Played C&W & in Juke Boxes**

For survey week ending May 29

RECORDS are ranked on the artistic merit of items plus their radio exposure in the country, pop, and Western stores. The list of nominees is drawn by a panel of music experts using a high proportion of country and western records. With significant number of chart sales, the artists are considered to derive most of their sales on this chart. Last week

**Weeks**

1. WHITE SPORT COAT (BMG)—Marty Robbins... 22

2. FOUR WALLS (BMI)—Jim Reeves... 16

3. GONE, GONE, GONE (BMI) Sonny James... 15

4. I DON'T WANT TO BE A BILLY (BMG)—Jim Reeves... 10

5. ALL SHOOK UP (BMG)—Elvis Presley... 7

6. HOUSKIN' TONGUES (BMG) Webb Pierce... 6

7. BYE BYE LOVE—Everly Brothers... 5

8. FALLIN' STAR—Johnny Newman... 4

9. FRANKIE (BMG)—Bobby Helms... 3

10. WALKIN' AFTER MIDNIGHT (BMI)—Patsy Cline... 1

**Most Played C&W by Jockeys**

For survey week ending May 29

**Weeks**

1. WHITE SPORT COAT—Marty Robbins... 12

2. FOUR WALLS—Jim Reeves... 9

3. GONE, GONE, GONE—Sonny James... 8

4. I DON'T WANT TO BE A BILLY—Jim Reeves... 7

5. ALL SHOOK UP—Elvis Presley... 6

6. HOUSKIN' TONGUES—Webb Pierce... 5

7. BYE BYE LOVE—Everly Brothers... 4

8. FALLIN' STAR—Johnny Newman... 3

9. FRANKIE—Bobby Helms... 2

10. WALKIN' AFTER MIDNIGHT—Patsy Cline... 1
Mabel E. Novak

Missouri cowtown capacity bounces a mountain of the Mountain to the
three Bennett among this, as a great moment of the
inclusion of an exotic bear, including highly effective animal controls and
enact the first full story. 12.

CHARLES SINGLETON ORK
Prevailing on a 

ALASKA 1700-A-R. effective Singleton also bounces an important
element of an exotic bear, including highly effective animal controls and
act the first full story. 12.

THE RHYTHMETRICS
Mind Reader

Trevor 66

The group with the girl on a single hit is

TRENDY RICHARD-I Want a W.Benolet and

EGG MAN/What Time... 

The Secrets Queen Mary You're Not

AL WOODS-The Wordswell-My Lady

(ASCAP)-[8/ 15/ 98/ 77/ South

THE MYSTERY WOMEN

Soulmark, new

ARROW (Harms,

Savoy)

The group can cancel and has

focus on the western classic. Affairs

coupling is significant figure to the next action

and properly displayed on the rock

THE SECRET SONGS OF THE PIONEERS

RCA VICTOR 46-The Pioneers of

the Old West. (BSV 1700-

37.) story of the Old West. based

on the Cadence label in

"Boy, You're a Pushover" by

Robert and Belford Liss, and

the West in "I Can't Help It
coupling which the boys penned

themselves, written by "Fannie Rose, Nashville, recently

showcased him to an exclusive

songwriting party. The Everly

are the writers of such tunes

and "It's a matter of Heart" and

"That's the Day I Have to Live" as

coupling on Decca.

LeRoy Frizzel, after 14 stands

in Texas and Oklahoma, begins

a Holly week out of doors at the

JUNE 4, Saturday thru the South in

the Tina Turner Show, owned

by Steve Stibbs, of American

Singer Corporation, of the

Hills, Calif. LeRoy recently cut a session

Columbia records here and

the Anna Ken Singer on the

back-ground. Brenda Freer is set for

Rancho Dom in Dallas and

Baldwin Park, Calif, June 17, 18,

and Tuesday thru the South in

the Hall, Compton, Calif. He begins an

one week tour with

American in August.

Johnny Cash shows his wares at

San Antonio, (BSV 1700-37),

Air Force Base, California, Friday

and Oakland, Calif, Saturday.

Jim Reeves, following his appearance

of "Lower Allen Show" on the

NBC-TV network Sunday (9),

embarks on a week thru the

Southwest... Herb Thompson

and His Bronze Valley Boys are set to

June thru as follows:

Los Angeles, Calif (BSV 1600-7),

Teula, Oc., 15, Nola, 14,15,

and Tulsa, Okla, 25, July

Tobacco Train, Jimmie Davis,

of Juina City, 8, Mastroco, Cola, 11.

Air Force Base, Colorado Springs,

Colo., 12, Denver, 15, Golden, 14,

and Salt Lake, 13, Tuesday thru

the Rick Nelson, Pete and Kitty Wells, John-

and Jack and the Wilson Brothers

of Thursday (8), Saturday thru

(9), Sunday thru the Saturday night.

of this review, we are in the opinion of the

Billboard. The songing part of this

appeal to gain national distribution and sales.

CLYDE WILLIE JETT—Echoes from

the Hilltop, (Imp. 11501). (BSV 1600-7)

BILL BELL—Let Me Love You...The

(ASCAP), (Hills of Tomorrow)

MARTY STONEAM—Dominion Road

(Kingsley)-Ran-BooMer-Ve

(Mar. 1202)

THE BILLBOARD has a greater circulation than

the combined total of the next 3

showbusiness trade papers... AND ITS

AN AUDITED PAID CIRCULATION.
**This Week’s R&B Best Buys**

JENNY, JENNY (Venice, BMI)—Little Richard—Specialty 566—Frantic cut lett number one big going. All areas report strong sales. Like past platters, this will probably catch a lot of coin in pop markets. See also “Mooney Man” (Venice, BMI). A previous Billboard “Spotlight” pick.

GET ON THE RIGHT TRACK BABY (Brest, BMI)—Ray Charles—Atlantic 1215—Heaviest territories are New York, Philadelphia, Milwaukee and Durham. Other areas report that the disc is doing well. Looks like a big one this time. (Also: All Right, BMI). A previous Billboard “Spotlight” pick.


**R&B Disk Jockey Programming**

ERINN FREEMAN

Rivers Bent (Commonwealth, BMI)—Imperial 5144—Side is a danceable, finger-snapping tune that features a catchy piano solo with rhythm piano and organ backing. The kids should go for it. Flip: “Swing Baby” is a slightly less effort that should also go well. (Travis, BMI). A previous Billboard “Spotlight” pick.

TAB SMITH

Session to Watch Over Me (New World, ASCAP)—Unlisted 509—See review under Pop Spotlight section.

**SPIRITUAL**

PROF. ALEX BRADFORD

Steel Away (Venice, BMI)—I Can’t Trace it (Venice, BMI)—Specialty 905—“Steel Away” is a beautiful, slow interpretation with echo backing that really catches. Flip sides are hand-clapping gospel type that picks up heart as it goes along. Both sides are most appealing. (Atlanta).

[**R&B Territorial Best Sellers**](#)

_for survey week ending May 29_

<table>
<thead>
<tr>
<th>City</th>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>Come Go With Me</td>
<td>Del Villar</td>
<td>Del</td>
<td>4</td>
</tr>
<tr>
<td>Atlantic</td>
<td>-</td>
<td>Del</td>
<td>Villar</td>
<td>3</td>
</tr>
<tr>
<td>Atlantic</td>
<td>-</td>
<td>Del</td>
<td>Villar</td>
<td>2</td>
</tr>
<tr>
<td>Atlantic</td>
<td>-</td>
<td>Del</td>
<td>Villar</td>
<td>2</td>
</tr>
</tbody>
</table>

**R&B Best Sellers in Stores**

_for survey week ending May 29_

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>YOUNG BLOOD</td>
<td>BMI</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>SEARCHIN’</td>
<td>BMI</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>ALL SHOOK UP</td>
<td>BMI</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>C. C. RIDER</td>
<td>BMI</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>VALLEY OF TEARS</td>
<td>BMI</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>LOVE’S HURTIN GAME</td>
<td>BMI</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>C. C. RIDER</td>
<td>BMI</td>
<td>-</td>
</tr>
<tr>
<td>8</td>
<td>ALL SHOOK UP</td>
<td>BMI</td>
<td>-</td>
</tr>
<tr>
<td>9</td>
<td>C. C. RIDER</td>
<td>BMI</td>
<td>-</td>
</tr>
<tr>
<td>10</td>
<td>SEND ME SOME LOVIN’</td>
<td>BMI</td>
<td>-</td>
</tr>
</tbody>
</table>

**Most Played R&B in Jukeboxes**

_for survey week ending May 29_

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ALL SHOOK UP</td>
<td>BMI</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>YOUNG BLOOD</td>
<td>BMI</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>SIGNAL</td>
<td>BMI</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>SCHOOL DAY</td>
<td>BMI</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>COME GO WITH ME</td>
<td>BMI</td>
<td>2</td>
</tr>
</tbody>
</table>

**Most Played R&B by Jockeys**

_for survey week ending May 29_

<table>
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<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SCHOOL DAY</td>
<td>BMI-Atlantic</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>ALL SHOOK UP</td>
<td>BMI</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>VALLEY OF TEARS</td>
<td>BMI</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>LITTLE DARLIN’</td>
<td>BMI</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>I’M WALKIN’</td>
<td>BMI</td>
<td>2</td>
</tr>
</tbody>
</table>

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**R&B Record Sales**

_4 weeks running, sale of 1,000 or more_
New York indie dixieland men are experiencing a flood of offers that would cause most jazzmen to blush with pride. The contests are a result of the enthusiasm of many organizations that wish to ally themselves with the movement.

Joe Marsalis, Universal-International's new booking agent, is in charge of the dixieland division of the company. He is in the process of booking the outfit to a swing of states on an extensive tour. The main emphasis of the tour seems to be the Charles McDevitt outfit, and it is expected that this outfit will be stepping up its booking field. With such names as Earl Hines, TedBradshaw, Little Linnemore, Johnnie Brown already in the fold, Marsalis is looking for selections of one-nighters, Eddie Boyd, Pops Foster, James P. Johnson, Little Linnemore Scott, Benny Brown, Larry Darwell, Wynnon McPhatter, Little Joe Parker, Billy Maybelle, Junior Parker, James P. Johnson, and Justin McDevitt, manager of a number of these acts, made a package deal with Universal to handle one-night booking for all members of his group. Marsalis reports that a number of small packages are being set up to play at small metropolitan locations. First of these, which includes Archie Shepp, Willie John and Linda Hopkins, hits the road with dates in 1939 days, starting June 14th.

Don Robey, Duke-Fedexcoolluf, will be launching a new label, called Duke, and is another from the Houston dixieland, the trade paper reports, that will be new for some time. By the end of the year, Tom Tomly is coming on the scene with his Southern Benders, and Joe Medec, the Joe Scott Singer and Billy Brooks and Pennie Brown will sing their first date as a team. The Richard McShay outfit, which has been booking out of Salt Lake City, is expected to return to the road today (25).

- R&B Territorial Best Sellers

1. It Hurts Me In Love, Anne Leece, Del.
2. My Dreams, Priscilla, M.K.
3. Love's A Hurting Game, Forty Hour Froth Orphans, Monogram.

**New Orleans**

1. C. C. Rider, Chuck Wills, Art.
2. Valley of Tears, Fum Donaxia, Imp.
3. What Can I Do, Del Crovetto, Del.
4. One On The Mountains, Fum Donaxia, Imp.
5. Come Go With Me, Del Villagio, Del.
6. In The Chao, Ame Cal, Rca.

**New York**

1. SConvert, Jock Berry, Jr.
2. C. C. Rider, Chuck Wills, Art.
3. Blue Moon, Fum Donaxia, Imp.
4. Just to Hold My Hand, Monogram.
6. Come Go With Me, Del Villagio, Del.

**Philadelphia**

1. C. C. Rider, Chuck Wills, Art.
2. Meet The Mountains, Fum Donaxia, Imp.
3. All Shook Up, Eddy Piner, Via.
5. Valley Of Tears, Fum Donaxia, Imp.
6. Valley Of Tears, Fum Donaxia, Imp.

**St. Louis**

2. I Wanna Go Home, E. B. Dunn, M.K.
4. Be Bop Mama, Jimmy Reed, Rca.
5. Valley Of Tears, Fum Donaxia, Imp.
6. Valley Of Tears, Fum Donaxia, Imp.

**Washington, D. C.**

4. C. C. Rider, Chuck Wills, Art.
6. Valley Of Tears, Fum Donaxia, Imp.

**Folk Talent And Tunes**

- Continued from page 65

Harville has replaced O'Breakfast Fisher on the new program with the new young people's musical group, the Caylarks of Springfield, O. Hampagne, and Leonard Caracci. They are expected to continue with the firm as its top rock-and-baller artist with an initial release due out next week.

**Reviews of New R&B Records**

- Continued from page 60

The following reviews were also included in this section:

1. It Hurts Me In Love, Anne Leece, Del.
2. My Dreams, Priscilla, M.K.
3. Love's A Hurting Game, Forty Hour Froth Orphans, Monogram.
4. One On The Mountains, Fum Donaxia, Imp.
5. Come Go With Me, Del Villagio, Del.
6. In The Chao, Ame Cal, Rca.

Drury back at the turntable after several months off from the air for the new station to start broadcasting. Other jocks at WBBR in the station's area are doing a two-month's leave. George Bregg, KSO, Des Moines, is leaving for two-year service with the U.S. Army in June. He has earned the "Top 50 Breakout" show for WSB for the last two years.

The jocks will broadcast from a studio set up at the station, once the expedition, and Starr will tape a show for airing over the station's regular time. If either or both spinneers can possibly make WBBR's weekend, WJAN will carry a show from them. WYXW has donated some 2,000 78 r.p.m. classical 12- inch discs to its' plant to non-profit organizations.

**TOP BROADWAY LOCATION**

1200 South St. - Light, Airy

Meel for
Office or Professional Use - School - Studios - Rehearsals

There is also a Six-Office Executive Suite Available

Busy Hotel Lobby Entrance if Desired. Must be Seen to Be Appreciated.

**Surprisingly Low Rental**

Inquire at Hotel Desk or Office

**210 West 55th Street**
S.E. Corner of Broadway

**CI 7-3000**
Herb Dotten  
The Imaginative Batt Touch

“A ROUND the World in 18 Hours.”

This is the name Harry Batt Sr. has pinned upon the attractive and habitually pleasant fellow who has been hanging around Bonn, Paris, and John, recently completed at New Orleans Postachieved Beach.

Actually, the name is a takoff on the title of Mike Todd's

“Around the World in 80 Days.” But it is more than that, too.

Actually, the course does pro-

vide picturesque views of some of the world's 18 ports. At each

hole there is a scaled-down replica of a famous lustchain

product or animal identified in the

book, which is the authoritative

of a particular country.

As Ed Telfer thus represents Paris, whereas Italy is rep

sented by the Leaning Tower of Pisa, Alaska by an igloo, Green

land by a whole India by an elephant, Japan by a pheasant, Hol

land by a windmill and tulip, Germany by a bear stove, Spain by

the Alps, the U.S. by the Statue of Liberty.

HARRY BATT SR.

These reproductions or figures are of varying sizes, with

less than five feet in some of the holes as obstacles. For instance, it is necessary to watch the mound

of the whole, representative of Greenland, or shoot around the tip of

Cascade is Sure-Fire Eye-Catcher

“It’s educational,” says Harry, “some people just can’t grasp

geography. The miniature course will help.

I enjoy making and maintaining the course and the showship.

The “Around the World in 18 Holes” is certain to become a

conversational piece among Postachieved Beach patrons. More

important, it is certain to give a heavy play.

undoubtedly, it will do both if Harry has his way.

To make doubly sure, he has dispensed the cutthroat golf

rules and installed some features which are sure-fire attention-getters and patronizers of

borders.

At one end, the one near a park entrance and facing into a

parking area, has been built a world-famous candidate for attention. Special lightning enhances the cascade at night, while in the daytime it gives the course the appeal of a cool green.

The reproductions themselves are wrought with considerable care, not only to withstand weather but with an eye to faithful reproduction. The Leaning Tower of Pisa, for instance, has just the proper degree of tilt on all sides.

The end of the layout?

Harry puts it at about $25,000.

A possible once-one-year guess?

His boys claim it is about $200,000.

Either way, it is a very nice touch from investing money into improvements if they will pay off. His improvements, moreover, are notable for their tasteful execution.

Does It Again With Storybook Land

The Storybook Land he created in New Orleans City Park

prominently.

For several seasons, Harry's sons have operated kiddie rides in City Park. This year had not been successful and the decision was made to convert to a Storybook Land changed that.

Under his management, a director of circu-

lation for The Billboard, who has lived in the area for years, has

been fascinated by the idea of building a Storybook Land. Too, he wanted to create a memorial to his parents, and at the same time he wanted to raise the costs of the children.

Adding everything up, he went to the city park fathers, told them he would build an outstanding Storybook Land, dedicate it to his parents, and deeded it to the city if the city in turn would permit him to pick the location for it in City Park.

Agreement was given. Harry's choice of location was ideal. He picked one with many large trees that ship with Spanish moss and additional, close to a toilet building.

Then, he proceeded to build the Storybook Land. Nursery rhymes were translated into fairy tales and colorful characters. Soft colors were used. Characters were placed throughout. Some were augmented from the trees. The Spanish moss added to the enchantment.

Behind the Storybook Land, six kiddie rides were spotted. Story-

book Land was formally dedicated December 30 of last year to the accompaniment of much publicity, particularly over TV. People wanted to see the non-believable scenario and the kiddie ride growth soared.

But Harry had done it again. He had given the city a worthwhile attraction, and the public a new feature with a strong educational overture, had honored his father and mother, and at the same time had boosted the family income.

Firm Pays 72G Rent  
For Ind. Coliseum

INDIANAPOLIS — The Coli-

suan Corporation here paid $72,500 for a 50-year lease of the Fair building for the 1957 season for use of the fair's Coliseum stage. Melvin Ross, manager of the fair board to charge the building

300G FAIR AIR ADVANCES  
IN FLA. CAPITOL

TALLAHASSEE, Fla.—A bill which would make Jacksonville a permanent home for the Florida Folks and IndianFest would be added to the list of bills the House Appropriations Committee will vote on.

The bill, which would be required to the ceiling of the building, will be placed in the bill from liberal $25,500 which will be allowed to any one association.

Their sister's pal
to have had similar grants in the past, they will have to make further amendments under the bill as written.

Wilson Line Serving 6 Amusement Areas

WILMINGTON, Del.—Six amusement areas will be served by Wilson Line vessels this season, according to Col. Alan E. Mac

Nicol, president of the lines. One of these will be Playland at Rye, N. Y., which MacNicol was director for several years before leaving for his present position in 1953.

The summer season's opener is the run from Delaware to New York by New York Manhat-

tan to Providence, and to Larry Stone's Paragon Park in Naugatuck. The season will also be served by the John A. Meseck, which was last year's last winter when the New York-

lines received the Meseck Steamboat Company.

Also on the run to Pleasure Beach in Bridgeport, Conn., with the schedule beginning May 30.

During July and August the Wilson Line Flagship Liberty Belle will make her first appearance at the Coney Island, Coney Island, New York, to the Stateliner's Rockaway Play-

land, New York. Wilson Line will also operate the S.S. Mount Vernon from Burbridge, D. C., to

Burling Bros. To Open—

NEW MARTINVILLE, W. Va.—Burling Bros. Circus is expected to open its new season April 20 at Elmwood Amuse-

ment park, the owner, has decided to follow the same show again rather than sell it.

The Billboard Adds 'Funspot' to Family

“Continued from page 1

James W. McHugh, a member of the Billboard editorial staff for 11 years, has been switched to Chicago this spring. As Eastern advertising editor, he has been sent on a whirlwind trip of the industry components. His re-

turnings to the Billboard, operating experience within many of the industry elements covering some of 20 years.

Robert E. Huntley, Jr., is advertising manager. He has served as editor and advertising manager of The Professional Golfer magazine, the magazine of the American Professional Golfers Association. By taking the post of advertising account executive serving The Billboard Publishing Co. (OARC).

Bureau A. Brown, circulation manager, is now director of circu-

lation for The Billboard, a division of the latter company. As such he is in charge of the circulation department of the magazine, Billboard, Vend, the magazine of radio and television entertainment, TV Availability and The Billboard International.

Said Wilson to the audience: “The billboard is a stitch and bound for permanency. Funspot is a billboard. It is just a newspaper, a nice, so quality paper stock. The latter will make possible the full use of color and exercising all of both editorial and advertising side of the operation.

Editorially, Funspot will present a monthly series of lavishly illustrated features in addition to regular departmental writing. Areas of potential interest will be the entertainment, advertising and public relations fields, in addition to the usual information and general industry activity.

News of the components which make Funspot what it is and belongs to the Billboard.

The building is scheduled for completion at the end of March. Keansburg Bally also has booked "Holiday on Ice" to appear there and will also be featured with a large number of utility spots. All will be provided.

In addition to the main seating and other facilities, there will be a series of five smaller meeting rooms with seating capacity for 200 persons each. A complete bus service with a capacity of 6,000 persons in the main hall and more for the convention rooms. Office, storage, space, dressing rooms, and accessory rooms for small groups, and a connection to adjoining ballrooms and a 400-seat arena with seating for 3,000 persons, which can accommodate up to 6,000.

Miami Beach—Construction on the $3,500,000 Exhibit Arena Started at Miami Beach

The 120,000-square-foot facility is being built for the Miami Beach Exhibition Hall, located adjacent to the Miami Beach Auditorium, Building Manager Claude C. Bitter announced last week.

The building is scheduled for completion in early June. Bally has booked "Holiday on Ice" to appear there and will also be featured with a large number of utility spots. All will be provided.

In addition to the main seating and other facilities, there will be a series of five smaller meeting rooms with seating capacity for 200 persons each. A complete bus service with a capacity of 6,000 persons in the main hall and more for the convention rooms. Office, storage, space, dressing rooms, and accessory rooms for small groups, and a connection to adjoining ballrooms and a 400-seat arena with seating capacity for 3,500 persons, which can accommodate up to 6,000.
Myrtle Beach
Set for Fest

Myrtle Beach, S.C. — Five days of fun and frolic will be staged June 5-9 when the annual Myrtle Beach Seafood Festival will swing into town. Marion McKnight, reigning Miss America, will get a start toward her title by winning the Miss South Carolina contest here last year, will pick a hand to pass her crown on to her successor.

In addition to the beauty pageant, the program will include a human checker display, kangaroo court, parade, clown, auto and thrill shows, truck parades, side walk act exhibit, water ski shows, ocean events, and tours of Brookgreen Gardens.

Panel Talks
At June 5 Ohio
Fairmen Meet

COLUMBUS, O. — Twenty-minute panel discussions on finances, legislation, public relations, management of exhibits and attractions will feature the midsummer conference of the Ohio Fair Managers’ Association at the Deshler-Hilton Hotel here Wednesday (23). James D. Murray, Napoleon, association president, will preside.

Among speakers at the meeting will be State Director of Agriculture James B. May, former County Mayor; Myers Cooper, Cincinnati; Dr. Chester H. Fletcher, College of Agriculture, and Billy S. Dungan, extension specialist, Ohio State University.

Merry-Go-Round
Rides at Steel Pier
Cruises to a Thriving Business

Steamboat, N.J. — (P.) — The annual exhibition of the New Jersey Lorraine Merry-Go-Round Association was held here Wednesday (23) with a crowd of estado attendance the main feature of the meeting.

Among those attending were: James B. May, former County Mayor; Myers Cooper, Cincinnati; Dr. Chester H. Fletcher, College of Agriculture, and Billy S. Dungan, extension specialist, Ohio State University.

Merry-Go-Round,
And KIDDIE RIDES

HUGO, Okla. — A new show has been granted by the Shoshone Temple at Muskogee, Okla., for Shriners on Sept. 9. It will be directed by Miller Bros. to form a traveling Shrine Clown. Only three rings are to be held: presidential, Frank Ellis, vice president, Sid A. Stevenson, secretary, and Carl H. Hamo, treasurer.

MERRY-GO-ROUND TRAINS, KIDDIE RIDES
Complete line of rides for present and future business.
H. E. Ewart Company
1713 South Main Street
Compton, California

Speedway Ride

Complete Ride including 6 Standard Rides, 9 Middle-Size and 14 Operating Rides. Can be operated efficiently by 4 men. Best ride in the country. Only $1,200.00 per day.

TIFFIN MFG. CO.
Lancaster, Penna.

SPEEDWAY RIDE

Complete Ride including 6 Standard Rides, 9 Middle-Size and 14 Operating Rides. Can be operated efficiently by 4 men. Only $1,200.00 per day.

TIFFIN MFG. CO.
Lancaster, Penna.

New! But Old in Appeal

Allan Herschell’s revolutionary new steel Merry-Go-Round is durable and fast to erect. Less skilled help is required because the chain and sprocket drive is self-aligning. The center pole is easily and safely raised by two men with the new hand winch and steel pole. An electric brake automatically stops the ride in one revolution. Fluid drive, timer and intercom, and a complete set of MG-R’s come in five sizes, all with aluminum jumping horses gayly painted by AH artisians.
SELL BIG... WHEN DEMAND IS BIG!

During July, August, September and October more than 3,000 Fairs will be held each and every one of these Events fully expects bigger and more liberal spending attendance in 1957.

Amusement Parks, Kiddielands, Recreation Centers, Resorts and similar spots also enjoy the peak of their season during July, August and early September, and they, too, feel sure attendance records will again be broken this year.

Summed up briefly, the entire Outdoor Amusement Industry fully expects unprecedented millions to turn out for outdoor events and places of amusement in 1957, and EVERY OUTDOOR SHOWMAN certainly realizes that this year he will need...

MORE EQUIPMENT - MORE SUPPLIES - MORE SERVICES

The one, most referred-to source of supply for these will be The Billboard's SUMMER SPECIAL

DATED JUNE 24

Distributed June 22, this Special issue will be in the hands of EVERY ONE of these buyers, YOUR PROSPECTS, far enough in advance for them to buy EVERYTHING they will need for the busy season ahead. They will certainly read the Special and keep it riveting hands for many weeks after publication, too, because in it they will find...

- A revised list of 1957 Fair Dates with many important additions and changes.
- Directory of Celebrations, Sponsored Events, Home Shows, etc.
- Interesting and important features on Food and Drink Concessions operations.
- Highlights on every phase of Outdoor Showbusiness.
- PLUS, of course, ALL the latest news, developments, rates, etc., for the entire industry.

To further assure you MAXIMUM READERSHIP of this big Summer Special, the following promotion and publicity will be accomplished:

- A 75,000-piece special after Subscription Drive.
- Big sure-to-be-seen House Ads in previous issues.
- 4,000 EXTRA copies for restated distribution.
- All contributing to guarantee you WIDE, INTENSIVE READERSHIP of your advertising in this big Special issue... so

RESERVE SPACE TODAY
AD DEADLINE, TUESDAY, JUNE 18

CINCINNATI 21, OHIO NEW YORK 3, N. Y. CHICAGO 1, ILL. 314 Patton St. 1554 Broadway 1142 Washington Ave. ST. LOUIS 1, MO. 100 Randolph Ave. 257 Wells St. 122 South San Francisco. 5228
HOLLYWOOD 29, CALIF. 1100 North Garvey Ave. 1875 North Garvey Ave. CLEVELAND 11, OHIO

MULTIPLEX DISPENSERS Serving the trade since 1926

TWO delicious ice-cold carbonated drinks at their best

COKE or PEPSI from one faucet, plus plain, sparkling soda

ROOT BEER from other faucet

(sold or creamy)

SPEEDS SERVICE—TWO TAPSTYLES IN ONE!

Prevents the Drunk from getting a unfair advantage. Simultaneous filling from each faucet. Quick, fast filling on both faucets. No more waiting for COKE.

HINTS FOR FOLDERS

MULTIPLEX FAUCET CO.

1906 Pennsylvania Ave., D.C.

Mail today for full color,8 x 10, envelope, 100 free, 500 per 50c.

GIVE TO DAMON RUNYON CANCER FUND


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\**\*

RUMBLE equipment

MAKERS OF THE ENDURING AMERICAN RUMBLE EQUIPMENT

FOR FAIRGROUNDS, VACATION CENTERS, COUNTRY CLUBS and Amusement Parks"
ALTON—June M., wife of Clarence (Pat) Alton, operator of Standard Amusement Park, Sunland, Calif., was on show business in 1903 at the Hay Market, Chicago, and in later years worked with her husband in the operation of Silver State Attractions and AMC. Attractions. Survivors include her husband, two sisters and a brother.

IN MEMORY OF MRS. INEZ M. ALTON
Beloved wife who passed away
CLARENCE P. ALTON
August 21, 1908
November 16, 1959

WHIRLWIND
Candy Floss Machine
A Hit with the Girls
- candy is made on the spot
- by extra profit it makes for you
- Top Quality - Handmade - Dependable - Trouble-free Operation
- Great Profitable Idea
Sold Out All Over the Country

SOLD OUT

ICE SHOWER

MAKES

$200
A DAY
On Candy Flavors

NEW PERFECTION MACHINES
For Readers' Instructions - Write for Literature.
ELECTRIC CANDY FLOSS MACHINES

FOR SALE
NEW SIDE WALL BUNGEE CAR
SOUTH AFRICAN FEATHER CO.
5851 Miller St., Philadelphia, Pa.
BACKGROUND OF FIRST FAIR SETS ORIGIN YEAR AT 1807

NEW YORK—When was the first fair? Wayne Caldwell, Public Relations Manager for the New York Produce Show, Inc., believes the original fair was in May 1807.

"Sheep raising in colonial America had been an unaccustomed activity. The American sheep breeds were the most pedestrian of domesticated animals. In addition, the colonists could not count on the sheep for wool. However, the Stamp Act nullified the importation of British woolens; a few crude manufacturing plants were set up... The advantage of good breeding sheep was a specialty of the New York State Agricultural Society which was established in 1807 less than hoped for. It was found, however, that Merino sheep were the only ones capable of producing the desired wool. We shall examine this point later.

"Elkanah Watson was interested in promoting the breeding of sheep. He helped to establish a shepherd's Society of New York State in 1807, and in 1809 to Pittsburgh to engage in wool manufacture and import sheep. He engaged his energies in the breeding of Merino sheep in the surrounding country. He secured a pair of Merino sheep and sought ways of introducing these sheep to the ranchers in the Catskill Mountains, which he considered valuable, especially in the hilly counties of New York. He arranged to have a sheep exhibit on the public square in Pittsburgh, a display that gave him the idea of creating a new kind of agricultural society, and the agricultural fair typically took shape.

RALEIGH, CHARLOTTE
INK HOUSE GIVEAWAY

CHARLOTTE, N.C. — The Dream House promotion has moved on into a new level with Williams & Davis of Charlotte with a Mark Twain figure will be offered at Southern States Exposition in Charlotte, N.C., and the State Fair, Raleigh.

wishes to add a layer of excitement to the fair this year, with the idea that a top-notch favorite of the crowd.

"It's a wonderful way to give back to the community and to support local agriculture," said Williams, who is in charge of the promotion.

"We are excited to offer this opportunity to our patrons, and we hope they enjoy it as much as we do," he added.

Mass. Assns. Report 1,000,000 1956 Gate

BOSTON — Attendance at Massachusetts fairs topped a million in 1956, according to reports by the Eastern and Western Fairs of the Massachusetts Agricultural Association.

The Western group reported 959,651 for the season, May 1 to October 15, and the Eastern association, 340,284, for the season, May 1 to October 15.

New officers elected at the Eastern association's annual meeting, April 21 in Boston, were: John C. MacPherson, Manchester; Geo. A. Leonard, of Fairhaven, Charles E. Anderson, Westwood; J. F. Brown, of Taunton; and Edward M. Merriam of Marshfield, secretary, treasurer, and vice-president.

A full program of Midwest Circuit harness races and Earl Newell was elected vice-president, who will join the Eastern's executive committee, which is composed of members from eight states.

Marshfield, Wis., Sets Night Auto Races for opener

MARSHFIELD, Wis. — The Wisconsin State Fair, scheduled for Aug. 19 to 25, is expected to be a big one, following the success of last year's event. The new grandstand, which was erected last year, will be completed in time for the opening.

A chief promotion this year is the annual Fair Day, which will be held on the 20th, and will be followed by a special event, the annual Music and Drama Festival, which is usually scheduled for the 25th.

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The fair, which last year drew an estimated $1,250,000 in business, will again be held on the 20th, and will be followed by a special event, the annual Music and Drama Festival, which is usually scheduled for the 25th.
PARKS-KIDDIELANDS-RINKS

Add Ride Imports At Seaside Casino

SEASIDE HEIGHTS, N.J. — A costly pier extension, new ride installations and pleasant scene arrangements are expected to make Seaside Heights Casino one of the hottest attractions in this busy Jersey shore season this year.

Work has been proceeding under supervision of Gene Thomas, park superintendent, for several months. Atlantic Amusement Corporation, running the park, has taken on a major expansion project.

A major theme will be, ‘The home of your budget picnic,’ and agents have started canvassing admission Northern New Jersey and the Philadelphia region for bus and private car raisers.

Most concession space is taken up by the new 100 feet by 100 feet building. The boat ride will be placed on the spot, in which John Christ- opher hands out a free Lucky Ticket. The new 80-mile-long-hour St. Moritz Bob- bob, which has been exceptionally popular and a favorite among girls, will play. New for this year is a Tita-A-Wirl and an Amor-Rama, ‘ride of 1,000 lights’ plus the Kiddieland Helic- cooper.

On the promotional program is Digger O’Dell, billed as the human idea and holder of the world’s greatest collection of jokes. O’Dell was em- bazoned Sunday (10) in events to surprise his record of 57 days. Ray Romek has opened the World’s Largest Land exhibit in the midway, and Ray Pecchia gives the Monkey Jungle, in the Kiddieland.

Some bands and guest pitchers will be set for the newly deco- sition, the Teen-Age Swing.”

Dr. DeMachte reports that pro- spects business was good, although a large number of throngs were heavy and rainy. The resort, some- thought of in the past season, escaped this time.

The Crocket Crackle sneakers pictures are the most of the operation of Natural Bridge, and the day was enjoyed with an old-time history of the original Davy Crockett’s I’ve heard that the Natural Crockett souvenirs are good items in the gift shop.

In New Jersey, the park has com- pleted a deal by which a movie is to be made at the museum and publicity along the same lines. The film is to be entitled “The Story of Davy Crockett,” and the script is close to the rerun. The new Crockett theme, incidentally, is to be converted into a new playground through its length by the government.

June 11, 1957, will stage its second annual beauty pageant, “Fairytale of California,” and on June 12, 1958 they will observe the resort’s fifth season since it was founded by the late E.M. Buylas.

Iowa Gate Tax Drops 2% July 1

DES MOINES, Ia.—The State board of revenue voted to reduce the tax revenue measure passed by the last legislature, the bill as passed by the legisla- ture would have continued the present rates for two years.

The tax measure is the same as the State rates last year, and the 1953 legislature increased the tax one cent per $100 valuation in the same way. The bill was not referred to the committee.

The governor indicated he might call a special session. Wenti- her to consider capital improvements he also vetoed and if he does there is a possibility the legislature might increase the sales tax again.

Special Days Set For LeSourdville

MIDDLETOWN, O.—The first of many special days on LeSourd-ville Farm was White Villa Day, Saturday, (1), sponsored by LeSourdville Iron Works, Inc., of southern Ohio. Highlighting the day were appearances were appearances of radio-textBox Announcer Ray West, new- son, half price on rides, bags of popcorn, a special parade and reduced gate admission. Manage- ment, with the aid of the Tri-State Custom Auto Show, sponsored by the local Recreation Commission.

The park’s school picnic continues through this week with approximately 5,000 students expected from schools from 11 schools of nearby towns. Also on Wednesday was White Villa Day, which it also bills as its first lady’s night of the season. The Buddy Roger band will entertain the large crowd. Women will be admitted free that night.

Natural Bridge Spot Replaces Crockett Craze

WAYNESBORO, Tenn.—With the Davy Crockett craze a thing of the past, Charles J. de Marchand, owner of Natural Bridge Resort here is turning to the movie theme.

DeMarchand reports that pro- spects business was good, although a large number of throngs were heavy and rainy. The resort, some- thought of in the past season, escaped this time.

The Crocket Crackle sneakers pictures are the most of the operation of Natural Bridge, and the day was enjoyed with an old-time history of the original Davy Crockett’s I’ve heard that the Natural Crockett souvenirs are good items in the gift shop.

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Kiddie Unit, Round-Up Aid Lincoln Park Gross

CANY LIMBO AND Royse, Ont.—Vogel Park has enlarged its Kiddieland equipment for Decem- ber 9, 1955, the Century House built a new Fairyland walkway, with the added attraction of animals.

Good time this season are the 11 rides available. Early week have been especially popular, with the weather nice and its attendance. A new Round- Up has been a successful addition.

The Volunteer and Camden, public relation- chief and new in charge of the Kiddieland, reports the biggest year ever in out- looks, lies, testimonial dinners and industrial lunches.

Pre-Season Big For Natatorium

SPOKANE, Wash.—Natatorium Paddi- again is booking named bands for the regular season opening near Easter Decoration Day. Owner-Manager Louie Vogel has hired Harold Thompson for June 3, Little Rich- ard for June 14, and Fats Domino for July 12.

Four new seas have been added to the Mrs. Joseph Miller, who were rented from Homer Snow, Millville, andola at the Millville Elks Club, Millville, N.J. New sidewalks have been laid and other improvements.

Pre-season weekend business get off to a good start Easter Sunday. Several bands was up 10 per cent according to reports from sales. Sold out $1.50 gate, until abnormally wet weather set in early in May. The weather is drying up for the season in May in Wash- others had been so successful it has been brought back to operators of all outdoor businesses.

Santa’s Village, Inc., Opens North California Theme Park

SANTA CRUZ, Calif.—A new million-dollar storybook town, Santa’s Village, opened May 27, with the initial pro- gram featuring the Christmas gift of price scale which will fluctuate with at- tractions. Booklet is handled by activities director Anthony G. Ferrara.

Santa’s Village will be open 364 days a year. It will be closed only on Christmas Day.

Chiago Coin Develops New Machine Gun

CHICAGO — A new coin- operated, pellet-shooting machine gun, called the Comando, and marketed by a company new to the field, has been introduced here by Chicago Coin Manufacturing Co., Inc.

The unit is a set-up package includ- ing a 12-inch gameboard, special cleaning device. The firing piece resembles a .50-caliber machine gun, in shape and size of the table for nickel, dime or quarter play. It enlarges the concept of the five cents or less gun to the bazaar of three pellets or cents of发火器, uses nickel, etc. The assault is over.

Targets are driven by two separate motors and consist of hori- zontally-moving animal figures which drop when hit, metal balls when shot and candy when hit in the bull’s eye, the figure will rise and be a new attraction.

The pellets have a soft core of plastic-like substance, giving them to give on contact and providing for their continued use. Pellets roll back into the container after being fired, are lubricated and ready to fire again.

Safety devices, necessary be- cause of children’s playing with the gun, are a glass break and a plastic cap so that in the event of failure of the gun, automatic stoppage will occur when any one operates the gun.

The standard set-up is 30 inches high with a diameter of 24 feet. Dime, is adjustable from three cent to a nickel, or any coin, and will fire for close to over half a billion times.

The set-up is made in a trailer combined with a three-gun set up, for game of the trailer open at the side.
Seff Speaks on Nat'Ls, Nonsupport of Skating

CINCINNATI — In reply to the article by Lou DelBenjik in The Billboard of May 8, I wish to say that I am not acquainted with the man, and apparently he knows nothing of me, as a matter of record I would like to apprise readers of a few facts. I am C. V. Seff, owner of the Local Price Hill Rink.

1. At my own expense I equipped and located the first outdoor ice rink. I had the first outdoor skating rink in the country, and I have kept it up at my own expense.

2. I am the president of the first RSOA skating committee. I have taken the leadership of one of the top men in the business (Carl Van Horn of Minoa, N. Y., Rink) by obtaining the side of the RSOA at a time when differences arose which threatened to break up the organization.

4. When I took over as manager of Carl Johnson's Denver Skating Rink during his illness I was returned to the city by B. J. Brown to attempt to bring Johnson, who had withdrawn from the RSOA, back into the organization, which I managed to accomplish.

5. During the time I was managing the rink of Seff and Delbenjik in Cincinnati, I was asked by the manager of the parent body for the RSOA, through my personal efforts, if I would like to be appointed for that organization.

6. This is my belief, was the largest single contribution by a wide margin that the organization ever received at any time. Seff will match any of these RSOA actions for the association. This, I believe, was the largest single contribution by a wide margin that the organization ever received.

7. It's my belief that Delbenjik can match these efforts, physically and financially, and I do want to point out that not all men should be put in the category of those who lend support to our skating activities.

8. However, I'm glad to see Delbenjik make the effort to pinpoint some of skating's shortcomings.

As I've said, the proposal made that national skating convention would have to be attended by thousands of spectators instead of the average few who now attend such conventions. This is significant practically to the financing of such a proposal, which was only quoted at a cost of $1.00.

As I've said, the proposal made that national skating convention would have to be attended by thousands of spectators instead of the average few who now attend such conventions. This is significant also to the financing of such a proposal, which was only quoted at a cost of $1.00.

For Dahlan's promotion manager proposed an idea that was very welcome. In such a promotion, I would like to say that it is my opinion that any agent who is going to consider a large newspaper with very few connections as an outlet for any sport or recreation is certainly in a sorrowful state of mind.

ELIZABETH, N. J.—Preparation was started by William Weis, last week at America on Wheels headquarters in the athletic and group finals in the chain's speed skating leagues, Northern and Southern districts, at Capitol Arena, Trenton, N. J.

The regular competitive season closed recently with Paterson, N. J., in the top spot in the Northern league with a total of 196 points. It was followed in the standings by Florence Park, N. J., with 113, a non-agreement that has personalized the rating motion with, 14 points, Mount Vernon (N. Y.), Arena, 134; Capitol Arena, 137; Boulevard Arenas, Bayonne, N. J., 118; Hackensack (N. J.), Arena, 90; Levittown (N. Y.), Arena.

30 Days Operation Have Proved The Potential—Now We Plan To Expand
 Champaine Pleasure Pier
 Seawall Blvd., Galveston, Texas

The BEACH SEASON IS JUST BEGINNING... THE PLEASURE PIER IS LOCATED IN THE VERY CENTER OF ALL BEACH ACTIVITY

CONCESSIONS
SHOWS
Special

Galveston Pleasure Pier in the last 30 days than in the past five years combined.
CIRCUSES

CIRCUS REVIEW

Mills Performance Comes Off Well, Reframed Show Looks, Moves Better

By TOM PARKINSON

CLARENDBOROUGH HILLS, Ill. — Mills Bros. bagged another of straw houses with a greedy lot of circus fans on Wednesday afternoon (20). The date was a strong winner both for the show and theLucas Bros., who put on their 15th edition in good style.

Co-owner Jack and Jake Mills debated much last season about what their circus should be this time. Some changes have been made, some still are being discussed. Thus it all, the performance remains comparable with the good offerings of recent years.

The circus moved on nearly 40 trucks three years ago, rearranging that began last season was continued this year. Now there are 34 units yet there is no important change in the size of the show itself. Credit goes to this excellent organization and to cutting off excess baggage. Only two changes that are now there are five elephants and five closed wagons.

Proving out is the use of aluminum poles throughout. Successful on this year's opening, it is the sure three new-seawagon semi-trailers built by the Mills. Some improvements have been made in these since the season opened five weeks ago, and further improvements are being planned for winter work, when additional trailers will be equipped to that all. The new wagons will be on wheels next season.

In the Mills seat system, a variation of the Acme ring Bus, each section is divided into individual stalls, each based across three rows of folding chairs which make the seating all solid, providing floor. Two of the panels rest on steel stringers while in place and the third is mounted on the trailer. When loaded, they weigh approximately 8,900 pounds and the three are stacked at an angle on the trailer. There are several hundred chairs on trailers now, and the show carries several hundred more which are placed on the ground here. Regular trailers.

On the midway, there is a set of concession stands operated by Harry Mills, a pony ride handled by a male and a male in a new suit that replaces the trailer which dated from the first Mills show. Mesageries has the four large elephants plus a small group of other animals including wildlife and monkeys which Mills borrowed.

Performance Reviewed

Opening spot uses about 60 people in wardrobe, the four big balls, and horses. People then step into the stock at a dance. First act is the Baker's (2) in hat and club juggling and the Drongert in hat juggling. Next Arpad Tolnay brings five pianos to one side and a big dog to the other. Aerial display uses eight aerialists on every horse.

HENRY MOELLER

Circus Wagon Builder, Dies

BARABOO, Wis. — Henry Moeller, 59, count of the Ringlings and builder of many wagons forcircuses of those famous showmen, died here Thursday night (19). A noted maker of the Ringling Bros. circus wagons was founded and continued making show wagons. Henry Moeller was the son of John Y. Moeller.

Beatty Wins Island Crowds

NEW YORK — Clift Beatty, Circus, has been performing a good business in New York. The ticket's office has been taking in $10,000 to $12,000 daily on Long Island.

Of the eight days, three required extra shows, one by Thursday in Freeport. Night business has been phenomenal, and matinees have been packed. The circus moved to Huntington on Saturday (18) and has been well patronized here.

The new wagon buildings at Huntington on Tuesday (22) hand a horse in the afternoon and a horse in the afternoon and a horse in the afternoon and a horse in the afternoon and a horse in the afternoon. A partial show was held here on Thursday, and another was held on Saturday.

Gosh Closes Good Season

ELKINS, W. Va. — By Gosh's All-American Indian Circircus closed at Elkins, W. Va., on Saturday (26). George Gosh, a licensed driver, announced that he would go to the Ringling Bros. Circus in 1932.

Polack Makes Atlanta Date

ATLANTA — Eastern unit of Polack Bros. Circus, also owned by the Polack Bros. Circle, has been in operation in the southeastern states for three weeks. The Polack Bros. are planning to stay in Atlanta for two weeks, or until the season has ended.

Hagen Delays Sat. Shows Until Sunday

ROCKFORD, III. — Hagen Bros. Circus postponed Saturday performances, here until Sunday (26). The need for rain forced cancellation of the original schedule.

In the other recent stands that show had been getting good business in places it has been booked for. It will play Rockford next.

At LaSalle-Peoria, Ill., (21) the show was delayed until the large wagon was found to be extremely slow and partially under water. High winds added to the problem. Attendance was one-quarter and Page was not paid. There were three big wagon shows in the area. Aerialist, Wed., Thursday, (21) showed fully two days.

Nights Bring Pennsy Crowds

For Cristiani

LEWISTON, Pa. — Night business for the Cristiani Circus has been strong in Pennsylvania. Attendance and afternoon shows have been good.

In Connellsville, Tuesday (21), the show did well, and two other shows on Wednesday (22) drew sizable crowds. The next season's show will be held and full houses.

Ringing Optimistic After Providence

Good Attendance in Small Building Takes Show Off Nut, But Profit Small

ROCHESTER, N.Y. — Ringling Bros. and Barnum & Bailey Circus, now has completed the first of its new style stands and on Wednesday (26), it was ready to start the second.

Circus business was watching closely to see how the show fared under its new set-up of operation. The new system was put into the city for the first time.

The initial try, Providence, R. I., was considered a success, but the Providence was not considered as large and the Providence was not considered as large.

Benson Bros. Escapes Flood, Loses Matinee at Next Stand

RUSSELLVILLE, Ark. — Benson Bros. Circus was jolted by effects of flood waters Friday and Saturday (24-25). Ardent complete reports showed no flood loss or damage to the show.

Monday, (26), the show left Fort Smith, Ark., and, the show's lot was in the path of the Orofond flood crest on the Arkansas River. Big top and other equipment were in danger of being swept away, the water. Trucks were forced to leave the lot and later two trailers were blown away, one of the two trailers was in danger of being swept away, the water.

On the way to Russellville, the clothes were forced to travel other traffic to be a hit. Benson other equipment also was late in arriving here, and the afternoon show was cancelled. Benson's was a real crowd-pleaser, and the crowd appeared to be enjoying the show. Benson's was a real crowd-pleaser, and the crowd appeared to be enjoying the show.

Al F. Wheeler Dies; Owner Shows 40 Years

OXFORD, Pa. — Al F. Wheeler, a veteran circus owner and for over 40 years, has been the owner of the Wheeler Bros. Circus. Al F. Wheeler was known as a rough and ready man, and was very popular with the crowds.

Wheeler had considerable success with his first circuit of 1913 and with the late Sam Dock left that show to start his own. Wheeler Bros. Circus, with four wagons. Subsequently, his wagon show was generally known as Al F. Wheeler New Model Shows. From 1911-1930, Wheeler was a partner in Dowine & Wheeler Circus, a real show, and in that period he had an interest in the big ring Wild West show. The 1914 Wheeler circus was on 10 cars, the next year it was on 15 passenger cars. The 1916 edition included 27 cars, and that was about it until 1926. Wheeler owned, 1926, 1927, and 1928. Wheeler was manager for an Elm city, Texas, circus in the winter of the same year.

Turning to motor shows, Wheeler was manager of the Silvan & Drew Circus of 1928; partner with Jethro Almond in the Al F. Wheeler Bros. Circus of 1929, and the Wheeler Bros. Circus of 1930; and the Wheeler Bros. Circus of 1931. Part of 1932 he had a sec-
Mills Shows Vast Improvement  
Continued from page 76

A center ring foot roll feature combines with other elements. The Beekman coke dogs work a double act with the other side ring. Clovers follow; with the feature act being people included in this act are the remaining that the general clown troupe group.

In the center for the next display is a very good comedy horizontal bars act. Two trims from the Arabian horses perform a horizontal side ring act that completes the show.

The cloud swing by Condona is a new act that is a good routine. Hernyke also is good. Even the Beekman returns, ridi-
ging the horses on a rope, along side the horse. The Arabs, Eight Sons of Morocco, have the center spot while the Sanchez Trio and the Montecatini troupe perform on the remaining other rings. The Arabs are a newly imported act, and produce the equus, including a horse and a seven-on-one, and the rapid fire gunning that makes them the most popular act. 

Hermann Joseph, back to clowns, that on his last tour with the Beekman performed the balkon gig with the six of Peking. Excellent Liberty Mills Boys. Mills boys have always been the pride of any circus displays and this season is no exception. Right music makes the entry as Paul Nelson takes eight sors to one ring and the boys direct six horses in a second act. It is a big thrill of Liberty horses as anyone has had to count the boys. The mount work them well and the act is more a feature attraction from the audience. One of the horses does a saving feat that will keep the boys in the public eye. New importation, this season is a Burmese horse. As a prop base, they perform a corn and develop a recipe that has brought them much favorable comment along the route. Equally capable as a mountain act with chair balancing atop a high platform and is being led by a young boy. The play of the contest work of Back Mills Boys. Concert announcement follows.

The Reynoso Trio offers its family act of comic clowns. A girl and a boy and makes a very good appearance. They are a direct line from the aerial can can number which Mills repeats this season. The girl performs in the bouncing rope with her regular partner a boy who is the never seen out of the scene. Clovers follow, then Rafals works single trap door head and knee balancing while Francisco shows attention with head balancing and keeps juggling on a trapeze net with a globe for head balancing. X. X. Sapag has in charge as the clown, comic clowns, and actor. A girl rides each animal and one of the girls has another feature are a body cylindar and a head cylinder. Elephants also are present, used as a support and panama for a good net result. The Splits work a plate spining act in chef's wardrobe. At the other end, Miss Rubens handles the piano in a regular piano display.

At the center the Cubberleys, a younger and equal in ability with the other, perform skilled head-to-head balancing. The act includes drifts, jumps, and the second, a wonder head-to-head in a manner that requires no other help in order to get for it the attention that the other clover people in the ring have.

Mills Menage Riders

Again the Mills horses show up well, this time in measure. Riders are in high order for the most part. They divide up to fill the three rings and then work into two. Back with this display, the jumping wins more and at one of the shows caught in this vicinity it got an ovation for its performance and showmanship.

Adding much to the latest portion of the show is the perch display. Two high perch acts have the arena. In one, the girl opens as understander and does horse atop the pole. In the other section, the pole is tilted, and the jumping wins more and at one of the shows caught in this vicinity it got an ovation for its performance and showmanship.

Equestrian director again is Paul Nelson and it is his rapid play that makes this show hold together. One performance for a couple of minutes. He is a good midriff at both of his jobs. When everyone is putting forth the effort and good with whatever he has, the equestrian director has the- surface. 

Here is the band of French Liberty. It now stands at six horses and two act to back, but a live horse is of increasing importance. Also of increasing expensive and problems, to show a few of this side turn comes at a difficult time in the show. The horses are in a bad mood, or re-rouse some other help in order to get for it the attention that the other clover people in the ring have.

Henry Moeller

Continued from page 77

War 1, when one of the late orders was for the Sports Circus. Other shows using Moeller wagons in- cluded G. A. Hunsicker and Dufk Fisk. The Ringling ball wagons, now a museum piece, was one of the parade vehicles turned out by the Moeller shop. 

Moeller was a well known figure for many years in the movement to establish a circus museum. He has been interviewed by many writers and fans about earliest days of the Ringlings.

Surviving are a niece, Mr. Arthur Waite, and second and a stepson, Veale McFarland, of Bemus, N. Y. Burtiel in Baraboo.

Al F. Wheeler

Continued from page 76

Sox, who was named one of the 22, is on a second luggage wagon and unit called Al F. Wheeler's Circus & Tiger Bill's Wild West. In 1889, he had the Wheeler & Almond Circus. After that he was Bide Show manager with various shows until 1928. He was classed as a vaudeville impresario.

Surviving are his widow, Car-

Bermuda Okoy

Continued from page 76

The show sailed for New York on May 30.

In Bermuda, the performance featured Jules Jacob's lions and tigers; and Dilkes & Bailey comedy troupe. Duke Matthes has the organ. Show is using an 80 with a two mile string. The show has a tremendous profit. This is also a feature. In Town's Canal said he is pushing other equipment into ready. Including, additional tracks, new seats, and new light plant.

R-B Optimistic After Providence

Continued from page 76

any great profits. The stand paid boys, B.F. Parent, Carden Kristofferson, bareback riding. -11

Clown army, 12-Hugo Schmidt's elephant, 13-Crawford house of around 4,000. Night show and Friday afternoon shows Thursday and Saturday. On Saturday afternoon and night show night shows were pretty good and the attendance was a full sellout. The Saturday afternoon and night shows were pretty good and the attendance was a full sellout. The Sunday shows were good attendance was good and the Monday show was light. Two Sunday shows were light. A great performance.

Shore Safe Fair

Not satisfied with the building required reorganizing the space so that people entered in one group and was advertised as being pressed, parents and funds en- tered in another. Normally all would be invited.

Drippings publicity was very strong in the newspapers, with full page advertising in several, and other newspapers. Opposition ads were run in the Providence Journal. The entire show was scheduled for June 13-19. Three ads listed vincent Julian, Uce, Pat Allen, and Hulan - and quoted lower admission prices. On opening night in Rochester, where the show plays Rochester Athletic Club, a staff were invited to the local promotion group and the advance sale was fair. 

Monday night show has attracted higher attendance and running order of this season at the Garden's New York and Boston. The revised program follows:

 Soldiers, 1-Big Nude, tiger act, 2-Clovon walkaround, 3-Astolat ph, 4-Big Nude, 5-Big Nude, 6-Los Angeles, 7-Elmo, 8-Le🔓, 9-Neva, 10-Clovis, 11-Cloves, 12-Danilo, 13-Donna

CIRCUSMARTA

A market place for buying, selling and trading collectors items, ... tickets, circus programs, albums, other circus wagons and everything pertaining to circuses and traveling shows.

A Feature in the Circus Section of the SUMMER SPECIAL

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CIRCUSMARTA
Gypsies, Sally Hit in Public Prints

By HERB DOTTE

CHICAGO—The world's most celebrated circuses are Gaar's and Marie Laveau. They are in the news again.

This year, the famed clowns are featured in the funfairs and major vaudeville houses in the major cities.

Yesterday, the famous Gypsy and Sally hit the streets of Chicago in a grand parade to promote their show, which is scheduled to open in New York City next week.

Sally, the queen of the clowns, was seen in a large,华丽的 float that included a group of acrobats, a parade of elephants, and a marching band.

The parade was a huge success, with a large crowd lining the street to watch.

The most popular attraction was the Gypsy, who was seen in a large, colorful costume, dancing and singing on a float.

The show, which is called "The Gypsy Life," is scheduled to open in New York City next week and is expected to be a huge hit.

This year, the Gypsies have been touring the country, performing in major cities and generating a lot of interest in their show.

The show is expected to be a sequel to the successful "Gypsies, Sally," which was a hit in 1956.

The Gypsies are known for their colorful costumes, their lively music, and their unique brand of clowning, which has been a favorite of audiences for many years.

“Gypsies, Sally Hit in Public Prints” is a short story written by Herb Dottet, which was published in The BillBoard on June 3, 1957.
MIDWAY CONFAB

Recent visitors to the O. C. Buck Shows at Syracuse were Red (King) Cole, Jerry Higgins Sr. and Spider Webb, comedian and cocohouse operator. Cole recently lost his cocohouse and concessions in a winter movement fire has added new canvas and is back in action.

Walter R. Fox, vet general agent, who was admitted for 20 days as a result of a fall, has returned to the active line. Recent visitors to Littipl Mobile, Ala., were Herb Pickard, Mr. and Mrs. John Tesnow, M. J. Dows, Charlie Crichton and Johnnie Adams.

Wilkes A. Saunders reports that he’s been in New York since leaving Miami and has been making the rounds. His concessions are booked on King Red Shows, which do not open until June. Sumner visited J. T. Shows where he talked with Big Nate Carter and George Reagan. He also caught the Brilliant Circus on Staten Island. Recent visitors to New York included Cliff ford (Stubs) Gray and Beeny Hennes son, Charles H..

Edward L. Field, formerly with the United Exhibition and West Coast Amusement Company, is back in the U. S. after a couple of years in South America, and has joined Morris Hammon Shows. - Mike

C. Piccio recently cut up jackets, collars and cuffs with Charlie O’Brien, Hip Berkshire, Pauline Clark, Mr. and Mrs. E. Hugh and Maurice Myers.

Pete Norman, concessionaire with Happyland Shows in Harper Hospital, is sidelined following surgery. The Wade Shows will operate six kiddie rides on the Michigan State Fairgrounds during the upcoming's Goderts and New Exhibitions Invitations.

Jack Scheinh and Morris Glass are recuperating at home after being discharged from and Mrs. Presler, where he is a concessionaire, in Angeles Camp, Calif. Glass is recovering, and has been charged from a Long Beach, Calif., hospital following surgical examinations.

Edith Elliott did some telephonic work for Reed Shows, on the Long Island, then hopped to Philadelphia for the circus-midway date.

Mr. and Mrs. John Dempsey have adopted a three-and-a-half month old girl, Dorothy Hope. Parents are on Amerements of Long Island. Also on the show, Bobby McGregor has returned to handle Miss Vivian’s cousins, Marie Vivian’s parents, Mr. and Mrs. Presler, were recent visitors. - Ann Grees, of the Pera Bros. Amusements, fell from the show’s Ferris Wheel in Providence last week, escaping with head and body bruises. He was admitted to Rhode Island Hospital. Grees was working on light wheel and dropped 15 feet on the side landing.

Norman Pashkin (Pete Norman) is coming from an engagement in Harper Hospital, Detroit, and would like to hear from friends. aquarium, Aragon, Long Range, Hi-Drinkers, Jewelry, Cars, or Patterned Rackets, Rabbit Dolls, Dollies, Clean Stoves with own equip ment, attractive propositions. Contact

DYER’S GREATER SHOWS

Antioch, Ala., last week; De Quoin, Ill., next.

WANT

COUNT STAGE and PC AGENTS

Boys who have worked for me before, get in touch.

HARRY MAMAS

Thomas Jeffrey Shows

Wheaton, C10.

WANT

COOK and HAIR OSTEEN

Wanted, a good cook and a good hair care man, to work in our concessions, P. C. Dekers. Also Agents for Backets, Circus, Rides, Cage, Ball Games, Rides and Ice, all kinds of chickens. David Red Fisch to see.

GALA EXPO SHOWS

Jackman, As, Tailors, Chicago. This week, next week.

Stretching Attractions on Earth

Griswold. "Back of the Cookhouse, We have a fine cook who is in charge of the concessions and will make the shows a success this season."

TATE’S 

CIRCUS"" CARNIVAL

FOR SALES OR TRADE

Splits and G-Croix, both rides are in operation. To pack at Birmingham, Ala. Low price for cash or will trade.

E. B. NELSON

113 Manger Ave, Birmingham 11, Ala.

NOLAN AMUSEMENT COMPANY

LORAIN, OHIO, JUNE 10-15

Wanted

Carnival Shows, Rides for sale. CONCESSIONS: Arcades, Jewelry Sales. Amusement Stands, Rides, Anlges, Splits, Rides, Ball Games, Cage, Gallery, Rides, Funnels and Harlequins of all kinds. SHOWS all kinds. RIDE HELP: FOREIGN FOR WHEEL MERRY-GO-ROUND, KID RIDES, SECOND MEN FOR ALL RIDES.

LEONARD, OHIO, NOW.
Peppers OKLAHOMA General Basket for Rides.

Wanted: Peppers OKLAHOMA General Basket for Rides.

WANTED: Peppers OKLAHOMA General Basket for Rides.

Rides: Opening for Miller or Stillwater, also near, well-managed Perry Ride.

HELP: For a Perry-Road Show (Smitty Kentsmith, good proposition for you.) For One Plane and Two Second Hand for new set of Rides.

Wanted: Peppers OKLAHOMA General Basket for Rides. Can See Second Hand on All Rides. Please Track Driver.

All replies to:

D. WADE, W. G. WADE SHOWS
KALAMAZOO, MICHIGAN. THIS WEEK.

CONTINENTAL SHOW WANTS

WANTS

Grain Store, Swinger and Bucket Agents. Also Help for Hanky Parties, such as One Ball and Pitch-It-U-Win, etc. Beautifully Florence.

This show with "Four-Aces" plays not the largest, but some of the best Celebrations and Fairs in the East. Terrific 4th of July days in New Hampshire. All dancing now will get preference at some largest and best Fairs in the South and across all winners in Florida.

This Week: Patway's, Patlay, Patlar, N.Y. and Purlie Billman, Cumberland, Ind., or c/o Show, Flomlarat, N. T.

PEPPERS-ALL-STATES SHOWS WANT-

CLOSE-UP WANTED

Assortment of one each kind only needed. (Points, Dodgers, Short Show, etc.)

Note: All wanted parties agent. Write show manager for address, with prices.

All addresses: F. W. PEPPERS, Mgr.

CARTHAGE, TENN. This week want very much into Bastiehich.

GEORGE CLYDE SMITH SHOWS

WANTED: Bill Cooks, Ralph 1800-15, McCollum, Curbell, Snow Spinelli, Age and Stables, Hopkins Field and Swinger.

WANTED: Bill Williams, DeLorean, Meyer, Show Driver, and Swinger. General Ride Help, Agents for office Hanky Parties. All replies to:

George Clyde Smith, Showman, up to the streets, June 12-22.

All wire to (c/o) Western States, Mt. Vernon, Ind.

D. P. RUMBLE GREATER SHOWS

Want Stock Crowners, Straight Shows, Shows and Rings for Mr. Vernon, Ind. Logan Celebration, uptowns on the streets, June 10-13; Loganette, Ind., Linn's Club Celebration, uppers on the streets, June 12-13.

RUMBLE GREATER SHOWS
RIDE HELP
For Wheel, Till, Sprite, Red-Plate and Merry-Go-Round.

CONCESSIONS
Harney Parks, Ballum Data, Scale, New깥, Temple, Short and Long Range Game, ALL READY SOOKED are Pop Corn, Flans, Jewelry, Diggers, 1 & Cut, Open Kite, Kendall,June 4 & 5, Avrgers, 7-8, Spring Grove, 20-31, 23 Jettsville, 26-37, Nolch, 26- 28, one week for 2 weeks all Ninestates.

NORTH STAR SHOWS
Unit of N'All Shows 263 Marshall Place St Paul, Minn., Phone 24586

BINGO WANTED
For Three Minnesota spots starting June 11.

BILL STACY
1/8 Sunset Amusement Co.
Winnebago, Minn.
P.S. Can use phone help. No collect calls.

FOR SALE
KIDDIE LAND PARK
12 Weeks, including all 3 childrens Round & Goose Round in shopping center. Dealer and Parents both wanted. Minimum 50,000 people within five miles. Wonderful deal. Owner has other business Route 66 in a right par.

KIDDIE LAND PARK
490 Commerce Ave, Richmond, Virginia.

FOR SALE
56 Tangerine Ride in best condition used all full season. Can be run operation on W. & W. Faster Wheel, Kansas City, Mo. This week. Allen Park, next week. Price with 1000 club cards includes $20,000.00 or $2,000.00 plus, balance of cards 500.00 each. Owner has other business Route 66 in a right par.

H. L. ANDERSON
7114 W. 169th St., Kansas City, Mo. Phone-Egbert 4-1922, next week.

FOR SALE
43 H. Parker Merry-Go-Round. 8 Men. Runs great. Ask reasonable price. Not going to sell on account of friends at the park.

BOX 326
411 Olive St, St. Louis, Mo.

WANT
Daily Manager; 50-60 boards.

JOE BLASH
3089 Payton Road La Verne, Calif.

BINGO CALLER WANTED
Also Refill Collector and Counterman.

DANIEL DORSO
4/8 D. C. Buck Shows, Grodenberg, N. Y.

BEAM'S ATTRACTIONS
FIREMEN'S CELEBRATION
Johnstown, Pa., June 10-15

AMERICAN LEGION FAIR
Franklin, Pa., June 24-29

4th JULY & OLD HOME WEEK
Silo, Pa., July 1-6

Contact STEVE DECKER
6/6 SHOW, CONNELLYVILLE, PA. THIS WEEK.

AGENTS & RIDE HELP FOR CANADA

J. H. "MISSISSIPPI" COULTER
Wants Good Show Agents, Alters, Racers, or Kiddy, Bath, Wheel, or Rides. All Street Celebrations and Fairs, Rides and Concessions. Must have own tractor and pull in a good show. Phone: Rural Personality, Box 162, North Platte, Nebr. WANTS
Wants for Good Show Agents, Alters, Racers, or Kiddy, Bath, Wheel, or Rides. All Street Celebrations and Fairs, Rides and Concessions. Must have own tractor and pull in a good show. Phone: Rural Personality, Box 162, North Platte, Nebr.

WANTED
Agent wanted, kiddy, barker, and hotel Kings, 444-446 in New York State. Must be willing to work in conjunction with any other conection. Will pay best money in business. All correspondence to "KIP" Box 188, New York, N. Y.

WANTED
Showman needed for California. Will be starting at Los Angeles in May. Must have own tractor and pull in a good show. All correspondence to "KIP" Box 188, New York, N. Y.

Carnival Wanted
Big footwear display on the 4th.

M. F. NELK
Phone: Dade 2-1117, Choteau, Iowa

FORREST C. SWISSER
Wants to work Connecticut. Nicer Park. Also wants to work in any State on 4th. Has $700,000 worth of Canada shows. Phone: 400, New York, N. Y.

FOR SALE
Flinty Fantome on Middle Street.也有报道，他在参加学校中的各种活动，包括体育比赛，也是一名篮球运动员。他的比赛风格和技术使得他成为了众人瞩目的焦点。

JOEY REYNOLDS
Sales & Manager for Foreman Bros., and Charnay, Charnay in Con. W., 30, 21st. Shows, Swanton, Ohio

FOR SALE
Allan Hendel Roller Coaster, excellent condition, must be used. Roll Kiddie Rides to join in any state. All replies.

JOSEPH DISPANNA
1 South 15th St, Rm. 60, Des Moines, Ia.

AGENTS
Wants for COUNT STORE, BLOWER and HANKY PANS. All Connections no trouble. All information must be given before sending any letters. Phone: 300, New York, N. Y.

FOR SALE
Anchored Roller Coaster, excellent condition, must be used. Roll Kiddie Rides to join in any state. All replies.

JOSEPH DISPANNA
1 South 15th St, Rm. 60, Des Moines, Ia.

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JOSEPH DISPANNA
1 South 15th St, Rm. 60, Des Moines, Ia.
Gypsy, Sally Hit in Print

*Continued from page 29*

says that in the writing she planned it as the basis for a legit show—another way to make bud—
and now that the book is cut her next step will be to take the
book and work it for the boards.

Her merchandise book:
Made up by her mother, described by her as a
way of having been born and so
ately; ch - r - m - ing, perhaps, and
and, but not nice. Mother, in a feminine way, she
and she had
well that in a jungle it doesn’t pay to be

Strong Box-office

Gyp tells of how her mother
- been on the same marriage record
and her sister [June Havoc of movie

Letter List

Letters and packages addressed to persons in care of The Billboard will be
forwarded in this list two times only if you are having mail addressed to you
- have been lost in the mail. All letters and packages must be
forwarded at regular intervals, following two weeks, they will

MAIL ON HAND AT
CINCINNATI - NEW YORK OFFICE
1566 Broadway
New York, N. Y.

<p>|</p>
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe</td>
<td>545 W. 32nd St., New York, N. Y.</td>
<td>212-585-1234</td>
</tr>
<tr>
<td>John</td>
<td>601 West 8th St., Chicago, Ill.</td>
<td>312-456-7890</td>
</tr>
<tr>
<td>Mary</td>
<td>123 Main St., Los Angeles, Calif.</td>
<td>213-123-4567</td>
</tr>
</tbody>
</table>

MAIL ON HAND AT
CHICAGO OFFICE
188 W. Randolph St.
Chicago, 1, Ill.

<p>|</p>
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob</td>
<td>123 Main St., New York, N. Y.</td>
<td>212-585-1234</td>
</tr>
<tr>
<td>Sue</td>
<td>456 West 3rd St., Chicago, Ill.</td>
<td>312-456-7890</td>
</tr>
<tr>
<td>Mike</td>
<td>789 Main St., Los Angeles, Calif.</td>
<td>213-123-4567</td>
</tr>
</tbody>
</table>

WANT TO BOOK FOR SEASON
25 W. 39th Street, New York, N. Y.

THANK YOU
W. O. Bill Page
1566 Broadway, New York, N. Y.

SEYMOUR KOLINSKY
JOHNNY RUSSELL AL COLBY
Get in touch with host K.

SEARCHLIGHTS
2122 N. Simms St., Chicago, Ill.

W. A. THOMAS SHOWS
26 W. 39th Street, New York, N. Y.

BALE THOMAS
Phone: 212-585-1234

WILL BOOK
Contact owner of this ad for KINLEY FERRING, June 19-22.

SLUM
26 W. 39th Street, New York, N. Y.

BEACON RECORD DISC, Inc.
10 E. 42nd St., New York, N. Y.

(Continued on page 85)

JAMES H. DREW SHOWS

Wanted for their choice Spring Events. Followed by Earl Kennedy 4th of July Celebration and 19 Fairs North & South until late November.

SHOWS: Need Mule, Saddle, Animal, Crime or any Kind Show with equipment. Name, Phone, Address, please write us as soon as possible.

WANTED
FOR TWO BIGGEST 4TH OF JULY CELEBRATIONS IN WISCONSIN
WAUKESHA, WIS.
BURLINGTON, WIS.
July 2 to 7, 6 Days
July 3 to 7, 5 Days

ALL kinds of Stock and Harness shows. Two or more shows. Book any Variety Acts such as Stuffed Animals, Pianola, etc. We play only where you get people and money. Need Ride Help, must be licensed in Wisconsin. Money guaranteed.

BELLE CITY SHOWS—Charles Panaceck
June 4 to 9—20th W. M. Morgan Ave., Painesville, Ohio, June 13 to 18—Meadville, Meadville, Wis.

INDIAN POWWOW, FLAGSTAFF, ARIZONA
JUNE 29-JULY 7
Wanted Hanky Pants of all kind. Will sell Ez on Novelities, Scales and Age. Want Agents for Hanky Pants, Hunter for George Band.

LOYD WILSON
204 South 23rd St. Phoenix, Arizona

GLASS CITY SHOWS

PLAYING THE BILLION DOLLAR COAL FIELDS OF WEST VIRGINIA
JUNE 3 TO 8, WHARTON, W. VA. JUNE 10 TO 15, AMHERST, W. VA.

Carpe Diem with Joe the Mule, Magic - late, Swan, Grimes, Linz, Carryr, etc. Can use Ride Men in all departments.

IRVIN DEGGELER, Toledo, 0.

CARROLL'S GREATER SHOWS

WANT RIDE HELP
For a grand State of Celebrations and Fairs. Ever - y - where opportunities for good horses and good people. Will send you complete list of all stock acts, with names of acts. Just write to us. No fees charged, as this is a free job.

GERALD H. ANDERSON or ED BURGESS
AT P.O. BOX

DEGGELER AMUSEMENT COMPANY

Carpe Diem with Joe the Mule, Magic - late, Swan, Carryr, etc. Can use Ride Men in all departments.

IRVIN DEGGELER, Toledo, 0.

CRESIENT AMUSEMENT CO.

WANT RIDE HELP
Can use Mule, Wheel, Mule-Go-Round, Kiddy-Go-Round, Kodie, etc. Pleasure Barn from Picnic, Va. Got in touch. Earl Havoc, got in touch at once, good proposition. All replies to.

CHARLIE BOY, Evans, M. C., this week.

BURKHART SHOWS #1

All Fairs and Celebrations, no fees. Bill Harris, Green Bay, 8, June 1-7, Carrolltown, Pa., June 1-7. Our Shows are good, our prices are right.WRITE US FOR MORE INFORMATION.

MARKET WANTED
Prints of all kind for shows, contact us at once. We Advertise. Shows Create Wonder. Our Shows are the best. We are the best. We are the best. Write us for more information.

For Sale: Big, Genuine, No. 1 Shows. Write for information. Money in hand. 2nd best, 3rd best, 4th best, etc. Can use Ride Men in all departments.

JOE KOFRON, R. R. 1, 119 North Broadway, Northfield, Ill.

LINDLE SHOWS

WANT RIDE HELP

CONCESSIONS: Mule Parties only, all have X. Basketball, Long and Short Range. Ages, 8, 10, and 12. We Sell, Sell, Sell! We Unplug, we Unplug, we Unplug. SHOWS! Can use one or Exhibit Show. HELP: Need Mule-Go-Round and Wheel Ferrones. If you can get 'em up and down, come on.

Loveland, Ill., this week; Virginia, Ill., next.

BIG FOUR AMUSEMENTS

Will book for Winterama, Harrisville, Ind., June 24, then Mule Mule Carnival Club Ave. New York. Will perform at fair—all ages. This is the big one. Must be a big show. Must have ride. Must have Ferrone. All rides must be furnished. Will pay 20% on gross. Address Winter Quarter Box 32 E. State St., Racine, Ill.

Phone 2417 or for no charge shown.

NEWTON, ILL. Sept. 7, 6, 1958.

FOR SALE
Three Abreast, 36 Foot Herschell Merry-Go-Round with fluorescent lighting, complete in perfect condition. NO. 3 ELI WHITNEY. E'REL KOA, OHIO. $1500.00.

EVANS UNITED SHOWS

LAKE CHARLES, LA., JULY 19. focus.

H. B. ROSEN
Contract Manager, route above.

UNITED EXPO. SHOWS
WANT FOR FOUR Perm and 6:10 Show to play at FRED. ILL., JUNE 44.

BYERS' BROS.' SHOWS
Waxch Pewars for new Salome Allen Memorial Merry-Go-Round. You own and operate. Sole owner can either play at ACACIA or LAMP SHOW, Res. 6:10, or 6:10, or 6:10. Handle all the work. Contact Mr. Charles ON THE LAMP SHOW. Have 6:10, 6:10, 6:10, 6:10. Ask Mr. Charles for information.

SOUTHLAND AMUSEMENTS
Covey Morgan, Showman, 1531 S. 3rd, Rapid City, S. D. Attention operators who can handle a good-sized show, call 300-300, or 

WANTED
Waxch Pewars for new Salome Allen Memorial Merry-Go-Round. You own and operate. Sole owner can either play at ACACIA or LAMP SHOW, Res. 6:10, or 6:10, or 6:10. Handle all the work. Contact Mr. Charles ON THE LAMP SHOW. Have 6:10, 6:10, 6:10, 6:10. Ask Mr. Charles for information.

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NORTHERN STATE SHOWS
We CARRY 35MM SHOWS for Free Use. Contact Mr. Charles ON THE LAMP SHOW. Have 6:10, 6:10, 6:10, 6:10. Ask Mr. Charles for information.

NORTHERN STATE SHOWS
We CARRY 35MM SHOWS for Free Use. Contact Mr. Charles ON THE LAMP SHOW. Have 6:10, 6:10, 6:10, 6:10. Ask Mr. Charles for information.

WANT—RIDE SUPERINTENDENT and CLOWN—WANT
Ride Superintendent must have a proven track record. Some operators may be interested in hiring a Clown, but others prefer to hire their own. Contact Mr. Charles ON THE LAMP SHOW. Have 6:10, 6:10, 6:10, 6:10. Ask Mr. Charles for information.
MERCHANTISE

JUNE 3, 1957

ONLY $6.90 FOR SAMPLE KIT #101

10 of our latest and HOTTEST promotional items. Remember just the items you desire. You must be delighted with our sample kit or money refunded immediately.

Send S&H $4.60 for your kit or write for FREE SHOWROOM DIVISION SALES

MERCHANDISE TOPICS

A new idea in a tax-free ticket game called Match Your Numbers is receiving wide acceptance by the trade. Locations using the game are reporting large sales and repeat profits. Send for details of this fast money-maker and other ticket games featured by Muncie Novelty Company, 309 North Jefferson St., Muncie, Ind.

Sterling Jewelers, 1975 East Main Street, Columbus, O., has set the standard in the largest, world's smallest. Smaller than a postage stamp, the lighter, has a unique finish, non-ferrous action and is individually bevelled. It may also appeal to the young man's charm bracelets. Price per dozen is $7.50, and if you order a gross the cost is $90 plus shipping charges. A minimum order is three grosses. Various key chains are available at $1.50 per gross. There is also an introductory kit at a cash price of $2.60. A free catalog is available showing other fast-moving specialties.

A popular line of about 50 assorted well-constructed stuffed toys may be had from Toyland, Ltd., Mbrey Novelty Company, 4417 North Lauber Avenue, Chicago, Ill. These are made of the highest grade plush, says the firm. Shipments are made weekly and key chains are also available at $1.50 per gross. The firm says a sample order will cost ten dollars plus shipping charges. Terms are 25 per cent deposit with all orders over $100, balance on receipt of goods. A five per cent discount is made to dealer's. The minimum order is 100 dozen.

Pipes for Pitchmen

By BILL BAKER

THE MOTOR CITY...

Isn't it what used to be, the seasonal pipe doo-dah and french horn to factory workers having taken their French Formulas, being introduced to the world who has been announced in Sam's department when the Hornet pipe was made. A drop in sales prompted Leo to try a musical pipe-finding. Dick was then called in to consult with Salesman Jerry. He hooked up a record player with his system and made his pitch to background music by Libera. The trade was fierce and Alice Pierce were at Sam's until recently, when their main back from good job with perfumes. Others working in the store are Tom Fisher, Marty Halton, Al Neil, Leo's cousin, Helen and Lawrance (Pete) Maynard.

WRITING FROM... General Hospital, Akron, O., Dick Snyder says that just when he was preparing to get back to the old grind he had to re-enter the hospital for the second spine fusion in two-weeks. He hopes to be out spring. He writes that Snyder, who plans to switch to ballots or coins when he is discharged, would like to hear from friends.

NOTES... From Detroit reveals that Bea Daschke is in a well deserved vacation after rounding her gum joint for 28 weeks. Bill Barlow is at the latest, with Zollie's cleaner, Doc Slocum has returned to California. For day he is working a foot joint in Arne's.

You'll Swing Bigger Sales

and SELL BIG when

DEMAND IS BIG

For complete details turn to Page 71 NOW!
Unveil Slide Film Juke Display Unit

Set Production on $280 Projector for Late June; Plan Sales Thru Distributors

CHICAGO—A slide film projector for exhibition display use is to be unveiled at the Music Operators of America convention here May 19. Designed by Glen Walters, head of Chicago Motion Picture Company and Commercial Color Laboratories, Dayton, O., the same unit will be produced by W. E. W. Music Company, a 25-year-old Dayton music operator firm formed under the direction of the designer, father's design and co-designer.

Also displayed was an automatic projector-reel motion picture projector made by Busch Film and Equipment Company, Saginaw, Mich., showing color films made by that firm. Proposed use of this unit: As a sales aid for either distributors or operators, for distributors selling to operators, for operators selling to location owners or installing in a juke box.

14 Slides

The film unit consists of an optical system and an electrically operated disc accommodating 14 slides housed in a cabinet styled to fit the line of juke boxes from which the unit automatically revolves the disc, projecting each slide on a 24-inch screen for a few seconds. Unit can be plugged into either the open juke box or a wall socket (110 volt). Cabinet materials and dimensions will be tailored to match any model.

A prototype of the production model was shown at the convention. Walters estimates that production will get underway by the end of June. Estimated price of the unit: $250 f.o.b. Dayton.

Glen Walters sees the unit as a help in solving a music operator's problem of changing slides, and dedicating playing. According to Walters, the suggested number of selections of a 500-play unit has not consistently been enough.

(Continued on page 108)

Memphis Operators Voice Split Opinion on Juke Industry Future

In industry decreased by Increased Costs

Say Some; Others Say Business Solid

By ELMON WHISENHUNT

Memphis—A survey of top music operators and distributor last week drew divided opinion about current grosses, operating costs, profit and the future of music operating in this Mid-South city.

While all agreed that operating conditions today were not the same as three years ago, three of five operators felt the business was better or in many cases better by a considerable rise in income and as a consequence the music industry was becoming more competetive.

The other two, however, felt the rising labor costs and expenses have been affected by the recent switch to dime play, and that "things were about the same in regard to investment and the operators' return on his investment.'

Interviewed were Parker Henderson, president and general manager of Southern Amusement Company, a distributor and operator; George Sammons, president of Sammons Pennsylvania Company; distributor; "and Mr. W. F. Craven, president of Ornament Amusement Company, operator.

Jude H. Pearson, Dixon and Newell said the music business was in trouble and something needed to be pulled out before it is too late.

Dixon summed up the situation as unfavorable and saw no trend of improvement.

They had to say;

PARKER HENDERSON

There are more juke boxes in operation now than in 1902. There have been decreases in the number on location every year. More and more operators have used equipment in use now than ever before.

When they buy a new machine they will trade me in on it but leave it out on location. That has been the trend recently.

Of course, there was a decline during the Korean war when equipment was off the market.

Q. Does the operator earn more now than five years ago?

A. "No. It is getting harder now to earn as much as the operator did five years ago. Just the opposite. Operating costs are much higher now. For example, if he had 100 operators in location in 1952, he would like to reduce them all to 99 or 100. Now he has 1,400. New equipment is more expensive than ever before. We have to raise the prices to get the necessary margin.

"Five years ago we picked up a truck contract at 1,000. Now it is about $1,800. New equipment is more expensive than ever before. We have to raise the prices to get the necessary margin.

"Five years ago we picked up a truck contract at 1,000. Now it is about $1,800. New equipment is more expensive than ever before. We have to raise the prices to get the necessary margin.

Q. What's the solution?

A. "To try to find ways to cut operating costs--to give the best service per dollar spent--to cut costs and be competitive. Most operators are going into cigarette vending and other businesses.

It takes 40 cents more in investment for a new operator to have the same equipment and so he reduces costs by 10 cents. Now it costs $1.00. Most operators are going into vending and other businesses.

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When they buy a new machine they will trade me in on it but leave it out on location. That has been the trend recently.
You’ll get Peace of Mind...

when you BUY ROCK-OLA

the Phonograph that proves itself on location with

- Proven time-tested mechanism
- Proven time-tested rotating magazine
- Proven time-tested rotating program
- Proven profits with single button selection system
- Proven service reliability

ROCK-OLA MANUFACTURING CORP.
800 N. KEDZIE AVENUE • CHICAGO 51, ILLINOIS
MUSIC MACHINES

THE BILLBOARD

C. NORMAN DITCHBURN (L), chairman of the Ditchburn organization, London, and R. John Hadlich, president of AMI, Inc., two featured speakers at MOA convention in Chicago last week.

LOUIS CASILLA (L) and Sidney Levine, MOA legal counsel, dealt before forum panel on which they were serving. They started at MOA convention.

JOHN WALLACE (L) and Howard Ellis (R) are two MOA officials who played active roles in convention last week.

HARRY SONDAG

JUNE 3, 1957


Following a speech to C. Norman Ditchburn, chairman of the Ditchburn Organization, London, and R. John Hadlich, president of AMI, Inc., two featured speakers at MOA convention May 21:

I feel rather like someone who has arrived at a theater just as the show starts to find himself on the stage with the curtain up. I came to watch and to understand to observe the good old Lancashire maxims, "see all, hear all and say nothing." But it hasn't taken me long to find out that there is only one person who gives instructions around here, and that's George Miller. So when George says "Tell them your story," there's only one thing to do. So here goes.

Almost exactly 10 years ago I saw my first coin-operated phonograph. I've been over it so long that I nearly died last week. Before World War II there were a few machines in Great Britain which were operated mainly by showmen as side attractions, at the price of Twopenny-a-Box. At the end of the war there was a demand from American forces in Europe for juke boxes and to save shipping space a British firm made about 250 and shipped them to occupied Germany. Then the business doubled and we took it over as a prize speculation. My company, Ditchburn Equipment, has never before made a mechanical device.

I became intensely interested in the job and its possibilities and I foresaw a great future for it if we handled correctly. After inspecting and testing the design and mechanism, we decided to develop the British market by manufacturing and operating our own machines. We have been in business less than 10 years, we have a business very small by your standards, but one of which we are very proud.

Competition

As it is to be expected, we are not without competition. A number of people have tried to break into the market, but as so often happens with new ideas, they have found it too quickly, they have nearly failed. The market is open, however, and there is, of course, one outstanding exception and that is AMI, Inc., who some years ago started a joint venture with a British engineering firm for the production of all types of their models under license. Personally, I welcome AMI because it is a worthy competitor and it has certainly made big strides in the British market. The result is that now AMI and ourselves supply the bulk of the British market.

Our method of distribution differs, I believe they make and sell their machines while we make and distribute. We work with our Music Maker, do not sell our own machines. It is only because you tell us of our methods.

It is with this in mind, of course, we have a saying, "Don't teach your grandmother how to work the jukebox." And the same applies to you, you have better covers to your machines than we have. I can tell you that I have, most of you are much older and experienced than I am in basic operating.

10-Play Units

Currently, we run a 10-play 78 r.p.m. cabinet model and its counterpart in Hideaway with wall boxes. Average number of wall boxes, two per location. We have a number of 150-selection machines and we have recently marketed our new-look 100-selection model with EI.

The result from installation of our 100-selections has been a 60 per cent increase in the take. It's too early to judge the effect of 200-tums, but it looks as if we shall get some further advantage from EI.

From the beginning we made it our policy to offer the phonograph as a service and we reckoned we could only do this if we had sufficient income from the machines.

We divide our operation into areas, Scotland, London, Midland, etc., and apart from our service headquarters at the factory in Lancashire, we have small workshops in each area.

Area managers control a staff of salesmen and are required to attend to sales work, service, and sales. We have six to 10 salesmen. The area managers' operation is apart from their general supervision, include the purchase of records, requisitioning of parts, arranging workshops, overhauling of existing machines, and the finding of new locations.

The sales and servicemen have a partial responsibility for site finding and they visit machines as a rule weekly, change the program, service and clean machines, collect and book money after counting, and getting a receipt from the site owner for his part of the take.

We also employ inspectors who may arrive in any district without warning and check out a sort of internal audit.

Personnel

I'm glad to say that by this time, 10 years since we have only had two cases of disloyalty. We pay our men well. It is true that their total remuneration, including expenses allowances, is very much the same as in the U.S. After a brief period they all become eligible for a staff pension, scheme, and, of course, can supplement their earnings by winning prizes in competitions. We hold area meetings at least every two months and area manager's meetings regularly and then we have our annual general meetings to which we usually invite wives.

We have a general manager, a sales manager, programming department and all the usual office support. Most of our machines are located in restaurants and music halls. There are some in licensed taverns, but our hours of opening are restricted and as yet the taverns are only of interest to us if they will pay a fixed minimum.

I would be embarrassed if I was to quote figures of the take, but someone mentioned a loss of $7 yesterday. I should consider that low.

Fixed Terms

When it comes to terms to site owners, here I can only speak for my own company. As we still operate in Britain on 3 penny play (worth only about 4 cents) we cannot afford to give it all away. We therefore fix terms and stick to them.

We believe in being fair to all our customers and we budget to spend as much as we have available on free machines and another. So we go in and according to the take, from making a fixed minimum charge

and then allowing up to 25 per cent. This was our maximum until the introduction of the 100-selection and now on a few sites which gross over $75 weekly we allow 35 per cent.

We know some of our competitors play on this policy and offer what they call better terms, but the view we take is that the percentage is not so important to the customer as the amount of money he takes in his premises as the result of having mine which are much better maintained and a machine which works.

There are many who feel that competition is a great share should be offered in certain cases to meet competition, but we feel this is not right and we have decided to stand our ground. It would be tiring the general amount increase in competition.

Expanding

The market in Britain is expanding, not at the rate you have expressed. People's habits are different. We put not much less than you do. Our premises tend to close early and our licensed bars are closed on Sundays. Most places open early in the morning which has to be allowed by the justices of the Peace who have absolute control over these things without giving reason. The capital costs are exorbitant here as well. The biggest manufacturers here is largely to a humble thing called a "Successful Tax," etc., a 200-selection machine now costs over $1,800.

We haven't got ASCII, but two organizations are formed by law to extract fees from us which add up to over $50 per machine per annum. I'm keeping to persuade your board of directors to feed us for George Miller and some months to put that one right.

We also have the business that the United States is paying for this and that we have seen a single location where a phonograph was anything but a credit to the premises.

We shall go back home from the local trip, good suggestions of Anglo America Reference. But our two peoples do not see more of each other and get to know each other better because of our various points of view. All too much we leave to the politicians and the rest of us do the seeming to delight in kuafid and often unreasonably critical. We shall not go back and talk of the odd occasion where we had poor service, or the few objectionable people we have met, or even the big things. We have seen the sunshine in California, of the grand buildings of people we have met like George Miller and Harry Sondag and the rest of you who have been so kind to us.

In closing, gentlemen, the provision of music is an honorable occupation. I am grateful for the opportunity of attending your convention. I congratulate you on your success and look forward to your splendid team spirit and the rest of the MOA Operators of America.
WHERE DO YOU SELL YOUR MUSIC?

This is the Queen's Gambit Club in Chicago. It's a private key club. It has a custom high fidelity sound system. It has a piano bar—and live entertainment. It also has an AMI "G-200" juke box. Why? Why does this private, prestige location want the "G"? Because the "G" fits—anywhere. Because club members wanted a juke box. Because—if you have the right juke box—you can sell your music in all kinds of locations. Why should AMI advertise the "G"—now that the new "H" is out? Because every AMI juke box is designed to give operators a longer investment life... and a longer earning life in all kinds of locations.

AMI Incorporated
1000 Union Avenue, S.E., Grand Rapids, Michigan

Originator of the automatic selection juke box in 1927... known by operators for unequaled music instruments of unrivaled dependability since 1909.

LICENSEE: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Bender, A/S, 1 Paladsge. Copenhagen A., Denmark.
Memphis Ops Differ on Juke Future

But the squeal on the operator continues.

EDWARD H. NEWELL: The collections are the same, but the profit is down. It takes more machines to operate them. The number of machines to produce the same profit as five years ago.

"Operating costs have increased considerably since 1932. Salaries are higher, gasoline is higher, so are trucks and records. There is no answer to it. Right now, I can't see. Of course, the operator is always looking for places to cut operating costs whenever and wherever he can. But there are not many places where expenses can be cut.

"Most are fixed expenses, such as salary, utility bill, cost of repair, maintenance, costs of collection, and like."}

ALLEN DIXON: "The profit picture now is that the operator is not earning as much in 1957 as he did in 1953. Expenses are higher. Equipment is obsolete. Labor costs are more. Transportation equipment and gas and servicing are higher now.

"I would estimate that the operators' earnings are off 10 per cent now compared to 1953."

"There are not more jukes on location now than in 1953. It takes more to produce the same profit. Dime play was our greatest hope that we are in trouble again, so. Do you think the 50-cent cent will help us?"

A: "I don't think so. I believe our best bet is to get a better collection basis. Right now it's 50-50. It is not fair to the operator when you consider the expenses for him."

"The only expense the location owner bears is for a little electricity used to operate the machine. The operator pays for the machine, repair costs, record and all, except half of the federal license, which the owner pays. The federal license is $10. The operator has to pay for the city, county, and state licenses by himself, a total of $49.23.

"We will have to get a 60-40 commission arrangement for the business to become profitable again. Play on the machines is not what it used to be. Television is a different, too.

GEORGE SAMMONS: "I am not an operator, and I don't face the problems they do, but as a distributor I think it the dime play offset the increased operating expenses. There is an average of 10 per cent increase in collections with dime play.

"I don't think the operator's income is more than in 1952 because they now get more money than for the phonographs. The phonographs now earn more money for them, and they don't need more machines than in 1952. The same number of machines, I believe, with the same profit per day. Today we've got bigger machines, 500 machines, and it is better.

"The trend I see is that there is an increase in income over what it used to be. Dime play has solved that, and I don't think costs have gone so high that the dime play factor is going to take care of it.

DREW CANALE: "The situation now is about the same as it was five years ago. The increased costs have been offset by dime play. It is true that costs have gone up a little every year, but dime play has solved that."

"The Shreve store will also help. It should take care of any increase in operating costs in the foreseeable future.

"There has been an increase in jukes in the city and county every year because we have a growing metropolis, expanding every year. In 1960 there will be more, and in 1970 and so on."

"There has been no great fall-off in profits. Different things affect profits. At the same time, there has been no increase since 1952. Things are about the same. But if it hasn't been for the change-over to dime play, profits would have been off about 40 per cent by now."

"I have always looked for ways to cut operating costs. I merged the operation of two machines to cut expenses. But there are some expenses that cannot be cut."

"All operating and maintenance costs have gone up. Machines have gone up. Record costs are up because of with 500 machines it costs twice as much to have records to fill it as it does on 100 machines. But all in all, collections are up and conditions are about the same now."

A check with Sloan O. Craig, city collector of licenses and privileges, showed a drop in the number of jukes licensed in 1955 in the city. However, all other collections are up and conditions are about the same now."

"Production facilities are rapidly expanding at United to meet the terrific demand for the sensational new, simplified United Phonograph, featuring many new major engineering developments that put more profit in the operator's pocket. It will pay you to keep informed. Write directly to United for the very latest information and earliest delivery dates. Your early action will bring faster delivery to you. Write today."

UNITED MUSIC CORPORATION

340 NORTHERN CALIFORNIA AVENUE
CHICAGO 19, ILLINOIS

COIN CALENDAR

June 3—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit, Michigan.
June 4—Washington Music Merchants' Association, monthly meeting, Seattle.
June 4—Westexter Operators' Guild, annual banquet, Holiday Inn, Muskegon, Mich.
June 5—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmerman, Mishawaka, Ind.
June 5—Summit County Music Operators' Association, monthly meeting, Akron.
June 6—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Bexon 278, Cleveland.
June 6—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.
June 11—Western Massachusetts Music Club, semi-monthly meeting, Ivy House, West Springfield, Mass.
June 11—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sherman-Gilson, Cincinnati.
June 11—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
June 11—New York State Operators' Guild, monthly meeting, Patience Hotel, Newburgh, N. Y.
June 12—Retail Amusement Association of Canton, Ohio, meeting, officers of Eblen Music Company, Mansfield, Ohio.
June 12—Massachusetts Music Operators' Association, monthly meeting, Beacon Hotel, Brookline.
June 17—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
June 18—Chicago Independent Amusement Association, semi-monthly meeting, Congress Hotel, Pine Room, Chicago.
June 19—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary.
June 23—Central States Phonograph Operators' Association, semi-monthly meeting, 605 Main Street, Peoria, Ill.
June 25—Western Massachusetts Music Club, semi-monthly meeting, Muskegon Hotel, Muskegon, Michigan.
FOR THOSE LOCATIONS
THAT DESERVE THE BEST

THE WURLITZER 2100

Where those who expect the best gather to enjoy the best ... there you'll find the Wurlitzer 2100.

Designed to reproduce music with breath-taking clarity, this beautiful phonograph is styled to subtly compliment any decor.

It is the favorite of people who recognize and appreciate the ultimate in fine musical performance.

WURLITZER • NORTH TONAWANDA, NEW YORK
Established 1856
Mills Industries, Heinz Sue Each Other on Vender Deal

Mills Asks $1,750,000; Heinz Claims Food Units Inoperative, Asks $750,000

DETROIT — Mills Industries, Inc. and the H. J. Heinz Co. are principals in a cross-suit filed in Federal Court here over an alleged breach of contract in a previous license agreement between the two men for hot feed vending machines, it was disclosed here.

At press time, no date for court action had been set.

Mills, a subsidiary of the F. L. Jacobs Co., filed a suit May 21 against Heinz for total of $1,750,000. At the same time, Heinz filed a counter suit against Mills for $750,000.

Mills' Universe City, Mich., plant has not been in production since last October, and it is expected to be shut down, unless Mills Industries continues as a corporate entity. At press time, Mills officials could not be reached to learn of the firm's plans for their line of vending machines.

2,000 Units
Mills states in the suit it got an order in May from Heinz for 2,000 hot feed machines that were to be leased to vending operators by Heinz. Each machine was to cost $850.

1958 NATD Meet Set for Miami Beach

NEW YORK—The 1958 convention of the National Association of Tobacco Distributors will be held at the Hotel American, Miami Beach, Fla.

The announcement was made at a meeting of those choosing the Florida resort.

Due to the physical layout of the convention site, there will be fewer rooms available than hotels earlier were available in the 1957 convention in Chicago. A separate area will be allocated on a first-come-first-served basis.

Bally Names A. T. Murray To Sales Post

CHICAGO — Bally Vending Corporation has announced the appointment of Alexander T. Murray to the sales post for the firm. Fred Mills, Bally Vending sales manager, announced the appointment and said that Murray would join the firm June 1, and would be responsible for the Michigan and Ohio territories.

Murray has approximately 10 years' experience in the vending industry, in the line of business as a sales representative for Mills Industries, Chicago, in 1949, proceeded to General Merchandising Company as regional sales manager for the Michigan territory, which he was associated with Giam Management Company as a sales representative.

He is married, with three children, and has permanent residence in Wisconsin Rapids, Wis.

Mills says the firm delivered 927 of the venders to Heinz and offered them at discounts, but that Heinz refused to accept them. The damages are claimed for expenses of $1 million. Heinz in its counter suit states that Mills failed to deliver or sold 416 machines for $411,655 on machines delivered but therefore rejected three complaints generated by operators and locations that the vendors failed to operate as specified.

The complaint, Heinz claims, stated the machines could not be kept in their new condition; that neither Mills nor Jacobs have made the machines workable, adding that 376 vendors have been returned.

The lease program between the two firms was begun early last year when both companies had plans in March. Under the program, Mills was to sell outright.

(Continued on page 95)

Brass Rail Named World Fair Caterer

Restaurant Chain to Bring Vending Machines
To Brussels; Outdoor Test Seems Successful

NEW YORK — The Brass Rail restaurant chain has been appointed official caterer for the 1958 World's Fair to be held in April, October in Brussels, Belgium.

According to Elbert Elbert, in charge of the brass vending operations, the chain plans to lease hundreds of vending machines in catering the exposition.

The chain will work with vending machine manufacturers in an effort to introduce new machines to existing setups.

Month Operation
Meanwhile, the Brass Rail has completed its first month of operation at its three-machine outdoor battery on the 36th Street side of its Eighth Avenue outlet.

The battery, which was installed May 1, consists of a McCann hot dog machine, an Apco drink machine with three carbonated drink sections, and a three selection of hot coffee and hot chocolate, and a three selection Vendo ice cream machine.

Elbert said that while the installation has been making big money, he feels that they have been satisfactory enough to consider similar installations on other BB outlets.

Hebel Names 5 Distributors

ADDISON, I11. — The Fred Hebel Corp. announced the appointment of five new distributors for its ice cream vendor and field kitchen hot food vendors.

George Howdon, Birmingham, Mich., will handle sales for Georgia, Alabama, Mississippi, Tennessee, and Florida.

Walter H. Strauss, Westboro, N.Y., will handle sales for Massachusetts, Maine, Connecticut, Rhode Island, Delaware, Maryland, and Virginia.

William T. Luton, of Hawi, 111., will cover Wisconsin, Minnesota, Iowa, and North and South Dakota.

Tom Nash, of Chicago, will handle the Western District.

Vendors Equipment & Supply Company, St. Louis, will represent the firm in Eastern Missouri and Southern Illinois.

The complaints, Heinz claims, stated the machines could not be kept in their new condition; that neither Mills nor Jacobs have made the machines workable, adding that 376 vendors have been returned.

The lease program between the two firms was begun early last year when both companies had plans in March. Under the program, Mills was to sell outright.

(Continued on page 95)

VACATION

NVA Meet Lacks All Op Writes
Following is a letter sent us by a national distributor in reply to an editorial which appeared in the May 13 issue. Our third editorial on this matter appeared on page 1 of this week's edition. We welcome this opportunity to present both sides of the NVA's position.

To The Editor: I agree with your editorial on the NVA 100 per cent.

I found the convention lacked everything. I went with the purpose of learning information, seeing new merchandise and new machines.

I came back very disappointed. Nothing new, nothing learned and nothing gained.

The only good thing I got out of it was to spend a three-day vacation which I could have spent in a better place.

Dave Yuroskak
Executive National Company
Clifton, N. J.

Bally Plans Showings on West Coast

CHICAGO — Bally Vending Corporation has announced that it will be showing at the San Diego Hotel in Los Angeles a showing of its main line of vending units, and at the Panama Hotel, Tuesday and Thursday (11) and Wednesday (12).

Bally has also scheduled two other shows to be held simultaneously in the two major West Coast cities, at the offices of Donis Distributing Company, Friday (14) and Saturday (15).

NEW LONDON, Conn. — A bill of sale has been filed with the town clerk in which Peter A. Vanders, Inc., of New London, sold an undisclosed stock of cigarette and candy machines to the firm of Frank Marks, also of New London, and Annex Automatic Sales. No purchase price was stated.

Cig Sales Hiked 3.4% Over 1956 1st Quarter

CHICAGO — Cigarette vending business should enjoy a bumper year, according to national consumption figures released by the Tobacco Tax Council showing a 3.4 per cent increase for the first three months of 1957 compared to last year.

The percentage represents a total of 129,661,000 more packages smoked by the American public for this year's first quarter.

The Council figures are compiled from actual product sales tax receipts and are not available for the five States that have no tax on tobacco.

The figures take on even more meaning when it is considered that the percentage increase of 3.4 per cent showed actual increases in sales, whereas the 15 per cent increase in the previous year showed only sales of the same merchandise.

This is two more than last month, when only 34 States reported, accounted for the first two months of 1957 compared to last year.

March of this year appeared to be a strong buying month. While only 1.3 per cent ahead of March of 1956—compared to February of this year, the increase is a whopping 23 per cent.

While the sharp climb is difficult to pin down, many vending operators feel that the public has finally recovered from recent cancer scare news and is again following their normal buying habits.

The significant thing is that the two-month total is 6.7 per cent above the 1956 two-month period, and that the month of March is a good buying month.

The Tobacco Pacific Company operates more than 650 cigarette vending machines in California.

The deal will enable Island Tobacco Company to expand its wholesale operations in the cigarette vending business.
Mills Industries  
*Continued from page 94*

Chicago

By NICK RIBO

Joe Schwartz, National Coin Machine Exchange chief, has hired a linguist to help process Nation-
als' expanding export business.

She's Margo Helton, who will work with Moi Marine and Vi McCa- 

Rathaway in an effort to get more deals.

Fred Klein, First Coin Ma-

chines' Indianapolis sales- 

man, is marking time at Edgewa- 

ter Hospital following serious injury to an auto acci- 

dent while touring the Illinois sales territory.

Meanwhile, brother Joe Mire, and Wally 

Finke and Son Kolber, all 

work, extra hours at the North Avenue headquarters.

Fredson Stringer is the new sales 

staffer at Empire Coin Ma-

chine Exchange. He'll 

travel the territory with Joe 

Burr, Empire's gas-burning veteran.

Dominate with Dimes!

REAL DOMINOS • Collect a Full Set

Kids will want the complete set. Big enough for a real game . . . gold 

or silver vacuum plating. A collector's item!

1882 Ralston St., 

Chicago 1, Ill.

Coinmen YOU KNOW

PENNIES PAY OFF

with greatest money making scale on the market

$20 deposit. 

Pay it to work 

for you. 

Costly, or out. 

Produced up to 

200% profit.

With free book for 

to 

be lessees.

Two machines in stores.

Two machines in kitchens.

Footprint—guaranteed 5 years. 

No kind of handles to learn. 100% 

autonomy with holds. 1000 profits differ-

ent fortune with each weight, one 

different fortune with each weight, one 

weight. 25¢, 50¢, $1 (w/ 

plate glass mirror). 

Double-

dotted and lighted girls. 

alkaline and pit- 

towel. 

in 

(25¢). Dollar prop-

ers. $25.00. 

per week.

Rolling, 100 lbs.

Ball and Baking

GUMS

LOW FACTORY

PENNY" PREMIERE"

MANDELL GUARANTEED

Machines in Chicago, St. Louis, Denver, and Los Angeles. 

Telephone: Chicago, 7-5000.

Mail Order to: MANDELL MACHINES, 2340 W. Fullerton Avenue, Chicago, Ill.

Merchandise & Supplies

Batacils, Nates, Nates, Batacils, Etc.

Staples, Nates, Batacils, Etc.

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CHICAGO—Trade sources here reported last week that at least two more game manufacturing firms have begun to manufacture pin ball and coin-operated bowling games.

Exhibit Supply Company, Chicago, started the move when they showed their "The Big Wicke" conversion unit at the Music Operators meeting at the Hotel Tearoom May 19-21, was good, and reported the bowling conversion played $312 worth of nickels over the three-day period.

"The Big Wicke" consists of a cabinet unit which can be combined with any style of bowling machine to upgrade the machine into a bowling machine utilizing 4-inch pin ball bowling for the same cash features pin ball without the same. "The Big Wicke" features pin ball slots shot from an automatic pinball box at boiling target range.

House Committee Favors Fed. Tax
WASHINGTON—Representatives at American Bowling Conference, local game operators group, is inviting both members and non-members to attend their annual meeting Tuesday night (4) at 9 p.m. in the East Room of the Watergate.

A CBA bulletin going out to all members last week pointed out that the association's side interest is in "building a better industry for all," which can only be accomplished by "all planning and working together and by getting all members to participate in the association so that it will really work.

Refrains at the June meet will be co-sponsored by Charles Forer, Montana Coin Machine Company, and Fred Minter, Gateway Distributing Company.

Suffolk-Nassau Ships Games and Jokes to Greece FREEPORT, L. I., N. Y.—Suffolk-Nassau Amusement Association, local operator and distributor, last week made its first shipment to Greece, with 15 photographic and 10 pinball games going to an Athens distributor.

Gabe Fornars, S.N executive, said that few bars exist to the entertainment of our country to Greece. He feels that the Mediterranean country can develop into a good customer for used equipment.

Berger Reduces Installation Time on Bowling Conversion NEW YORK—Harry Berger of West Side Distributors announced that he has modified his shuffle alley-to-bowling conversion in such a manner that the installation time can be reduced.

Berger explained that the new conversion may be installed in two and a half hours. Previous installation time was three hours.

The new conversion requires no moving of plumbing and allows the operator to use the same rollers. List price is unchanged—$490.50.

He added that the conversion may be used as a straight bowling game or as a shuffle. He reports that all operators generally use theconverters.

Charlie Katz, West Side sales manager, felt Monday for an eight, he was at a funeral in Miami and came back to begin work in time for business in May 21-22 in Minneapolis and end in Chicago.

Y. N. State Game, Music Operators Set for Sub-Par Summer Season

Pinball Ban Forces Ops to Abandon 25% Of Resort Locations; Juice Play Slowers

"Tots Rock, Too, on Coin-Operated Rides

Parents Pay $5,500,000 Yearly to Kids on Rockets, Motorcycles, Reindeer

Continued from page 1

It is accelerated by foot-pedal and is accompanied with exhilarating sirens. The siren, which is registered on a speedometer, is controlled by a lever on the console. The handle of the Dillion Model T. a scale model of the legendary Ford automobile, is about as long as the front end of the machine. The handle moves about 60 cent of gas to charge the Ford's battery, which is located in the location. Most operators feel that the Ford-like handle is 40 cent and operates at a profit, and most locations use the time. The ride is usually done in a closed room and kept asleep at the Ford in long period of time.

Deliver 345,000,000 Swaps Leading firms in the business estimate that relief rides have spun up 345,000,000 swaps in the young '29s, with the yearly total over 345,000,000 since 1932.

The entire Jewish population of Egypt is now being transferred to Israel at the rate of 10,000 monthly, which is the largest single immigration made necessary, it was said, by hostility to Jewish residents among the recent conflict between Israel and Egypt. The persistent contributors, and volunteer workers in the Administration Division were Roland I. (Continued on page 3)

Irving Kaye Set For Delivery on Pool Conversion

NEW YORK—The Irving Kaye Company is delivering a new Pool Conversion which makes a six-hole pool game from a three-hole bumper game. The conversion, which Kaye says can be made in 30 minutes, is designed for large, small, or oversize shooters. It includes a new rail. List price is $490.50.

Kaye is also in production on slate for six-hole pool games. As a result of these new developments, Kaye can make slates for any existing pool game.

Kaye said that his recent exhibit at the Music Operators of the Chicago area resulted in many sales.

But the business is a highly competitive one, and the trend in the industry is for larger operators to be the leaders. They have the capital to invest, the experience to grow, while smaller operators are forced to sell or close down. The larger operators, have locations throughout the nation; others concentrate in one or two Southern sections. Smaller firms operate in city or neighborhood areas.

This year, the ninth anniversary year of the business, the profits per ride, due to higher operating and equipment costs, are down, but the operators are up on volume, and overall cash sales are expected to exceed the $2,200,000 mark. Operators have gradually slid from $50 in 1949 to $15 since 1935. In 1950 an estimated 1,150 rolls averaged 6000 grosses for the year.

Where 12 manufacturers served the field in 1950, today only a handful of manufacturers of coin-operated rides is in business, but the ride is now open for a new line of rides to its routes per year.

Kiddie-ride operators are prone to the fact that they have maintained a record of the past five years, and they do not feel that the expansion of the sales of the business in the neighborhood of their shops have not been affected.

The market for the business by large elements often persists in other industries.

Ohio County Orders Pins
Off Locations

CHARDON, O. Pinball games were removed from all locations in the county by Paul R. Kennedy, Jr., probate judge of Ohio County, on Thursday night.

Dismore says he has notified all of the establishments concerned.

Game Union Case Goes To Trial on June 12

NEW YORK—Charges made by the International Amusement Operators of Retail, by the Retail clerks International Association against Al Cohen, Jimmy Caggiano, operators of Local 43 and others will be tried in special parts, at 11 a.m. of the New York Supreme Court on June 12.

The plaintiff is purported to restrain the pinball machine from destroying slots or records. Basis of their charge is that Local 43 and others have not agreed to the compact as a sales stimulant to locations and by nature of the compact, they hold not the execution of their agreements by large elements often persist in other industries.

The plaintiff also seeks to prevent the defendants from collecting any money of the union or any of its agents.

A strike, which has the effect of a temporary injunction, is expected if the case is not completed.

A move by the defense to have the case heard in Federal Court was denied and the action was remanded to New York Supreme Court.

Originally, 43 was an independent union, after it was organized under the International Amusement Operators of Retail, by the Retail clerks International Association and operated as an independent entity.

RCIA claims that the legal union is the trustee ship set up after the receipt of the line of 43 were suspended.
### Coin Machine Price Index

**How to Use the Index**

Prices given in the Index are in no way intended to be the "standard," for they represent a 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 type and age of the machine, time on location, the territory and other factors.

(For 10-week period ending with issue of Mar 27, 1957)

#### PRICES

- **HIGH AND LOWS:** Equipment and prices listed below are taken from advertisements in The Billboard and are representative of what has been advertised either at least 10 times for the period already. Where no price has been advertised at least 3 times together with a computation based on annual average.

#### MUSIC MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARIA</td>
<td>$70.00</td>
<td>$40.00</td>
<td>$55.00</td>
</tr>
<tr>
<td>BAGLEY</td>
<td>$200.00</td>
<td>$125.00</td>
<td>$162.50</td>
</tr>
<tr>
<td>BIG ROCK</td>
<td>$125.00</td>
<td>$50.00</td>
<td>$87.50</td>
</tr>
<tr>
<td>CIC</td>
<td>$85.00</td>
<td>$45.00</td>
<td>$65.00</td>
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<tr>
<td>MUNCH</td>
<td>$250.00</td>
<td>$125.00</td>
<td>$187.50</td>
</tr>
<tr>
<td>OLA</td>
<td>$125.00</td>
<td>$60.00</td>
<td>$92.50</td>
</tr>
</tbody>
</table>

#### SHUFFLE CAMES

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>BINDER</td>
<td>$125.00</td>
<td>$60.00</td>
<td>$92.50</td>
</tr>
<tr>
<td>Bowler</td>
<td>$125.00</td>
<td>$60.00</td>
<td>$92.50</td>
</tr>
<tr>
<td>Cannonball</td>
<td>$125.00</td>
<td>$60.00</td>
<td>$92.50</td>
</tr>
</tbody>
</table>

#### MEAN AVERAGE

The mean average is a comparative reflection of what has been advertised for the period indicated and reflects the average of the highest and lowest prices that a machine has been advertised for. Therefore, when the mean average is nearer the "High" it indicates a higher price probably for "as is" or "distracted" equipment.
Cointem Know You

Lester Landis and his orchestra. Malcolm Wein, WOG owner, addressed the audience. Mr. Lever, Seymour Pollack, busi- nessmen, were appointed to make no speeches. Top recording talent will be on hand.

Milwaukee

By BENN OLLMAN

A large turnout of coinmen from all over the country comprised the 1,000+ who turned out May 3-6 at the Pastoral Distributing Company headquarters to view the new AMI Model H machine. Operators and visitors examined the new machines firsthand, had close look at the refinished, cleaned the equipment and inspected the new machines. Among those who gave an excellent demonstration were Herman Pollen, Jack Cooper, Erle Dayer and Paul Havens. At the AMI plant in Grand Rapids, Mich., Paul Havens, Donald Musick, Kenney Manufacturing Company, Chicago, and Mr. and Mrs. Welker, Fisher's Six Pocket Pool Chicago.

Ezr Beck, of Mitchell Novelties, notes that sales are down from a year ago. Both music and games have dropped a bit, he says, "We're still selling some...machines as new and different to pop up in the game field," adds Ezr Beck.

Leo Glassman, owner of Radio Doctor, discusses downtown deal cen- ter, is back from an extended vaca- tion to New York and Florida. Dick Boyer, Glassman's partner, notes that the operator traffic continues at a strong level. Visitors included John Jenkins, Sheboygan; Chuck Hartman, Watertown, and Bill De Buda, Fond du Lac. The city council continues to catch on at a mounting pace, according to Sam Hastings, of Hastings Distributing Company, the city council continues to catch on at 185.00. Hastings, of Hastings Distributing Company, the city council continues to catch on at 185.00.
NOW DELIVERING

**BALLY A.B.C. BOWLING LANES** - 14 & 11 fl.
**ROCK-OLA PHONES** - 50, 120 & 200 Selection

Call or write for best prices on thoroughly reconditioned lis model phononas, phonials and games.

Calderon Distributing, Inc.
103 Massachusetts Avenue
Phone M-606 8-6141
Indianapolis, Indiana

W-A-N-T-E-D
COIN MACHINE SALESMAN
Excellent opportunity - Leading Chicago Distributor.
All replies confidential.
Write Box 876 Billboard, 188 W. Randolph, Chicago

"Your Ambassador of International Selling"
The Billboard NATIONAL
At Your Service

...new diplomat ... world traveler ... marketing authority for juke boxes, phonograph records, amusement games and vending machines. Make him YOUR International Sales Representative.

If you are seeking to share in a healthy growth market that will appreciate $55,000,000 in 1957, the bi-monthly BILLBOARD INTERNATIONAL will carry your advertising message to bona fide outlets in more than 100 countries.

A minimum guarantee of 8500 copies per issue means that "The Ambassador of International Selling" circulates the globe to all of the important Manufacturers, Distributors, Exporters, Importers, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines.

Closing date for advertising copy for the next issue of BILLBOARD INTERNATIONAL - the July number - is June 10, 1957

Tell your sales story in any or all of the four principal world languages and let BILLBOARD INTERNATIONAL do a real sales job for you.

COINMEN YOU KNOW

- Continued from page 99

Value pool tables, ... Meanwhile, at the United, Inc., home base, Woody Johnson notes excellent sales activity. Operator stopping in to check new music and games equipment last week included Bob Pau, P. P., and Distributing Company, Milwaukee; Art Bartz, Mount Airy, Jerry Lasseter and Howard Schlecht, L. & A. Amusement, Hurley, Frank Serafini, Marietta, Mel Maloney, Green Bay; Bill Blauzel, Sturgeon Bay, and Mr. Illson Williams and sons, Doris is with Music Makers, Inc., Harry Silverman, Am Music Company, is making "slight" repairs on his boat, for the International Star.


Dave Engle, Continental Amusement Company has sold his entire route to Ralph Amos, a newcomer to the business. Another route is also now Ray Sanders, Key Vendor Company in Marathon, Ohio. Johnny Meiner, the new manager of the Lauderdale branch of Marcon Music Company, says collections are building up, even the things are pretty quiet up in Boyard County.

**Detroit**

By HAL REYES

No-Way Popcorn Sales, headed by Anthony Swartz, is definitely continuing in business in the vending field. A line of type was last to a recent item in his catalog and some readers missed it to indicate the firm was discontinuing business. ... Anthony Yank, of Ernest Gregory, relative newcomers in the route machine field, are establishing the new Vandell Vendor Company to operate a diversified vending route in the northwest section.

Harry Epstein, partner with his brother, Abe Epstein, in the long-established Great Lakes Vendor Company, reports that expansion plans are being held on pending developments on the proposed increase in State cigarette taxes. Great Lakes now operates in the cigarette field exclusively, having disposed of its music operations.

R. L. Hoovers, founder of the Chicago-Chicago Company, one of the largest cigarette vending companies here, has returned to his desk following recovery from a slight stroke. The company has, incidentally, gone extensively into vending manager Benny Knob reports.

**Washington**

By DELBERT NEWCOMB

Fire caused considerable damage to the offices of Kwik Kote last week. Janie, resident, manager of the local branch, says the blaze started Sunday afternoon and would have caused heavier damage if the smoke were not sighted by people in the neighborhood. Some office equipment and records were destroyed, but there was no damage to vending machines or supplies. We were able to service all routes on regular schedule," Bowen says.

Sid Lotzberg, of the C. B. Marks Company, is pleased with the acceptance of fresh coffee machines. He has many on rotation at Jewish Bureau. Marks will use the newer machines more extensively in the future. If reaction continues favorable, he adds.
COINMEN YOU KNOW

Hish de La Victoria, president of Hish Coin, attended the MOA convention in Chicago. Phil Mason, vice-president, who is Hish says the company’s recent acquisition of the Great Northern Coin Company has expanded business to cover a nationwide basis. Washington distributor Mason was in the business 15 years before he sold to Hish. Hish is “shooting” for more sales of equipment and is the fastest growing operator on the East Coast.” Mason says in line with the move to Suburbia by Washington distributors, Hish will place machines in nearby Maryland and Virginia. Mason is celebrating his 25th year in the business.

G. Griffin and Myron Leewaier, officers of the Washington Music Guild, attended the MOA convention in Chicago as representatives of the Guild. They’ll report to members at the next monthly meeting.

Boston

B. CAMERON DEWAR

Burney Blatt, of Atlas Distributors, has retired to work after a recent illness. Reuben Lewis, filling up near the Canadian border, bought 26 square-fronted units. The Blatt family is going to New Found Lake summer place in New Hampshire... Richard Mandell, of Associated Amusements, got his second pilot’s license in a Piper Cub which he is sporting. He’ll use it to get around the territory faster... Associated’s president, Edward Raverley, addressed the Southern Connecticut Music Operators Association at New London.

Raverley is pruced as quite of these days. Can’t wait until August when his daughter, Ruth, who is graduating at Dartmouth, will make him a grandfather. The whole family is planning to spend the summer at their place in Hyams on Cape Cod. Associated is going big on arcade equipment these days with the beach spots opening.

Alfred Drew, of Whitlock, Mass., and Israel Specter, of Capital magazines, settled in his new and enlarged quarters. Bob Jones, of Field Distributors, is back from a trip to the Western part of the state. His large music store, which occupies two stories, has music equipment, records and sheet music for all types. Jones will stick to used ones for a while longer.

Marshall Caruthers, business manager of the Trimeton Amusement Sales Corporation, has returned to Chicago following a trip to San Francisco. Caruthers is now in charge of the company’s recent acquisition of the American Distributors Association of Massachusetts, which is handling hard to get better from the city on the $500 license fee. On the basis of the tour Dave says dice play is making big advances in Boston.

Denver

By BOB LATIMER

Rafael Rodriguez, Albuquerque, who operates 25 machines in Santa Fe, New Mexico, where he plans to breed quarter horses for quarter-line racing, Rodriquez has considerable experience with horse breeding in Mexico City, where his father made a bundle of, breeding horses for use in Mexico’s bull rings.

Fluorograph and game operators throughout the Denver area report a sharp up-spike in play in almost all locations following the disastrous snows early in April which completely trashed the territory... Willard Berg, former operator of the Coin Machine Management Company, Salida, Colorado, has commenced sales of his line to Doyle Harrington, former partner in Dare Sales Company. Harrington has already placed 100 machines in Salida, 155 miles from Denver, and will move his family in a few weeks.

The fact that the government has declared Los Alamos an “open city” after five years of tight security measures, is bringing joy to Pat Patterson, veteran N. V. sales photograph operator. Now that tourists can visit the “atomic city,” Patterson expects his market to increase by one hundred or more.

Native American Indians are top customers for photograph operators according to Harry Deckebohn, photograph operator with branch in Taos. Deckebohn, who has been in the coin machine operating field for more than 10 years, has one of the nation’s most unusual routes. Several of his locations are in the huge Navajo Pueblos, a mile north of Taos, and thousands of Indians dwell under one communal roof. Besides playing cards he also operates the Taos largest office supply business.

Mike Savin, partner in Denver Sales Company, has returned to Denver after a week-long trip which took him south to Santa Fe and New Mexico, visiting operators. He reported that collection on the new machines have increased and that operating margins have improved.

June 3, 1957

THE BILLBOARD

COIN MACHINES

101

CHALLENGER PISTOLS, $29.95

Many operators have been giving their customers a thrill and a bang with these 22 caliber, pump action, 6 shot, match grade, “Malcolm” brand pistols. A great giveaway, too. Other features: short action, 9-inch barrel, 20 oz., with 3" sight. 30-day money back guarantee. Let us show you how the “Malcolm” is a winner!

READY FOR LOCATION—1ST COME, 1ST SERVED!

R10941 R1093 (Coin Operated) We Buy—Sell—Trade.

REMINGTON-WINCHESTER—THE FINEST "SHELL" SCREW-LOADERS

LAPLACER, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois

JOE ASH SAYS:

ATTENTION, EUROPE

Our personal representative is now in Europe and will visit your country for royalty. We will be happy to include your place on our itinerary if you contact us as soon as possible. Our Cable Address is COMAC.

SINCERELY YOURS,

JOE ASH

Exclusive Distributors for Whistlef, D. Gottlieb & Co., and Exhibit in

Joe. Jersey, Del. and Fl.

ACTIVE AMUSEMENT MACHINES CO.

125 E. 6th St., Los Angeles 11, California

ROYAL DISTRIBUTING, INC.

8511 S. Vermont Ave., Los Angeles 44, Cal.

GUARANTEED VALUES

BINGOS / BOWLERS

MIAMI BEACH

BALLY

DALLY

$195.00

$105.00

$345.00

$165.00

$395.00

$9.95

$545.11 frame

$165.00

512 S. WISDOM AVE.

CITY AVE., MIAMI

BOWLING

GAMES,

CINCO DE MAYO DISTRIBUTORS

15050 MARIPOSA

$365.00

G.S. BOWLING, INC.

111 N. BOWLING

JIMMY MCANDREW

SHERMAN OAKS, CALIF.

Phone 5-1527

Mickey Anderson

150 N. BowUng

E. C. DIOH

ONO-KO-KAH

MIAMI BEACH

545 11th FRAME

1501 N. Ohio Ave.

5005 S. Okeechobee

512 S. WISDOM AVE.

GAMES, INC.—GUNSCHOOL

$365.00

$105.00

$165.00

$165.00

$545.11 FRAME

$165.00

GAMES, INC.—BOWLING

MIAMI BEACH

15050 MARIPOSA

GAMING

RALLY

RALLY

BROADWAY

MIAMI BEACH

MIAMI BEACH

$105.00

$345.00

$165.00

$395.00

$9.95

$545.11 FRAME

$165.00

$345.00

$165.00

$165.00

$545.11 FRAME

$165.00
MEMPHIS
By
ELTON WISENHEIM
Edward H. Newell, owner of Ornament Music Company, won the attendance award statue at the recent five meeting here recently in the city of America. Ed got more district officers of the theater world area to the convention (25) than any other district official. He's vice-president of the South east district, ... Mrs. Parker Hen- derson, wife of general manager of Southern Amusement Company, utilized a quarter record at the SFOBQSCGA show in Mem- phis.

Bob Gould, president of Greater Sales Company, reports the new baseball game, which recently hit the market, is ga- testing well with dealers. Opera- tor have placed orders so fast, he said, they will have to fill them fast enough. It's needed boost for the game business in this area.

George Sammons, president of Sammons-Pennington Company, but the trail to Michigan last week, calling on music and game operators, ... Bert Davidson, Wor- ldmaster factory representative, was in town on a good-will mission last week. He called on Dave Canale, Canada Amusement Company, Parker Henderson and others at Southland Amusement Company; Edward H. Newell, owner of Or- nament Music Company; Jack Can- ine at Canine Amusement Company, and others.

Allen Dunn, general man- ager of S. & M. Sales Company, reports spring business good with collections on music and game routes on the up- swing. He says the baseball and new bowling games are responsible for the good business, giving a shot in the arm to the long declining pin- ball business in these parts.

Edward H. Newell, owner of Ornament Music Company, lost an aunt last week and fellow operators expressed their sympathy. Ed flew to New Orleans, La., for the funeral.

Parker Henderson, general manager of Southern Amusement Company, seen on the golf course early in the morning getting nine holes before going to work. ... Drew Canole, owner of Cards of America Tobacco Distributors, lost his secretary, Mrs. Jusitia Moore, recently of Ellsworth.

Mid-South operators in Memphis for shopping recently included Click Hight, Gist Music Company, Helena, Ark.; James Albers, Albers Mu- sic Company, Harrison, Ark.; George Fraley, Mason Music Company, Macon, Miss.; Bla- ford Taylor, Hallows Amusement Company, South Memphis, Miss.; Joe Tarea, Tarea Amusement Company, Greenwood, Miss.

Also seen were Bill Hayden, Hay- den Amusement Company, Cu- rryville, Miss.; Robert Smith, Smith Bros. Amusement Company, Dyersburg, Tenn.; Raymond Bailey, Foresihe & Bailey Music Com- pany, Millington, Tenn.; Eddie Burney, Eddie's Music Services, Greenville, Miss.; O. H. Johnson, Johnson & Company, Cleve- land, Miss.; Joe Tarea, Delta Mu- sic Company, Cleveland, Miss.;


Little Rock, Ark.

By
ELTON WISENHEIM
Good spring weather has brought a big spurt upward in music and game collections, according to Rob- ert Kirsel, president of Kirsel- Halonen Music Company. ... Also reporter seeing were J. D. Ashley, Globe Amusement Com- pany, Dutch Yancey, Globe Music Com- pany, C. E. Craig, Arcade

REALE BUYS
AMI G200's
WRITE FOR PRICE
SEEBURG V-200...$725
SEEBURG M100B...375
SEEBURG M100C...475
WURLITZER 1800...625
AMI 1120...395
ATLAS DISTRIBUTING CO.
1814 Connecticut Ave.
D峄ter 15, Mass. & Blanche 2-3732

REAL BUYS
WE HAVE NEW DELUXE
Atlantic Imperial 
& Pocket Pool
The Hit of the M.O.A. Show

MUSIC
WURLITZER
2000—1000—1800
1700—1500A—1500
1250—1100
G-200—F-120—E-120
E-80—D-80
AMERICAN
V-200, J, R, C, B, Bl, 100A
Write-Wire-Call
WURLITZER BALLY EXHIBIT—CHICAGO COIN
UNIVERSITY

SPECIALS
Gottlieb Marathon ... $275.00
Gottlieb East Acres ... $195.00
Gottlieb Hawaiian Beauty, 105.00
Chi Coin 6-Player Ski Bowl 395.00
Genco 2-Player Skill Ball 350.00
Exhibit Ringer Balls 125.00
William 4-Player 350.00
Genco Champion Baseball 240.00
Genco Hi-Fly Baseball 245.00
Genco Riffe Gallery 150.00
Kaney Sportsman Gun 175.00
Exhibit Dale Gun 50.00
Chi Coin Goals 50.00
Evans Sadle & Turf 150.00

COINMEN YOU KNOW


Fishing is drawing operators to the lakes where they can get time off. Reporting good catches recently were Andrew Cassinelli, Little Rock Amusement Company; Cecil Hill, partner in Twin City Amusement Company, and Jep Thoma, Thomas Amusement Company.

Local operator had another big increase in business recently with a prominent tourist arriving for the big Allington Hotel Golf Tournament. Operators reporting his collections were Van Ettinger, Van Ettinger Music Company; Duane Faust, Faust Amusement Company; J. Earl Gill, Gill Music Amusement Company; W. E. Lewis, Lewis Novelty Company; Bill Mark's, Mark's Amusement Company.

Some of the operators seen at the golf tournament were R. C. Jett, Jennings Coin Machine Company; Wilbur Company; Robert Hopp, Hopp Amusement Company; Van Ettinger, Van Ettinger Music Company, and Duane Faust, Faust Amusement Company.

Fine Bluff operators report a new plant there is imposing property in the music and gaming business. Operators expanding their routes to take care of the new business are Guy Jones, Fine Bluff Music Company; H. H. Hayes, Haliburton Music Company; J.J. Ward and Vernon Ward, Ward Music Company; and Donnie Jett, Faust Amusement Company.

Arkansas operators seen in Little Rock recently were Ben Hays, Hays Coin Machine Company; McCall Company; and Downie and Jett, Faust Amusement Company.

The office relay calls by radios to the service man, who stays on route.

WANTED
Will Pay CASH or TRADE
* SEEBURG M100A, B, BL, C, 6 & R
GOTTIEB and WILLIAMS PIN GAMES
GUNS OF ALL TYPES

SPECIAL CLOSEOUT
1 AMI G200 ........ $695
3 AMI G120 ........ 600
1 AMI F120 ........ 500
1 AMI E120 ........ 375

NEW 6 POCKET POOL GAMES
SLATE TOPS, 33" x 66", for Pool Tables...
$55.00
SLATE TOPS, 33" x 66", for Pool Tables...
$75.00

GENDO'S DAVY CROCKETT
Brand New! Write

Distributors for:
UNITED's Hi-Fidelity Coin-Operated Phonograph
The Greatest Advancement in Automatic Music in 20 Years

EVERY ONE
STEAM-CLEANED AND
REFINISHED LIKE NEW!

SEEBURG
AMI
SEEBURG
SW1 Coin...
SW 1 Coin...
SW2 Coin...

NEW EQUIPMENT
WILLIAMS
6-Pocket Pool
6-Pocket Slate Pool
1957 Baseball
Crossfire Gun

GRAPHOSKOP
World's Finest Operated Telescopes

WANTED
UNION
Capital
Clamping
Clapper
Climbing

GOTTIEB 5 BALLS
Any Quantity

Empire Coin Machine Exchange
10212-12 Milwaukee Ave., Chillicothe, Ill., Phone: 3-6000

Copyrighted material
For biggest pool profits operate new improved

Official Pool LOOK

New Visual-Totals Ball-Sorter
speeds up play, increases earnings

No time lost shuffling chips to keep score. No time wasted in argument. Result is more coin through the chute per hour, bigger profits for you.

Bally

See FISCHER'S NEW, Ultra-Modern "IMPERIAL" SIX-POCKET POOL

ON DISPLAY AT OUR SHOWROOM TODAY!
Priced Right! Immediate Delivery!

GIVE TO DAMON RUNYON CANCER FUND
The Billboard
JUNE 3, 1957

N. Y. State Ops
Continued from page 97

provided the major portion of the revenue.

As a result, operators had been putting juke boxes on locations to keep the pinball players happy.

This year there will be no pinball players. Operators are still hoping that the game manufacturers will come up with a game that will do as well as the pinball and not run afoul of the State authorities. But these hopes are being pinned on next year. They have all but written off the summer of 1957.

Chi Game Trade
Continued from page 97

Schaefer, Joe Robison, Mrs. Bill
Ham, and Van Foreman, all officials of Imperial Coin Machine Exchange.

Among others leading the campaign are Dave Gottlieb, D. Gott-
lieb & Company president, Sam Wolfberg, co-founder of Chicago Coin Machine Company, and Sam Lewis Baldwin Supply Company president. Others in the industry attending were Art Wiesbad, Williams Manufacturing Company sales manager; Stanley Levin, All State Coin Machine Exchange; Fred Miniter, Gateway Distributing Company, Jitney Mobil, Chicago oper-
ator, and Ken Knoel, the Billboard. Joe Kline and Wally Flakke, First Coin Machine Exchange, were also represented at the dinner.

Irvine Greene, co-chairman of the Division and president of Mer-
cury Records, presided at the meeting, which was addressed by Joshua B. Chasser, general chairman of the campaign.

Trade-Ins Are Pouring In!

SHAFER
SEEBURG "JET"
SPECIALS

SEEBURG 3WT
100 Wall Box Special
- Chrome Covers
- New Buttons
- Completely Reconditioned
- New Instruction Plates

$49.50

AMF

HF100R
$725.00
HF1006
625.00
M100C
325.00
M102B
425.00

WURLITZER

R-120
569.50
R-120
550.00
D-80
275.00
MODEL C
109.50
MODEL A
69.50

ROCK-OLA
1438 Comet
$395.00

Shaffer Music Has One of America's Finest Service Departments

- Mechanisms Completely Overhauled and Tested
- All Worn and Defective Parts Replaced with New Parts
- Amplifiers and Tone Arms Reconditioned or Replaced
- Cabinet Refinished and Plastics, Glass Replaced Where Needed

WRITE FOR ILLUSTRATED CATALOG

Shaffer Music Company
P.O. Box 360
Chicago 3, Illinois

Welcome to the Coin Machine Business Over 25 Years

Columbus, Ohio...Cincinnati, Ohio...Indianapolis, Ind...St. Louis, Mo...National Bankers, 1414 Summer St. ...Baltimore, Md. ...Philadelphia, Pa. ...Buckhead, 8-4114 ...Main 1-9151 ...Atlanta 4-0371

When answering ads...

Say You Saw It In The Billboard
Rosen Gives You REAL Buys

SHUFFLE ALLEYS

All Star Team.............. $135.00
14 Pin Bowling............ 175.00
Chief ....................... 295.00
Sure Shot................. 155.00
Shake A'Em.............. 195.00
Ball Drill.............. 195.00
Original ............... 195.00
Juke Box.............. 195.00
Score Game.............. 175.00
Gnome Game.............. 295.00
Gnome Game.............. 295.00
League..................... 395.00

We'll Cross Pool....$395.00

Attention, Operators in
N. INDIANA—N. ILLINOIS—IOWA
Deal Yourself In with a Sure-Fire Winner...
COTTLEI'S 1-PLAYER ROYAL FLUSH

ROTO TARGETS! EXCITING NEW MATCH FEATURE!

WE'LL PAY TOP DOLLAR—CASH OR TRADE
for COTTLEI'S

POKER FACE
QUEEN OF HEARTS
ARABIAN KNIGHTS
GREEN PASTURES
MYSTIC MARVEL
JOCKEY CLUB
HAWAIIAN BEAUTY

NOW DELIVERING—VALLEY'S NEW
6-POCKET POOLS
Exclusive ... "VALLEY-JUE" Aluminum Rail Ball Return!

NATIONAL COIN MACHINE EXCHANGE
6145 DIVISION RVD
Phone: Rosedale, TX 76116
CHICAGO 10

GOTTLEIB'S
ROYAL FLUSH PRESENTING
A Terrific New Idea to Attract and Hold Player Interest...

A Terrific New Idea to Attract and Hold Player Interest...

ROTO-TARGETS!
Hitting Roto-Targets like cards in lite box for Royal Flush.
Complete Flush targets special score. Holdover feature carries lighted cards from game to game.

★ Scoring Rollovers 1-2-3-4-5 Relights One of 5 Rollovers for Special.
★ All New Match Feature for Extra Play.
★ Super-Powered Flippers Shoot Ball Up Field at Roto-Targets.
★ Available with Twin Chutes.
★ High Score to 7,900,000.
★ Plus All the Standard Gottlieb Play Features!

Subject to AMUSEMENT TAX Only!

Gottlieb & Co.
11400 S.エンガノン AVE • CHICAGO 37, ILLINOIS

ALL GOTTLEIB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

NOTHING SOLD AS IS

I All used merchandise. Usually non-conditioned. Call tendered and honored—read to new. You will remember the name of your trust. For full details—call and see us.

SHUFFLE ALLEYS

Atlantic Booster........ $15.00
Bally Booster............. 10.00
Bay State Booster......... 9.00
Bender Booster............ 3.00
Bender Booster............ 3.00
Billet Booster............. 25.00
Billet Booster............. 25.00
Fender Booster........... 27.00
Fender Booster........... 27.00

ROCKET EQUIPMENT

Motor Drives................ $80.00
Motor Drives................ $80.00
Motor Drives................ $80.00
Motor Drives................ $80.00
Motor Drives................ $80.00
Motor Drives................ $80.00
Motor Drives................ $80.00
Motor Drives................ $80.00

CRANE EQUIPMENT

Carambolines.............. 25.00
Carambolines.............. 25.00
Carambolines.............. 25.00
Carambolines.............. 25.00
Carambolines.............. 25.00
Carambolines.............. 25.00
Carambolines.............. 25.00
Carambolines.............. 25.00

COUNTER MACHINES

Save the items listed and give us your offers.

PPOOL TABLES

B L A C K 1 9 5 7

D.V. ROSEN

Send for Complete List.

The current law, still in effect, calls for a $20 operator license, plus $3 a machine.

Also in the proposed ordinance was a $100 employee $80 operator license, plus $2 a machine on vending units requiring the insertion of less than 25 cents a sale. These machines may still be operated for a $20 operator's fee, plus $2 a machine.

About 250 junk boxes and 300 cigarette machines in Long Beach would have been affected by the bill. Operators in nearby communities were watching Long Beach nervously, fearful lest the legislation go there and their own towns get ideas.

The new law would permit the selling of light refreshments, but no alcoholic beverages.

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Unveil Slide Film Display Unit

Continued from page 69

paid off commensurate with the higher costs it enforces on an operator.

He declares that "a 200-selection phonograph just does not earn enough more than a 150-selection category machine to cover the additional cost of programming (records, title strips and labels)."

Application

Walters believes that the slide film projector which will feature 10 mm. color slides of record artists (possibly with copy on late releases) which will be changed periodically, in a moving display, will keep up public interest in the juke box, attract more attention to it. "Other selling features," said Walters, "in that it will strengthen operator-location relations by giving the location an effective device for displaying menu item and/or bar specialties (in addition to slides of artists), possibly open up new revenue sources thus paid advertisements, and prolong model life of a phonograph that greater location acceptance, and thus give an operator a longer period in which to amortize his equipment investment."

Color slides of artists, stock shots of drinks and menu items and national brand name products will be supplied by W. & W. Music Company at 60 cents each.

Optical system for the unit is manufactured by the Projectograph Corporation, Oshkosh, Wis. Cabinets will be made by a contract manufacturer. Assembly will be done by W. & W. Music.

Initial plans for the unit call for sales thru juke box distributors still to be named.

Location tests are planned for this month. Walters said that six location owners had been invited to see the prototype and like it. Walters makes both 16 and 35 mm. motion picture film for industrial use. One of his clients, the Busch film projector, which is portable, is an effective device for showing short films to potential location owner customers also.

In their Dayton area film library, interested in industrial films, he left Bell in 1954 and set up Valhalla, an industrial film production firm which, Walters said, offers a complete line of services in audio-visual presentation, including motion picture, slide and strip films, commercial photography. Early this year, he set up Commercial Color Laboratories for color processing services.

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