Juke Display Can-Cannots

CHIC. CO.-What point-of-purchase ad displays and cannot do is being explored by merchandisers. It is a well-tried and -tested method of P.O.P. display, but it has never before been attempted by manufacturers or even the trade. The reason is that it involves showing the picture of the artist and the name of the song on the jukebox, which has never been done before.

One thing, however, that P.O.P. display cannot do is to satisfy the demand for new and exciting displays, which has been growing steadily. This is especially true in the case of jukeboxes, where the demand for new and exciting displays is even greater.

TV Film Production Passes 8,000-Million Mark, Passed by NBC . . .

TV film production, scored for the first time over 8,000,000,000, NBC's improved use of film for television, has been a tremendous success. The network has used over 8,000,000,000 feet of film for its television programs, and the result has been a tremendous increase in the number of television programs that can be produced.

Screen Gems Looking to Co-Operate Deals With Talent Agencies . . .

Screen Gems is looking to co-operate with talent agencies in the production of television programs. The company has been experimenting with this method for some time, and is now ready to go into full production. The company hopes to produce a number of television programs, and is already looking for new talent to join its ranks.

Dickens See Good Summer Sales Despite Slow Current Market . . .

Reports of a good summer season for retail sales were received from many parts of the country. The season has been described as good, and there is an expectation of a good summer season for sales.

DEPARTMENTS AND FEATURES

Amusement Centers | Music Pop Charts

TV Film Series, Part 2

A.F.M. Meet Marked' by Harmony Gun for Foreign Soundtrack

The American Federation of Musicians' 60th annual convention was held last week in Denver in an area of peace and harmony, sharply contrasting with last year's stale-filmed convention. The meet was climaxed by the approval of a measure aimed at halting the recording of copyrighted soundtracks.

NEWS OF THE WEEK

Juke Display Can-Cannots

The Billboard Cues Precedent Step For Chart Accuracy

Actual Record Sales Basis of Weekly Log by NYU Research

NEW YORK—Music pop charts, geared to the equal power of the 1957 record industry and bearing the stamp of authenticity of a tunes-flavor, is being described by the be brought exclusively to readers of the Billboard beginning next week.

In a move unprecedented in the industry, each week a different key (popular) sample of four hundred, occasionally, will be presented, and as an equal representation of all U.S. dealers, will list their actual sales to customers on special forms. These sales data will be mailed, it is estimated, to the Billboard's Cincinnati tabulating center, and will be tabulated daily. The Billboard's charts, therefore, will be based upon actual sales to customers, not on opinion.

Careful checks of the entire log, which will be released at the discretion of the publishers, will be made of the charts, and checks will be made of any chart which is not accurate, and will be corrected as soon as possible.

Careful checks of the entire log, which will be released at the discretion of the publishers, will be made of the charts, and checks will be made of any chart which is not accurate, and will be corrected as soon as possible.

Billboard's pre-testing of the new charts will show national sales much more rapidly than any previously-published research system. In other words, customer sales are a quicker, more valid reflection of disk-popularity than dealer opinion. The research methods by which the dealer reports and the information tabulated are under the, the New York University School of Business, and the methods have been developed with the aid of the search techniques and have been field-tested in Chicago, New York University's noted School of Business.

Record manufacturers and their distributors cooperate in producing the complete list of almost 9,000 retail record outlets from which the sample is drawn. A total of almost 100,000 outlets containing, of course, many duplications, were initially processed. The lists were then combined, and the results eliminated and checked to bring the list down to its final size.

All types of retail record outlets are included in the list, with the exception of those serviced by jobbers; chain or variety chain outlets, independent local distributors, and one-step stores.

Thus, each retailer's accuracy will be measured. The Billboard's pop charts thus be a reproduction of a different sampling of dealers, each of which is, and in some more than 100 cities, in every part of the country. The careful accuracy of the listings of their sales by these dealers brings a new and greater confidence to all dealers in their use of the charts as buying guides.

NYU Approach To Retailing

NEW YORK—The New York University School of Business came into being years ago as a result of a demand for more efficient and better methods of teaching and leading merchants—the latter including Samuel W. Bevan, director of the New York University School of Business, and the Associated Dry Goods Corporations, Philadelphia, New York and Company, etc. In 1919, the new school was turned over to four prominent teachers in the business of retailing, and in 1921, the school's purpose was changed to include the education of teachers, but also to include the education of the schools of business, which are to be established in the schools, will receive the new and improved ideas of the schools of business, and the schools of business, which are to be established in the schools, will receive the new and improved ideas of the schools of business, and the schools of business, which are to be established in the schools, will receive the new and improved ideas of the schools of business, and the schools of business, which are to be established in the schools, will receive the new and improved ideas of the schools of business.
**TELEVISION PROGRAMMING**

**VIDPIX TO RULE THE ROOST?**

TV Film Product's Expected To Top $100 Mil Next Year

By BOB SPIELMAN

HOLLYWOOD — Televis film production is expected to top $100 million for the first time next season. It is estimated that 1957-58 will surpass the present year by about $20 million in value of film produced, the total exceeding approximately $112 million.

NBC, with a 70 per cent increase in the amount of film it will use this coming year (see other story, this issue) is primarily responsible for pushing the $200 million mark. NBC is up some 30 per cent. CBS is down slightly, but probably equal to 1956-57 film usage once the equal free open time slots are filled.

Studies will be turning out film at a faster pace this year. In 1955, 30 hours were shot per netting, another five hours for syndication. This year, roughly four times the amount of film produced in 1956-57 will be going into the day-by-day of feature pictures.

The total will probably be even higher.

**HAYWARD**

Hayward to Splash With 'Year Spec'

NEW YORK — Telacl Hayward's main project for NBC's next season is expected to be a blockbuster. The format of the show will be a mid-season edition of the television special event of the preceding 12-month period, with the addition of a new feature. The show will be shown around the Coup's holiday season for maximum sales impact. It is hoped to repeat the show each year.

**Farmer Gets Col. Record Club Post**

NEW YORK — Bob Farmer has been appointed IBM Planning Manager of the Columbia Rec- ord Club, an appointment made by Norman A. Adler, Columbia club top. Farmer for the past two years was staff engi- neer for MCM, Inc., and was in charge of installation of electronic systems and procedure now utilized by the Club.

**MONEY- SAVING SUBSCRIPTION ORDER**

Enter our subscription to The Billboard for a full year ($20 per year) at the rate of $15 (for card mailing over single copy rates). Foreign rate $15.

Name______________________________

Occupation or Title________________

Company_________________________

Address___________________________

City________________State________

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

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**LATE TV FLASHES**

**BULBO MULLS SEASON BUY**

Bulbo is close to buying 13 hours of "Crisis," the Monday night 10:11-11:00 hour spring show, for his buying sponsor about seven alternate hours during the fall, and six alternate hour slots during the spring. It is expected to be carried by NBC during the selling season. The Ford division of The Ford Motor Company has bought 20 hours of the show.

**BRECK, SEATLEST EYE FAIRY TALES**

Breck is said to be interested in purchasing 16

Healy Jalle fairy tale shows which would be slotted on NBC-TV January 15, 1957. They would not occupy any regular time periods, but would be keyed to holiday seasons. Shelly Temple will voice the characters on the series, which is to be co-produced by Screen Gems and Jalle.

**PRESTONE BUYS DEAN MARTIN SEG**

Presstone has bought half of two Dean Martin Shows on NBC-TV, which is subject to the sale of the other half of the hour's time. The budget on the hour variety shows to be programmed in late fall is about $200,000, which makes a considerable upgrading in the Prestone advertising in order to deliver greater impact for its commercial messages. Chesterfield will be a key sponsor for its Saturday 9:30-10:30 slot on NBC which it sponsors along with Max Factor.

**COLCATE INTERESTED IN 'FLACK'**

Colgate-Palmolive seems to be following the favor of Colgate for the Friday 9:30-10 time period on NBC-TV. The advertiser is still talking to MGM-TV about its "Kim Man" series, but several bids have appeared.

**ARMSTRONG TAKES TUESDAY SLOT**

Armstrong-Cook Company has bought the Tuesday 9:30-10 slot on CBS-TV, a burned-out time slot available to a new sponsor of syndi-cate.

**BRISLICT, CARTER AIR GOLF**

Brislinc-McCulver and Carter Products bought the NBC-TV tele- cast of the U. S. Golf Open tournament June 13 in the 6:37 p.m. slot.

**13-WEEK DEALS ON 'WAGON'**

NBC-TV has opened "Wagon Train" for 13-week deal either consecutive or alternate weeks, with the option of increasing the number of weeks. The contract runs from February 1, 1957, through June 27, 1957.

**BE MY PARTNER**

14 Shows Need Second Sponsor

NEW YORK—With 13 half hour and one hour show half sold on the fall network schedule, season availability has become a bigger problem than before in the field of advertisers. The cry has become: "Who's gonna be my partner?" The network and connected poor bear the burden of finding an advertiser who is willing to buy alternate weeks of a property he has not chosen, does not control and which he may be willing to sell for the same audience he needs.

Time was when the alternate week offers were confined to shows with track records. Today, advertisers are busy looking for sponsors for shows that actually bought network time.

Singer wants one for "George Sanders and the Stars," which would like to place in the Tuesday time slot on NBC. Both Sinatra and its network have assigned him the alternate weeks on NBC. Bob Singer and Sinatra out- line one for me for "Rat Pack," the first advertiser.

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**Curtain Near For Lux Video**

NEW YORK—Indications are that the "Lux Video Theater" has reached the end of the trail. The long-time radio and TV dramatic series, which was used so effectively to merchandise the Lux brand is expected to be can-celed at the end of its current run tonight. Sources have been in- cled whether Lever Bros. will retain the six 10:10-11 p.m. showings on NBC-TV for a new series. Lux video is now in the 10-11 slot on NBC, a time evening that continues to put the network in the position of being the top network during the Saturday evening hours. Lever Bros., which has bought the life of the series for six years, NBC, for alternate week sponsorship next season, will open for a Saturday slot during the week. J. Walter Thompson is the agency.

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**SG TALKING TO WM, MCA, ETC.**

Seeks Co-Operative Deals, Using SG Production & Sales, Agency Talent

NEW YORK—Screen Gems be- gins talks this week with MCA. Famous Artician, Artistic Artists Corporation and other top talent agencies to explore co-operative production deals for TV films shows. Irving Britkin has already formulated a possible contract with Abe Lastfogel, head of William Morris Agency, for production of series.

The idea of all such arrange- ments would be to take advantage of the production facilities and sales force of Screen Gems with the writers and screen directors of the talent agency. It would give Screen Gems an opportunity to meet the strongest kind of competition, com- petition with the A-list. Goodyear business away from Screen Gems because of talent abilities.

For William Morris, the proposed deal represents a major policy change, said to be the result of an urgent need to fill its programming this past two years. Instead of being a middleman, the agency would co- finance and co-produce TV shows.

**Roster of Stars**


In addition, Morris tops many top directors, including Fred Zinn- eman, George Cukor and Orson Welles, all interested in TV. Edw-ard C. W. Ralston, Walter Pidgeon, Lyle Talbot, Al Jolson, Rich- ard Widmark, and Monty Woolley are available.

The invitation "shall we dance?" is weighted with a dozen strong blocking. Who's the original adver- tiser to accept a co-operative offer for his own product's sake? Who can accept without running into an network protection confil? Who is still interested in an alternate week buy? Who wants to buy a picture of alternate portion, of men, women, or programming? These limitations are placing the price in eight and seven men.

Among the men, "The Restless Ones,""Leaves"" and ""The Dean Martin Show"" are expected to be car- ried at the end of its current run this week. Sources have been in- cled whether Lever Bros. will retain the six 10:10-11 p.m. showings on NBC-TV for a new series. Lux video is now in the 10-11 slot on NBC, a time evening that continues to put the network in the position of being the top network during the Saturday evening hours. Lever Bros., which has bought the life of the series for six years, NBC, for alternate week sponsorship next season, will open for a Saturday slot during the week. J. Walter Thompson is the agency.

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**Billboard**

The Amusement Industry's Leadinger founded 1894 by W. H. Donaldson
Publishers
Roger S. Littell, Jr., William D. Littell, Jr.

Printers
W. H. Donaldson & Sons, Inc.

Subscribers' Service
W. H. Donaldson & Sons, Inc.

Managers and Editors
W. H. Donaldson & Sons, Inc.

Sales
W. H. Donaldson & Sons, Inc.

Ad Sales
W. H. Donaldson & Sons, Inc.

Editorial
W. H. Donaldson & Sons, Inc.

Products
W. H. Donaldson & Sons, Inc.

Advertising
W. H. Donaldson & Sons, Inc.

Sales
W. H. Donaldson & Sons, Inc.

Circulation Department
W. H. Donaldson & Sons, Inc.

Office
200 Park Ave., New York 17, N. Y.

Subscriptions
W. H. Donaldson & Sons, Inc.

Telephones
W. H. Donaldson & Sons, Inc.

Fax
W. H. Donaldson & Sons, Inc.

*Subscription rates in other countries subject to advance notice. The publisher reserves the right to change at any time, with or without notice.*
COMING COST PER THOUSAND ANALYSES:

**Drug & Remedy Sponsors**

- Cost per thousand homes per commercial minute
  - AMERICAN HOME PRODUCTS (Name That Time, CBS): $1.25
  - BRISTOL-MYERS (Payday, 90, CBS): $1.25
  - CHEEBURG-PONDS (Cheeyside, ABC): $1.25
  - PHARMACISTS (Cheeyside, ABC): $1.25

- Cost per thousand men viewers per commercial minute
  - CHEEBURG-PONDS (Cheeyside, ABC): $1.25
  - AMERICAN HOME PRODUCTS (Name That Time, CBS): $1.25
  - REESE'S (Steve Allen, NBC): $1.25
  - BRISTOL-MYERS (Cheeyside, ABC): $1.25

- Cost per thousand women viewers per commercial minute
  - CHEEBURG-PONDS (Cheeyside, ABC): $1.25
  - AMERICAN HOME PRODUCTS (Name That Time, CBS): $1.25
  - REESE'S (Steve Allen, NBC): $1.25
  - BRISTOL-MYERS (Cheeyside, ABC): $1.25

- Cost per thousand children viewers per commercial minute
  - CHEEBURG-PONDS (Cheeyside, ABC): $1.25
  - CHEEBURG-PONDS (Cheeyside, ABC): $1.25
  - AMERICAN HOME PRODUCTS (Name That Time, CBS): $1.25
  - BRISTOL-MYERS (Cheeyside, ABC): $1.25

**Household Cleaner & Polish Sponsors**

- Cost per thousand homes per commercial minute
  - GOLD SEAL (Perry Como, NBC): $0.90
  - PROCTER & GAMBLE (The Line-Up, CBS): $0.90
  - S. C. JOHNSON (Red Skelton, CBS): $0.90
  - PROCTER & GAMBLE (Phil Silvers, CBS): $0.90

- Cost per thousand men viewers per commercial minute
  - GOLD SEAL (Perry Como, NBC): $0.90
  - S. C. JOHNSON (Red Skelton, CBS): $0.90
  - REESE'S (Steve Allen, NBC): $0.90
  - LEVEY (On Tril, NBC): $0.90

- Cost per thousand women viewers per commercial minute
  - GOLD SEAL (Perry Como, NBC): $0.90
  - PROCTER & GAMBLE (The Line-Up, CBS): $0.90
  - S. C. JOHNSON (Red Skelton, CBS): $0.90
  - LEVEY (On Tril, NBC): $0.90

**Toiletries & Toilet Goods Sponsors**

- Cost per thousand homes per commercial minute
  - REVLON (601,000 Question, CBS): $1.67
  - GILLETTE (Cheyenne Sports, NBC): $1.67
  - NOXZEMA (Godfrey's Talent Scouts, CBS): $1.67
  - REMINGTON SHAVER, HELENE CURTIS (What's My Line, CBS): $1.67
  - REVLON (601,000, Challenge, CBS): $1.67
  - TONI (People Are Funny, NBC): $1.67
  - SPERRY RAND (Commercial, CBS): $1.67

- Cost per thousand men viewers per commercial minute
  - GILLETTE (Cheyenne Sports, NBC): $1.67
  - NOXZEMA (Godfrey's Talent Scouts, CBS): $1.67
  - REMINGTON SHAVER, HELENE CURTIS (What's My Line, CBS): $1.67
  - TONI (People Are Funny, NBC): $1.67
  - SPERRY RAND (Commercial, CBS): $1.67
  - PROCTER & GAMBLE (I Love Lucy, CBS): $1.67

- Cost per thousand women viewers per commercial minute
  - REVLON (601,000 Question, CBS): $1.67
  - GILLETTE (Cheyenne Sports, NBC): $1.67
  - NOXZEMA (Godfrey's Talent Scouts, CBS): $1.67
  - TONI (People Are Funny, NBC): $1.67
  - PROCTER & GAMBLE (I Love Lucy, CBS): $1.67

- Cost per thousand children viewers per commercial minute
  - CHEEBURG-PONDS (Cheyenne, ABC): $1.25
  - CHEEBURG-PONDS (Cheyenne, ABC): $1.25
  - NOXZEMA (Perry Como, NBC): $1.25
  - TONI (People Are Funny, NBC): $1.25
  - SPERRY RAND (Commercial, CBS): $1.25
  - PROCTER & GAMBLE (Phil Silvers, CBS): $1.25

**Analyses of Network TV Shows in Class A Time**

The Billboard Continuing

**Cost-Per-Thousand**

**Toilettries, Drugs and Household Cleaners Sponsors**

- REVLON (Cheyenne, ABC): $1.25
- NOXZEMA (Perry Como, NBC): $1.25
- PROCTER & GAMBLE (I Love Lucy, CBS): $1.25
- TONI (People Are Funny, NBC): $1.25
- SPERRY RAND (Commercial, CBS): $1.25
- PROCTER & GAMBLE (Phil Silvers, CBS): $1.25

**Next Week's Top 20 for May**

1. Juice, Food, Beverage & Tobacco Sponsors
2. July 4th, Fireworks, Fireworks Sponsors
3. July 4th, Fireworks, Fireworks Sponsors
4. July 4th, Fireworks, Fireworks Sponsors
5. July 4th, Fireworks, Fireworks Sponsors

**Western trek due to loss of ABC TV western slot.**

**Kellogg's ABC List Amended**

NEW YORK — The Kellogg Company has dropped plans to sponsor any programs on ABC-TV, while still keeping its two weekly slots on CBS. The new schedule, which will consist of one weekly series and five alternate weekend slots, will be announced by the Kellogg Company and the rival network. ABC, which had already made the move last week due to the loss of the home market for its western programming, has not yet made any announcement about its new schedule.

**American Broadcasting Connection**

HOLLYWOOD-Harry Ackerman severed his long-time connections with the two major networks and produced the new John Forsythe comedy series for ABC, then sponsored by the ABC network. The program will alternate with the NBC's "The Ed Sullivan Show," and Ackerman was CBS vice-president in charge of programming on the West Coast. The series was produced by Ackerman, who had previously formed his own packaging firm, and which was later named "What's My Line," while remaining in a competitive capacity with the web. "What's My Line," in this case, has turned out to be a "f市场营销" show for the "Price is Right" show, but is neither even, nor has it been for sponsorship.

**Van Johnson**

Skein for ABC


**NABC-TV Renewal of 'Panic' for 21 Wks.**

HOLLYWOOD—NBC-TV just-renewed "Panic," the last ABC series to be renewed, for 21 weeks. Sponsors of the show, "Panic," and the latest NBC series to be renewed, "Assignment Mexico," are expected to be finalists for the "50-week run" slot when it is revealed. The network's prime-time schedule, featuring such shows as "The Price Is Right," is in danger of cancellation.

**Murray, Shriner, May Get Quizzes**

NEW YORK — CBS-TV is playing around with quiz shows that are expected to be on the network's prime-time schedule, featuring such shows as "The Price Is Right," "The Price Is Right," and "The Price Is Right." The network's prime-time lineup, featuring such shows as "The Price Is Right," is in danger of cancellation.

**Kellogg's ABC List Amended**

NEW YORK — The Kellogg Company has dropped plans to sponsor any programs on ABC-TV, while still keeping its two weekly slots on CBS. The new schedule, which will consist of one weekly series and five alternate weekend slots, will be announced by the Kellogg Company and the rival network. ABC, which had already made the move last week due to the loss of the home market for its western programming, has not yet made any announcement about its new schedule.
AROUND THE WORLD
IN 52
ADVENTURE-
PACKED
HALF HOURS
ON FILM...
WITH MCA'S "TOP TEN"
ADVENTURE HIT...
JUST MADE AVAILABLE
TO LOCAL ADVERTISERS!
YOU KNOW THIS SHOW IS WORTH
A FORTUNE IN RATINGS AND SALES!
YOU KNOW IT IS "TOP 10" IN 49 MARKETS! (latest available ARB ratings as of May, 1957) ... with a
world-beating average of 26.9! You know you are going on the air with a huge and happy audience!
YOU KNOW WHY IT ALWAYS RATES HIGH! ... because the REVUE PRODUCTIONS seal spells television's
finest film programs. Made on seven seas and five continents, SOLDIERS OF FORTUNE takes viewers
adventuring in the mountain fastnesses of Tibet, the jungles of the Amazon, the menacing waters off
Hong Kong! Everyone claims to spend a fortune on production — REVUE really does.
YOU KNOW ITS TERRIFIC SALES RECORD! Seven-Up, exclusive national sponsor, ran 26 of these programs,
took a look at the results, asked REVUE to produce 26 more! Consistently high ratings are matched by
ideal audience composition — 50% adults, 50% kids.
Call your MCA TV Film Syndication representative for details on TV's most successful adventure hit...

starring JOHN RUSSELL and CHICK CHANDLER

SOLDIERS OF
Write, wire, phone
mca tv
FILM SYNDICATION
America's No. 1 Distributor of TV Film Programs
598 Madison Avenue, New York 22, N. Y., Plaza 9-7500
and principal cities everywhere

FORTUNE
MAG ADS LEAD WAY

Joint Commercials Reported in Works

NEW YORK—Reports are filtering thru closed ad agency doors that a number of advertisers are planning joint commercials for fall shows which they share.

The problem seems to be one of making working plans of extremely distant nature to fit together smoothly into the single commercial, but if whether such alliances should replace the second commercial in each telecast or the alternate week sponsor's cross-pitch, kibbel or essay.

The success of magazine ads, which have been linking Aunt Jennie pancake flour with Log Cabin Syrup in a "natural tie-in," Eastman Kodak, Johnson cornboard motors and MacGregor sport and a "designed tie-in," has prompted the advertisers to consider those for TV as a means of maintaining their identity with the viewers more strongly during the off-weeks and spreading their mes-sage ever more viewing hours at once.

Among the pairs of sponsors reported to be forming the tie-in are are said to be planning joint commercials are Westwood and Johnson; for "Bobbin Bobbin," Baldwin Piano and Miles Labs for "Teel," and Mutual for the Patricio Munzel show, in which Johnson, Brown and Schick and Scott Paper for Carl Mackenzie.

In designing, three sponsors of "S胍 Mickey Mouse Club" are muddling in an extension version of the same idea.

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THE BILLBOARD

CONTINUING

Per Cent-

THOUSAND

Analysis of Network TV Shows in Class A Time

Based on April TV audience measurements of AMERICAN RESEARCH BUREAU

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News, Comments & Sports Shows

- Cost Per Thousand Homes for Commercial Minutes
- 1. CAVALCADE OF SPORTS (Gillette, Tour, NBC).... $1.17
- 2. WEDNESDAY NIGHT LIGHTS (Pabst, Mennen, ABC).... $1.88
- 3. PERSON TO PERSON (Anser, Oly, Time, CBS).... $1.85
- 4. DOUG. EDWARDS NEWS (Brown & Williamson, Anser, Home Pool's, Hazel Bishop, CBS).... 4.14
- 5. MEET THE PRESS (John-Maxwell, NBC).... $3.22
- 6. DOUG. EDWARDS NEWS (Brown & Williamson, Anser, Home Pool's, Hazel Bishop, CBS).... 4.14
- 7. NBC NEWS (Quaker, Time, Miles, Sperry-Rand, Anser, NBC).... $4.53
- 8. RED BARBER (State Farm, NBC).... $6.75
- 9. JOHN DAILY NEWS (General Cigar, Du Pont, ABC).... 8.11

- Cost Per Thousand Men Viewers for Commercial Minutes
- 1. CAVALCADE OF SPORTS (Gillette, Tour, NBC).... $1.75
- 2. WEDNESDAY NIGHT LIGHTS (Pabst, Mennen, ABC).... $1.88
- 3. PERSON TO PERSON (Anser, Oly, Time, CBS).... $1.85
- 4. DOUG. EDWARDS NEWS (Brown & Williamson, Anser, Home Pool's, Hazel Bishop, CBS).... 4.14
- 5. MEET THE PRESS (John-Maxwell, NBC).... $3.22
- 6. DOUG. EDWARDS NEWS (Brown & Williamson, Anser, Home Pool's, Hazel Bishop, CBS).... 4.14
- 7. NBC NEWS (Quaker, Time, Miles, Sperry-Rand, Anser, NBC).... $4.53
- 8. RED BARBER (State Farm, NBC).... $6.75
- 9. JOHN DAILY NEWS (General Cigar, Du Pont, ABC).... 8.11

- Cost Per Thousand Women Viewers for Commercial Minutes
- 1. PERSON TO PERSON (Anser, Oly, Time, CBS).... $2.22
- 2. DOUG. EDWARDS NEWS (Brown & Williamson, Anser, Home Pool's, Hazel Bishop, CBS).... 4.14
- 3. CAVALCADE OF SPORTS (Gillette, Tour, NBC).... $3.09
- 4. NBC NEWS (Quaker, Time, Miles, Sperry-Rand, Anser, NBC).... $4.53
- 5. AIR POWER (Pemberton, CBS).... $5.13
- 6. WEDNESDAY NIGHT LIGHTS (Rabat, Mennen, ABC).... 4.23
- 7. JOHN DAILY NEWS (General Cigar, Du Pont, ABC).... 8.11
- 8. STATE FARM (Red Barber, NBC).... 14.95
- 9. CHILDREN VIEWERS for Commercial Minutes
- 1. AIR POWER (Pemberton, CBS).... $4.01
- 2. CAVALCADE OF SPORTS (Gillette, Tour, NBC).... 8.10
- 3. PERSON TO PERSON (Anser, Oly, Time, CBS).... 9.90
- 4. DOUG. EDWARDS NEWS (Brown & Williamson, Anser, Home Pool's, Hazel Bishop, CBS).... 10.94
- 5. WEDNESDAY NIGHT LIGHTS (Rabat, Mennen, ABC).... 12.94
- 6. JOHN DAILY NEWS (General Cigar, Du Pont, ABC).... 13.22
- 7. NBC NEWS (Quaker, Time, Miles, Sperry-Rand, Anser, NBC).... 17.47
- 8. THE PRESS (Johnson, NBC).... 23.64
- 9. RED BARBER (State Farm, NBC).... 31.86

COMING COST PER THOUSAND ANALYSES:

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Hazel Bishop Takes Dean

NEW YORK—Hazel Bishop has set its summer series on CBS TV. The advertiser has bought the Jimmy Dean Show for 15 weeks in the Saturday, 10:30-11:00 p.m. slot and will continue to sponsor alternate weeks of "Ben Yor MBuckle," Fridays 7:30-8, thru the summer, the other half of the time by Superior.

The former President will record its broadcasts wherever he hap-pens to be during the year.

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Truman Weighs 2d ABC Offer

NEW YORK—Harry S. Trum-man will be aired via tape on ABC Radio next season in a half-hour weekly series of political analysis, is mulling a similar ABC-TV commentator's role for a live simulcast.

The former President will record its broadcasts wherever he hap-pens to be during the year.
END OF CBC'S HOLD?  

COMMERCIAL TV MAY GET BREAK IN CANADA  

TORONTO — Commercial TV in Canada may find more opportunity with the election of the Conservative Party to the government this week.

While no policy as regards TV was laid down in its platform, the Conservative Party was after the Liberal Government many times in Parliament fighting for more opportunities in the key markets of the country.

Until now the key markets of the country have been the exclusive monopoly of the Canadian Broadcasting Corporation, and in many of these markets time is short, with the result that advertisers have had to hide their time or place their ads with TV stations south of the border.

The Conservative Party, proceeding along the lines of the Massey Commission report on broadcasting, sought first to have a national TV service provided by the government, before allowing private TV to enter into the key markets.

Its policy was in the middle of being changed, as the result of the report by the Powell Royal Commission on Broadcasting which recommended the second stations.

The change, therefore, will come in the speech of the prime minister to erect the second stations.

The Conservatives were elected only by a slight majority, and it is not expected that they will make any extensive changes in the operation of the TV industry which might be construed as contentious until they have a strong majority in Parliament.

Toronto was particularly a sore point with the advertisers. They were restricted greatly in what was offered them to purchase. As a result they followed the lead of many of the breweries. They per- mitted time on U.S. stations which beamed towards Canada. The advertisers are unable to purchase time on Ontario stations to sell their products because of limitations by law of the Province, so they used the American stations.

FOREIGN TRADE  

CALIFORNIANS' SLOT SOUGHT  

NEW YORK — NBC-TV is trying to move its new property, the Los Angeles-based series "The Californians" into the Sunday 7:30-9 p.m. time period which is, as yet, open for sponsorship.

NBC is hopeful that it will be able to sell Edelman, producer of "Waltz with Mike" and "Jen Bowie" on NBC-TV, to produce several more new shows to work under its banner in the future.

No one in authority in the Conservative Party will be quoted on vital policy matters, and NBC are asking their advertisers to proceed with their plans as before.

SCORE BY LANE  

'JUNIOR MISS' SET AS SPEC FOR DU PONT  

NEW YORK — Howard Erkine's first CBS-TV assignment will be as producer of "Junior Miss," one of the spectaculars for Du Pont next month. The Solly Brown property will have a score by Burton Lane and Dorothy Fields, and a book by Will Steger and Joe Glickman. No casting yet. Erkine is a key man on the earphone, or pilot, for CBS-TV. Aim is to get Walter Koenig to host the anthology series.

Mean while, "Crescendo," the kick-off show in the Du Pont series of spectaculars, has been scheduled for Sunday, September 28, 9:30-11 p.m. The Paul Galaga-produced program will be a siege of American music covering seven categories—musical comedy, Latin American, folk songs, symphonic jazz, religious music, blues, and Western music. Rex Harrison is being talked about as the star personality, with singers like Peggy Lee, Jo Stafford and others being discussed as talent.

CAPITAL EVENT  

WRC-TV 4  

On May 2, the cornerstone for WRC-TV's new million dollar color television plant in Washington, D.C., was officially installed by Vice President Richard M. Nixon and NBC President Robert Sarnoff.

Beginning this fall, WRC-TV will fulfill the promise of Mr. Sarnoff's dedication remarks: "Soon the nation will be able to see in living color the events, personalities, and scenes of the Capital, and from this added dimension our people will gain a truer picture of the institutions that are part of our national heritage. In a real sense, they will acquire a better picture of their government."

And in the words of Mr. Nixon this was "an historic occasion," for this is the first structure ever built expressly for color. It is also a symbol of wrc-TV's integration with Capital life, and of its continuing service to viewers and advertisers.

Washington, D.C. Sold by NBC Spot Sales

WRP-TV  

WASHINGTON, D.C.  

AMERICAN EYES COMEDY-DUNIIT  

NEW YORK — America Tobacco is taking a long look at "The Rehearsal Eye," a new television series produced for NBC-TV by Jack Chertock. The comedy detective series stars Bobby Van.

It is not known what plan the advertiser has for the property, but the word is that it could conceivably be substituted for "Mandarin," another new show which the advertiser bought, but which has had trouble finding an alternate week sponsor. American Tobacco owns Friday 7:30-on NBC.

Copyrighted material
PROJECTING THE BEST...

From CBS Television Film Sales come the best film programs for all stations: expertly-made, wide in appeal, easy on the budget.

Fast-moving action dramas like "Whirlybirds," "Assignment Foreign Legion" and "San Francisco Beat"... the western adventures of "Annie Oakley" and "Brave Eagle"... wholesome family entertainment like "Mama" and "Life with Father"... are part of a catalogue listing more than 20 top-rated syndicated properties. Each meets CBS Television Film Sales' quality-first standards; each comes backed with plenty of hard-hitting merchandising and promotion aids.

Hundreds of local, regional and national advertisers in more than 200 markets (who last year pushed CBS Television Film Sales' billings to a record high!) make their best showing with programs from...

CBS TELEVISION FILM SALES, INC.

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

Distributing San Francisco Beat, Whirlybirds, Winning of the West, Annie Oakley, Brave Eagle, Life with Father, Fabian of Scotland Yard, Amos 'n' Andy, Gene Autry, Buffalo Bill Jr., The Whistler, Files of Jeffrey Jones, Assignment Foreign Legion, Cases of Eddie Drake, Under the Sun, Mama, Gray Ghost, Champion, Colonel Flack, Navy Log, Ranger Rider, Terrytoons and Newsfilm.
'3-Web Battle Will Lift Usage'

NEW YORK — With three-network competition expected to be intensified because of the loss of new programs, especially at ABC-TV and NBC-TV, the question being asked in sponsor circles is whether ratings will slip downward. The answer being given by NBC-TV is that quality programming will again maintain ratings and push set usage higher.

An NBC study of the average Nielsen ratings of all nighttime programs shows that in 1955 it was 21.3, in 1956 it was 21.1, and in 1957 it was 21.1. The network points out that 1958 was a year of strong competition from ABC, which such shows as "Jim Bose," "Broken Arrow," and the second "Lawrence Welk" show really moved in and made their presence felt with audiences. In spite of such competition, the program average in 1957 remained as high as in 1956.

NBC maintains that ratings don't have to give if set usage is increased. This increase can be achieved by airing at different times. In other words, instead of meeting the competition head on, try to get a different part of the same audience, and also try to interest viewers who don't usually watch the front-running show.

Stable Factor

The web has come up with some interesting figures which bear out its contention. Sunday 9-9, according to the January thru March Nielsen national figures for 1956, saw set usage pegged at 65.0. In 1957, when Steve Allen was programmed, set usage went to 66.8, a 3 per cent increase.

The 14-city Nielsen figures for the same months, which are a bit more accurate because the programs meet head on in those cities, show set usage at 67.3 in 1956, as against 70.4 for 1957, a 5 per cent increase. This 5 per cent increase may not seem large, but usage is a relatively stable factor and 5 per cent is considered unusual.

The NBC analysis of the increased set usage in the Sunday hour attributes it to Allen's appeal to young married people. The web believes Sullivan's main appeal is to older women. Its research has demonstrated that 30 per cent of Sullivan's homes, according to his AA ratings, were young married in the 16-24 class, 30.9 per cent were in the 35-49 age bracket and 40.1 were over 50 years of age.

Another Breakup

A study of the Monday 9-9:30 time period before "Twenty-One" also shows that better programming increases set usage. In March and April of 1956, set usage in the half hour was 70.4 with "I Love Lucy" dominant for CBS-TV. It went to 72.9 in 1957 for those months when "Twenty-One" moved in.

An even more unusual increase in set usage came in the 7-7:30 to 8-8 Wednesday time period. Before "Disneyland," the January to March, 1954, Nielsen showed set usage as 61.8. In 1955, when he was already on ABC for several months, set usage was 71.2. Interestingly enough, set usage in the 7:15-7:30 strip also climbed because the John Daly strip was being programmed there. For the month in 1954, set usage was 50.1, but it jumped to 55.9 because audiences were strongly interested in getting ready for "Disneyland."

NBC has also come up with a type example of the clash in set usage during daytime hours. In the old "Home" time, 11-12 set usage increased from 17.0 for the first three months of 1956 to 19.3 for the last three months of 1957 when the "Home" was moved out into the West. In the same period, home usage has gone down from 14.4 to 14.0 for the same periods of 1956 and 1957. The "Home" was programmed 10:11 A.M., which, no doubt, accounts for its cancellation.

'TIMIDITY HIT

FCC Exec Blasts TV 'Conflict'

WASHINGTON — "Confusion and indifference" of broadcasters is largely responsible for the increasing amount of government regulation and investigation of the industry, FCC Commissioner Craven told a group of Maryland broadcasters last week (14). The fear of government jurisdiction of TV is one aspect of the broadcaster's "indolent" and "apathetic" approach toward risk and innovation in the progress of television, said Craven.

The commission's crackdown on a feature in a one subtle area of the broadcasters' "indolence" has been "an approach toward risk and innovation in the progress of television," said Craven. The assault was directed at the tendency of broadcasters to let the government legislate their security, at the cost of irrelevance." I consider the industry as a whole a firm of great concern," Craven said.

Organizations who have a right to some regular activity of Congress because their judgment "isn't made as it's expected," he said. The other was said to "take advantage of every legal cooperation in the commission to stop competition."

Craven told that no one could predict reaction, good or bad, to the bill until the public has a chance to give its own judgment. He noted that paying for television was a problem in community area. It was argued that the broadcast industry was up to possible risk, Craven was sure that local sales function TV might not prove such a "safe" solution in the long run, with artificial protection from competition would do them no good, Craven believes.

'Telephone Time' Makes Inroads on 'Playhouse,' Lux

NEW YORK — The arrival of "Telephone Time" has boosted ABC-TV ratings for Thursday nights sharply in the space of a few weeks, according to the latest Nielsen multi-network report. The March 28 figure for the 10-10:30 p.m. slot was 3.9 against 2.4 for CBS-TV and 2.0 for NBC-TV. The April 18 rating for the second week of "Telephone Time" gave the week an 11.3 against 11.0 for CBS and 14.8 for NBC.

"This proves no show is invulnerable," an ABC exec says, noting the program was aimed against "Playhouse 90" and "Lux Video Theater."

Women Open 3-Mo. Fight Against Slums

NEW YORK — American Women Today is trying to help New York housing that has launched a three-month assault on slums in cooperation with The Advertising Council. Working with a special kit prepared by Young & Rubicam, the broadcasting group has tied in with a national public service campaign on behalf of the American Council to Improve Our Neighborhoods.

The 4 big million-plus markets of WBC TELEVISION

IN BOSTON... WGBZ-TV, Channel 4
New England's first TV station delivers America's 6th TV market, 1,400,000 TV homes.
(NBC)

IN CLEVELAND... KYW-TV, Channel 3
Northern Ohio's new Sight and Sound delivers America's 7th TV market, 1,200,000 TV homes.
(NBC)

IN PITTSBURGH... KDKA-TV, Channel 2
Number One TV station in western Pennsylvania delivers America's 8th TV market, 1,200,000 TV homes.
(NBC) (CBS) (ABC)

IN SAN FRANCISCO... KPIX, Channel 5
Northern California's pioneer TV station delivers America's 9th TV market, 1,100,000 TV homes.
(NBC) (CBS) (ABC)

If you want the big sales, you need the big markets of W.B.C. W.B.C. programming and promotion give you the big audiences in America's 6th, 7th, 8th and 9th markets.
For availability, call the stations: Or, A. W., "Black" Dannenbaum, W.B.C. VP-Sales, at Murray Hill 7-6668, in New York.
No selling campaign is complete without the W.B.C.-TV stations

If you want the big sales, you need the big markets of W.B.C.
There are only so many hours in the day ...Here's how to make those hours pay!

If you're a TV station owner or operator — your basic commodity is TIME! And since nobody, but nobody, has ever come up with a plan to expand the twenty-four hours in a day, there's a very circumscribed limit to the amount of time you can sell!

You can increase the number of viewers, however, who watch your particular channel at any given hour. And forgive us for being obvious — but by so doing, you must automatically increase the value of your air-time!

That's where M-G-M features become a very important consideration. Literally dozens of stations have found that the higher ratings achieved by the programming of M-G-M features have justified important rate-card increases.

Therefore, we wonder if you have looked over your rate-card lately? And have you thought about what these fabulous M-G-M features can do towards boosting your rates upwards? We would be happy to have you contact us for the full M-G-M story.

The swing is toward Leo!

MGM-TV
A SERVICE OF LOEW'S INC.

RICHARD A. HARPER, General Sales Manager
701 7th Avenue, New York 36. Judson 2-2000
drop everything!
...here comes another great SCREEN GEMS film program!

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<td>Tales Of The Texas Rangers</td>
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<td>Captain Midnight</td>
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<td>The Wander Co.</td>
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EVERY WEEK-2558 SCREEN GEMS SHOWS ARE TELEVISION IN 100 TOP CITIES!
New York — NBC-TV last week wrapped up several important daytime sales. Mentholatum virtually doubled its network budget when it purchased one and a half hour spots of daytime on the network. One week the advertiser will sponsor, on Fridays, alternate quarter hours of "Price is Right," "Bride and Groom," and "Comedy Time." The second week the advertiser will use, on Mondays, alternate quarter hours of "Queen For A Day," and "Price Is Right." By standards of the big network advertisers, the Mentholatum buy is not large, but it represents virtually its entire advertising budget.

New Mentholatum schedule for its cold remedies begins Oct. 11. NBC also received a daytime order from Brillo. Sponsor, beginning Sept. 30, will add alternate Tuesday quarter hours of "Bride and Groom" and "It Could Be You." Brillo will continue to sponsor alternate Thursday quarter hours of "It Could Be You" and alternate Tuesday quarter hours of "Matinee Theater" and "Modern Romances.

The last NBC deal was with Star-Kist Tuna, which bought alternate Friday quarter hours of "Tie That Dough" to begin August 16.

Faraghan to Take Job With WFLA-TV

CHICAGO — WGN-TV late this week will announce the resignation of Jay Faraghan, veteran program director who engineered the station's pioneering exploits in use of feature films. He will leave July 15 to take a similar post under an old associate, George Harvey, manager of WFLA-TV, Tampa. Harvey is former sales manager at WGN-TV.

Howard Johnson Buys 'Today' Seg

NEW YORK — Howard D. Johnson Company, restaurant chain, entered network TV this week with a 23-week participation on NBC-TV's "Today." The purchase was made thru N. W. Ayer, Johnson's first web buy comes after four years of local spot buying.

ABC Billing Will Top $100 Million, Treyz Predicts

ST. LOUIS — ABC will top the $100,000,000 mark in gross billings for 1957, Oliver Treyz, ABC's vice-president and general manager, stated last week.

The web is four months ahead of last year on its selling schedule, according to Treyz, quoting Publishers Information Bureau figures. They showed ABC 24.0 per cent above the 1956 billings for this same time of year, with NBC TV up 9.8 per cent and CBS TV up 8.3 per cent.

ASSORTMENT

CBS Readies 4 New Shows For Daytime

NEW YORK — CBS-TV has daytime shows in various stages of development, making them ready for whatever weaknesses might occur in the prime-time schedule.

Two are quarter-hour strips. The first is "A Sign of Strength," based on the book of the same title by the American Service Association. Semi-documentary in content, this program, to be produced by Jack Kuzin, will consider cases which have come to the organization for help. Series will be centered around a caseworker, who will participate as a witness, and a narrator.

The second is "The Will to Dream," a soap opera, not with a difference. It concerns the relationship of a atomic scientist and his wife, the difference being that the backgrounds will be contemporary and many of the problems topical. Script is by David Freedman.

Two quiz shows are being blueprinted which will be half-hour strips. One is "The Search for Cinderella," to be produced by Stark-Layton, which will be an audience-participation with Tom Beauty as emcee. The show will honor a woman who has lived usefully. The other quiz show is to be produced by Entertainment Productions Incorporated, with a title as yet unselected. Details of the property are being kept under wraps.

Kay Francis Sues 'Rich'

NEW YORK — Those pretty gals that conduct the guesst on and off stage are the audience participation programs can be mighty important. "Strike It Rich" has just been dapped with a $150,000 damage suit by Kay Francis, who claims she tripped over a dolly track causing her severe injuries. She charges negligence in failing to conduct her off stage and provide adequate lighting.

The alleged injury occurred when Miss Francis was a guest star on "Rich" December 21, 1954. Her name was also defendants CBS, Wall Frazier Productions and Colgate Palmolive.

LUXURY LINERS GET TV SETS

NEW YORK — Luxury liners and other vessels headed for Europe will be equipped with "V" sets from now on, with reception estimated at 200 miles from any transmitter. A transatlantic crossing would allow TV reception for two full days out of the average five-day trip.

Caribbean cruise ships will have TV all the way, as will Star Line, Oll Tankers and other cargo boats which make similar trips. New for this year's schedule, according to a Conrad Line spokesman, calls for private sets in exhibit.
The NEW adventures of

CHARLIE CHAN

starring

J. Carrol Naish

with James Hong as the Number One Boy

Here it is! Television's own brand-new half-hour series now being produced in Hollywood and in the intrigue-filled Hydrogen Age capitals of Europe — The NEW Adventures of Charlie Chan. He's the master mystery entertainer of them all — Entertainment's only Chinese detective. Loved by millions . . . eager audiences have laid down their dollars at box offices everywhere to thrill to the exciting cleverness of Earl Derr Biggers' famous fictional sleuth. Want to enjoy yourself and profit seeing Charlie Chan solve "The Case of The Profit-Building Program"? Just wire collect or phone tpa today for a private screening.

EXTRA! INTEGRATE YOUR COMMERCIALS WITH THE STARS — Charlie Chan and his Number One Son have filmed commerical lead-ins and lead-outs for you. At small additional cost, you can wrap your local announcements with the prestige and power of introductions by Hollywood's stars!
TV Looks to Europe to Expand Its Operations

NEW YORK—TV is intensifying its cultivation of European fields. The aim of the networks and of program producers is to find talent, properties, increase station investments and to find markets for their properties.

NBC last week formed NBC International Ltd., a wholly-owned subsidiary, to conduct its expanding TV operations throughout the world. The new Canadian Corporation which will operate Montreal of force in July will conduct all of NBC's management services, station investments, and program sales both of the network and of California National Productions. Inc. Alfred Stern has been named chairman of the board, and Ronald Wheeler, current director of European operations, president.

The Stern last of the network's new properties, It's a Wonderful Life, is presently equitable and will be sold, according to Doerfer, in late June. Doerfer is expected to be involved in the European operation. He will scan the documentary field abroad. Also aboard is Ed Sullivan looking for new acts for his Sunday evening show. Sullivan often makes talent hunting trips to Europe but with talent in such short supply for variety shows it is none necessary than ever that he come up with a few new acts.

LEGISLATION ON PANEL PROGRAM

WASHINGTON—Legislation begins on TV, at least on CBS. An agreement reached by two Senators during "The President's Budget," a special telecast May 19, resulted last week in the introduction of an amendment to the Mutual Security Act on the Senate floor. That Congress should be fully advised of how foreign aid funds are spent was the conclusion of Karl Mundt and Joseph O'Mahoney during the TV debate. The Senators feel the next day to draft it as an amendment.

Doerfer Tells Johnson: Television Cleans Films

WASHINGTON—Last week in a telephone call between the amateur Eric Johnson and the FCC's Counsel, Doerfer, an "objectionable" material in old movies, had Doerfer sticking to his original assertion that television has had a clean-up effect on Hollywood features.

The Doerfer letter (1) quoted in a note from the Motion Picture Association of America press (2) showing the condenser to the commissioner's office, gives this result of the course of an INS interview. Doerfer said that he had no intent to disparage the movie industry, but the fact remained that the movie studios had to be broken up for TV showing. After, Doerfer said, the newer features were in "thousands (more) better NARTB code compliance by prospective TV showings.

Doerfer said that many complaints about violence on TV were based on old films showing that many old films are not objectionable or rejected by broadcasters, including murder scenes, or carrying racial or religious bias. Johnson had described strongly to this point, claiming that millions in old films are currently in use. He said that they depend only on the "organ" to provide good films. Johnson also claimed TV's code of good practice was a follow-up to the movie's own code, founded in 1930.

As far as television on TV, Doerfer said some major producers of film had recently agreed to adoption of the NARTB code of film practice. Also, he feels that possible rejection of films by code subscriber stations (30 out of 35 total) has made many present-day movie producers anxious to comply with TV code regulations.

In the disputed interview, which was based on a talk in New York in May, Doerfer had pointed out the difference between kids' love on TV today and that of the olden movies: "half a generation ago 10 or 20 years back."

This reference also settled Johnson, who claimed that racial and religious half had been the object of a counter-campaign in Hollywood before TV came into being.

Another disagreement involved the comparative "freedom" of British commercial broadcasting. Johnson pointed out that the British commercial TV used about $1 million worth of American movies annually, and that the BBC, with its high-quality standards, also used substantial amounts of American films. American were said to use about $8 million worth of British films annually.

Doerfer called the British TV "parabellum," with "pops know best." He said that contrasted sharply with the American freedom in programming.

Another Major Victory for the Champ!
The Only TV STATION to win FOUR major Billboard PROMOTION AWARDS

FIRST in the nation for promotion of network programs.

FIRST in the nation for promotion of syndicated film programs.

FIRST in Louisiana and third in the nation for general audience promotion.

WAFT-TV is tops in other merchandising contests, too . . . with 7 major awards in national contest during 1956-57.

WAFT-TV is tops in ratings and entertainment, too . . . with 4 out of 5 top time night shows, 8 out of 10 top morning shows and 16 out of top 50 week day strips.

Thank You, Billboard Judges

WAFT-TV Reeps Blair TV Associates
Baton Rouge, La.

"First in TV in Baton Rouge"
`I LOVE LUCY'—No. 1
Buy in All
Audience Groups

`DECEMBER BRIDE'—No. 2
Buy in All
Audience Groups

Situation Comedies

(Reprinted from The Billboard, June 10, 1957)

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<td>1. I LOVE LUCY (Procter &amp; Gamble, Ford, CBS)</td>
<td>$1.99</td>
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<td>2. DECEMBER BRIDE (General Foods, CBS)</td>
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<td>3. FATHER KNOWS BEST (Scott, NBC)</td>
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<td>2. DECEMBER BRIDE (General Foods, CBS)</td>
<td>$2.88</td>
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<td>3. PHIL SILVERS (R. J. Reynolds, Procter &amp; Gamble, CBS)</td>
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<td>4. PEOPLE'S CHOICE (Borden, Proctor &amp; Gamble, NBC)</td>
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<td>6. OH SUSANNA (Nestle, Helene Curtis, CBS)</td>
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<td>7. LIFE OF RILEY (Colgate, R. J. Reynolds, NBC)</td>
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<td>8. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS)</td>
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<td>9. FATHER KNOWS BEST (Scott, NBC)</td>
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<td>10. OZZIE AND HARRIET (Eastman Kodak, ABC)</td>
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<td>8. OH SUSANNA (Nestle, Helene Curtis, CBS)</td>
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<tr>
<td>9. LIFE OF RILEY (Colgate, NBC)</td>
<td>$3.74</td>
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<td>10. OZZIE AND HARRIET (Eastman Kodak, ABC)</td>
<td>$3.74</td>
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<tr>
<th>Situation Comedies</th>
<th>Cost Per Thousand Children Viewers Per Commercial Minute</th>
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<td>1. I LOVE LUCY (General Foods, Procter &amp; Gamble, CBS)</td>
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<td>2. DECEMBER BRIDE (General Foods, CBS)</td>
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<td>3. FATHER KNOWS BEST (Scott, NBC)</td>
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<td>6. BOB CUMMINGS (Colgate, R. J. Reynolds, CBS)</td>
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<td>5. PHIL SILVERS (R. J. Reynolds, Procter &amp; Gamble, CBS)</td>
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Both are Produced by Desilu Productions
Hollywood, Calif.
'Margie,' Erwin Strong

Official Strips Prove Power of Rerun Films

NEW YORK—One of the Acid tests of the effectiveness of rerun films is in the "stripshow" above, a programming pattern pioneered by Official Films two years ago and now a standard on local schedules across the country. The strips are a good test of reruns because, however many films there are in a series, this pattern plays them out so fast that inevitably they have gone into a number of subsequent runs.

Official, which has now begun to jack up the reruns on the strip, has been making two years ago a study of the latest ratings of the stripped "My Little Margie" and the 500 Erwin show.

Wells Brown, syndication sales managers, is five weeks early at the number of times the Erwin show, which he admits is none of the best properties in syndication, outpulls such formidable attractions as the "Missie Moke Club" and top feature films. Considering the station's output, sales records and rates, these comedy strips may well stack up as one of the most efficient participation boys and one of the best money makers for stations.

Brown picked Phoenix, Ariz., as an example and took as a basis of comparison the powerful "Best of M-G-M" on KPHO. Its latest American Research Bureau was an average 18.0, and it cost $100 per minute with no discounts. The fourth run of the Ervin show on this station, an average 8.6, or not quite half of what the big movie got. But on a five week buy with a 12-week discount, a minute on the Ervin strip costs $12.69, or 27.5 a quarter of what the movie cost. In other words, Brown's cartoon comedy is giving the particular package about twice as many sales calls per dollar.

Here in New York the third run of Erwin are currently playing 9:30 a.m. across the board. The five exposures gain a total AFB of 20.5, Brown pointed out. The Erwin strip in April had a 5.4 average in Chicago, where it faced "Truth or Consequences" and "Stri'K-Rich," which are 3.8 and 2.5 respectively. In Atlanta, the "Magpie" strip at 10 a.m. had an average 1.7, while the opposite "Flo" had 1.4.

''Martin Kane' In New Areas

NEW YORK—Ziv-TV's "New Adventures of Martin Kane" has picked up national sales recently and regional deals lately, and in individual markets it is due to be rolled out to a dozen new auto-nomous sponsors.

Robert K. Brown, head of the new "Martin Kane" syndication drive, says: "Some of its strong points are glint, the script, and the star. The show is a tough, strong, condensed story centered around a tough private detective. The show's appeal is timeless. The day before yesterday and the day after tomorrow.

'Hollywood' At Scotch Hotel

NEW YORK—"Hollywood," the syndicated daily series, will be heard at the Scotch Hotel. It is presented by Chester Glassley, president of the syndicated radio feature "Scotch Scope Pictures," commercial department of TCF-TV, as associate producer under Gordon Mitchell. He brings two other Five Star veterans with him, Joe Orlando and Howard French.

Weintraub on Schubert Cook

NEW YORK—Under the heading "Tell Truth Is Picked Up" we have reported that the "Tell Truth" has just been renewed for another 20 weeks, which almost its run thru to next winter on CBS-TV in the Tuesday 9-10:30 slot. The Goodson-Todman panel show has been rising steadily, its latest Nielsen is around 240, an increase of more than 20 per cent.

The sponsor that renewed is Pharmaceuticals, inc.
Most honorable report: Miami prefer "Destination Tokyo"

Miamians had a choice of two trips to Tokyo one recent Sunday night from 10:00 to 12:30. Station WTVJ showed Warner Bros.' "Destination Tokyo", starring Cary Grant and John Garfield, while WCKT had MGM's "Thirty Seconds Over Tokyo", starring Spencer Tracy and Van Johnson.

Results: a 25.4 ARB rating for the Warner Bros. film distributed by A.A.P.; a 9.1 rating for the other Tokyo story, shown during the same time period.

This kind of pulling power for Warner Bros. features is being repeated in market after market from coast to coast. For rates and availabilities, write, wire or phone a.a.p. inc.

Distributors for Associated Artists Productions Corp.
345 Madison Ave., Murray Hill 6-2323
75 E. Wacker Dr., Dearborn 2-2030
1511 Bryan St., Riverside 7-8853
9110 Sunset Blvd., CReshview 6-5885

www.americanradiohistory.com
NTA INTERESTED

SG Group Deal
May Set Pattern

NEW YORK—The partnership deal that Screen Gems made with a group of key stations for the production of "Casey Jones" is likely to establish an industry pattern. A number of other important distributors are known to be interested in making such deals. And the fact that Screen Gems was able to carry it off proves that stations are willing to go along with it.

It turns out that National Television Film Associates has been trying to effect such an arrangement for some time. NTA was apparently trying to work it into the operation of the NTA Film Network. It is reported to have held a meeting with a number of key affiliates a couple of months ago at which it proposed that the stations enter the financing of the series to be produced by Daubs and TCF Television Productions. Among the properties understood to have been proposed to them are "Have to Marry a Milliaryon," "Alby," "The Last Ashy," and "The Third Letter." The stations would have been able to play the shows as continuations, with preemption privileges guaranteed to feed the NTA with a client was found. NTA has not been able to carry its deal, but as far as is known it is by no means dead. Screen Gems' deal with KTTV, Los Angeles; WBEN, New York, and the Wartimehouse Broadcasting Corporation is understood to be a 50-50 partnership.

Botjac Films Pilot
Of Calamity Jane
HOLLYWOOD—Pilot of Calamity Jane, based on the famous Western character, was completed by Botjac Productions last week.

The show, which stars Elaine Davis, was produced by Donald Barry and directed by Frank McDonald. "Jane" is Botjac's second TV project, the first having been "Flying." 

NOW top ad men offer up-to-minute proof of what we've been saying about Buffalo since 1948

"YOUR TV DOLLARS count for MORE on channel 4"

WBEN-TV

first in Buffalo and Western New York

SECOND IN THE NATION for network program promotion in three station markets

Coverage and continuity of acceptance as the prime media in sight and sound are what make a television station tops in its area. WBEN-TV through provable coverage facts and consistent rating superiority is tops in Western New York.

And now we offer our advertisers an important extra: proof of our ability to effectively promote our advertiser's programs. Add promotion to our coverage and acceptance and you have all the reasons you need for deciding why WBEN-TV is your best buy!

Our sincere thanks to the distinguished BILLBOARD panel of top ad men for voting us these newest honors in competition with over 40 leading stations.

Expansion by All-Scope; 4 Added to Staff
HOLLYWOOD—All-Scope Pictures, TCF Television subsidiary for the production of commercials, took the biggest expansion step in its formation with the addition of four new staff members last week.

Joining the firm are Chester Clancy, former president of Star Production, which went out of business 10 days ago, and three others.

According to All-Scope president, Gordon S. Mitchell, the company is now in production on commercials for Young & Rubicam, Grey Advertising, Compton, and Doyle, Dane & Bernbach.

CRACKDOWN

AFM Acts to Halt Foreign Canned Music

HOLLYWOOD—Measures to stop the illegal importation of canned music for TV programs and films have reached the AFM at its convention in Denver last week.

The musicians passed into law as a proposal which may have significant effect on foreign production music for U.S. shows. The new article states that "the Federation member may perform services and without the permission of the AFM at its convention in the United States and Canada.

The fine for violation is up to $250 for possible loss of membership rights.

The measure is primarily aimed at the importation of musical numbers in the United States for recording in a foreign country. Thus hiring U.S. composers, then recording elsewhere, film producers have to a large extent been able to get around the $4 per cent AFM trust fund formula.

A second provision, not as extensive, has been made, whereby record- ing of a sound track in the United States, shipping it into Mexico, then bringing it back into the country as a "foreign" track. The new article, and the stiff penalties provided for violation, will probably mean that producers will either have to get their music abroad from start to finish, or pay into the trust fund.

Colgate Renews Skein on KTTV

HOLLYWOOD—Colgate last week picked up the option on its "Colgate Theatre" M-G-M film package on KTTV for another year. When originally conceived last summer, for $15,000 per picture, the deal presaged a new kind of feature film programming and buying.

Under terms of the original contract, the pact runs three years with options at the end of each season. Ratings for the two-hour program have averaged in the mid-40's for the past year.

Colgate will not continue sponsorship through the summer, but is taking a 10-week hiatus. During the interim the program will move to the Dodge dealers of Los Angeles for full sponsorship. The other half is yet to be contracted.

TPA May Vend Gosch Series

NEW YORK—Television Program Association of America is reported to have made a deal with Martin Gosch for the distribution of the H series he produces in Spain. The title on the show is "It Happened in Madrid." It is expected to be put on the market this fall.

Gosch was trying to arrange a new series for ABC served by WBEN-TV, "Write Dept. B.

The Billboard's
19th Annual
Promotion Competition

We will be happy to send you our colorful new brochure covering market and sales facts about the 14 Western New York and 4 Northwestern Penn. towns we serve by WBEN-TV. Write Dept. B.

WBEN-TV

CH. 4
CBS in Buffalo

Represented nationally by:
HARRINGTON, ROYER & PARSONS, Inc.

THE PIONEER STATION IN WESTERN NEW YORK
CHARLES BOYER, DAVID NIVEN, DICK POWELL AND FOUR STAR FILMS, INC.

Congratulate

THE NO. 1 HIT of the NEW SHOWS '56-57*

"HEY JEANNIE!"

"THE BEST NEW STAR ON TELEVISION"**

JEANNIE CARSON

1. I LOVE LUCY ......................... 38.4
2. DECEMBER BRIDE .................. 35.1
3. GUNSMOKE .......................... 34.9
4. FORD SHOW ....................... 30.8
5. $64,000 QUESTION ............... 30.8
6. PERRY COMO SHOW ............. 29.5
7. RED SKELTON SHOW ........... 29.5
8. ED SULLIVAN SHOW ........... 27.9
9. I'VE GOT A SECRET ............. 27.9
10. THE LINEUP ..................... 27.7

11. HEY, JEANNIE! . 27.4 .... (44% Audience Share — Opposite Caesar and Welk)
12. LORETTA YOUNG SHOW ....... 27.2
13. THIS IS YOUR LIFE ............. 26.9
14. DRAGNET ....................... 26.8
15. PLAYHOUSE 90 .................. 26.8
16. WHAT'S MY LINE ............... 26.7
17. MR. BROADWAY (Spectacular) . 26.6
18. CHEVY SHOW - BOB HOPE ...... 26.3
19. YOU BET YOUR LIFE ............ 26.0
20. PEOPLE'S CHOICE ............... 26.0
21. ALFRED HITCHCOCK PRESENTS .. 25.7
22. G. E. THEATRE ................. 25.2
23. JACK BENNY SHOW ............ 24.7
24. YOUR HIT PARADE ............. 24.0
25. $64,000 CHALLENGE ........... 24.0
26. THE MILLIONAIRE .............. 23.9
27. CHEYENNE ...................... 23.8
28. WYATT EARP ................... 23.7
29. TWENTY-ONE ..................... 23.5
30. WEDNESDAY NIGHT FIGHTS .... 23.1
31. STEVE ALLEN SHOW ........... 22.6
32. FATHER KNOWS BEST ........... 22.3
33. PERSON TO PERSON ............ 22.3
34. GALE STORM SHOW .......... 22.2
35. BROKEN ARROW ................ 22.1
36. LAWRENCE WELK SHOW ....... 22.0
37. TO TELL THE TRUTH ........... 22.0
38. SHOWER OF STARS ........... 21.9
39. ARTHUR GODFREY'S SCOUTS ... 21.8
40. LASSIE ........................... 21.8

*NIELSEN RATING
National Average Audience
First Report, May, 1957

**TV RADIO MIRROR'S
Annual Audience Poll
1956-57
**ARL'S TOP 10 FILMS IN 15 KEY MARKETS**

By Program Type for April

<table>
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<tr>
<th>CITY</th>
<th>FILM TITLE</th>
<th>SCREEN 🔴</th>
<th>IMPACT 🔴</th>
<th>MILLION 🔴</th>
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<th>ACHIEVEMENT</th>
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**WBKB to Bow a New Morning Format July 1**

CHICAGO — WBKB bows a new morning show format July 1, signed, says manager "Red" Quinn, "coming after the second hour of NBC's 'Today.'

Called "A.M. in Chicago," the 5 to 8:30 a.m. slot will feature a "million dollar" bundle of pre-1949 short subjects, produced by Paramount and released by NTA. In the package are six Color-Comedy series including Robert Benchley and W. C. Fields comedies; Betty Boop and George Barbier's "Granville Face," Bill Corum and Harold Lloyd films; material shorts by Hal Roach, Artie Shaw, Lawrence Welk and Lilian Roth, and slapstick and exercise bits.

Paul Gray, comic and after-dinner monologist, has been signed as the personality to continue his "freeze "breakdown approach, but with a novel psychological twist. The advice the station said the supply of short subjects in the package is endless.

In another new program installation, the 3:30 to 5:30 p.m. slot will be filled with a locally produced "movie of the week" approach, but with a novel psychological twist. The advice the station said the supply of short subjects in the package is endless.

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NTA Plan Blocs 3 Shows a Week

NEW YORK—The NTA Film Network is committing itself to three half-hour shows for fall debut. It has been promoting a plan to ad agencies by which an advertiser buys a third sponsorship of each one, giving the sponsor broader audience exposure than is possible by full sponsorship of a single show.

Dubbed the "Triple Exposure Plan," it offers advertisers, in addition to one minute within each show, an opening and closing billboard on each.

NEGOTIATING

Post-'48s May Be Sold By Warners

NEW YORK — The post-1948 pictures produced by Warner Bros. may be getting into TV before long. Eliot Hyman, president of AAP, Inc., which distributes the Warner Bros. backlog, is reported to have been negotiating with Warners for a TV deal on the post-48s.

Meanwhile, AAP is reported being brought a group of eight recently-produced pictures into TV, Most of them are British.

The pictures are "The Devil Girl from Mars," produced by the Danzinger Brothers; "The Stranger Hand," with Trevor Howard and Richard Basehart; "Walk the Dark Street," with Chuck Connors; "I Killed Wild Bill Hickok" with Tom Brown; "The Angel Who Played Her Horn" with Felix Aylmer, and "Son of the Rosenberg..."

Coast ARB Rates KSBW's 'Dig' Top News Show

SALINAS, Calif. — "TV News Digest," a nightly half-hour syndicated show on KSBW-TV here, has racked up a 32.6 rating, according to American Research Bureau's latest figures, and is the highest-rated news show on the West Coast.

The 6:30-7 p.m. strip is divided into six five-minute portions for such local and regional news, weather, sports and names-in-the-news interviews. Six KSBW staffers handle the segments.

Own Renun Tops 'San Francisco'

LOS ANGELES—More proof of the power of reruns to outdraw their originals was furnished by American Research Bureau last week, which gave "San Francisco Beat" a 17.6 score and "The Love Up," its parent first-run series, a 25.0 in its May report. Both are evening shows locally.

"Badige 74" has been topping "Daggett" here for some time, so we have the reruns of "My Little Margie" being beating its original first-run ratings.

Raymond C. Fox, controller at ABC Film Syndication, was awarded the degree of Master of Business Administration by New York University last week. Roger Burnstead, media director of the New York office of MacManus, John & Adams, was named to the board of Lila McFadden, who is with the TV department of C. J. Lalone.

So far the NTA Network has only one show on the air, "Paxtime Performance," the series of 20th Century-Fox features, which is freely sponsored through January 1.

The three shows that NTA is promoting for its "Triple Exposure Plan" are "How to Marry a Millionaire," "This Is Alice," and "The Last Marshall." NTA is assuring the agencies that the programs will be aired Monday, Wednesday and Friday between 7 and 7:30 p.m. It predicts a cumulative audience on the three shows of between 14,000,000 and 15,000,000 homes per week.

NTA has been working on clearance for these three shows for the past couple of months.

It has also been talking to its affiliates about clearing it for a daytime strip and for a kiddie spectacular for Saturday or Monday. The kiddie spectacular has been on NTA's planning boards since the network made its debut last fall.

The film network recently added two new syndications, giving it four to New York and two in Chicago.

IRAQ, CYPRUS BUY 3 CAL-NAT SERIES

NEW YORK — Iraq and the island of Cyprus are the world's newest TV markets, as reported by California National Pictures, which has sold its "Frontier," "Vic tory at Sea," and "Medic" in English for local substituting in those areas.

CNP has noted a sharp increase in overseas visitors who are buying U. S. shows in New York and Hollywood for their countries.

Among the globe's latest commercial TV markets are Finland, Belgian Congo, South Africa, Laos, and Pakistan. The Cyprus and Iraq stations (Baghdad and Ba quy) went on the air last month.

'ROCKET SQUAD' Hits 150 Markets

NEW YORK — The sale of "Rocket Squad" to WCPO, Cincinnati; WLW, Cincinnati, Canada; and WBBM, Chicago, last week put the ABC Film Syndication series in a total of 150 markets.

ABC Film also sold its "Passport to Danger" series to WTVF, Nashville, Tenn.; KOLO, Reno, Nev.; and three Canadian stations.
DO YOU REALLY WANT TO BUY A PLUM?

A BILLION DOLLAR PLUM . . .

WREX-TV

HERE IS FRUIT FOR THOUGHT:

- 255,600 TV sets are serving over a million people
- Only VHF station covering this billion dollar market
- Well outside the range of either Chicago or Milwaukee television signals (50 miles)
- Only VHF station leading top CBS and ABC network shows to the Curtis home (60 miles)
- Combined rural and industrial listener base ideal for test campaigns
- YES, THERE'S REAL SALES POTENTIAL IN REAL ESTATE

America's No. 1
Disk Jockey—Comedy King

ZEKE WANNERS

Broadcasting 4 Hours Daily
STATION WINS, NEW YORK CITY
1-4 P.M. & 10-11 Midnight

Sure-Fire for Personal Appearances

JOLLY JOYCE

Theatrical Agency
P.O. Box 341, New York, N.Y. 10011

Copyrighted material
HORSE OPERAS

"Jim Bowie," "Arrow" Get Song Plays

NYC—Encouraged by station reports of record requests and successful promotions, station managers and package buyers are more and more going in for themes songs with marketing possibilities. Latest ballads out: "Broken Arrow" and "Jim Bowie," for the ABC-Television series. Station Records will release both this week.

Colging the adult Western ballads themed "W Zielog Expot," for which ABC television is in the process of constant streams of inquiry and purchase. New York. Prior to the Edie Time, "Davy Cockett" was a national best-selling. Universal Western entries include "Wagon Train," "Snylflaok," "Red Man," and "Fargo." Stations are being offered to stations for resale for giveaway before release. In addition to innumerable specials available to TV producers for similar purposes, there have been regular hits among themes songs like "Dragnet" and "Robin Hood." Literature's treasures of songwriting give away million copies distributed by banks and other theme film series.

COMMERICAL CUES

MORE VIEWING

"Three out of every four people say, they watch TV today more than they ever have before." "People generally say that programs and commercials are better than, or as good as, done on the air in 1956." These comments are a sum of a nationwide study directed by Dr. Albert D. Freiberg, director of the Marketing and Social Research division of the Leo Burnett Advertising Company. The principal comments volunteered by the 1,500 men and women who participated in the survey include: Commercially, the most favored aspects of TV commercials included: Commercials were remembered better; showed products better; used more direct presentation; product commercials were better overall; commercial stories were better; and commercials were more entertaining, humor and drama.

The main complaint about them was they were too often; too much talking; too few pictures; and too long. The wrong times; tall down to the wrong times.
PULSE FILM RATINGS FOR MARCH

AMONG WOMEN

Only one network, CBS, is giving the opposition a run, placing five of its offerings in the Top 10 slot. NBC, which has been quite successful in the past, placed four shows. The Top 10 list is made up of the following: 1. Broadway Melody of 1938 (Columbia); 2. Broadway Melody (Columbia); 3. Broadway Melody of 1936 (Columbia); 4. Broadway Melody of 1935 (Columbia); 5. Broadway Melody of 1934 (Columbia); 6. Broadway Melody of 1933 (Columbia); 7. Broadway Melody of 1932 (Columbia); 8. Broadway Melody of 1931 (Columbia); 9. Broadway Melody of 1930 (Columbia); 10. Broadway Melody of 1929 (Columbia).

AMONG MEN

There are no changes in the Top 10 list for men. The same four networks, NBC, CBS, ABC, and CBS, are represented. The Top 10 list is made up of the following: 1. Broadway Melody of 1938 (Columbia); 2. Broadway Melody (Columbia); 3. Broadway Melody of 1936 (Columbia); 4. Broadway Melody of 1935 (Columbia); 5. Broadway Melody of 1934 (Columbia); 6. Broadway Melody of 1933 (Columbia); 7. Broadway Melody of 1932 (Columbia); 8. Broadway Melody of 1931 (Columbia); 9. Broadway Melody of 1930 (Columbia); 10. Broadway Melody of 1929 (Columbia).

THE BILLBOARD

PULSE LOCAL RATINGS FOR APRIL

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

AMONG WOMEN

Only one network, CBS, is giving the opposition a run, placing five of its offerings in the Top 10 slot. NBC, which has been quite successful in the past, placed four shows. The Top 10 list is made up of the following: 1. Broadway Melody of 1938 (Columbia); 2. Broadway Melody (Columbia); 3. Broadway Melody of 1936 (Columbia); 4. Broadway Melody of 1935 (Columbia); 5. Broadway Melody of 1934 (Columbia); 6. Broadway Melody of 1933 (Columbia); 7. Broadway Melody of 1932 (Columbia); 8. Broadway Melody of 1931 (Columbia); 9. Broadway Melody of 1930 (Columbia); 10. Broadway Melody of 1929 (Columbia).

AMONG MEN

There are no changes in the Top 10 list for men. The same four networks, NBC, CBS, ABC, and CBS, are represented. The Top 10 list is made up of the following: 1. Broadway Melody of 1938 (Columbia); 2. Broadway Melody (Columbia); 3. Broadway Melody of 1936 (Columbia); 4. Broadway Melody of 1935 (Columbia); 5. Broadway Melody of 1934 (Columbia); 6. Broadway Melody of 1933 (Columbia); 7. Broadway Melody of 1932 (Columbia); 8. Broadway Melody of 1931 (Columbia); 9. Broadway Melody of 1930 (Columbia); 10. Broadway Melody of 1929 (Columbia).

SHORT SCANNINGS

John B. Green takes over as manager of the ABC-TV network program department, succeeding J. English Smith, who has resigned to return to his former position as president of the Columbia Broadcasting System. Green will be responsible for the entire programming department of the ABC television network.

INDIANAPOLIS

1. WCBS, 29.5% (3,500) 2. WBBM, 27.5% (3,000) 3. WRCB, 25.0% (2,500) 4. WATE, 22.5% (2,000) 5. WKEY, 20.0% (1,800) 6. WABD, 17.5% (1,500) 7. WMTW, 15.0% (1,200) 8. WISH, 12.5% (1,000) 9. WOR, 10.0% (800) 10. WJZ, 7.5% (600)

Your Message Should Be On KOA-TV Academy Hall In Denver

9:00 p.m. Feature Films

All this and NBC root

Call NBC Spot Sales or Dick Harris, Gen. Sales Manager

www.americanradiohistory.com
DISK TRADE APPLAUDS FORMATION OF NARAS

NEW YORK—Disk industry leaders loudly applauded the newly formed National Academy of Recording Arts & Sciences last week, all agreeing the project has long been overdue and a welcome one.

Cordially Lieberman, president of Columbia Records, declared it was about time the major record companies united under the temporary direction of Jim Cokington. I feel that an organization of this nature will make the public aware of the enormous creative contribution made by the recording business to American culture and art.

Glen Wilkins, president of Capitol, pointed out, "The promotional force that such an organization can create thereby results in increased sales of records and entertainment, a fact that record people practiced in such an activity."

George Reame, vice-president and general manager of RCA Victor, "That the National Academy of the Recording is a culmination of many years of intensive study by the record industry. We long have felt that some form of the entity was necessary because of the tremendous contributions to the entertainment field."

1 WEEK-LONG "EXPOSE"

Chi Gazette Blasts DJs, Labels, Radio

By BERNIE ASSELL

CHICAGO—Record companies, disc jockeys, radio stations and what was termed "the wealthy, cheap junk" on pop records were the target of an "exposure"'exposed to the front page of The Chicago Daily News every day last week (10-13). For two of the days, Monday and Tuesday, the stories were emblazoned under headlines six columns wide.

London Issue Ork Classicals

NEW YORK—"London Records classical album releases, issued now on a biweek schedule, will each be devoted to a specific type of repertoire for which the company is known, for example, will be all orchestral." The last release was an All-Spanish repertoire and a pop version was all vocal.

The upcoming release, set to feature classical and repertoire chief Harry F. Parks, will consist of 11 discs of all the leading symphony orchestras and nine major conductors.

The orchestra will be the LSO.

Atlantic Debs 1-For-8 Album Sales Bonus

NEW YORK—Atlantic Records summer plan just unveiled. bridge record cover for the first time ever. Eight different albums were used in this plan, each of the eight packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debut" packages, each of the first four "debu
NOW...on CORAL RECORDS

2 GREAT RELEASES from UNIVERSAL-INTERNATIONAL'S Exciting New Film

in CINEMASCOPE and TECHNICOLOR

Tammy and the Bachelor

Debbie REYNOLDS

FROM THE SOUND TRACK OF THE UNIVERSAL-INTERNATIONAL PICTURE

9-61851

Joseph GERSHENSON

and The Universal-International Orchestra

MAIN TITLE and TAMMY

b/w

THE BACHELOR

FROM THE SOUND TRACK OF THE UNIVERSAL-INTERNATIONAL PICTURE

9-61845
No Staff Memo From SCCC on ASCAP Planks

WASHINGTON — Bummers have been struck beyond expression by the news that complaints against broadcasters had become the subject of a Senate Communications Sub-committee, and those who have been listening closely to the testimony of John O. Paton (D., N.Y.), who is scheduled to appear before the Subcommittee’s Thursday, are bound to take notice of the complaints of the record industry.

Zapple, who is to investigate the songwriters charges to determine if the broadcasters are in violation of the law, said: “The situation remains unchanged, and the investigation is still in progress.” No report has yet been submitted, Zapple social counsel.

Records and tapes are being seized by special agents of the State Department of Justice, and it is stated that the records are being kept for a possible second hearing.

BETSY RODGERS

NEWS REVIEW

Fine Groovings by London On Spanish Album Series

NEW YORK — Under the general caption,"España, the Music of Spain," London has assembled in an album series consisting of 22 individual albums covering varied aspects of music from the total cultural sphere, all conducted by Alfredo Kraus.

These are brilliantly recorded and unified by the conducting and under-staging direction of a conductor who not only loves the country, but knows it deeply. The Spanish works are not as often heard as they should be.

Volumes 1 and 2 represent some of the greatest accomplishments by masterful soloists, choruses, and instrumentalists. The important scores by De Falla, Albeniz, Granados, and Rodrigo are represented.

The four numbers also include the famous "El Amor Brujo," the "Preludios" by Chopin, the "Serenata," which has been issued in an orchestral version. The recorded material is considered among the top material for the genre in its category; all should be highly recommended.

Sidney Mills Exits Firm for Own Org

NEW YORK — Sidney Mills, general manager of Mills Music, has left the company. He will shortly set up his own publishing company. He has spent 34 years with the firm, which he joined after leaving his father, Irving Mills and the latter's Boston organ music publishing firm.

Sidney Mills last week stated that he wished to operate his own publishing concern. He said his organization would be "a man-and-machine operation" that would include a personal management staff and a sales force throughout the country.

Details are not yet crystallized. Mills is currently organizing his new office and expects to have moved into his new quarters by this time next week. Initially, he will work out a "jill" operation and have his printing and shipping operations.

It is known that Sidney Mills is the publisher's dream of many other big names who have recently resigned, and he has already had some interest from others who may be interested in acquiring Mills. (Continued on page 35)
Jack Stapp Shifts From WSM to Tree

By BILL SACHS

NASHVILLE—Jack Stapp, program director of WSM here, home of the "Grand Ole Opry," Tuesday (13) started business Monday (12) as program director of Toots, Inc., a television and motion picture production company, New York, effective July.

Leading to Stapp's resignation was his purchase from his former partner, F. M. "Toots" Cavan, of the Motion Picture Entertainment of the "Grand Ole Opry." Stapp says he has had no association with the Toots, Inc. company for nearly a year, or since he left WSM, as president, issued a statement at all stations and executives to give up all outside activities.

Robert E. Cooper, general manager of WSM-WBNI-ITO (13) announced the appointment of Otis Draper as program manager of WSM, replacing Stapp. Draper has been chief announcer of the 50,000-watt station for one of the top ten producers of radio shows in the world for the past 30 years. He was appointed September, 1935, as a staff announcer.

Stapp says that when he gave his notice to WBNI he took his interest in the publishing firms, efforts were made to sell the company. "I then took up the case," Stapp says, "and succeeded in the firm's own, feel- ing that it is my duty to it and let it slip by, Stapp wouldn't have a chance. The deal was involved in the latest transaction. He stresses the fact that he left WSM in good standing with the station and its executives.

New York office of the Tree company will be closed, Stapp has been transferred to his residence in New York City. He will continue to handle the publishing business. Stapp will con- tinue his duties as general representative of the Willing Eye Advertising Agency, handling the Prince Albert "Grand Ole Opry" magazine, and return each Saturday night over the NBC network.

Stapp started in radio with the WAL, Atlanta, in 1930, and worked there to the Columbia Broadcasting System in New York, where he was associated with the station's WSM 18 years ago. During his association with WSM, Stapp dis- covered and promoted many of "the Grand Ole Opry" names of the past and present.

Coincident with the announce- ment of Stapp's resignation was the announcement that Irving Wang, WSM-TV commercial manager, who recently announced his resignation as vice-president and general manager of WSMAM, New York, has returned to his duties at WSM after serving only a few months as his new post. WSM President DeWitt, comment- ing on Stapp's departure, said that the resignation of Jack Stapp, everyone at WSM has had the best interest of Jack for. We are deeply sorry to lose him from our staff, but with him the secrets that a man of many talents will have.

Tenn. Teads For Hillbilly Homecoming

MARYVILLE, Tenn.—The fifth annual Hillbilly Homecoming, pro- claimed by Gov. Carl G. Clement, Tennessee, March 11, for the act of the 6th Congress, will be celebrated in Tennessee with the state setting aside the city of Maryville, with parades and festivities to celebrate the event.

Featured guests this year will be the 15th annual Homecoming, which will be held in Maryville, with parades, events and festivities to celebrate the event.

New Mich. Music Firm

LOVELAND, Colo.—Yvonne Harkey, president of the Landmark Productions Inc., a new stock company, announced Tuesday that "This is a new music firm being formed by R. Paul Palmer, and presently owned company, New York. The company is a subsidiary of the American Broadcasting Company, and is under the direction of Robert E. Cooper, vice-president of the firm. The company is a subsidiary of the American Broadcasting Company, and is under the direction of Robert E. Cooper, president of the firm.

EXHIBITS

The exhibit will be on display March 14th to April 4th, and there will be a special exhibit of the landmark records, which will be the focus of the exhibit. The exhibit will be open to the public from 10 a.m. to 5 p.m. daily, except on Sunday, when it will be closed.

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The Billboard is the key which opens the door to the record dealer market for you 52 weeks a year. And this NAMM issue gets special emphasis on the dealer at a time when you both are getting ready for your big Fall promotions and special sales efforts.

What better meeting ground than in the pages of The Billboard for your advertising messages where the editorial enables the dealer to see his own operations in the perspective of the total record scene and helps him plan for the future.

**For Advertisers...**

The Billboard's

N A M M

CONVENTION ISSUE

DATED JULY 15

Bonus Distribution: 1,500 copies from The Billboard's booth right on the convention floor.

ADVERTISING DEADLINE:

JULY 9

TIME IS RUNNING SHORT!

**For Information or help with your advertisement, contact your nearest Billboard salesman.**

CHICAGO 1, ILL.
180 W. Randolph St.
(312) 464-8601

CINCINNATI 22, OHIO
2160 Patterson St.
(513) 221-0443

CLINTON 8540

NEW YORK 36, N. Y.
554 Broadway, Plaza 1-7000
Bob O'Brien, Home Market

CIRCULATION OFFICE

FALL HUDDLE

Fall Huddle

- Continued from page 29

counts. Schwartz is also a leading

-figure in the suit against BMI for its

-alleged coping with networks to

-freeze out songs by ASCAP writers. The Celler

-committee findings were seen as also

-lending weight to the SDA cause.

Abe Bailey, the manager of The

-Eye, said which he said: "I am

-in favor of the existence of BMI but I don't think it should be

-owned by the networks. I hope

-that you and your membership

-continue your efforts to let the

-public know the facts."

A letter from Bernice Wayne, a

-BM member of SPA representing the "SPA Committee for Fair Play"

-released (see separate story) following which J. Fred

-Day, attorney for SPA, received a

-ticketing that he represented that the SPA had agreed unambiguously that "it would

-stand the ticketing for less than administra-

-tion in any use of writers' music.

**London Issue**

-Continued from page 29

-Continued from page 29

November 1901 and one-third on

10

The offers are open to any dealer who

placements an order of $10 or more

in looking ordering any wish they

with an entire catalog, which

consists now of approximately 450

entries in all.

According to Angela’s Eastern

sales manager, John Woodford, the company is offering a 100 per cent

exchange privilege on Mukter-

scaled disk record order plan.

This may be exercised during

the company's next winter exchange

period.

Morris Snare

- Continued from page 29

Roadway this fall by Michael

Mayerberg with score by Carolyn

Leigh, Cy Coleman, and Ester

Magen, is based on a musical

by Magen and originally

produced in Hollywood.

The movie, "Day of Fear," was

produced in Spain by Martin

Gersch with score by Hollywood

composer Leo Arnaud. Arnaud also

wrote the music for the TV film
"If Happened in Spain." The

score, also produced in Spain by

Gersch, will be distributed to TV

stations here, via syndicated

routines.

Meanwhile, Morris' general

professional manager, Sidney

Kornick, in lining up album releases

for the TV and movie soundtracks

with a major label.

Joe Maples’ "Fires on the Strip,"

a repackaging of "The Prince of

Street," produced for records by

Cocktail Lighthouse with Dorothy

Kisten and Robert Barsness.

Other packages being given

heavy June promotion are Bart

Trees "Songs for All Ages," Van

Dyke "The Time That Is,"

New Orleans," "Dune Suite,

with Art Hickey and the Jazz Messe-

(engaged in the continuing jazz

promotion originally kicked off in

May); "Cathys Carnival," and

Top 15," the latter including

qualities sides for Marty Robbins,

Johnny Mathis, Frankie Laine etc.
Cameo is staying HOT for
the Summer with a 2 Sided SMASH

Remember
You're
Mine

by
Ray Vernon

Evil
Angel

CAMEO 109

Orchestra and Chorus
Under the Direction of Bernie LOWE

CAMEO RECORDS

See the Fabulous Face and Figure...

... Of the Evil Angel
in next week's Billboard
**Acts Curb Foreign Recording**

*Continued from page 31*

recommended to this convention that we get rid of it, at least let's make it legal before we do anything else." Petrie declared, "One judge in New York threw the book of the law in the face of the petition. This hasn't failed, this is dictatorship."

Despite his impassioned speech and his move to end foreign recording, President of the AF of Labor, president of Local 802, New York, John Hollywood, president of Local 47, the convention voted its confidence in Petrie in voting to keep the important statutes on the books.

**Gold Record Fitting Epitaph**

*Continued from page 31*

**Acts Curb Foreign Recording**

*Continued from page 31*

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THERE'S NO COMPETITION ON THIS ONE... IT'S FANTABULOUS

Don Rondo
Sings
"WHITE SILVER SANDS"
b/w
"STARS FELL ON ALABAMA"

Jubilee 5288

What a Hit!
Over 100,000 in 4 days
BEGINNING NEXT WEEK the label on the opposite page will appear in many of The Billboard's Music Pop Charts. What does it mean to you?

1) It means that faster, more accurately than ever before, everyone in the music-record industry will learn thru The Billboard's Music Popularity Charts what records are moving up and what records are moving down.

2) It means that for the first time in retailing history, dealers across the nation will be supervised by a leading university in producing for themselves a weekly survey of merchandise that is moving across their counters into the hands of consumers.

3) It means that the New York University School of Retailing and The Billboard Publishing Company have scored a "first" in providing a scientifically accurate weekly buying service for the music-record industry.

4) It means that thru the co-ordinated effort of New York University School of Retailing and The Billboard, record dealers can make more profits because of easier-to-follow and faster record-buying guides.

5) It means that in no other industry will dealers be able to buy more intelligently and inventory more carefully than in the music-record industry—because no other industry has a co-operative weekly analysis that delivers such up-to-date, cash-register-accurate facts.

6) It means that record dealers will no longer be asked to remember what they think is selling best. Actual counter sales will be tabulated to give the fastest, most accurate sales reports ever devised in any industry.

The charts that bear this label contain information gathered under the supervision of the New York University School of Retailing—a leader in the field of modern marketing survey methods—and without whose co-operation The Billboard could not present this great new step in the progress of publishing record-buying guides.

EDITORIAL EXCELLENCE — 1957 STYLE
The Billboard invests more money to provide the ever-changing Music Industry with more record buying services and news coverage than all other music-record business magazines combined.

THE BILLBOARD PUBLISHING COMPANY
THE COMMUNICATION CENTER OF THE MUSIC INDUSTRY
Dinner Music for people who aren't very hungry

SPIKE JONES DEMONSTRATES YOUR HI-FI

DIMITRI TIOMKIN says:
For demonstrating your high fidelity equipment, I can think of no one better qualified than Spike Jones, the foremost musical satirist of our time.

STARTEDFASTER SELLING FASTER THAN ANY ALBUM RELEASE TO DATE!

Contact your distributor for immediate shipment!

VICRE RECORDS
451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

Copyrighted material
The Billboard's Weekly

Record & Equipment Merchandising

News & Sales Tips

Jersey Dealer Has Simple Inventory

The Eclipse Music store is a regular stop for disk collectors in Paterson, N. J., wherever they find themselves in the downtown area. Located in a high traffic spot, right across from the city hall, the little shop could give many larger operators tips on how to conduct a successful disk trade.

Self-service is the rule here even for pop singles. There are displayed in a large custom-built rack that holds 200 individual titles. A single isn't hard to find. They are filed alphabetically by artist and are identified by a large, clearly-lettered title strip across the bottom of each picture hole.

Albums too are handled by self-service methods. The main traffic area is given over to Capitol boxes hours which accommodate thousands of LP's. These are separated by divider cards that identify the type of music. Inventory cards separate the individual titles which are displayed in depth. Few albums are kept in a stackroom. Most are right on the floor where they can sell themselves thru self-service.

The phonographs aren't the only means of displaying albums. Eclipse Music wisely lined most of the wall area with peg-board.

RCA Victor Tape Push Is Forecast

- Three new tape players to bow in summer
- See tape the equal of disk for "good music"

The addition of stereophonic tape playback backed by RCA's new high-fidelity phonograph line for 1957-58, the line features an increased number of multiple-sided sets, all of which are equipped with stereo jacks.

At their recent display in New York last week, Jim Torny, Radio and Victor Division VP, disclosed RCA's plans to introduce three new stereophonic tape players in late summer. All these units will also record and play back monaurally.

A highlight of the Towny comments was his statement that "the future of high-fidelity lies within the realm of stereophonic sound. Coming from such a high-level firm, and from a firm with such an important disk producing affiliate, the stereophonic should have strong repercussions through the disk industry."

What RCA Victor Record Division thinks about the coming development of stereophonic recorded tape was made plain by a statement from George Marck, vice-president and general manager.

Doubting Tape Output

Said Marck at last week's meeting: "We feel that the challenge of growing interest in stereophonic sound by doubling our production of stereophonic tapes. We believe the time is coming soon when virtually all good music recorded will be available on stereophonic tape as well as on records.

RCA Victor has, of course, been in the vanguard of major diskeries producing recorded tapes. The company is well placed, with full color covers and liner notes. Distribution, a major

Dictograph 2-Unit Hi-Fi

Dictograph Products, Hi-Fi phonograph firm, stresses two unit aspect of its products. The firm says that its phonos are engineered to reproduce sound so accurately that dynamic passages would cause the needle to groove jump if the speaker were mounted in the same way in the stand.

What components are included? In their new model 1100A they offer a Williams-type amplifier capable of delivering 10 watts of power with low distortion. C7 cartridge with diamond stylus, Collins changer built for replacement. Cardboard cabinet in several finishes, separate speakers system (one each channel and three-phony in an available cabinet), all of which is guaranteed to deliver from 40 to 15,000 cycles.

The unit lists for $159.50.

Philco's T-500 is a pocket-sized radio. While this unit operates on four tiny mercury cells, will play for more than 120 hours. $49.95.

Philco's T-500 is a seven-transistor model, card-type radio. Base swings around to be used as carrying handle for and of bed, car, window, etc. It operates on four flashligh batteries, $59.95.
Now, ...7 of the 12 best selling pop albums are on CAPITOL!

More than all other companies combined

BILLBOARD · best selling pop albums

1. LOVE IS THE THING—Nat "King" Cole  W 824
2. A SWINGIN' AFFAIR—Frank Sinatra  W 803
3. HYMNS—Tennessee Ernie Ford  T 756
4. STEADY DATE WITH TOMMY SANDS  T 848
5. SPIRITUALS—Tennessee Ernie Ford  T 818
6. OKLAHOMA!—Soundtrack  SAO 595
7. THE KING AND I—Soundtrack  W 740

Billboard (June 3, 1957)
the nation's leading producer of big album hits presents its great June release: "VACATION IN HI-FI" on Capitol
NEW SENSATIONS IN SALES FOR JULY FROM RCA VICTOR RECORDS

BUILD TRAFFIC, BOOST SALES WITH YOUR PROFIT-MAKING 45 ECONOMY PACKAGE

New low prices—

$1.29 1-record; $2.49 2-record; $2.98 3-record.

Here’s Powerful Sales Ammunition!

- exciting new talent
- great new material for big name artists
- new look covers
- the ultimate in sound, New Orthophonic High Fidelity

For added store traffic, we’re continuing our ALBUM COVER PHOTO CONTEST in cooperation with the Canon Camera Company. For contest details call your distributor today!
THE BILLBOARD’S WEEKLY

Packaged Records Buying Guide

**Best Selling Pop Albums**
Albums are ranked in order of their national sales at retail on the poll dated according to Billboard’s weekly survey of top selling albums across the United States.

1. LOVE IS THE THING—Nat (King) Cole...Capitol W 834
2. AROUND THE WORLD IN 80 DAYS—Sound Track...Decca 494
3. THE KING AND I—Sound Track...Capitol W 740
4. AMERICAN SONG—Sound Track...Capitol 3199
5. STEADY DATE WITH TOMMY SANDS...Capitol T 489
6. ISLE OF THE BLUE DOLPHINS—Sound Track...RCA LPM 1002
7. THE ROYAL RECORD—Sound Track...Decca-De-Luxe 1052
8. THE KING AND I—Sound Track...Capitol W 740
9. CAPTAIN KLING—Sound Track...RCA 1979
10. SONGS OF THE PIONEERS—Sound Track...Capitol 2300

**Pop Albums Coming Up Strong**
A listing of new pop albums coming up strong in trade, compiled from survey of major artists. Those albums figure strongly in the buying trends as seen from national and city pop singles charts.

1. Eydie Gorme...Eydie Gorme
   ARC-Paramount
2. Pat Boone...Pat Boone
   Dot DLP 3050
3. Dance to the Music of Lester...Lester Linnin
   Epic LP 3340
4. Calypso Holiday...Norman Luboff Choir
   Columbia CL 765
5. Alone...Judy Garland
   Capitol T 835
6. Walte With Lawrence Welk...Lawrence Welk
   Coral CR 57112

**Most Played by Jockeys**
Jockeys are ranked in order of the greatest number of play on disk radio records shown through the country. Results are based on Billboard’s weekly survey among the nation’s disc jockeys.

1. SWINGIN’ AFFAIR—Frank Sinatra...Capitol W 803
2. LOVE IS THE THING—Nat (King) Cole...Capitol W 854
3. STEADY DATE WITH TOMMY SANDS—Tomy Sands...Capitol T 949
4. ‘S WONDERFUL—Ray Conniff...Columbia CL 935
5. EYDIE GORME—Eydie Gorme Files...ARC-Paramount 156
6. BOCKIN—Frankie Lane...Columbia CL 975
7. GREAT SONGS FROM HIT SHOWS—Sarah Vaughn...Mercury MQS-100

**Spotlight on Sound**
MARCHING ALONG WITH THE PHENOMENAL DUKES OF DIXIELAND, VOLUME 3...[1-127]—Dukes of Dixieland, Audio Fidelity AFLP 1951.

**Review Spotlight on...**

**Popular Albums**

**SILK STOCKINGS** [1-127]—Fred Astaire, Cyd Charisse, MGM E 254 ST

**MARCHING ALONG WITH THE PHENOMENAL DUKES OF DIXIELAND, VOLUME 3** [1-127]—Dukes of Dixieland, Audio Fidelity AFLP 1951.

**New Jazz Talent**

**THE RCA VICTOR JAZZ WORKSHOP** [1-127]—George Russell, RCA Victor LPM 1372

**JACKIE GLEASON** [1-EP]—Capitol EAP 1-571

**EP Album**
Here’s a four pack of sentimental waltzes, which should click high with the average family market and peaks with homemakers. Gleason underlays with moving sentiment and sin- cere feeling. He’s an accomplished enterta- iner, "Beauty," dedicated to little girls, and "Apology at Midnight," a smash at little boys. Former side is stronger, but both have potential commercial appeal a la "What Is a Boy," etc.

**Album Cover of the Week**

**Jazz Album**

**MARCHING ALONG WITH THE PHENOMENAL DUKES OF DIXIELAND, VOLUME 3** [1-127]—Dukes of Dixieland, Audio Fidelity AFLP 1951.

**Reviews and Ratings of New Albums**

**Popular**

**RING AND THE DIELKEL** [1-127]—Ringo with various groups

**CLASSICAL**

**SHEHKE'S FINLANDIAN SWING** [1-127]—Fred Astaire, Cynd Charisse, MGM E 254 ST

**JAZZ OVER** [1-127]—Lester Young

**TOWN HALL CONCERT PLAYS** [1-EP]—Jazz Over...Capitol EAP 1-571

**JACKIE GLEASON** [1-EP]—Capitol EAP 1-571

**Ep Album**
Here’s a six pack of sentimental waltzes, which should click high with the average family market and peaks with homemakers. Gleason underlays with moving sentiment and sincere feeling. "Ol’ Man River," dedicated to little girls, and "Apology at Midnight," a smash at little boys. Former side is stronger, but both have potential commercial appeal a la "What Is a Boy," etc.

**Album Cover of the Week**

**Jazz Album**

**MARCHING ALONG WITH THE PHENOMENAL DUKES OF DIXIELAND, VOLUME 3** [1-127]—Dukes of Dixieland, Audio Fidelity AFLP 1951.

**ABOUT THE BLUES**—Liberty LPM 5441.

** Jazz Over** [1-127]—Jazz Over...Capitol EAP 1-571

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**RING AND THE DIELKEL** [1-127]—Ringo with various groups

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**JAZZ OVER** [1-127]—Lester Young

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**Album Cover of the Week**

**Jazz Album**

**MARCHING ALONG WITH THE PHENOMENAL DUKES OF DIXIELAND, VOLUME 3** [1-127]—Dukes of Dixieland, Audio Fidelity AFLP 1951.
TOMMY SANDS

sings

FANTASTICALLY FOOLISH

and

LET ME BE LOVED

from the new documentary

Film "THE JAMES DEAN STORY"

RECORD NO. 3743

www.americanradiohistory.com
CHRIS CONNOR SINGS THE GEORGE GERSHWIN ALMANAC OF SONG

25 Gershwin songs in contemporary stylings by Chris Connor a romance for both the jazz fan and the show-tune collector. All of the best known Gershwin tunes are here — and so are some of the most neglected gems like Little Jazz Bird and Bla Bla Bla.

Chris offers in her originality of her interpretations powerful justification for a new and comprehensive survey of the Gershwin songs. As another singer of the day, Chris is sensitive to the harmonic richness and rhythmic inventiveness of Gershwin's music. Seven different instrumental groups were assembled to give each song a unique conception and an individual setting.

Not only Chris' jazz fan following, but all customers interested in show tunes and the musical theater in general will love this album. It maintains a special insert (with two pages of pictures) that gives a year-by-year account of Gershwin's career. Interesting background material on all the tunes are provided (who introduced them originally, which in show music, etc.).

This is the vocal album of the year. It is a beautiful thing to look at — a great musical contribution — and the kind of gift package that will be treasured always.

Atlantic 2-601 2-12" LONG PLAY RECORD SET

News Reviews

**continued from page 31**

**News Reviews**

**continued from page 31**

**Reviews and Ratings of New Jazz Albums**

**continued from page 45**

**Reviews and Ratings of New Jazz Albums**

**continued from page 46**

**Reviews and Ratings of New Popular Albums**

**continued from page 46**

**Reviews and Ratings of New Popular Albums**
ATLANTIC SUMMER PLAN FOR LONG PLAYS dealers: Now, dig this! buy 8 LP's and get 1 FREE

The entire Atlantic Long Play catalogue is now available to you under this "1 Free-for-8" Plan.

Buy 1 each of 8 different Atlantic Long Plays from either the 1200 or the 8000 series — and you will get an additional Long Play of your choice free!

Our complete Long Play catalogue and the address of your Atlantic distributor will be airmailed to you upon request.

Under this plan, Long Plays by the following famous musicians and groups are available to you at this unprecedented bargain rate:

Chris Connor
The Modern Jazz Quartet
Jimmy Giuffre
Lee Konitz
Billy Eckstine
Leonard Green
Duke Ellington
Baby Short
Joe Montery
Thomases Paintert
At Milbro
Lars Gullin
Dave Peer
Paddy McGowan

Sylvie Sylvie
Milt Jackson
Bill Russo
Cy Waier
Phineas Newborn
Charlie Mingus
Thad Jones
Tedd Charies
Emile Gamar
Betty Bennett
John Lee
Jack Montrose
Bob Gordon
Alex Templeston

George Waha
Tony Fruscello
Ted Stuart
Kenzie Marlo
Paul Bittman
Sidney Miller
John Soter
Clyde McPhatter
Joe Turner
Ray Charles
Laters Baker
Ruth Brown
Harly Joe Hunter
The Clovers

New LP Releases

Lee Konitz Inside Hi-Fi
1258

Ivory Joe Hunter
8008

Clyde McPhatter & The Drifters
8003

NOW LP RELEASES

Ray Charles
8006

Joe Turner
8005

Ray Brown

NEW LP RELEASES

Atlantic 8007

Lee Konitz Inside Hi-Fi
atlantic 8007

Atlantic 804

Ruth Brown

Atlantic 8001

Joe Turner
8005

Atlantic 8006

Ray Charles
8006

Ray Brown

NEW LP RELEASES

Atlantic 8001

Ruth Brown

Atlantic 8004

Joe Turner
8005

Atlantic 8006

Ray Charles
8006

NOTE!
The Summer Plan applies to all Long Plays in the Atlantic catalogue and not only the new releases pictured on this page.

Lush Life—Joe Montery's Songs
1255

Speaking of Love—
The Songs of Bobby Short
1262

Ivory Joe Hunter
8008

Clyde McPhatter

The Jimmy Giuffre
3

1254

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www.americanradiohistory.com

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The King of Latin American Dance Music
659 10th Ave., N.Y., N.Y.

www.americanradiohistory.com
First time at bat

JOHNNY MADARA comes through with a hit...

BE MY GIRL

and

LOVESICK

on Prep 110
a new Star arrives!

BOBBY DARIN

TALK TO ME
SOMETHING

MILLION DOLLAR BABY

ATCO #6092

Atco Recording Corp., 157 West 57 Street, New York 19, N. Y.
JAYE P. MORGAN SCORES WITH A BRAND-NEW HIT RECORD THAT IS BUT DEFINITELY DIFFERENT!

YOU, YOU ROMEO c/w GRADUATION RING

WITH HUGO WINTERHALTER'S ORCHESTRA AND CHORUS 47/20-6938

RCA VICTOR

RADIO CORPORATION OF AMERICA
<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Last Week on Chart</th>
<th>1957 Week 17 Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Love Letters in the Sand</td>
<td>By R. Kreus, G. Rossman</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Dark Moon</td>
<td>By Red Miller</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>3</td>
<td>White Sport Coat</td>
<td>By Staff Whitten</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>All Shook Up</td>
<td>By Dee Hassell-Ervin Presley</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>S. Rare</td>
<td>By Jerry Hecht-Shaw</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>Teenager’s Romance</td>
<td>By Glenn—Published by Ace</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td>12</td>
<td>Come Go With Me</td>
<td>By C. E. Quick—Published by Glaser</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>13</td>
<td>Searchin’</td>
<td>By Charlie Feathers</td>
<td>16</td>
<td>3</td>
</tr>
<tr>
<td>14</td>
<td>Start Movin’</td>
<td>By B. Hill &amp; B. Seager—Published by Glaser</td>
<td>19</td>
<td>4</td>
</tr>
<tr>
<td>15</td>
<td>Gone</td>
<td>By B. Rogers—Published by Hill &amp; Ransburg</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>21</td>
<td>Freight Train</td>
<td>By Jesse &amp; Williams—Published by Pacific Airlines</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>22</td>
<td>Around the World</td>
<td>By Vince Young—Published by Vincent Young Publications</td>
<td>1</td>
<td>5</td>
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<tr>
<td>23</td>
<td>Empty Arms</td>
<td>By L. J. Hunter—Published by Ivory Music</td>
<td>17</td>
<td>8</td>
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<tr>
<td>24</td>
<td>Valley of Tears</td>
<td>By A. Donnie &amp; D. Ruths—Published by Tenor</td>
<td>23</td>
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**Second Ten**

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Last Week on Chart</th>
<th>1957 Week 17 Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>It's Not for Me to Say</td>
<td>By A. Delmon &amp; R. Allen—Published by Kent Music</td>
<td>21</td>
<td>4</td>
</tr>
<tr>
<td>17</td>
<td>Old Cape Cod</td>
<td>By Hugh Ernst—Published by George Fomon &amp; Scott</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td>18</td>
<td>Young Blood</td>
<td>By Lettie Stoler &amp; Fanny—Published by Tiger</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>19</td>
<td>I Like Your Kind of Love</td>
<td>By Merrie Eden—Published by Acetone-Rose</td>
<td>29</td>
<td>2</td>
</tr>
<tr>
<td>20</td>
<td>I'm Walkin'</td>
<td>By A. Dennis &amp; J. Bocke—Published by Variety</td>
<td>14</td>
<td>15</td>
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**Third Ten**

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Last Week on Chart</th>
<th>1957 Week 17 Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Why Baby Why?</td>
<td>By G. Rex—Published by Western Music Corp</td>
<td>21</td>
<td>14</td>
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<tr>
<td>26</td>
<td>Over the Mountain Across the Sea</td>
<td>By Rex Gervais—Published by Acetone-Rose</td>
<td>1</td>
<td>5</td>
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<tr>
<td>27</td>
<td>Rock Your Little Baby to Sleep</td>
<td>By Buddy Lom—Published by Capitol</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>28</td>
<td>With All My Heart</td>
<td>By Marvin Humes—Published by DeCaprice</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>29</td>
<td>Given Me a Bluebird</td>
<td>By Morty Ratner—Published by DeCaprice</td>
<td>20</td>
<td>28</td>
</tr>
<tr>
<td>30</td>
<td>Marianne</td>
<td>By Glenville-Miller—Published by Mancour</td>
<td>21</td>
<td>20</td>
</tr>
</tbody>
</table>

**The Honor Roll of Hits**

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.
ROD WILLIS

SOMEBODY'S BEEN

P. O. BOX 732 Canel 6-1623 THOMASVILLE, GEORGIA

In England it's ORIOLE RECORDS. In Canada it's SPARTAN RECORDS
JUNE 17, 1957

THE BILLBOARD

ROCKIN' MY BABY

IT'S GOING TO BE A ROCKIN' SUMMER

Nancy Whiskey arrives in the U.S. for television and personal appearances

June 30

(FREIGHT TRAIN—Chic 1008)

Copyrighted material

RSD WILLIS (Chic 1007)

The Cash Box: Sleeper of the Week

"SOMEBODY'S BEEN ROCKING MY BABY" (2:02)

[Smash BMH — Thompson]

Sleeper of the Week

ROD WILLIS

Chic 1007

The Chic label, which introduced "Freight Train" and Nancy Whiskey, has an exciting new talent in Rod Willis—outfitting record labels around the clock to fill your orders. We are

Distributors, please be patient.
**Best Sellers in Stores**

For survey week ending June 12

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Weeks</th>
<th>Last Week</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOVE LETTERS IN THE SAND (ASCAP)</td>
<td>Pat Boone</td>
<td>6</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>FABULOUS (BMI)</td>
<td>Elvis Presley</td>
<td>5</td>
<td>11</td>
<td>1</td>
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<tr>
<td>WHITE SPORT COAT (BMI)</td>
<td>Marty Robbins</td>
<td>3</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>SO RARE (ASCAP)</td>
<td>Jimmy Dorsey</td>
<td>10</td>
<td>-</td>
<td>1</td>
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<tr>
<td>TENNAGER'S ROMANCE (ASCAP)</td>
<td>Ricky Nelson</td>
<td>4</td>
<td>5</td>
<td>1</td>
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<tr>
<td>SCHOOL DAY (BMI)</td>
<td>Chuck Berry</td>
<td>10</td>
<td>6</td>
<td>1</td>
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<tr>
<td>IT'S NOT FOR ME TO SAY (ASCAP)</td>
<td>Johnny Mathis</td>
<td>5</td>
<td>11</td>
<td>1</td>
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<tr>
<td>ALL SHOOK UP (BMI)</td>
<td>Elvis Presley</td>
<td>4</td>
<td>14</td>
<td>1</td>
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<tr>
<td>LOVE LETTERS IN THE SAND (ASCAP)</td>
<td>Pat Boone</td>
<td>5</td>
<td>-</td>
<td>1</td>
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<tr>
<td>LITTLE DARLIN' (BMI)</td>
<td>Del Shannon</td>
<td>3</td>
<td>-</td>
<td>4</td>
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<tr>
<td>DARK MOON (BMI)</td>
<td>Cale Sample</td>
<td>5</td>
<td>-</td>
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<td>WHITE SPORT COAT (BMI)</td>
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<td>SCHOOL DAY (BMI)</td>
<td>Chuck Berry</td>
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<td>8</td>
<td>1</td>
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<tr>
<td>GONE (BMI)</td>
<td>Ferlin Husky</td>
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<td>-</td>
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<td>EYE LOVE YOU (BMI)</td>
<td>Everly Brothers</td>
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<td>SEARCHIN' (BMI)</td>
<td>Coasters</td>
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<td>ALL SHOOK UP (BMI)</td>
<td>Elvis Presley</td>
<td>6</td>
<td>4</td>
<td>1</td>
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<tr>
<td>LITTLE DARLIN' (BMI)</td>
<td>Del Shannon</td>
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<td>SCHOOL DAY (BMI)</td>
<td>Chuck Berry</td>
<td>12</td>
<td>7</td>
<td>1</td>
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<tr>
<td>START MovIN' (BMI)</td>
<td>Del Shannon</td>
<td>15</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>I LIKE YOUR KIND OF LOVE (BMI)</td>
<td>Andy Williams</td>
<td>19</td>
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<td>1</td>
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<tr>
<td>DELIGHT (BMI)</td>
<td>Del Shannon</td>
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<td>LITTLE DARLIN' (BMI)</td>
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| *Most Played in Juke Boxes* for survey week ending June 12

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**Best Selling Sheet Music**

Tunes are ranked in order of their current national sheet music sales importance in the sheet music market.

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*www.americanradiohistory.com*
Dot's PARADE of BEST SELLERS

15570 LOVE LETTERS IN THE SAND—BERNARDINE—PAT BOONE
15558 DARK MOON—GALE STORM
15569 TALKIN' TO THE BLUES—FOUR WALLS—JIM LOWE
15574 A FALLEN STAR—JIMMY NEWMAN
15592 WHISPERING BELLS—THE DELL-VIKINGS
15594 A FALLEN STAR—FOOTSTEPS—THE HILLTOPPERS
15538 COME GO WITH ME—THE DELL-VIKINGS
15587 IF YOU SEE MY LOVE DANCING—HALF A HEART—BONNIE GUITAR
15550 DARK MOON—BONNIE GUITAR
15573 ON MY MIND AGAIN—BOB DENTON
15581 FOOL AROUND—WHICH WAY TO YOUR HEART—THE FONTANE SISTERS
15584 ROSIE'S GONE AGAIN—JIMMIE JOHN
15588 SAWING ON THE STRINGS—SWEETHEARTS IN HEAVEN—DON RENO-RED SMILEY

NEW RELEASES
15595 HOT ROD QUEEN—ACAPULCO—ROY TANN
15596 TALL GROWS THE SYCAMORE—ED TOWNSEND
15597 LOVESICK BLUES—INSHA ALLAH—SONNY KNIGHT

ALBUMS
DEP-1056 A CLOSER WALK WITH THEE—PAT BOONE
DLP-3054-D "THE TEN COMMANDMENTS" composed and conducted by Elmer Bernstein
DLP-3050 "PAT"—PAT BOONE
NOW RECORDING

The DEL VIKINGS

Mercury Records
Rush Your Order
First Mercury Release...  
A Double Smash Hit!  

COOL SHAKE  
AND  
JITTERBUG MARY  

MERCURY 71132  

NOW To Your Mercury distributor
HOT SUMMER RELEASES

Breaking in all Markets
THE NEW SOUND
of DON LEE
Singing
ECHO, ECHO, ECHO

it's a BIG one
BLUE CHIP RECORD-0013

THE CADILLACS
MY GIRL FRIEND
#820 on JOSIE

on JUBILEE
Gene Nash
DANDY LION
#5285

on PORT
The Chancellors
THERE GOES MY GIRL
#5000

on WINLEY
The Paragons
FLORENCE #215
Charlie White
SWEETIE BABY #219
The Jesters
SO STRANGE #218

BLUE CHIP RECORDS
315 W. 47TH ST., NEW YORK, N. Y.

Products of JAY-GEE RECORD CO., INC., 315 W. 47th St., New York, N. Y.
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<td>69</td>
<td>I'M YOURS, Jo Collins, Capitol</td>
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<td>70</td>
<td>CAMEY CALLE, Cool Breeze, Dot</td>
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<td>MY LOVE RINGS, Emmylou Harris, Capitol</td>
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<td>72</td>
<td>LET IT BE ME, Sid Cory, Columbia</td>
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<td>STILL, Paris, Columbia</td>
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<td>BUTTERFLY, Andy Williams, Capitol</td>
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<td>75</td>
<td>WHO NEEDS YOU, Pat Ben, Columbia</td>
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<td>76</td>
<td>CALYPSO MELODY, David Jones, M-G-M</td>
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<tr>
<td>77</td>
<td>FABULOUS, Russ Lawrence, Coral</td>
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<td>78</td>
<td>ALMOST PARADISE, Roger Williams, Capitol</td>
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*Not available as a Pop Single. Available on Capitol EPA-4246

**CAUTION TO DEALERS AND JUKE BOX OPERATORS**

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

**THE TOP 100 RECORDS**

for survey week ending June 12

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.
new hits from

The Lennon Sisters

ONE DAY
A LITTLE GIRL
WHITE SILVER SANDS

with
PETE FOUNTAIN AND HIS DIXIELAND BOYS

TERRY NOLAND
HYPNOTIZED
b/w TEN LITTLE WOMEN
9-55010

THE RHYTHMETTES
MIND READER
b/w MISTER LOVE
9-55012

THE CRICKETS
THAT'LL BE THE DAY
I'M LOOKING FOR SOMEONE TO LOVE
9-55009

CHUCK & BILL
WAY OUT THERE
WATCH YOUR STEP
9-55011

Copyrighted material
As I was tabbing on the record at the start of a recent program in New York, Chicago and Los Angeles, Links are heard on John O. Perman’s classic Audience Cover Wholesale.

Radio

A Faire in the Crowd (O) (G) (E) (American)

A White Suit Coat (O) (E) (American)

All Shook Up (O) (E) (American)

Arms Around the World (E) (American)

As I Was Tabbing (O) (American)

A Warm Winter's Day (O) (American)

Bennie Moten’s Band

Big Bill Scott

Big Bill Scott

Billy Joels

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JOHNNIE RAY with RAY CONNIFF
Build Your Love on a Strong Foundation b/w Street of Memories
heard for the first time on the "Jackie Gleason Show" of June 8th.
4-40942

VIC DAMONE with PERCY FAITH
Vic sings the lead side of this disc (title song from 20th Century Fox's forthcoming film, "An Affair to Remember") on the soundtrack of the film. Great film... great song... great vocal. You'll be hearing lots of it.
An Affair to Remember b/w In the Eyes of the World
4-40945

JERRY VALE
Love in the Afternoon (title song from the new Allied Artists film) b/w I'm Not Ashamed with Ray Ellis
4-40941

LESTER FLATT & EARL SCRUGGS
Give Me Flowers While I'm Living b/w Is There Room for Me? with the Foggy Mountain Boys
4-40928-S

THE SURE-FIRE HITS ARE ON THE HOTTEST COMPANY IN THE BUSINESS
**TIPS ON COMING TOPS**

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 that the record season is going along strong and have the best chance of hitting Billboard's best seller charts.

1. **Around the World**
   - Victor Young
   - (ASCAP) Decca 30298

2. **Gonna Find Me a Bluebird**
   - Marvin Rainwater
   - (BMI) M-G-M 14212

3. **I Just Don't Know**
   - Four Lads
   - (ASCAP) Columbia 40014

4. **My Dream**
   - Platters
   - (ASCAP) Mercury 71083

5. **Shangri-La**
   - Four Coins
   - (ASCAP) EPIC 9211

6. **The Girl With the Golden Braids**
   - Perry Como
   - (RCA Victor) 40094

7. **Around the World**
   - Mantovani
   - (ASCAP) London 1748

8. **Queen of the Senior Prom**
   - Mills Brothers
   - (BMI) Decca 30289

9. **Jenny, Jenny**
   - Little Richard
   - (BMI) Speciality 500

10. **Rang Tang Ding Dong**
    - (BMI) Apollo 510

**THIS WEEK'S BEST BUYS**

Special telephone reports indicate that recent releases have broken out in one or more key areas and have excellent potential for placing on the Billboard's best seller charts.

SEND FOR ME (Winneton, BMI)

**MY PERSONAL POSSESSION** (Routzel, BMI)-Net (King) Cole-
- Capital 3277-There has been strong action on both sides and early reports are that it will be a big seller. At the moment, "See For Me" holds a slight head in sales. It's also going well in A&B markets. A previous Billboard "Spotlight" pick.

**WORDS OF LOVE** (Nor-Va-Jak, BMI)

DON'T SAY GOODBYE (Parr, BMI)—The Diamonios—Mercy 71128

- The record looks like a smash follow-up to "Little Dusha." Both sides are doing well. In release only a few weeks, reports from most of the major markets indicate that it's going to gather a lot of lost. A previous Billboard "Spotlight" pick.

STARDUST (Mills, ASCAP)—Billy Ward & His Dominoes—53771—After a slow start, sales have begun to jump. Boston, Providence, Philadelphia, Buffalo, Cleveland and St. Louis are among the markets where the platter is strong. Other cities report increasing sales. A previous Billboard "Spotlight" pick.

**REVIEW SPOTLIGHT ON...**

**POP RECORDS**

**DON RONDO...**
- JUBILEE 5228-
- WHITE SILVER SANDS (Fellow-Far Int, BMI)

**STARS FELL ON ALABAMA**
- (BMI) Decca 30829-
- Version of this by Gwen Bradley on Decca and by Dave Gardner on MGM (the original) are both doing very well but Donald's bright, happy, readable could take the marble. Definitely his strongest side since "Two Different Worlds." The flip, a rocking shuffle reading of a tune that has standard has equal potential in today's market. Watch 'em both.

**VIC DAMONE...**
- Columbia 40945-
- AN AFFAIR TO REMEMBER (Our Love Affair)

**CARMEN CAVALLARO...**
- Decca 30593-
- AN AFFAIR TO REMEMBER (Our Love Affair)

**ROBBY DARIN...**
- Atco 6092-
- MILLION DOLLAR BABY

**FONDA WALLACE...**
- (BMI) 1014-
- RETURN MY LOVE,
- (BMI) 1015-
- TALK TO ME SOMETHING

**ROBERT DARIN...**
- ABC 6082-
- ME (Our Love Affair)

**CARMEN CAVALLARO...**
- Decca 30690-
- AN AFFAIR TO REMEMBER (Our Love Affair)

**BOBBY DARIN...**
- Atco 6092-
- MILLION DOLLAR BABY

**POLY TALENT**

**NICK GREER...**
- Capitol 3279-
- MY LOVIN' BABY

**MY HEART NEEDS YOU...**
- (Hersom, ASCAP)

**HERE'S AN EXCELLENT new song for today's mixed market. "My Lovin' Baby" spotlights a refreshingly clean-cut rockabilly reading, while the flip showcases Green's moving style on a poigniant blues-ballad. Watch him.

**POP DISK JOCKEY PROGRAMMING**

**ANN COLE...**
- Baton 243-
- NO STAR IS LOST

**ANNllen, BMI**

**YOU'RE MINE...**
- (Monogram, BMI)

**THE RHYTHM and blues chick is loaded with earthy vitality and solid showmanship—which makes this platter an interesting new program item for pop jocks. A very nice clean-cut rockabilly reading, while the flip showcases Green's moving style on a poigniant blues-ballad. Watch him.

**ETTA JAMES...**
- Modern 1022-
- BY THE LIGHT OF THE SILVERY MOON

**COMING SOON...**
- (Liberty-Quinlitt, BMI)
- See Rhythm and Blues review spotlights.

**REVIEWS AND RATINGS**

**DON RONDO...**
- White Silver Sands—2978-
- JUBILEE 5228-
- Happy, hand-chappin' treatment of a medium strong is the signet's strongest since "Two Different Worlds." Soledi organ and bright guitar backing enhance the vocal effort.

- **CAMEO 100—** Eyes open eyes on a good piece of sales with tune a good candidate to "Singin' the Blues." Certainly it could step into some money. (Maryland-Shall- nee, BMI)

- **Ray Vernon...**
- Evil Angel—2978-
- RAY VERNON 195-
- CAMEO 100—Vernon sticks out a good piece of sales with tune a good candidate to "Singin' the Blues." Definitely it could step into some money. (Maryland-Shall- nee, BMI)

- **Remember You're Mine...**
- (BMI) 1014-
- Tender reading of an unusually appealing blues-ballad. Humming guitar, guitar and rhythm are the backing, and highly effective This could be the side. (Lowey-Tray, ASCAP)

**Vic Damone...**
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- (Our Love Affair)

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**Vic Damone...**
- An Affair to Remember—2978-
- (Our Love Affair)
THE HOTTEST INSTRUMENTAL!

Mantovani
AROUND THE WORLD

From "Around the World in 80 Days"

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

with the trumpet sound they’re asking for
THIS 'N' THAT: Be a recent first, but countless Tom Edwards, WERE, Cleveland (who pioneered the concept of the denim news letter), writes: "That was a cute bit that Mickey Shorr did on the 'Today' show the other morning—just hope his satire does as much for him as the fashion has done for me... Buddy Dean and Russ Hall, WITH, Baltimore, are asking listeners to pick an "artist of their week," who will be featured each week on their respective shows. The voting blanks are included on "BOTTLE'S" 78's survey sheets, which are distributed, via local dealers, each week.

Mike Frost, WLS, Piner ville, Ky., would appreciate receiving records from California artists since he has not even answered letters requesting package deal...

... Dick Vaughan, WARE, Ware, Mass., has started a new service whereby he distributes artists' photos to listeners, and more music pictures... Dick

YESTERDAY'S TOPS— On June 25, THE MUSIC BOX held its nation's top ten records on air.

JUNE 25, 1957

1. "Pea O My Heart" by Frank Ifield
2. "I Wonder, I Wonder," by Patti Page
3. "Linda Be Good," by Gary Usher
4. "Here In My Heart" by Doris Day
5. "I'm Sorry," by Tony Bennett
6. "I Want to Be More..." by Pat Boone
7. "The Great Republic," by Harry Belafonte
10. "That's Life," by Frank Sinatra

MONITOR MUSICAL SURVEY

According to a survey made by the Country Music Association, "Monitor," here are the songs during the week ending the jolliest in the survey. The top 100 are listed.

1. "Just Because," by Ray Price
2. "I'll Never Leave You," by Webb Pierce
3. "You're the One," by Jerry Lee Lewis
4. "It's Just a Matter of Time," by Ray Price
5. "Good Time Charley," by Webb Pierce
6. "You're the One," by Don Gibson
7. "You're the One," by Roy Acuff
8. "I'll Never Leave You," by Webb Pierce
10. "You're the One," by Roy Acuff

CHART CHANGE OF THEME: Nashville's favorite son, Dave Cash, at WICO, Minneapolis, is William Schwartz, formerly executive key-pick from other cities, Illinois... Jim Coy named host on WSM's "Grand Ole Opry," new "Radio New York," featuring such stars as Charlie Rich, Bobby Darin, and Janie Fair... Bobby Darin has joined WHB, Baltimore, to replace Frank Monk, formerly with WBYK, Boston... Bill Green has moved to WMAM, Rochester, replacing Alan Dietz... David Greer, WKOD, Wellesley, O., has been given a spot on the station to change its frequency and upper its power...

Bob Salter, spinster at KJIT, Seattle, appointed regional program director for KJIT and KZL, Portland, Ore. He will do a "Jazz Jamboree," a new daily show... Johnny Coy, WCAI, Appleton, Wis., celebrated three consecutive hit singles... The Miltin, Bobbie, of Dallas, Calif., entered by Bill Browning, is reported to have quit singing...

While Marilyn Block, WABC, New York, is away in Europe, his Manhattan time slot will be occupied by six weeks by Frank P. Sneed...

The first five, in the order of their show, are graduating from this month next week, and are Bob

SPOOL OF VOX JOX

<table>
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<th>VOX JOX</th>
<th>46 RPM</th>
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GIVE TO DAMON RUNYON CANCER FUND

- Reviews of New Pop Records

From page 68

1. "I'd Rather Be Rich" by Dolly Parton
2. "If I Could Have My Way" by Patsy Cline
3. "It's Only Make Believe" by Roy Orbison
4. "It's Not for Me" by Bobby Darin
5. "It's Not for Me" by Bobby Darin
6. "It's Not for Me" by Bobby Darin
7. "It's Not for Me" by Bobby Darin
8. "It's Not for Me" by Bobby Darin
9. "It's Not for Me" by Bobby Darin
10. "It's Not for Me" by Bobby Darin

Don't forget to subscribe to THE MUSIC BOX today!
tion, etc. The Buddha is in trouble. Building is simple and effective. (OS. CAPITOL)

JERRY VALE

I'm in No Love

Coral

123

I'm in No Love

CAPITOL

Coral

123

(copy)

I'm in No Love

(CAPITOL)

ESP. 449

Jeffery Clay

I'm in No Love

123

Jeffery Clay

ESP. 449

Frankie Vaughn

I'm in No Love

123

Frankie Vaughn

ESP. 449

Stylistic, but lacking in Panama charm, this lacks the I'm in No Love

(CAPITOL)

ESP. 449

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Jeffery Clay

ESP. 449

Frankie Vaughn

I'm in No Love

123

Frankie Vaughn

ESP. 449

Stylistic, but lacking in Panama charm, this lacks the
REAL COUNTRY and
REAL GREAT
GRAND OLD OPRY'S
HIT MAKER

GEORGE JONES
Singing Two Smash Duets
With Virginia Spurlock

"Flame In My Heart"
AND
"No, No, Never"

MERCURY 71141

* These are the duets the Deejays, Operators and Dealers have been awaking due to the continuing popularity of "YEARNING". These duets are sure to ring the bell again for George Jones, Country Music's Most Consistent Hit Maker.

George Jones' current record as his ninth straight on the charts

"TOO MUCH WATER"
AND
"ALL I WANT TO DO"

MERCURY 71974

C&W Best Sellers in Stores
for survey week ending June 12

RECORDS are ranked in order of their current national selling importance at the present time, as reported by The Billboard's own system of national sales tabulation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, prices are combined to determine position on the chart. In such cases, both sides are listed in bold type, the leading side

1. WHITE SPORT COAT (BMI)-Marty Robbins... Date \nCapitol 40341
2. FOUR WALLS (BMI)-Jim Reeves... Date \nCapitol 40341
3. GONE (BMI)-Feeny Husky... Date \nMaverick 1012
5. ALL SHOOK UP (BMI)-Elvis Presley... Date \nMaverick 1012
6. BYE BYE LOVE (BMI)-Simply Brothers... Date \nMaverick 1012
7. HONKY TONK SONG (BMI)-Webb Pierce... Date \nMaverick 1012
8. BYE BYE LOVE (BMI)-Webb Pierce... Date \nMaverick 1012
9. NEXT IN LINE (BMI)-Johnny Cash... Date \nMaverick 1012
10. WALKIN' AFTER MIDNIGHT (BMI)-Bobby Darin... Date \nRCA Victor 1012
12. FALLEN STAR (BMI)-Jimmie Davis... Date \nRCA Victor 1012
13. TOO MUCH WATER (BMI)-George Jones... Date \nMaverick 1012
14. I'LL BE THERE (BMI)-Ray Price... Date \nMaverick 1012
15. WHITE LUPA SHAKIN' GOIN' ON (BMI)-Date \nMaverick 1012

C&W Most Played C&W in Juke Boxes
for survey week ending June 12

RECORDS are ranked in order of the greatest number of plays on disc jockey shows heard throughout the country according to The Billboard's weekly survey of top disc jockey shows in all key markets.

1. WHITE SPORT COAT (BMI)-Marty Robbins... Date \nCapitol 40341
2. FOUR WALLS (BMI)-Jim Reeves... Date \nCapitol 40341
3. GONE (BMI)-Feeny Husky... Date \nMaverick 1012
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14. I'LL BE THERE (BMI)-Ray Price... Date \nMaverick 1012
15. WHITE LUPA SHAKIN' GOIN' ON (BMI)-Date \nMaverick 1012
This Week's C&W Best Buys

DYNAMITE (Shadmore, ASCAP) — Brenda Lee — Deco 30533 — Little Miss Lee has made it with Jack Clement as “Love Yo'll Die.” It’s got a lot of pep to it, as well as a lot of youth. Her performer, Lyle Byler, has got a lot of style to it, too.

• Review Spotlight on ... C&W Records

HANK SNOW

Tangled Mule (Bill & Range, BMI) — My Arms Are A House (Shapiro-Bernstein, ASCAP) — RCA Victor 4055 — RCA gay-garland performances bring in quite a strong tunes. The top is easy-going, slightly melancholy story of a man in great distress. Flavorsome chorus adds to the good commercial sound. The new ballad again the most impressive piece of chetung. Strong philosophy woven nicely by the chanter. Both can go.

• C&W Territorial Best Sellers

Lists are based on best sales accounts secured by Western Union music agencies, based on top rhythm and blues dealers and disc buyers operations in the territorial markets.

Birmingham


Charleston

1. All Shaw Up, E. Presley, Vit 2. Big Boss of ’58, Clooney, Dot 3. Bye Bye My Love, Clooney, Dot

Dallas-Fort Worth


Denver


Houston


Memphis


Memphis


Nashville


Richmond, Va.


St. Louis


• Reviews of New C&W Records

JOE COWAN

Blowin’ In My Mind — Capitol

BLOWIN’ IN MY MIND is a gem. With a pitch in the lower range reggae, comes a combination of reggae rhythms, with a little bit on it. It’s a bit of a deal that the people in competitive music, well those people were going for it in this area.

L M C

Get Out Of My Mind — King

KING RECORDS — A solid album from L M C. The bands are tight and the lyrics are tasty. One of the best albums of the year, according to King. This is a good sound, they’ve got a good sound, they’re doing a lot of the total sound.

FRANZIE MILLER

Don’t Make Me Miss You — Down Home

DON’T MAKE ME MISS YOU is a great song with a quality of reality sound. The band is tight and the guitars are good. The vocals are good, too. A good sound, according to Down Home.

LOU DEE

King Old Town Hill — King

KING RECORDS — A solid album from Lou Dee. The bands are tight and the lyrics are tasty. One of the best albums of the year, according to King. This is a good sound, they’ve got a good sound, they’re doing a lot of the total sound.

• Folk Talent And Trends

• Continued from page 72

Publications, which he operates in association with Tom Stutts. — S." /BBQ. He’s got a lot of style to it, and they’re going to be a hit for you. The amazing sound that the people have been hearing in the records that he’s been playing is a hit for you. The amazing sound that the people have been hearing in the records that he’s been playing is a hit for you.

BILL WOODS

Snow White — Broadway

BROADWAY RECORDS — A Madam! The band is tight and the vocals are good. The vocals are good, too. A good sound, according to Broadway.

• Reviews of New Pop Records

• Continued from page 71

Clarinet, Flute, Saxophone, and other instruments. Produced by David Blythe (Warner Brothers, BMI). / BBBB. This is a good sound, they’ve got a good sound, they’re doing a lot of the total sound.

TONY REYNARD

Every Night — Warner Brothers

WARNER BROS. — A Madam! The band is tight and the vocals are good. The vocals are good, too. A good sound, according to Warner Brothers.

• Folk

BOB VAN ANWERP

Bound and Broken — Warner Brothers

WARNER BROS. — A Madam! The band is tight and the vocals are good. The vocals are good, too. A good sound, according to Warner Brothers.

FRANK MEISSNER

To the New America Alone — Warner Brothers

WARNER BROS. — A Madam! The band is tight and the vocals are good. The vocals are good, too. A good sound, according to Warner Brothers.

• Number of Releases This Week

The Your Fave

KEY STAT: This is the key to the heart. The key to the heart is the one that is the best one to the heart. The key to the heart is the one that is the best one to the heart. The key to the heart is the one that is the best one to the heart.

ALABAD

ALEXANDER

ATLANTIC

BAKER FIELD

CALIFORNIA

CAMEO

COOLIDGE

CORAL

DOUGLAS

DOWNS

DUDE

ENGER

EXCELSIOR

FEWCH

FEVER

FREDONIA

IMPERIAL

JACKSON

LONDON

MERCURY

OLD TOWN

RAYNFORD

RCA VICTOR

SALEM

TABBY

TODD

VINCENT

WINSTON

Total: 15

THE ONE YOU CAN'T HEAR

Wiley Barkdall’s TINY TINY

HICKORY 1043
**R&B Best Sellers in Stores**

For survey week ending June 12

**Atlanta**
1. Come Go With Me—Nine, Del, Vee
2. Searchin', Searchers, Ace
3. Chock, Chock, Chock—Chock, Pat
4. C. C. Rider—C. C. Rider, Cruel
5. Fat Man—Perley, Ron (Pat) 
6. Valley of the Teears—B. B. King
7. I'm Yourself, (Pat)—Imperial 5442
8. Come Go With Me—B. M. (Del)
9. Little Darlin'—Diamonds
10. Just Hold My Hand—Clyde McPhatter

**Chicago**
1. I'm Sorry, Benny, G. 
2. What You Done Done Now—Elvis Presley
3. I Love You So—Elvis Presley
4. I'm Dreaming—Elvis Presley
5. School Day—Elvis Presley

**Los Angeles**
1. All About Us—Elvis Presley
2. Little Darlin'—Diamonds
3. Valley of the Teears—B. B. King
4. Tapper, Fat Man—Perley

**New Orleans**
1. Valley of the Teears—B. B. King
2. All About Us—Elvis Presley
3. All About Us, Fat Man, Del—Perley
4. Over the Mountains—B. B. King

**New York**
2. If It's All the Same—Patrons, Men
3. Ring My Bell—Patrons, Men
4. Valley of the Teears—B. B. King
5. Tapper, Fat Man—Perley
6. Over the Mountains—B. B. King

**Philadelphia**
1. What Can I Do—Motown, Del
2. C. C. Rider, Chock, Chock, Chock—Chock, Pat
3. Valley of the Teears—B. B. King
4. Tapper, Fat Man—Perley
5. Over the Mountains—B. B. King

**St. Louis**
1. Wooden, Coasters
2. See It Swinging, For Real, V.
3. I'm Sorry, Benny, G.
4. Over the Mountains—B. B. King

**Washington, D. C.**
1. Searchin', Searchers, Ace
2. B. B. King, Chock, Chock, Chock—Chock, Pat
3. Young Blood, Coasters
4. Over the Mountains—B. B. King

**Most Played R&B in Juke Boxes**

For survey week ending June 12

**Los Angeles**
1. Searchin'—Coasters
2. Young Blood—Ace
3. C. C. Rider—C. C. Rider
4. Fat Man—Perley
5. Valley of the Teears—B. B. King
6. I'm Yourself, (Pat)—Imperial 5442
7. Come Go With Me—Del
8. Little Darlin'—Diamonds
9. Just Hold My Hand—Clyde McPhatter
10. Over the Mountain—B. B. King

**New York**
1. C. C. Rider—Chock, Willis
2. Young Blood—Coasters
3. Searchin'—Coasters
4. Valley of the Teears—B. B. King
5. Over the Mountains—B. B. King

**Philadelphia**
1. Searchin', Searchers, Ace
2. B. B. King, Chock, Chock, Chock—Chock, Pat
3. Young Blood, Coasters
4. Over the Mountains—B. B. King

**St. Louis**
1. Wooden, Coasters
2. See It Swinging, For Real, V.
3. I'm Sorry, Benny, G.
4. Over the Mountains—B. B. King

**Washington, D. C.**
1. Searchin', Searchers, Ace
2. B. B. King, Chock, Chock, Chock—Chock, Pat
3. Young Blood, Coasters
4. Over the Mountains—B. B. King

**Most Played R&B by Jockeys**

For survey week ending June 12

**Highway 3**
1. C. C. Rider—Chock, Willis
2. Young Blood—Coasters
3. Searchin'—Coasters
4. Valley of the Teears—B. B. King
5. Over the Mountains—B. B. King

**Highway 4**
1. I'm Sorry, Benny, G.
2. Searchin'—Coasters
3. Young Blood—Coasters
4. Valley of the Teears—B. B. King
5. Over the Mountains—B. B. King

**Highway 5**
1. Wooden, Coasters
2. See It Swinging, For Real, V.
3. I'm Sorry, Benny, G.
4. Over the Mountains—B. B. King

**Highway 6**
1. C. C. Rider—Chock, Willis
2. Young Blood—Coasters
3. Searchin'—Coasters
4. Valley of the Teears—B. B. King
5. Over the Mountains—B. B. King

**Most Played R&B by Jockeys**

For survey week ending June 12

**Highway 3**
1. C. C. Rider—Chock, Willis
2. Young Blood—Coasters
3. Searchin'—Coasters
4. Valley of the Teears—B. B. King
5. Over the Mountains—B. B. King

**Highway 4**
1. I'm Sorry, Benny, G.
2. Searchin'—Coasters
3. Young Blood—Coasters
4. Valley of the Teears—B. B. King
5. Over the Mountains—B. B. King

**Highway 5**
1. Wooden, Coasters
2. See It Swinging, For Real, V.
3. I'm Sorry, Benny, G.
4. Over the Mountains—B. B. King

**Highway 6**
1. C. C. Rider—Chock, Willis
2. Young Blood—Coasters
3. Searchin'—Coasters
4. Valley of the Teears—B. B. King
5. Over the Mountains—B. B. King

**Most Played R&B by Jockeys**

For survey week ending June 12

**Highway 3**
1. C. C. Rider—Chock, Willis
2. Young Blood—Coasters
3. Searchin'—Coasters
4. Valley of the Teears—B. B. King
5. Over the Mountains—B. B. King

**Highway 4**
1. I'm Sorry, Benny, G.
2. Searchin'—Coasters
3. Young Blood—Coasters
4. Valley of the Teears—B. B. King
5. Over the Mountains—B. B. King

**Highway 5**
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2. See It Swinging, For Real, V.
3. I'm Sorry, Benny, G.
4. Over the Mountains—B. B. King

**Highway 6**
1. C. C. Rider—Chock, Willis
2. Young Blood—Coasters
3. Searchin'—Coasters
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3. Young Blood—Coasters
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5. Over the Mountains—B. B. King

**Highway 5**
1. Wooden, Coasters
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4. Over the Mountains—B. B. King

**Highway 6**
1. C. C. Rider—Chock, Willis
2. Young Blood—Coasters
3. Searchin'—Coasters
4. Valley of the Teears—B. B. King
5. Over the Mountains—B. B. King
Major Diskeries

**Continued from page 20**

"Ladyl" original cast album. Both covers are colorful, but the one produced for industry people clearly shows more.

Despite the lack of comparable hits now, Godfrey Liebenson, Co-producer of "Ladyl," maintains that record buying has been tremendous and that the album sales have also been very good.

"The most wonderful part of this whole industry business doesn't have to do with the amount of record sales. It has to do with the type of reaction the album has generated. It helped the Cohen's understand that there are other types of people than those who buy gold records," says Cohen.

The unexpected success of "Ladyl" has been, Cohen maintains, a bit of a shock to the company. "There is no exaltation by any means; and we don't look for any," states Cohen.

George Marce, vice-president and general manager of the RCA Victor Recording Division, pointed out that any strong single—no matter what the label—helps boost the whole business. "For that reason, the success of a single like the new Pressley single, 'Looking for You,' and 'Teddy Bear,' both from Pressley's label, are extremely important for the company. There is no exaltation by any means; and we don't look for any," states Cohen.

The planning of the Dollar Baby (Fisher, ASCAP)

**Talk to Me Something** (Duchess, BMI) — ATO 692—See review under Pop DJ programming.

**SPIRITUAL**

**THE HARMONIZING FOUR**

All Things Are Possible (Ball, BMI)

In this third album by these old-time Spirituals, there is little that is new, but the group still puts out another fine spiritual performance. The usual quality of the group's presentations is maintained.

**CLOSER TO home**

Bullfrog (Bihari, ASCAP)

The third album by this group brings out an entirely different set of numbers. This group is known for its songwriting talents, and the new album is no exception. The songs are well written, and the group's harmonies are still a strong point.

**CLARE**

Kingstone Fever

ONVX 51—Exquisite recording

The Clare Kingstone Fever has been one of the most popular spirituals in recent years. The group's sound is still as good as ever.

**THE PEARLS**

Ice Cream Baby

OVV-101—Beautifully recorded

The Pearls have once again produced a fine spiritual recording. Their harmonies are still as beautiful as ever.

**Oh! JACOBS**

Party Baby

BB-690—Best of an unearthing

This is another fine Spiritual from the Oh! Jacobs group. The harmonies are still as good as ever.

**Rene**

Shepherd Boy (BMG)

The Shepherd Boy brings out another fine Spiritual recording. The group's harmonies are still a strong point.

**Reviews of New R&B Records**

**Continued from page 74**

**SIDE TRACK**

Googie Rene

1410 W. Center — Wichita, Kan.

**ORIGINAL "JOHNNY'S HOUSE PARTY"**

by John Hamilton & the Gaylars

Music City 27

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238 State St., Easton, N. Y.
HOLLYWOOD—Her- 
man Linden 
has been elected president of the 
Circus Fan Association of America, 
a national convention here. 

The balloting 
was held 
Saturday, the final 
day of the three-day 
tension. 
Lind- 
en, 
chairman 
and vice-president of CFA, 

CFA ELECTS 
HERMAN LINDEN 

James Edgar, 
Sparks Circus Owner, Dies 

James Edgar, 
Sparks Circus 
Owner, Dies 

Gwendolyn Claxton 

Orkin Slates 
Miami Mall 

Trade Fair 

Miami—Orkin Expositions 
Inc., announces 
its Southern Trade Fair, 

Miami Fairground 

Thousands 

Attract 

Orkin 

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**Labor Dept. Issues Age-Wage Warning**

WASHINGTON — Union and carnival owners will have to keep a sharper check on the ages of their younger employees, Newsome Beverly, administrator to the wage and hour division of the Labor Department, announced.

The Labor Department has received trammngs to varying age in that if a show moves from one State to another, it is covered by the federal wage-hour provisions. The law applies as a minimum to all workers by 18 is the minimum age for hazardous jobs. These include driver or helper on motor vehicles, or operation of hoisting apparatus, such as high lift trucks.

Children of 14 and 15 years are employable only in a limited number of jobs that fall outside the 18 and 18-year-old minimum. The younger ones can be employed in some offices and selling jobs, provided there is no interference with health or schooling. This group cannot work more than three hours on any school day, or more than a total of 18 hours per payroll during school sessions. Total hours of work permitted in one school weeks is limited to eight hours a day. All work must be done outside of school hours, and between 7 a.m. and 7 p.m.

The wage-hour law provides that "to employ" includes "to suffer or permit to work." However, the provisions do not apply to children "exclusively" employed as actors or performers.

**REGINA FAIR**

**OKAYS NEW 400G BLDG.**

May Be Used to House Ice Plant
For Winter Use

REGINA, Sask.-Construction of a permanent exhibit building to cost nearly $40,000 has been approved by directors of the Regina Exhibition Association.

No date was set for a start on the building but a decision may be made after the financial results of the 1957 exhibitions are studied. Possibility is that the building will have an artificial ice plant so that it can be used as a curling rink in the winter.

The structure will be on the site of the old Industrial Building which will be torn down. The Industrial Buildings were built back in 1930. If a decision to build in 1958 is made, the building would be ready to house government and industrial exhibits and the women's department at next year's fair.

The building will be approximately 90 by 400 feet and prefabricated steel will be used.

The provincial government will provide a grant of up to $200,000 toward the cost, the money to be derived from provincial taxes and paid over several years as the tax money is collected.

Directors also approved an outlay of $40,000 for hard-surfacing of roadways on the fairgrounds this summer and $14,065 for construction of an entrance arch at the west side of the grounds.

**RIDES FOR SALE**

**Herr's Round—36 feet—3 abreast**
Ferris Wheel—No. 5
1956 Till-Mabini
Kiddie ALLEN HERSHEY—Walter Herseh
Kiddie Bumper Ride

Dr. F. A. Desiderio
137 Centreatria St., Rochester, New York
P.O. Box 333

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**TUBS-O-FUN RIDE**

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A few books still available ... write or call today for details.

* Den Myers
Director of Exhibits
Allen County Memorial Coliseum
Fort Wayne, Indiana

YOU CAN PLACE YOUR CONFIDENCE IN "NATIONAL" RIDES
Rides built by National over 40 years ago are still in operation and considered too
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National is Famous for ...

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This Was Needed
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ARENAS & AUDITORIUMS

Columbia Artists Planning Special-Equipped Legger
By TOM PARKINSON

Among the programs being prepared with the promise of bringing
more legitimate theater attractions to auditoriums and
arenas are two phases of a plan formulated by the Columbia
Artists Management, New York.

Columbia Artists, already active in the booking of concerts,
is in Colbert entering into the void left by the dissolution of the
United Booking Office. Its direct aim is to take Broadway attrac-
tions on road tours. That will involve not only the number of ade-
quate theaters throughout the nation, but it quickly comes to arenas
and auditoriums.

To handle this operation, Columbia Artists has formed a new
subsidiary about which arena-auditorium managers will hear more.
It is the Broadway Theater Alliance, William J. Selznick, president
of both Columbia Artists and Broadway Theater Alliance, is in
charge of booking.

The First Phase of the Columbia plan is to start this fall
and apply only to the 1957-1958 season. It has acquired the Broad-
way hit, "No Time for Sergeants," and will open a tour in September.
It is scheduled to run 40 weeks, much of the time in auditor-
iums and arenas.

This will be especially equipped with an aluminum promenade
about 20 feet high and 18 feet wide. The promenade, now being
designed, is intended to be set up in virtually any arena and thereby
equip the hall for presentation of legitimate attractions. Of course,many
of the arenas, auditoriums and theaters on the route will have
permanent facilities but the show's portable equipment will make it
possible to show in almost any building.

The "No Time for Sergeants" tour represents Columbia Artists' efforts for the immediate
future. The second phase of its program
will be discussed next week.

Cheyenne Adds Seats

CHEYENNE, Wyo.—In anticipation
of close to 100,000 visitors, the Chey-
enne Frontier Days this year added
substantially to its grandstand seating
and box office facilities. The event opens July 23
for five days and five nights.

John D. Mahaffey, chairman of the
committee, reported that close to
$100,000.00, was spent by mer-
chants, civic groups and the commis-
tive on this year's show and that
there will be three parades, five pa-
vilion shows and afternoon and
evening rodeo performances.

2 Maze Units
Put on Shows By Zacchini

ROANOKE, Va.—Vittorio Zacchini is breaking in a new
Maze Unit and a new Circus and Wilson Shows. It is of a type
constructed in the Sacramento, Fla.

Another of the new units is operated by Bruno Zacchini on the
Wallace Bros. Shows.

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Complete line. Write for catalog and prices.
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Fort Smith, Arkansas

IOWA FIREWORKS

Merry Christmas

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1957

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THE BILLBOARD
JUNE 17, 1957

ARENAS & AUDITORIUMS

Columbia Artists Planning Special-Equipped Legger
By TOM PARKINSON

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way hit, "No Time for Sergeants," and will open a tour in September.
It is scheduled to run 40 weeks, much of the time in auditor-
iums and arenas.

This will be especially equipped with an aluminum promenade
about 20 feet high and 18 feet wide. The promenade, now being
designed, is intended to be set up in virtually any arena and thereby
equip the hall for presentation of legitimate attractions. Of course,many
of the arenas, auditoriums and theaters on the route will have
permanent facilities but the show's portable equipment will make it
possible to show in almost any building.

The "No Time for Sergeants" tour represents Columbia Artists' efforts for the immediate
future. The second phase of its program
will be discussed next week.

Cheyenne Adds Seats

CHEYENNE, Wyo.—In anticipation
of close to 100,000 visitors, the Chey-
enne Frontier Days this year added
substantially to its grandstand seating
and box office facilities. The event opens July 23
for five days and five nights.

John D. Mahaffey, chairman of the
committee, reported that close to
$100,000.00, was spent by mer-
chants, civic groups and the commis-
tive on this year's show and that
there will be three parades, five pa-
vilion shows and afternoon and
evening rodeo performances.

2 Maze Units
Put on Shows By Zacchini

ROANOKE, Va.—Vittorio Zacchini is breaking in a new
Maze Unit and a new Circus and Wilson Shows. It is of a type
constructed in the Sacramento, Fla.

Another of the new units is operated by Bruno Zacchini on the
Wallace Bros. Shows.

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MINIATURE GOLF
Courses
Built in America. Constructed by
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Fort Smith, Arkansas

IOWA FIREWORKS

Merry Christmas
THE FINAL CURTAIN

ALLEN-Mrs. Jesus G., retired actor who put in many years on dramatic stage tour before settling down to her surviving husband, Rosco (Nov. 16, 1937) at May 29 in Grand Island, Neb.

BALDERSTON-George W., 57, of the 37th Century, J. L. Landis and Tidwell shows, May 10 in Los Angeles. He is survived by Mrs. Minnie Balderston, 815 W. Abbott and a sister, Mrs. Martha Moore, 304 S. 15th, Bothell, Wash. Burial June 6 in Sunset Cemetery, Manhattan.

DEUTSCH-W. H., veteran pitcher, recently.

GROTEFENT-George (Opa), 67, of 16 Walden, family highwire troupe, in Sarasota, Fla., June 10 of cancer. He was the older of Arthur and Gertrude Grotefent, of the Grotefent and Walkalla troupes, and the step-father of Carl Wallenda, chief of the Great Wallendas. Also survived by his widow, Konigenda Wallenda, Sarasota. He was a bus performer and musical clown with Circus Entertainment, Inc., and was one-time director of the band on the Circus Car. He came to America in 1912, and from 1923 was with the Wallenda set in Europe. In recent years he operated a machine shop at Sarasota, specializing in repair of circus rigging and equipment.

KENDRICKS-D. D. (Cowboy), 52, of the Texas, J. T. Colbert, Connecticut, and himself with shows, June 4 in Elk City, Okla., of a brief hemorrhage. Survived by his widow, Louise; three sons; William and Everett, Clinton, Okla.; and Donald, Elk City; two daughters, Jerri Bon and Bonita, Elk City, and two sisters. Services June 7 and burial in Clinton, Okla.

KINNEY-MR., known professionally as Serpentix, Side Show attraction, June 4 at her home in Woonsocket, R.I.


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NEW MEXICO
Dalis—Fiesta Tent & Building, May 15, 1937. Calendar—Mrs. C. H. Menges, Box 150, R. D. 1, Clovis, N. M.

NEBRASKA
Henderson—Dakota Co. Livestock Show, Aug. 20, 1937. Calendar—Mrs. I. H. Whiteside, 911 22nd St., Denison, N. B.

OHIO
Dalis—Fiesta Tent & Building, May 15, 1937. Calendar—Mrs. C. H. Menges, Box 150, R. D. 1, Clovis, N. M.

NEW YORK
New York—International Housewarming Show July 15-18. Calendar—Mrs. B. B. B. Moore, 910 Centre St., New York, N. Y.

OHIO
Dalis—Fiesta Tent & Building, May 15, 1937. Calendar—Mrs. C. H. Menges, Box 150, R. D. 1, Clovis, N. M.

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ELITCH LAUNCHES 5-YEAR REVAMPING

Arrow Development Makes Plans; Gurtler Starts 'First Major Change'

DENVER — A full-scale remodeling program that may require as long as five years to complete has already been put into effect under the leadership of Elitch Gardens. According to Mr. Gurtler, the project is the first major change in 12 years and that when completed, the entertainment complex will have a new look.

The Arrow Development program was planned by the Arrow Development Company. It will involve a relocation and redesigning of all rides, addition of a half dozen major rides, as well as the major facelift of the kiddie section of the amusement park.

First step, already under way, is the installation of a Brush Boat and a miniature Auto Boat. Rides are to be placed throughout the park, with all the rides to be in place by May 31, as planned.

Meanwhile heavy promotion, merchandise displays and special parties have been put into play to keep the park in the forefront as far as press and public are concerned. A new advertisement is planned for the International News Chain, and it was decided to increase this week's ad rate by 10 cents per insert.

Main event was Wednesday (May 12) night when the colorful Shamrock outfitted fireworks display as its contribution. Rain once and high winds temporarily held up the show until it was beautifully scheduled parade of yesteryear set for the Wednesday show. Display began Saturday (May 8) and were to continue through Saturday (May 17).

Free acts began June 3, with the Locals, Wally, and Miss Thrada, Miss Thrada Trappers. Park opens early at 1 p.m., has the bathhouse and Arcades open at noon or 9 a.m. The balcony is open. Fishing pier and riding, the only addition was added that leftover supply of life will be on hand June 3, theAND is certain that the gain will be all for the safety of the park.

'Little 500' Races Draw at Lakeside

DENVER — Fire existed to run efforts of the Denver Board of Park Commissioners, which sponsored a new event this year, the Little 500. The 500-yard short course was planned as the main event of the day, which is being held in conjunction with the Denver International Film Festival. To date there have been no incidents at the race except for one that occurred today, in which one of the participants, a horse, took a wrong turn and knocked down a fence. The horse was unhurt and the owner has been asked to provide proof of ownership.

The race was run in memory of the late Mrs. William R. Little, who was known as the "mother of Denver." Mrs. Little was a noted philanthropist and it was she who first conceived the idea of a 500-yard race, which has been held every year since her death. The race has always been run in the days leading up to the opening of the park season, and it is now considered one of Denver's most popular events.

Santa Theme Park Opens Near Denver MANHATTAN, N.Y. — Santa's Workshop, the heralded attraction of the theme park, is now open at the park, and visitors are flocking to see the world's largest Christmas display, which includes over 100,000 lights, a working Santa Claus, a life-sized reindeer, a life-sized sleigh, and a life-sized snowman.

Free Acts Used At Kennywood PITTSBURGH — Opening of the 50th anniversary season of the Kennywood Park was crowded with people, many of whom had waited for weeks to see the park.

The park was packed with people, including many children who had been waiting for weeks to see the park. The weather was perfect, with not a cloud in the sky, and the sun was shining brightly.

The park was open all day, and it was expected to be open all day to provide interest during the winter months when darkness will draw the crowds and the new features will be tested with a white apple was used as a snowball.
ROLLER RUMBLINGERS

Promotions Boost Groat At Florida Derby Rollery...

NEW YORK — Neil Groat, the red-headed roller skating pastime at the Park Derby Rollery here continues at a gratifying level and a bright future seems to be in prospect. Jack Golden, manager, operates nightly, except Monday, with matinee sessions Saturday and Sunday. Tuesday night is set aside for women and at noon there is a dance and figure skating club. Wednesday is jackpot night while Thursdays is bowling, formerly games night, is now designated as family night when

FOR SALE COMPLETE PORTABLE ROLLER RINK

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25 x 60... 1,500.00 30 x 60... 2,000.00
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25 x 80... 2,500.00 40 x 50... 3,000.00
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There is Big Money in a ROLLER RINK-

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New Rink System. Ask Us

BEST REFERENCE ASKS US

Write for Modern Build pictures and specifications. Ask for 200 copy book (Rink Installation, Chicago, Ill.) at 50 cents. Chicago Use for yourself or for others.

SKATE AT BARGAINS! Just Closed Our Rink

150 ft. CHICAGO Steel Curb Skates, $855.00 (150 pairs) @ $1.85 each.

150 ft. CHICAGO Steel Curb Skates, $300.00 (150 pairs) @ $1.75 each.

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FOR SALE

NEW YORK — A chain of four amusement parks is being built in a new development by the Gotham Amusement Centers, Inc., located in midtown Manhattan, according to the Government, which is already in operation in Astoria, two carousels at Coney Island, Genoa, Pa., and Woodbury.

V. W. Sheen, president of the firm, is a former Roode, who is president and general manager of Wonderland, N. Y., an amusement park in the outskirts of New York City.

The operators' intention is to provide a variety of facilities, as well as various parts of their own operation, and less than 100 are expected to be available by the end of the year, at least one of which would be a 15,000-square-foot roller coaster. Tickets are to be purchased at the gate of the park, and the cars and rides will be fenced in for the enjoyment of families.

New Orchard Plans Preview Fireworks Show

GLOD ORCHARD BEACH, N. Y.—Plans for the presentation of its annual fireworks show have been announced for July 4. A new feature this year will be a bicycle competition for children, in which the winners will be awarded trophies.

The show is scheduled to begin at 8 p.m., and will feature a variety of acts, including a balloon show, a fire demonstration, and a bicycle race.

The orchestra of the park will provide music as the fireworks are launched, and the show is expected to be a great success.

The park is open from 10 a.m. to 11 p.m. daily, and is situated on the southern tip of Long Island.

Old Orchard plans to preview its fireworks show on July 4, with a variety of acts, including a balloon show, a fire demonstration, and a bicycle race.

The orchestra of the park will provide music as the fireworks are launched, and the show is expected to be a great success.

The park is open from 10 a.m. to 11 p.m. daily, and is situated on the southern tip of Long Island.
Hershey Gives R-B Half of Capacity

Except at One Pre-Sold Show, Crowds Range From One-Fourth to Half Houses

Hershey—Only one of the big circus shows here by Ringling Bros. and Barnum & Bailey Circus succeeded in pulling much of the audience out of the 7,200-seat Hershey Arena last Thursday (7) night show which had been sold out well in advance to the Pennsylvania Republican party. The CQP used it as a hand-raking opportunity, charging $400 a ticket for some seats. Augmenting the audience which thus contributed to the political party's treasury was a group of 3,000 children who were guests at the circus. This served to make the circuses capacity. 

On Saturday (8) there were two afternoon shows and one evening performance. The afternoon crowds were down sharply from the Thursday show, while at night the audience was about 25 per cent of capacity and about 1,700. 

The stand began Tuesday (4). The first two days saw no shows until the two on Saturday. Tuesday night's house was esti-
mated at one-third full, or about 2,500. The circus was playing only 15 miles away at Lebanon, and the Hershey attractions made some placard play and other noises that might otherwise have kept them from attending. This effort to attract business to Hershey, Sixteen Grenade and the circus were profitable, the TV were made by Ringling acts. On Wednesday (5) the crowd was about 25 per cent of capacity, or about 1,900. 

These estimates total about 26,000 for the seven performances, an average of slightly more than half of the available capacity in that time.

Sacramento Called Best Of Polack Calif. Dates

SACRAMENTO, Calif.—A typical and busy week for Polack Bros. circus which is the only unit of Polack Bros. Circuses that has been touring California dates. The circus ended June 7, and was the 223rd performance of the year. This was the circus' first visit to the state in 1959.

Bicycle riders and stilt walkers were featured in the show in this city. It was the circus' first time in without Shrine auxiliaries. The show has been a welcome addition to the entertainment scene in this city. 

Towner Hurt; 3 Men Held

BRANDON, Man.—Three performers and two auxiliaries were arrested here under a warrant for disturbing the peace. The show played to a cordial audience for the first time.

The performers, Johnson and Owen and Hubert Castile, had been involved in a minor auto stop and subsequent fight. Their car was reported to have been all of one in a parking place. An acci-

dent of the other car, Edward Pennington, jumped out and reportedly announced he was going to kill the performers.

In the fight, Pennington was knocked down and rushed to a hospital where he was listed in critical condition. The performers were all arrested when the judge changed to Pennington's condition, and it was at this time that Johnson and Owen and Hubert Castile accompanied them to the arena to work the circus performance. Four days later, Johnson and Owen and Hubert Castile were brought to court on charges of refusing to appear in the same city, and they were released on $500 bond, pending a retrial.

Gil Gray Scheduled For Regina Shrine

REGINA, Sask.—The Gil Gray Circus, which has been successful throughout its tour so far, played its next stop here June 27-29 when it plays in the newly-built exhibition grounds under auspices of the Regina Shrine.

The show replaces the Orin Davenport indoor circus which has been successful throughout its tour so far. The show has been touring in recent years. During the week of June 26-28, the show will appear in the Lion's Club Coliseum.

Clyde Plays Kingston, Ont.

KINGSTON, Ont.—Clyde Bros. Circus played to half houses at Kingston Community Auditorium Sunday, the first of a two-day tour, four-show stand under Shrine auspices.

CIRCUS REVIEW

Walters Show Flashes New Name, Animals, Different Auspices

By Tom Parkinson

GARDNEN, Ill. — Cutting across Illinois and Indiana on its way to the Michigan territory that has been its focal point for the last few years, the show has been a growing success. As the tour approaches the last leg of the road, it can be said that the show's name is the key. 

Walters Bros. has operated its show for six years, and the name has changed only once. The show's previous name was the Sunshine Show. The change in the name has been due to the change in the ownership of the circus. The current owners, Walter and Samuel, have been in charge of the circus for the past six years.

The show is currently touring the Midwest, and is expected to return to its home state of Illinois in September. The show is scheduled to play at the American Legion Fair in Urbana, Ohio, and the Illinois State Fair in Springfield.

NATIONAL CIRCUS CORPS

Bankruptcy Discharged

MACON, Ga.—A discharge in bankruptcy was granted to Edward J. Whittaker, president of the National Circus Corporation, which operated the Clyde Bros. Circus.

The corporation had filed a petition for bankruptcy in May, 1950, listing liabilities of $500,000. The corporation was disbanded.

The order signed by Judge E. P. Higginbotham, U.S. Bankruptcy Judge, discharged the National Circus Corporation from all debts and claims except those specifically excluded from discharge.

Another company now operates under the Beatty circus name.
Kelly-Miller Wins Good Night Crowds

The Budweiser after-bar lunch on their 54th houseboat tour of the Mississippi River, 300 miles from New Orleans, Centennial June 5-9.

Jack Gullic, Racine, Wis., is back in action after hospitalization and is successfully playing the lead in LaPerle, Joe McMahon, both of whom have played in more than 20 shows in the last 20 years with the George Hannsford Family, including Ringling Brothers and Barnum & Bailey; he has been with the Civil Defense Exhibition. Dish Duggan has rented a bus and car to arrive at the show. The Leonards brought one truck and left their equipment in Florida.

Lady (Ruby) Arnold, left the last Grey Show in Tulsa, Okla., visited with Mr. and Mrs. Ward, Mr. and Mrs. Bob Stevens and Norman Anderson on Carson-Bates Circus and with Bill Bailey and Tommy O'Brien, Jr., at Memphis Zoo, before going to the Fort Wayne Game Park, Fort Wayne, Tenn.

Everett Conant and Paul Zalles caught the Hagen and Cole shows when they played at the Ritz and Smiley, and Miller has made all performances despite an arm injury. Benoit Roso has come on for a visit.

Walters Flashes New Title

Walters' famous title of "The World's Greatest Trick Horse" has been given the humorous twist of "The World's Greatest Trick Horse of All Time." Walters, who has been performing with the Ringling Bros. and Barnum & Bailey Circus, has been working on this title for several years.

Another down a top spot on the midway is a rhinoceros. This is displayed in a walk-in show and gets good play, although not so much as a hippo has done in the past. The rhino is a fine looking specimen named "Harry," from the Philadelphia Academy of Natural Sciences. Also on the midway is a snail show and pony ride, but not as popular as the elephant and condor. Condors are shown in the White Ape section.

In the Side Show meagerly are a semi-trailer eagle and a literal "outlaw," which is part of a fairground or traveling show with several compartments. The animal on display are: one elephant, two camels, a llama, two horses, a pony, and a donkey. The animals always seem to be well taken care of. The elephant is one of the many rare animals in the business.

Strong Liberty Act

The top big is an top with 40 feet, a howitzer and two rings and a stage. General admission scale is 30 and 30 cents. There are blue and white band flags and red and blue band flags on both sides of the ring, which provides the music with an electric instrument built into a special truck. Performance starts with a grand entry and early acts are the Wright Brothers' new stunt, the Steers-Cox trapeze turn, and Brother.

Bob and Betty Cibul each take an end ring for magic riding. The Steers-Cox trapeze turn, with long skirts and flowing costumes, is a popular act. The elephant is a popular act in this business and makes the best riders in the business. Two elephants walk around with other elephants and the show is resumed with a ring of the bell and the elephant is shown on a piece in which one is supposedly drunk and the other has to drive him to the polka. Two web girls work. They are the best riders in the business and makes the best riders in the business.

The act is well worked and well rounded.

Charles (Johnny) and Shirley Jones have taken over their own circus, Randy, visited the Pollock show. Bill Naylor, former Pollock manager, was with them. The act is well worked and well rounded.
BILL WINNE

Recommends Broader Aspect to Programs

MEMPHIS — Strictly agricultural fairs are on their way out in Tennessee, G. W. C. Winne, president of the Tennessee Fair Association and manager of the Mid-South Fair and Livestock Show at Memphis said here last week.

In their place will come shows which appeal to city folks as well as rural people. Winne said.

"We will have to recognize that the character of the fairs will have to change with the people of Tennessee," he said. "The population is not 50 per cent agricultural, as it has been until recently. Emphasis on fairs will have to change to educational, industrial and entertainment areas.

Winne pointed out that some of the former best fairs in the State are nonexistent today.

"Four or five fairs that operated last year will not operate this year," he continued. "The Milan Community Fair, which was one of the most successful fairs in the State, is now inactive. Its last fair was in 1955.

"The Chester County Fair, which was held last year, has not reported that it will be repeated this year."

Mid-South Fair, he said, is changing its emphasis to include industry, entertainment, talent and other interests that city people look for.

Fairs are weakening, too, he said, because the borders fall too much on a few leading citizens. When their interests lag, because of lack of support or pressure of business, the fair goes down.

Winne pointed to the success of the annual West Tennessee Strawberry Festival at Humboldt, which has broadened its emphasis so that it will no longer be dependent on strawberries alone.

He noted the success of the Governor's, Tn., Catfish Derby on Kentucky Lake, and the Paris, Tenn., "World's Biggest Faj Fry and Radio," as examples of successful new community efforts.

WACO, Tex.—The Heart of Texas Fair has posted premium totaling $35,442 in its cattle classes, $20,834 for beef breeds, $6,000 to the white oak dairy show.

Entry deadline for the fair, which will operate September 29-October 1, September 1, according to Ottis M. Neely, general manager.

Régina Races Hit Record

REGINA, S. Dak.—Succeed with good weather, a four-day harness race meet staged by Regina Exhibition Association established a all-time provincial wagering record for such an event, $81,285.

Last year's meet, which was a three-day affair, brought $44,367 thru the windows.

Saganaw Runs Premium Book Cover Contest

SAGINAW, Mich.—The Saginaw Fair this year threw the design of its premium book cover open to competition, and Donna Butterell, 17, of Hemlock, was awarded first prize.

The premium book cover competition, which book was conducted by Mrs. Matie McIvor, assistant manager of the school student 10 years of age or under in the State. Prizes were $25, $15 and $10.

This year's fair, which opened September 8 for seven days, will be called Harvest Holiday.

Regina's First ́56

Regina, S. Dak.—The 1956 edition of Regina's Regina ́56, which was recently distributed, contains a page of humorous material by Alden ('Alder') T. Crighton, a Regina native now living in Chicago.

Cicero, Ill.—Fun and games will be the feature of the annual Knechtmen's Parade at Cicero next week.

Régina Fair Features Important Horse Races

REGINA, S. Dak.—The Regina Fair is scheduled for September 21-27 this year, and will feature the first day of the Regina show, which will feature some of the best horse races of the year.

The Regina Fair is one of the largest fairs in the country and is well known for its horse races.

The fair will feature a full schedule of horse races, including the Regina Grand Prix, which is one of the most important races in the country.

WANTED

MISSOURI — WANTED Jubilee and Starlight. Any information on the whereabouts of these two horses. Offer $25 for information leading to their capture.

MISSOURI — WANTED any information on the whereabouts of John Smith, last known to have been in Kansas City, Mo.

MISSOURI — WANTED any information on the whereabouts of Mary Brown, last known to have been in St. Louis, Mo.

MISSOURI — WANTED any information on the whereabouts of John Doe, last known to have been in Kansas City, Mo.

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CARNIVALS

JUNE 17, 1957

Rain Continues
To Plague Royal

DAVENPORT, Ia. — Royal American Shows, after getting more than its share of rain at Evansville, Ind., this week was getting quite a rain out of its forecast in Davenport.

Rain has struck almost every evening during the week and forced the operators to try to discourage patroes. One clear night here turned into a good downpour last night which, if kid's day was laded by noon rain, could now be held under control and will take shows.

Ten persons were injured here Sunday night. Three, reporting to the ride foreman, James Owen, and others, the man had tampered with the locks which held the rides inside the cars. These persons were not injured.

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Rough Spots
Over, Buck Show Hopes

PLATTSBURG, a Brindown for Continental

MORRISVILLE, Vt. — Continuing a busy week, the Buck shows began handing a bright spot during last year's storms.

A set-back was the difference in military personnel. There were many additional personnel last week; compared with others, the difference in the rest had been transferred to England. The arrangments in the area were also paid in advance because of the holiday, the reason for several other set-backs to the shows.

Chester weather set in at every evening, with temperatures well below good day, including a satiating weather. Manager Richard Chalomeau said several TV shows played the meaning and engaged Democrats in a last-minute state for a midway appearance.

Weather was not working anything for a still date and was behind last year's shows.

Barrie Feldman joined here from the Benson Joustland Shows as companion manager. Dowman's Girl Show, Wijmup, featuring the Prime's and Multiple League, has been leading the midway units. Paul La Crosse, an assistant to his knife and tomahawk act on TV whenever possible.

Rocco Scores
In Minn. Towns

GRAND RAPIDS, Minn. — The new North American Shows, opened and managed by Mr. Dieppa, moved here last week after hitting a rainy week. This show, which is a very favorable, two kid days were strong and both the front and back end is good.

Good weather also prevailed at the shows. The mid-week shows at St. Louis Park and Monticello, Minnesota, Mo., and St. Louis, Mo., which will be seen in the towns, sold very favorably, two kid days were strong and both the front and back end is good.

Motor State No. 2
Bows Under New Regime

DETOUR — Motor State No. 2 shows opened its season at Madison Heights, a newly incorporated operating community, on April 28. The show rolled a 12-day stand, May 20-June 9, under VFW auspices. This marks the first full season for this organization, which has been known as the Circle Circle Circuit; for a few celebrations. Basically, it has been an auxiliary to the par- ticipant Motor State Shows, under the ownership of Joe J. Fredricks. The addition of Fletcher Dickson as a partner with Fredric in September of this year marks the en- tablishment essentially of a perma- nent new carnival organization, Dickson, who is managing the show, has been in the business for about 25 years, operat- ing chiefly poppens and confection confection business under the name of circular shows. Fredric is currently operating a series of fair dates independently of the show. Dickson, who is managing the show, has been in the business for about 25 years, operat- ing chiefly poppens and confection confection business under the name of circular shows. Fredric is currently operating a series of fair dates independently of the show.

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Motor State No. 2
(details on page 95)

Motor State No. 2 carried eight rides and about 20 concessions for the opening engagement and will add shows and concessions for the second engagement, which opened last week to McClure, O. for an initial show in the town's fairground, the region, followed by a route across the state.

Earnings Continue OK for Prew Show

BETTERTON, N. Y. — Bud Prew, owner and manager of the Prew shows, which pulled five rides, in a 20-day stand, closing which was by bad weather.

Show looks good despite the recent bad rains, and all hands are looking toward a possible big month over July 4 in Kewaunee, N. If shows are included, Manager Jim Quinn will operate the shows by Charlie Wright, with three con-

The Madison Heights Carnival engaged both shows during the week, playing by the sale of strawberries, which is one of the main events of the fair. The local fair is still weeks in the future and a couple of other rides will be added from wind quarters by then.

Mr. and Mrs. Earl Maynor, a married couple, and sons of a show family, were at the Prew show.

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WALLACE ROBS.SHOWS INC.

WANT WANT WANT
SHOWS: 10a-1, Wildlife, Monkey, Matador Red, Illusion, Fat, Snake, Unborn.
CONCESSIONS: Stack Concessions of all kinds, Novelties, Hats, etc.
HELP: Assistant office secretary, Lot man, Scrambler and Rack-O-Plane Foreman. Second man on all Rides. $50 and $40 per week. All replies to E. E. Farrow, Mgr.
Fort Atkinson, Wis. this week, Appleton, Wis. Centennial next week, followed by Madison July 4th Celebration.

WHEL FOREMAN  MERRY-GO-ROUND FOREMAN ROLLER COASTER FOREMAN  KIDDY RIDE FOREMAN Long seasons, top names, plenty of work, good investment. Good position. Unemployment benefits. The best in Rides and equipment.
A. J. SUNNY AMUSEMENTS 2006 EAST 130TH ST. Phone: Washington 1-6579 CLEVELAND 20, OHIO Playing South Bend this week; Latina Field, Cleveland, next week.

PAGE BROS. SHOWS #2 UNIT TURN: JUNE 11 THROUGH THE 3RD OF JULY CENTENNIAL PARADE, COLUMBUS DAY, and NORTHERN, OCTOBER 1st and 2nd. DURING THE SUMMER MONTHS.
CONCESSIONS: Scale Parts of all kinds, Local Advertiser with Riders, Pin Money, Advertising, and a couple of shows. No experience, contact Arthur Sanders, 403-62, Menasha, Wis. All Concessions in Menasha, Bright, Alonzo, contact Nathaniel Sanders, 403-62, Menasha, Wis. All replies to C. F. Leonard, Menasha, Wis. this week.

WANT FOR DELTA ANNUAL HOMECOMING FESTIVAL June 29th, 30th, 31st, July 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th.

CAN USE AT GEEK & TICKET SELLER L. B. Mahfouz 4201 East 120th Ave., Indianapolis, Ind. Phone: FL 7-6491

GIRLS WANTED FOR GIRL SHOW EXOTIC DANCERS AND SCRIPERS Wire or Write: BUNNY LAUREL c/o THOMAS JOTLAND SHOWS Gallup, Ohio, this week, then per route.

WANTED AGENTS Can place several and other Agents for Rides Shows. Special on Happy and Lucky Agents. The Worlds Largest Rides Shows. Please reply to BILL McCAY New Plaza Shopping Center, Highway #44, South Boston, Mass.

WANTED AGENTS On any Route in North and South America. Salary - $500 plus fees. Write: TED YOUNG 1025 E. 1ST, 19TH FLOOR, CHICAGO, ILLINOIS, USA.

WANTED AGENTS For Largest Family Shows in the world. Call, Wire or write.\n
BENNY GLOSSER & FREDDIE HOWEY WANT AGENTS FOR SPARKLING, NAYMA BUNCE AND SINGULAR STOCK CONCESSION HELP PHM COOPER, CURTIS GIBSON, ROY BARKER. CALL OR WRITE.

All replies to CARL ROCCO, Mgr., North American Shows, Inc. Hibbing, Minn., June 17-33; Fowler, Minn., June 24-30; Minnesota's largest proven 4th, Cloquet, Minn., July 2, 3, 4; Cask Timber Days, Cask, Minn., July 3, 4. Wanted every week in N.

RIDES
Any Rides not conflicting. Must be in A.J. condition.

SUNSET AMUSEMENT CO.

Minneapolis, Minn., Firsts, June 28-30; an International Event. Clear Lake, Iowa, July 2-3-4, on the Square at the Lake Event. Clinton, Iowa (Syson's Station Birthday Party) on the Main Street, with Fairs following until October closing.


HELP: Want Ride men with CHAIRMAN'S LICENSES WITHOUT CARDS.
Address MARKANO, Minn., this week: MONEFOOD, Minn., next.

ELECTRICIAN
For local shows. Write: Mr. Paul, R. J. DUNCAIL, 4131, Springfield, Ohio.

CAN PLACE
For about $2,500 a week. Write: Mr. W. A. Griffiths, AMUSEMENT SHOWS, 3701 Mission, San Diego, California.

WANTED
WANTED FOR CASH, JOE CONNOR'S, 324, 17th Street, Atlanta, III. Have luggage, can gives in any state, at any time. Want to travel now.

WANT TO BUY A good Peepshow Tent. Write: R. J. FRANZ, 6221, S. Kentucky Street, Chicago, Illinois.


SHORTER'S GREATER SHOWS WANT for now and the biggest 4th, 5th, 6th and 7th July and Centennial in the history of Wisconsin. The greatest show on earth. 1500 pieces. Mineral, Ice Cream, Ice Show, Western Show, Big Band, New Shows. Write: Mr. SHORTER, 3114 E. Sonoma St., Milwaukee, Wis.

PARAKEETS 75c 10,000 BIRDS ON HAND QUALITY AT BEST PRICE 24 NEW PLAINS THIS SAME DAY OTHER RECEIVED. 17 YEARS AT SAME LOCATION.

CONRICK BIRD FARM 811 N. Main St., Auburn, Ind. Phone: PL 1-1729 PL 6-2434

F. C. BOGLE SHOWS, INC. NOW BOOKING FOR RED OAK, IOWA, JULY 4 AND AN UNBEATABLE FAIR ROUTE TO FOLLOW CONCESSIONS: Long Range, Northern, Midwest, and All rides. Have Lumber, Ball Games, Pony Tunes, Ice Cream and all Hard Parks. SHOWS: Athletes, Juggellers, Unborn, Accordion, Drum and any with Washington. ORGAN RIDE, Par-O-Round, or any non-conflicting. WANT KIDDE RIDES, ONE OF A SET, Help Foreman for 11th and Henry-Go-Round. Second man on all Rides. We pay top salaries to those who produce. WANT Agents for Scale, Ball Games, Grind Shows. E-mail for Girl Show. Write or phone BORRY DECKER Wynnwood, Saline, Kansas, Open Saturday, June 27, Open Lawrence, Kansas, Army Payday, week of June 29th.


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EASTERN MUSICAL COMPANY

CARNIVALS THE BILLBOARD

JuNE 17, 1957
MANSFIELD, PA., CENTENNIAL
WEEK JULY 4 TO 7
Heart of town, day and night, parades, 2 firework displays, many more events.
Want Concessions, Shows of all kinds, Pitchmen, Novelities, Dingers, Peddlers, Rides not conflicting (this is big). All replies to MICKY PERCEL
900 Main St., South Williamsport, Pa. Phone 34010

WANT—SKEEBECK GREAT NORTHERN SHOWS—Want!

[Phone numbers and addresses for various shows are listed, including shows in Michigan, Ohio, and Pennsylvania.]

EAST LIVERPOOL, OHIO
OLD HOME WEEK, INC. WEEK JULY 1
Can see two or three weeks of shows: they are the best. Will have conflictless shows of all types of Musicians and Concessions available.

WANT WANT WANT
WANT WANT WANT
WANT

CARNPETERS BROS.' SHOWS
WANT

[Contact information for various shows is listed, including shows in Ohio, Pennsylvania, and Kentucky.]

HARRY BURKE SHOWS
CAN PLACE THE FOLLOWING CONCESSIONS

[More details about the shows and concessions are listed, including details about the performers and attractions.]
LAND OF LINCOLN CAPITENNE
& 4TH OF JULY CELEBRATION
SPRINGFIELD, ILLINOIS, JULY 1 TRU 6
Midway located around Courthouse Square, parades every day and night, street dancing, children and youth days, free act in Courthouse Yard, city decorated, county wide participation.

CONCESSIONS: Have limited amount of space for Hardy Parks. Prize Every Time Games, Derby Racer, Agent Scale, Ice Cream for 25c and stock. Must have Hardy Parks to go with same. Only two allowed on show. Name on Hat and Bear Pitchers, Chocolate Dip, Ice Cream on Stick, Break The Record, Pitchman and Demonstrators, etc. RIDES: Will book one Major Ride only, Round The记录, Polar Bear, etc. All wire.

C. C. GROSCHULT, BLUE GRASS SHOWS
Kokomo, Indiana all this week, no phone calls please.

PENN PREMIER SHOWS
LARGEST 4TH OF JULY CELEBRATION IN THE EAST, CHARLOTTESVILLE, JULY 4-6. IN HEART OF CITY. PARADES AND FIREWORKS EVERY NIGHT.

CONCESSIONS SHOWS
Can place App. Scales, Novelties, Shirt Range, Fish Farm, Derby Racer, Class Pitch or any other legitimate Concessions.

CAN PLATES: Men for Motorcycles with RIDGE. We have some zone COMPLETE.

Can place with CHICK, RIDGES AND SEND FOR SAME MENU.

WE HAVE TABLES, STANDS AND CASH BOX.

CONCESSION HELP
Can place side show men and Concessions.

RIDE HELP
Ride Manager, Stand U, Back—Plant, Fish—Plant or any ride not conflicting.

Address all Mail and Wires to
LLOYD D. SERFASS, Owner, Penn Premier Shows
Mountville, Pa.

ALL PHONE CALLS TO
HARRY (DUSTER) WESTBROOK, Bar. Mgr.
Irwin, Pa. Phone Underhill 3-3310

Motor State No. 2
• Continued from page 87

Ips, assistant; Emma Dickson, cashier.
Love pony ride, Robert Morris, sweated; Dorothy Morris, cashier.

Southern States Shows
WANTS
For long term season, in the heart of the market spots, we are looking for the measure of Hardy Parks in all kinds, no PC, in Terminal Park, in city parks, on the streets, in school yards, on the limited space, in state fairs, on county fairs, with all details given in detail. Agents for Hardy Parks Agency are good. Ride info who can and will drive All kinds, All models.

JOHN B. DAVIS
Winfield, Texas, this week.

BINGO HELP WANTED
JOIN NOW FOR JACKIES

FRANK DAREZZI
MGR. 2 UNIT
Baltimore, Md.

Leeright Midway Show

CHARLIE GRIGGS wants
WANTS
Due to disappointment send one Girl for Canada. 35% of Shows and Fairs. Phone for address. Tomi, 202 Park, River St., 211 North 11th Scales, or on phone, will send ticket if I know you.

WANTED
Non-smoking legitimate Concession standing Rockton, Illinois, July 4th that is conditional, Wisconsin.

EMSHOFF SHOWS
Don Teach
Richland Center, Wis. Phone 30113

UNCLE JOE’S AMUSEMENTS
WANTS
Bingo help to operate. Binders, Concessions, Concessions, etc. Phone for address. Ball, Green, Chinese. Meeting Hall, Small Hall, Large Hall, Concessions.

Contact JOE SEABOALT
Phone 916-16. For own calls.

BABE GALLAMORE WANTS
Agents for Bear Pitchers, General Up and Down boys. Help for Concession. Give contact if per route.

NORTHERN EXPRESS SHOWS

FLYING RETURN ACT WANTED
JULY 8-15
For one or two days. Also other August dates.

Contact JOE SEABOALT
Richland Center, Wis. Phone 30113

ELMER REID
Rides, this week, the week after.

James H. Drew Shows

JAMES H. DREW SHOWS
GRAYSON, KY.

WANTED
For CIRCUS & RIDES
Circus Operators with no metal equipment

JAMES H. DREW SHOWS
GRAYSON, KY.

COASTER AND FERRIS WHEEL WANTED
For big season in park location in St. Louis area. Also need 12 men Kiddie Rides.

INDIAN MOUNDS PARK

JUNE 17, 1957

WHEELS

ALL SIZES—ALL NUMBERS
CARDBIND PRODUCTS CO.
Les Berger
69 West 27th Street
New York, N.Y. 10011

PARAKEETS
75c
Bird of top quality
Miniature talkers
CAGES 50c EACH
Shipped only—F.D.R. Los Angeles

24-HOUR SERVICE
Burke's Bird Farm
875 E. Calleto Rd., Pasadena, Cal.
Phone: Oxnard 9-3210

PARAKEETS
ADULTS OR BABIES
CAGES 50c or $1 (Heavy metal—solid assembly)
For sale locally

24-Hr. Service
WELLS BIRD FARM
2143 S. Myrtle,
Monrovia, Cal.
EL 9-4591

WANTED

GIRLS
• Novelty Acts
• Wairresses
• Dancers
GOOD PAY
Tommy Thomas
City Heights, San Diego, Cal.
Phone: Cypuran 3086 after 9 P.M.

WANTED
GRIDDLE MAN
Top salary to right man. Also General Concession Help. Watchful, etc. All answer.

John Stealey
Prelis’s Broadway Shows
Glenview, N.Y.

FOR SALE

Leonard R. Miller

31st Street Show
64th St., Chicago, III.

DIWILL
July 1-5; Houston, Tex. July 15-19; Clinton, Okla.

CUSTARD TRAILER

ALL RATCH
Mil. H. Ratch
Mr. Patton, Gates

WANTED

GUYS FOR FRANKIE’S GIRL SHOW
Army camp hands, work many different jobs, good job. Phone: Frankie’s Girl Show, Burbank, Calif. 17th and Gower, Los Angeles, Calif.

JUNE 17, 1957

HARRY BEASLEY

PARADISE CIRCUS

CARNIVAL

THE BILLBOARD

WANTED

GIRLS FOR POMPEII GIRL SHOW
Army camp hands, work many different jobs, good job. Phone: Frankie’s Girl Show, Burbank, Calif. 17th and Gower, Los Angeles, Calif.

JUNE 17, 1957

HARRY BEASLEY

PARADISE CIRCUS

CARNIVAL
LAGASSE
AMUSEMENT COMPANY
HAVERTHILL, MASS.

LAST CALL
L. C. LEE & CO.

CONCESSIONS:

RIDES:

Loll and Car


Contact: Larry Renz. For Reservations: Don Pullen, Juniata, Pa.

PAGE COMBINED SHOWS
Want for Mammoth Fireman's Celebration—Allegany, N. Y., June 24 to 29. Followed by a Big Centennial and 4th of July Celebration combined. Wellsville, N. Y. These are two outstanding dates.

CONCESSIONS:

Water Guns, Balloon Dart, Long Range, Bumper, String Game.

RIDES:

Horse Shows, Carnival, Ariel, Assorted Games.

SHOWS:

Wildlife, Big Show, Mechanical, Life Show, Monkey Circus or Stereopticon.

RIDE:

Forest, Sling Shot, Racer and Round-Up, etc. 200 Boys and Girls have license and drive. Come on.

All replies to Bill Page, Duv Bois, Pa.

STANDARD SHOWS

Want calls "S" on Campus, Rings, Croquet, Novelties and Bag, Four-Wheel Connexions, Kiddie Whip. Rent One Machine. "Why Not Rent a Machine?"

Wheel Foreman, $50.00 a week. Send a case. Can use two good Second Men.

White Dixie wants one Good Show Agent and one Man for Outside Sales. Pay call. Larry Helm wants Man and Wife for Hot Dog.

Route, June 17-25, Back Springs, Wis.; then daily on all Four of July dates.angelo, Wife. 7 days of work.

Pa. 414-20-23, contact.

CARL PEARSON

Ole After Amusement Shows, Alamosa, Colorado, this week.

P. S.: Dan Bollard, contact.

FLOYD O. KILE SHOWS

OPENING—4TH JULY CELEBRATION, LICKING, MISSOURI.


CONCESSIONS: Stock Stands, Water Guns, Pinches, Bell Games, Squeaky Bottle, Hoop-La, Hula Hoops, Delicious etc., in Carp, Scales, Games, etc.


CLINTON, IOWA. FAIRGROUNDS TILL JULY 28.

SCHAFER'S JUST FOR FUN SHOWS

WANT FOR 4TH JULY CELEBRATION, PORT DOWNEY, ARK. JUNE 24-29. THEN JULY 4TH CELEBRATION AT QUINCY, IIL., AND WINNIDA, MINK., STEAMBOAT DAYS CELEBRATION, AND ALL PARADES TO FOLLOW.

SHOW: Cold Show, Monkey, Mechanical, Mechanicals at any Call.

RIDE HELP: One Man on All Rides.

CONCESSIONS: Can place New Rides at All Rides. CHAS. LEWIS wants Agents for the Big Show. Union, 1-20. 30 Cents Gallery and other Horse Pony Agents. RIDE HELP needs Agents and General Connexions. Fred, Charles, contact Ralph Wagner, Mgr.

ADD. ADDRESS: P. O. 54, CHICAGO.

WINONA, IOWA; MO.; 13, I.; MISSOURI.

WANTED FOR ANNUAL 4TH OF JULY CELEBRATION Sponsored by Business Men's Club of Pontiac, Michigan.

Major Rides, Harry-De-Road, Twin Wheel, Ballyhoo, Sale Smiley or Similar Rides, also Kiddie Rides and Legitimate Concessions. Popcorn, Cotton Candy and Ice Cream has been used.

E. G. ANDERSON

P. O. Box 15, Urb, Michigan

NOLAN AMUSEMENT CO.

CONCESSIONS—RINGO, GLASS PITCH, Six Cars, Buckets, Jewelry Sales, Novelties, Age, Scales, Photos, Mirror Game, Bell Games and Handles of all kinds.

SHOWS—Warren Tacheaux Operator and Man and Wife for Division Show.

RIDE HELP: Foremen for Wheel, Carpenter, Goods, Kids, Rides, Round-Up and Flying Trimmers.

Second Man for All Rides.

EYRIA, OHIO, JUNE 22-74; EASTLAKE, OHIO, JUNE 24-74

RIDE HELP WANTED

To join lawn shows. Write for Full Details at Box 389, Findlay, Ohio. Also other capable Help. Top pay plus board. Work Concessions of all kinds.

Consider good capable Rides Super Intendard. One who can wire small Price preferred. 30 Days Work. 30 Day prop. All replies to NEW ENGLAND AMUSEMENT, Harry J. Kahn, Mgr.

40 PARKSIDE ST., SPRINGFIELD, MASS. Phone: Elam 4-4077. To contact.ask.

RIDE HELP WANTED

Foreman and Second Man for El #5 Baby Beauty Harry-Go-Round, Chippiparai Widow and Appleseed Rides, Bell, Dog and Sure, Boys who know me contact me at once.

RED NORMAN, c/o Deluxe Shows, Rockville, Conn.
Be sure your agate and motiled balloons are decorated in O.K.'s Brilliant new BIG FLASH design that features:
- More color
- Pink and blue petals added
- Brighter DECORATIONS

**MAKE IT A HOT SUMMER**
Order COLORAMA Balloons from your jobber TODAY!

WORKERS AVAILABLE

**LOW SUMMER PRICES**

**HAWAIIAN TILOGS**

**FASTEST DELIVERY SPOTLESS FRESH**

FRESH STOCK SHIPPED DAILY BY RAIL AND ENSURED TO YOU OVERNIGHT.

Telephone Orders 5-6400

ORCHIDS OF HAWAII, INC.

NATIONAL SALES OFFICE
425 S. HAWTHORNE AVE., SANTA MONICA, CA.

Can't Beat Our Brody

**Brody**

We carry a Complete Line of Electrically Apparatus, House Fittings, Gas and Water Fixtures, Sanitary Wares, Musical Instruments, Toys, Bedding, and a complete line of other miscellaneous articles.

**Pipes for Pitchmen**

**By Bill Baker**

**Frank Lager**

writing from West Palm Beach, Fla., reports that Tex Elayne, the well-known sheet writer, is continuing his various operations in St. Mark's Hospital there and would like to read mail from some of his old weaks in the fraternity. Tex and his wife have had honeycombs at several of the larger fairs in recent years.

**Market Street**

Newark, N. J., open to visitors only, is a big spot for the ex-socialites who are doing well with furniture, glassware, and other home furnishings, according to Collins, the white-gloved stroller. Good is still working glass cases in the area, according to Collins, while Bill Evans is doing well with birds, cats, and hats. "Not many of the old-timers are seen around the showroom, but these are plenty of newcomers with discoveries, according to Collins."

**Jack Bostler Stover**

who recently worked sheet for a day in Orange, Va., stayed there for three or four nights to visit friends on the farm. Warren Shows Stover cut up jackpots with such old friends as Jack French and his wife, Mary, and their sons, Charles and Johnnie, and the Felejohn brothers.

**The Recluses**

The Roschilles have a wrestling school and are training young wrestlers in their first class. On the pitch fork reports that they are still working the Cheltenham, Md., area. Setting up a new house in West Virginia, Spool Improvement is making progress in North Carolina, Clyde Fish is in the University of North Carolina, and Senator Balston is working over parts around Keyser and Peabody, W. Va., and Western Penn, Md., W. H. (Bill) the radio pitch man had a recent accident which cost him a pretty good hand and now he is working out in the fields.

**Florida's**

Gov. LeRoy Collins has signed a bill which requires a $25-per-year license for all "trader's, common carriers, automobiles, and trucks," according to Collins, the white-gloved stroller. Good is still working glass cases in the area, according to Collins. 

**10 Years Ago In Pitchford**

The Barter West-Macy Zuckerman spot on the Atlantic City Boardwalk was noted yesterday in the business world as a great success. The show was sold out and is now being booked for the winter.

**Frisco Pete**

**Merchandise You Have Been Looking For**

Catalog Ready—Write for Copy Today

**Premium Supplies Corp.*

2201 Washington Ave., St. Louis 3, Mo.

**Soft Goods**

**Closet Order Earrings**

Price: $5.00 per pair, $40.00 per dozen. Item: 775.

**Low Price Earrings**

Price: 50 cents per pair, 5.00 per dozen. Item: 776.

**Valentine's Day**

**Princess Fashions, Inc.**

1 Washington Ave., Dept. B
Philadelphia 3, Pa.

**Sales Borders-Clout**

**Columbia Sales Co.**

3323 St. Paul St., Wheeling, W. Va.
CALLING ALL
MANUFACTURERS! JOBBERS! WHOLESALERS!
Come and Get Those WINSTON
low-end, high point, volume repeat, sensational sellers
You DEMANDED! WE FULFILLED!

WINSTON
BRASS, GUNMETAL, AND CHROME
BALL POINT DECK OR DIP STYLS
ALL MANUFACTURERS GUARANTEED PERFECTS

[Image of product]

LOWEST PRICES ANYWHERE...
ALL MANUFACTURERS GUARANTEED

6 WINSTON Dri-Line Pens
Plus Pocket Secretary
Most Popular Style Ball-Point Set on the Market!

[Image of product]

$7.40 per dz. $6.90 per ct.

WINSTON TWINS
 установка (1 у.) $1.99 ea.

WINSTON INDUSTRIES LTD. at EINO MOC CO., INC.

CHICAGO'S NORTHSIDE LARGEST DISTRIBUTOR OF WHOLESALE GENERAL MERCHANDISE

SPECIAL INTRODUCTORY OFFER—KKB 3101
Send 127 per set of 12 for $2.50 ea. for special, better-best-quality set.

Be Sure to Visit Our New Large Showrooms With Chicago's Finest Merchandise!

DAMEN-LAWRENCE SALES, INC.

Original
ELVIS PRESLEY HATS
$4.00 PER GROSS F.O.D. LOS ANGELES
25 PER CENT WITH ORDER, BALANCE COD.
ALEX FREEMAN

5414 VICTORIA AVE.
225 ANGELES 42, CALIF.

It's Not Too Late...yet to
SELL BIG WHEN DEMAND IS BIG
Rush your Ad Instructions aerial special delivery TODAY

SUMMER SPECIAL
Dated June 24...Out Next Monday
Ad Deadline...Wednesday, June 19
WRITE, WIRE OR PHONE US TO REPEAT A PREVIOUS AD FOR YOU
The Billboard, 2160 Patterson St., Cincinnati, Ohio

FINISHED FINDINGS
• NECK CHAINS • SPRING RINGS
• JUMP RINGS • LOCKETS
• CROSSES • ENGRAVING PLAQUES
• NOVELTY CHARMS

KIPP'S SPECIAL PURCHASE
8" HUNTING KNIFE with Leather Sheath
Imported.

ROBERT D. ROBINSON CO.
17 Bridge St. Syracuse, N. Y.

WHY NOT SEND IT OFFICIALLY NOW
FOR YOUR FREE CATALOG?

IN CARNIVAL, SUPPLIES
8" CARRY-A-COMplete LINE
OF CARNIVAL SUPPLIES.

WHITE'S NOVELTY HOUSE
Dept. W-891, New York 1, N.Y.

PLUSH PRIZE

32" PLUSH BEAR

$20.00

32" SUPER PLUSH BEAR

$21.75

31" FANCY POOLES

$24.00

TAYLOR'S TOYS, INC.

34 West 23rd St., New York 11, N.Y.
**Bulk Machine Tax Policies Explained**

Federal Officials Outline Restrictions

**NEW YORK** — An unofficial bulletin published weekly by the National Association of Vending Machines, an association of vending machine manufacturers and distributors, has been published recently by the New York Times, a newspaper that specializes in vending machine news.

The bulletin announced that vending machine manufacturers have been increasing their efforts to control the use of vending machines in various locations, including bars, restaurants, and other public places.

The bulletin also reported that vending machine manufacturers have been increasing their efforts to control the use of vending machines in various locations, including bars, restaurants, and other public places.

**MOSCOW STORES 12 VENDORS**

**Moscow** — A dozen vending machines were on display recently in the window of a Moscow department store, which opened in Moscov last week. The machines are of various brands and sizes, and are placed near the entrance of the store.

The store has been receiving a large number of customers, and the vending machines are expected to provide a steady flow of income.

**AUBERT TELL'S DRUG EXCUSES:**

**Operate Machines, But Let Vending Machine Handle Food and Cigarettes**

**NEW YORK** — The future of the drug store business is uncertain, as the drug store chains are considering the possibility of handling only food and cigarettes.

The drug store chains are considering the possibility of handling only food and cigarettes, as this will allow them to reduce their expenses and increase their profits.

**R-M Bows 3 New Vendors at Show**

**PHILADELPHIA** — The R-M Machine Company announced the opening of three new vending machines at the 1966 Philadelphia Electric Show, which will be held next month.

The new machines are designed to handle a variety of food and beverage products, and are expected to be very popular with consumers.

**Drum Chain Execs Examine Vending**

**Majors, Exhibits at Chasco Meeting; Koening's Cities Fountain Space Costs**

**NEW YORK** — More than 300 drum chain executives had a meeting at the Chasco Convention, which was held last week in New York City.

The executives discussed various aspects of the vending machine industry, including the costs of vending machines, the future of vending machines, and the potential of vending machines for advertising.

**King Announces New Baseball Ball-Gum Unit**

**CHICAGO — A new baseball chewing gum vending machine is being introduced by King & Company for the ball vending trade.**

King & Company has introduced a new baseball chewing gum vending machine, which is designed to be placed in baseball stadiums and other public places.

**Virginia May Levy 3c Pack State Cig Tax**

**WASHINGTON** — A cigarette tax of 3 cents per pack-phrase proportionate levies on other tobacco products is being considered by Virginia State Senate Senator Carroll Gray last week (5) as a method of increasing state revenue.

Gray proposed the tax, which would be added to the state's excise tax, as a way to increase state revenue and provide funding for essential services.

**LETTER TO THE EDITOR**

**Where There's Smoke, There's Automatic Products**

To the Editor:

I am president of the Automatic Products Company, a company that has been in business for over 50 years. We have developed a new vending machine that is capable of dispensing a variety of products, including food, beverages, and tobacco. The vending machine is designed to be placed in public places, such as schools, hospitals, and offices, and is expected to be very popular with consumers.

The vending machine is expected to bring in a lot of money for the company, and we are looking forward to its release in the near future.

Sincerely,

[Signature]
N. Dakota Tobacco Tax Collections Up 4.6%  
BISMARK, N. D.—N. Dakota's cigarette and small tobacco tax collections for May were up almost 13 per cent, to $201,007, according to State Tax Commissioner J. Arthur Cramner.  
For the year so far they total $1,704,278, a rise of 4.4 per cent above those collected during the first five months of last year.

ROCKET WATER JET-SHOOTER  
Fits Tornado with Water-NO-FIX  
A Jet of Water Hit Target-It's Great Fun for Youngsters  
5.00 and up-$6.50 per 1,000  
Fax, Jamaica, N. Y.  
From Advertising Supplies, Inc., 1465 Bermond Ave., Brooklyn 19, N. Y.  
Phone 1-3900  
Please write for prices.

J. SCHONEBACH  
For Victor Vending Corp. Machines, Parts, Global Machine, Reproduction Supplies, 1465 Bermond Ave., Brooklyn 19, N. Y.  
President 2-2900

SAMUEL EPPY & CO.  
9-1-14 4th Place  
Jamaica 35 L.I., N.Y.

BISON PADLOCKS  
With KEYS!  
Best choice in your market. Lend distinctive appearance with modern style and simplicity.  
Send 35¢ for Sample Kit of Charms.

THE PENNY KING  
Company  
2188 Main Street, Pittsburgh, Pa.  
World's Largest Manufacturer of Penny Merchandise  
NATIONAL SALES HEADQUARTERS  
FOR ATLAS-MASTER MACHINES

COIN SPECIALTIES  
BASEBALL VENDOR  
Kids will stand in line waiting to drop pennies into this engaging and colorful vendor which delivers a ball of gum with every cent—a sure winner.  
Attractive and colorful miniatures of 16 American and National league baseball clubs.  
* Yields 15 cts. of 7-cent value gum  
* Vendor in $1.00 change  
* Three-bin showcase display window  
* Free trade-and-merchandise and flipper  
* Size: 14'M high, 10" wide, 9'M deep  
Call White or White Today!

EXCLUSIVE DISTRIBUTOR  
J. SCHONEBACH  
Factory, Distributor at 2971 1st Ave., Wheeling, Ill.

NATIONAL VENDING MACHINE COMPANY  
3533 Fifth Avenue  
Pittsburgh, Pa.

YOU MAKE MORE MONEY WITH  
NORTHWESTERN  
PROVE IT TO YOURSELF!

THE NORTHWESTERN CORP.  
2671 Armstrong Street  
Springfield, Illinois

Glass Containers Up  
Factory shipments of machine-made glass containers during April totaled 31,030 thousand gross, according to Commerce Department.  
Returnable beverage containers accounted for 132,287 thousand gross of the total, an increase of 114 thousand gross over the preceding month.  
Nonreturnable beverage containers are accounted for 128,100 thousand gross of the total, an increase of 16 thousand gross over the preceding month.
Canteen Sales Hit New High

NEW YORK—Sales and earnings of the Automatic Canteen Company of America are at record highs, according to a company report issued last week.

Consolidated sales and operating revenues for the 24 weeks ended March 19 were $50,759,403, compared with $47,284,265 for the like period last year. Earnings for the 35th period were $1,314,060, compared with $1,103,420 for the same period last year. Preliminary figures for the 32-week period ended May 11 indicate an increase over the previous year.

Ind. Court Rule Won't Affect Cig Prices

INDIANAPOLIS—An Indiana Supreme Court decision which took the teeth out of the State's fair trade law will have no effect on the sale of cigarettes, the judges of the tribunal told the press in formal last week.

This came as a relief to cigarette distributors and vending machine operators who feared that the decision would ignite attacks on the State's fair trade covering cigarettes and tobacco products.

The court decision invalidated the "non-seller" feature of the State's 1957 fair trade code. However, judges were quick to explain that an entirely different statute covers the price maintenance of cigarettes.

The suit which culminated with last week's ruling was brought by the Bisell Carpet Sweeper Company of Michigan against the State of Indiana over the Indiana Court of Appeals' decision. Bisell initiated the action against Indiana for selling sweepers below the prescribed price and when an Indiana appellate court held for State, the Michigan firm appealed.

Therefore, cigarette distributors are not affected by the decision. This means that the price regulations of the State of Indiana will continue as before.

Address Correction

SHREVEPORT, La.—Due to an error in records of incorporation, the address of the Boozer-Shipport Cigarette Vending Machine Corporation, a newly-chartered firm, was reported at 813 Pierre Rout, Baton Rouge, La. The firm is actually located at the above street address in Shreveport.

Cigar Production Up

Production of large cigars during March totaled 411,197,738, an increase of 7,2 million over March, 1956. Small cigar production totaled 4,183,340—a decrease of 1.3 million from March, 1956.

VICTOR'S PLAY BALL

Sensational 310 Ball Gum Vendor For Every Industry

Price $19.75 Each

Available in any color or design. Order now. Mail list.

For further information, address the nearest Torr Distributor, or write:

ROY TORR
Lansdowne, Pa.

H. Whillans New Sales Manager at Carlson Vendors

TOKYO.—Often described as the "brain" of the vending machine "universe" is Canada, Howard Whillans, 33, has taken upon his own operations in Tokyo general sales manager in charge of operations, while Samuel Harris, C.A., is comptroller in charge of administration for operations and distribution.

James Tavenor is service manager for operations, and Wenz Upton, service manager for distribution.

Carlton is engaged in both operations and distribution, with its operations centered in Toronto. They hold franchises for distribution in other parts of the country.
MUSIC MACHINES

Communications to 106 W. Randolph St., Chicago 1, III.
JUNE 17, 1957

EP’s, 50c Chute Start New Juke Pricing Experiments

Operators Give Pros and Cons on New Multiple-Pricing Techniques

Before the days of dime play, juke box pricing was a relatively simple thing: One tune for a nickel, two for a dime and five for a quarter. The tunes came in boxes, and the operators whose hands were on the dials could do anything with them. The result was an overwhelming satisfaction of the customers that varied through the country today.

Chute pricing, as it is called, has been around for a few years. The latest version is the new coin-operated machine that takes five cents, and the machine is now being used in being dual priced, which again con-...
You'll be free as a bird from servicing worries . . . . . . 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

300, 180, 50 Selections

ROCK-OLA MANUFACTURING CORP.
800 N. KEEDIE AVENUE • CHICAGO 81, ILLINOIS
Unions Can't Cure Juke Box Ills: Ops

- Unions lack familiarity with operating business. Associations are preferred.
- Ops fear union tactics, bad publicity would do juke industry more harm than good.

This is the last of a two-part Forum on what operators think of unions in the juke box operating business. Part one appeared in The Billboard, May 8.

Operators don't feel that unions can do any more for the juke box business than is already being done. What's more, they don't even feel unions can do as much.

This is not based on any desire that face the industry today, but rather the fact ascription by operators that unions aren't the answer to whatever troubles they have.

Interestingly enough, the comments are based on how operators feel about the future, rather than a reflection of what has happened in the past.

When asked point blank whether they thought unions could help the juke box business in the future, 64 per cent answered a flat "no." An additional 13 per cent "didn't know," while only 23 per cent felt that unions could be of any possible help.

Objections to union membership seemed to be numerous. Operators seriously doubted whether unions could take any positive steps toward curing theills that faced the operating business. For example, only 23 per cent felt that union membership could effectively stop "unfair trade practices," such as price cutting and unethical location jumping, while 77 per cent gave emphatic "no's."

The comment of Paul Hurst, Atkins, Ark., operator was typical. "I feel if every man can't run his business fairly and honestly, a union can't do it for him."

Associations, on the other hand, came in for a good share of praise from operators, who felt they presented a solution to many problems faced by the industry today.

Exchange Ideas

The general feeling is that associations are "closer to the business." "A group of operators getting together can offer each other a great deal, with exchange of ideas, sharing of operating experiences, and development of professional goals and standards."

E. Jolly, a North Carolina operator, emphasized this point. "The operator that practices bed business policies and injures his fellow operators, will be recognized by other operators and locations, and will lose business if not eliminated altogether. There are so many ways for an operator to dodge union laws that a union would only help a little, and would not be worth the price."

Union Tactics

But besides the lack of professional help that unions could offer, there were definite undertones of "fear" of union "tactics and operating methods."

Forum Votes

1. Whether or not you think unions have benefited operators in the past; do you think it is possible unions could help the juke box business in the future?
   - 23% Yes
   - 51% No
   - 25% Don't Know

2. Do you think that operator (or operator employee) membership in a union can effectively stop unfair trade practices (price cutting, unethical location jumping, etc.)?
   - 23% Yes
   - 77% No

3. Do you think an operator association can stop unfair trade practices without its members (or its employees) belonging to a union?
   - 70% Yes
   - 21% No

4. Do you think competition among operators is tougher in big cities than in small towns and rural areas?
   - 47% Yes
   - 31% No
   - 22% Don't know

Many feared that unions would take over the business entirely, leaving the operators with little or no voice in how they might run their own businesses. Operators "strong arm boys," as well as "bosses who would be paid more than the average operator made in a lifetime" were also mentioned.

Another Midwest operator mentioned the recent publicity that has sprung up around unions. "We're still trying to prove ourselves as legitimate business men," he stated. "One silver lining of operations with union corruption would hurt us more than a union could ever help."

The Music Operator Forum is a weekly Billboard feature devoted to discussing the views of music operators throughout the country on current operating problems. If you have a question in mind to the Forum, or any suggestions for topics which you feel we should address, send your views to the M.O. Forum, The Billboard, 111 West Randolph, Chicago 1.
The luxury of high fashion decor is complemented by the graceful design and subdued lighting of the Wurlitzer Model 2100.

Patrons who enjoy hearing the music of their choice with flawless clarity and fidelity recognize this Wurlitzer as perfection in musical reproduction.

Its earning power and high resale value combine to make the 2100 the most desirable purchase in today's market.

The WURLITZER 2100

WURLITZER
NORTH TONAWANDA, N. Y.
Established 1856
Try P.O.P. Display to Up Play

- Continued from page 100

...in a tavern or restaurant where the employers are on their toes, they can play an important role in keeping juke box tunes spining. But in many locations, where the bartender or waitresses don’t care, juke box play depends entirely on strong juke box patronage. It is in this type of location, where P.O.P. material could help, these operators reason. Displays could supply the attention-grabbing means which an employer might ordinarily supply.

In addition, P.O.P. displays can be used as an effective tool in helping strengthen operator-location owner ties. It is further evidence to the location owner that the operator is selling and promoting music, a fact which is bound to impress the location owner who stands to gain from an operator’s efforts.

P.O.P. display material for juk boxes has been used little up to now. It is estimated that fewer than one in 10 operators use any display material. How much the new move will be used over a period of time is not known for sure. What is known for sure is that operators previously have never had as sound a reason as they have now for using it as they have with 200-selection equipment and EP’s. With more limited selections, the usefulness of display material is considerably less, and with no EP’s offered it’s only standard programming that could be provided.

The current activity with P.O.P. displays is concerned largely with the promotion of tunes other than hits. People do know hits are programmed on juke boxes, but probably many do not know that 200-selection juke boxes especially contain a whole lot more than that. It is this fact which needs selling.

The P.O.P. display cannot be looked upon as a means of increasing play on other-than-hit tunes from people who like only hits. In addition, it would be pretty far-fetched for an operator to attempt to use displays to sell people music that they don’t prefer. It can be useful in telling people that a type of music is programmed that previously has rarely been associated with a juke box, figuring that some of those will change their type music.

The validity of that argument has been demonstrated by operators who have for various reasons decided to plug a particular brand new tune, especially if it’s by an unknown artist. Results of this have shown that a P.O.P. juke box display cannot do it.

The record industry stands to benefit from the P.O.P. display movement. Just as displays of all types occur in retail stores and are used by merchants and give a substantial amount of promotion to the albums in comparable displays on a smaller scale can be used to do the same in restaurants and taverns through the country.

A number of operators point out that record companies would do well to keep the P.O.P. display activity of the operator in mind at least in designing album covers, perhaps in including with juke box manufacturers in producing additional P.O.P. display materials.

Chi Ops Set

- Continued from page 199

The association’s previous gold宁愿者 have been made in the neighborhood of $300 to 700, but the central location of the dance is expected to swell this year’s mark. Entertainment plant have not been affected by the neighborhood association would be able to draw attention to the Chicago area at the time of the event, with presence of a first-rate floorshow.

The Boston Pricing Experiments

- Continued from page 109

Where EP’s still exist (and many operators say they don’t want them anymore) the price is two for 15 cents, but results have been discouraging.

As for being willing to pay more for deal pricing or credit accumulations, the feeling is that the cost of machines is already too high without extras such as these.

There was no evidence of 95-cent converters, the reason being that the cost was too high and that a machine with a converter of any kind is a poor trade-in and always brings less than a regular machine.

Since acceptance on the part of the location has been favorable, and strangely enough there was very little resistance encountered when the machines were first put into operation.

All in all, the 95-cent chute has been good for business here. The customer is getting more plays for his money, the operator has seen his gross go up and the fact that it isn’t necessary to pay change to play a juke box with a 95-cent unit has brought a much needed upward swing generally for the operator.

Kill $50 Juke Tax

- Continued from page 109

and liquor taxes are applied would also be subject to the proposed juke box tax, creating excessive tax burden upon one segment of business.

Among senators who sided with the operator ties in asking for defeat of the measure were John McGeehan, Perry Green and Lyons O. Franklin, all of whom carried the debate to the Senate floor.

JUKE BOX OPERATORS

Get The Billboard’s Music Record Programming and Buying Guide NOW!

Just Updated With Latest Information

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My Name ____________________________
Company Name ______________________
Street Address _______________________
City ____________________________ State

LISTS 55 YEARS OF SONG HITS, DIRECTORY OF TOP RECORD HITS, LISTS 1,567 RECORD MANUFACTURERS AND LABELS AND A DIRECTORY OF DISTRIBUTORS.

The Billboard

375 Pearl St., New York 17, N.Y.
Please rush it to

Chi Ops Set

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eyes see faster

with "H-200" instant, eye-level visibility of all 200 titles—all of the time. 3-D Title-O-Rama display behind the widest expanse of unobstructed crystal clear glass wrap-around; exclusive Show Stage Lighting—a new era in juke box lighting that pulls the eye inward—floodlights each and every one of 200 titles, without harsh glare-out at players. Eyes see faster with ShowBox "H-200" design. Sleek, slick, clean-lined.

Created to the modern tastes of players... for the contemporary preferences of locations. Show Stage Lighting... ShowBox "H-200" design. The one juke box that attracts and holds attention to your music—wherever it is placed on location.

Ears hear truer with exclusive AMI multi-horn high fidelity. High output amplifier and built-in pre-amp... GE true hi-fi variable reluctance cartridge... cross-over network... gravity needle ride... horizontal turntable... AVC. Here is life-like, Music Hall Sound that makes players want to keep on listening.

Hands move surer, swifter with the coin to play the ShowBox "H-200". Here is the world's simplest selection system. No drums to turn... no books to page. Here is the world's fastest record changer—by far. Here is half-dollar play right in the same coin chute with quarters, nickels, and dimes. See... hear the ShowBox "H-200" now at your distributor's.

eyes see faster

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Game Dists Seek Summer Hypo; Lean on Used Market

Mfrs. Bow 45 Game Models 1st Half Yr.

New Equipment Represents Fewer Units, But Better Balanced Output Than 1956

CHICAGO — Manufacturers have introduced 45 new game models to date this year. This compares with a total of 70 new models at the end of June last year. The new models are slightly better balanced.

The trend has been to concentrate more on the small pin and gutter areas, and less pin in the large area. The old pattern is showing up less in the new models.

Lebanon, Ohio, The Lebanon Distributing Company, has the world's largest bowling alley, which has about 70 lanes, 25 of which are in the large area. The new models are being used in this corner.

United Ships Playtime, New In-Line Game

CHICAGO — Playtime, a new in-line pin game, is shipped to distributors by the United Manufacturing Company.

The game has the new feature which allows the player to shoot the ball in different directions after shooting five balls.

If you've got a large enough playing area, you can score on any one of the pins in the area, and the display will change to show the score of the last pin hit.

NCDMA Board Votes Two New Members

CHICAGO—The National Coin Machine Distributors Association announced last week that the acceptance of two new members had been granted.

The new members are Bill Greenberg, Atlas Novelty Company, Pittsburgh; and Joseph N. Mikula, Lake City Amusement Inc., Cleveland.

HIGH COURT BACKLOGGED, DELAYS RULING

WASHINGTON—A backlog in decisions last caused by the current post hoc feature of the Supreme Court is causing in-line pinball cases to be delayed.

The court has extended the time for the issuance of rulings to the Supreme Court, which has extended the time for the issuance of rulings to 90 days.

The court has extended the time for the issuance of rulings to 90 days.

M. Lewis: Op Earnings Must Balance Cost

CHICAGO—Operators can't come out ahead on new games, according to M. Lewis, president of M. Lewis, Inc., who believes that new games are going to be more profitable than old games.

The trend is for the games to be played more frequently, and there is a general belief that the new games will be more profitable than old games.

Exhibit to Up Distribution of Tru-Bowlers

CHICAGO—Distribution of the Exhibit Supply Tru-Bowler bowling game equipment is expected to extend to the Western area this week. This follows the distribution of the equipment to the Eastern and Midwest sales territories.

The new equipment will be on display on the 18th hole, where it will be shown in larger scale pin-bowling bowlers.

The conversion fee, listed at $500, will be $100 for each lane, with a maximum of $300 for each 10-lane installation.

S. Lewis: Said Lewis—An operator should keep his eye on the ball, even if he is not playing any games, to make sure that the ball is not lost or damaged.

L. Lewis: Op Earnings Must Balance Cost

NEW YORK—Op earnings must balance cost, said Lewis, president of Lewis, Inc., who believes that the new games will be more profitable than old games.

Lewis explained that this is the basis of Exhibit's thinking in introducing the Tru-Bowler, which converts games that operators have on locations into new pin-bowlers which utilize larger duck-bowling equipment.

With such a transformation, Lewis says, the operator can utilize an old game he has on hand and hand it over to Exhibit for a new pin-bowling game.

Lewis said that a game that requires a large volume of sales in one location to meet its investment cost brings a profit of 10% return on investment.

L. Lewis: Op Earnings Must Balance Cost

Balls Hit Pins On New Bally Bowling Game

CHICAGO—ABC Tournament, a new Bally Manufacturing Company bowling game featuring actual content of ball and pins, was shipped to distributors last week.

The game is equipped with a new type of pin devised by Bally engineers. When two pins are placed within one bush of the surface of the alley, instead of rolling under pins, balls actually hit pins, creating an illusion much like actual bowling.

Balls are rubber, 3-inch di- rected, one-inch larger than balls used on either Bally bowlers.

Real Content

Fly away by electrical-mechanical action of switch-action on the playfield, but the low position of pins, and the fact that balls actually contact the pins makes it appear that pins are really being tripped over by direct impact of the ball.

Bowling evaluation of ABC Tournament is further increased by real graphics on each side of the alley. Bally's mechanical surface also enhances the realistic bowling atmosphere.

Pin assembly can be swung out of way, permitting easier servicing with access to main cabinet and back cabinet in one operation.

ABC Tournament pieces by official bowling ball maker may be played by a single player, or by two players, who alternate turns.

The game is available in two sizes, as well as chrome, to accommodate 31-inch wide, 18-inch high playfield. Balls are automatically returned by elevator and chrome-plated rails.

Al Blenov Joins Staff Of Mutoscope

NEW YORK—Al Blenov, a veteran of 25 years in the coin machine industry, has joined the sales staff of the International Mutoscope Corporation, Mutoscope president Martin R. Bakker announced last week.

Blenov immediately for a nationwide sales trip to promote Mutoscope's new View-O-Gram, which has been successful in Chicago.

Blenov had previously been associated with Multicope as sales manager. Later he served in executive capacity with American, Inc., and Capital Projectors.

He had been one of the pioneers in the kiddie pin industry.
THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are based on recent advertisements in The Billboard and local periodicals. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period studied at least 5 times together with a computation based on annual averages.

For 18-week period ending with issue of June 10, 1957

MUSIC MACHINES

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CHICAGO COIN

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SFUDDLE GAMES

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MEAN AVERAGE. The mean average is a compu-

tation of the lowest and highest price that a par-
ticular model or type of equipment will take. It is

offer mean average of the prices that should be

reflected on what prices should be used equipment.

Prices in the index are designed, however, to be a

handy guide for price ranges. Any price obviously

depends on the cost of the coin-operated equipment, age, time

on location, the territory and other related factors.

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After the price which is not published, the

mean average will be given. Therefore, when the mean average is

near the "low", indicates the "low" in price probably

for "as is" or "distressed" equipment.

HOW TO USE THE INDEX

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Memphis Juice Pricing Experiments

Henderson, owner of the Juice, said, "I think it's good and I don't think it's bad. I think that because we use nickel plating and dyes that will last."

Opposes 50-cent Chute
Henderson asked his 50-cent clu.
Rudy Cerf, owner of the Teller, asked, "I think it's good. I don't think it's bad. I think that because we use nickel plating and dyes that will last."

Henderson and all other opera-
ners in Memphis at present are on the same page and have been since May, 1955. They give three plays for 25 cents. Very few of them use EP's and when they do, not almost all of them. Henderson uses no EP's. He says they are almost non-existent on Memphis juke boxes.

There is no national feeling among Memphis operators on the 50-cent plugging because they use too much of the phonograph playing time. None of the operators, therefore, the dual plugging for EP's. When few EP's are used, they are used for a dual.

The 50-cent plugging for EP's is different.

Henderson's 50 and 120-play machines have credit accumulators on them, but the new 200 models don't have. He favors the accumu- lators as a good feature.

Dino, who uses Seaburg, does not have any machines with credit accumulators yet. In his opinion, however, it is very valuable. He does not see much advantage on them. In this, he differs very much from the other operators.

He says he does not intend to have 50-cent plugging on any of his locations, because it is a factor in his operation.

REGULAR CLASSIFIED ADS

108 COIN MACHINES

* Continued from page 100

N二季度 have proven very popular, their prices are almost constant, and they are being bought.

Of those interviewed, one operator, a man with 100 machines, said, "I have almost all Wurlitzers and all Seaburgs with nickel plating only. I have no new machines, and the nickel plating is almost non-existent.

I surveyed and talked to all the operators, and the five of us have a variety of juke boxes. Surveyed at the following: Owner of the Juke, owner of the Teller, owner of the Seaburg, owner of the Wurlitzer, and owner of the Automatic Music Company, also owner of the Automatic Equipment.

I was told that the owners of all the operators have been interviewed, and all the operators interviewed, said they would give seven plays for 25 cents.

"The 50-cent plugging will be an ad- vantage to me. I think it will be a night spot with a date going to play. I will have it halve in my pocket," Henderson said. "I can use them without having to go to the machine.

He says he thinks the big clu.
If he said, "It's very practical and will give us another plugging at a lower price."

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ners in Memphis at present are on the same page and have been since May, 1955. They give three plays for 25 cents. Very few of them use EP's and when they do, not almost all of them. Henderson uses no EP's. He says they are almost non-existent on Memphis juke boxes.

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Shaffer Special

SEEGBURG 3W1
100 Wall Box Special Chrome Covers New Buttons Completely Reconditioned New Instruction Pages $49.50

WURLITZER

Model 2000 (200 Sel.) $750.00
Model 1900 (104 Sel.) 695.00
Model 1800 (104 Sel.) 595.00
Model 1500 215.00
Model 1250 125.00

SEEGBURG

HF100R $725.00
HF100G 625.00
M100C 525.00
M100B 425.00
M100A 215.00

ROCK-OLA

1442 Hi-Fi 395.00
1438 Comet 395.00

AMI

C-120 $695.00
F-120 550.00
E-120 395.00
Model C 99.00

BINGOS

Hairpin... $4.50
Inverted... 4.50
Knee... 4.50
Legs... 4.50
Midget... 4.50
Nail... 4.50
Oval... 4.50
Rubber... 4.50
Skate... 4.50
Square... 4.50

BOGLARS

United Booster 160.00
United Leader 75.00
Shell杰克 50.00

CHICAGO CHROME SUPER BOWLER

REPLACED $65.00
OXYGEN MACHINE $95.00

WRITE FOR ILLUSTRATED CATALOG

Shaffer Music Company
In the Coin Machine Business Over 25 Years
Columbus, Ohio Cincinnati, Ohio Indianapolis, Ind.
800 South High St. 1302 Walnut St. 320 East Market St.
(219) 441-4614 (513) 232-1000 (317) 236-6161

With George Gerken, the district sales here. He formerly headed this branch. Also in for a check with local sales manager Bob Thompson were territory men Dick Kitchen, Al Ripley and Jack Freeman. Going strong at this time, reports Bob Thompson, is the Four Knights version of "Wall's" and "Whistle Blues." It was released by the label largely on the insistence of local dealers and coinmen, says Thompson.

Harry Cider, noting that business is fairly good this summer, reports that the lake resorts within 20-25 miles have become all-year-round locations. Changing over to dime play continues at a fair pace, he adds. New territory on the G. & W. Novelty Company payroll is G. C. B. Ross, on a radio ham. He recently made radio contacts with fellow hams also in the coin machine business in Chicago, St. Louis, and St. Paul, Minn.

Business is "exceptionally good," reports Sam Cooper, of Cooper Distributing Company. Operations stepped in last week included Jerry Lawler, Hurley, Al Johnson, Beaver Dam; Joe Vele, Madison, Wis. and Charlie Foch, Rock, Beloit. A spending some time here this past week was the boss himself, Herman Pastor.

Charlie Stanka, formerly a manufacturer of coin-operated machines is now on the G. & W Novelty Company roster. Another manufacturer of coin-operated machines, Charlie Daniell, joined statehood recently.

Mary Fillingin, coin buyer for P. & F. Distributing Company, reports that the fake boxes are kept busy these days because of the heavy list of bid items coming

FOLLOW THE LEADERS!
BUY FROM LEW JONES! THE BEST FOR LESS 2,100 Wurlitzers

MUSIC

AMI

A-120, like new... $125.00
A-220, like new... 25.00
SEEBURG

M-100B $740.00
M-100C $840.00
M-300 $1,200.00
M-100A $149.50

WURLITZER

1000 $975.00
1200 $975.00
1800 $795.00
1900 $675.00
United State Bowler (8 only) 129.00
1500A $149.50
1600 $149.50
1650 $208.00
1655 $208.00
1655A $208.00
1660 $208.00
1100 $40.00

WALL BOXES

Seeburg 100 Sel. Cherry... $4.25
M-100... 30.00
United State... 50.00

FIBS

Australian $3.75
Fellox $3.50
Wurlitzer 4815 10.50
Wurlitzer 3804B (R only) 12.50
Wurlitzer 2000 25.00
Wurlitzer 3805 43.50

5 BALL

Williams Rose the Left... $155.00
Quarter... 50.00

BINGOS

Hairpin... $4.50
Inverted... 4.50
Knee... 4.50
Legs... 4.50
Midget... 4.50
Nail... 4.50
Oval... 4.50
Rubber... 4.50
Skate... 4.50
Square... 4.50

BOGLARS

United Booster 160.00
United Leader 75.00
Shell Jack 50.00

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REPLACED $65.00
OXYGEN MACHINE $95.00

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Remember

In New England
IT'S TRIMOUNT

49 WALTHAM STREET
BOSTON 18, MASS.
Phone: 2-0480

BESTWAY DISTRIBUTING CO.
300 North Capital Avenue
INDIANAPOLIS, IND. 46204
Phone: 2-0480

JUNE 17, 1957

THE BILLBOARD

COINMEN YOU KNOW

Milwaukee

By BENN OLLMAN

Milwaukee visitor at the Capitol

Records branch office last week was George Gerken, the district

sales here. He formerly headed this branch. Also in for a check

with local sales manager Bob

Thompson were territory men Dick Kitchen, Al Ripley and Jack

Freeman. Going strong at this
time, reports Bob Thompson, is the Four

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the heavy list of bid items coming

in. (Continued on page 110)
COINMACHINES

CONTINUED FROM PAGE 100

Thinking of selling your machine?

Billboard has handled thousands of coin machines

Call 1-800-457-4771

Rental Opportunities...Consignment

Used Coin Machines

1500 Star-Ball 4300

4000 Leduc 2000 DiBella

3000 Del Leduc 1700

2500 Del Leduc 1500

1700 Del Leduc 1200

1500 Del Leduc 1000

1000 Del Leduc 600

500 Del Leduc 300

Call or write for a list of new machines

ORDER NOW AT LOW SUBSCRIPTION RATES. Fill in and Mail Copy Today!

The Billlboard
JUNE 17, 1957

OCTOPUS FORMULA

CONTINUED FROM PAGE 100

The Octopus, 1955's biggest hit, is back! It's the same old Octopus, only better-

A
centually improved.

ODCO, Inc.
1501 E. Humboldt, Dept. A-47

Chicago, Illinois 60612

Phone 312/669-7636

EXHIBIT AT:

ARCADE SHOW 
NEW YORK CITY 
MAY 23-28, 1957

WORLD'S FAIR
NEW YORK CITY
JUNE 24-SEPT. 25, 1964

HOT ROD

1957 TENAV, N.Y. 36, N.Y. - BR 9-6477

THE FOLLOWING NEW MACHINES ARE AVAILABLE IMMEDIATELY!

Seebeu

Bally

100A

577 Tenth Ave., N.Y. 36, N.Y.

N. V-200's

Phone 931-1570

WANT

THE BILLBOARD

The Billboard, Inc

262 West 42nd St., New York, N. Y.

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THE BILLBOARD

262 West 42nd St., New York, N. Y.

28
COINMEN YOU KNOW

Continued from page 119

during this past week. Having flown to Augus-
tania, Charles Pope and Howard Hatch, of Batma Bango, John Evans and Tony Ander-son, of Gulfport, Miss.; John Trenting, of Bil-

lows, Bla Bond, of Rayville, George Montesano, of Rostrum, L.A. Balbridge, of Opelousas, Frank Samone, of Maquonics, Woodrow Sensome, or Havana. Mr., Ed. Rackis, of Jackson, Miss.

Memphis

By J. EUN WISSENSCHEN

Edward H. Newell, owner of Ornott Music Company, keeping busy these days looking for new locations to expand his route... Parker Henderson, general man-
ger of Southern Amusement Com-
pany, reports the new address of
Tennessee Amusement Company, is working night and day, modernizing the old field and looking for new locations. Clarence G. Camp, stock manager of Southern Amusement Company, has just returned from a trip to Memphis with the Memphis Ski Club to perform during the opening of the New Facilities. The Memphis Music Association, currently working on the opening of the new field and looking for new locations. Clarence G. Camp, Southern Amusement Company, calls on his friends and looks forward to his return from vacation.

Drew Canale, owner of Canale Amusement Company, about finished with extensive remodeling of the old family home he bought from his mother's estate. He's kept on busy building and trimming trees and working on the landscape in recent weeks.

Clarkson A. Camp, stock manager of Southern Amusement Company, has just returned from a trip to Memphis with the Memphis Ski Club to perform during the opening of the New Facilities. The Memphis Music Association, currently working on the opening of the new field and looking for new locations.


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Coins for sale

At Your Service

... new diplomat... world traveler... marketing authority for kiosk boxes, phonograph records, amusement games and vending machines. Make him YOUR International Sales Representative.

If you are seeking to share in a healthy growth market that will approximate $35,000,000 in 1957, the bi-monthly BILLBOARD INTERNATIONAL will carry your advertising message to a select audience in more than 100 countries.

A minimum of 10,000 copies per issue means that "The Ambassador of International Selling" circulates to the globe to all of the important Manufacturers, Distributors, Exporters, Importers, Buyers, Dealers and Users of Phonograph Records, Kiosk Buses, Amusement Games and Vending Machines.

Closing date for advertising copy for the next issue of BILLBOARD INTERNATIONAL — the September number— is August 9, 1957.

Tell your sales story in any or all of the four principal languages and let BILLBOARD INTERNATIONAL do a real sales job for you.
L. A. Juke Pricing
- Continued from page 109

that he felt they were doing all right. He added, however, that he has not yet checked the machines to determine a percentage increase in the locations.

Take Not Up

One operator in a thriving area who asked not to be identified reported that he is using several of the 50-cent conversion units, but until now has seen no appreciable take in income. These machines, he added, have checked very closely. In this operator's opinion, "50-cent chutes only satisfy the location or keep out competition. As far as increasing the take, I have not seen it..."

Jack Noel, of G. F. Cooper Music, Riverside, has about 5 per cent of his machines with the 50-cent chute. These are on new machines. He is far from enthusiastic about them, explaining that as yet he has not noted any additional revenue.

In the opposite camp is Ben Korte, of Crown Amusement Company. Creme, Korte, a veteran operator, has so machines with the chute feature and has not used any of the installations. The use of the chute is coming, Korte be

BUY! METAL TYPERS
VENDING ALUMINUM IDENTIFICATION DISC

PROFESSIONAL

WHY? 1. LIFE-TIME INCOME
2. NO REPAIRS OR FUEL

1316 N. WYETH AVENUE
CINCINNATI 21, OHIO
BE 6219

BINGO BARGAINS
READY FOR LOCATION

Key West ... $339.00 Variety ... $109.00
Big Show ... 489.00 Atlantic City ... 49.00
Double Header ... 419.00 Beauty ... 49.00
Parade ... 399.00 Dude Ranch ... 59.00
Starlet ... 179.00 Hi-Fi ... 69.00
T & L Distributing Co.
1643 Central Parkway
Janetown, Ohio
Phone: MA 1-4751

C. Craig Expands
- Continued from page 109

-A-M Bows 3
- Continued from page 109

chutes at each location as well as one or two pin games. Connett was formerly owned almost entirely by a large lumber company. It owned the stores, houses and controlled the entire economic life of the city. After World War II the lumber company put its holdings on the market and sold most of them.

Today the city is on a composite, petrified, free enterprise economic basis and its growth has been phenomenal. Craig's coin machines have been well received since they were installed. The area is growing fast, building, prospering and taking to the phonographs and pin games.

lives, for, as he put it, "all new machines that we have now will be with the 50-cent chute." Most of the operators are giving their customers a break with the 50-cent, play. Noel is giving seven on a route that it primarily a dime or three for a quarter. The 50-cent operator is also giving ten.

Operators are almost unanimously against paying extra for the addition of the 50-cent chute.

UMO to Hold Hops
- Continued from page 109

ing risk to facilitate the presentation of these events.

The hops, previously reported in The Billboard, have been landed by civic officials as well as members of the music industry as outstanding contributions in the field of "live entertainment."

Toward this end, UMO has signed Vice Adams to the permanent teen-age committee of professional entertainers who will carry on the hops throughout the year, and has formed a separate group with Adele Stew, who appeared at the hops last year and is now office secretary of the UMO.

Blumenthal Names
- Continued from page 97

bbling Blumenthal products in St. Louis. Largest and most successful was, excepting Chicago, adds Western Missouri and Kansas City.

In St. Louis-Totol Company, Inc., of 1712 East 28th Street, Hutchinson, Kans., has been ap-

Blumenthal, who has had training in the States of Iowa and Nebraska.

All five new doors will handle the full line of Blumenthal coin from groceries, supermarkets, tobacco and gasoline, vending machine operator and motion picture theater.

FRC Vs. Old York
- Continued from page 97

that salesmen were authorized to report that Old York is one of the largest distributors of Hershey products. It denied the intention to cover the entire area and that such an action would represent the Hersheys.

Old York also denied that the ad campaign was illegal. The ad was meant as an offer of employment. The ad, calling for persons to be "Hershey candy route," was not typical, and was discon-
Drug Execs Examining Vending

Continued from page 97

a Minneapolis corporation solely owned by Arthur Cross, William Cross, the writer and my wife. One company has no connection directly or indirectly with Continental U. L. or, with Apo. Teller, are not other stockholders whatever, Arthur Cross, one of its officers and directors of the company owns all the issued stock. To a "Snakeman" and Automatic Products Company owns the trademark "Snakeman." The only connection to date with Apo of New York is that our corporation has need Apo as a sales outlet for our machine in certain States in the United States and Canada.

I wish to further point out that during the last 12-month period the Automatic Products Company of Minneapolis has manufactured and sold more units than in any preceding 12-month period that our corporation intends to continue the manufacture, sale and distribution in all States of the United States and foreign countries, of the "Snakeman."

John Edgeton, Jr., President.

Editor's Note: We regret the implication contained in our story and are pleased reader Edgeton sets facts straight.

Wanted—Will Pay Cash $ for Wurlitzer 1800's

Now Delivering the New
Delmar Fisher Imperial
6-Pocket Pool
Exhibit True Bowler

WANTED

CHICOLN

WURLITZER

1015

1100

Only

$39.95

$99.50

ALL RIGHT—CLEANED

Includes Crating

I.O.B. Philadelphia—Includes Crating

3/4 With Order, Bal. C.O.D.

Ver 6 Phone 6 Write

Send for Complete Lists.
Hooks truly reconditioned, BIG NEVADA DISTRIBUTORS, Erie, GSKY UN BANKER $895.00 at TARGETTE 16GETY at $795.00."
KIDDIE RIDES and ARCADE
KIDDEL AND ARCADE
2557 W. Broadway
Phone: 282-0420

KIDDIE RIDES FOR SALE
LANE MERRY-GO-ROUND ... $250.00
DECO SPACE RANGER ... 200.00
DECO JET ... 125.00
BALLY MOON KUBE ... 90.00
KING ARMY TANK ... 125.00
"MISS AMERICA" BOAT ... 250.00
EXHIBIT SPACE PATROL ... 125.00
MAYFAIR METAL TUBES ... 120.00
In as is, operating condition.
All parts complete.
TERMS: FOR CHICAGO, 1/2 CERTIFIED DEPOSIT BALANCE COO OR SIGHT DRAFT.
We Buy-Sell-Trade—
What Do You Need?
KIDDIE RIDES, Inc.
2411 W. North Ave. Chicago 25, Ill.
Phone: Albright 6-8180

WORLD WIDE
FOR QUALITY, PRICE, SERVICE!
BINGO GAMES
DOUGLAS HEDER ..... 3645
MITCHELL ..... 415
BROADWAY ..... 391
MAYFAIR ..... 654
MADDY ..... 924
ICE FROZIES ..... 94

5-BALL GAMES
CHAMBER ..... 389
COUGAR ..... 351
CAT ..... 209
MARATHON ..... 136
DELL ..... 196
JUMP BALL ..... 189
CLAYTON BOWLER ..... 194
TREASURE HUNTER ..... 186
SCREW EYES ..... 183
ICE CHESS ..... 159

SEE IT NOW
IN OUR SHOWROOMS
FISCHER'S
New, Ultra-Modern
"IMPERIAL"
SIX-POCKET POOL
PRIME LOCATION!
IMMEDIATE DELIVERY!

SHUFFLE GAMES
RINGS ..... 12
RINGO BALL ..... 12
RINGO BALL ..... 12
RINGO BALL ..... 12
RINGO BALL ..... 12
RINGO BALL ..... 12
RINGO BALL ..... 12
RINGO BALL ..... 12
RINGO BALL ..... 12
RINGO BALL ..... 12

ALL EQUIPMENT THOROUGHLY RECONDITIONED, IN STOCK!

Genco MFG. & SALES CO.
2411 N. Ashland Avenue
Chicago 18, Illinois

when answering ads . . .
Say You Saw It in The Billboard

250 at R-M Meet
Continued from page 97

that the controlled coffee break
makes for satisfied and more effi-
cient workers.

Outside speakers at the conven-
tion were Herbert Heinrich, as-
cistant to the president of the In-
stitute of Ergonomics; Dr. W. L.
Mallman, professor of Bio-
technology at Michigan State
University, and Cloyd Stromwitz, director
of sales training for the Reynolds
Metal Company, and William H.
Large, executive management au-
thority.

Five Seminars
Friday's sessions included a cof-
fee processor's panel, a tour of the
plant in Hailbourn, and the banquet.
The following awards were made
at the banquet: Kwik-Kafe of
Clawson, Mich., President's Cup;
Hew-Dee Company, Springfield,
Mass, Kwik-Kafe Award; Seminor
Cabs, Ltd. Honolulu, Dealer's
Award; K.O.B., Inc., Rochester,
N.Y., Co-Founder's Cup; Kwik-
Kafe Coffee Services of Central
New York, East Syracuse, Ohio;
Melkman Award; and 10 and 5-
year award pins for 25 dealers.
A special certificate of merit in
recognition of outstanding achieve-
ment and significant contribution
to the standards of health and sanita-
tion in the automatic merchandis-
ing industry was made to Arthur
Nolan, vice-president of the
Diesel Cup Company.

While supplies did not exhibit
as they did in the past, Pepsi-Cola,
National Rejectors, Coca-Cola,
Lilly-Tripp and Continental Can
contributed to the entertainment
programs with buffets and cocktail
parties.

Bulk Machine Tax
Continued from page 97

exploited to the degree which makes
it out of the vending or amuse-
ment classification, the machine
may be subject to a $250 tax.

The tax authorities agreed that
the 10-cent capsule machine is
an amusement device and subject to
the $10 tax.

Trading ball machines were clas-
sified as amusement devices and
subject to a $10 tax each. How-
ever, the restriction was made that
no prize could exceed 5 cents in
retail value. If the prize did ex-
cede that figure, the machine could
be classified as a gambling device
and hence subject to a $250 tax.

Common Sense
The tax officials emphasized
that they are not trying to be arbi-
trary in these rulings and they have
an intention of placing prohibitive
taxes on most machines. They
added that common sense will be
used in dealing with individual
cases.

BOWLET.
GIVE TO DAMON RUMYON CANCER FUND

Genco MFG. & SALES CO.

"CIRCUS"
Rife Gallery

Featuring
Mysterious "CRAZYBALL"
and "BAD SAM" Targets

GENCO
MFG. & SALES CO.
2411 N. Ashland Avenue
Chicago 18, Illinois

The BILLBOARD

EXCLUSIVE FACTORY DISTRIBUTORS
AMI CHICAGO COIN-GENCO EXHIBIT

MUSIC ARCAdE
AMI C-100 Genca Cyonp Grandma
AMC A-100 Genca Cyonp Grandma
AMI P-100 Genca Cyonp Grandma
AMI P-200 Genca Cyonp Grandma
AMI P-300 Genca Cyonp Grandma
AMI P-400 Genca Cyonp Grandma
AMI P-500 Genca Cyonp Grandma
AMI P-600 Genca Cyonp Grandma
AMI P-700 Genca Cyonp Grandma

BOWLET.
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AMI P-300 Genca Cyonp Grandma
AMI P-400 Genca Cyonp Grandma
AMI P-500 Genca Cyonp Grandma
AMI P-600 Genca Cyonp Grandma
AMI P-700 Genca Cyonp Grandma

BOWLET.
GIVE TO DAMON RUMYON CANCER FUND

Genco MFG. & SALES CO.

"CIRCUS"
Rife Gallery

Featuring
Mysterious "CRAZYBALL"
and "BAD SAM" Targets

GENCO
MFG. & SALES CO.
2411 N. Ashland Avenue
Chicago 18, Illinois
SEEBURG

Wallomatic

$49.50

WALLBOXES

CHROME COVERS—100 SELECTIONS
Special Volume Prices

Reconditioned—Devis Guaranteed
New Selection Buttons—New Instruction Plates
Income can be doubled in many locations by adding 100-selection wallboxes

TERMS: 5% DEPOSIT REQUIRED

WURLITZER WALLBOX SPECIALS

520A, 104 Selection $19.00
520BA, 104 Selection $35.00
5250, 106 Selection $45.00
4851, 48 Selection $25.00
4820, 48 Selection $19.00
3020, 24 Selection $9.00

Auerbach Tells:
Continued from page 97

In the average drug chain, Auerbach explained, the pieces of equipment to be serviced are so few that the service cost per machine would be prohibitive.

"The labor cost percentage in the sale of an item from a vending machine is small only because the person handling those machines is handling a great number of machines in his work week."

"Our problems are not different from yours. Our labor costs are high, and we must utilize our labor to the tenth degree in order to come out with our annual profit of approximately 5 per cent, Auerbach said.

Danger of Loss

Auerbach also cited the dangers machines, pointing out that store of location, ownership or cigarette personnel can take packs from stock and place it in machines. He said the loss of two to three packs a day can wipe out the day's profits, and the slug that is inserted because the service is partially trained in handling the reject can cut into profits.

Auerbach explained the chain executives that a product must be pre-sold before it is placed in a vending machine, except for emergency houses.

He suggested that cold drink machines could supplement the soda fountain or lunch-counter operation so that the person who wants a drink only will not keep the custo-mer who wants a complete lunch from a seat.

Auerbach explained that ABC is combining automatic merchandising with manual operation in vending. The vending section consis-"t of a six-machine food and drink battery, while short orders are prepared at a counter which supplies the batter."

He said that this installation is available for chain drugstores, with ABC providing the equipment and the personnel to operate the snack bar and the location receiving a commission.

CONVERSION FOR SEEBURG

11167 W. Pico Blvd., Los Angeles 46, Calif

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES
Only chicago coin Has All 4!!

All Add-Up To BIGGER PROFITS For You...

BOWLING LEAGUE

TOPS IN EXTRA FEATURES
- All Metal Roller Chain And Sprocket Ball Lift. (Eliminates Ball Jams)
- Balls Feeding On To Chain Elevator Get Agitated In The Trough, Preventing Jamming Or Ball Hang-Ups
- Scoring Handicap Control. All Mechanism In The Back Rack. Genuine Gutters
- New Realistic Stripped Playfield! 20 Ft. 8 In. Length Bowler
- Convertible To 14 Ft. 8 In. 2 GAMES IN ONE
- Equipped With National Slug Rejector

Write for Prices and Literature
REX
COIN MACHINE DISTRIBUTING CORP.
821 So. Salina St., Syracuse, N. Y.


NEW YORK — The Standard Financial Corporation, which specializes in coin machine paper, Monday (17) moved into new quarters at the newly completed building at 530 Fifth Avenue.

The firm, which recently changed its corporate name from Standard Factors, occupies the 21st floor, with about 3,000 square feet of floor space.

Tuesday and Wednesday (11 and 12) were open house days for members of the coin machine industry who were greeted by SFC officers and taken on inspection tours.

The official opening was Monday, when 13 bank executives representing the city's leading financial institutions were on hand.

Cutting the ribbon was Theodore H. Silbert, SFC president.

Standard Financial, which is celebrating its 25th birthday, currently has resources of $30,000,000.

BINGO MECHANIC WANTED

GOOD PAY
NO DRIFTERS

WRITE TO BOX 895
The Billboard, 188 W. Randolph St., Chicago 1, Illinois

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

www.americanradiohistory.com
Balls plow smack into pins in new Bally ball bowling game

ABC Tournament

See balls actually plow into pins that appear to be resting on surface of the alley—not hanging in air—and you see why Bally ABC TOURNAMENT—with real gutters—“plank-striped” alley—big brilliantly illuminated backglass—polished metal ball-return rails—lightning fast pin-setter and totalizers—out-earns every bowling-game ever built. Get your share! Get ABC TOURNAMENT today.

OFFICIAL BOWLING RULES
PLAYED WITH 3 1/2 IN. BALLS
STRIKES—SPARES—SPLITS
STRAIGHT BALL • 10 PIN BALL • BAG-OFF BALL
12½ ft. and 14 ft. long
18 IN. HIGH ALLEY
SECTIONAL CONSTRUCTION

Free TOURNAMENT PROMOTION KIT WITH EACH GAME

NOW AT YOUR Bally DISTRIBUTOR WITH SHOW-TIME, BALLYRIDES
BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
UNITED'S **Playtime**

**Features**

Selectable Squares and Line

For More Scoring Combinations

3 Separate Scores

Can be made each game with Red, Orange, Yellow in-line combinations

4 Ways to Play for extra time

Corner Scores

Uni-Hole

Extra Balls

Tri-Deck Advancing Scores

See United's **Bowling Alley**

Available in regular and team models (3 sizes)

Now at your distributor

UNITED MANUFACTURING COMPANY

3401 N. California Avenue, Chicago 18, Illinois

See your distributor
NEW
TRANSISTOR PRE-AMPLIFIER

Eliminates vacuum tubes. This revolutionary pre-amplifier is mounted directly on the mechanism carriage to produce the ultimate in high fidelity reproduction.

ONLY SEEBURG HAS THE STRAIGHT-IN-LINE Select-o-matic MECHANISM

Here's the finest performing mechanism in the history of coin-operated music.

With its straight-in-line design, records are never dropped, never turned over. In fact, even when playing, records never completely leave their individual storage compartments. The lightweight spring tension pickup exerts minimum pressure to assure maximum record life. And, easy accessibility from the front simplifies record changing.

America's Finest and Most Complete Music Systems