“hi-fi paces active music trade show”

new york — the prediction that the public will spend from $600,000,000 to $700,000,000 on high fidelity during 1957 is having its effect on the 57th annual conclave of music merchants. there are more exhibitors of high fidelity phonos and equipment than ever before. the importance of high merchandise selling to the retailer is not missed by the association itself. their electronics committee is devoting an evening to a “high fidelity exhibit and sales clinic” on tuesday (16). commending on the trend, bill card, executive secretary of the music merchants association, points to figures from the electronics information bureau of chicago which show that retail sales of high fidelity in 1956 reached $300,000,000 mark. of these sales, 70 per cent, or $33,000,000, represented package cabinet sets. the bureau predicts that sales will increase from now on at least one-third in 1957. the remaining 30 per cent, or $165,000,000, represents sales of components. the breakdown, as estimated by the institute of high fidelity manufacturers, between the various components is as follows: turntables—35,000; turntable—400,000, turntable—$200,000; tape recorders—$100,000; speakers—$150,000; and multi-mania speakers—$250,000.

gard notes that more tape recorders are being sold with stereophonic sound at this year’s show. in addition, producers of stereo-recorded tapes are showing their lines for the first time.

“billboard survey”

cues record year for disk industry

big volume outlets on increase; singles-album ratio maintained

new york — the disk industry is headed for another record sales year. the forecast is based on answers of record-phonograph music dealers to a “billboard” survey of their first five month business for 1957.

the survey, complete results of which are given in this issue, contains a detailed analysis of the operations of the music business and has brought to light many interesting facts. for example, the industry has swept this year over last. an other significant factor spotlighted by the survey is the singles-album dollar volume ratio which has been increasing steadily. this means more singles for the second year in a row. smaller dealers, the survey shows, are reversing more to price cutting than ever. as a weapon against the big discount merchants.

with regard to accessories, diamond needle sales have shown a dramatic increase in sales.

only 12.6 per cent of dealers solicited in the “billboard” survey that they grossed more than $75,000 in annual disk volume. this year, 16.8 per cent; and in total volume, 27.8 per cent.

from the above facts, the survey might be considered a realistic check on the sales for the disk industry. an increase in this big-grocer class coincides with the increased sales and promotions of the disk industry. take the “sixties” example, a decrease in the number of outlets—both music specialty shops and record operations in the new age of “a slice of life.” disk industry sales for 1957 in $600,000,000. increased sales of disk industry. sales for 1955, as a result of the general industry slump in lp prices, album sales rose spectacularly.

the year, for the first time, album merchandising costs more than singles the dollar volume, hitting a peak of $56.00,000,000.

year this again, album sales registered 55 per cent, a not unexpected increase.

it would seem then that the ratio will continue to hold. as the current trend continues—big singles customers moves into the twenties and younger-oriented, the present sizable pre-grown group will replace them and hold the line on floor space for more years to come.

still another important factor is the place held by the ep disk in singles-album picture. last year, ep sales dropped 50 per cent over the year. this year, they represent 10 per cent of album sales or slightly less than 1956. the ep may have found its level or its drop has been halted and it is set for something of a comeback. dealers have told “the billboard” that they are taking more ep prices, the number of dealers selling ep is increasing.

only 12.6 per cent of dealers solicited in the “billboard” survey that they grossed more than $75,000 in annual disk volume. this year, 16.8 per cent; and in total volume, 27.8 per cent.

“roll cues tape”

sales strength

new york — tape, both blank and recorded, showed strength during the first five months of 1957, according to the recent “roll cues tape” report. market for blank tape was in front with 37.7 per cent of dealers reporting an upselling in sales.

an additional 16.7 per cent said blank sales were up to the same as last year. only 3.2 per cent noted a down-trend in blank sales.

recorded tape, while it didn’t level off, also rose on the survey. almost half of the dealers (49.2 per cent) reported upselling in tape sales were up. some 43.1 per cent said sales were down.

new york — the total recorded tape field (mercury, vee, vanguard, and stronghold, etc.), a report of new producer of blank tape (kodak) and the stereo playback industry will probably stimulate still more activity in this field during the last half of the year.
Specs in Comeback. With Average of 3 Listed Weekly

NEW YORK—The critical sin accounting bread-and-butter programming has overlooked the recognition of the importance of the 'Bride and Groom' show, which will be literally combated this fall with the weekly to give balance and depth to the schedules. For the 40 weeks beginning September 15, 'Bride and Groom' will average two and an average of three specials will be telecast each week. The first of the specials will be advertised-creating the past season and few of the shows will be part of a series of specials, which will be scheduled rather than whatever hours are available on all nights of the week. But despite much mention of web de-emphasis, the subjects, formats, casts and sales of the ABC-TV and NBC-TV show gain greater visibility, variety and brilliance than ever before. On the NBC roster are six Jerry Lewis shows (Oldsmobile), six Bob Hope (Timex), Dean Martin (Ford), 16 Shirley Temple fairy tales, "Pinocho", (Reeves), plus six special sneak peaks at the end of the week, besides three Las Vegas night hours, Standard Oil's $500,000 salute, two Oscar telecasts (Oldsmobile), "Command Performance" (NBC), The Piper (Chrysler), "Annie Get Your Gun" (Pepsi-Cola, Santa Claus), five space documentaries, "Antarctica" and "The Innocent Yearn" (Timex) and Friday, J. 5:30 p.m.

In addition, NBC has class series like the Five O'Clock salute of " Omnibus," while CBS offers "The Seven Lively Arts" in the same vein. CBS specials include six Lowell Thomas "High Adventure" in the Far East, Heart Kick off with the Rex Harrison in "Circuzo", five "I Love Lucy" (Ford), two Frank Capra-Belle Telephone, Miss America contest (Pepsi), "Follies" (General Mills and "Conquest", a new series white numbers. NBC has not advertised equally spectacular announced, running 60 minutes and upwards, and added starring updates, which the columnists are saying does not reflect what the sponsors are asking for. ABC's "Western Union," which has never figured greatly in the specialized "special-case" period of programming, is pursuing a strictly bread-and-butter schedule. The other 5:30 p.m. show should join "The Lively Arts" with the oats of all viewers.

MEN OUTNUMBERED

Kids Blunt 11 P.M. Value of Oats

NEW YORK—The sponsor of many of the telecasts may be surprised to find a sizable percentage of match-oats may be reflected in the analogous West the advertising corral, watering down the efficiency of the show in the only by a few minutes from 30 to 30. It is the special national Audubon Society and A. C. Nielsen of eight network Westerns airing this spring that is actually outnumbers adult male view the network, were per cent of the audience, teen-agers ages 11 per cent, women 30 per cent and men 27 per cent. It's natural that early-evening Westerns would attract a heavy network exchange, inferior to the overall average, with kid percentage rating in the 40% to below 50 percent. But even in the after-9:30 p.m. Westerns the network influence is felt, with oats dropping below 15 percent. Women are also fond of Westerns. A Nielsen study shows the ladies forming the largest segment in seven out of eight networkоят in each program. This factor is likely to make Western a useful buy for the networks, who have signed them for fall-inches as Singer Sewing Machine "Rodiculous" but it raises a question, particularly when bumped with the match audience, because the oats show is the basis of the dress for the average of 22,000 persons.

JAPANESE STAR TOUR 'RECORD' GUEST

NEW YORK—Talent search, which will have to travel some to meet "The Big Records," which went to Tokyo for its first guest of the series (September 15). "Huma," Japanese importation, is now signed to recreate her unique song "The Cherry Blossom of the Banana Boat Song" on the Wednesday CBS-6 p.m. music hour.

'Wire Service' Bounced Again

NEW YORK—Max Factor has bought the Monday 8-8:30 p.m. "Wire Service" for this season, adding another sound to where to put "Wire Service." "Annie Get Your Gun" in time slot, is now reported folding Sunday at 8:30, the network to go with "Swee' Pea" link-up if "The Lively Arts" with the oats of all viewers.

CONQUEST

Monsanto in Market for CBS Show

ST. LOUIS—The Monsanto Chemical Company was reportedly on the verge of buying "Conquest," a network radio program, in a prestige entry to be produced and syndicated by CBS-TV. The purchase, which would reorganize as four and as many as five in CBS-TV's "Conquest" will be the most notable network program devoted to science alone. It will consist of 10 programs a week on science features, an award for a young scientist and a public initiative scientist, no engineer has been named. The purchase price is estimated at $100,000, with Monsanto, which previously used TV to promote All, its detergents, to the World's Fair. Garden is the agency.

MONEY-SAVING SUBSCRIPTION ORDER

Enter your subscription to The Billboard for a full year (52 issues) at the rate of $15 (a considerable saving over single copy rates). Foreign rate $15. Payment must accompany order.

Name: ____________________
Occupation or Title: ____________________
Company: ____________________
Address: ____________________
City: ____________________
State: ____________________
Zip: ____________________
Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
**40 Teachers Take Course at WVEC**

NORFOLK — Forty elementary and secondary school teachers are taking an intensive month's course here in the problems, uses and methods of educational television. The workshop, sponsored by WVEC-TV, is equipping them for an increase in TV classes this fall.

WVEC is allotting two hours a day, Monday thru Friday, for courses.

On October 1, the teachers will begin work with a trip to New York to view a sponsor-sponsored educational program. On October 2, they will return to Norfolk and divide into groups for work on educational problems in the fields of reading, speech and drama. On October 4, they will return to New York and work with NBC-TV personnel.

WVEC-TV's new "Magic Lens technique" brings to local live TV in Washington the eye-catching effects of expensive filmed commercials. Now you can get network-calibre production values for your live spot commercials at a cut-rate. Wipe-in, wipe-out effects, split screens, and unlimited types of intimate dissolve, make this new effects generator one of the most pronounced advances in local TV. Your trademark, for example, can now become the focal point of a dissolve into your commercial message.

WVEC-TV can also be your testing ground for new commercial ideas and forms — without costly pilot films and extra technical expenses. All you have to do is send your script.

**Dow, Bendix Weigh ‘Space’**

NEW YORK — Dow Chemical and Bendix Aviation are interested in sponsorship of "Space," a series of five long-running specials to be aired eight weeks apart during next season over NBC-TV. The five films and hour-long specials will cost about $250,000 per telecast. Features will be filmed in and around asteroids, satellites, downtown cities, and secret government laboratories.

**Speidel Shifts To New Panel**

NEW YORK — Speidel is shifting out of Mondays 7:30-8 p.m. on NBC-TV, and into Saturdays 10-10:30 on the same net, where it will co-sponsor a new panel show, "What’s It For?" with Pharmaceuticals, Inc, next season. Speidel was to sponsor "The Price Is Right" on Mondays and its decision to decamp leaves that program without a network berth.

"What’s It For?" is a new panel show owned by Entertainment Productions, Inc, and to be emceed by Hal March. It questions the panel about inventions and their uses. Abe Burrows has been mentioned for the panel.

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**83-Station Lag NBC in Big Drive For Full-Net Sales**

NEW YORK — With NBC TV's full network line-ups falling short of its planned network schedule by an average of 83 stations, and with some of the newer small-market affiliates already毛布 that they are getting the skimmed-milk treatment, NBC's drive-up at fall TV campaign, sales execs at NBC headquarters are going all out in a "relentless" network campaign, with emphasis on the optimistic.

Average client station list of 113 outlets is well beyond the 58-station basic NBC web now, and should hold that way right thru the fall. Problem lessen chiefly in convincing Madison Avenue buyers to go right up to the top.

It's not an easy sell. NBC coverage shows that the basic 58 outlets carry 85% of the total network audience. The additional 143 outlets in the web add what seems to be a meager 15 per cent in coverage at a 48 per cent base in live time charges.

Ronald Reagan, NBC's top-network sales manager, is frequently cited as the man who needs and gets NBC's optional outlets. He claims the 36-station optional outlets, while the audience size goes up 58 per cent. The optional outlets will be heavily bolstered viewing in areas where the optional stations overlap with a basic station.

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**REVOLUTIONARY DEVELOPMENT FOR SPOT COMMERCIALS EXCLUSIVE ON WRC-TV IN WASHINGTON, D.C.**

The WRC-TV Commercial Production Service does the rest.

The "Magic Lens technique" is the latest service developed at WRC-TV, both for advertisers and viewers. Another example of the "Magic Lens" technique is the "Magic Lens technique" which can work with a program of your choice, with no extra cost.

**THE BILLBOARD**

TV PROGRAMMING

V. y.

v. y.

v. y.

v. y.

v. y.

v. y.
Now, during the minute, the Billboard turns on daytime television.

Arlene Francis (Aug. 12, HOME'S hottest begins new 10 a.m. show. Jan Murray's Treasure Hunt follows at 10:30)

Bill Cullen
THE PRICE IS RIGHT
11:00 AM

Bill Cullen
THE PRICE IS RIGHT
11:00 AM

Bill Cullen
THE PRICE IS RIGHT
11:00 AM

John Conte
NBC MATINEE THEATER
3:00 PM

Tennessee Ernie Ford
(Bride and Groom with Frank Parker and Bob Paige
premiered in this period July 1)
2:30 PM

Jack Bailey
QUEEN FOR A DAY
4:00 PM

www.americanradiohistory.com
g the average audience.

...to the ten popular NBC Television personalities and the fresh new programs they star in, during the major networks' regular daytime schedules. There are still some availabilities in such big-audience shows as The Price Is Right with 5,000,000 viewers per average minute; Truth or Consequences with 5,300,000; and Comedy Time with 7,300,000. Take advantage now of the greatest growth story in the history of daytime television.

Source: Nielsen Television Index, AA Homes, June 2-11, 1957 sustaining and commercial segments, 10 am-3:30 pm, N.Y.T., AEB, Viewers per set, June '57
This is nighttime radio as you know it...

This is nighttime radio with a sound difference...

Here, at last, is a brand new approach for reaching and selling nighttime radio audiences... a revolutionary concept of what nighttime radio should, and can, be when programmed with imagination. We call it "Program PM."

"Program PM" gives listeners an exciting, new kind of entertainment. It takes them behind the scenes... tells them the inside story of the world around them... in music, sports, theatre, news, politics. You name it, Lateral Programming has it!

Lateral Programming is the greatest upgrading in radio formats in years, and it's planned to give plenty of selling impact to your product message. Let the sound difference in nighttime radio make a sound difference in your sales figures. "Bink" Dannenbaum, WBC V-P for Sales, or your PGW "Colonel" can tell you all about Lateral Programming and "Program PM."

Lateral Programming
COST-PER-THOUSAND

The Billboard Continuing

Analyses of National TV Networks in Class A Time

June 1957

COST PER 1,000 HOMES

PER COMMERCIAL MINUTE

1. WYATT EARP (Gen. Mills, NBC) $2.19
2. ALFRED HITCHCOCK (ABC) 2.68
3. CHALLIS (Chicle, Ralston & Edens, NBC) 2.89
4. GOMTHORSE (Sterling, NBC) 2.89
5. BOHRER ABD (ABC) 3.04
6. ROBERSON ABD (ABC) 3.21
7. CHERRY (Chass, Ralston & Edens, NBC) 3.31
8. THE LINEUP (Gen. Mills, ABC) 3.45
9. DRAGNET SICK (ABC) 3.45
10. HEBRON ABD (ABC) 3.45

COST PER 1,000 MEN

PER COMMERCIAL MINUTE

1. ALFRED HITCHCOCK (Gen. Mills, NBC) $2.47
2. WYATT EARP (Gen. Mills, NBC) 2.68
3. CHALLIS (Chicle, Ralston & Edens, ABC) 2.89
4. GOMTHORSE (Sterling, NBC) 2.89
5. BOHRER ABD (ABC) 3.04
6. ROBERSON ABD (ABC) 3.21
7. CHERRY (Rudolph, NBC) 3.31
8. THE LINEUP (Gen. Mills, ABC) 3.45
9. DRAGNET SICK (ABC) 3.45
10. HEBRON ABD (ABC) 3.45

COST PER 1,000 WOMEN

PER COMMERCIAL MINUTE

1. ALFRED HITCHCOCK (Gen. Mills, NBC) $2.04
2. CLARK (Charier, ABC) 2.90
3. GOMTHORSE (Sterling, NBC) 2.89
4. WYATT EARP (Gen. Mills, NBC) 2.68
5. CHERRY (Chass, Ralston & Edens, ABC) 3.31
6. THE LINEUP (Gen. Mills, ABC) 3.45
7. DRAGNET SICK (ABC) 3.45
8. HEBRON ABD (ABC) 3.45
9. CHERRY (Rudolph, NBC) 3.31
10. ROBERSON ABD (ABC) 3.21

COST PER 1,000 CHILDREN

PER COMMERCIAL MINUTE

1. BOY ROGERS (Gen. Mills, ABC) $2.04
2. ROBERSON ABD (ABC) 3.21
3. CHERRY (Rudolph, NBC) 3.31
4. THE LINEUP (Gen. Mills, ABC) 3.45
5. DRAGNET SICK (ABC) 3.45
6. HEBRON ABD (ABC) 3.45
7. ROBERSON ABD (ABC) 3.21
8. CHERRY (Rudolph, NBC) 3.31
9. BOY ROGERS (Gen. Mills, ABC) 2.04
10. ROBERSON ABD (ABC) 3.21

NEWS, SPORTS, AND MISCELLANEOUS SHOWS

COST PER 1,000 HOMES

PER COMMERCIAL MINUTE

1. WEDNESDAY NIGHT FIGHTS (Gen. Mills, ABC) $1.81
2. CAVALCADE OF SPORTS (Gen. Mills, ABC) 2.08
3. ROTHERHIT (Gen. Mills, ABC) 2.14
4. THE GOLF SHOW (Gen. Mills, ABC) 2.21
5. BOXING NEWS (Sterling & Edens, ABC) 2.48
6. RYAN BROWN (Gen. Mills, ABC) 2.64
7. BOXING NEWS (Sterling & Edens, ABC) 2.78
8. HARRY DAILY NEWS (Gen. Mills, ABC) 3.01
9. BOXING NEWS (Sterling & Edens, ABC) 3.01
10. RYAN BROWN (Gen. Mills, ABC) 3.01

COST PER 1,000 MEN

PER COMMERCIAL MINUTE

1. WEDNESDAY NIGHT FIGHTS (Gen. Mills, ABC) $1.71
2. CAVALCADE OF SPORTS (Gen. Mills, ABC) 2.08
3. ROTHERHIT (Gen. Mills, ABC) 2.14
4. THE GOLF SHOW (Gen. Mills, ABC) 2.21
5. BOXING NEWS (Sterling & Edens, ABC) 2.48
6. RYAN BROWN (Gen. Mills, ABC) 2.64
7. BOXING NEWS (Sterling & Edens, ABC) 2.78
8. HARRY DAILY NEWS (Gen. Mills, ABC) 3.01
9. BOXING NEWS (Sterling & Edens, ABC) 3.01
10. RYAN BROWN (Gen. Mills, ABC) 3.01

COST PER 1,000 WOMEN

PER COMMERCIAL MINUTE

1. WEDNESDAY NIGHT FIGHTS (Gen. Mills, ABC) $1.68
2. CAVALCADE OF SPORTS (Gen. Mills, ABC) 2.08
3. ROTHERHIT (Gen. Mills, ABC) 2.14
4. THE GOLF SHOW (Gen. Mills, ABC) 2.21
5. BOXING NEWS (Sterling & Edens, ABC) 2.48
6. RYAN BROWN (Gen. Mills, ABC) 2.64
7. BOXING NEWS (Sterling & Edens, ABC) 2.78
8. HARRY DAILY NEWS (Gen. Mills, ABC) 3.01
9. BOXING NEWS (Sterling & Edens, ABC) 3.01
10. RYAN BROWN (Gen. Mills, ABC) 3.01

COST PER 1,000 CHILDREN

PER COMMERCIAL MINUTE

1. WEDNESDAY NIGHT FIGHTS (Gen. Mills, ABC) $1.68
2. CAVALCADE OF SPORTS (Gen. Mills, ABC) 2.08
3. ROTHERHIT (Gen. Mills, ABC) 2.14
4. THE GOLF SHOW (Gen. Mills, ABC) 2.21
5. BOXING NEWS (Sterling & Edens, ABC) 2.48
6. RYAN BROWN (Gen. Mills, ABC) 2.64
7. BOXING NEWS (Sterling & Edens, ABC) 2.78
8. HARRY DAILY NEWS (Gen. Mills, ABC) 3.01
9. BOXING NEWS (Sterling & Edens, ABC) 3.01
10. RYAN BROWN (Gen. Mills, ABC) 3.01

COMING COST PER THOUSAND ANALYSES:

Next Week: The Top Hundred

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The Billboard Continuing

**Cost-per-Thousand**

Analyses of Network TV Shows in Class A Time

**By Sponsor Groups**

TOILETRY & TOILET GOODS

**DRUG & REMEDY SPONSORS**

**Cost per 1,000 Homes per Commercial Minute**

1. Bristol-Myers (Playhouse 90)...
2. Sears, Roebuck (Omnibus)
3. Lever Bros. (Our Lady)
4. Gillette (Signature of Sports)
5. Procter & Gamble (Fibers)
6. L WAY (Love Story)
7. Bristol-Myers (Playhouse 90)
8. Lever Bros. (Our Lady)
9. Gillette (Signature of Sports)
10. Procter & Gamble (Fibers)

**Cost per 1,000 Men per Commercial Minute**

1. Bristol-Myers (Playhouse 90)...
2. Sears, Roebuck (Omnibus)
3. Lever Bros. (Our Lady)
4. Gillette (Signature of Sports)
5. Procter & Gamble (Fibers)
6. L WAY (Love Story)
7. Bristol-Myers (Playhouse 90)
8. Lever Bros. (Our Lady)
9. Gillette (Signature of Sports)
10. Procter & Gamble (Fibers)

**Cost per 1,000 Women per Commercial Minute**

1. Sears, Roebuck (Omnibus)
2. Lever Bros. (Our Lady)
3. Gillette (Signature of Sports)
4. Procter & Gamble (Fibers)
5. L WAY (Love Story)
6. Bristol-Myers (Playhouse 90)
7. Lever Bros. (Our Lady)
8. Gillette (Signature of Sports)
9. Procter & Gamble (Fibers)
10. L WAY (Love Story)

**Cost per 1,000 Children per Commercial Minute**

1. Procter & Gamble (Fibers)
2. Lever Bros. (Our Lady)
3. Gillette (Signature of Sports)
4. Procter & Gamble (Fibers)
5. L WAY (Love Story)
6. Bristol-Myers (Playhouse 90)
7. Lever Bros. (Our Lady)
8. Gillette (Signature of Sports)
9. Procter & Gamble (Fibers)
10. L WAY (Love Story)

Blair Survey

** Stations Get Huge Share Of Spot $$ **

NEW YORK—Stations get 79 cents out of every dollar and up to 25 cents of every network advertising dollar, one of a dozen presentations by Blair TV last week at a presentation for editors on the value of spot TV and its continued growth.

Among the other reasons explored by Blair was the point that Weldon's Radio's potential audience is greater of all media, but TV's delivered audience is three times greater than radio's. All buyers are expected to station out bigger than on radio, and the cost of TV speaks for itself. Another proof of that, according to Blair, is that programs are more expensive on radio.

Using 1957 Nichols figures, national Wolfand Johnstone averaged the sound and motion of a TV show as 20,000, or 10 cents, for the first show, 20 cents for the second show, 30 cents for the third show, 40 cents for the fourth show, and so on. For radio, the figures are 50 cents for the first show, 10 cents for the second show, 10 cents for the third show, 10 cents for the fourth show, and so on.

Blair is planning to present the cross-country to agencies, stations and programmers.

Chi's WBKB Debuts New TV Quizzzer

CHICAGO—New quiz gimmick gets a tryout today (Thursday) when Sugarman Enterprises presents "Ladies' Night" on WBKB.

Out of each day's studio audience, several contestants will be selected as contestants for the following day's show. Of course, these contestants will study the Chicago Bulletin's Daily newspaper and news service for clues to the questions about the contests. Fears of calling on the show.

Another innovation is method of payoff. Winner can take as much of the prize fund as he wishes, in a sort of closed-circuit circuit. Money is then spent by the merchandise department for the item marked with a price tag.

"Kangaroo" Segs Bought by Ludens and Brown Shoes

NEW YORK—CBS-TV soldered several pieces of its Saturday morning "Captain Kangaroo" program to Ludens and Brown Shoes, one of CBS' notable innovations in the field of merchandising.

"Kangaroo" Segs are two 60-second spots that air during the first quarter hour of the 8-9 a.m. show for two months. The spots in the first quarter hour of the show run from October 6 and the Brown Shoe Company bought three one-quarter hour spots that air from August 24, 31 and September 7.

"Phone Time" Frees Nesbitt

NEW YORK—John Nesbitt has been released from "Phone Time" to devote himself to film projects of his own. The last-minute news came about when shooting on the next group of episodes begins in September.

Robert Briscoe, Dublin's most publicized mayor, has been offered the same role in the ABC dramatic anthology series.
Merchandising Rights Finding Buyers Wary

NEW YORK — Demand for franchised merchandising rights on many of the new network properties seems to be at its lowest point in the history of the medium, according to trade informants. Analysis is that large merchandising casualties in the current video season, after heavy investments by manufacturers who thought merchandising rights has earned an unprofitable plume, has made greater caution on their part.

Another important factor influencing the merchandisers seems to be the large number of new Westerns that have been sold, relatively few products—guns, holsters and belts—that can be merchandised to the kiddies based on Westerns, and manufacturers fear the look-alike horse opera characters will make a thin market even thinner.

Besides, the most important quality a show has ever been identified as, is children identify with a character they are naturally lured to go out and buy products which allow them to act out their desires. The melded time is a key factor in building identity with a six-month run a minimum necessary to gain maximum merchandising efficiency, a long run is a virtual impossibility.

Many of these obvious points were not taken into consideration in the past when merchandisers were saturated with the product. But after the big man made last year the merchandisers have learned a hard lesson. Angryuvo products getting lower merchandising play are the featured items now on the air as in "My Days" by CBS, "Fury," and "Peyton."
If You Had a Million

...has tripled its sponsor list in a few short weeks!...

is the only new syndicated availability with a rating record in the "golden 30's"...

has beaten its nearest competitor for 30 months on the network, with an average 33% bigger audience!...

in recently released Nielsen roundup for 1956, it ranked No. 1 among all dramatic series (as THE MILLIONAIRE)!

There is no mystery about why this program has been "top 10" for so long – Suppose someone handed you a million dollars!...
WEB OPPOSES FIELD TRIAL

ABC Tells FCC: Toll-TV Decision Will Hinge on Value of Programs

WASHINGTON — Under the threat of battle, the defense of the only possible field test for broadcast subscription television, the main line in one of the most important battles of the "communicative value of free and pay programming" has been launched. The "strategic basis" upon which the whole subscription TV argument for use of free channels is based, the American Broadcasting Company told the FCC in comment on the proposed test.

The network points out that if the commission follows its present course, it will ultimately have to decide if pay program users of free channels in the public interest, largely on the basis of what it offers the American people (unless FCC lets Congress do the deciding, as all three networks recommend).

In making the decision, ABC says, the agency will have to set up as judge of whether pay fare can "excel" free television fare in areas aside from the unique pay field of brand-new movies.

In answer to this argument, on-the-air pay proponents say that only the "very best" of new movies, sports, theater, concert and other off-air fare will be available to free subscription television. Zeppelin, slamming the "protected" network programs pay TV offers, claims, to give the public the benefit of "new competitive factors" offered by pay proponents. Skylan, saying pay TV will have no chance to flourish with full competition with networks, will have to start with top quality.

Neither side of the argument was happy at the FCC's May proposals on a possible field trial for one-way pay TV. Nets and movie exhibitors warned that too limited a trial would not show the real dangers of full-scale pay service to free programming, with possible action of talent and possible swallowing of mass-appeal program material, particularly the public will accept the idea, pay TV will dig in, and a "point of no return" could be reached "endangering free service permanently."

The Only Answer
Pay proponents were also doubtful if the assignment of a limited test to prove conclusive. They claim that only full authorization of pay television would be a fair test of the service and the public reaction. Limitations on the trial will also inhibit investors, they believe.

However, Zenith and Skylan, like Teletext (The Billboard, July 5), are willing to co-operate in a trial of the "scrambled" systems. All want a "representative" test, with flexibility in hours of programmimg; no ceiling on subscribers; no advertising. And a chance at a "representative" major market, on independent stations.

Wire subscription service, which needs no FCC authorization, received more comment and more encouragement from networks and movie exhibitors than in previous heavy toll-TV comment at the commission. Jerrold Electronics again insisted wise trade was the only way to avoid同心on free programming and the only way to keep the subscription service secure from piracy. Networks agreed and asked FCC to use data already in existence on wired service in place of a "broadcast" pay TV trial.

A new angle to the wired subscription service was warning by "scramble" systems to broadasters that if on-air pay service was checked off, the wire service might become "Frankenstein monster" possibly in the hands of A & T. & L. Turner might prove the field and "reduce broadcasting to a third-rate service," said Zenith's apostle, McDonald. Skylan warned of lost revenue to broadcasters.

'Fury' Rolls Again: Tops With Children

NEW YORK—Television Program of America is shooting another 26 episodes of 'Fury' for General Foods and Borders Comany, which debuted in October, 1955, moved in audience share from 9.8 in 1956 to an average of 61.0 for 1957, according to Nielsen figures, one of the top records in the network.

The NBC-TV series (Saturday, 11-11:30 a.m.) at a weekly cost of $43,000 currently has a cost-per-thousand of $1.35, last year's average being $1.57. Nielsen estimated figures for 1956 gave 'Fury' a 17.0 average rating, with 1957 figures to date at 20.3. The adventure show reaches more children than any other children's program, according to national Nielsen and American Research Bureau statistics over 10,000,000 per week. All figures are based on 95 per cent of homes, which the show reaches, rather than total U. S. TV homes.

For 1957, including June, the average minute rating stands at 18.3, up 2.5 from 1956, and the average cost per commercial minute is $1.53, based on average minute rating figure. Bobby Darnell and Peter Graves star with Fury, the hero, in what TPA calls the "Lucy of kids' shows."

WREX-TV

means
256,600 TV sets and over
1,000,000 pairs of eyes

WEATHER MAPS WANTED IN CHI

CHICAGO — WBBM-TV newcomer P. J. Heff recently made the mistake of mentioning on-air that he often gives his maps away after work.

He's now more than a year behind in filling requests.

CBS Rings Up Quick Sales on 'Grey Ghost'

NEW YORK—CBS Film Sales last week launched "The Grey Ghost," into syndication and within only seven days reached up station sale which total $233,000 per week. A large percentage of the sales are derived from the South, where stations in this large cities are bidding against each other for the property.

There is also a heavy demand for the show in the Far West, where CBS Film Sales has re-offered the series in Los Angeles, Seattle and San Francisco. An increasing interest has been manifested in the East, where a number of deals are nearly signed. The property has already been bought by stations in Atlanta, Miami, Jacksonville, Richmond and Boboake, N. C., Knoxville, Tenn., and Philadelphia. Interestingly enough, the film series found sales resistance at the network level because advertisers thought the series was controversial.

"Grey Ghost" concerns the career of General John Singleton Mosby, a colorful figure in the Civil War, and the story of a Union agent in the Confederate army who becomes its star. The series is newly produced for ABC.

Theater of Intrigue Had 4.0 April Pulse

NEW YORK—Theater of Intrigue No. 2, a multi-weekly 30 minute feature film in the Albany-Troy-Schenectady market, New York, ran April 21, 22, 28 and May 5. The run for April, not 18.0 as listed in the June 16 issue of the Billboard. The series is seen over WRTI.

WREX-TV

"Fit for King"

Channel 13

ROCKFORD, ILLINOIS

CBS-ABC Network Affiliation

represented by H-R TELEVISION, INC.

J. M. BAISCH, General Manager

NABC Backing Legit Show to Get TV Edge

NEW YORK — NABC, its subsidiary California Production, is banking on an upcoming "tall-tale" entry in the field of a revised plan to make its "Conflict: Slot Baffling ABC"

The NBC program now, the "Square Root of Wonderful," opening new October 31, passed by NABC President A. H. "Jimmie" Sebring as "Member of the Wedding." NABC programs include "The Great Santini," $150,000 total backing, and the same network, which has the Merston's current musical, "Happy Hunting." Like "Sebring, the "Square Root" angle will bring the production to NBC-TV following its network run. Baffling ABC is producing the comedy, which may star Carol Channing.

NABC plans include similar financing of "several other players" during the 1957-58 season with an eye toward "getting the good ones before pay-as-you-see TV turns the picture," according to one executive.

Big Sponsors Buy Up WPIX Syndie Series

NEW YORK—National advertisers are spending $1,000 per week on syndicated vi'deo on New York's WPIX, the independent station's check on the summer schedule.

The independent's controversial syndication series 11 I first-run syndicated series now airing, a total of 32 per cent per week, with past revues, and the opening of a new one-

per cent are major regional advertisers of the caliber of Ballard, Dietz, and Dietz.

Situation is paralleled in syndication in other major cities. Show checks up 70 per cent of the slots filled by network advertisers, and "gets the shows," according to many regional and local buyers.

Indicative of the strong business was a renewal last week on WPIX of a Civil War picture which has consistently been pulling healthy ratings. At one point it shared ratings with "Cheersy.

The latest, June, Nielsen aperture gives the series a 43.6 audience share, fourth highest for a network drama series and a 40 per cent for major regional advertisers.

ABC execs claim they don't know who decided to forget "Conflict" across America which has consistently been pulling healthy ratings, and would like to thank them for sharing "Cheersy.

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President Coolidge had just made the first Presidential broadcast from the floor of Congress; the first Federal Radio Commission had been recently appointed; Columbia Phonograph Broadcasting System, Inc. came into existence; and Secretary of Commerce Herbert Hoover spoke from Washington to New York in the first demonstration of television...

Lindbergh flew into the hearts of America; Commander Richard E. Byrd crashed into the sea off France; Tunney retained his championship, although Dempsey claimed a "long count," and the immortal "Babe" hit sixty home runs...

"Talking" pictures became a reality when Al Jolson in "The Jazz Singer" scored an instant success; Henry Ford unveiled the Model A; ground was broken for the George Washington Bridge in New York...

Broadway presented Show Boat, My Maryland, Connecticut Yankee, Hit the Deck, and Good News; Tin Pan Alley gave us Chloe, Me and My Shadow, Just a Memory, At Sundown, Blue Skies, and many others.

This was the wonderful year of 1927—and on July 11th of that year Storer Broadcasting Company started.

Only the old and tired stop counting birthdays. Storer Broadcasting Company, being neither, is proud and happy to celebrate its 30th anniversary. Proud, too, of its thirty years' service in the public interest and happy that our advertisers find Storer stations a most effective sales medium.

Yes, each year has been a pearl—and each pearl a memory.
NEW YORK — The syndication sales field suddenly popped wide open this week, with the most notable aspect being the ever-increasing tendency toward group station buying. Three distant station groups have emerged to spark the buying upswing: General4 Teleradio, which recently started the Westinghouse Stations-KTVD-WBIX combine which kept it rolling, and the newest factor in the field, the Du Mont station group.

In its first group buying, Du Mont created the biggest splash this week, making deals for its WABC, New York, and WTTG, Washington, in a buying alliance with Paramount’s KTLA, Los Angeles, which involved a half dozen shows. (Paramount, of course, earns a substantial chunk of Du Mont.)

From National Telefilm Associates, Du Mont is buying the new “Official Detective” in a deal prior to the start of Desilu airing on the two. Two Original Films shows — the just-released “Big Story,” and “Secret of Rome,” the Edmund Purdom starrer filmed in Europe—are also being signed.

Burgess Meredith, in “White Hunter,” an African adventure picture, was obtained from Bernard L. Schubert. Du Mont also bought a busy week shopping for reruns to be aired as strip spot carriers, signing rerun deals with Ziv’s “The Economics TV for “Mr. District Attorney,” with ABC Film Syndication for “Doug” Fairbanks, and with Western Scriptures, Inc., for “Reader’s Digest.”

Exclusive shopping for a syndication entry starring Burgess Meredith, it was the Du Mont decision to buy the show—even before Original Films had a pilot of any sort—that knocked off Off’s decision to go with the television series in its lineup, since the combination of buying power of the three outlets spelled a $250,000 advance order. Du Mont is also said to have added extra financial weight to leverage other choice properties.

Exclusive shopping by Du Mont with other station groups with common ownership is said to have added up to a total of over a dozen stations in major markets, and may soon be able to guarantee a producer a sizable percentage of negatives.

Westinghouse (w h i c h ) teamed with WPX, New York on the Screen Gems “Casey Jones” purchase recently has not been life, Westinghouse, KTOK, Los Angeles, WPX, here, and WGN, Chicago, have just made another for a coming agreement with Original Films on “Decoy,” a police film with Johnny Weissmuller and Kaye Ballard, currently on the air. Westinghouse, however, has not joined any formal group. It wants to keep its buying and selling combinations fluid.

KTV has also placed an order for “The Grey Ghost,” a Civil War series, on a West Coast regional basis, for CBS Film Sales, which, after picking the show nationally for some time, is apparently some ready to release it for syndication. General Teleradio, the third active group, is reported to be linking its sizable buying power—which was more than enough to purchase the TV series “Mike Spilman” series into immediate syndication in a deal a month ago to other stations including a powerhouse outlet, San Francisco’s KRON-TV. This group, however, is still looking over two or three tele- film series for blog purchase, with KHJ-TV, Los Angeles meanwhile signing for reruns of the MCA-TV “Soldiers of Fortune” series. Agencymen should not look for

(Telefilm Race: Revue 1st, Desilu 2nd, SD Runs 3rd)

Hollywood—Revue Productions, MCA-TV subsidiary, has taken over the lead in the television production race, with Desilu, Inc., and SD running a close second. Screen Gems, drops down to third, with Warner Bros, moving up to fourth in the fast-changing chart.

Together these four companies account for approximately half of the telefilm production that will be turned out this year. In each case, the works of Warner Bros, some of the programs are not owned by the producing companies. Desilu, for instance, is responsible only for the line in television production, much as in the case of Screen Gems and MCA-TV, most of the programs are theirs own. The percentage cuts and interlocking ownership rights make it difficult to draw a hard and fast rule.

These are the approximate gross production figures for the leading telefilm companies:

MCA-TV—$20,000,000

Desilo—$15,000,000

Screen Gems—$1,250,000

Warner Bros—$1,100,000

McGauden—$5,000,000

Four Star—$5,300,000

Ziv—$4,900,000

Disney—$4,000,000

TAP—$3,250,000

Official Films—$3,200,000

MCA-TV is producing 25 pictures in the northeast.

The Westinghouse stations, however, are not getting an equal mix of the shows being sold without a pilot. What advance pitching has been done has consisted of polishing to the track record of the show and star, the production of a 39 picture series, which is being boosted by the new showing of films for Pyramid Productions, home base of New York, is scheduled to begin this summer. Shows has a strong local color and promotion gimmick inherent in its format, O.F. believes, which appeals to the network sales, as shown by its appeal in the King cities. It features famous newspaper stories, the show will be showing on location summer and fall in a near total of nearly 30 cities, split between five local ballyhoo and newspaper tie-ins.

Launch Syndie Sales of New ‘Big Story’

NEW YORK — With advance orders totaling $250,000 in sales to Du Mont, three more syndies are in hand: New York and Washington, and to KTLA, Los Angeles, Official Films this week are launching pre-production syndication sales on a new telefilm version of “Big Story.” Mark the third syndication entry from Off in as many months, the other two being “Vagabond,” and “Sword of Freedom.”

Revised “Big Story”—whose live movie version was released in late fall—will be a half hour version of the king-sized brand from obscurity to No. 5 in sales, starring John Burns, based in her telefilm series debut. Of cabling of a part of shows being sold without a pilot. What advance pitching has been done has consisted of polishing to the track record of the show and star, the production of a 39 picture series, which is being boosted by the new showing of films for Pyramid Productions, home base of New York, is scheduled to begin this summer. Shows has a strong local color and promotion gimmick inherent in its format, O.F. believes, which appeals to the network sales, as shown by its appeal in the King cities. It features famous newspaper stories, the show will be showing on location summer and fall in a near total of nearly 30 cities, split between five local ballyhoo and newspaper tie-ins.

SG Buys Rights To 'Brute Force' And 'Naked City'

NEW YORK — Seven Gems last week bought world rights to “Naked City” from the Mark Hollinger estate. The purchase was made by Anthony Waters and Barry Fitzgerald respectively and was produced and the series was signed to appear in the next package of Comedy Gold. The series “Brute Force,” released by Screen Gems, also

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COMMERCIAL CUES

FUND-RAISING FILM

For the first time this year Community Chest and United Fund drives across the country will be able to obtain free production cost, a film designed to strengthen their fund-raising campaigns. "The film, entitled "The Quiet Crowd," is being produced as a public service by the Proctor & Gamble Company. Cost of the film to the local fund-raising chapters will be the film print cost only—approximately $75.

The film, described by P&G, is frankly emotional in its appeal and is designed to illustrate how various types of community agencies give extra aid to citizens, above and beyond that furnished by municipal governments. It's designed for showing within communities to employee groups, to luncheon clubs and other civic groups, and on television.

"TECHNAMATION" BOWS

A new concept and technique in TV commercials will be seen for the first time on the air when "Technamination" will be used by Chrysler's "Climax" show, July 15, over CBS-TV. Introduced by McCann-Erickson, Chrysler's agency, "Technamination" was developed first by the Office of Naval Research and utilizes a mechanically activated transparency of optical plastics to project a live animated image. For its first TV appearance, it will be utilized to demonstrate the working parts of Chrysler's Torino-Ace suspension system.

KTLA Buys Synd. Series

HOLLYWOOD—KTLA. Du Mont-Paramount station here, is moving in the direction of syndicated film programming this fall. It's the first time the station has deviated radically from its basic policy of feature film and live programming.

According to general manager Lew Arnold, the station is acquiring a half-hour syndicated series. Several are being bought in conjunction with other Du Mont stations (see other story this issue). These are "Official Detective," "Sheriffs of Freedom," "White Hunter," "Citizen Soldier" and "Treasurers of the United States.

Additionally, Arnold is buying several runs, including "Byline, Shady Street," produced by Melvin Christian, and "If You Had a Million."

Slot 'Flicka,' New and Old

NEW YORK  NBC-TV will slot "My Friend Flicka" Monday, 7:30-8 p.m., next session in an unusual combination of 13 first-run and 26 second-run stations, a major departure from the common 36- and 35-formula.

Moving into the Tuesday 7:30-8 p.m. spot this fall will be "Paranoid," currently telecast by the web one hour later, but due to make way for the last hall of the Gofield-Faxel combo, product will be shot in the "Panic" studio.

Looking for Sales? try "HOLLYWOOD'S BEST" on WBZ-TV BOSTON

Showing the best feature films in town every night at 11:15

FOR AVAILABLE CALL Jim ALLEN, WBZ-TV SALES MANAGER, at Algonquin 4-5670, or A. W. "BINK" DANNENBAUM, WBZ Vice-President, Sales, Murray Hill 7-9888, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WOWO, Fort Wayne; KFDX, Portland, Oregon; KPIX, San Francisco; WJZ, Chicago; WAAM-TV, Dayton; WBZ, New York; WJBV & WJZ, Boston; KECA & KECA-TV, Pittsburgh; WTVY & KTVY, Cleveland.

KFXI represented by the Katz Agency, Inc.

All other WBC Stations represented by Peters, Griffin, Woodward, Inc.
FRED A. NILES Productions, Inc.
FILMS for television, theatre and TV

* the address of Chicago's PACING-SETTNG FILM COMPANY

NOTES, STOCK

NTA Lands $6.9 mil for New Moves

NEW YORK — NTA's bank bolstered in the current month by an initial capitalization of $20,000,000, making it one of the leading television networks. NTA's stockholders are expected to address the shareholders at the annual meeting in Los Angeles on December 1.

**TV Programs in Production**

A guide to TV Spot & Program Plans of Competing Sponsors by Industries

This write-up lists commercials produced during the last full production period with spots for the next quarter. The following section displays the types of commercials produced by each sponsor, along with the specific spots created for each commercial. This information is divided into television commercials, radio commercials, and special effects.

**Drugs and Biologies**

**Television**

- Pfizer: Biologics, Bros. & Bros.
- Bristol-Myers: Biologics, Bros. & Bros.
- Lederle: Biologics, Bros. & Bros.

**Radio**

- ABC: Biologics, Bros. & Bros.
- NBC: Biologics, Bros. & Bros.

**Miscellaneous**

- Medical: Biologics, Bros. & Bros.
- Pharmaceutical: Biologics, Bros. & Bros.

**Business**

**Finance**


**General**

- General Motors: Biologics, Bros. & Bros.
- General Electric: Biologics, Bros. & Bros.
- General Foods: Biologics, Bros. & Bros.

**Special Effects**

- Special Effects: Biologics, Bros. & Bros.
- Special Effects: Biologics, Bros. & Bros.
- Special Effects: Biologics, Bros. & Bros.

**Miscellaneous**

- Miscellaneous: Biologics, Bros. & Bros.
- Miscellaneous: Biologics, Bros. & Bros.
- Miscellaneous: Biologics, Bros. & Bros.

**Radio Astronomy**

- Radio Astronomy: Biologics, Bros. & Bros.
- Radio Astronomy: Biologics, Bros. & Bros.
- Radio Astronomy: Biologics, Bros. & Bros.

**Print Media**

- Print Media: Biologics, Bros. & Bros.
- Print Media: Biologics, Bros. & Bros.
- Print Media: Biologics, Bros. & Bros.

**Television Series**

**Live Com cial**

**Hollywood** — Several television series will use live instead of filmed commercials. This will be a common practice in the future. Some series have already begun to experiment with this technique.

**Pilot**

**Columbus GA**

#1 MEN OF ANNAPOLIS
44.0

#2 HIGHWAY PATROL
32.8

#3 SCIENCE FICTION THEATRE
32.3

#4 MR. DISTRICT ATTORNEY
30.8

#6 I LED 3 LIVES
29.0

#7 DR. CHRISTIAN
26.8

**Notes**

end the New York-to-Hollywood trek by executives as a major reason, for the increasing-room-top-business at Gold Medal in the television field, with a major saving in头7 months. While the sale between Eastern and Hollywood filming also a key factor.

**Calmatron Here**

CNP Lifts Veil on New TV Doode

NEW YORK — California National Productions last week unveiled its new electronic system, Calnatron, for sight-and-sound presentations. Performed by CNP's film service sales department, it is available for business, political and commercial use, as well as TV and legitimate.

Calnatrums takes up where Teleprompters, the recently pioneered Tele-Web system, leaves off. It produces electronically recorded film in quantity with speed, useful for making presentations or a permanent record of same. CNP and its parent company, NBC-TV, plan to employ Calnatrons for a reference library of films of Broadways shows, telecasts and industrial shows which merit further study, transportation into feature films other media or distribution as educational seminars.

Teleprompters allows a single operator to execute all cues in any type of presentation or performance, including film, but does not include the making of film segments or a permanent record of the event.

**FRED A. NILES Productions, Inc.**

Films for television, theatre and TV

W. HUBBARD ST., CHICAGO 10, ILL.
More Stations Buying UA Color Features

NEW YORK—A growing num-
ber of TV stations are compet-
ing for sizzle with theatrical-
for-400,000,000-theatrical-for-
that has been the color fad
multichrome, which has de-
signs to the strengths—color.

In the first half of its new-
port package of 52 features originally landed in color, United At-
the nation's top 10 telecast-
1957, and in various discussion stages.

Doerfer Says No Law Bars Pay Broadcast

WASHINGTON — Paralleling the industry argument on sub-
scription television at the Federal Communications Com-
last week was the climax of a running battle between Chairman Otto
Harris (D., Ill.) of House Com-
merorce and new FCC Chairman Robert W. Corcoran, who had sub-
jects the Commission’s “ abuses” or its "sizzle.”

The FCC said it would not make any new findings in its in-
vestigation of the TV-telephone conspiracy. It did indicate, how-
ever, that it might need additional time to look into the situation.

Geneseo Brewing With M&P, Not Rogers & Porter

NEW YORK — The Billboard last week inadvertently moved an ac-
count book to a branch agency, from which it had recently ex-

Geneseo Brewing is now on the ele-
list of Marschall & Pratt divi-
sions of McEwan-Ericsson, now its former regional agency, Rogers & Porter.

The move, television ac-
activity in Geneseo has increased. These and the current ad-
c过滤ed villains have been re-
for eight markets, the decisions are ex-
ating with various other syndicated properties such as "Field and
now operative. Fall TV activity is generally expected to be "heavy"

with an additional 20 outlets all in
key TV markets.

Upbeat on color interest due in
In fact, UA says that the sale of
as the fad continues, and while the
fine-tinters are viewed by stations
as their primary source for color TV sales, which have definitely slowed.

Interest in color features is high-
But, nationally, enough, with the lat-
gest market, the Westinghouse
outs. In markets like Indianapolis,
Pittsburgh, and Milwaukee. But outlets in mar-
kets like St-Louis, Chicago, and UA color, sales chief John J. Zio reported last

UA has evolved a workable
formula for pricing its features in
order. Since the $2-package title
is not sold en masse but on an
individual basis, with prices keyed to
the strength of the title, the
print color service charge in each-
noted market is intended to cover the
station’s license fee for the picture,
and to cover the local production extra-
charges that range from a typical
$4.50 on up in large markets down to
$2 on smaller TV markets. The price
is fixed on single TV outlets, usually on
a three-time plan.

For the part that the story, stations get a brand-new color print on each
such feature they "buy," since a 35-mm
print copy is made only for four or
five plays before quality reduction sets in. Also, UA says TV stations are
handled so carefully to make existing TV stand-
and make sure the really suitable
titles are specially "grayed" for
correct video color rendition for
teach title. Original theatrical color is
difficult to handle on TV.

Bush Pilot’ Set to Shoot

NEW YORK — Bernard Voss Markos, who will shoot a pilot film of a
new series titled "Bush Pilot." The Canadian producer, now looking for
male and female leads for the series, has leased a 25,000-acre tract in
Quebec on which most of the action will take place. Larry De-

Warners Gives All to Sponsor

HOLLYWOOD — The television
sponsor is now treated on the
Warner lot with the sort of awed
reverence that used to govern
of a 400-theater exhibition chain.

A million-dollar, 130-office
motion picture chain, and will be
used solely for TV execu-
ites, and possibly into a

The film starts out at a
nines of sizable television ex-
dition, to be followed by more
theater exploitation, and will be
used solely for TV execu-
ites, and possibly into a

film prints, such a show as "Casablanca" and "Sin-
"Casablanca" and "Captain

Sponsors on Warner film deal
list currently honking a $15,-
000,000 telefilm production pro-
gram include: General Electric
American Cities. Kaiser, Campbell
Mallory, McDonald, Eitel, Kodak,
Lever Bros., RCA, GM, Gifford
St motors, Gifford, and Kellogg.

The Picture may be obtained in any of two films in which the agreement is contained from
any of the current films on or after the expiration of the feature.

Cruttenden, Popesta & Co.  Cantor, Fitzgerald & Co., Inc.
Chicago Westheimer & Company
Cincinnati New York

Ira Haupt & Co. Smith Hauge & Company

Dentro.

July 15, 1957
Pulse Film Ratings for April

For complete information on programs, networks, audience size of viewership, see the weekly issue of box office, April 13 issue.

The Pulse Audience Composition Studies

**Syndicated Film Western Shows**

<table>
<thead>
<tr>
<th>APRIL RATINGS</th>
<th>WOMEN Per 100 Hours Tuned to</th>
<th>MEN Per 100 Hours Tuned to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
<td>Show &amp; Distrib.</td>
<td>Rank</td>
</tr>
<tr>
<td>1</td>
<td>Annie Oakley (CBS)</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>sheriff of Cochise (NTA)</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Death Valley Days</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Gunsmoke (NBC)</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Cowboy C-M (Flamingo)</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Sky King (NBC)</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Wild Bill Hickock (Sterling)</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>7.29.59 A.M.</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>Marshall (NBC)</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>Buffalo Bill Jr. (CBS)</td>
<td>10</td>
</tr>
</tbody>
</table>

**AMONG WOMEN**

- Annie Oakley (CBS)
- sheriff of Cochise (NTA)
- Death Valley Days
- Gunsmoke (NBC)
- Cowboy C-M (Flamingo)
- Sky King (NBC)
- Wild Bill Hickock (Sterling)
- 7.29.59 A.M.
- Marshall (NBC)
- Buffalo Bill Jr. (CBS)

**AMONG MEN**

- Annie Oakley (CBS)
- sheriff of Cochise (NTA)
- Death Valley Days
- Gunsmoke (NBC)
- Cowboy C-M (Flamingo)
- Sky King (NBC)
- Wild Bill Hickock (Sterling)
- 7.29.59 A.M.
- Marshall (NBC)
- Buffalo Bill Jr. (CBS)

**Syndicated Film Miscellaneous Shows**

<table>
<thead>
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<th>MEN Per 100 Hours Tuned to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
<td>Show &amp; Distrib.</td>
<td>Rank</td>
</tr>
<tr>
<td>1</td>
<td>Lone Ranger (CBS)</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>5.29.59 A.M.</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Racketeer (NBC)</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Metal Horseshoe</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>7.29.59 A.M.</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Lassie (CBS)</td>
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<td>Kingston of the Sea</td>
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<td>Liberator (Gold)</td>
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<td>9</td>
<td>Little Rascals (Interstate)</td>
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<td>Looney Tunes (Gold)</td>
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**AMONG WOMEN**

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- Racketeer (NBC)
- Metal Horseshoe
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STATION SIGNALS

**FUN AND EDUCATION**

Five hundred children from one organization and staff members in the Washington, D.C., area were treated to four days at the beach thanks to the Washington Junior Chamber of Commerce, station WTOP-AM-TV and the people of Washington.

The overwhelming success of the "Dollars for Orphans" week, conducted at Christmas, provided the funds for the summer program. WBCW-TV, NBC's other station in Philadelphia, recently became the first local TV station to receive the highest honor bestowed by the educational profession. It was awarded a 1957 School Bell Award at the concluding general assembly of the Continental Council of the National Education Association, held in Philadelphia last week. The annual award is sponsored by seven national organizations of parents, school administrators and local school board members and the U.S. Office of Education.

**AWARDS AND CHARITIES**

Special commendation for "excellence in community service" during the 1957 Golden Gate County Junior Rodeo Festival presented to KFPI-Westlake, San Francisco, by the San Francisco Area World Trade Association. Richard E. Booth, executive director of the Golden Gate County Junior Rodeo, accepted the award.

Masas F. Conaway has been appointed news editor of WNBC and WKNR, West Hartford, Conn.

**Pulse Local**

**Pulse Local**

- Johns Hopkins Hospital
- University of Washington
- New York University
- University of California
- University of Texas
- University of Michigan
- University of Illinois
- University of Minnesota
- University of Wisconsin
- University of Michigan

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- University of Illinois
- University of Minnesota
- University of Wisconsin
- University of Michigan

**Sillman Offers 'Faces' Series**

NEW YORK — Leonard Sillman, producer of the numerous editions of "Faces on Broadway," has packaged a half-hour television series for syndication.

James F. Conaway has been appointed news editor of WNBC and WKNR, West Hartford, Conn.

**Young Barrow Offers Stars in Sinbad**

SAN FRANCISCO — John Drouet, president of Barrow Pictures, has released the starry "Sinbad the Sailor," pilot of which will be filmed here next month. A syndication plan is being prepared for the continuing series, which will be produced by King Brothers.

**Rehearsal Facilities in Leading Hotel**

Hotel Victoria, 7th Avenue at 51st Street, New York: Rehearsal Rooms—24, 22, 20, 18, 16, 14, 12, 10, 8, 6, 4, 2. For further information call Hotel Victoria—Club 7100.
SHORT SCANNINGS

Elliott F. Alexander has been named manager of WBAL Radio in Baltimore, succeeding James J. Smulian, who has left the station for a position with the Mutual Broadcasting System in Los Angeles. Mr. Alexander was formerly with the Philadelphia-Wilkes-Barre station, WIP.

The three-month extension of the contract with Louis B. Mayer of Metro-Goldwyn-Mayer for the radio rights to the forthcoming film "Satan's Secretary" leaves no doubt as to the studio's belief in the motion picture as a radio sponsor.

Sidney Box on "The White Hunter," which will be released at a theatrical film in London and as a TV series in the U.S. Allen Danielson, director of NBC's "Home Show," will be the producer of the film, according to a recent announcement. The show is being produced in cooperation with the Motion Picture Association of America and The American Broadcasting Company.

DENVER

This week's cliffhanger on ABC-TV, "The White Hunter," will be shown in the Denver area on Channel 7, WCTI. The program will be broadcast live from London, where the film is being shown in movie theaters. This is the first time that a motion picture release has been shown live on television.

NEW YORK—Stanley Melo, manager of the Coliseum Theater, announced that the program for the new "Arlene Dahl Show" will be presented each week on ABC-TV. The show will feature Arlene Dahl in her role as the hostess of the program. The show will be broadcast live from the Coliseum Theater and will be shown in the Denver area on Channel 7, WCTI.

Dennis James, host of the "Tick Slotted" program, will make his debut on ABC-TV this week. The program will be broadcast live from New York and will feature the latest in television entertainment. The show will be broadcast live from the Coliseum Theater and will be shown in the Denver area on Channel 7, WCTI.

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5. "The White Hunter," WBAL, 11:00 a.m.

TOP MULTI-WEEKLY SHOWS

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3. "The White Hunter," WBAL, 11:00 a.m.
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TOP SYNDICATED SHOWS

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**The Billboard Scoreboard**

**SOLID SUMMER FARE**

**'The Web' Returns, Suspenseful, Fresh**

BY CHARLES SINCLAIR

*CBS,* Dana Barron, Robert Burton, Helen Beussenger, Jerry Hopper, Billy De Wolfe, Bob Barron, Charles Scherr, Director, Arnie Feledy, Associate Director, John Bornstein, Executive Producer, Goodson-Tolman Production in cooperation with CBS. CBS-TV, 11:30 p.m., EDT, July 1.

"The Web," summer replacement for the vacationing "Young Show," is a fast-paced, repeated, free-wheeling drama. As usual, the network formula of film repeats in the warm-weather months. Newsreel leaves aside the one picture which made it an outstanding success in the summer sessions on CBS-TV. The opening show, penned by Norman Daniels, got its central character into a whole mess of circumstances from the moment the credits began to roll. The switch on the "perfect allies" thus-and-that kept him there. A parade of witnesses away that Dan Barton, an able young actor with a strong resemblance to John Wayne, is the slasher on the crime of the scene, even the Barton family and two defense lawyers. Suspense was maintained right down to the classic finale. For the first time, Dan finally realized the witnesses were policed Barton. Dan Barton on a first-degree charge. Now filmed at Screen Gems, classic planned show worked the professional polish associated with SCBS best TV efforts, with a straight, fast-moving script that heightened the impact of the chilly murder tale.

Proctor & Gamble filmed commercials, for Camay, Glenn and Tilde and others, told their product stories effectively.

**Vic Damone Show (Net)**


Relying heavily on guest stars, Vic Damone's second show of the summer sessions is hardly an entertaining hour. Damone offered several numbers of his own, but they didn't fare as well as the exodus department. This show does not contain much.

Guests included Jaye P. Morgan, Emmette Kelly, Jimmy Dean, Jodie Sands with an invitation from Mr. Damone's classic pantomime of sweeping the spotlight with a broom, and a panel of experts on the high spot of the show. Jaye P. Morgan didn't score as well with her invite. Pans were taken a high seating curve by the audience after the panel discussion. On the first show, everyone answered questions prepared by Bill Holm of PM. But&#x2026;" stirling, Bill and John Van Donald, limited in speaking and fudging, trying to make the audience laugh and supply charm as the experts, while Jack Paar was as usual the perfect host.

The reations of the games are on the right hand side. Bob Bernstein.

**Tex and Jinx Show (Net)**

CBS-TV, 11:15 m., EDT, July 11 (Again).

High Downs and June Lockhart return in the capacity of Tex and Jinx, and judging from the way it caught an audience, they're doing just fine.

Downs, recruited from NBC-TV's "Our Miss Brooks," has that same relaxed and sincere manner which has won him many friends in his role of the Texas Lothario. Lockhart, looking lovely, handled the news items and the entire show with guests tennis champion Jack Kramer.

It's a perfect host. He is the ideal person to handle all the news and entertainment, amusing, gibbing, pleasant to look at in spite of the "close-up," less color, and with the kind of madrussa padding or assists. Subjects covered ranged from that heap of humorous, to the odd-balls, with friends. The time, they were more serious ones, such as "Would you sign Al Gore, if the were to turn pro, for your tournament?" and "Do you think..."

Mikey Stone's celebrity-laden缠绵 for entertainment is to "come into the person and personality" Friday spot, it is the fifth season for "Pantomime Quiz" as a professional summer replacement.

This celebrity summer series brought together a varied panel of personal names to pan in the celebrities' joie de vivre, musical phrases and sentences handed out by producers of show-business fun.

The result was rather like a nice bit of self-efficient, not too heavy, light on the cologne and not to be taken too seriously. Not surprising that when they are played broadly, the two-panned midgets—Arnold Stang and Robert Sterling—are particularly effective, all who everyone reached in with a vigor which at times caused more confusion than laughter. Dorothy Hart, who grew thoroughly confused, is also slighted. At times, the gadders grew wilder toward the finish, provides a center of attention for the "fun, frilly, long hot summer.

For some reason the proceedings came at the end when Stokley took time out to salute Judy Tyler, who had quartered in all this. May your new property will be delayed and polished in time for future audiences.

The fact that viewers may be less moved by competition between couples who dance, sing, or play the piano while competing for the audience's interest, something Disney does outrage the amusing and exciting potential of a basically intriguing show. There is no end of fun for the boot camp and the Japanese Modern setting which have become de rigueur. A competition for the mask, the spark which is the second tier for an end.

Simultaneously, the show asks panelists to guess how many parts of the human body are shown in the picture. The panelist can play hip to hip, knowing something avoiding after the performance was spoiled. On the first show, everyone answered questions prepared by Bill Holm of PM. But... stirling, Bill and John Van Donald, limited in speaking and fudging, trying to make the audience laugh and supply charm as the experts, while Jack Paar was as usual the perfect host.

Bob Bernstein.

**Church Groups Push Films**

NEW YORK — There is a growing number of church groups and organizations to act as agents and to store films for the sake of the inspirational TV shows. The drive is Guild Films, "Minutes of Prayer," a new storehouse of films with non-denominational messages. A screening for reps of the new shows are scheduled from such organizations as the Protestant Council, Laymen's National Council and National Council of the Churches of Christ in America.

"I think our present situation has developed," says Prayer, "Western, religious film producers, the showing of such films will be more open to show people (in church) and the stations than the Guild Films sales force.

**Williams-Vall Show (Net)**

CBS-TV, 7:30-745 p.m., EDT. July 9.

Two more pleasant voices have joined NBC's "As the World Turns," but cheerful quarter-hour added to the web's musical strip, it is also being backed by Alwy's orchestra prove a major asset. June Vall and Andi Williams are attractive people whose voices blend nicely in chat, the show's a bit of a pep rally for the winning"s a sure hit, no matter what the number. Competing for refrigerators, keeping up the "Word of the Lord" vocation, "leading" some patients and "telling" some to go. George K. Klages, the voice of "For those who don't believe in prayer" is the ideal person to handle all the news and entertainment, amusing, gibbing, pleasant to look at in spite of the "close-up," less color, and with the kind of madrussa padding or assists. Subjects covered ranged from that heap of humorous, to the odd-balls, with friends. The time, they were more serious ones, such as "Would you sign Al Gore, if the were to turn pro, for your tournament?" and "Do you think..."

It's a Hit (Net)

Net: Happy Felton, Producer, Gene Dietrich, Director, Harold Morse, Sponsor, Crusader Magazine. CBS-TV, 11:00-12 noon, EDT, July 6.

A delightful kids' quiz slips quietly into video for the summer and is soon filled with information. A sponsor, General Foods, for the concept. "As the World Turns" has never been more relaxed and warm than he is in the "Word of the Lord." The voice of "For those who don't believe in prayer" is the ideal person to handle all the news and entertainment, amusing, gibbing, pleasant to look at in spite of the "close-up," less color, and with the kind of madrussa padding or assists. Subjects covered ranged from that heap of humorous, to the odd-balls, with friends. The time, they were more serious ones, such as "Would you sign Al Gore, if the were to turn pro, for your tournament?" and "Do you think..."

WILLIAM WALLACE INTERVIEW (Net)

ABC-TV, Sunday, 11:30-12 noon, EDT. July 5.

Steve Allen made an articulate, charming subject for the latest Wallace interview, the absence of controversy was happily noted. Well-phrased hedges on the topic of Ed Sullivan: "I think they are still scared. I think they have no idea how '74 will be; I think they have no idea how '73 will be..."

The family doesn't have too much to do in the episode because it is a long, long, long hot summer, but they are promised for the occasion, but his bath, his brother, twanged with folk good humor and tossed off a few lines of humor that were dropped by pace and spirit.

In Ann Sarnoff and Rex Allen, the new regular Chuck Bowdens adding a touch of lightweight entertainment. Everywhere there was disturbance by Allen's final offering, the lyric of which was "I will love my wife, my mat-" and my bath, but my bath, not my wife, and the phrase that fits, Rex, Bob Bernstein.

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Bob Bernstein.

**Stage Productions**

**3 Station Groups**

**Continued from page 14**

Any group sales efforts on the new TV stations would have to have ambitions in the direction of making "network talk" marketable, there is no question that the show must be of importance to the one given the show. Not only is the market showing group buying power is providing a sound financial basis for the marketing effort, strengthening the hand of independent producers.
IS GOODY LOSING TITLE?

**Local Cut-Rates Turning Tables on Discount King**

BY BEN CREVATT

NEW YORK — Sam Goody, long known at the discount king of this city and practically the whole United States via his New York Times ads, has just lost his rights to that title. A check of other Roadway area stores shows this week that he is dethroned. Goody is selling much of his inventory at below cost prices, well below list price, thus reducing his prices to a number of others.

Goody’s basic prices at the moment are the same as they have been for some time, except for a brief period last May when he cut his prices on most records from $3.00 to $2.50. Current standard are $3.00 and $2.98. Now the price list shows that they have undercut his list prices by a number of others.

Columbia Enters New Field With Portable Radio

NEW YORK—Columbia Records recently announced the introduction of a new portable radio which has a fidelity of 150 watts, comparable to a large radio. The new radio is being sold at $200, which is about the same price as two small radios.

The radio is equipped with a 15-inch speaker and a 15-inch woofer. It also features a built-in record changer and a built-in microphone. The radio can be used for either listening to records or for playing records.

The radio is being sold through Columbia Records outlets throughout the country.

**FIRST NEW TRIPLE CROWN GOES TO ROBBINS, COASTERS, COLE**

NEW YORK—Several weeks ago The Billboard stated that a new award would be created to replace the old Triple Crown Award, which was dropped when the Billboard converted its charts to the NTU method of determining record popularity. The new award—which will also be titled “The Triple Crown”—will be presented to any artist whose record hits the Number One spot in the Best Selling Singles chart, the Number One spot in the Country chart, and the Number One spot in the Pop chart, all within a year.

The first two Triple Crown awards in the singles field since the award was reinstated in the NTU system are being given to Marty Robbins, whose Columbia platter, “White Sport Coat,” has been on the charts for 16 weeks, and to the Coasters, whose Atco disk, “Search,” backed by “Young Blood” hit the R&B chart for a similar period.

Robbins’ hit, a Columbia release, is the pop album field goes to Nat (King) Cole, whose Capitol package, “Love Is the Thing,” qualities.

**Columbia Spotlights Biggest Convention**

Label to Host Over 500 in Joint Disk, Phono, Equipment Personnel Meet

NEW YORK—Columbia Records has scheduled to be held at Miami Beach, Fla., July 28-30, the biggest get-together in the label's history with more than 700 people expected to attend. The convention will be a joint operation—equipment, disk, and phonograph and equipment manufacturers and the Columbia operation. The convention will be held in conjunction with the annual Audio engineers, as well as manufacturers' conventions will be held.

Columbia artists who will appear at the convention are being set now and include Bing Crosby, Frank Sinatra, Nat King Cole, and others. As result of the “Your Fair Lady” contest, scheduled to begin in July, Billy Gallagher, Columbia Records artist, will receive the Columbia Studio Manager of the Year award, and six others will be named. Gallagher will receive a record, a watch, and a year's supply of Columbia Records.

The Columbia Records company has decided to hold this convention in Miami Beach, Fla., as it is the largest city in the Southeast and has the largest number of radio and television stations.

**Am ‘Par ‘Lucky 7’ Pitch Spot! for LS Sales Drive**

NEW YORK—ABC-Paramount Records will launch its first major sales drive in the month of August, through the release of 20 new LPs—15 pop, five jazz—and six no.

The campaign, which will be handled for Am-Par distributors at the National Association Music Trade Show in Chicago this week, spotlights a “Lucky Seven” promotion, which will receive one free LP of their choice from the pool at the end of August and September. However, the free LP promotion will be limited to one copy of each LP in the new release.

The pool will apply to every copy in the Am-Par catalog, with the exception of two Mickey Mouse LPs, which will be sold at a straight 10 percent discount.

**Cap Appoints Mike Maitland Sales Director**

HOLLYWOOD — Mike Maitland, who finished last week as appointed director of sales for Capitol B records, has been appointed sales manager of the Capitol Records Distribution Corporation. Mr. Maitland has had national sales experience and has a deep understanding of the merchandising and distribution field.

In his new post, Maitland will be responsible for the promotion of Capitol Records, the promotion of Capitol Records Distributing Corporation, Press, and the various Capitol records. Maitland joined Capitol in 1946, held managerial positions for RCA and WDRC in Cincinnati and Detroit. He was made divisional sales manager in 1951, and has been a national sales manager. He will continue to headquarter in Hollywood.

**‘Fair Lady’ Cleffers Sue Diskery**

NEW YORK—A copyright infringement action, involving four songs from "My Fair Lady," was brought last week by Alan Jay Lerner and Frederick Loewe.

The strike has been of brief duration, the old contract having expired June 30.

**COL. ENGINEER STRIKE SETTLED**

NEW YORK—Normal recording sessions have been resumed after a "strike" called by Epic Records. At press time, the strike, calling for an increase of 20 cents an hour, was still being observed by artists and engineers of the American Federation of Musicians.

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Summer Band Business on Sharp Upsurge Over 1956
Name Groups Pull 25% More 
Loot From One-Nighter Stops

By BILL SIMON
NEW YORK—This summer, in terms of box office receipts and attendance, the band business is running well ahead of last season, which was the best many years. Name bands are pulling as much as 25 per cent more, in fact, of the weekly weeklies who one-nighter stops this trip, and to quote relatively. While the top band booking agencies, "everybody is making money."

As a general average in attendance is the fact that the kids are dancing again. They come to the theater to see the music. Many communities, with the height of the summer of the Music Performance Trust Fund, have been sponsoring free dances which attract crowds of 14-18-year-olds. Patrons of promotion dances, it has been noted, are predominantly in the 17-19 age group.

Contributing to the healthy, enthusiastic interest in the business is the fact that the agencies, in pric-
THANK YOU,
BILLBOARD!

Jazz Albums

MARCHING ALONG WITH THE PHENOMENAL DUKES OF DIXIELAND, VOLUME 3
(1-12") - Dukis of Dixiieand, Audio Fidelity AFLP 1851

Very high sales potential. Volumes One and Two have been plenty of across-the-counter and the group won't disappoint their following in this third offering. High level of originality within the Dixie framework is demonstrated in "When Johnny Reb Comes Marching Home." Play it for those who dug "Listen to the Mocking Bird" in Vol. 2.

MARCHING ALONG WITH THE PHENOMENAL DUKES OF DIXIELAND, VOLUME 2
(1-12") - Dukes of Dixieland, Audio Fidelity AFLP 1851

This disk is distinguished by exceptional clarity of individual instrument throughout. Extrem high and low come thru free of distortion regardless of volume setting. Demonstration is easy, place the needle anywhere. Bug for real wide-range kicks, check that drum roll and bass drum (the shimmee luggers) at the opening of "When Johnny Reb." Likewise, the tuba rhythm in "Scoby Smith." JUNE 17, 1957

Here are the SMASH HITS Everybody is Talking About!

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

SELL-UP with AUDIO FIDELITY

Why offer a lower priced, harder to sell, profitless imitation of the AUDIO FIDELITY Hit — when it's just as easy to sell the high quality class product... AUDIO FIDELITY... the album with the EXTRA BUILT-IN PROFIT MARGIN!

CALL YOUR AUDIO FIDELITY DISTRIBUTOR TODAY!
First Talent Inked by New Jazz Indie

HILL'S record in Ted is has the Annixe total Jazz AMERICAN Inked other still the New York Red Bonds members. the Red Bonds also have a new LP. First release is the "Little Green Hill of Earth." Hill published a new weekly, "The Jazz World." Ted Hill, who operates the indie, has inked two acts for his new label. One is the Saxophone quartet of Joe Louis Jones and Joe Louis, who have both inked a deal with Decca. The other is a group of bluegrass musicians who are called the "Sunlight Spiders." Ted Hill is the founder of the Bluegrass Association and he plans to use his new label to promote bluegrass music. He has also inked a deal with the bluegrass band "The Sunny Side Up Boys." Ted Hill is a big believer in giving bluegrass music a chance to shine. He plans to release a new album by the Sunny Side Up Boys next month. The album will feature original bluegrass music and will be distributed through his new label, Hill's Records.
New Bill Asks Tax Repeat On Kidisks

WASHINGTON — Excise tax on children's phonograph records released Tuesday was being heard in Congress, if not on record, if a bill introduced by Rep. Eugene J. McCarthy, D-Minn., receives a Congressional ap-

proval.

Introduction of the bill last week (80) marks the second attempt this month to pass a law taxing recordings and camera stores. However, a similar measure introduced last month by the Republicans was defeated. The House, following last week's introduction of the new legislation, is expected to pass the bill early this week. The Senate, however, has not yet acted on any of the proposals.

If the measure is approved by Congress, it would impose an excise tax of 10% on the sale of phonograph records and cameras. The tax on records would be $1 per record, and the tax on cameras would be $2 per camera. The tax on records would be in addition to any existing sales tax, while the tax on cameras would be an additional tax.

The measure is intended to ensure that the revenue derived from these products goes to the government and that the government can use this revenue to support the national economy.

Jazz Program Hub Festivals' Biggest Draw

BOSTON — The biggest drawing attraction at the recent 10-day Boston Art Festival was the Jazz Festival, which drew over 10,000 people. Total attendance for the four-day event was estimated at close to 600,000.

The popular program was "The Unhurtable Jazz," which featured Herbie Hembury's Orchid and Bob Longo, with WDHM disk as commentator. This and other concerts in the festival were made possible by a $10,000 grant from the Music Performance Trust Fund, a division of the Recording Industry.

The City of Boston appropriated $4,000 to the fund to help finance the event. The $4,000 was used to pay for the cost of hiring the musicians.

At the last minute, additional funds were raised by the musicians themselves, and the event was a great success.

Newport Riots Winds Up With Big Surplus

NEWPORT, R.I. — Newport was back to normal this week following another riotous day. Saturday, the last day of the Newport Jazz Festival, was to be a day of peace and tranquility, but it turned out to be anything but.

The event started off with a peaceful atmosphere, with people enjoying the music and the weather. However, tensions started to rise as the day progressed, and soon a riot broke out.

The riot is estimated to have caused over $50,000 in damage, and over 50 people were injured. The police were called in to help control the situation, and the order was eventually restored.

The event continued on Sunday with a peaceful atmosphere, but the damage caused by the riot was a stark reminder of the importance of maintaining order at large events.

See Possible Settlement For Fox Vs. Seeco

NEW YORK — The suit brought by Fox Film Corp., producer of nine publishers against Seeco Films for alleged non-payment of license fees, was set for trial in Federal Court in September. The suit involves over 27 copyrights, which are currently being licensed by Seeco.

The suit was brought in U.S. District Court in New York by Fox, which is seeking damages for alleged breach of contract. The case is currently pending, and a settlement is expected in the near future.

Train Clefffer Assigns Rights

NEW YORK — Elizabeth Cotter, President of New York's prominent music publishing firm, Cotter & Co., has announced that the company will be assigning the rights to several of its most popular songs to other publishers.

Among the songs being assigned are "The Bluebird," "The Old Home Place," and "Young Blood." Cotter explained that the assignments are being made in an effort to ensure that the songs are properly licensed and that the companies are receiving proper compensation.

The company has been following this trend for some time now, and has assigned rights to several other songs in the past. Cotter said that the company is committed to ensuring that its artists are properly compensated for their work.
Best wishes to the National Association of Music Merchants.

PERRY

rca Victor records
Dealers Split on Wisdom Of Disk Company Programs

- Dealers are for and against special
- Deadlock leaves disk industry on dilemma's horn—more study indicated

By RALPH FREAS

NEW YORK—The disk company that hasn't come up with some kind of promotion gimmick to hype sales during the dry periods of the year is rare indeed. The major companies have certainly done their share. During the first half of the year, Columbia has had three big boys ("Decca" on Broadway," and "Jazz") with appropriate company display material and advertising backing RCA Victor to ease dealers through the summer with the Boston Pops Buy. And of course, there is the free RCA Victor bonus disk offered twice a year, which, despite recent cuttings of the program will continue through 1958.

What's the New Effect? What? The Billboard wonder, has been the total effect on the retail level of these promotional efforts. To find out, The Billboard's annual dealer survey of the disk business included the question. How do the various programs have been effective in lowering the "peaks and valleys" of the sales year?

The answers are in and the question is still in demand. Dealers are split almost exactly down the middle, with 47.4 per cent reporting that they believe the presentations have to be effective and 48.4 per cent saying that they don't think so. Another 4.9 per cent were on the fence, answering "yes and no," while 1.2 per cent said that they didn't know.

Comments Reveal Much Dealer comments were sought on this question and in the great majority of answers, whether "yes" or "no," the dealers were glad of a chance to qualify their position. For example, one dealer wrote "yes, in general. One could point to individual cases of failure to follow thru with adequate support." Another dealer said, "In some instances, the proper material and promotion has stimulated traffic, but it can't put junk material and a price slash." Mercury's cent sale and RCA's trade-in, wrote another dealer, "were the most effective. We would rather have this sort of bargain than to give many samples.

Says another, "The Victoria coupon holders come in very regularly and usually leave with more than just the coupon record. It has helped sales on all levels. Not only is that the Month's and jazz promotion is good too."

The "New" Have Their Say The dealers who responded in the negative were just as vocal on their side. Here are some of their typical comments:

"Business is certainly up," writes one, "but I don't believe it is the result of the various promotions. Only Columbia's "Dream Buy" has been successful for us. The special buys seem to attract only the wrong people—the bargain hunters, etc., who never buy anything else."

Says another, "I would like stable prices — no giveaways, no discounts, no monthly specials. More advertising and promotion and less cashing in of such records."

Another Banner Industry Year
- Dealers see discounts still a top problem
- Diamond styli traffic heads accessory trade
- Continued from page 1

25 per cent of dealers say that EP sales (except during the first five months) are directly to the price drop.

The Discontinuing Problem Something that continues to be apparent in dealers' buying is the discontinuing situation. On the current survey, The Billboard asked dealers to comment on how well disk company promotions were levelling out the peaks and valleys of the sales year. Many took the opportunity to say that they thought the elimination of discontinuing would take the "peaks and valleys" out of their business. There was, however, a definite indication that more dealers are fighting fire with fire and doing a little discounting on their own. In fact, 12.7 per cent had cut prices in an effort to keep customers from going to the big discount houses. The average discount was with 9.0 per cent who answered similarly last year.

Diamond Profit Incentive One of the other more spectacular facts uncovered by the survey is the amount of diamond needle business currently being done by the dealer. More than 75 per cent of dealers say they have seen an increase in sales of this high profit accessory during the first five months of 1958. No other accessory came near the precious metal in growth rates.

By the same token, no other accessory has been accorded quite the same promotional treatment as the diamond needle. Most major manufacturers give the diamond a free plug on the back of the record jacket, pointing out the importance of the new needle to the disk protection factor (not as hard on grooves) and improved sound reproduction (for hi-fi fans). The hi-fi movement too has had its impact. Anyone who spends from one hundred dollars to several thousand dollars for his stereo set will usually want a diamond needle. It is estimated that 20 per cent of the sales have gone to the country with a better idea of where they're going and how they'll get there. And that's a good thing for them and for the record company, too.
THE BILLBOARD
1957 RECORD-PHONO DEALER SURVEY

... A detailed analysis of the music-record-phonograph business during the first five months of 1957.

What actually happened in the record-phonograph business on the retail level during the first five months of 1957 is revealed in the following pages. The Billboard attempted to answer questions concerning the survey. Questionnaires were mailed to over 5,000 retailers whose collective sales represent about 50 per cent of the total disk sales in the U.S. Replies totaled 374, with almost 9 per cent of the dealers answering.

QUESTION 1: Please show whether your dollar volume in the following classification was up, down, or about the same during the first five months of 1957 as compared to the same period 1956.

<table>
<thead>
<tr>
<th>Classification</th>
<th>1957</th>
<th>1956</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Record Sales</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single Records</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>78's:</td>
<td>17.7%</td>
<td>20.6%</td>
<td>-2.9%</td>
</tr>
<tr>
<td>45's:</td>
<td>12.3%</td>
<td>14.3%</td>
<td>-2.0%</td>
</tr>
<tr>
<td>LPs:</td>
<td>9.6%</td>
<td>12.7%</td>
<td>-3.1%</td>
</tr>
<tr>
<td>EP Records:</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Log Books:</td>
<td>29.7%</td>
<td>23.4%</td>
<td>+6.3%</td>
</tr>
<tr>
<td>Spoken Words:</td>
<td>4.6%</td>
<td>4.5%</td>
<td>+0.1%</td>
</tr>
<tr>
<td>Radio:</td>
<td>11.0%</td>
<td>11.8%</td>
<td>-0.8%</td>
</tr>
<tr>
<td>Total Record Dollar Volume</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

COMMENT:
It comes as no surprise that the 78 r.p.m. disk continues to slide to near-extinction. How nearly extinct it is is borne out by the record $50,000 78 group which noted absolutely no increase in 1957 r.p.m. sales and a decrease, at the same time, of 95.1 per cent. With regards to 45's the increase in singles sales is not as pronounced as that of EP's, due, without doubt, to the beginning-of-the-year price slash on EP material. While the LP market continues, it is not as strong as it was last year. The 75.4 per cent of total stores that noted an increase in LP sales on this questionnaire compares favorably with last year's survey of the first five months' business. However, the increase of 75.4 per cent this year can hardly be regarded as slight.

QUESTION 2: Please show the percentage of your first five months' 1957 Total Record Dollar Volume represented by each of the following types of records.

<table>
<thead>
<tr>
<th>Classification</th>
<th>1957</th>
<th>1956</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Records:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>78's:</td>
<td>5.7%</td>
<td>5.4%</td>
<td>+0.3%</td>
</tr>
<tr>
<td>45's:</td>
<td>35.2%</td>
<td>32.8%</td>
<td>+2.4%</td>
</tr>
<tr>
<td>LPs:</td>
<td>30.5%</td>
<td>31.6%</td>
<td>-1.1%</td>
</tr>
<tr>
<td>EP Records:</td>
<td>18.1%</td>
<td>21.8%</td>
<td>-3.7%</td>
</tr>
<tr>
<td>Log Books:</td>
<td>9.9%</td>
<td>8.4%</td>
<td>+1.5%</td>
</tr>
</tbody>
</table>

COMMENT:
As might be expected, the smaller volume stores do appreciably more single sales than the "over $50,000" stores, which rack up higher grosses in the LP department. But more significant is the fact that packaged records—of which EP's account for almost 10 per cent—hit the 55 per cent mark of total record sales. This, incidentally, is almost exactly the ratio between singles and packaged disks as reported by last year's survey. So, it seems that the trend toward packaged merchandise has leveled off after a steady climb over the past eight years. Will this ratio remain constant? Another year's sales figures may be necessary before any definite conclusions can be reached.

V-M CONSOLE DOES ALMOST EVERYTHING

BENTON HARBOR, Mich.—The V-M Corporation is exhibiting a broad new Stereo-Matic product line at the Grand Opening of Radio, TV and 49thW at this year's Music Show. The company's line, which has been in the works for several years and now doesn't have a television picture tube.

That's the hard way to say that this five-foot cabinet contains just about everything else—a complete dual-speed, dual-track, stereo-play tape recorder; a four-speed, high-fidelity record changer; an FM-AM radio tuner, two dual speaker and amplifier systems; a clock timer which can be set to start or stop any function and a complete push-button control panel.

The tape recorder plays either stacked or staggered-head store-programmed tapes at the flip of a switch. This newest addition to the extensive Voice of Music line of photograph, recorders and recording media, is the Model 1000. Sales, Manager Bud Cain said the completely assembled console, originally priced at $1,000 and will be in production in time for the heavy Christmas selling season.

Dual controls on an elaborate panel under the center lid include V-M's new Acoustic Control console, Stereo-Matic control, volume controls and separate bass-brilliance controls. There are dual external speaker outlets, dual stereo broadcast inputs to remote recording on the V-M's AM/FM stereophonic broadcast, dual 10-watt amplifiers and matched multiple speaker systems mounted in twin reflex chambers at each end and positioned for the optimum stereo effect.

The special V-M Super-Formed Polyethylene cabinet has an extended range ceramic cartridge which V-M engineers claim is superior to magnetic pick-ups; a heavy-duty, four-cylinder motor, and the V-M Sista-Matic feature which shuts off power after amplifier and the head are uncoupled.

The unit is hard-wired and also features the drive idler to prevent formation of "knots" which would impair high-fidelity performance.

Altec Shows Speaker Line

NEW YORK—Three speaker lines and a record reproduceur unit are shown by Altec Lansing (Room 383-W) at this year's music show. Dealers may also glimpse at preview of new models which will go on the market this fall.

In addition to the well-established duplex line of speakers being shown, music merchants can look over the Altec-Lansing line of economically priced hi-fi speakers. Any dealer, who don't want to do it themselves, the firm is showing a line of prefabricated cabinets, and the V-M Stereo-Matic feature which shuts off power after amplifier and the head are uncoupled.

The model 1000, which is the high-powered model, can be used with any of the manufacturing assembly plan.

Mo Morris, sales manager of the Lansing, Mich., company, hand to answer dealer questions on high fidelity. Morris will also speak and be on hand to answer dealer questions on high fidelity. "we will also speak and answer questions on hi-fi," Morris will also speak and be on hand to answer dealer questions on high fidelity. Morris will also speak and be on hand to answer dealer questions on high fidelity. This is a meeting that no dealer should miss.

SCHEDULE OF EVENTS

1957 CONVENTION-TRADE SHOW

Monday—July 15
7:45 a.m. Lowerr Organ Dealers Breakfast-Crystal Room
8:00 a.m. JENASHA Annual Meeting Breakfast—PDR 11
8:00 a.m. Southern Music Merchants Research Group Breakfast—PDR 8
8:15 a.m. Association Presidents’ Breakfast—PDR 2
9:00 a.m. Exhibits—Registration Open
10:40 a.m. Department Meeting—Crystal Room
10:20 a.m. Industry Press Conference—PDR 9
11:20 a.m. Competition Opening Lunchroom—Grand Ballroom
11:30 a.m. Ladies Tea & Reception—Crystal Room
4:00 p.m. NAMM Tellers Committee—Office 412
6:00 p.m. Exhibits—Registration Close
6:00 p.m. Baldwin Piano Co. Reception—Blackstone Hotel
6:00 p.m. G. C. Conn, Ltd. Band Instrument Division Reception—Grand Ballroom
6:00 p.m. National Piano Travelers’ Association Annual Banquet—Grand Ballroom
6:00 p.m. Band Instrument Repair Panel—Convention-FD 7
6:30 p.m. Frontal Distributors’ Meeting—FD 7

Tuesday—July 16
8:00 a.m. NAMM Annual Meeting of Members Breakfast—Grand Ballroom
10:40 a.m. National Wholesalers of America, Inc., Promotion & Workshop Clinic—Crystal Room
9:00 a.m. Exhibits—Registration Open
10:30 a.m. NAMM Electronics Committee—FD 4
2:00 p.m. NAMM Executive Clinic for Dealers—Grand Ballroom
4:00 p.m. The Manufacturers Company Reception—Grand Ballroom
4:00 p.m. Exhibits—Registration Close
7:00 p.m. Phonograph Record Sales Clinic—Crystal Room
7:30 p.m. Everett Piano Company—Shelton Blackstone Hotel

Wednesday—July 17
8:00 a.m. Pilot Radio Corporation Dealer Breakfast—Ensign Room
8:30 a.m. Ensign Radio Dealers Workshop Clinic—Crystal Room
9:00 a.m. Exhibits—Registration Open
9:30 a.m. National Piano Makers’ Association Sales Translations—Crystal Room
(NPMA members will be closed during season)
10:00 a.m. Accordion Teachers Guild—PDR 8
12:00 p.m. NAMM Board of Directors Luncheon—Restaurant Crystal Room
2:00 p.m. Heath Radio Sales Clinic—Grand Ballroom
2:00 p.m. Radiola Reception Workshop—Crystal Room
4:00 p.m. Exhibits—Registration Close
7:00 p.m. Band Instrument Sales Clinic—Crystal Room
7:00 p.m. Transistor, Inc. Atmosphere Concert—Grand Ballroom

Thursday—July 18
6:00 a.m. Exhibits—Registration Open
7:00 a.m. NAMM Telephone & Letter Clinic—Grand Ballroom
8:30 a.m. Winter & Associated Companies Reception—Crystal Room
7:00 p.m. Music Industry Banquet—Grand Ballroom
The MOST SENSATIONAL NEW DEVELOPMENT in HIGH FIDELITY!

V-M's NEW 'Fidelis' Model 562
Has the Acoustic Contour Control

Superlative in sound and high-fashion styling, this NEW version of America's best-selling table model hi-fi phonograph introduces a totally new kind of pleasure! Centralized controls include V-M's own Tone-o-matic, separate bass and brilliance controls, plus the Acoustic Contour Control:

- NEW 4-way speaker system—40-15,000 cps response
- "Super-Fidelis" 4-speed changer
- Blonde, mahogany, walnut or ebony legs optional.
- Just $159.95 List*

ANOTHER PROFITABLE "FIRST" FROM V-M!
The company which gave you the first jamproof changer, the fourth speed, popular-priced stereo and so much more now proudly presents:

The V-M Acoustic Contour Control—a genuine contribution to audio science!

- It preserves purity of tone at any volume setting.
- It "shapes" high-fidelity music to fit any room—small, medium or large!

Normally, in high fidelity systems, fidelity decreases as volume increases. But V-M's exclusive Acoustic Contour Control preserves fidelity even at the highest volume levels!

*Blonde or mahogany. Other finishes a bit more. Eighty lighter in the West.

See and Hear the Sensational Voice of Music Line at Room 948W at the NAMM Show!
Here's why RCA Victor brings you the greatest FEATURES YOU CAN

Every step of the way, new RCA Victor High Fidelity has features you can let prospects see and hear and try. For example, each New Orthophonic High Fidelity "Victrola" has the sensational new Stereo switch. Show how easily it lets you add a matching "Victrola"-Recorder Stereotape Player for fabulous Stereophonic Sound. Demonstrate the 4-speed Floating Action Changer that handles records swiftly, silently, gently.

Then keep going, feature by feature—set by set, till you've sold up to the instrument that best fits your customer's needs and budget.

For stereo demonstration tapes and details on staging store demonstrations, contact your RCA Victor distributor now!

RCA VICTOR
RADIO CORPORATION OF AMERICA

Manufacturers usually advertised list prices shown, subject to change without notice. Slightly higher for West and South. Prices are for mahogany finishes, except where noted otherwise. RCA trademark for record and tape players.

VISIT THE RCA VICTOR RADIO & "VICTROLA" AND TELEVISION EXHIBITS AT THE CHICAGO MUSIC MERCHANTS' SHOW PRIVATE DINING ROOM #11, PALMER HOUSE—JULY 15 TO 18

1—STEREOPHONIC SWITCH brings you Stereophonic Sound in seconds. Simply flick the switch, place a Stereophonic tape on your "Add-on" Stereotape Player—and you're ready to listen.

5—FLOATING ACTION RECORD CHANGER. New 4-speed changer by RCA Victor handles records quickly, silently, gently. Lightweight tone arm with twin stylus prevents excessive wear on record grooves.

6—AM-FM RADIO. Built-in radios are easy to tune—extremely accurate. Powerful AM performance and virtually static-free FM reception. Automatic "drift" compensation "locks" station in place.

These are the instruments—world's First Family of High Fidelity

PORTABLE "45" HI-FI
Multiple speakers. Brown Regency-type case, Black $19.95.

TABLE MODEL "45" HI-FI
Multiple speaker, Mahogany, maple finishes. Black $27.95.

PORTABLE with 2 speakers, 4 speeds. Stereo switch, Brown Regency-type case, Black $29.50.

TIME Furniture—2 speakers, 4 speeds. Stereo switch, 4 wood finishes. Mark VIII, $29.95.


EXTRA-POWERFUL Speaker, 4 speeds. Stereo switch, 3 wood finishes. Mark VII, $49.95.

MORE SPEAKERS 4 speakers, Mahogany, maple finishes. Mark VI, $69.95.
sell-up potential in High Fidelity today:

DEMONSTRATE!

2-MORE SPEAKERS—3 or more in every model from $129.55. Speakers are scientifically angled and balanced for room-wide distribution of sound. It's RCA Victor's famous Panoramic Sound System.

MORE POWER. You get greater wattage than ever before. Each Supercharged Chassis is specifically designed for best performance with its own particular cabinet and Panoramic Sound System.

4-STYLED FOR SOUND. To bring you the best in High Fidelity, only solid wood cabinets are used as integral parts of each balanced sound system. Natural wood and veneer finishes add beauty to the line.

8-MAGIC RAY LIGHTING on the Mark I, II, III. A soft glow of light illuminates individual knob calibrations on the Master Control Panel. You can tune your set even in a darkened room.

9-PUSH-PULL ON-OFF LOUDNESS CONTROL on most instruments with AM-FM radio lets you pre-set loudness. Just pull the knob and sound comes on at the right volume. Calibrations are illuminated.

DESIGNED FOR Stereophonic Sound you can add now or later!

AM-FM 4 speakers, 4 speeds, Mahogany, light rift oak or maple finishes. Mark II. (SHF2) $299.95.


CONSOLE with exceptional power. 4 speakers, 4 speeds, Stereo switch. Traditional mahogany, maple or light rift oak finishes. Mark III. (SHF2) Mahogany $375.


www.americanradiohistory.com
WHY DID THE MJQ WIN ALL THESE JAZZ POLLS?

DOWN BEAT POLL
METRONOME POLL
INTERNATIONAL JAZZ CRITICS POLL
THEME MAGAZINE POLL

MELODY MAKER (ENGLAND)
JAZZ MUSICA (ITALY)
JAZZ PODIUM (GERMANY)
LE JAZZ HOT (FRANCE)
JAZZ MAGAZINE (FRANCE)

WHY?

For three reasons, demonstrate Bags' Groove, Yesterdays or Night in Tunisia, three
selections by The MJQ, IN THEIR NEW LONG PLAY

THE MODERN JAZZ QUARTET

ATLANTIC 1265

QUESTION 3: In packaged records (LP's and EP's), how does your present dollar inventory compare with that of a year ago this month?

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Over $50,000</th>
<th>Under $50,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>LP Inventory</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>greater</td>
<td>83.6%</td>
<td>66.3%</td>
<td>82.9%</td>
</tr>
<tr>
<td>smaller</td>
<td>4.9%</td>
<td>4.1%</td>
<td>4.9%</td>
</tr>
<tr>
<td>same</td>
<td>12.4%</td>
<td>9.0%</td>
<td>12.1%</td>
</tr>
<tr>
<td>EP Inventory</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>greater</td>
<td>35.4%</td>
<td>27.1%</td>
<td>37.4%</td>
</tr>
<tr>
<td>smaller</td>
<td>33.6%</td>
<td>24.8%</td>
<td>24.8%</td>
</tr>
<tr>
<td>same</td>
<td>31.0%</td>
<td>28.1%</td>
<td>31.8%</td>
</tr>
</tbody>
</table>

COMMENT:

While the differences between the answers given to this question last year and those noted here are not great, they do represent a definite trend toward increasing the dollar inventory expenditure as well as the LP inventory. Two factors may be responsible: The number of LP's in a month that have been essentially disposed of by disk boys, plus the actual cost of LP's, is 6% higher. Also, the stores which traditionally have not gone out on record sales, show a definite move to heavier LP inventories.

QUESTION 4: Of your single record sales, what per cent of dollar volume is currently represented by the two speeds?

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Over $10,000</th>
<th>Under $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pop Singles</td>
<td>75 r.p.m.</td>
<td>18.5%</td>
<td>17.1%</td>
</tr>
<tr>
<td></td>
<td>45 r.p.m.</td>
<td>81.4%</td>
<td>82.9%</td>
</tr>
<tr>
<td>C&amp;W Singles</td>
<td>78 r.p.m.</td>
<td>20.4%</td>
<td>22.6%</td>
</tr>
<tr>
<td></td>
<td>45 r.p.m.</td>
<td>79.6%</td>
<td>77.4%</td>
</tr>
<tr>
<td>R&amp;B Singles</td>
<td>78 r.p.m.</td>
<td>15.4%</td>
<td>16.5%</td>
</tr>
<tr>
<td></td>
<td>45 r.p.m.</td>
<td>84.6%</td>
<td>83.5%</td>
</tr>
</tbody>
</table>

COMMENT:

Last year's survey showed the Country-Western field to be the best stronghold for the 78 r.p.m. singles. This is no longer the case. The ratio of 45 to 78 sales has almost disappeared. The LP market was always the best stronghold for the 78 r.p.m. singles. Due to the LP's. As far as the 78's are concerned, last year the survey showed that two C&W singles 45's were sold for every one 78's. This year one 78 is sold on 78 for every four on 45. Equally interesting is the fact that, for the first time, more R&B singles are sold on 45's than pop singles. This has been attributed to the fact that the line of demarcation between the R&B and the Pop singles is becoming harder to distinguish.

QUESTION 5: During the first five months of 1957 did you use any of the following consumer advertising media to promote record sales?

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Over $50,000</th>
<th>Under $50,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Time</td>
<td></td>
<td>54.9%</td>
<td>59.2%</td>
</tr>
<tr>
<td>Newspaper Ads</td>
<td></td>
<td>68.1%</td>
<td>73.2%</td>
</tr>
<tr>
<td>TV Time</td>
<td></td>
<td>4.6%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Direct Mail</td>
<td></td>
<td>41.4%</td>
<td>51.2%</td>
</tr>
</tbody>
</table>

COMMENT:

In every category, dealers are advertising more than they did last year. Biggest increases are noted in the use of radio time and direct mail with newspaper advertising still out-ranking every other media. Purchase of newspaper space is considerably higher than the next closest radio time. TV time, the most expensive form of promotion, is used almost three times as much by the "over $50,000" group as it is by the smaller volume outlets. The larger volume stores also show their strongest increase in use of direct mail.

QUESTION 6: Did you spend more, less or about the same in over-all record advertising as the amount spent in the same period of 1956?

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Under $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>More</td>
<td>32.3%</td>
<td>30.6%</td>
</tr>
<tr>
<td>Less</td>
<td>15.1%</td>
<td>16.9%</td>
</tr>
<tr>
<td>Same</td>
<td>54.6%</td>
<td>51.5%</td>
</tr>
</tbody>
</table>

COMMENT:

Almost one-third of the dealers are spending more money on advertising. This represents a small increase from last year's survey which time 50 per cent answered similarly. Importantly, only 13.1 per cent say they are spending less. Over a three-year period, the answers to this question have not changed appreciably, indicating a continuing faith in advertising expenditures.
Everybody's dancing to the music of...

LESTER LANIN

DANCE TO THE MUSIC OF
LESTER LANIN
EPIC LONG PLAY LN-3340

Epic Extended Plays:
EG 7184—Volume 1
EG 7185—Volume 2
(includes "My Fair Lady" medley)

LESTER LANIN
EPIC LONG PLAY LN-3232

www.americanradiohistory.com

Direction: LESTER LANIN ORCHESTRAS
1776 Broadway, New York, N. Y.
Tel: Columbus 5-5208
Everybody's Buying
DANA Albums
The Biggest POLKA Catalogue
In The World

DANA
DANA
DANA
DANA

For Larger Sales and Profits
42 ALBUMS TO DATE

60 COMING UP
By 1st of the year

Thanks NAMM for helping to make DANA the Leading Polka line in the world.

See You at The Palmer House

Check Your Nearest Distributor for Latest Releases.

**DANA DISTRIBUTORS**

**COSNAT DISTRIBUTORS**
315 W. 47th Street
New York, N. Y.

**COSNAT DISTRIBUTORS**
415 Holley Street
Newark, N. J.

**COSNAT DISTRIBUTORS**
1710 North Street

**COSNAT DISTRIBUTORS**
1223 West Ninth St.
Cleveland, Ohio

**COSNAT DISTRIBUTORS**
3727 Woodward Avenue
Detroit, Michigan

**CORAL RECORDS**
161 West Huron Street
Chicago, Ill.

**GENERAL DIST. CO.**
2329 Pennsylvania Ave.
Baltimore, Maryland

**MELODY DISTRIBUTING CO.**
881 Main Street
Buffalo, New York

**MUSIC SUPPLIERS OF NEW ENGLAND**
263 Huntington Ave.
Boston, Mass.

**MUSIMART OF CANADA**
901 Bleury Street
Montreal, Canada

**RECORD DISTRIBUTORS**
2226 Fifth Ave.
Pittsburgh, Pa.

**SEABOARD DISTRIBUTORS**
313 Park Avenue
East Hartford, Conn.

**SEABOARD DISTRIBUTORS**
1044 Broadway
Albany, N. Y.

**RECORD MERCHANDISING**
2580 W. Pro Blvd.
Los Angeles, California

**ERIC DISTRIBUTING CO.**
349 6th Street
San Francisco, Calif.

**CENTURY DISTRIBUTORS**
137 Glass Street
Dallas, Texas

**MUSIC SUPPLIERS OF OHIO**
757 Gilbert Avenue
Cincinnati, Ohio

**HEILACHER BROS.**
1211 North 6th St.
Minneapolis, Minn.

**LA MAR DISTRIBUTORS**
2642 Olive Street
St. Louis, Mo.

**C & C DISTRIBUTING CO.**
708 6th North
Seattle, Wash.

**TRUETONE DISTRIBUTING CO.**
1714 So. W. 8th Street
Miami, Florida

**ALLEN DISTRIBUTING**
3407 West Leigh Street
Richmond, Va.

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Seattle, Wash.

**TRUETONE DISTRIBUTING CO.**
1714 So. W. 8th Street
Miami, Florida

**ALLEN DISTRIBUTING**
3407 West Leigh Street
Richmond, Va.
Suite 916-917-918 Palmer House

MOTOROLA

W...ow! Wait till you see what Motorola's got for you at the National Association of Music Merchants convention.

JULY 15-18, PALMER HOUSE, CHICAGO

MOTOROLA

World's Largest Exclusive Electronics Manufacturer
A REVOLUTION IN

STEELMAN
HIGH - FIDELITY!

bi-fidelity® music systems by Steelman

Now! Promote Luxury Bi-Fidelity® Music Systems — Backed by the Most Complete Merchandising Plan in the industry.

Now Steelman brings you the complete line of luxury Bi-Fidelity® Music Systems—new consoles, consoleettes, smart new table models, all with 2, 3 and 4 speakers and in beautiful cabinets with hand-rubbed veneers... Portables in sleek new designs, including the first companion portable in Texon leather "zip-around" case!

This is packaged high fidelity that really competes: Steelman Bi-Fidelity® Sound Systems consisting of powerful high-fidelity speakers, powered by Bi-Fidelity® amplifiers with power outputs up to 20 watts, frequency response up to 20-20,000 c.p.s.

A REVOLUTION IN HIGH FIDELITY SELLING! Steelman dealers will feel the full sales impact of Steelman national advertising this Fall. Full-color and black-and-white ads in LIFE, Saturday Evening Post, Living for Young Homemakers, and the N.Y. Times Sunday Magazine... will drive your customers to see Steelman in your store.

Steelman dealers receive a full round of whole-profit promotion programs with extra help to build traffic; making their stores headquarters for the Steelman "Revolution in High Fidelity."

If you aren't already armed with Steelman's fully-integrated high fidelity selling program, ask to see your Steelman man today. Get him to show you the "Revolution in High Fidelity" Program and what it can do for your operation!

ALL STEELMAN EQUIPMENT IS BACKED BY OVER 20 YEARS LEADERSHIP IN QUALITY HIGH FIDELITY MUSIC SYSTEMS PLUS THIS DOUBLE GUARANTEE!

See you in Chicago at the Show JULY 13-18 • THE PALMER HOUSE Rooms 949-950-951

National network of conveniently located factory authorized service agencies.

GUARANTEE

Every Steelman Phonograph is backed by Radio Equipment's GUARANTEE, against defects in materials and workmanship.
QUESTION 10: Please check any of the following accessories you currently carry in your store and show whether your dollar volume was up, down, or about the same in the first five months of 1957 compared to a year ago:

<table>
<thead>
<tr>
<th>Accessory</th>
<th>1957</th>
<th>1956</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond needles</td>
<td>75.6%</td>
<td>81.5%</td>
</tr>
<tr>
<td>down</td>
<td>2.7%</td>
<td>2.3%</td>
</tr>
<tr>
<td>same</td>
<td>19.7%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Saphire needles</td>
<td>61.3%</td>
<td>56.3%</td>
</tr>
<tr>
<td>down</td>
<td>3.9%</td>
<td>4.9%</td>
</tr>
<tr>
<td>same</td>
<td>34.6%</td>
<td>40.8%</td>
</tr>
<tr>
<td>Cartridges</td>
<td>34.5%</td>
<td>28.8%</td>
</tr>
<tr>
<td>down</td>
<td>1.4%</td>
<td>6.8%</td>
</tr>
<tr>
<td>same</td>
<td>31.7%</td>
<td>54.9%</td>
</tr>
<tr>
<td>Disk cleaning agents</td>
<td>31.7%</td>
<td>55.1%</td>
</tr>
<tr>
<td>down</td>
<td>9.3%</td>
<td>6.9%</td>
</tr>
<tr>
<td>same</td>
<td>43.6%</td>
<td>44.1%</td>
</tr>
<tr>
<td>Anti-static preparations</td>
<td>47.8%</td>
<td>56.3%</td>
</tr>
<tr>
<td>down</td>
<td>7.2%</td>
<td>3.5%</td>
</tr>
<tr>
<td>same</td>
<td>39.5%</td>
<td>45.4%</td>
</tr>
<tr>
<td>Plastic sleeves</td>
<td>49.4%</td>
<td>59.7%</td>
</tr>
<tr>
<td>down</td>
<td>1.2%</td>
<td>6.5%</td>
</tr>
<tr>
<td>same</td>
<td>47.5%</td>
<td>46.6%</td>
</tr>
<tr>
<td>Other sleeves for records</td>
<td>40.6%</td>
<td>58.2%</td>
</tr>
<tr>
<td>down</td>
<td>10.7%</td>
<td>7.2%</td>
</tr>
<tr>
<td>same</td>
<td>49.9%</td>
<td>43.0%</td>
</tr>
<tr>
<td>Record brushes</td>
<td>38.9%</td>
<td>45.9%</td>
</tr>
<tr>
<td>up</td>
<td>5.8%</td>
<td>3.4%</td>
</tr>
<tr>
<td>down</td>
<td>14.1%</td>
<td>13.3%</td>
</tr>
<tr>
<td>same</td>
<td>67.2%</td>
<td>48.9%</td>
</tr>
<tr>
<td>Blank tape</td>
<td>57.7%</td>
<td>71.4%</td>
</tr>
<tr>
<td>down</td>
<td>3.2%</td>
<td>6.7%</td>
</tr>
<tr>
<td>same</td>
<td>39.1%</td>
<td>29.6%</td>
</tr>
<tr>
<td>Pre-recorded tape</td>
<td>59.6%</td>
<td>40.1%</td>
</tr>
<tr>
<td>down</td>
<td>7.5%</td>
<td>5.1%</td>
</tr>
<tr>
<td>same</td>
<td>34.3%</td>
<td>46.1%</td>
</tr>
</tbody>
</table>

COMMENT:

Among the large number of stores actively promoting various accessories (needles, tape, record cleaner, etc.) to the same degree, there is evidently much repositioning. Relatively few stores report any down trend in sale of these items, and, in most cases, a strong upsurge is reported. The most dramatic movement in sales is reported in diamond needle sales with many stores indicating higher sales volume in that area. Probable reason: the appearance of lower-priced, precision tipped stylus pegged at around $10. Evidently, the formulas that proved so effective with LP's two-and-a-half years ago works equally well with accessories. Find the right price to hang on a product and watch it take off. Note also the strong up trend in blank tape sales, attesting to the increased volume of tape recorder sales.

QUESTION 11: In your opinion, have the various disk company promotion programs been effective in leveling out the "peaks and valleys" of the sales year?

<table>
<thead>
<tr>
<th>Total Weeks</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>52</td>
<td>$58,000</td>
<td>$58,000</td>
</tr>
<tr>
<td>Yes &amp; No</td>
<td>47.0%</td>
<td>48.3%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>1.2%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

COMMENT:

Opinion is certainly evenly divided on this question with one group canceling out the other. Comment was invited and dealers indicated that there are many variables that have to be taken into consideration-type of market, type of store, individual problems. There are in-fact, so many different aspects to this question that they will have to be dealt with at length in a separate study.

QUESTION 12: Name the record company most helpful with regard to the following aids.

a) Quickest service (one point for each mention)

<table>
<thead>
<tr>
<th>Company</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitol</td>
<td>21</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>19</td>
</tr>
<tr>
<td>Columbia</td>
<td>13</td>
</tr>
<tr>
<td>Decca</td>
<td>11</td>
</tr>
<tr>
<td>Mercury</td>
<td>7</td>
</tr>
</tbody>
</table>

b) Display materials (one point for each mention)

<table>
<thead>
<tr>
<th>Company</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitol</td>
<td>20</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>19</td>
</tr>
<tr>
<td>Columbia</td>
<td>15</td>
</tr>
<tr>
<td>Decca</td>
<td>10</td>
</tr>
<tr>
<td>Mercury</td>
<td>6</td>
</tr>
</tbody>
</table>
hear the NEW SOUND from WEBCOR

See and hear the all-new 1958 line of Webcor Stereofonic and Monaural Tape Recorders and High Fidelity Fonografs!

It's a brand new line all the way—a complete line—everything you need!

All-new 1958 Stereo Tape Recorders with the dynamic new sound America's been waiting for! Nothing else like it!

New 1958 "Aural Balance" Remote Control for Webcor Stereo Tape Recorders—wonderful for lazy listening! Indispensable for effortless tuning of both Stereo speaker systems.

A terrific new line of 1958 High Fidelity Console Fonografs—
for the ultimate in high fidelity music, luxuriously styled in fine hand-rubbed wood.

New "Magic Touch" Remote Control for use with Webcor High Fidelity Fonografs! New leisure for all music fans!

New 1958 Portables! The greatest in Webcor history—with big-time console high fidelity reproduction and "Magic Mind."

THE MOST COMPLETE LINE IN SOUND!
SELL THE LINE THAT SELLS THE FASTEST! SELL WEBCOR!

See them! Hear them! At the N.A.M.M Convention, Chicago. At the Palmer House—
Red Lacquer Room—Section C—July 15, 16, 17, 18.
New! from Dot

THE ALBUM YOU'VE BEEN WAITING FOR

... by America's most popular girl singer

GALE STORM

IT'S THE SUMMER'S BIGGEST L.P.—

Perfectly timed!
Gale is the only girl singer to reach Billboard's "Top Ten" in more than nine months, and "Dark Moon" is still riding high!

Perfectly packaged!
Colorful, striking—a great point-of-sale display item!

Perfectly performed!
Twelve wonderful ballads beautifully sung—arranged and conducted by Billy Vaughn!

I'M IN THE MOOD FOR LOVE
PENNIES FROM HEAVEN
I CRIED FOR YOU
ANYTIME
IF I HAD YOU
DON'T TAKE YOUR LOVE FROM ME

MORE THAN YOU KNOW
SMOKE GETS IN YOUR EYES
I'LL HOLD YOU IN MY HEART
BACK IN YOUR OWN BACK YARD
HOLD ON
SENTIMENTAL ME

Album No. DLP 3017
A GIANT! on Dot L.P.

ON ITS WAY TO BECOMING THE MOST HERALDED L.P. EVER RELEASED!

MUSIC FROM THE SOUND TRACK OF
THE TEN COMMANDMENTS

Composed and conducted by Elmer Bernstein

DLP-3054-D

BEST SELLERS ON Dot L.P.

JUST RELEASED

TWO KINDS OF LOVE — Al Anthony DLP-3056

FAVORITES BY MR. BANJO HIMSELF — Eddie Peabody DLP-3052

ROGERS WITH HEART PLAYS RODGERS AND HEART — Milt Rogers DLP-3055

WHEN ONLY THE MEMORY REMAINS — Roger Massenet DLP 3032

THE STORY OF MOBY DICK — Thomas Mitchell DLP-3043

CALENDAR SKETCHES — Charles Dorian DLP-3036
### c) Co-Op advertising (one point for each mention)

<table>
<thead>
<tr>
<th>Label</th>
<th>Total</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA Victor</td>
<td>114</td>
<td>25</td>
<td>89</td>
</tr>
<tr>
<td>Columbia</td>
<td>35</td>
<td>12</td>
<td>23</td>
</tr>
<tr>
<td>Capitol</td>
<td>13</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Decca</td>
<td>10</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>London</td>
<td>6</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

### d) Co-ordination of promotion (deejay exposure, point-of-sale material and other sales aids) with delivery of merchandise (one point for each mention)

<table>
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<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA Victor</td>
<td>35</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td>Columbia</td>
<td>24</td>
<td>6</td>
<td>18</td>
</tr>
<tr>
<td>Capitol</td>
<td>6</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Decca</td>
<td>10</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>London</td>
<td>6</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

### e) Best return and exchange terms (one point for each mention)

<table>
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<tr>
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<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitol</td>
<td>43</td>
<td>19</td>
<td>24</td>
</tr>
<tr>
<td>Rca Victor</td>
<td>24</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>Columbia</td>
<td>10</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Mercury</td>
<td>9</td>
<td>1</td>
<td>8</td>
</tr>
</tbody>
</table>

### f) Liberal credit (one for each mention)

<table>
<thead>
<tr>
<th>Label</th>
<th>Total</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA Victor</td>
<td>45</td>
<td>10</td>
<td>35</td>
</tr>
<tr>
<td>Capitol</td>
<td>36</td>
<td>7</td>
<td>29</td>
</tr>
<tr>
<td>Columbia</td>
<td>22</td>
<td>4</td>
<td>18</td>
</tr>
<tr>
<td>London</td>
<td>5</td>
<td>0</td>
<td>5</td>
</tr>
</tbody>
</table>

### g) "Bonus Merchandise" to prime sales (one point for each mention)

<table>
<thead>
<tr>
<th>Label</th>
<th>Total</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA Victor</td>
<td>61</td>
<td>13</td>
<td>48</td>
</tr>
<tr>
<td>Columbia</td>
<td>52</td>
<td>12</td>
<td>40</td>
</tr>
<tr>
<td>Mercury</td>
<td>16</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td>Capitol</td>
<td>13</td>
<td>5</td>
<td>8</td>
</tr>
</tbody>
</table>

### h) "Extra Discounts" (one point for each mention)

<table>
<thead>
<tr>
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<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia</td>
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<td>28</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>37</td>
<td>9</td>
<td>28</td>
</tr>
<tr>
<td>Capitol</td>
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<td>4</td>
<td>18</td>
</tr>
<tr>
<td>London</td>
<td>17</td>
<td>4</td>
<td>13</td>
</tr>
</tbody>
</table>

### i) Packaging (one point for each mention)

<table>
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<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitol</td>
<td>32</td>
<td>15</td>
<td>17</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>37</td>
<td>12</td>
<td>25</td>
</tr>
<tr>
<td>Capitol</td>
<td>35</td>
<td>13</td>
<td>22</td>
</tr>
<tr>
<td>Mercury</td>
<td>22</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>London</td>
<td>18</td>
<td>4</td>
<td>14</td>
</tr>
</tbody>
</table>

### j) Catalogs (one point for each mention)

<table>
<thead>
<tr>
<th>Label</th>
<th>Total</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA Victor</td>
<td>32</td>
<td>15</td>
<td>17</td>
</tr>
<tr>
<td>Capitol</td>
<td>33</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>Mercury</td>
<td>22</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Columbia</td>
<td>16</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Decca</td>
<td>10</td>
<td>3</td>
<td>7</td>
</tr>
</tbody>
</table>

### Comment:

Capitol can take a bow for coming up "first" in half of the categories—a record equaled by no other company. It's interesting to note that they far outpointed the other companies by providing display material and "packaging." By the same token, RCA Victor outpointed by far the other companies in "Co-op advertising." Since this is the first year this question has been included in the questionnaire, we cannot trace any movement up or down for individual companies in provision of dealer services from last year to this.
Announcing...

MODE RECORDS

MODE-O-GRAM

TO: Artists & Repertoire
FROM: General Manager
ATT: Red Clyde

On the eve of introducing MODE RECORDS to the world I want to be sure that the policy of the company is crystal clear. MODE will operate on a major status. I cannot stress strongly enough that our recordings must reflect quality from start to finish. Every artist, every record, every package will show the record buyers of America that MODE RECORDS is devoted to presenting music for a variety of tastes in a manner unequalled in the industry.

At your earliest convenience, may I have your catalogue plans to guide the further development of MODE RECORDS?

Thank you.

MAURICE JANOV
GM/MR

MODE-O-GRAM

TO: General Manager
FROM: A & R
ATT: Maurice Janov

Happy to comply with your recent memo on the goal of MODE RECORDS. My recording schedule for the month has been very hectic, but I’ve found a few minutes to list the catalogue for you. The following records will be on release during July:

MODE LP #100 — THE HERBIE HARPER SEXTET
#101 — THE STAN LEVEY QUINTET
#102 — THE RICHIE KAMUCA QUINTET
#103 — THE MEL LEWIS SEXTET
#104 — THE PAUL TOCAWA QUINTET
#105 — THE MARTY PAICH TRIO
#106 — “CAL WITH A HORN” —
#107 — THE FRANK ROSOLINO QUINTET
#108 — JOY BRYAN SINGS
#109 — THE CONTE Candoli QUARTET

As you can see there are some familiar names among the group, as well as some new stars who have earned the right to an LP of their own. Future recordings by promising newcomers will receive our “New Star” designation to facilitate their entry into the record field.

Incidentally, don’t miss the occasional new package we’ve worked out to introduce the MODE line — it’s too much!!!

You’re welcome.

RED CLYDE
Artists/Repertoire
MODE Records
BIGGEST LAUGH ALBUM!

STANDARD SELLERS

LP 1001 "COLLEGE ALL-STARS AT CARNEGIE HALL"
LP 1004 "THE SPRING STREET STOMPERs"
LP 1007 "MUSIC IN THE MINSKY MANOR"
LP 1012 "THE SALT CITY FIVE"
LP 1014 "THE BEST OF RHYTHM AND BLUES"
LP 1016 "STAN RUBIN AND HIS TIGER TOWN FIVE"
LP 1018 "PROFESSOR" IRWIN COREY, "THE WORLD'S FOREMOST AUTHORITY"
LP 1020 "SOUNDS OF THE HUNTER"
LP 1021 "LULLABIES FOR LOSERS" Ethel Ennis
LP 1022 "DELTA RHYTHM BOYS IN SWEDEN"

LP 1010 "CONRAD JANIS AND HIS TAILGATE FIVE"
**Value Album Line**

**BRAND NEW RELEASES**

- LP 1024 "STAN RUBIN AND HIS TIGER TOWN 5 IN MONACO"
- LP 1026 "MELANCHOLY BABY"
- LP 1028 "CENSORED"
- LP 1029 "FOR WHOM THE BELL TOLLS"
- LP 1030 "CAMPFIRE FAVORITES"
- LP 1031 "TEDD BROWNE SINGS"
- LP 1033 "DREAMS BY THE DOZEN"
- LP 1034 "FOR WHOM THE BELL TOLLS"
- LP 1035 "MOTH IN A GRAY FLANNEL SUIT"
- LP 1036 "COOL AND HOT SAX"
- LP 1037 "WE'RE NOT STRANGERS"
- LP 1041 "TIPPEE OLE"
- LP 1042 "IT'S LATE"
- LP 1043 "LULLABIES FOR ADULTS"
- LP 1044 "FIRE IN THE WEST"
- LP 1045 "THE FABULOUS CADILLACS"

**WATCH FOR JUBILEE'S BIG JAZZ ALBUM RELEASE IN SEPTEMBER**
QUESTION 13: Do you cut suggested list prices as a general rule?

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Total Shares</th>
<th>Over $10,000</th>
<th>Under $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>On LPs</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>On EPs</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>On Singles</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

COMMENT:
As could be expected, those dealers who sell at cut prices on LPs outweight those who cut on EPs and singles. And it's the larger dealer who leads the smaller outlets in price-cutting practices. He can afford to make less on the unit sale and he can buy more advantageously than the smaller volume operator. It is interesting to note however that the number of smaller dealers who choose to fight the "big boys" with their own weapon is on the increase. Last year, only 9.6 per cent declared themselves for discounting methods. This figure has risen to 12.7 per cent in the current poll.

QUESTION 14: What effect has the EP price reduction had upon EP sales?

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Total Shares</th>
<th>Under $10,000</th>
<th>Over $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>up</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>down</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>same</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

COMMENT:
It has been indicated on earlier questions that EP volume is up. Here dealers estimate to what extent the up trend is a result of the price reduction. While the results are not spectacular they are conclusive. More than 25 per cent of the dealers believe that the change in price increased their EP volume. As might be expected, the smaller store with a bigger stake in EP responded this way in greater numbers than the larger volume outlets.

QUESTION 15: Which musical instruments do you carry or intend to carry?

<table>
<thead>
<tr>
<th>Instrument Type</th>
<th>Total Shares</th>
<th>Under $10,000</th>
<th>Over $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harmonicas</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Guitars, Ukuleles, Banjos</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Brass Instruments</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>String Instruments</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Percussion Instruments</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Woodwinds</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Accordion</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Drums</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Organ</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Piano</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Bass</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

QUESTION 16: What musical instrument supplies and accessories do you carry or intend to carry?

<table>
<thead>
<tr>
<th>Supplies &amp; Accessories</th>
<th>Total Shares</th>
<th>Under $10,000</th>
<th>Over $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheet Music</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Strings</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Reeds</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Picks</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Drums and Banjo Heads</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Music Stands</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Metronomes</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Banjos</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Drumsticks</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Snare</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Gongs</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Bongos</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Tamborines</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

QUESTION 17: What figure comes closest to your yearly dollar volume in sales of musical instruments, supplies and accessories?

<table>
<thead>
<tr>
<th>Volume Range</th>
<th>Total Shares</th>
<th>Under $10,000</th>
<th>Over $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>$10,000 to 14,999</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>15,000 to 24,999</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>25,000 to 49,999</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

COMMENT:
Dick dealers are music dealers in more ways than one. In addition to the retailing of music or disks, they also have a tremendous stake in instruments and accessories of all kinds. While it is true that many of the record-trade dealers who answered this survey are in the instrument field in a relatively small way (almost 60 per cent indicated that they gross less than $45,000 annually from sales in this area), it is equally true that many carry a wide variety of musical merchandise. Fully 60 per cent carry musical instruments of some kind. Almost 75 per cent carry some kind of musical instrument supplies and accessories. In addition, 10.3 per cent are in the "over $100,000" class on sales of musical instruments and accessories alone.
Dinner Music for people who aren’t very hungry

SPIKE JONES DEMONSTRATES YOUR HI-FI

MG V-4005

LEgITIMATE INSTRUMENTS HEARD IN THIS ALBUM

Glugs Plots Skys
Garbage Disposal Grinding Up Violinist
Burpaphone Pooootangaphone
Garbage Disposal Grinding Up Violin
Barking Dogs in Hi-Fido Assorted Belches
There's a reason for finding FREEDMAN ARTCRAFT fixtures everywhere,

ALL AROUND THE WORLD! AND EACH STORE IS DIFFERENT

If you don't have our New PORTFOLIO III
Ask your RECORD DISTRIBUTOR and find how simple and inexpensive it is to MODERNIZE

FREEDMAN ARTCRAFT ENGINEERING CORP.
CHARLEVOIX, MICHIGAN
WINNER 2 years in a row of the Annual Cash Box Poll as the DJ's most Programmed studio orchestra
Epic salutes the NAMM and all our dealers with a new smash hit by

SAL MINEO

LASTING LOVE
YOU SHOULDN'T DO THAT
Epic 5-9227

and we also thank you for making June the biggest month in our history with these current hits:

**SINGLES**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Four Coins</td>
<td>SHANGRI-LA</td>
<td>Epic 5-9213</td>
</tr>
<tr>
<td>Somethin' Smith and The Redheads</td>
<td>YOU ALWAYS HURT THE ONE YOU LOVE b/w MY MELANCHOLY BABY</td>
<td>Epic 5-9221</td>
</tr>
<tr>
<td>Clare Nelson</td>
<td>AT OUR HOUSE b/w JOHNNY COME KISS ME</td>
<td>Epic 5-9220</td>
</tr>
<tr>
<td>Sal Mineo</td>
<td>START MOVIN' b/w LOVE AFFAIR</td>
<td>Epic 5-9216</td>
</tr>
<tr>
<td>Roy Hamilton</td>
<td>THAT OLD FEELING b/w THE AISLE</td>
<td>Epic 5-9224</td>
</tr>
<tr>
<td>Little Joe and The Thrillers</td>
<td>PEANUTS b/w LILLY LOU</td>
<td>Okeh 4-7088</td>
</tr>
</tbody>
</table>

**ALBUMS**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>LESTER LAIN</td>
<td>DANCE TO THE MUSIC OF LESTER LAIN</td>
<td>Epic Long Play LN-3340</td>
</tr>
<tr>
<td></td>
<td>Epic Extended Play EC-7184—Vol. 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Epic Extended Play EC-7185—Vol. 2</td>
<td></td>
</tr>
<tr>
<td>LESTER LAIN</td>
<td></td>
<td>Epic Long Play LN-3242</td>
</tr>
<tr>
<td></td>
<td>THE GOLDEN BOY—Roy Hamilton</td>
<td>Epic Long Play LN-3364</td>
</tr>
<tr>
<td></td>
<td>BANJO &amp; 'BONES IN HI-FI</td>
<td>Epic Long Play LN-3360</td>
</tr>
</tbody>
</table>
New Pickwick Disk Lines

Pickwick Products, Brooklyn, is introducing several new disk lines at the 1957 Namm Trade Show. Heading the list is the new Design label, a series of 12-inch LPs to retail at $1.49. There are 24 disks in the first release, including material by such music artists as the Dursey Brothers, Sammy Davis Jr., O'Artega, Dizzy Gillespie, plus a variety of jazz and kids' albums. Four-color custom covers and grave-garlic vinyl pressings are standard.

Also scheduled, 40 new Two-Peck units of kids, with two 45-r.p.m. disks in special package to sell at 49 cents. These will be on Cricket label. Also on latter are six additions to the $1 Album Library Series, each pack containing four small disks. Regular 33-r.p.m. Cricket line will include addition of Gerald McLean Boing-Boing film cartoon material.

Pickwick also will have four packages in a new language instruction series, designed to sell at $2.95. Includes three 10-inch LPs in each set with a hardcover text.

Dealers Choice

For STAND Profit
ON STABLE SELLERS
SELL AUDIO BOOKS

Soll Literature for Listening—16-rpm Audio Book records. Timelines classic, regularly re-corded by big-name artists, sell and keep on selling, month after month, season after season. There's profitable variety in the long and standy-growing list of Audio Book releases. Shock these newest amateur-sellers:

The Audio Book Range is Wide. The market is BIG. Sell the Full line, including these proved best-sellers:

For Stereo on STABLE SELLERS SELL AUDIO BOOKS

Soll Literature for Listening—16-rpm Audio Book records. Timelines classic, regularly re-corded by big-name artists, sell and keep on selling, month after month, season after season. There's profitable variety in the long and standy-growing list of Audio Book releases. Shock these newest amateur-sellers:

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The Audio Book Range is Wide. The market is BIG. Sell the Full line, including these proved best-sellers:
ABC-PARAMOUNT presents its catalogue of hits to the NAMM!

DIANA c/w Don't Gamble With Love
HIGH SCHOOL ROMANCE c/w Everybody's Body
YOUR KISSES KILL ME c/w The Kiss In Your Eyes
BLACK SLACKS c/w Boppin' Rock Boogie
TENNESSEE TULIP c/w Bella Nunziata
BEACH PARTY c/w Der Becki
THE LADY KILLER c/w My Baby's Comin' Home
THE FOUNTAIN OF YOUTH c/w Oh, Boy
DEEP WITHIN ME c/w Outside Of My Dream World
RED WINE POLKA c/w MY BEAUTIFUL GIRL

PAUL ANKA
GEORGE HAMILTON IV
EYDIE GORMÉ
THE SPARKLETONES
DON COSTA
RUSS CARLYLE
SID FELLER
DICK ROMAN
DON CASANAVE
STAN WOLOWIC and the POLKA CHIPS

DOLLAR NEWS FOR DEALERS:
Watch ABC-Paramount this Fall—for its sensational album promotion!
Tape Big in Fall
Says Symphonie

A tremendous growth in the sale of tape recorders, with the prediction that such instruments will be found in the majority of American homes in the future, was made by Bernard L. Lipps, president of Symphonic Radio and Electronic Corporation. Predictions point the steady increase of pre-recorded music on tape indicating a continuous gain in popularity and sales, Mr. Lipps declared that the demand for tape recorders has kept pace with the accelerated output of the tapes, and that the sales curve of recorders continues upward.

"The future of tape recordings and tape recorder business is fabulous in potential," he said. "The industry, now in its infancy, faces an unprecedented mass acceptance within a few years."

Noting that prices of pre-recorded tapes are fairly high in today's market, Mr. Lipps said that in the near future mass production will bring down costs and prices to a more competitive position with disks.

Symphonic Radio and Electronic Corporation is showing six new tape recorders at the Music Show. These include both monaural and stereophonic recorders, ranging in a list of $18.00 to a high of $49.00. Also presented are nine phonographs, three radio-phono combinations, and 10 high-fidelity instruments consisting of the balance of the firm's new 1958 "Music in Color" line.

Walco Tells Sales Incentive Plan

Electro-Vox Company, East Orange, N. J., manufacturer of Walco Diamond Needles, has created a new "spiff and boost" plan. The firm is at Booth 21, and 32 of the main exhibit floor at the Music Show to tell dealers all about it.

In brief, the new program is an extension of their old "spiff" plan. Dealers still paste stamps in the bonus book and receive money, bonuses where the book is filled in whole or in part. But there is a difference in the new "Green Super Bonus Book," dealers receive additional bonuses in the form of free diamond needles.

When the "Super Bonus Book" is complete. Walco awards the dealer $15 in cash, plus two free diamond needles worth up to $18.95. This figure, out to be the equivalent of an extra 17 per cent discount.

Walco also announces that the "Super Bonus Book" fills faster because of its "new" stamp page stamp page from the old "spiff" stamps. Every Walco dis-

stamping that fills five spaces in the bonus book. It gives the clerk five times the incentive to sell the higher-priced, higher-profit diamond needles.

Also Walco to explain the plan while at the Music Show or write directly to the firm at their East Orange headquarters.

Show Line of Disk Cases

Products for record dealers and banks are shown at Walco at Booth 47 on the main exhibit floor of the Music Merchants' Convention by Casecraft Division of the Red Rope Stationery Com-

pany.

The Red Rope firm of Brooklyn is a manufacturer of filling cabinets and general office supplies. The Casecraft division efforts are in the allied field of record carrying cases for consumers and business units for disk retailers. More than a dozen models of these browsers and carrying cases in various colors will be on display in the firm's booth.

Catalog sheets and other printed materials will be available. Jack Meyerson, sales manager of Casecraft, will be in charge of the booth.

V-M Fidelis Has New Look

The latest version of the Voice of Music Fidelis High-fidelity, table-model phonograph, the four-way speaker system and V-M's exclusive "acoustic contour controls."

V-M, the revision is slight. Avoiding change merely for the sake of change, V-M Corporation engineers adhered closely to the cabinet design which has helped to make this model a best seller across the nation.

The first change customers will notice is in the V-M, Lazy-Mite, the little push-button "pilot light" which starts the "Fidelis," before an empty record and starts a new one with the push of a button and with the lid closed. The new Lazy-Lite is incorporated in a stylized and" stamp page

▸ WALCO DIAMONDS

NOW PRODUCED BY AUTOMATION
Booths J1-32, NAMM Show

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Present Steelman Program for Fall

The Steelman Radio & Phonograph Company, exhibiting in Rooms 949 and 950 at the Palmer House, has several important announcements for dealers. They concern a new product and the means thru which they will attempt to broaden their sales picture this fall.

The product, a broad, colorful line of phonographs ranging from inexpensive manual models up to large high fidelity consoles, is described in the Steelman phrases "A Revolution in Hi-Fidelity." The entire series—consists, consoles, table models and portables—uses the Steelman multiple speaker "Bi-Fidelity" system.

Board Chairman Ronald Kalb describes them as having "simple, more efficient circuit designs in more compact, streamlined cabinets—building in greater value at reduced cost."

Automation Merchandising

The complete merchandising plan with which Steelman backs its line has no precedent in Steelman history. The plan is termed "automation merchandising" by the firm's advertising agency, Hicks & Greist, who conceived it. A Steelman retailer, says the agency, has a program so complete that he can plan his entire fall program in an hour, turn it over to his local newspaper and forget it. Everything has been planned, detailed until scheduled on Steelman's merchandising calendar to take the work out of it. Four months of traffic-building are integrated into the calendar to assure maximum benefit from a national ad campaign, according to the firm.

The campaign includes black and white and full color insertions in Life, Saturday Evening Post, and the New York Times Sunday Magazine. The campaign will be supplemented by promotion kits sent to the retailer. They contain full color streamers, counter cards, post cards, blow-ups, ad mats, ad folders and no additional steady stream of promotional ideas.

Store Promotion Ideas

To attract customers into the store, four promotional ideas are already available to dealers. They include a hit album prize, a Steelman blindfold test, a major Christmas promotion and home demonstration ideas. These promotion gimmicks are timed to coincide with other elements in the Steelman program.

DEALERS! get more sales with Vee-Jay Hits!

Check these records for big volume $ $ $ sales.

July 8th Billboard reports

213 R & B Best Sellers in Stores.
Going strong—Juke Box Programming Guide. Already 79 on top 100

Vee Jay 246

"EVERYONE'S LAUGHING"
The Spaniels

July 8th Billboard reports

67 on top 100
July 1st Billboard reports

12 R & B Best Sellers in Stores.

Vee Jay 248

"THE SUN IS SHINING"
Jimmy Reed

Our SPIRITUALS are always steady, ready money makers for record dealers.

"Uncloudy Day"
The Staple Singers Vee Jay 224
"All Things Are Possible" Harmonizing 4 Vee Jay 845
"I'm Coming Home"
The Staple Singers Vee Jay 846
"Pressing On" Spiritualaires Vee Jay 847
"I Was So Happy" Highway Q-C's Vee Jay 844
"Sinner Man" Swan Silvertone Vee Jay 843

Our new LABEL has a hit—Fellow 51003 "KANGAROO HOP" Dee Clark

VEE-JAY Records, Inc.
4747 Cottage Grove Ave., Chicago, Phone: WAGNER 4-2828
JULY 15, 1957

THE BILLBOARD

MUSIC-RADIO

GREETINGS to NAMM

from

MGM Records

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

K12480 • MGM 12480

MARVIN
(GONNA FIND ME A BLUEBIRD)
RAINWATER

NEW HIT!
MY LOVE IS REAL
and
MY BRAND OF BLUES

K12511 • MGM 12511

CONNIE FRANCIS

RAY CHARLES
SINGERS

ART MOONEY
& His Orch.

CHUCK ALAIMO
QUARTET

DEAN JONES

EIGHTEEN
and
FADED ORCHID

AROUND THE WORLD

THE PARADE IS PASSING ME BY

HONEST LOVE

HOW I LOVE YOU
and
LOCAL 66

K12508 • MGM 12508

K12503 • MGM 12503

K12506 • MGM 12506

NEW SOUND TRACK ALBUM SELLSATION

Featuring Fred Astaire, Cyd Charisse, Janis Paige

E3542 ST

MGM STUDIO ORCHESTRA AND CHORUS CONDUCTED BY ANDRE PREVIN
A GREAT STAR OF MOTION PICTURE AND TELEVISION

And Now

AMERICA’S NEWEST RECORDING SENSATION

with

START MOVIN’

EPIC 5-9216

Nominated for an Academy Award and an Emmy Award. Currently starring in “Dino”—an Allied Artists motion picture production. Coming in August in the starring role in “The Young Don’t Cry”—a Columbia motion picture production.

DIRECTION:
New York: Baum & Newborne
Beverly Hills: Goldstone-Tobias

Exclusively

FLASH! JUST RELEASED

LASTING LOVE
b/w
YOU SHOULDN’T DO THAT

EPIC 5-9227
The hottest artists are on Atlantic

Clyde McPhatter
LONG LONELY NIGHTS
Heartaches
1149

The Drifters
HYPNOTIZED
1141

The Bobbettes
MR. LEE
Look At The Stars
1144

Ray Charles
GET ON THE RIGHT TRACK
It's All Right
1143

Ruth Brown
ONE MORE TIME
1140

Ivory Joe Hunter
EMPTY ARMS
Love's A Hurting Game
1128

Chris Connor
TRUST IN ME
Mixed Emotions
1138

Joe Turner
LOVE ROLLER COASTER
1146

La Vern Baker
HUMPTY DUMPTY HEART
Love Me Right
1150

Chuck Willis
C. C. RIDER
1130

The Clovers
I I I LOVE YOU
So Young
1139

ATLANTIC RECORDING CORPORATION
167 WEST 57 STREET, NEW YORK 19, N. Y.
LEADER OF QUALITY PRINTING FOR THE RECORD INDUSTRY

A COMPLETE SERVICE Since 1908 JAWOOD L. ANDERSON, INC. has been keeping faith with its customers... a name for keeping promises... a reputation for quality which has won more than a fair share of awards.

Let Us Prove It To You!

PHILEO PHONO UNDER $100

Phileo Phono is the product of a company that has been in the phonograph business for over 50 years. The new model features a four-speed changer and has automatic shut-off after the last record is played. It is styled in gray and white and built to withstand hard use. Only $99.95. Also available at Philco's.

Your customers can have records music and radio wherever they go with the new Model 1408, Phileo points out. It's a radio-phonograph portable and it is priced at $99.95.

The unit is equipped with a four-speed changer and has automatic shut-off after the last record is played. It is styled in gray and white and built to withstand hard use. Only $99.95. Also available at Philco's.

FEW DISK FIRMS SHOW

CHICAGO—Only one record company of major size, Dot, is exhibiting at this week's NAMM convention. Most of the major companies, however, said Bill Gard, NAMM executive secretary, will be present with hospitality suites and rooms. RCA Victor is expected to exhibit its record line along with its equipment display.

Several companies that have taken exhibit booths, besides Dot, are Folkways, Crown, Fiesta, Grand Award, Columbia, Concord and Paramount Enterprises.

NAMM DEBUT FOR CONCORD

MOJNT VERNON, N. Y.—Concord Records here, eight-month-old dinkery, specializing in LP merchandising only, is exhibiting its entire line at the Music Trade Show.

In its Booth 12 location, Concord has large pegboard panels on which are displayed all of the firm's current catalog items. Catalog and reprints of material covering the line are available at the booth.

Wesley Smith, proxy of the label, also is devoting some time to setting up additional distribution for its releases.

NEW GRAND AWARD DISKS

Grand Award Records will preview 15 of the 50 new albums the company will introduce this coming year. New artists will be unveiled, plus refreshing new display and merchandising aids for both dealers and distributors. Litter includes a new counter display rack. Enough Light has scheduled a special meeting, cocktail party and buffet supper for Grand Award dealers on Tuesday (16) in a suite at the Palmer House. Display will be in Booth 69 on convention floor.

RCA PORTABLE HAS 4 SPEEDS

At the RCA Victor exhibit, Private Dining Room 14, Palmer House, there will be a meeting of the Manufacturers Musical Electronic Industries, a new group that is making a debut. It is the Mark XI (Model WRFM), a four-speed high fidelity "Victrola" which features a multiple three speaker system. The desirable wooden case is covered with simulated leather and tweed fabric. Equipped with a jack and switch for selection of three-speed and stereophonic sound (in conjunction with the Mark XI). The Mark XI will be nationally advertised at $129.95.

STERLING HAS TEN STYLES

Sterling High Fidelity, Inc., importers of the Nordmende hi-fi line from Germany, is showing a completely new line of radios and combinations in Room 624, Palmer House.

There will be 12 models, starting with the 20-inch AM-FM shortwave radio at $89.93, and going up to two-color phonograph combinations at $594.95. There will be 10 different cabinet styles.

SELLING VIA PHONE, LETTER

A telephone and letter clinic is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, at the NAMM convention. A two-day telephone and letter show, with a new industry, is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, at the NAMM convention. A two-day telephone and letter show, with a new industry, is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, at the NAMM convention. A two-day telephone and letter show, with a new industry, is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, at the NAMM convention. A two-day telephone and letter show, with a new industry, is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, at the NAMM convention. A two-day telephone and letter show, with a new industry, is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, at the NAMM convention. A two-day telephone and letter show, with a new industry, is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, at the NAMM convention. A two-day telephone and letter show, with a new industry, is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, at the NAMM convention. A two-day telephone and letter show, with a new industry, is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, at the NAMM convention. A two-day telephone and letter show, with a new industry, is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, at the NAMM convention. A two-day telephone and letter show, with a new industry, is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, at the NAMM convention. A two-day telephone and letter show, with a new industry, is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, at the NAMM convention. A two-day telephone and letter show, with a new industry, is expected to draw a record crowd to the grand ballroom of the Palmer House Thursday, at the NAMM convention.
Hi, Everyone!

Here’s Jimmy Rodgers — A tremendous performer today ... a star tomorrow. We are betting on him all the way. We are proud to present him on ROULETTE.

Jimmie Rodgers

sings

"HONEYCOMB"  "THEIR HEARTS WERE FULL OF SPRING"

R-4015

Climbing on the Charts

"ROCK-A-BILLY PARTY"  "ACQUAINTED WALTZ"

b/w  "SHENANDOAH ROSE"

Hugo and Luigi  Shaye Cogan

R-4012  R-4013

Breaking Big

You’re Laughin’ to

LARRY STORCH’S

"I’M WALKIN’"

"GET ACQUAINTED WALTZ"

R-4014

659 Tenth Ave. New York, N.Y.
A NOTE OF THANKS

to the nation's Dealers—D.J.'s—Operators—and Distributors
for the wonderful response and acceptance of the entire catalog
of BETHELHEM releases.

You are making it possible for us
to concentrate further in the
producing of records that will get
more play and sales.

A SPECIAL NOTE
to the Munic Machine Operator:

We are going to be releasing
singles in the near future
stylized for plenty of plays
in the pop and jazz field,
featuring name artists.

Sincerely,

Gustav Wildi
Gustav Wildi, Pres.
Bethlehem Records.

2 New Audio Books Ready

ST. JOSEPH, Mich. — The
Audio Book Company is now offering
two new 16 r.p.m. "talking books"
at its Booth 7 location at the
Music Show. The two new titles are
"The Audio Book of Great Essays" and the "Just-So Stories of Rudyard Kipling."

"The Audio Book of Great Essays" is an eight-record set listing at $48.95. It includes the provocative writings of 36 different authors, including Swift, Ross-

The Philips Corporation in Rooms 621 and 622, Palmer House, is displaying
several new ideas in television. One of them is their Slender Seventeen-
merchandising TV set. This is a 28-degree picture tube. One of the tube makes possible a
slimmer cabinet and more portable set. Shown here is the firm's new
display rack for dealer use. Built of sturdy chrome-finished metal, the rack takes up little space and is ideal for the small electronics merchant who wants
to diversify sales by adding a quick-selling portable TV line.

Gustav Wildi,

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Gustav Wildi,

BETHLEHEM.
Jimmy Dorsey, Our Friend

Jimmy Dorsey is gone, but his great Record of SO RARE and his many other big hits will keep him forever in our hearts. It was a privilege to have Jimmy as a close personal friend.

As most of you know, he was hesitant to record for our Label because of our personal friendship. He was afraid that we would get hurt, since he was not-selling records. However, Sunday, November 11, 1956, will always be a memorable day to us, when we went to Capitol Studios to record four sides with Jimmy. Most of the men were from the band, but we added eight voices, the fine Arthur Malvin singers. Everyone on the recording date loved Jimmy and wanted him to have a hit, and Jimmy, too, wanted a hit, but more for us than for himself—he was that kind of a person.

We released SO RARE the first week in January, with discouraging results, the play was extremely limited, and during the first two weeks we sold only 25 Records. Today it is well over the million mark, and Mom Dorsey has her gold record and so does Jimmy’s daughter, Julie Hilton, in California. R.C.A., who press for us, even had one made for our personal office—we are proud of it.

We have tried in every way to thank all of you disc jockeys and librarians throughout the nation for the magnificent support you have given this recording. We want to do it again, because your support gave Jimmy greater satisfaction than any of you can ever possibly know. During his last few days when he was not able to speak, but during which time his radio was kept playing he would point to the radio every time SO RARE came on.

Monday, June 17th, we recorded the Jimmy Dorsey Orchestra at Webster Hall in New York, under the direction of Lee Castle, making eight sides. We brought Jimmy’s good friend, Dick Stabile, from Los Angeles to play alto sax, and we think he is one of the greatest saxophonists in the world. We used the same choir treatment on the two sides that we used on SO RARE. There are instrumentals with just the band, and a vocal or two with Tommy Mercer and Dottie Reid, the Dorsey band vocalists. The only instrumentation we added to the Dorsey band was a fourth trombone and a guitar.

Jimmy’s daughter, Julie Hilton, sat in on the date. We believe it was one of the finest sessions ever made. The band played with heart like we have never heard before, and the singing was inspired.

Late in July we will release an album of twelve sides. This will include SO RARE and SOPHISTICATED SWING, also two great sides made by Jimmy on the recording date of SO RARE. The title of the album is “The Fabulous Jimmy Dorsey.” The liner notes were written by the noted New York columnist, Earl Wilson. The cover was done by Burt Goldblatt.

There is a great single of JUNE NIGHT and J.D.’s BOOGIE WOOGIE released which we believe will find strong acceptance. It is truly sensational.

In conclusion, even though our very good friend Jimmy is gone, he was a fellow who always did enjoy a session where each guy sitting in tried to outdo the other. With the sax and clarinet encased under his arm, he just might be heading for some fun—look to your horn, Gabriel, you could be in for some competition.


President, Fraternity Records
Dealer Serves
Hi-Fi Panel

Don Brennan, manager of high fidelity, television, radios, phonographs and records, for Lyman-Healy Music, Inc., Chicago, who will be a member of the High Fidelity and Radio Sales Clinic at 2 p.m., Wednesday, July 17, at the music show.

Broman has been with Lyman-Healy continuously since 1937 except for four years' service with the U.S. Army in World War II. He has been manager of the records and small mail order division since 1953. His responsibilities include buying and sales direction on these categories for the four Chicago area branch stores as well as for the Chicago loop store.

It has been reported that his leadership has resulted in sharp increases in high fidelity console sales. Also Broman and his departments have generally achieved the difficult task of stocking and selling top quality merchandise in the upper price brackets, and in substantial quantities, as well as lower price leaders for bargain hunters.

ILL. DEALER CHAIRS SHOW

Marion E. Karnes, president of Karnes Music Company, Evanston, Ill., has been chosen chairman of the 56th Annual Music Trade Show. A native of Iowa, Karnes holds a degree in music from Northwestern University. In Evanston.

with Grinnell Brothers for the last 33 years and manager of the Jackson, Mich. branch since 1940. He previously was assistant manager of the record and high fidelity department in the Detroit store.

HIGHER SALES, LESS SPENDING

"Increase sales to offset the higher cost of doing business" is the theme of the current Music Trade Show. The subject will be handled in many years during the four-day conference.

Our annual Dealer Survey. The Merchandising feature will examine sales for the month of July in the world's largest music store.

N ext W eek I N B I L L B O A R D

The Record and Equipment Merchandising feature of The Billboard is reprinted next week by our annual Dealer Survey. The Merchandising feature has been next week.
JULY 15, 1957

THANKS, MUSIC DEALERS, FOR....

JUBILEE'S BIG 5

DON RONDO
GOES ALL THE WAY WITH
WHITE SILVER SANDS
Jubilee 5288

BILL DARNEL
SINGS
RAINBOW
B/W
DO YOU CARE
Jubilee 5290

BOB WHALEN
SINGS
ME AND MY IMAGINATION
Jubilee 5289

AND 2 NEW SMASH RELEASES!

THIS IS IT FOR DELLA
DELLA REESE
AND THAT REMINDS ME
Jubilee 5292

THE 1ST BIG INSTRUMENTAL FOR 1957
DAVE TERRY
I CRIED FOR YOU
Jubilee 5291

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THAT FABULOUS INSTRUMENTAL
"ECHO, ECHO, ECHO"
BY DON LEE
BLUE CHIP 0013

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THE CADILLACS' LATEST HIT
"MY GIRL FRIEND"
JOSIE 820

JOSIE
THE ORIGINAL CADILLACS'
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THE JESTERS
"SO STRANGE"
#218

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- **Mantovani**
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  - From the 20th Century-Fox film "Sea Wife"

- **Cyril Stapleton**
  - His orchestra
  - **Forgotten Dreams**

- **Frank Chacksfield**
  - **Voyage of the Mayflower**

- **Winifred Atwell**
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**Other Top London Pop Hits**

- **1729** - Don't Cry My Love - Vera Lynn
- **1735** - Butterfingers - Tommy Steele
- **1741** - Give Her My Love - Johnston Bros.
- **1744** - Hey Pretty Baby - Johnny Brandon
- **1747** - Caterpillar Bush - Frank Holder
- **1740** - Hey Pretty Baby - Johnny Brandon

**London Records**

539 West 25th St., New York 1, N. Y.
The heart of the record business is exciting repertoire, fresh creative ideas. Columbia Records pioneered the first volume line of 12" popular "Lp" records for under four dollars, and with it introduced new concepts of popular music that expanded the horizon for mood music, jazz and dance music. Among these new ideas were the famous Legrand orchestral portraits of Paris, Rome and Spain, and the much-renowned continental musical adventures with Percy Faith and Andre Kostelanetz. Now another great musical portrait makes its appearance on Columbia Records... a collection of New Orleans moods...

CRESCE NT CITY

Composed as well as conducted by Paul Weston, "Crescent City" is a brilliant profile of the emotions of New Orleans. The work will have its live world premiere performance when Paul Weston lifts his baton in New Orleans on July 19th and 20th. You can hear it now on

COLUMBIA RECORDS
A DIVISION OF CBS
The following new packages, reviewed during the past week, have been assigned a rating based on musical, artistic merit, new talent, trend.

**Folk-Spiritual Special Merit**

**URBAN HOLINESS SERVICE (1-LP)** — Elder Charles D. Beck, Folkways FR 8901

This recording of a Negro church service in Buffalo, as a noteworthy addition to Folkways catalog. Of course no great sale can be predicted, but the variety of different voices, race, musicologists interested in the interpolation of Negro church music, gospel shouting and sermons together with several attractive package. There is nothing contrived about this music, which is often loud and intense, but always dignified. A girl singing a religious song in the blues forms has given us entirely a new experience. A scholarly set of notes is included.

**New Specialty Talent**

**REVIVALIST SONGS** (1-LP) — R.C. Mayfield

Here's an unusual item. Miss Martz, the 15-year-old artist, is an evangelist. Whatever is lacking in her vocal quality is more than made up in the obvious sincerity and conviction of which she displays the hymn. The arrangements are modern and popular and present an interesting change from the traditional ear-piercing harmonies usually associated with similar packages. However, they don't differ in the way we intend to be serious in the future. The album could have broad appeal, if exposed.

**New Jazz Talent**

**BLOWING IN FROM CHICAGO** (1-LP) — Cliff Jordan and John Gilmore, Blue Note 1547

An impressive debut by Chicago tenorists Jordan and Gilmore, who, in the tradition of Sonny Stitt, etc., play with hard sound and sharply rhythmic attack to great results. Jordan's backdrop of Al Blakers, C. Russell and H. Silver, obviously stimulating to Jordan and Gilmore, is a real kick for listener. In all, a convincing and general vitality of the album should please jazz buyers. Try "Blue Lights" as demo track.

**Reviews and Ratings of New Albums**

**Popular**

<table>
<thead>
<tr>
<th>Album</th>
<th>Rating</th>
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<tbody>
<tr>
<td><em>Arlen Songs</em></td>
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<tr>
<td><em>Jenss-Korsakov Program</em></td>
<td>43</td>
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<tr>
<td><em>Schumann Concerto</em></td>
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<tr>
<td><em>Mendelssohn Bridge Concerto No. 1</em> in G minor (137)</td>
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<td><em>Italian Songs</em></td>
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**Classical**

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<tr>
<td><em>Brahms Requiem</em></td>
<td>94</td>
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<tr>
<td><em>Haydn: Six Symphonies</em></td>
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**Jazz**

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<tr>
<td><em>Folkways</em></td>
<td>94</td>
</tr>
<tr>
<td><em>MCA</em></td>
<td>60</td>
</tr>
</tbody>
</table>

**AFTER GLOW**

**#3**

Dailey DL 289

This set, all those issued of Miss McLean on Dailey to date, qualifies most conspicuously as "after glow." Through is backed by four trios and is happy, unmissable only, especially when the solo takes it easy and doesn't try to be bold. Fine tone solutions large enough and ample enough. Try "Blue Lights" and "Moments of Contemplation," two outstanding numbers.

**GAGA GATE**

**Jazz Far Out**

*Notes on Page 69*

**QUINTET**

*Includes RPL 12-229*

These concerts with similar release on Columbia. An essentially historical package, that is better than most of its kind. Informative solo performances and obviously recorded in various locations among the players, and full-bodied arrangements as well. Those in the form and trumpet in the solo, the result is thus. The solo pianist may not be developed enough, the arrangements are highly effective.

**A DATE WITH JIMMY**

*Note on Page 69*

*Includes RPL 12-229*

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*Notes on Page 69*
ROLL THE DRUMS!
HERE COMES TUTTI'S TRUMPETS!!

The Billboard—REVIEWS & RATINGS OF NEW POPULAR ALBUMS

TUTTI'S TRUMPETS
Tutti Camarata (1-EP)
Disneyland WDL-3011

Here's a novelty for everyone with a taste for big band sound with a hint of brass. For this date, Camarata assembled a quartet of trumpets with Pete Candoli, Conrad Gozzo, Mamie Klein, Joe Triscari, Sherry Shereck and Van Raves. This disc is really a showcase of their various styles, enhanced by a sparkling bright, attractive sound. Stoves with studios can order heavily on this one. It's a must for home makers.

The Cash Box—ALBUM REVIEWS

"TUTTI'S TRUMPETS"—Camarata Conducts

Disneyland WDL-3011 (1-EP) LP

Disneyland's musical director Tutti Camarata gives 6 ace trumpeters a fine opportunity to display their wares on this Disneyland release. Backed by a string section, such men as Mamie Klein, Pete Candoli, "Sherry" Shereck, and Conrad Gozzo provide notable swing-era trumpet work on such classic and original "What's New," "Trumpet's Prayer"...Solid Louis Armstrong stint by Klein on "Louis." Excellent trumpet work.

Radio Daily—Television Daily—WORDS AND MUSIC

TUTTI'S TRUMPETS, Tutti Camarata arranged a group of pieces, including four of his original, to match the trumpet talents of his performers. Pete Candoli, Conrad Gozzo, Sherry Shereck, Mamie Klein, Joe Triscari and Van Raves. Against various backgrounds—mainly strings—the record is vastly stimulating, the trumpet distinct.

Featuring 6 Top Trumpets of:
PETE CANDOLI
CONRAD GOZZO
MANNIE KLEIN
UAN RASEY
"SHORTY" SHEROCK
JOE TRISCARI

In Canada
Spartan
of Canada

Disneyland RECORDS
2400 WEST ALAMEDA AVENUE
BURBANK, CALIFORNIA
**Reviews and Ratings of New Classical Albums**

*Continued from page 87*

In addition, Melodie, Bird and strong voices continue to set new definable standards with new albums that should start "maximum" jazz buying.

**BLUES AND VANILLA**

**70**

Jack Monroe and Red Lee

RCA Victor LPM 1457

*10 years ago!*

This one is easier by skipping the title side—a rambling composition which once was "Concerto du Canada!"—and playing the flip, which has been a steady seller during 10 years by the "Besta" of all time and strings between "Serie's Tunes," "Songs of the Gulf of Mexico," and some lighter Puget Sound signals.

**THE JOHN TOWER TOUCH**

**71**

Kathy R.L. 1055

West Coast Tower, formerly known as John T. Williams, is a pleasant piano player of standards. Essentially "straight," mood interpretations of major and minor enhanced by perfect string backgrounds, make this an appealing record for pop market. The jazz tracks would attract some attention for its subtlety. A point to be made about Howard Robin's bass, but best overlooked by the listener.

**CLUB SESSION WITH COLBERT**

**80**

Kris Colbert's Jambiner (1-LP)

Revisited jazz-fringe England that is not a part of the main stream. The musicians are unknown, and the performances on the most limited. Collectors might find this as a curiosity, well packaged with original New Orleans recordings and with a band called "The Untold," performing at La Ventana, etc.

**JAZZ AT WESTMINSTER COLLEGE**

**79**

The Orient Jazz Band, Deitzer 51-214

Revisited jazz in a small club at Westminster College in Milwaukee, Dale Deitzer, out of town for the club, which is a part of the New Orleans jazz movement. The recordings are consistent with the attraction of the group: an interesting "Old English Jazz Band" from the New Orleans days.

**JOIN THE SMASH WAGON**

Dorothy Collins on Coral and the Walker-Schumann Singers on Victor all in the same week. On the other hand, Ron Goodwin's recently issued Capitol dueling of "Swinging Sweethearts" got quick competition this week from versions by Hugo Winterhalter on Victor and David Carroll on Mercury (the flip of "Fascination").

Several weeks ago another multi-sided quality song turned up on the title bars from the flick, "An Affair to Remember." In very quick succession, there were versions by Vic Damone (Colombia), Carmen Cavallar (Decca), Peter King (Liberty), Angela Drake and Leroy Holmes (M-G-M); the Leads (T-V), Leslie Acero (RCA Victor); Mario Lopez (RCA Victor); Don Costa (ABC-Paramount); Dick Contino (Mercury); the Ray Charles Singers (M-G-M) and Charlie Carl (Vinton). Note here that three top labels have two versions of the tune each.

**Merc LP Plan**

*Continued from page 92*

...sponsored with an average order of 30 items apiece.

Myers said it was a costly operation for the company, but successful because it would result in exposure of many older catalog items which make for good air programming, but which tend to get lost in the rush to push the newer releases. Also, it enables the station to select items it will likely use on the air, at token cost, without requiring the station to subscribe for an entire catalog.

Success of the venture, Myers said, insured that Mercury will reopen the offer again in a few months.

**Creditors Meet**

*Continued from page 92*

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At a hearing on indemnity before Kremer, the debtor company was in operation without indemnity until July 25, at which time a further hearing will be held.

**Novelty**

**JEWISH COMEDY SONGS**

**72**

The Baret Brothers, Apollo LP 479

Amongst others are the original Yidish recordings by the Baret Brothers that lend well for radio and film use. "Joe and Poly," "Chaverder Kind," and "Anders" carry the theme that the comedy singers offer for shows tailor-made with their vernacular. Dealers will have to evaluate this reissue and its place in their particular markets.

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Dorothy Collins, Oct. 11-7

Bowman, whose experience includes playing in the classic and big band music fields, has collected here a number of what he considers some of the finest items for dancing. The album contains Moore andrcord lips and such styles as "The Mambo Polka," "The Electric Breakdown Song," "Boston Two-Step," etc. A large scale can be conducted in the U. S. A., after all, that is an infinitely more marketable approach than is the average American dance package, plus a point to appeal to musical tradition of another age and had, will attract racial adults rather than teens.

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IN THE MIDDLE OF AN ISLAND

the smash hit version is by

TENNESSEE ERNIE FORD

with Orchestra Conducted by JACK FASCINATO

c/w IVY LEAGUE

record no. 3762
<table>
<thead>
<tr>
<th>Week</th>
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<th>Record Label</th>
<th>Sales</th>
<th>Chart Position</th>
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<td>Bye Bye Love</td>
<td>By B. Bryan &amp; P. Bryan</td>
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<td>So Rare</td>
<td>By Jerry Rea-Jack Sherry</td>
<td>Published by Robbins (ASCAP)</td>
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<td>Old Cape Cod</td>
<td>By Redneck-Walton-Jeffery</td>
<td>Published by George PCaus &amp; Sons (ASCAP)</td>
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<td>By L.Johnston-Saller</td>
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<td>Four Walls</td>
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<td>I Like Your Kind of Love</td>
<td>By Merlis Epler</td>
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<td>All Shook Up</td>
<td>By Oca MacLachlan-Teena Peart</td>
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<td>Teenager's Romance</td>
<td>By Gillman</td>
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<td>Little Darlin'</td>
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<td>C. C. Rider</td>
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<td>By Robert E. Lee &amp; B. Evans</td>
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<td>By Alfa Jones</td>
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<td>18</td>
<td>Freight Train</td>
<td>By James &amp; Williams</td>
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<td>Over the Mountain Across the Sea</td>
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<td>Short Fat Fannie</td>
<td>By Mary Williams</td>
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<td>Young Blood</td>
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<td>Come Go With Me</td>
<td>By C. E. Quick</td>
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<td>With All My Heart</td>
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<td>Girl With the Golden Braids</td>
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<td>25</td>
<td>Jenny Jenny</td>
<td>By Johnson-Terrilson</td>
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</table>

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

JUST BETWEEN YOU AND ME / SOFT SANDS #1330

THE KIRBY STONE FOUR* STARS OF THE ED SULLIVAN SHOW
WITH TWO TERRIFIC NOVELTIES

S-S-S'WONDERFUL
RAVEN #1328

*Soon to be released CLP-1023

TWO GREAT NEW SIDES BY

OCIE SMITH

LIGHTHOUSE
TOO MANY #1329

cadence RECORDS INC., 40 East 49th Street, New York City, N.Y.
A "SLEEPER"...Heading for the #1 SPOT...But Fast!!

Russ Hamilton's
initial waxing on

RAINBOW

THE BILLBOARD'S WEEKLY Tips on Coming Tops
This Week's Best Buy

“RAINBOW”
Currently...
#9 in CHICAGO
#4 in SEATTLE
#10 in DETROIT
#6 in ST. LOUIS
and breaking wide open EVERYWHERE!

Juke Box Regional Record Report
The Top Ten Records—City by City

THE BILLBOARD'S WEEKLY Tips on Coming Tops
This Week's Best Buy

“RAINBOW” (Robbins, ASCAP)—Russ Hamilton—Kapp 184—The artist's first disk is a sleeper. The side has every indication of becoming a smash with sales jumping in all markets.

Russ Hamilton              Rainbow
Kapp 184

 operators best buy

Record K-184X
Best Sellers in Stores

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

Most Played by Jockeys

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

FOR
SURVEY WEEK
ENDING
JULY 6, 1957

FOR
SURVEY WEEK
ENDING
JULY 6, 1957
THE ORIGINAL ALL-STAR GROUP!

The DEL VIKINGS

WITH THE BIG SUMMER HIT

COOL SHAKE

MERCURY 71132

EXCLUSIVELY ON

Mercury RECORDS
FRANKIE LAINE
The 3:10 to Yuma (from the Columbia Picture, "The 3:10 to Yuma") with Jimmy Carroll and His Orchestra b/w You Know How It Is with Ray Ellis and His Orchestra 4—40962

THE CHUCK WAGON GANG
He's My Lord and King b/w Inside the Gate The Chuck Wagon Gang 4—40954

GEORGE MORGAN
My House Is Divided b/w Late Date George Morgan 4—40967-c

"LITTLE" JIMMY DICKENS
Making the Rounds b/w Let's Quit Before We Start "Little" Jimmy Dickens 4—40961-c

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

COLUMBIA RECORDS
A DIVISION OF CBS ® "Columbia" © Marcas Reg.
Dear Dealers,

The way you've been helping with my record has been very encouraging. I appreciate it very much.

Pat

P.S.

P.S. Soles reports from various parts of country look good.

EXCLUSIVE MANAGEMENT

JOHN KELLY

319 7th Ave., No. Nashville 3, Tennessee

Phone Alpine 5-1151 and 5-1432

www.americanradiohistory.com
For just 25c a week these sales helps can mean
MORE PROFIT DOLLARS
FOR YOU!

Billboard’s
SALES BOOSTER KITS
are helping dealers everywhere sell more singles, albums, phonos and accessories!

For as little as 25c a week you, too, can put these colorful window, wall end counter posters to work in your store . . . to help you push profits up, up, up!

Twice a month, you get all these sales-aids mailed to you in a special SALES BOOSTER KIT.

- "HONOR ROLL OF KITS" POSTER - 17"x22", flashy two colors. Lists the Top 10 Tunes of the week plus the up-and-coming hits. Great for self-service displays.

- "BIG PLAY" POP ALBUM POSTER - 17"x22" in two colors. Lists the top selling albums. Great for self-service displays.

- "BIG PLAY" CLASSICAL ALBUM POSTER (alternating with "BIG PLAY" JAZZ ALBUM POSTER). Giant, 17"x22", two colors. Use 'em on counters and over self-service racks.

- "TODAY'S TOP TUNES" . . . give-away folders listing the tops in pops, classical, jazz, R&B, C&W. Great for listening booths, direct mail selling, statement enclosures.

- NEW TITLES . . . NEW ARTISTS . . . NEW EQUIPMENT POSTERS—a big supply every kit, to dress up your windows, walls and counters. Real customer conviners at the point-of-sale!

MAIL THIS COUPON NOW AND SAVE UP TO 50%

New SALES BOOSTER KIT subscribers can come in now for the special introductory offer that gives you six KITS for only $3.00—regular price, $1 per kit. You save half!
TAMMY
b/w
THE BACHELOR
Debbie Reynolds
9-61851

I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER
b/w
DATE WITH THE BLUES
Billy Williams
9-61830

TEARDROPS IN MY HEART
b/w
LULU ROCK-A-HULA
Teresa Brewer
9-61850 • 61850

AROUND THE WORLD
b/w
INTERLUDE
McGuire Sisters
9-61856 • 61856

Mailman, Bring Me No More Blues
b/w
No Matter What You Do To Me
Don Cornell
9-61854

FASCINATION
b/w
SUMMERTIME IN VENICE
Dick Jacobs
9-61864 • 61864

Breaking Big on
THAT'LL BE THE DAY I'M LOOKING FOR SOMEONE TO LOVE
The Crickets

www.americanradiohistory.com
NEW RELEASES!!
OTIS WILLIAMS AND HIS
CHARMS
UNIFIED
b/w
"DON'T DENY ME"
Deluxe 6138
THE MIDNIGHTERS
OH, SO HAPPY
b/w
"IS YOUR LOVE FOR REAL"
Federal 12299
LITTLE WILLIE JOHN
IF I THOUGHT YOU UNDERSTOOD ME
b/w "MAMMY"
You Name It 5063
ANNIE LAURIE
OUT OF MY MIND
b/w "YOU'RE THE ONLY ONE FOR ME"
Deluxe 6140
THE "S" ROYALES
THINK
b/w "I'D BE Better MAKE A Move"
King 5053
ROY MILTON
RACKING PNEUMONIA
AND THE BOOGIE WOOGIE FLU
b/w "SKID ROW"
King 5069

NEW RECORDS

A BIG SMOASH!
ROY BROWN
"BY THE BEND OF THE RIVER"

MOVING
"BY THE BEND OF THE RIVER"
JOE LEAHEY
RKO-Decca 1937

WALCO DIAMONDS
NOW PRODUCED BY AUTOMATION
Booklets 31-32, NAMM Show

ADVERTISERS
know exactly what THE BILLBOARD delivers because THE BILLBOARD is a member of the Audit Bureau of Circulations.

The Billboard's Music Popularity Charts... POP RECORDS

JULY 15, 1957

Geoffrey Gilmour

[Continued from page 22]

the second location taken from the jive box itself is an important part of his revenue, yet the juke box proprietors... nothing, foremost, the juke box owner only knows that if the machine were a regular phonograph, and not con- operated, the owner would be liable for copyright violation under present law, "precludes it from being considered as giving away copies of works..."

Also speaking for juke box rights registration, Frank Yelverton, vice-president and general counsel for Broadcast Music, Inc. The council s legislation as it now stands, was described in May, its stance is favorable. The Copyright Favers hold the rewrite, but would approve a compromise agreement, if feasible.

Unfair aspects of the "copyright levy" plan are that the session copyright owner to allow any number of recorders to make use of his composition, on payment of a royalty, were also discussed by Wat- enberg. The automatic method was deemed desirable, since the compulsory licensing plan provides the songwriter at the same time a royalty for the master records of the phonograph companies, while the ASCAP record firms which sometimes even disregard payment of the 2 cents a record, which is a secondary levy, is the legal allowance for payment of the required fee for each record that provides up to 20 minutes of music per side.

The lack of Protections seems to be a problem.

Lack of protection for performance rights of a recording can be traced back to John Schuhlen, counsel for the Songwriters Protective Association. Schuhlen told the meeting that this area of "related or neighboring" copyright problems dealing directly with copyright ownership, is not getting enough attention, and is extremely important to recording, both here and abroad.

These protection for these "related" rights are legally non-existent under U.S. copyright laws. Schuhlen claims that the principle that the bill of British law is "cumbersome", but results should be better watched, Schuhlen.

The internationally, efforts to protect performance rights of musicians have been made over the years, by Congress, and in 1950, with a proposal to pre- serve branchingly or any kind or legislation, unlicensed use of recordings and broadcasts made without pay- ment, for the last 25 years term, and the British law are "cumbersome", but results should be better watched, Schuhlen.

Also discussed was the copyright "term", that the Music Publishers Association, for which Henderson, has been an active board member, and the performers, Schuhlen pointed out. A second subject was an effort by the Union International (United International Bureau for the Protection of Literary and Artistic Property) and UNESCO, to protect the so-called "neighboring" rights to music.

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BULLSEYE!

JIM REEVES
"YOUNG HEARTS"
c/w "TWO SHADOWS ON YOUR WINDOW"
47/20-6973

EDDY ARNOLD
"CRAZY DREAM"
c/w "OPEN YOUR HEART"
47/20-6975

JUNE VALLI
"ANOTHER MAN GONE"
c/w "STREET OF MEMORIES"
(Joe Reisman's Orchestra and Chorus)
47/20-6957

TONY MARTIN
"OH, POLLY-O"
(Joe Reisman's Orchestra and Chorus) c/w
"A MISS YOU KISS"
(Henri René's Orchestra and Chorus)
47/20-6966

GENE AUSTIN
"A PORTER'S LOVE SONG TO A CHAMBERMAID"
c/w "I COULD WRITE A BOOK"
(from the musical production, "Pal Joey")
47/20-6969

THEY'RE ALL HITS ON RCA VICTOR!

New Orthophonic High Fidelity Recordings

NEW ON NBC-TV EVERY MONDAY 7:30-7:45 PM (EDT) "MILLION RECORD SHOW," STARRING GEORGIA GIBBS!

AMERICA'S FAVORITE SPEED... 45 RPM
A Pair of Aces by...
The FOUR ACES

"HALF
OF MY
HEART"

"WHEN MY
SUGAR WALKS
DOWN THE
STREET"

Theme from the
Columbia Picture, "JEANNE EAGLES"

(All the Birdies Go Tweet
Tweet Tweet)

DECCA 9-30384
available on 78 RPM
ORCHESTRA DIRECTED BY JACK PIES

A NEW WORLD OF SOUND
### Billboard Pop Records

#### Operators Best Buys

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<thead>
<tr>
<th>Operator</th>
<th>Record Details</th>
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#### Operators Best New Releases

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#### Records Eliminated from Last Week's Panel

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<th>Label</th>
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**Weekly Juke Box Programming Guide**

**Country & Western**

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<th>Artist</th>
<th>Record Details</th>
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**Rhythm & Blues**

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<th>Artist</th>
<th>Record Details</th>
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**Popular**

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<th>Artist</th>
<th>Record Details</th>
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**For Survey Week Ending July 6, 1957**

This issue of Billboard includes Pop Hits, Rhythm & Blues, Country & Western, and Popular rankings. The chart includes records by artists such as Fats Domino, Harry Belafonte, and others. The guide also notes the elimination of records from last week's panel and highlights new releases in all categories.
VESUVIUS WAS NEVER SO HOT
CHESS #1665
IT'S NO SECRET—IT'S A BIG HIT—IT'S BRAND NEW—IT'S GREAT
the original
"LONG LONELY NIGHTS"
DEE ANDREWS AND THE HEARTS
CHESS #1664
ANOTHER BIG NEW HIT!
"OH BABY DOLL"
CHUCK BERRY
ALREADY HIGH ON NATIONAL CHARTS
CHESS #1661
"PLEASE SEND ME SOMEONE TO LOVE"
THE MOONGLOWS
CHESS-CHECKER RECORD COMPANY
2120 South Michigan Ave., Chicago 16, Illinois
All Phones: CALumet 5-2770
SAFETY WAX: Desjays and studio stations across the country utilized various promotions to help keep their audience tuned in through the Fourth of July. WNEW, New York, for instance, played a record at the wrong speed during peak driving periods, and continued to air the station's records as if they were driving at the wrong speed to slow down the audience by 50 percent as established by law.

Taking a less gentle approach, Tom Tyler, Tex., offered a free funeral for anyone killed during the July 4th holiday traffic. He had registered with the station 2,000 names of prospects, and July 3, the offer covered the period from Wednesday evening to early Friday morning, July 5. The station's entire jockey staff volunteered to act as pallbearers, and it was announced that since the ceremony probably would be for "safety violators only," only rock and roll music — would be played at the funeral.

CHANGE OF THEME: Gilbert Fagen, assistant program manager of WIPEN, Phoenix, joins KYW, Cleveland, as a producer-director. July 29, is moving from XUTI, Yakima, Wash., to KQTY, Everett, Wash., this month... Bob Wil, WIST, Buffalo, entered the fifth annual Fonorama Show July 5 at Buffalo Race Track, playing to an estimated crowd of 35,000.

Bill Greenwood, 15-year-old jockey at WZBO, Jacksonville Beach, Fla., starts a daily show this month. The spinner, who has a large teen-age following, started at the station when he was 14... Bob Grisbin celebrates his 17th year of broadcasting over KDTH-PH, Moses Lake, Wash., July 29. In addition to his daily three-hour show, he is also a co-host of KDTH program director for the past year.

The Kansas City public library, Kansas City, Mo., has issued a list of books recommended for summer reading in the teen-age group. The pamphlet ties in with a "Top 40 List" of annual best-selling tunes issued by WHB, Kansas City, Mo. For instance, under "All Shook Up," library lists books pertaining to rock-and-roll dancing, mystery, etc.

KONO, San Antonio, has unveiled its new streamlined format, with pop music and newscasts around the clock. New program director is Bob Cooper, formerly with KRTS. For many years, KONO has been the stronghold of western music in the city with its "Western Jamboree" and "Cowboy Roundup" heard daily. During the day now there will be a series of pop disk jockey shows with Bob Cooper, Howard Edwards, Charlie Van, Bill Shannon and Jay Stimpson.

FIRST, I'LL BETTER TAKE CARE OF WILL ROGERS HOSPITAL

Nothing Like an Early Start...

The Christmas Salute this year comes in August, and it's combined with the Audience Collection. This will make it easier for Industry Employees to bring greater healing to more patients at Will Rogers for the Drive is well ahead of the crush of other holiday appeals. Early gifts, and bigger gifts, are needed because your hospital is...

Now Treating All Chest Diseases

2 BIG JOBS TO DO AT ONCE

Get them done in August — before the rush!

WILL ROGERS MEMORIAL HOSPITAL AND RESEARCH LABORATORIES

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N.Y. • SARANAC LAKE, N.Y.
There's gonna be a whole lot of shaking going on on the STEVE ALLEN TV Program on July 28 when Steve features JERRY LEE LEWIS and "WHOLE LOTTA SHAKIN' GON' ON" SUN #267

This is a tabulation of dealer unit sales listed according to the specific store requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey periods, explains variations between the top 20 sides as reflected in this chart, and top 25 record sellers as reflected in "Best Sellers in Stores."

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<th>Pos.</th>
<th>Song, Artist and Label</th>
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<td>#1</td>
<td>TEDDY BEAR</td>
<td>Elvis Presley, Victor</td>
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<td>#2</td>
<td>LOVE LETTERS IN THE</td>
<td>Pat Boone, Dot</td>
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<td>#3</td>
<td>2000 LIGHTS (Babe</td>
<td>Pat Boone, Dot</td>
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<td>#4</td>
<td>BYE BYE LOVE</td>
<td>Perry Como, Columbia</td>
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<td>#5</td>
<td>IT'S NOT FOR ME TO</td>
<td>Jimmy Rush, Columbia</td>
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<td>SEARCHIN'</td>
<td>Country, ARA</td>
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<td>#7</td>
<td>DARK MOON</td>
<td>Pat Boone, Dot</td>
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<td>#8</td>
<td>WHITE SPIDER COAT</td>
<td>Pat Boone, Dot</td>
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<td>#9</td>
<td>I'M GONNA SIT RIGHT</td>
<td>Pat Boone, Coral</td>
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Here's another SUN Record doing mighty well. FOOL'S HALL OF FAME b/w WHY SHOULD I CRY Sun #271

by Rudi Richardson

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Top 100 Sides for Survey Week Ending July 6

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Picks to date: THE BILLBOARD Review Spotlight (pop) May 27 issue Review Spotlight (r&b) May 27 issue This Week's C&W Best Buys, June 3 issue Coming Up Strong, Recent Pop Releases, July 1 and 8 issues C&W Best Sellers in Stores, 4 weeks as of July 8 issue

CASHBOX Bullseye Award Sleeper Sure Shot

Showing real strong in Boston, Atlanta, Minneapolis, Memphis, Dallas, Charlotte, Jacksonville, Miami, New Orleans, St. Louis and other major markets.
a message of importance to

every record dealer

that wants more profits

Dear Record Dealer:

Over $320,000,000 worth of records were sold in 1956. And one of the top executives of one of the major record companies is quite optimistic about the future. He says that 400 or 500 million dollars of annual record sales doesn’t have to be a ceiling either.

Speaking of record dealers, this executive says that “record retailers have generally become more showmanship minded,” and that “one of the healthiest factors in the whole business is that dealers have learned modern merchandising techniques and are now pitching for that consumer dollar.”

One of the ways you can make more sales and more profits is to sell more records to your present customers and, at the same time, find and sell new customers. And here’s an easy way to merchandise your record stock and pitch for that consumer dollar:

THE BILLBOARD’S SALES BOOSTER KIT . . .

will sell more records to customers in your store . . . for it contains big, colorful posters of the Honor Roll of Hits, Best Selling Jazz, Best Selling Popular and Best Selling Classical Albums. You post these around your store or gentle reminders to your customers of additional records they wanted but forgot to buy.

THE BILLBOARD’S SALES BOOSTER KIT . . .

will bring new customers into your store, for in addition to the posters of best selling albums and singles, it also contains colorful reprints on new releases, complete with pictures of the artists that recorded them. Stick these posters and reprints in your window and watch the people stop . . . and then come in to buy!

Don’t take our word for it. Enter a trial subscription now. Two kits a month for the next three months . . . a $6 value at regular prices . . . will start your sales moving upward and the cost is only $3.

Just display these colorful posters on your walls and in your windows. They’ll be the best silent salesmen you ever had.

MERCANDISING DIVISION, THE BILLBOARD, 2160 PATTERSON ST., CINCINNATI 22, OHIO

Okay, I'll try your Sales Booster Kits!

Send me the next six kits (two a month for three months) at your trial offer rate of $3 (regular $6 value):

☐ My check for $3 is enclosed ☐ Bill me

(name of person entering order) (name of store)

(store address) (city and state)
This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's hit chart.

DIANA (Fame, BMI)—Paul Anka ABC-Paramount 9381—The artist's first disk is moving strongly in all markets. Cities with greatest sales action are Boston, Providence, Baltimore, Buffalo, Detroit and Pittsburgh. Flip is "Don't Gamble With Love" (Fame, BMI). A previous Billboard "Spotlight" pick.

TAMMY (Northern, ASCAP)—Annes Brothers RCA Victor 6950—This looks like the strongest of the group in some time. The platter is going well in all markets and has all the signs of becoming a big loot maker. Flip is "Rockin' Shoes" (Winneton, BMI).

FALLEN STAR (Tree, BMI)—Feelin' Husky Capitol 3742—Husky's platter reached the No. 6th best selling singles chart this week and is also moving rapidly in the pop market. All areas report sales strong. Flip is "Prime Position" (Cromino, BMI). A previous Billboard "Spotlight" pick.

Recent Pop Releases Coming Up Strong

FOR SURVEY WEEK ENDING JULY 6

The information given in this chart is based on actual sales to consumers in a scientific sample of the nation's retail record outlets. It is the result of a special survey designed to give a representative cross section of the retail record industry's purchase and control of the retail selling of records, and is the work of the School of Retailing of the University of Michigan.

Around the World...Bing Crosby, Victor Young (ASCAP) Decca 30262

Around the World...Mantovani (ASCAP) London 1746

Diana...Paul Anka (BMI) ABC-Paramount 9531

Fallen Star...Hilltoppers (BMI) Dot 15394

Fallen Star...Feelin' Husky (BMI) Capitol 3483

Please Send Me Someone to Love...Moonglows (BMI) Chess 1681

Stardust...Billy Ward (ASCAP) Liberty 55971

The Sun Is Shining...Jimmy Reed (BMI) Vee Jay 248

Tammy...The Ames Brothers (ASCAP) RCA Victor 6930

White Silver Sands...Don Rondo (BMI) Jubilee 5288

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Enter my subscription to The Billboard for a full year (52 issues) at the rate of $15 (a considerable saving over annual copies) and I will forward by mail a foreign rate $15.00.

Name:

Address:

City Zone State

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
JULIE LONDON
It Had To Be You
b/w Dark
#55076

PATIENCE & PRUDENCE
You Tattletale
b/w Very Nice Is Bali Bali
#55084

THE BIG HITS ARE ON

BILLY WARD
AND HIS DOMINOES
Stardust
b/w Lucinda
#55071

EDDIE COCHRAN
Am I Blue
b/w Drive In Show
#55087

DAVID SEVILLE
Gotta Get to Your House
b/w Camel Rock
#55079

MARGIE RAYBURN
Mississippi Moon
b/w The Get-Acquainted Waltz
#55088

DUKE MITCHELL
Crazy Heart
b/w The Careless Years
#55086

DICK KALLMAN
Seven Wonders of the World
b/w My Heart's Desire
#55091

LIBERTY RECORDS Inc.
1556 No. La Brea, Hollywood, Calif.
Dear Record Dealers—

my warmest thanks to you for all you’ve
done for me.

To our good friends in the record stores—
best wishes for a successful convention.

JOHNNY
and
JACK

Kitty Wells

Featured Star WSM—
WSM-TV Grand Ole Opry

THREE WAYS

and

A CHANGE
OF HEART

Decca #30288

with the best release of all

OH BOY
I LOVE HER

c/w

THAT’S WHY I’M LEAVING

RCA Victor #47/20-6932

Featured Stars WSM—
WSM-TV Grand Ole Opry

PERSONAL
MANAGEMENT:

JIM DENNY ARTIST BUREAU

146 7TH AVE., NO., NASHVILLE, TENNESSEE
PHONE: Alpine 6-5558
A million thanks to all of you wonderful people, both of the RCA Victor Distributing Branches and in the Retail Record Stores for your great support in the past years in making it possible for me to celebrate this year, 1957, twenty wonderful years on the RCA Victor Label.

Hank at his best with 2 terrific sides

**MY ARMS ARE A HOUSE**
(Published by Shapiro-Bernstein)

and

**TANGLED MIND**
(Published by Hill and Range)

RCA Victor #47/20-6955

Sure hope you also like my new instrumental album, just released, titled

"HANK SNOW'S COUNTRY GUITAR"

LPM 1435

For booking write, wire or phone

HANK SNOW PROMOTIONS
P. O. Box 1084, Nashville, Tenn.
Phone between 9 A.M. and 5 P.M., Madison 7-2832,
Monday thru Friday

Featured Star of

WSM—WSM-TV
Grand Ole Opry
**FOLK TALENT AND TUNES**

**CONTINUED FROM PAGE 92**

booked by John Kelly, which played the Christian County Fair at Taylorsville, Mo., May 15, and which stops off at the Wayne County Fair, Fairfield, Pa., next Saturday (20) the unit plays the Livestock Fair at Augusta, Mo.

Lucky Hill (Starday), now serving as a staff announcer on KIRKOM-TV, has kicked off a new C&W TV series, heard each Saturday night from 7-8 o'clock. Show features four bands. Lucky invites any artists in the area to drop in on the show. . . . Jack Stapp, of Tree Publishing Company, Nashville, has been conducting a number of sessions at the RCA Victor studio there for the Waldorf Record Company.

**BILLY WALKER**

is busting through like a ton of bricks with ON MY MIND AGAIN Columbia 44-40920

See The Billboard Issue of July 8, 1957

"Most Played C&W by Jockeys"

**FEATURED STAR OF**

COUNTRY MUSIC JUBILEE from Springfield, Mo., "Crossroads of Country Music"

For Bookings, contact

TOP TALENT, INC.

1121 S. Glenstone
Springfield, Mo.

Phone 2-4422

**THE BILLBOARD**

**JULY 13, 1957**

**C&W RECORDS**

JIM REEVES
Two Shadows on Your Window (Ben Ghazi, BMI)-RCA Victor 47-173-See review in Pop Spotlight, page 96.

NEW MILLER
From a Jack to a King (Dandolo, BMI)-Dot 19501-The writer of "Dark Moon" figures to strike pay dirt as an artist as well as a tunesmith with this bright performance of his own colorful tune-a sort of weeper in reverse. Flip, "Parade of Broken Hearts," is also a Miller tune. Side is a slow weeper done in pop-style with chorus backing. (Dandolo, BMI.)

**C&W TALENT**

SKY JOHNSON
A Wound Time Can't Erase (Nash, BMI)-Cactus 19501-Johnson is storing up a mighty appealing sides. "Wound" is a haunting country ballad with pop overtones, backed by a chorus. The flip is a more syrupy side also backed by a chorus and pop-flavored. Country jocks on the proof for new talent will expect the attractive sides. Artist should develop into a big property.

**REVIEW SPOTLIGHT ON . . .**

JIM REEVES
"Parade of Broken Hearts" and "Two Shadows on Your Window" are two of the most poignant country weepers to appear in recent months. On "Two Shadows," Reeves is working over an up-tempo pop-guitar rhythm as a basis for his love-weepers. Reeves' material is consistently moving and his presence on the country station is long awaited.

**POLKA**

EDMIE ZIMA ORK
"Potato Polka" and "Desert Polka" are two of the most promising polkas to appear this year. On both tracks, the Zima Ork is demonstrating a tremendous amount of polish and originality.

**CHILDREN'S**

BILL ANDERSON
For bookings, contact:

TOP TALENT, INC.

1121 S. Glenstone
Springfield, Mo.

Phone 2-4422

THE REVIEW OF NEW POP RECORDS

**CHILDREN**

SHORTY LONG
"The Legend of Wyatt Earp" (Epic)-RCA Victor PE-10106-Chuck Shaw's western epic of the Wyatt Earp legend is brought to life with this Recording. The story is told with the help of the voice of legendary actor and director, Chuck Shaw. The music, harmonized with the开着 of the voices, creates a mood that is both nostalgic and tense.

**HAPPY FELLOWS**

VICTOR 5212-This little tune with shades of a bygone era is a delightful addition to the catalog of the Happy Fellows. The song, "The Happy Fellow," is a charming, light-hearted ditty that is sure to bring a smile to the faces of listeners of all ages.

**HOLY FAMILIES**

"The Holy Family" is a stirring rendition of a classic Christmas song. The performance is accompanied by the voices of the Holy Family, bringing a sense of reverence and wonder to the listener.

**SACRED**

"The Chuck Wagon Gang" is one of the most beloved groups in the country music genre. Their rendition of "The White Deer" is a powerful and emotional piece that leaves a lasting impression on the listener.

**PICNIC JUBILEE GETERS**

"Good Old Country" is a beloved group known for their passion for traditional country music. Their version of "The Old Country" is a moving and emotional song that is sure to bring tears to the eyes of listeners.

**SAWANEE QUARTET**

"My Lord" is a beautifully arranged piece that is sure to touch the hearts of all listeners. The group's harmonies are almost完美的 and easy to listen to.

**PILGRIM JUBILEE SINGERS**

"I'm Going Home" is a classic song that is loved by many. The Pilgrim Jubilee Singers' version is a moving and emotional piece that is sure to bring tears to the eyes of listeners.

**THE BLUESMEN**

"The Charleston" is a lively and energetic piece that is sure to get the audience on their feet. The performance is full of energy and is sure to leave listeners breathless.

**HiGH FASHION**

"The Fashion" is a stylish and modern piece that is sure to appeal to the fashion-conscious listener. The performance is accompanied by the latest fashion trends and is sure to be a hit with the audience.

**BEAU JAY JUKEBOX**

"The Jukebox" is a nostalgic and heartwarming piece that is sure to bring back memories of the good old days. The performance is accompanied by the sounds of your favorite oldies, making it a must-listen for any music lover.
ON THE BEAT

Screeching Jay Hawkins is now cutting his first album, to be titled, "At Home With Janis Joplin." His rival anything that Galli-Cucci ever did, and Paul Maxin, a. k. a. chief for Okeh... Don Robey, Duke-Peacock makeoff, predicts a great future for rock and roll. "Only when the giant pyramids of Egypt crumble in age and become but a part of the sand on which they stand, will this 'giant trend in music succeed to a 'surer trend.' He added that: "The softer side of the wall, the lush instrumental, following vastly the gawky dance, is trying to hold out. Outflanked, outnumbered, they too must show and pay homage to the Mighty Horse of Music."

The rock and roll fraternity may be going on a hot-cold kick again. It was only a year or so ago that they hoisted their gong to the world of gasoline and speed with "Black Denim Trousers and Motorcycle Boots," a song by Nervous Norvis's saga of the highways known as "Transfusion." This week two new entries chopped up in the paddle piston on two different "it's hot right now" wheels. On Decca, which paints a picture of the flower of the track waiting while her hero gets the road, Little Norvis, incidentally, is Nore

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JULY 4

<table>
<thead>
<tr>
<th>Title</th>
<th>Sides</th>
<th>Artists</th>
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<tr>
<td>&quot;Searchin'&quot;</td>
<td>1</td>
<td>'Coasters</td>
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<tr>
<td>&quot;Short Fat Fannie&quot;</td>
<td>2</td>
<td>Larry Williams</td>
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<td>&quot;High School Dancin'&quot;</td>
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<td>Special Ed</td>
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<td>&quot;Queen Of My Heart&quot;</td>
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<td>&quot;Miss Ann&quot;</td>
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<tr>
<td>&quot;Tally Of Tears&quot;</td>
<td>6</td>
<td>Fats Domino</td>
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<tr>
<td>&quot;Valley Of Tears&quot;</td>
<td>7</td>
<td>Pat Boone</td>
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<tr>
<td>&quot;So Rare&quot;</td>
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<td>&quot;Bye Bye Love&quot;</td>
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<td>Everly Brothers</td>
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<td>&quot;Rockin' Pneumonia&quot;</td>
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<td>Various</td>
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<tr>
<td>&quot;Over The Mountain&quot;</td>
<td>11</td>
<td>Charles Brown</td>
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<td>&quot;Stardust&quot;</td>
<td>12</td>
<td>Modernaires</td>
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<tr>
<td>&quot;Please Please Me And Someone To Love&quot;</td>
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<td>-_ Monkeys of India</td>
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</table>

Reviews of New R&B Records

THE ORIGINAL CADDILLACS

"Take Care Of My Heart"... "On My Mind"

Their voices are never in sync, giving their songs an inappropriate feel. Their voices are not suited for soul. Their voices are more suited for rhythm and blues, which they do better. (Excellent, BMI)

THE BYE BUDDIES

"Take Care Of My Heart"... "On My Mind"

This is a pure and simple rhythm and blues tune. Flip side, this has more of the same. (Excellent, BMI)

JAMES BROWN

You're Mine, You're Mine

"Somebody I Love"... "Somebody Else"

This is a good tune with some solid rhythm and blues. (Excellent, BMI)

LITTLE JOE AND THE THRILLERS

"Out Of This World"... "I Remember"

This side is more of a ballad, the other side is more of a rhythm and blues. (Excellent, BMI)

THE SPARKS

"Decca 2577"... "East Side With The Thrillers"

This side by the Thrillers is more soulful than the other side. The Thrillers have a chance to be something good here. (Excellent, BMI)

Of Man And Man

"Somebody I Love"... "Somebody Else"

This is a good R&B tune with some nice instrumentals. (Excellent, BMI)

JERRY McGUIRE'S & EDDY RAKES

"Dead End"... "Do It Again"

This is a good rhythm and blues tune. (Excellent, BMI)

Best Wishes and Congratulations, NAMM

NOW LOOK WHAT HEADING'S YOUR WAY... A TIDAL WAVE OF HITS!

From THE DUKE-PEACOCK AXIS—"Rhythm Headquarters"—Come 4—TITANIC RELEASES...

THE GREENBACK HURRICANES

THE DOUG GETER FROM DUKE

BOBBY BLUE BLAND

"SOMETIMES TOMORROW"

B/W

"I CAN'T BE TRUE"

TEDDY "RHYTHM"

"FAHHER UP ON THE ROAD"

DUKE 8770

THE HOTTEST LABEL

ON WAX

Tornado-Up The Charts

DOUBLE DECKER SMASH

THE UNIQUES

SOMEBODY NOW" B/W

BYE, BYE BABY! B/W

RIGHT NOW" B/W

TOM LONG I'VE WAITED" B/W

DUKE 8770

CASHEW-CHARTRBREAKER... THE DOUBLE A Label

THE PEACOCK RECORDS, INC.

www.americanradiohistory.com
**This Week's R&B Best Buys**

COOL SHAKE (Fonton, ASCAP)—Del Vikings—Mercury 71122—Strongest hits for the disk are Buffalo, Pittsburgh, Milwaukee, St. Louis and the Southern areas. Elsewhere sales are building. Flip is "Tigerwing Mary" (Mere-Del, BMI). A previous Billboard "Spotlight" pick.

**Review Spotlight on...**

**R&B RECORDS**

**THE SHARPS**

Our Love Is Here to Stay (Cedarmore, ASCAP). Lock My Heart (Maddin, BMI)—Lamp 2007—The Cedarmore standard is given a bright blues treatment. The lead piano is arranged into every chord and gets solid support from the group. Flip, "Lock My Heart," is a gay, medium-tempo rock. The lead also shines with more of the same swingin' backing. Both side are good bets to make it.

**THE BRASSETTES**

Brassette Rock (Parts I and II) (Deb, BMI)—Deb 1076—Here's a platter on the order of "Johnny's Home Party." With much more going on. The cats aren't wild; the chicks are gay. Glasses are clinking, and everybody has a crazy time. A nice blues beat and a tune really make it. A male chorus briefly describes a characteristic lyric. A natural.

**R&B SOUTHERN TERRITORIAL**

**SLIM HARPO**

I'm a King Bee (Excellence, BMI). I Got Love If You Want It (Excellence, BMI)—Excello 2113—Harpo comes strong on his first Southern recording. "King Bee" gets a very homey chart with a distinctive instrument. Humor beat and market potential. Flip, "I Got Love," also gets a good performance by the artist with colorful primary support. Features of this Delta style should go for either side.

**SMASHING!!**

**EARTH ANGEL**

**THE PENGUINS** #348

EVERYBODY HAS A FOOL WILLIE HEADDEN #417

FOR BETTER OR WORSE VERNON GREEN #419

**DOOTO RECORDS**

**NEW RELEASE—STARTING BIG!!**

**WHOA-WHOA BABY**

**PLAYIN' HIDE AND SEEK**

Eddie Daniels #108

**BID IN L. A.—T. E.—PITTS.**

"ARROW OF LOVE" By The SIXTEENS featuring 14 yr. old TRUDY WILLIAMS

**FLIP RECORDS, INC.**

GIVE TO DAMON RUNYON CANCER FUND

**The Keytowes One Little Kiss #67**

A nice rock and roll on a romantic theme. May get one more spin (Piedmont, BMI).

**The following records, also ordered by The Billboard music staff, were sent for or loan.**

**Jazz**

VARIOUS ARTISTS Blues In Your Face #5000

SAGVY 4958—Transcript sides by Chet Huntley. Huntley's chart is the only one on this side of the LP. "Trombones Across" and "Three Little Words" are the other two. Ornircular photo probably will be taken. (Commands, BMI) Promo Cards #54. 45 cents each. (Commands, BMI)

VARIOUS ARTISTS Instrumental Variety #601

SAGVY 4805—Swinger sides by Huntley. Huntley's chart is the only one on this side of the LP. "Plumes" and "Two My" are the other two. (Commands, BMI) Promo Cards #54. 45 cents each. (Commands, BMI)

VARIOUS ARTISTS Instrumental Variety #5004

SAGVY 4995—Jazz sides by Huntley. Huntley's chart is the only one on this side of the LP. "Flutes" and "Songs" are the other two. (Commands, BMI) Promo Cards #54. 45 cents each. (Commands, BMI)

VARIOUS ARTISTS Instrumental Variety #4004

SAGVY 4804—Jazz sides by Huntley. Huntley's chart is the only one on this side of the LP. "Flutes" and "Songs" are the other two. (Commands, BMI) Promo Cards #54. 45 cents each. (Commands, BMI)

VARIOUS ARTISTS Instrumental Variety #3004

SAGVY 4803—Jazz sides by Huntley. Huntley's chart is the only one on this side of the LP. "Flutes" and "Songs" are the other two. (Commands, BMI) Promo Cards #54. 45 cents each. (Commands, BMI)

VARIOUS ARTISTS Instrumental Variety #2004

SAGVY 4802—Jazz sides by Huntley. Huntley's chart is the only one on this side of the LP. "Flutes" and "Songs" are the other two. (Commands, BMI) Promo Cards #54. 45 cents each. (Commands, BMI)

VARIOUS ARTISTS Instrumental Variety #1004

SAGVY 4801—Jazz sides by Huntley. Huntley's chart is the only one on this side of the LP. "Flutes" and "Songs" are the other two. (Commands, BMI) Promo Cards #54. 45 cents each. (Commands, BMI)

VARIOUS ARTISTS Instrumental Variety #0004

SAGVY 4800—Jazz sides by Huntley. Huntley's chart is the only one on this side of the LP. "Flutes" and "Songs" are the other two. (Commands, BMI) Promo Cards #54. 45 cents each. (Commands, BMI)

VARIOUS ARTISTS Instrumental Variety #5004

SAGVY 4805—Jazz sides by Huntley. Huntley's chart is the only one on this side of the LP. "Flutes" and "Songs" are the other two. (Commands, BMI) Promo Cards #54. 45 cents each. (Commands, BMI)

VARIOUS ARTISTS Instrumental Variety #4004

SAGVY 4995—Jazz sides by Huntley. Huntley's chart is the only one on this side of the LP. "Flutes" and "Songs" are the other two. (Commands, BMI) Promo Cards #54. 45 cents each. (Commands, BMI)

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VARIOUS ARTISTS Instrumental Variety #0004

SAGVY 4801—Jazz sides by Huntley. Huntley's chart is the only one on this side of the LP. "Flutes" and "Songs" are the other two. (Commands, BMI) Promo Cards #54. 45 cents each. (Commands, BMI)
Herk Dotten  
Wheelers and Dealers

BEHIND any successful one-shot exhibition, exhibition of fair, naturally, can only be founded on one or more big wheelers and dealers who get to the point ahead of the crowd.

The recent Oklahoma Semi-Centennial Exhibition at Oklahoma City and the Chicago Fair at Chicago had some top men in that class.

One story points up the kind of support that was given the Oklahoma Semi-Centennial Exhibition. The big companies turned out, but the exhibit space sales force had been given a cool brush-off when approached one of the nation's top automobile companies about the sponsorships. The salesmen persisted but always were met with cooling rushes.

Chagrined, they reported back to the sponsoring group at a special meeting of the dealers of Oklahoma City. One of the sponsors—a highly successful, direct action oil man who had come up the way-listened to the report, then volunteered, 'I'll take care of this.'

A few minutes later he was in his private plane, headed for Detroit and the office of the automobile company, 40,000.00 or not, his name gained immediate admittance. An exchange of pleasantry with the president and the oil man was cut short thereafter by the latter.

'There to do business. I came here with a contract for your company to take so many hundreds thousand square feet of exhibit space at our centennial exposition and I expect to leave this afternoon with a signed contract and a check for half of the contracted space.

The automobile company president demurred. He called attention to the organizational structure of the company and said that the matter could not be disposed of first by the exhibit departments and then passed through several channels.

His Way to Get Action

The oil man, always one for tape-cutting, wouldn't buy this.

And, he held his position. Either he would leave the same afternoon with a signed contract and the check for half the space covered by his oil company, which purchased something like $7,500 worth of the nation's automobile company's products each year, would take all of its business elsewhere.

Shortly after, he walked out, contract in hand. And, the man who had been first by the exhibit department and then passed through several channels had an automobile company whose products each year, would take all of its business elsewhere.

By this time, the Birdmen of Oklahoma were already on the ground at the fair. And, it was then Saturday (6) and the fair wanted them in by Wednesday (10). Their entry into the U. S. had to be arranged. That process normally takes several weeks. Moreover, for their act a huge pole would have to be erected in Lake Michigan, off Navy Pier, the site of the fair, to hold it up. Moreover, it would require lights, thus necessitating the laying of power lines.

Could it be done?

The wheelers-and-dealers said it could.

Fast Action Puts Birdmen Up

Within three days, the necessary visas for the Mexican had been arranged and they were winning their way to Chicago.

One of the powers that be directed a 12-inch pole out to put in six long pilings to hold the pole. The telephone company not only came through with a needed pole, which was much thinner than the listers, but erected it. And, the utility company jumped in and laid the cable. When the Birdmen arrived for their first performance four days after negotiation was completed, the pole was up and the act went on.

The wheelers-and-dealers in most areas recognize the importance of fair— and thus are quick to get with it.

In Chicago, the fair-minded management of the Chicago Tribune (which also owns the American, the Chicago Evening Post, and a TV and radio station) pulled out all of the stops.

The Tribune had recognized the value of fair to Chicago.

At Oklahoma City, the Oklahoma Publishing Company, as farmed, as the Tribune, was one of the prime movers behind the Semi-Centenniel. The company pulled out all of the stops to pull it. But, the Oklahoma Publishing Company owns the two Oklahoma City daily newspapers and radio stations, and a farm publication, the company with all of its stops pulled out made plenty of noise.

McGaw Show

Alters Pitch, Wins Crowds

DAVENPORT Ia. — Big changes for the Bill McGaw Motor Circus have considerably improved its chances of finding a home in Davenport.

In Davenport, Salt Lake and Denver have been among the good spots. In Kansas City and Wichita the show was rained out; a second time the Missouri was good, and an attempt to sell the pass, which was not successful, was made.

Now, the distribution of free tickets has been 'swept up' at the other major cities but the show is advertised at $1.15. This change in policy is working better.
United States Tent

TENTS

CARNIVAL CIRCUS CONCESSION BALLOON TYPE ARENAS

The Biggest News in Show Tents

CONCESSION TOPS Any Type — Carnival — Circus — Any Size

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The Showman's Choice

Fabra Tents—All Sizes—All Styles—Flannel and New Hiawatha Fabrics

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For Literature and Particulars, Write, Wire or Phone

J. W. TERPENING

135-139 Marina St. Devon Park, Calif.
WINNING wide interest in the field of audience-arena management has been the Ontario Association's action toward the publication of a How-To Manual, a new publication, that has been published and is now available for $7.00 per copy. The manual is designed to provide guidance for those interested in managing or operating audience-arena facilities.

The manual is divided into several sections, including an introduction, an overview of the audience-arena industry, and detailed information on the various aspects of audience-arena management. Each section is written by experts in the field and provides practical advice and tips for those interested in managing audience-arena facilities.

One of the key features of the manual is its focus on the use of technology in audience-arena management. It provides guidance on the use of modern technology in audience-arena operations, including the use of computer systems, sound systems, and lighting systems.

The manual also includes case studies of successful audience-arena operations, providing real-world examples of how technology can be used to improve audience-arena management. These case studies are written by experts in the field and provide valuable insights into the challenges and opportunities of audience-arena management.

In conclusion, the Ontario Association's How-To Manual is a valuable resource for those interested in managing audience-arena facilities. It provides practical advice and tips for managing audience-arena facilities and includes case studies of successful operations that can be used as models for other operations.

For more information or to purchase a copy of the manual, contact the Ontario Association at 123 Main St., Toronto, ON, Canada. Phone: (416) 123-4567.
IT'S "SNOW MAGIC" THE REVOLUTIONARY NEW SNO CONE MACHINE

A.I. Ass. Co. Tamon, 0, (Fair) Fiskton 22-27.
American Beauty: Wapella, Ia. (Fair) Kukuk, Mo. 22-27.
B & B. Combined: Pryor, Okla. (Fair) Best 33-25.
Badger State: (Fair) Fertile, Minn. (Fair) Westby 18-21.
Baker United: (Fair) Jacksonville, Ill. (Fair) Clinton, Ind., 22-27.
Barnes' Atoms: Blacklick, Pa.

Candy Routes
Send to 2160 Patterson St. Cincinnati 22, 0.

Carnival Routes
Send to 2160 Patterson St. Cincinnati 22, 0.

S. T. ECHOLS, INC. BOX 216 BISMARCK, MO.

THE ORIGINAL "ECHOLS" ELECTRIC HIGH SPEED ICE SHERBET

The original ice sherbet maker is on the market again. A single unit can produce over 100,000 sherbets in one 8-hour day! A machine that produces, cleans, and fills machine in less than 30 minutes! The unit is completely automatic. Contact S. T. Echols, Inc., Box 216, Bismarck, Missouri.

GOLD MEDAL PRODUCTS COMPANY

A valuable source for all your CONCESSION SUPPLIES

from Makers to Florida

POP CORN & CONCESSION SUPPLIES

Los Angeles 21, Calif.

Daly Ticket Co.

Ontario, Calif.

DALY TICKET CO.

Daly Ticket Co.

Ontario, Calif.

CHUNK-E-NUT PRODUCTS Co.

Los Angeles 21, Calif.

FULL OF MACHINE, 1/2 ORDER

Daly Ticket Co.

Ontario, Calif.

Daly Ticket Co.

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Daly Ticket Co.
follow the leader

THE BILLBOARD's 1957 fair special

DATED JULY 29

Virtually a "Gold Mine" of Timely, Valuable, Much-Needed Information and News for Every Carnival Owner, Park Manager, Kiddieland Operator, Food & Drink Concessionaire.

The biggest part of the 1957 Season is still ahead of us—August, September and October . . . when most of the major lucrative Fairs are held . . . when attendance at Parks and Kiddieland continues at peak levels . . . when buying activity thrush the Industry reaches "fever pitch" . . . and when the need and demand for all equipment and supplies is NEVER GREATER!

"Stake Your Claim" to Big, Additional Profits during the remainder of the 1957 Season . . .

RESERVE SPACE TODAY . . . Ad Deadline . . . Tuesday, July 23

CINCINNATI 22, OHIO
2140 Patterson St.
Phone Longwax 1-5555 or 5376

NEW YORK 26, N. Y.
1354 Broadway
Phone Plaza 7-2800

CHICAGO 1, ILL.
1753 Olive St.
Phone Central 6-9108

ST. LOUIS, MO.
873 Olive St.
Phone Central 1-0443

HOLLYWOOD 30, CALIF.
1350 North Gower St.
Phone Hollywood 9-5211

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Carnival Routes
- Continued from page 101

W. B. J., No. 1: East Toledo, O., 19-21; Todtody 24-27.
Wallace Bros.: (Fair) Madison
West Coast, No. 2: San Leandro, Calif.; (Fair) Yuba City 23-28.
Western: Vashon Island, Wash.; (Fair) Moulton, 15-22.
W. W.: (Fair) Main, 15-20; (Fair) Greer 25; (Fair) Vermillion, Alta.; World of Mirth: Rockland, Me.
World of Pleasure: Niles, Mich.
Young: Montez: Ogden, Utah.

Circus Routes

Beatty: Clyde: St. John, N. B., 15-20; Antigonish 17; Amherst, N. S., 18; Charlottetown, P. E. I., 19-20; New Glasgow, N. S.; 22; Pictou 23; Antigonish 24; Clare Bay 25; Sydney Mines 26; Sydney 27; Halifax 29.
Berra-Barness: Houlton, Me.; Island Falls; Sherman Mills 17.
Cannon & Barnes: Coeur d'Alene, Idaho; Rockford, Wash.; 15; Plummer, Idaho; 17; Colfax, Wash.; 18; Potash, Idaho; 19; St. Marys; Osborn 20; Medora 21; Cristiani Bros.: Syracuse, N. Y., 15-16; Auburn 17; Geneva; 18; Medina 19; 20; Ft. Wayne 21; Hagen Bros.: Prairie du Chien, Wis.; 15; Tomah 16; Markfeld.

Ice Shows

Miscellaneous
Damon, Dredfelt: Magician: Thomson, Ill.; 17; Princeton 18; Davison, Mich.; 20; Nashville, Tenn.; 21; Calhoun 22; Bradford, Ill.; 25; LeClaire, Jw.; 26-28.
McKee Bros., Thorp: Okla., 17-18; Oklahoma City 17; Fort Smith, Ark., 19; Little Rock, Ark.; 20; Tulsa 22-23; Los Angeles, Calif.; 23-24; Indianapolis, Ind.; 25-26; Rabbit Fish Masters: Pudcub, Ky.; 15; Cairo, Ill.; 16; Maysfield, Ky.; 17; Mounds Park, Tupelo, Miss.; 19; Union City, Conn.; 20; Dyersburg, Tenn.; Schaffner Players: La Plata, Mo.; 13-21; Lewistown 22-28.

For Sale or Hire


Special
Terms on mid-season purchases

Buy Now—Earn Now

With the most liberal financing ever offered on Skake Ball Allays.

New Only 1958 Models Available

PHILADELPHIA TOBOGGAN CO.

SOLD ONLY BY

PHILADELPHIA 46, PENNSYLVANIA

130 E. DUVAL STREET

14 FT. LONG 1400 WIDE

HOLIDAY ICECREAM TREATS IMPOSSIBLE

NEW YORK—Auditors have determined that Ice Cream, and not snow, is pre- sumably marvellous at the way the auto people and others put show business to use with their clients and dealers, say the procedure from another Wednesday (10). That is when one branch of show business used another to entertain a third.

"Holiday on Ice," accomplished the impossible, IAAM members agreed, when they had had it. The group as its agents at a performance in a grandstand on the midway," said My Fair Lady." While the tickets to show the amounted to nearly impossible to get, Holiday emptied exactly the same way. One IAAM member estimated that amounted to 75,000 as the show house at the Mark Helliger Theater for the night.

Holiday posts, who had been scoring coupes like this at IAAM conventions for several years smiled and said it hadn't been easy. It had taken a couple of months to accumulate the treasures tickets.

THE BILLBOARD

JULY 15, 1957

CITE PHONY

Boston Grabs 5G Non-Show Pyro Bond

BOSTON—A crowd of more than 20,000 persons which had gathered on Boston Common for the Fourth of July fireworks display had to be dispersed by police after a bomb was set off in the pyrotechnics area.

The display had been set up as usual by the Rockland Fireworks Company of Rockland but a mysterious visitor had cancelled the show. A police officer, who identified himself as Michael Brown from City Hall and had the show had been postponed for one night. Cairo packed up and left.

Field said he suspects a rival company used the name to make it sound like Jack Brown, the city's attorney. William L. Baxter, city corporation counsel, said the city won't pay to purchase the pyro-technics for the previous night on the fireworks. Along came a man calling himself "Mr. McBride from City Hall" and Cairo the show had been postponed for one night. Cairo packed up and left.

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BEEM-John H., 39, who in former years had been associated with the Morris & Castle, Johnny J. Jones Carval- ome of Amusements and Gen- City shows, June 15 in Steuben- ville, O., of a heart attack. Serv- ices June 19 and burial in De Land.

CORBY-Harry Sr., 62, veteran auctioneer and pitcher, June 28 in New Orleans following a heart at- tack. A veteran of World War II, he had been associated with many shows, most recently with United Exposition Shows. Survivors include two sons, Harry Jr., Chicago, and William Cashman, Burial in New Orleans.

FOSTER-Clarence (Spence), 47, concessionaire for 42 years, June 18 in University Hospital, Columbus, O. Services and burial June 22 in Columbus.

San Antonio Auto Show Set For Feb. 17-22

SAN ANTONIO—San Antonio's five major automobile manufacturers will stage January 17-22 at the Bexar County Coliseum, it was announced here by members of the San Antonio Automobile Dealers' Association. Proceeds will go to Lighthouse of Blind baseball team, politian San Antonio.

For the first time in the city, America's five major automobile manufacturers will show their models under one roof.

Name attractions are being approached to appear at the show. Entertainment will include several name stars and bands and a va- riety of nationally known television acts, one especially for children.

Jackie LaClair, who is working as Richo the Rich Fool Clown, has seen Polack Eastern, Beatty and Cristiani shows. He'll be working for New York State Unit until . . . Don Marckes, El Cerrito, Calif., fan, has worked the Pan American Shows circuit and the John A. Strong Cir- cuit. Recent visitors at his home were the Stern and the Don Miller family.

In Memory of My Dear Husband

NATHAN (RAY) SPEER

Who passed away July 22, 1951.
To my dear ray, you are always in my heart.

CECEL L. SPEER

We will always remember you . . .

IRVING J. POLACK

HARRIET AND RAY LEWIS

The Final Curtain

JULY 15, 1957

JOHN L., 64, photo and novelty concep- tionaire, June 29 in a Charl-otte, N. C., hospital. During the year in business, he had been with the Tinley, Gold Medal, Marks, Virginia, Conel and Prull shows. He leaves his wife, Blanche, a sister, Ellis Po Mccormick, and three brothers. Burial in Concord, N. C.


THOMPSON-Raymond, 35, manager of Jefferson Drive- In Theater, Dallas, June 29 is a fall from a tower the theater uses for advertising purposes.

MARRIAGES

WALKER-MORGAN—J. E. (Whiter) Walker, stoker worker of the Collins & Williams Shows, and Dorothy Morgan, daughter of Mr. and Mrs. Price Morgan, of autogenerated June 18 in Raneca, Va.

BIRTHS

BRAZON—A daughter, Mary Elizabeth, was born to Mr. and Mrs. Bon and his wife, Mylo, at Mason Hospital, Chicago. Father is a proprietor of a pump and his mother is a performer with MIB Bros. Circus.

In Memory of My Dear Husband

IRVING J. POLACK

Passed away July 22, 1951.
To you we are lost away. Always in

CECEL L. SPEER

"You Will Always Be Missed"

BESSIE POLACK

July 13, 1949
Arr. State Fair  
Re-Links Siebrand

CARNIVALS

ENDY BACK IN HARNESS
ALEXANDRIA, Va. — David B. Endy, show owner, 6 book in the best of three series, signed a contract to play the Fair at Newport News, Va., for six weeks.

Goodman said.

Pacific equipment, which was provided non, during the show. The organization is a semi-professional group from the San Francisco area, and the stage and the commercial exhibit test.

After the fair were received, Goodman said, from Crafts Shows, Fitchburg, Mass., and West Coast Shows. The fair manager declared that these bids were "close." He would not come to as comparative standing as the Siebrand bid. He stated, however, that the Arizona Fair Association had given the highest bid for the Siebrand bid "was the best."

Last year the Siebrand organization and the Endy organization for the first time after 10 years of holding. The fair manager said that when the Crafts Show, Siebrand was the lowest bidder. However, the San Amaranis Association Corporation owned by the Siebrand organization offered $62,000, Crafts Shows, $60,000. It held the non, except Siebrand, the California-based organizations.

To play the 1959 Arizona State Fair, there would be six kids, including three major booked shows by Olivia Wolden, president of Fair Times Shows, Inc., a California organization. Also the Arizona and Tempe shows held approximately 3,000 feet of concession space.

Rain Greets Olson Shows
At Ft. Wayne

FORT WAYNE, Ind. — Rain, which prevented the opening several previous week at the Anderson (Ind.) Fair, hit the Olson Shows, Monday evening (8), opening night of the fair.

The show opened July 4 and a slow opening which followed a flood on the grounds, the Anderson Fair Association, said; the show has only a few percentage points under that of last year, said Mr. Olson, manager and co-owner, said. Those that opened Monday, the show was a great downpour of the citizens of Marion, Ind.

The opening night show was enjoying its best matinee the middle of the first week after the opening of the fair. The Olson shows admitted the admission of the only 100,000 people that will attend the fair.

T. C. (Speck) Gracens of Blue Grass was featured last week thru the co-operation of the citizens of Marion, Ind.

The show is expected to be a great success in the future, and the Olson Shows have taken over the show in the future.

In the bands held holding the river were going to be at a great height and the lot would probably flood.

Two shows were featured last week: THE EXHIBITION the fair. The fair has been open for the last 10 years, and the Olson Shows have taken over the show in the future.

The Olson show is expected to be a great success in the future, and the Olson Shows have taken over the show in the future.

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The Olson show is expected to be a great success in the future, and the Olson Shows have taken over the show in the future.
WANT reliable Ride Help. Must drive and must know Marry-Go-Round, Wheel and Tilt. Salary, $75.00.
Can place Hanky Parties of all kinds.
Betsy Ann Celebration, Brighton, this week; John's Club Annual Festival on the Streets, Mt. Olive, Ill., next week; followed by Joliot, Ill., Church Feast.

FIDLER'S UNITED SHOES
WANT for BALANCE OF SEASON—ALL FAIRS—WANT Bugs for Fair. Huckleberry, Minn., July 17-21. Can place Hanky Parties only, for Fairmen. Can run 1-4 Men, Balloon Target, Glass Band, Red Shirts, Cigarette Showing Gallery, Gold Fish, Penny Pitch. Should have all in Charge.
All replies by wire to: MIKEY STARK, Mgr.
FAIRS
First i in 7 yrs., Sept. 4 thru 8

GOLD BOND SHOWS
WANT FOR BALANCE OF SEASON—ALL FAIRS—WANT
Bugs for Fair. Huckleberry, Minn., July 17-21. Can place Hanky Parties only, for Fairmen. Can run 1-4 Men, Balloon Target, Glass Band, Red Shirts, Cigarette Showing Gallery, Gold Fish, Penny Pitch. Should have all in Charge.
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FAIRS
First i in 7 yrs., Sept. 4 thru 8

Midway Confab
Pall-bearers at the funeral of long-time Midway exhibitor, Harry Stahl, Jack Dickenson, Paul Durkee, Joseph Kowalski, Ray Mette, George Blackburn and Bob Filbrock.
Mr. and Mrs. John Fone celebrate their 50th wedding anniversary this month. Their daughter, Tangerie Lee, June 28, with their East Liverpool, O. home. Mr. and Mrs. John Fone have six children of New Brunswick, N. J., and four grandchildren. Mrs. Fone is the former Helen Hall, of Harry Taylor's "Best Trust," an attraction formerly with world of Midr Shows, was a re cord visitor where he did his act one night on Dixie Gore's cakes. Burch. Venue is scheduled to join WOAM at the Bangor, Me. Fair. Mr. Fone to July, and he will be with the London unit.
Fred Fritz and Paul La Cross are managing Continuous Shows in the Denver, Colo., area, representing Roland Champagne, who is hospitalized.
John G. Stilke, former Side Show artist in Carnival Musics and other shows, is working as an advertising solicitor for a public utility company. Myrtle Huff Morris, who underwent surgery last winter, is convalescing at her home at 834 West 54th Street, Los Angeles.
Detroit Notes—Oscar Margolis, continuous showman, has arrived in Florida in January, has returned to Wayne County (Mich.) General Hospital. The former continuous, has returned to his home to convalesce following hospitalization. Dick Dickstein reports that the Michig an Showman's Association is planning to erect a monument at Showman's Rest in Forest Lawn Cemetery as the headquarters of the MSA, after 17 years of living and touring Detroit, has become a suburbane, with a home in Livonia.

TENNESSEE VALLEY AMUSEMENTS
Edenburg, Ind., July 15-26: Charleston, Ill., July 20-27: Richmond, Ky. Fair and Marion, Ind. Fair are 16 County Fairs in Tennessee, Alabama and Mississippi. Hanky Parties of all kinds, Pegam, Cigarettes, Owls, Local or Short Range. Reply to: Box Bit, Salem, Ill., Box Bit, Pengilly, Minn., Box Bit, West St. Louis, Ill., Box Bit, New York, N. Y.
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CONCESSIONS—SHOWS
Big Annual Labor Day Celebration
CALUMET CITY, ILLINOIS
August 29-September 7

SHOWS—Monkey, Arcades, Dynamite, Fire Places or others of merit only.

MILLER AMUSEMENT ENTERPRISES
Lo Grange, Illinois, Ph. 3806-70. Or Tom L. Baker, 2255 Rainfall St.
Indianapolis, Phone Rainfall 2111.

Tom Baker can also post all of above for three weeks following Calumet City, and we have openings in choice spots in Indiana during winter.

WADE GREATER SHOWS
Want for the following Top Money Fairs in Michigan

MILAN FREE FAIR
July 3-27
HOLLAND FAIR
July 30-Aug., 3
CASSOPOLIS FAIR
August 5-10

Concession combinations of all kinds. Especially want Snake Show, Fat Girl Show, Pit Show and Penny Arcade.


C. D. Murray, Mgr., WADE GREATER SHOWS
as per route
New Boston, Mich., July 16-21

THOMASland

WANT
WANT
WANT

SHOWS: Can Place Arcades and Shows of merit. Can Place Geek at Once.
Want Married Couples for Shows.
HELP: Want Ride Men on All Rides, Must Drive, Prefer Married Couples.
Wives sell Tickets. Can Place Bingo Counterman. (No Phone Calls.)
Address: L. I. THOMAS, Mgr., Cambridge, Ohio, this week

REID'S GOLDEN STAR SHOWS

PLAYING COAL fields in WESTERN VIRGINIA until FAIRS. OUT ALL WINTER
IN FLORIDA.

WANT
WANT
WANT

CONCESSIONS—Fisch Rides, Pitch-Tilt-Whirl, Bill Gomes, Hanky Parks of all kinds, Fries, Cars, Boats, Bicycle, and all kinds.

SIDE RIDES—For Ferris Wheel and Ride Help of all kinds who can drive and stay sober. Irish Teniens and Jimmly Billingerity, get in touch.

SHOWS—Snake, Geek, Monkey, Glass House and Girl Show; white or colored, with own equipment.

Tom Myer wants Pin Sticks and Count Sticks Agents.
All replies to
ELMER REID
Kansas City, Va., this week, Cleveland, Ohio, next week.

NOW BOOKING FOR 1958, LAREDO, TEXAS
60TH WASHINGTON BIRTHDAY CELEBRATION
Feb. 18-March 2

Rides: Whip, Dark Rides, Caterpillar, Rocket, Loop, Pony Ride, Show, Mechanical Show, Funhouse and Fat Show.

CONCESSIONS: Nick Pitcher, Shaw, Parrot, Pony and Lamp.

HANKY PANKS: Custard, Photos, Scales. Long and Short Rides, Navies and Arkansas.

ENJOYABLE AND UNCOMPROMISING, POSITIVE NO RACKET, NO COUPLES, OR SKILLY TOLERATED.

Write or wire J. GEBBEN, LOOS.
P. O. BOX 483
LAREDO, TEX.

PAGE BROS.' SHOWS, #1 UNIT
WANT FERRIS WHEEL FOREMAN
And Second Men on All Rides. Want Hanky Parks of all kinds. Want Girl Show Operator who can handle first class show trucks well on week. Angular, etc., this week.

KENTY'S ATTRACTIONS
Want Hanky Parks, Scurfs, Age, Black Pitch, Neon-Lo, Cigarette Black, Glass Pitch, Cat Rock, Cash Galletry and any other two-way Parks not conflicting. Send reasonable, get in touch.

STAR AMUSEMENT MIDWAY

MUTT HAYWARD
Duluth, Ind., on the streets, all this week.

JAMES H. DREW SHOWS

Cleanest
Finest
Most Dependable

WANT FOR THE EDGAR COUNTY FAIR, PARIS, ILL., JULY 21 TO 27 INCLUSIVE; WITH LONG CIRCUIT OF BONA FIDE FAIRS TO FOLLOW, INCLUDING VALPARAISO AND THE GREAT WASHING VALLEY FAIR AT TERRA HAUTE.

WANTED—Grind or Rally Shows that do not conflict. Good opening for Monkey, Snake, Animal or Wildlife.

CONCESSIONS—Will phone all kinds of Merchandise and outright Safe Concessions. Good opening for Arcade and Africa Birds.

RIDES—Can use Round-Up, Dark Rides and one non-conflicting major ride for entire circuit of fairs.

All replies to JAMES H. DREW SHOWS
Wire Western Union, Covington, Indiana.
FAIRS LOOM BIG

Still Dates Poor
For Jimmy Sullivan

REGINA, Sask.—Stopping off here for a week-long still date under Canadian auspices, Jimmy Sullivan, who was starting a 13-day tour of the Western Canadian cities, was forced to change his plans when he was taken ill. It was his first date in Regina and he was looking forward to a clean bill of health at the end of the tour. His World's Finest shows closed Saturday (28) and moved to Weyburn, Sask., where they are now on a 50 railroad cars, 6 shows, 10 major and 23 minor dates. Weather here was good, little a bit chilly at night in the early part of the week, and business was excellent. It is understood that Jimmy Sullivan will not appear in the province this fall.

There's nothing wrong with this story that money can't cure, said Sullivan. Topping the midway to date have been the TVW and Monica Baren Girl Show, Charles A. Taylor's Rock and Roll Revue and the Mickey Mouse Club. The midway on the day show and the Butterfield and Butterfield. In most spots this season the weather has been bad and the business has been poor. There's nothing wrong with this story that money can't cure, said Sullivan.

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HELP WANTED
TO WORK ON BINGO AND DRIVE SEMI. STEADY WORK
FOR 16 FAIRS, OPENING

MIDDLETOWN, N. Y., AUGUST 3
will be home at 5205 Alton Road, Miami Beach, Fla., until July 17; then Orangeburg, S. C., Winter Quarters until July 20.

BEN WEISS

UNIVERSITY WILL SACRIFICE
$150,000 STADIUM STAND
Steel Construction—Seats 7,284
University of Pennsylvania offers this permanent or portable stand with strong steel under structure. Bill dates near July 25, 1957. Stand last sold for 1974 football season painted and kept under cover when not in use. Centre 100 feet x 125 feet; last one 42 feet high. Inspection invited for illustration. Write H. Lackman, University of Pennsylvania, 205 5th St., Phila. 4, Pa.

J. WYLLIE

PLAYTIME SHOWS
Want for Harrington, Del., Fair, July 22 to 27 and all fairs to follow.

Norfolk County Fair
Portsmouth, Va. July 29 to Aug. 5
Fairfax Fair & Industrial Exposition, Fairfax, Va. Aug. 5 to Aug. 8
Wayne County Fair
Goldboro, N. C. Sept. 16 to 21

Carlisle Fair
Carlisle, Pa. Aug. 12 to 17
Campbell Co. Fair
Lynchburg, Va. Sept. 2 to 7

Fargo Fair
Cumberland, Md. Aug. 19 to 24
Gastonia, N. C. Sept. 9 to 14

Great Frederick Fair
Frederick, Md. Sept. 20 to Oct. 5

S. C., Colored State Fair
Columbia, S. C. Oct. 21 to 26

WANTED: Hit Monogramed, Semi Drivers preferred
Call or Write: Joe Sciortino, 206-213, 728 Main St., Yreka, Calif.

ALL ANSWERS: PRELL'S BROADWAY SHOWS, HUNTINGTON STATION, LONG ISLAND, N. Y.

WEST COAST SHOWS—UNIT NO. 1
CONCESSIONAIRES—ATTENTION
We have space available for Long Range. Photo Gallery, Break the Records, Age and Scales, Jewelry, and Hanky Pans for the finest route of Fairs in the West.

Our Route
Aug. 1-10—Multnomah County Fair, Gresham, Oregon.
Aug. 10-19—Siskiyou County Fair, Yreka, Calif.
Aug. 22-25—Shasta County Fair, Anderson, Calif.
Aug. 28-sept. 8—California State Fair, Sacramento, Calif.
Sept. 9-15—Santa Clara County Fair, San Jose, Calif.
Sept. 16-22—Walnut Creek Festival, Modesto, Calif.
Sept. 23-Oct. 2—Kern County Fair, Bakersfield, Calif.

And Celebrate the Biggest Armistice In The West.
All replies to Ed Hellwig, West Coast Shows, Roseburg, Oregon, July 15-21; Springfield, Oregon, July 22-29.

If you wish to join in the winning spots don't delay.

FOLK SHOWS

WANT FOR MIDDLETOWN, N. Y., FAIR—2 SATURDAYS AND 2 SUNDAYS—AUGUST 3-11 INCLUSIVE. ALSO FOR RHINEBECK, N. Y., FAIR, AUGUST 23-28 INCLUSIVE

Account of disappointment—Novelties, Age & Scales are open. Hats and Embroidery are sold also. Want Hanky Pans only. Can also use a FUNHOUSE.

Call me before 11 a.m. or after midnight.

PHIL ISSER, Gen. Mgr.
1916 Ave. K, Brooklyn, N. Y.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES
BUCKEYE STATE SHOWS

Contact Manager as to times and places operating in Ohio.

CRAFTS 20 BIG SHOWS
Wants Shows and CONCESSIONS
For Strong Route at Fall Fairs
ALL CALIFORNIA
Salel Clara Una, July 17-21
California State Fair, Aug. 8-22
San Mateo Fair, Aug. 9-16
Bakersfield Community Fair, Sept. 1-5
Pleasanton, Calif.

JIM DOHERTY, Rides Superintendent, Wants Fairs for Idaho. Also Fairs and Second Man who can drive semi. Extra money for driving. Can and general women Ticket Seller. Sell the saloon to sober and reliable men and women.

Contact J.M. V. BETTENHOF
2225 BELLEVUE AVENUE
NORTH HOLLYWOOD, CALIF. Phone: Poppy 4548

CAPITAL CITY SHOWS
WANT FOR MERCER COUNTY FAIR, HARRISBURG, PA., WEEK OF JULY 21 FOLLOWED BY COBH, KIA, FAI
WANT HIGH ACT. MUST BE 150 FEET OR BETTER
The show is here for 10 days ended last week, under the local management of Mr. and Mrs. H. W. Miller of Robinson, Illinois. Bradford and Todaro, follow and then a route of 11 fairs from Evansville, Indiana. The fair to the fair route are annuals at Mount Joy and Havelock in Alabama, and Havelock in Maryland, in mid-November at the Oxford, and Walsworth and Maysville, Kentucky, in December.

BYERS BROS.'S SHOWS
32 BONA FIDE EMBRACED IN OUR WAREHOUSE. ARKANSAS AND LOUISIANA, OUT ENTIRE NOVEMBER.
HELP! Ride State on Trimblewr, new Sabathawebt Atlas Horseback Merry-Go-Round, Leonidas, Contessa, Maltese, and Light Turtles, also many other attractions.

JAMES E. STRATES SHOWS, INC.
CAN PLACE FOR OUR FAIR ROUTE
Shows—Maryland, Penn., Cal. or any worth-while show in keeping with our 32 boma fide
may accept applications. Call or write.

JAMES E. STRATES, General Manager
Rockford, Ill., July 15-20; Erie, Pa. July 22-27

TIVOLI EXPO SHOWS
WANT FOR THOSE OF THE LARGEST FAIRS IN ILLINOIS, IOWA, WISCONSIN, MICHIGAN AND ALL FAIRS TO FOLLOW IN ILLINOIS, ARKANSAS AND LOUISIANA UNTIL NOVEMBER 1 FRANK MOSHER SHOW includes Piano Arreats, Fringe wands, Pitch Shows and Count Court Agents.

Lot Man Wanted
Must be capable of laying out big show. If you are temperamental or drink, don't answer. Reply at once.

HETH SHOW
Doctor, Illinois, this week.

BEAM'S ATTRACTIONS
COMMUNITY CELEBRATION, PORTAGE, PA. NEXT WEEK: FROSTBROD, MD. CAN BOOK CLASS PITCH, PITCH-TILL-WIN, MINSTRELS, BALL CARTS, LONG RANGE SHODDING CATTLE, WINE FOR SALE. WANT KIDS. INQUIRE FOR COMPLETE DETAILS.

STEVE DECKER, Black, Lieck., Pa.
FAIRS START IN TWO WEEKS

1957 Off 25 Per Cent For Joe Fredericks
FLINT, Mich. — Motor State Shows management and company president Joe Fredericks, who owns and operates three shows, and has been split up into three such this season, each playing an independent route. The parent show has been relabeled and a new schedule created. The Mighty Joe Fredericks Shows and 32 concessions under the personal management of Fred-
ernick and senior vice-president Joe Fredericks Jr. have been organized independently, with each five time unit owned solely by either show. The Exposition Shows opened in Troy, Mich., in mid-August and has played Southern Michigan and Northern Ohio. Due to adverse weather, business was down 35 per cent. On the few occasions when the weather was quiet, the show encountered good turnouts. After the unit had three winners to a Legion a decoration ceremony at Leesville, O., a Fire Department fair at Waterville, O., and an engagement in the Legion and VFW auxiliaries at Eaton, Mich. Madonna Heights, Michigan, a Fourth of July parade included the show's Shipley Week and the business and the holiday was lost in. The show here was for 10 days ended last week, under the local management of Mr. and Mrs. H. W. Miller of Robinson, Illinois. Bradford and Todaro, follow and then a route of 11 fairs from Evansville, Indiana. The fair to the fair route are annuals at Mount Joy and Havelock in Alabama, and Havelock in Maryland, in mid-November at the Oxford, and Walsworth and Maysville, Kentucky, in December.

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Bennie's 32nd Year Seen
A Good One for Bingo

MATT—The 32nd year in the business will get under way for Ben Weiss shortly, with indications the game of the grandiose merchants, Weiss will be repeating his glittering, well-stocked displays of prizes at Easter fairs. For the first time, Big-hearted Bennie will not have made any last-minute appearances. He attributes this to a combination of things, notably an unwillingness to buck against weather and a shortage of competent help.

Weiss has been recuperating from a mild heart attack which confined him to his home for a six-month period, and from which he has fully recovered. Son Jackie, it is expected, will be as active in the family business as in the past, having recently begun the practice of law here.

JULY 15, 1957
THE BILLBOARD
CARNIVALS
109

**JOHNNY T. TINSLEY SHOWS**

**Americas Most Modern Midway**

For our long route of 15 Bona fide County Fairs—Starting with No. 1—Western, N. Carolina, Industrial and Agricultural Fair, Aug. 12; Hendersonville and all Fairs until closing Nov. 12 in South Georgia, the following:

**RIDES:** Steeple, Carrousel, Round-Up, Dark Ride, Fun House, Chairs, Bunt, Spinning Chair,立, Mechanical City, Museum, Monkey Drums, Monkey Speedway, Big Ape, Side Show, Wiget, Fat Show or any Great Show.

**conexao** or Detectives for the following: Colangy Fallies Revue, large, small type, all complete. Big Smile, complete on own. Fingerbow with prices, new top and front, ready to operate (At Fair, Contact office-wanted, all rates.

CONCESSION—Long and Short Range, Gun, Ice Cream Bars, Bird, Bear, or Pettry Pitches, Novelties, Straight Salt, Plane Stunt, Contortionists.

**HELP:** Hen-O-Plane Function, Mechanics with tools, top salaries, must be sober and experienced. Some Ride help who can drive. Write James Henius, Ontario, Can. or in Germany. "The Orient's Mini-stature," salaries office guaranteed.

**PLACE:**

A. Promoter—Co-Ordinates. Soilbery and percentage. Must be sober and experienced. Start immediately. All full and winter

HARRY SCHREIBER, JOHNNY T. TINSLEY

Ted Woods in

**BAKER UNITED SHOWS**

"A Clean Modern Midway"

**BOOKING NOW FOR THE FOLLOWING FAIRS AND CELEBRATIONS:**

- **Cincinnati, Ind.,** 4-H Fair, July 22
- **Ogdensburg, Ind.,** 4-H Fair, July 29-Aug. 3
- **Debary, Ind., Old Settlers' Reunion (on the streets downtown),** July 23
- **Walshik, Ind.,** 4-H Fair, Aug. 12-18
- **Bothwell, Ind., Benton County Fair,** Aug. 19-22
- **Oehling, Ill.,** 4-H Fair, Aug. 26-30
- **Palatine, Ill., Labor Day Celebration, Aug. 31 thru Sept. 2

Contact **ERNIE ALLEN, Manager**

**GLADSTONE EXPO SHOWS**

- **PARIS, Ky., July 15-20**
- **COLUMBUS, Ky., July 22-27**
- **RUSSELL SPRINGS, Ky., July 29-Aug. 3**

Followed by Gallatin, Tenn., Hodgenville, Ky., Russellville, Ky., all Fairs.

WANT—Hanky Pank Concessions of all kinds, Age & Weight, Basketball, Ball Games, Bear Pitch, Novelties, Ice Cream, Lemonade Sheds, Shotgun, etc.

WANT—Hawk is looking for Fairmen for Ranch and Field Function. Contact the above.

WANT—Pony Ride

Bill Butler wants Agents for Buckets, Six Carts, Swings, P. C. Tablers, also Bike Help. Men and Wife to take over Bike. Russell Phillips needs Cashhouse Help. Griddle Man who can work have best color and fast Contact F. C. POOLE, Owner—Davyville, Ky. J. L. OLIVER, Box 9.

**Your American Red Cross is Always Here After Disaster Strikes**
AMUSEMENTS OF AMERICA
Can Place of One
Wheel, Roll-O-Planes and Chairoplane Foremost
Wines to Sell Ticker Tape Tubs
JOHN VIVONA, Neville Island (Contosia), Pa., now

TOM KOCHMAN DRIVERS BACK; SET MEXICO
Thrill Unit Ends 10 Weeks in Europe; Latin Tour to Follow Fair Season

NEW YORK—With its European
bodies and in Latin America, and
other out-of-country tour, one
which will take them into Mexico
and the South American conti-
cent for the first time.

Kochman and Durewitz will close at fair October 25 at the
South Carolina State Fair, Colum-
bia, and will be in Mexico in November, according to General
Manager Bob Conte. The show
expects to be in Carmen, Vene-
da, by January 1 to begin an
extended South and Central Ameri-
can tour.

As was the case in Europe, the
Latin tour will be recorded live.
There were 10 weeks of engagements in Europe, with some
considerable business until weather cut
into the attendance toward the end of the show. The average
attendance was more than 3,000, con-
didered highly respectable by thrill
show standards.

European cars were used for the
show, which was presented as a
bycycle velodromes in Holland, Bel-
gium, and Switzerland. Souvenir
programs printed in French and
English are being sold, and the
business was exceptionally well,
Conte said.

Only Three Still Dates
The eight men in the show re-
turned by Air France Wednesday
in New York. As Conte arrived in York to visit their homes. They
returns, and Conte was there for
their opening U. S. date, July 20 in
Plainville (Conn.) Stadium. Follow-
ning is Mysert's last date in the
fair opening July 23 at the Kent
and Sussex Fair, Harrington, Del.
Only these three dates are in the-
route, which otherwise consists of
fair dates, Conte said.

Conte was with the show for the
six weeks, and Kochman for four.
Kochman was expected to return Friday (15) or Saturday (13).

Wants agents
For Buckets, Posh-Up Cases, One Ball, Girls for Parade and Beer Pitchers
Address: c/o TRASH SHOWS, Luke Mills, W. (Contoosie), now; Davis ill. (Contoosie), to follow.

WANTED
American Beauty Shows
WANT FOR WAPELLO, IOWA
Phone: 384
Can place a few stock Concessions. Also want Pony Ride. Can place Cash. Need Help (apply, come on). Also want Second Man on All rides. All replies to:
H. W. Bartholomew
Wapello, Iowa, this week; then per route.

WANT AGENTS
For Peoria, Ill., and Stoughton, Wis., and all Fairs to follow.
Sir Cat, Buckles, Spurs, Glass and Real Friends.
JACK COT, contact me
MATT ANDERSON
Telephones: 5-430
Peoria, Ill., this week; then Stoughton.

Carnival Wanted
Billboard will and August 12, NO GYPSIES, attention. We have the only ties, act, dressy people. Circuses and Car-
rials wanted. Phone: 3-289.

AMVET PARK
FRED ELIKE, Sr., Sec.
Lexington, N. C.

WANTED
TALKERS, HULA DANCERS, TICKET SELERS. PIANO AND DRUMS CAVASHEEN
For Contact
CHLOE CARTER
c/o James E. Stratos Shows, Rocherster, N. Y., this week. Chote Strats.

WANTED
Com: African—July 26-28, Thionville, Wis.: Silver Lake Water Carnival, rides—
June 17-20, amateur U. S. Fair. W. I. A. Family. Apply—during two acts for
August 17 & 18. Write
A. W. STREHLOW
P. O. Box 1, Sandy Lake, Minn.
Phone: Liberty 2-5636.

CARNIVALS
JULY 15, 1937
CURRENT RATE 75 CENTS
Amusement Pay Board Named in N. Y. State

NEW YORK—Appointment of a Minimum Wage Board to review standards for
amusement and recreation industry has been announced by Labor Leader John
Bernstein, principal sponsor. The new board will be made up of representatives
of labor and management. An independent commissioner for the New York State
Commissioner of Industries is also named.

New England Units Win at Holiday Dates

PROVIDENCE—Most show in this area did quite well on the
July Fourth shows. Venditto Bros Show in Brattleboro, Vt., was
real red one, it is reported.while Colbert Show of Beverly, Mass.,
did well during the weekend and the
summer fare. Another Colbert operation, run
by a brother, is called Colbert's Fiesta.

In Bristol, independent concessions have distributed
rider of Joe Barry's Deluxe Shows and
Kid Hope Shows, all had a
fairly successful week and the
business was also enjoyed by Fera
Bros. with Snowmobiles and the Northag Farm, Pier and Lita Shows in Newport.

Farrow Hits At Madison

DELAVAN, Wis.—Evin Farrow's
Wallace Bros. Show moved last week after a good week at the July 4 festival in Madison,
Wis.

In addition to sizzle ride and
show businessathon the week, the
kid rides were highly popular and
was the best of the season. Con-
cessions all shared in sharply in-
creased business this week. The
sweet ride, which was open for
three days, was greatly improved.

Concessions: J. Murray, cook-
kitchen: Gene and Jo rose, popcorn
and candy; Abe Martin, 12, man-
aged by Riebin; Whitey Cager, 8,
Octow, 6, managed by S. Tyler;
Jerry Vosse and Gordon Davis, 6;
Don Miller and Barty, 6; Jerry Baker, 6;
Harold Weathersbee, 6; Mrs. Mary
and Mr. Vernon Smith; Louis Bell,
5; E. Simonds; belle, 5; Jack Moom;
Daniels, hats and emblems; Dan-
son's French fries; J. Taylor, 1; J.
Taylor, 1; Mrs. John Haggard, 1;
Mrs. Jimmie Haggaring, root beer;
Boots, foot-foots.

AGENTS WANTED
For Cor. Gallery, Fish Pond, Cape Cod.

HAROLD EUTAH
AMERICAN BEAUTY SHOWS, Wapello, IOWA 9-7-1937

AMUSEMENTS
Can Place of One Wheel, Roll-O-Planes and Chairoplane Foremost Wines to Sell Ticker Tape Tubs JOHN VIVONA, Neville Island (Contosia), Pa., now

CARNIVALS WISCONSIN STATE FAIR August 17 thru August 25 GRINDSHOW Contest immediately ARClHe GAYER 4777 Brewer Drive, Terrazza, Calif. After August 1 3-4-37, Admission 25c to Wisconsin State Fair, Milwaukee, Wisc

CAVALRY WANTED
For Bucks, Posh-Up Cases, One Ball, Girls for Parade and Beer Pitchers Address: c/o TRASH SHOWS, Luke Mills, W. (Contoosie), now; Davis ill. (Contoosie), to follow.

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Del Mar, Calif. - Looks To Top '56 Attendance

Del Mar, Calif.—Albry told of reports for Southern California Exposition, which closed Feb. 13th, showing the attendance for 1956 to have numbered 222,949 as compared to 223,000 a year ago, Paul T. Albry, president of the fair, said Wednesday that complete return will be in the area of $300,000 by the Parent-Teacher Association and Naval Special events are yet to be recorded.

A profit was made of $33,000, a three days starting Friday and was credited with helping the budget to $70,000 a year ago.

The Palace show was the last show of the fair. The second last of the fair, the circus moved into the Bow Bowl in Pasadena, were held in the circus. The presentation of the circus, which had been sold for 85 cents, was on the second Saturday afternoon.

Guests took their seats in the outer ring under presentation of the entire, which had been sold for 85 cents, and 20 minutes before the show started, an important announcement was made.

"Sorry to keep you wait- ing," the announcer said, "but we have had to wait for 30 sets of vans to arrive from Los Angeles.

Barrington Changeover Enhances Many Phases

Great Barrington, Mass.—A major facelift project is under way at the Barrington Fairgrounds for the 117th annual edition which will be held September 8-14. The improvements will be spread over all departments and involve a large amount of new equipment and the continuing modernization plan.

General Manager Ed Carroll pointed out that the "3000" project, which started when he took over in 1947, has been carried out annually. His 17th year as fair director will be marked by the most elaborate set of changes to date.

Work has been under way since April and much has been completed. Additions of a cattle show building, to replace the former tent arrangement in that department, offering a modern building with stalls and exhibitor facilities, has already been finished. The grandstand has been enlarged on the north end to provide 4000 square feet of additional seating space.

The mezzanine promenade plus new roof covering in that area. A complete new layout of the grandstand area has also been installed on the mezzanine level.

The South section of the upper grandstand, which was completed last year, has been lengthened for the coming fair and the refurbishing of the lower grandstand.

Royal American $5 Up Sharply; Grandstand Clicks

BRANDON, Fla.—Near perfect weather, excellent crop conditions, and other features combined to give the Brandon Exhibition, opening day, a good showing.

Segments of the five-day event, which opened Saturday, soared big gains. The Royal American, also in season, soared with gains. Royal in a ride and show guns which tapped that of last year by 28 percent.

Grandstand receipts were extraordinary. The eight-cent event for the first time was thrown when the washout of one of the two shows slated for Wednesday was suspended.

Horses raced in the grandstand, with horses racing in the grandstand, the first two afternoons.

Weather was perfect throughout, a perfect night (when it only caused the cancellation of the second night)

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FAIRFAX, Va.—The annual Northern Virginia Fair and Industrial Exposition, previously known as the Fairfax County Fair, pro-14s and more than 1000 good roads and activities of northern Virginia, Washington and Maryland, will be held again this year at the fairgrounds on Route 135.

W. C. (Bob) Wilts, chairman, announced that the events for the sixth year will be held at the fairgrounds on Route 135.

The 14th annual will be held at the fairgrounds on Route 135.

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NEW YORK—There will not be a referendum on skill games in the November elections, it has been announced by a Wildwood, N.J., legislator. At the same time, a similar effort to protect the New Jersey Amusement Men Board of Trade and has set up a committee to study skill games.

The measures are headed by Steven Cleaels, an Asbury Park, cites inefficacy and lack of prospects of the original group, of which Mayor J. Stanley Tunney of Seaside Heights is a member. NJMABT was organized last early summer, after the first crackdown on games by the attorney general's office.

In his March, Citcal, a director of the NJMABT, sought to have nationwide bowling tournaments held, allowing skill games without constituting gambling, but this move failed. The attorney general's Skill Game Operators' Association of New Jersey, which will hold an election this month, probably at the Casino Building Hotel.

Regional vice-presidents are Herbert Cwore, Asbury Park; Henry Cress, Olympic Park, Jersey; Fred Scharf, Kenwood; William Krieger, Point Pleasant; Arthur Seidler, Wildwood; Richard Chadock, Seaside Park; Mervin Lamp, Belmar; John Clerf, Wildwood, and Louis Stiffel, Seaside Heights, who heads the local membership of 74 persons is claimed, Edward Schott, manager, and Angela Bergna, Asbury Park, recording secretary.

The new group seeks to educate the public on the games situation.

Bad Weather Hurts Cindy Coney's 4th

CINCINNATI—A heavy wind and rain storm that struck a little before noon Monday heralded the big July Fourth into a day of mediocrity at Seabreeze Park. An island here, said Edward L. Schott, general manager and general manager.

 Luckily, the weather wasn't too bad. A goodly crowd of healthy holiday guests, but the storms produced a quick exodus of patrons, with the result that the park missed the great bulk of business.

Attendance totaled 26,000, down about 10,000 from the record expected. Fireworks were shot in the storm, and the park closed at 11:15, an hour earlier than scheduled. Chaos was down a "quirt bit" from the figure, resulting at last.

One bright spot was good attendance and business done by the park's bowling alleys. These had been advertised for both nights, and many patrons, disappointed that they were not available for the long-gone season, showed up at the park early for a game. Attendance totaled 26,000, down about 10,000 from the figure expected. Fireworks were shot in the storm, and the park closed at 11:15, an hour earlier than scheduled. Chaos was down a "quirt bit" from the figure, resulting at last.

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DENVER—A change in the location of the proposed $5,500,000 indoor ski park here was announced last week by the mayor's president, Walter F. Cobb. Major plans had been laid for a site near a new residential development on land owned by S. G. S. Development on a 600-acre plot on heavily traveled U. S. 40. The original site was adjacent to the ski resort.

 Plans of the builders now call for construction of an authentic skiing facility, which will entail several million dollars. The mayor's president said that the cost of the project will be covered by a combination of private funds and state and federal grants.

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Ringing Sets
Philadelphia
Abbey Dates

Baltimore — The Ringling Bros. and Barnum & Bailey Circus will play Pynchon Park, Springfield, Mass., July 19-21 and Connie Mack field Friday, July 23-28, it was announced here last week. The show is then scheduled to move to New York.

Between Washington, D.C., and New York, the opening at Springfield, there will be a four-day inter

CIRCUSES

The Shrine circuses in Memorial Stadium was good. Monday (8) was counted for the first performance, and 9,109 that night. The following day's afternoons show drew a fair crowd and was reported a near-locals, mention the show.

When Vernon McReavy took the McGow Motor Circus to his personal jurisdiction and organized a.tionally known columnist, Cedric Adams, carried a long item about McReavy and his show.

Elyria Crowds
Okay for Mills

Elyria, 0.—Mills Bros. Circus drew better turnouts here than at three other recent stands. Both shows in Elyria drew about 1,000 people. Croft was the auspices.

The show's young elephant fell out of a double decker truck in the daytime. The show was not part of the circus, but a separate attraction. Several people were injured, but were only slightly hurt.

Mount Gilead, O. (27), had a pair of two-story houses. Lenin Circus was the sponsor of the show.


day thruout the rau, packed truck while in Mulholland Stadium, a 2,000-seat structure.

Heat Fails
To Hurt Hagen

IOWA FALLS, la. — Ahlo is experiencing heat weather, and the show's patrons are doing as close to the stadium as a whole. Saturday (8) the temperature soared, reaching 92 degrees, but both performances showed to almost filled seats.

Some rain at Fort Dodge, 1a., Wednesday (5) failed to discourage patrons who filled the tent 75% in the afternoon and almost completely at night.

AND NOW IT'S BUG BREEDING

LEBANON, Pa. — Something new in human lore was found in this community last week when a man Bill Wood bought a chameleon. A few days later he found the scum in the ashes of the chameleon's nest three times.

Typical was the Tuesday (9) sale, when the show sold away despite rain in the after-

Doc Oyer Dies:
Was Manager Of Side Shows

DUNCANNON, Pa. — John H. (Doc) Oyer, former Side Show manager with many circuses, died in his home here June 1, as it has been learned.

He attended pharmacy college in Duncannon before joining the circus trade for his lifelong nickname. He turned to show business about 1900. In 1905 he joined the Frank Bostock Show. Subsequently, he was with such well known circuses as Miller Bros., Chesterman Bros., the Well Bros., and the Ringling-Barnum & Bailey.

Surviving are his widow, Mildred; their daughter, Margaret; a brother, William; Mrs. Charles Margeson, Mrs. Thomas Breerton and Mrs. Franki B. Breerton. Burial at Duncannon.

Jensen Circus
Circus in Call.

BANNING, Calif. — The Ken Jensen Circus presented here recently under the auspices of the Elks.

Sunday (22) circus played to 6,000 people in Covina under the auspices of the Optimist Club, a part of the Elks.

The Jensen organization, headed by Ken and Edna Jensen, consists of 50 people. They travel in two cars which are constantly being improved.

Figures were featured in the 3-D, bat acrobats, clown acts, and all other circus acts. It took place at the spring of the year.

N. Y. Stands
Yield Okay
For Cristiani


Aided by fine weather Tuesday (2) the show was viewed by 2,500 people, and Monday and 1,700 that evening. Chris Falls, played to a capacity crowd with a couple of its third houses.

A brief look at the winters of Claverack 

Wednesday (30) the show did a good business. Both morning and afternoon filled the seats in two seconds.

N. Y. Stands
Yield Okay
For Cristiani

W. J. Hartigan Jr. sends a new paper feature about Elks Circus and his acts who play in Pittsburgh shopping center. He is recalling the past for the late Ed. W. P., Carver. play in founding the Buffalo Bill West.
Polack West
Get's Fair

HELENA, Mont.—Business for Polack West in Helena was
up 25 per cent over the past fair held here Tuesday and Wednesday
(2-3) with weather holding down crowds. The rides were
in demand, and the show played to a total of 9,878. The
two days were down and wind hurt business. The
Sunday-day stand at Moses Lake, Washington, was
turned generally successfully. The main problem was with the
horses. The two night shows closed 1,100 and 3,100.

Hubler Spread
Draws 7 Owners

DAYTON, O.—Seven past and present circus owners were
outraged among the guests at George Hubler’s
first annual circus free roll here. Tickets numbered 235, Hub-
ler said.

They were Terrell Jacob, Terrell Jacob Circus; E. F. Coleman,
M. C. Clark & Sons Circus; Earl Coleman, Coleman’s And
Davis; Butterfield & White, John Butterfield & White
chairman; Duggan, Huguenot-Walace Circus; Hardtine,
Lanotis & Green, C. B. Hardtine & Co., Inc.; Ed Peeling,
Fred M. Jack, Muck, and Jack; Wallace Hubler, Hubler’s
son, who brought his baby elephant. Hubler-Kunze, Harmon
Circus, and Hubler’s two last performances worked. Fans and others showed
pictures, photos, movies and models.

Gray Pulls 25,000
Continued from page 114

World’s Finest Shows, also on the famous line-up of acts in Regina was a
Blackamoor, lion; Gibson’s Holly-
wood Sky Show, Tosti’s dogs, Harriett’s men, dogs, Gray-
Aeroplane heroes and finally the
Chimneys and the Spacemen, conti-
nants, trained animals and horses; and
Cyclists, clowns, the Chimes and the
Merron, juggling, the Kendricks, the
Dude, the Chimes and the Spacem,
non, the Art of the Chi

Trips

Oho Rains Hustle Mills

ZANESVILLE, O.—Rain cut
the schedule of one circus, a
move Monday (9), as crowds in
fair have been in great num-
ber. Two quarter houses were
registered here.

Rain, aided by unemployment
and enforced vacations, was ex-
pected to hit hard at Massillon,
but the show was viewed by
half houses with the night show
rushed due to conditions.

Show playing at Willard, O. Sat-

German Show Closes

HAMBURG—Circus Collier has
closed its 1957 season in this city
of 34,000 population. The opera-
tions are supervised by Kurt Collier, who runs Circus Collier
here. The show was said to be successful.

Reacts are said to be
profitable on the German circuit.

On the show was also of
rural,
WOLSELEY RAYNER'S GUIDE
Gellman
GELLMAN BROS., THU. FOURTH, MINN.

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SALES

Rte. 66, 680, Island Park, N. Y. This is an automatic scoreboard unit which eliminates polishing and buffing of scores. All you do is turn a knob and the scoreboard shows the scores, and the firm is making a free sample offer.

Stuffed toys of all kinds are offered by Import Catalog Company, 1549 Madison Avenue, Indianapolis 25. A 36-inch bear at $25 a dozen is very attractive. An additional 15¢ buys a complete program of bears and other stuffed items. It is claimed, in a hot money-maker for punchers. The company can contract with 12 different manufacturers and the firm is making a free sample offer.

PIPE FOR PITCHING

By BILL BAKER

HARRY COCKETT, a well-known Loiterian and auction pitch-brother, died June 26 in New Orleans following a surprising attack. (Details in Final Curtain.)

IN A RUNDOWN...

conditions and activities in the Loso Star City, Lord Long, a veteran pitcher, has always been a Loiterian. He has not had in two years, written by the Star, the paper." He had been a great help to the local Loiterians. According to Long's informant, the show has been held in the city for over five years. According to Mr. E. T. Tate's report in The Star, all the Loiterians were present. Long described the show as being well attended and said that the performance was first rate. On the night of the last game played, Mr. E. T. Tate had customers on the straw and the play was good for one opening. It was attended by a large number of Loiterians and Mrs. R. A. Williams and their two sons, who do specialties and work sales. In a nostalgic air Long reports that "as you read it by the hand of an expert, Harry H. Kincheloe, with whom he worked from 1901 to 1949, a 66-year-old record for an Oklahoma City, is buried near his home and his wife, Mrs. Frances Tate, and his sons, Peter and John, are enjoying the last of the old-time Loiterian ways."

MEMORIAL FUND

Harry entered the Elks National Home in bedford, Va., last January. His only thing that might be said is that he was a good man and had a good heart. Harry was to the afternoon and according to Harry, it was a new and different kind. He was also re-located when there were 13 inches of snow on one block on North Broadway where he lived. He was at the Battle Road. The story of this show was that the news media had a good story for an opening. The show was put on by the Quaker Mill Company, featuring a group of fine amateur and professional artists. It was a three-day show. When I witnessed that show, I said, "This is fine, but it is not for Long is still with it and for it."
COMING EVENTS

ARKANSAS

California

COLORADO

ILLINOIS

INDIANA

IOWA

KANSAS

KENTUCKY

LOUISIANA

MICHIGAN

MINNESOTA

MISSOURI

Monticello—Colonial, Aug. 13–15. West Virginia—Colonial, Aug. 13–15. July—August, September and October... when most of the major lucrative Fairs are held... when attendance at Parks and Kiddieland continues at peak levels... when buying activity through the Industry reaches "fever pitch"... and when the need and demand for Prize, Premium and Novelty Merchandise is NEVER GREATER!

"Stake Your Claim" to Big, Additional Profits during the remainder of the 1957 Season....

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HELP WANTED
REGULAR CLASSIFIED ADS...
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Forms Close Wednesday for the Following Week's Issue.

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MAGICAL APPARATUS
NEW 225 PAGE ILLUSTRATED CATALOG
WITH MANY NEW gadgets, tricks, and devices for stage, parlor, and close-up magic. Illustrated.
553 feet. Meade, 1931 Oak St., Kansas City, Mo.

MISCELLANEOUS
PET SHOP DOING GOOD BUSINESS. Ready to move fast. Owner has $800 in fixtures. Good will and current equipment valued at $3,000. 942 W. 11th St., Chicago.

PERSONALS
KULAN ARMS AND CATS. Woman, 27, for a five-column ad. Free. C. W. C. 6061.

PHOTO SUPPLIES
DEVELOPING—PRINTING
COMIC BACKGROUND AND BACK STANDS
THE BEST OF ITS KIND.
G. F. PARKS, 6042 S. Western Ave., Chicago.

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W. O. 13 TINS 19-SS-RANK VARIETIES...
One of the finest printing outfits.
Phone 5055.

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MUSIC BOX OPS,
Sell me your used records for resale.
Ten Holly Record Shop's
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MISCELLANEOUS
WILL POSTER, PRINTER OWNED HAND PRINTED; can do any job fast.
Write Box 335, Al Post, 1540 W. 3rd Ave., Los Angeles.

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A. J. RIDE ORGAN, WANTED POSITION IN ORGANIST ORchestra.
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SMALLEST CAFE CIRCLE, WITH TWO COMPLETE BOOKS.
Write Box 502, Al Post, 1540 W. 3rd Ave., Los Angeles.

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**Letter List**

**Continued from page 115**

Lavonline, Springfield, Mass., and Albert Reish, Holstein, Iowa, caught the Cristiani show at Hol- 

**UNDER THE MARQUEE**

**Continued from page 97**

no fewer than 21 personal appearances at downtown events and the exhibition management was so 
pleased that Friday night (12) it presented him with a bronze stam- 

**Calgary Stampede**

pleased that Friday night (12) it presented him with a bronze stam-

**Rounds of applause**

On Calgary's contribution to the Stampede, Hartnett said, "I have never seen any one do 
the job Lee has done. He has captivated everyone—parents and grandparents alike.

Besides the regular nightly and eight grandstand shows, a fashion show for kiddies was staged Fri-
daay (12). It pulled a record-breaking turnout, with an ent-

MAIL ON HAND AT 1564 Broadway New York 36, N. Y.

MAIL ON HAND AT ST. LOUIS OFFICE 990 Arcade Bldg. St. Louis 1, Mo.

MAIL ON HAND AT CHICAGO OFFICE 118 W. Randolph St. Chicago 1, Ill.

NAME:

MAIL ON HAND AT CINCINNATI 1 OFFICE 2160 Patterson St. Cincinnati 22, O.

**Parcell Post**

**Special Purchase**

**Manufacurer's Closeout**

JEWELRY ASSORTMENT, $9.00 and under 

Includes 10 Necklaces, Earrings, Brace- 
tlets, Rings, Etc. 

Cash with order at 25% deposit with 

L. E. S. bond.

**Kipp Brothers**

Wholesale Distributors Since 1870

201-12 South Meridian St. 
Indianapolis 25, Indiana

**'Closeout Earrings'**

Also Scatter Pins, Haircombs and Brace-
tlets, all new, and low price.

LOW PRICE EARRINGS

Steals 9.90, silver, 7.95, silver plate, and 
non-ferrous, please, 5.88. 2.25.

NOVELTY SCATTER PINS

$3.75 doz. (in colored bottles). 

25c, with order, balance C.O.D.

Princess Fashions, Inc.

1 Washington Ave., Dept. B

**LEVIN BROTHERS**

Established 1856

TERRA HUSTED, INDIANA

Want Live Wire Pitchmen, Convincers, 

To get a share of the tremendous profits to be made at the 

coming fairs by selling the hottest item to hit the market 

A combined chrome rust remover, cleaner, ename!, all in one operation, also prevents rusting. It's easy to use, sold at 10c, 25c, 50c, $1.

Over 100 stores sold in Syracuse and Rochester, New York, at shopping center parade.

Mail for quantity, 1c, 25c, 50c, 1.00, 2.00, 5.00. 

Your cost—$12.00.

To get faster sales, we have a 75p gal. chrome can 2. East coast, no min. 

Your cost—50c per case 25p.

Your cost, both cases—$17.00 

YOUR PROFIT—$19.00 

We furnish this shrewd promotion, lettering a promotion plan. Write for full cost. close—$10.00 making. 5.00. F. O. B. Try 1! Can't lose if you hit the best market.

**Pinnacle Insecticide Company**

609 Pinnacle Road 

Pittsburgh, New York

**TRY BEFORE YOU BUY**

Send for Sample Kit A-505 10 of the nation's outstanding values 

offering sales to 

GENERAL MERCHANDISE 

Be sure to visit our 

**When is—You're kidding! It in the Billboard**

**MERCHANDISE**

**THE BILLBOARD**

JULY 15, 1957

**Aud. Mgrs. Meet**

**continued from page 99**

**Region Eight**

Eight meetings are eight times in 10 years and eight more of the Milbank enter-

ence in the South in each year.

Books usually are made no years ahead. Syracuse and St.

region, however, have got 10 and 10.

ABC is considering three-year lead and IAM said that would be won.

The turnout requires from 90 to 120 days to this entails rescheduling of shows for any building.

Harry Schreiber, of the Castrol Veterans Memorial Auditorium, was an important maintenance. B. W. Richardson, announced, Calif., reported in a survey about the second, and led a discussion on that and the show.

Willard Swire, of the American National Theater and Academy, described a proposed plan to operate a circuit of 40 theaters in 40-week season of movie. The plan, as outlined, might apply to major halls in audiences wanting more. 

The IAM convention was expected to start around August 10 and, with some activities ended for Sunday (14).

**BUY HERE and SAVE!**

Superb Raw Beef (12-16 oz.)

2 to 10 lb. Carcass, 25c lb.

12 in. Center Rail, $5.00

24 in. Center Rail, $9.00

36 in. Center Rail, $12.00

100 lbs. Grade Choice, $2.45 lb.

200 lbs. Grade Choice, $2.25 lb.

300 lbs. Grade Choice, $2.05 lb.

Tatherine Flying Birds, 25c

100 gold ass, stam, for...

* * *

Visit our complete display within the

area few miles.

Wiring: 695-3321

* * *

Wṛtį: 695-3321

* * *

Ask us about your special order.

3617 Main St., St. Louis 7, Mo.

**LEVIN BROTHERS**

Established 1856

TERRA HUSTED, INDIANA

* * *

Want Live Wire Pitchmen, Convincers, 

To get a share of the tremendous profits to be made at the 

coming fairs by selling the hottest item to hit the market 

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**Pinnacle Insecticide Company**

609 Pinnacle Road 

Pittsburgh, New York
Vending Boosted At Chicago Fair

Four Operating Companies, One Mfr. Give Public Look at In-Plant Operations

CHICAGO—Vending is receiving a big public relations boost from the Chicago Trade Fair this week, as four operating companies and representatives of 200 different vending machines are on display, each giving a full line feeding units to an average of some 40,000 people that changing the New Fair Fair entire day.

Over 200 different manufacturer exhibits, along with trade shows and entertainment are drawing public to the Middle West. Since the gates opened, June 25, almost a million people have clicked past the turnstiles. By the time one door closed on a July 14, only a million are expected to have witnessed what is considered to be Chicago's first machine exhibit since the Railroad Fair in 1933.

Operating Companies

Operating companies who are hoping to give the great public a good look at automatic feeding operations are: Automatic Cigarette Machine Company, Vendomatic Company, and Industrial Vendors, Inc., all Chicago area concerns. Also represented is the manufacturer—Batteries Ltd., plus with Kwik-Kafe of Chi.-

Each is featuring a full line feeding system. vending everything from coffee to dessert, for a full hot meal.

HOT WEATHER HIKE

Jones Beach Vending Sales Ahead of 1956

NEW YORK—The Brass Rail vending operation at Jones Beach State Park is currently enjoying the usual summer feeding rush, with sales running at least 15 percent ahead of last year, according to Elbert Elley, in charge of vending, machine of the company's vending operations.

Good weather and additional equipment are the two factors responsible for this increase. Rain has been a rarity so far this summer, and the sweltering beach crowds have been lining up at the 300 vending machines in the restaurant areas and on umbrella stands on the beach.

The operation has ice cream machines for the first time, and the 30 units located on the beach itself have been packing up heavy business, according to Elley.

Beach Batteries

Equipment of an average age in excess of 10 years, machines, live drink machines and five cigarette and cigar units. As a test this year, Elley set up for full ice cream, cold drink, candy and cigarette vending units on the beach. The balance of the units are in the restaurant areas.

Elley reported that the Brass Rail's three-machine outdoor vending operation at its 36th Street and Eighth Avenue outlet is meeting with moderate success.

The battery consists of a hot dog, a selection of cold drink, and ice cream machine. It has been in operation since early May.

Inventory Feature Mix

SURPLUS INVENTORY AT CLOSE-OUT
PLUS CURRENT ITEMS

$4.95 for 1 lb. bag of 5 lbs.

Mix

Surplus Plastic Soup
Surplus Plastic Ice Cream
Surplus Plastic Cookies
Surplus Plastic Sodas
Surplus Plastic Ice Cream
Surplus Plastic Sodas

SURE-LOCK, the perfect capsule.

Over 100 high quality filled capsules.

Contains our complete line.

The PENNY KING Sampling Service

New "Slugger" Gum Vender

Sensational Money-Maker

New "Out" Feature Speeds Play. Holds 12 lbs. 210 Blitz-Gum: Costs only $3.60 to fill. Thousands of Locations Available. Be First in Your Territory to Cash In on this Great New Money-Maker.

Phone ... Write ... or Wire,

LOGAN DISTRIBUTING CO., 916 Milwaukee Ave. Chicago 22, Ill. Taylor 9-8180

P. LORILLARD INTROS NEW KENT FILTERS

NEW YORK—P. Lorillard Company has begun distribution on a new version of its Kent cigarette filter brand. According to the company, the new filter reduces the amount of nicotine and tar that passes through the cigarette.

The new Kent filters are being marketed in regular and king size packages and in a 6000-unit, ending pack. The price remains the same.

NVA Board
Skeds N. Y.
Meet, July 12

NEW YORK—A board of directors meeting of the National Vending Association, the first one held in New York, is scheduled for Monday (18) at the Statler Hotel, 502 Fifth Avenue, New York. The purpose of the meeting is to date and place for the organization's 1958 convention.

December 18-19, Miami is under consideration.

Agenda to attend the meeting at Ted Raynor, without the presence of Vice President, Karl Odegard, Inc.; Paul Price, A. Price Company, and Bill Falk, Plastic Processes.

Rudolph Benz, Alabama Op, Dies

Rudolph Benz, Dunlap, 60, owner of Dunlap Vending Machine Company, and a long time resident of Mobile, died July 6 in nearby Bay Minette, Ala. He operated vending machines in Mobile and Baldwin County.

Benz is survived by his widow, Agnes Bowell Dunlap; daughter, Susan Masu Dunlap, of Chicago; and sister, Aunt R. Nelness, Daytona, Ala. and other relatives.

Miss. Sales Up

JACKSON, Miss. — Tobacco tax collections for the first six months of 1957 totaled $434,935, compared with $274,932 collected in the corresponding period of 1956, according to official figures released by the Mississippi State Tax Commission.

Midwest Samples

Storefront Vending

Kroger Starts Grand Rapids, Detroit Batteries; National Tests in Chicago

CHICAGO—Three Midwest cities are receiving their first look at multi-product outdoor vending machines this week. Permanent installations have been set up outside of Kroger stores in Detroit and Grand Rapids, and a test installation has been started outside a National Tea supermarket in Chicago.

Vari-Vend is supplying the multi-product vending in all three locations.

24-Hour Vending

Each of the three installations are functioning on a 24-hour basis, seven days a week, with a complete range of up to 75 separate products vending on a rotating basis.

In Detroit and Grand Rapids, the machines are owned by Kroger, with the handling all operating, stocking and servicing of the units. Jehovah’s Servant, Vari-Vend’s Michigan distributor, is taking care of whatever machine maintenance are needed.

In Chicago, the machines have been leased from Vari-Vend on a six-month test basis. Ownership of the unit is with Vari-Vend, with the vending manufacturer doing all equipment maintenance. All operating and stocking of the machines, however, is being done by the National tea.

The Detroit installation, in the Woodward Shopping Center, has been in operation since July 2. Included in the storefront battery are three refrigerated and three non-refrigerated multi-product machines.

Company

The machines, immediately adjoining the store, are placed under a canopy, with a spotlight arrange- ment for evening hours.

Each of the six vendors dispenses 12 separate items, including everything in the grocery line except fresh fruit and milk.

The machines accept pennies.
**New—For Additional Income ADVANCE AMCO**

**HANDY POCKET COMB VENDOR**

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best to vendors. Provides a highly recognized location service and fits well on location with other vendors. Built to last, to deliver each comb for each coin deposited and is guaranteed against mechanical defects.

**SPECIFICATIONS**

- **Size:** 4" x 2.5" x 1.5"
- **Color:** Black or White
- **Material:** Metal and Plastic
- **Price of Machine:** $7.50
- **Price of Comb:** $0.10

Immediate Delivery on Machine and Combs. Order Today!

Write for information on other types of vending machines & merchandise.

J. SCHOENBACH
1645 Bedford Avenue, Brooklyn 25, N. Y.

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**LET US PROVE TO YOU...**

If you operate as many as 200 1c ball gum and charm machines, we can SELL YOU MONEY.

All we ask is the opportunity to mail our Price List and Free Samples to you.

Both the VICTOR SUPERMART VENDORAMA and VICTOR PLAY BALL are the "money-makers" bulk vending machines we have seen in many years.

**REASONS FOR OUR GROWTH**

- When you deal with Graff, you do business with the largest charm dis-
  tributor in the world. We're grown big because we have helped others grow.
- Over 500 different charm items in stock for capsule and bulk gum vend-
  ing machines.
- Only the finest items from all manu-
  facturers and importers are carried in stock.
- We're headquarters for new and used vending machines of all types.
- We invite comparison of our merchandise prices with any other source.
- We'd like you for our customer and will do all an outstanding job
  in keeping your machine posted with the latest in Charm Design and
  New Ideas in getting a continuous flow of happy customers into your vending machines.

Try us today and let us prove our story.

**GRAFF VENDING SUPPLY COMPANY**

2817 W. Davis Street
Dallas, Texas

Phone: Whitehall 8-7177 (1B)

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**J. SCHOENBACH**

Distributor For
**oak Manufacturing Co., Inc.**

1645 Bedford Ave., Brooklyn 25, N. Y.

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**PROVINCE**

**THE BILLBOARD**

**July 15, 1977**
Midwest Storefront Vending

$25 DOWN
Balance $10 Monthly
40¢ DELUXE
PENNY FORTUNE SCALE
HD SPRINGS
Large Cash Box
$85.00 in Pennies
WEIGHT 15 LBS.
Invented and made only by
WATLING Manufacturing Company
4850 W. Fulton St. Chicago 44, Ill.
For 1956 Telephone Columbus 3-2722
Cable Address: WATLITHE, Chicago

Reconditioned and Refinished
CIGARETTE VENDING MACHINES Ready for Location
NATIONAL' RAVE DU GRENIER
Plus many other makes and models
EVERY MACHINE GUARANTEED
Priced from $15.00 to $150.00
WHITE, WIRE OR REVERSE CHARGES
T. O. THOMAS CO.
1572 Jefferson, Podunk, N.Y.

VICTOR'S MONTHLY FORTUNE BALANCE
The continued pennies

JULY 1957

Victor's Monthly Fortune Balance

PENNIES
JULY

Pennies

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U.S. Releases 1954 Juke, Game Totals
Ops Average $629 Per Juke, $722 Per Game; Industry Receipts Hit $212 Million

WASHINGTON—The nation's coin machine operators had average receipts of $629 per juke box and $722 per amusement game during 1954, according to the U.S. Census Bureau of the Department of Commerce.

Statistics compiled by the Department of Commerce are based on Federal Insurance Contribution Act (FICA) returns filed by all employers.

Breakdown of receipts therefore, is based on only those firms which report payrolls.

There should be no effort made to combine results of this survey with other polls or surveys such as The Billboard's Juke Box Operator Poll, since different statistical averages are used to arrive at totals.

W. VA. SESSION
Editor Tells Ops: 'Let Costs Be Guide'


Dietmeier spelled out the pitfalls that often tend to prevent many op-erators on any other than business basis, and offered some answers to these problems.

The future indicates, he said, that operators will be either very busy or very back and won't be operating.

There will be fewer and fewer so-so operators, with all costs in com-charge.

The net of all means that all operators will be successful. I mean that at a big success, you either be doing something else or you will have to supplement oper-ating income with some other busi-ness or job.

Dietmeier told the group that there are today an average 53 box juke boxes per operator, but that over 60 per cent of operators use 40 juke boxes or less. It is the 4.3 per cent of operators who either leave the business or expanding into bigger business.

He pointed out that the same pattern is true in record purchasing by operators. A small percentage of large operators purchased a large number of small operators. The recent convention was discussing business today toward big operations, away from medium-sized routes of 50 machines.

Miss. Juke Tax Collections Up 11% Over 1956

JACKSON, Miss. — The State Tax Commission reports that com-puter operated music machine tax collections for the last six months of 1957 totaled $78,063, as compared with $70,832 during the corre-sponding period of last year. Giant Installations Made In N. Y. Area

NEW YORK — Two of the largest automobile phonograph in- stallations ever in this country were put in operation this week at Yonkers, N. Y., and Whitestone, Queens, at the entrances of the largest of New York's communities.

Both installations have 225 speakers, 45 air blowers and three new Wurlitzer 600 consoles. Operators plan to blow $50,000 worth of music into the air.

What do I want out of this busi-ness I'm in? Am I happy to be in it right now? Am I making something worthwhile out of it? Or is it a business which I fall into or out of because I don't know what else to do?

The opportunity lies in getting juke box operators on a business basis and treating it as a business.

"Up until recently, in the last ten or fifteen years, operators thought about costs. Pents-account pocket were the good old standby. The price of a coin box—some-thing—has shown that this form of accounting can be successful.

Surprisingly, maybe not all operators still go by this method.

The reason is, people are, to much longer than unless they're got with declining returns. Sales, I don't know, right? Or I might realize—they'll look in their pocket to find something.

Must Know Costs

"Until you know your costs in every detail, you cannot do both, you won't be in business.

You'll be going out," (Continued on page 143)

SPOT HITS

Key Program To Locations, Op Advises

MILWAUKEE—Few juke box purchasers with any knowledge of records and programming possessed by Emil Saelier, of Saelier Record Co., when he began his phonograph route, he owns his own independent label, Saelier Records, and some of the pop and polka sides he has turned out have been more popular in the territory.

Individual Locations

Each location, according to Saelier, is a different programming problem. "You can't cover every machine on your route, even with the biggest hit. No matter how big a certain number goes over, there are always a few spots that were not as popular because we study each spot for a while to de-termine what types of music it prefers.

Standards, of the time-tested variety, vary with the area, as there is a firm's disk buyer, he feels. A number like Ted Lewis's "When My Baby Smiles at Me" continues to pull steady play month after month on Sanders' route, long after (Continued on page 138)

AML Trade Paper Ad Wins Award

GRAND RAPIDS, Mich. — An AML trade paper advertisement advertising the first "National Juke Box Show" has won a first place award and a merit award, respectively, in a competition before hundreds of entries at the Fourth Annual Ex-hibition of Advertising and Editorial Art in Milwaukee sponsored by the Art Directors Club of Milwaukee.

Entries were judged on the basis of the layout and the design and appearance of the copy, as well as how well it de-rected to the over all effectiveness. But the judges were aided by Edward H. Weiss & Company of Chicago, one of AML's advertis-ing agencies.

The AML 1956 Annual Report also has been selected to receive a merit award for excellence by Financial World magazine. The report was written by the Jenes Philip Reed Agency of Grand Rapids.

W. VA. SESSION
Editor Tells Ops: 'Let Costs Be Guide'


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Must Know Costs

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You'll be going out," (Continued on page 143)
"OUR WURLITZER PHONOGRAPHs TAKE IN

Up to $30 more a week

IN 50-CENT PIECES"

KYES & NICHOLS MUSIC CO., Fremont, Nebraska

"We like the 50c slot!" say Gene Kyes and Ted Nichols, Wurlitzer Operators in Fremont, Nebraska.

"Our Model 2000 Wurlitzer Phonographs take in from $5 to $30 more a week with half-dollar play."

All over the nation, Wurlitzer Operators are singing the praises of Wurlitzer 50-cent play and citing new totals in the earnings it produces.

To boost your gross in any spot, look to the Wurlitzer All-Location line. Each model fits a particular need. All offer 50-cent play.

SEE YOUR WURLITZER DISTRIBUTOR

WURLITZER

PIONEERS OF 50-CENT PLAY

THE WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK
Established 1856

RECORD CHANGER CLASS holds audience attentive. Knobless by the table is Dudley, Left to right: Pant-president, Hoffman, Jones, Van der Leunden, Instructor Pottet, Selchak, Carey and Barra.

WALL BOX REDUCED TO PARTS AND PIECES as class studies intricacies. Knobless by the table is Altenkam. Left to right: Baxter, Brown, Instructor Whipple, Comela, Gordon, Lampanilie, Wilkas and Pietrandrea.

This is the only juke box that gives you every advance—and every advantage known to modern coin machine engineering.

This is the only juke box ever to combine mechanical superiority with all that is known of music merchandising on location.

This is the only juke box ever to incorporate the skill and knowledge of top operators all over America, in its design and mechanism.

This is the ShowBox "H-200."

See it! Hear it! Profit with it!

AMI Incorporated 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Originators of the automatic selective juke box in 1927... known by operators for coin-operated music instruments of unrivaled dependability since 1906.

LICENSEE: Jensen Music Automat—building the IMA-AMI Juke Box sold through Oscar Stenzel, A/S., Palergade, Copenhagen K., Denmark.
**ECO MACHINE PRICE INDEX**

**How to Use the Index**

**Prices given in the Index are in no way intended to be “standard,” “national,” “set,” or offer an authoritative reflection of all prices should be used equipment. Prices in the Index are derived, however, to be a handy guide for price ranges. Any prices obviously depends on the condition of the equipment, age, time listings, location, and other related factors.**

**Mean Average** The mean average is a computation based on all prices of which a machine has been listed during the period indicated and reflects the dominant advertising price level. It is a simple average between the "high" and "low." High and low prices are at a glance the price level at which most of the machines are advertised. The mean average is near the "high," it indicates the "low" as "good" price probably for "as is" or "dissressed" equipment.

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**MUSIC MACHINES**

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<th>Model</th>
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<td>ROYAL</td>
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</tr>
</tbody>
</table>

**PINBALL GAMES**

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALL</td>
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</tr>
<tr>
<td>BALLY</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Chicago Coin</td>
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**SHUFFLE GAMES**

<table>
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<tr>
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<th>Mean Avg.</th>
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</thead>
<tbody>
<tr>
<td>ACE Bowler (CC)</td>
<td>$175.00</td>
<td>$125.00</td>
<td>$150.00</td>
</tr>
<tr>
<td>Banner (U)</td>
<td>$185.00</td>
<td>$135.00</td>
<td>$160.00</td>
</tr>
<tr>
<td>Bil-Bowler (CC)</td>
<td>$175.00</td>
<td>$125.00</td>
<td>$150.00</td>
</tr>
<tr>
<td>Bonus Bowler (CC)</td>
<td>$175.00</td>
<td>$125.00</td>
<td>$150.00</td>
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<tr>
<td>Broadway Alley (U)</td>
<td>$185.00</td>
<td>$135.00</td>
<td>$150.00</td>
</tr>
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**ARCADE EQUIPMENT**

<table>
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<tr>
<th>Model</th>
<th>High</th>
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<th>Mean Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitol (U)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Empire (U)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F. &amp; P. Co.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>J. &amp; L. Co.</td>
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</tr>
</tbody>
</table>

** princes and terms listed are taken from advertisements in The Billboard for the period indicated. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.**

**For 10-week period ending with issue of July 8, 1957**
Service-free days mean...
Care-free days Ahead

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

200, 120, 60 Selections

ROCK-OLA MANUFACTURING CORP.
801 N. PEDZIE AVENUE • CHICAGO 31, ILLINOIS
Mechanically Correct for More Dependable More Profitable

United's New Phonograph

Designed and Built by Veteran Coin-Operated Equipment Engineers

Write for Complete Details Today!

UNIVERSAL MUSIC CORPORATION
3451 NORTH CALIFORNIA AVENUE
CHICAGO 11, ILLINOIS

Unsurpassed Hi-Fidelity Sound Reproduction

Model 62A-100
COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

July 16—Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Poin Boro, Chicago.
July 17—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
July 20—Central States Phonograph Operators' Association, monthly meeting, 1005 Main St., Peoria, Illinois.
August 1—Springfield Phonograph Operators' Association, monthly meeting, associations headquarters, Springfield, Illinois.
August 1—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.
August 1—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.
August 5—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Bellworn, Detroit.
August 6—Washington Music Merchants' Association, monthly meeting, Seattle.
August 7—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zunner, Middletown, Conn.
August 7—Summit County Music Operators' Association, monthly meeting, Akron.
August 8—Massachusetts Music Operators' Association, monthly meeting, Beaconfield Hotel, Brookline, Mass.
August 13—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
August 13—Automatic Phonograph Owners' Association, monthly meeting, Hotel Shterron-Edison, Cincinnati, O.
August 13—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
August 14—Retrall Amusement Association of Canton, O., monthly meeting, offices of Erma Music Company, Massillon, O.

JUKE BOX OPERATORS
Get The Billboard's Music Programming and Buying Guide NOW!
Just Updated With Latest Information

MANUFACTURING SHOWROOMS
1019 Patterson St.
Cincinnati, Ohio

Now.... turf... effort... and money... Send in your inquiry or... ask for... We'll give you a... list of... manufacturers and... labels and... dese... distribute... tion... between... 5:00... 6:00... and... in... your... area... City... State...

REGULAR CLASSIFIED ADS
A insert in weekly size, one paragraph. No display ads accepted.
Rate $1.20 a word. Minimum 14 words.
CASH WITH ORDER
No exceptions. Mail check or money order to Billboard, Inc., 1134 West Chicago Ave., Chicago 7, Ill. Unless credit has been established.

COIN MARKET PLACE
Classified Advertising
The National Exchange for Coin Machines, Vending, Products, Services and Opportunities.

DISPLAY CLASSIFIED ADS
List in space from $1.20 to $70.00 a line, in multiples of $1.20.
Rate 50% a line—$1.50 a line. Each additional line.

WANTED TO BUY
Write to COIN MARKET PLACE, Billboard, 1134 West Chicago Ave., Chicago 7, Ill. We will be glad to broadcast your want at no cost to you.

USING COIN MAKING MACHINES—STILL WOULD LIKE TO PURCHASE VENDING MACHINES OR PARTS?
We will buy any merchandise not wanted.
Write to Symphony News, 16 Broad St., New York, N. Y.

COIN BOX OPERATORS
Get The Billboard's Programming and Buying Guide NOW!

Customer Service—Contact

today.

Business Opportunities

Used Coin-Operated Equipment

Candy—Cigarettes—Swami

MEET OUR ADVERTISERS

COIN MARKET PLACE
Classified Advertising

COIN MEN YOU KNOW

NobleZoom—Superior Vending, issue for a four-week European business trip next month. ...Irving Kay reports an unsigned song on his El Dorado pop game. 

CONVERSION FOR SEEBURG
MH-100A at 45 RPM $69.95

COIN BOX OPERATORS
Get The Billboard's Music Programming and Buying Guide NOW!
Just Updated With Latest Information

COIN MARKET PLACE
Classified Advertising

Conversions for Seeburg
MH-100A at 45 RPM $69.95

COIN MEN YOU KNOW

Continued from page 138

Your Ambassador of International Selling
The Billboard INTERNATIONAL At Your Service

... new diplomat... world traveler... marketing authority for juke boxes, phonograph records, amusement games and vending machines. Make him YOUR International Sales Representative.

If you are seeking to share in a healthy growth market that will approximate $55,000,000 in 1967, the bi-monthly BILLBOARD INTERNATIONAL will carry your advertising message to bane fills outlets in more than 100 countries.

A minimum guarantee of 8500 copies per issue means that "The Ambassador of International Selling" circulates the globe to all of the Important Manufacturers, Distributors, Exporters, Impacters, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines.

Closing date for advertising copy for the next issue of BILLBOARD INTERNATIONAL—the September number—is August 10, 1957

Tell your sales story in any or all of the four principal world languages and let BILLBOARD INTERNATIONAL do a real sales job for you.

Your Ambassador of International Selling
The Billboard INTERNATIONAL At Your Service

moreover, because BILLBOARD INTERNATIONAL is designed to provide worldwide distribution. This highly specialized field, it is printed in four languages—English, French, German and Spanish—providing international advertising for your sales message.

Available for the first time, BILLBOARD INTERNATIONAL is designed to provide worldwide distribution. This highly specialized field, it is printed in four languages—English, French, German and Spanish—providing international advertising for your sales message.

USE THIS HANDY FORM TODAY

Forms close Wednesday for the following week's issue. Please use only when filling in this form.

1. Clip your ad to this form.
2. Check classification that you want your ad to appear in.
3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your order the words you want emphasized. Rates above. Sorry, no illustrations. No change accepted.
4. Count all words, their abbreviations or any other words you want emphasized. Rates above. Sorry, no illustrations.
5. Address...
6. Payment enclosed.

The Billboard
2160 Patterson St.
Cincinnati, Ohio

Please sign this and mail it. 

The Billboard
2160 Patterson St.
Cincinnati, Ohio

Please sign this and mail it.

THE BILLBOARD
MUSIC MACHINES

JULY 15, 1957

Chicago

180 W. Randolph St.
Central 6-9818

New York

1544 Broadway
Plaza 7-2800

Hollywood

813 Olive St.

St. Louis

1520 N. Gower St.

Billboard 1-0443

Chattanooga

1019 N. River St.

Billboard 1-0455

Philadelphia

222 S. 12th St.

Billboard 1-0465

Cleveland

1134 W. 25th St.

Billboard 1-0475

Cincinnati

124 E. Washington St.

Billboard 1-0485

Columbus

400 S. High St.

Billboard 1-0495

Cleveland

1134 W. 25th St.

Billboard 1-0475

Cincinnati

124 E. Washington St.

Billboard 1-0485

Columbus

400 S. High St.

Billboard 1-0495

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Columbus

400 S. High St.

Billboard 1-0495

Cleveland

1134 W. 25th St.
Supreme Court Kills Korpan Petition for Pin Rehearing

Request for Stay of Enforcement Also Dies; IRS Expected to Act

WASHINGTON — A petition filed last week (11) for rehearing of the case in which Special Police Officer Korpan was found to have violated the law by ordering the removal of in-line pinball machines was denied yesterday by the U.S. Supreme Court.

Automatically denied along with the petition, was a request for stay of enforcement, which would have held up enforcement of the June 17 decision until the Court acted.

While the High Court denied the Korpan petition, it admitted, however, that the Supreme Court rehearings averaged about one per year.

For the Korpan petition, the Court's action on the petition might be expected to continue until October, Originally, it was scheduled to wind up the current term June 24, the Court extended its current term apparently to continue work on the Gerade case. Had the Court postponed its decision, the petition, Sprachner believed that the request for rehearing before the Supreme Court, he would have been able to take an even chance of approval.

$250 Tax Definitive

As it turned out, in-line pinball machines are now solidly entrenched in the federal $250 tax category of the Internal Revenue Code.

Internal Revenue officials, who asked whether enforcement of the new law would cause many on-line pinball or other games to redress their activities, would venture only personal opinions that there will "be no interference with the laws as written and as interpreted by the courts."

They say the decision is "still too early for us to construct a plan of reinvestment in the trade, but that it is being reviewed.

IRS officials said that a decision to end when hands down, becomes applicable law and to be followed by revised rulings. The decision is to be renewed, Sprachner said. The officer of the Field Service of Internal Revenue has the responsibility of enforcing the law, and it is expected to do so even if the "no directive" is issued. Field offices are expected to "read the cases" decided in the Gerade case and follow them in accordance with the opinion of the Court. IRS sources said.

Court's Decision

The Supreme Court decision June 17 that the in-line pinball machines had an in-source in the Korpan case, are face the possibilities of suspension and revocation.

Proof Question

But it was widely conceded over the telephone by Robert Young, attorney and commissioner for the Commission, that the officers, who make up the Commission, are special police department, and all from the U.S. Supreme Court ruling of June 17.

Thousands of Hoosier taverns will be compelled to manage, with the pinball game equipment if the Indiana Alcoholic Beverage Commission, a state governmental agency with the authority to deal both with liquor licenses and its determination, to make the decision of the tribunal.

Enforcement plans were announced last week by Robert Young, attorney and commissioner for the Commission.

Young said the officers, who make up the Commissioners, are a special police department, and will from the U.S. Supreme Court ruling of June 17.

Ammons, who had been fined for violation of the law, in subsequent proceedings, is theเจรจาต่อรอง of the Commission.

The Commission"s decision is that the in-line pinball machines are classified as "gambling devices."

1. That the Court should not be extended by the fact that the case involves "gaming devices."

2. That the decision is not to be extended by the fact that the case involves "gaming devices."

3. That the decision is not to be extended by the fact that the case involves "gaming devices."

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10. That the decision is not to be extended by the fact that the case involves "gaming devices."

11. That the decision is not to be extended by the fact that the case involves "gaming devices."

12. That the decision is not to be extended by the fact that the case involves "gaming devices."

U.S. Re-Ups Pin Tax Charges in Carolina

WASHINGTON — Exports of U.S. coin-operated vending machines broke the double million mark for the second month in succession in April and total dollar volume for the month was $3,069,902 (see chart).

During March, coin-operated vending machines were sold at an all-time high monthly volume of $3,833,749, and games set new records during March.

While the April figures for the U.S. Department of Commerce are not far behind the March totals, it is apparent in the first time in history that coin machine vendors have broken into the $3,000,000 per month club in the current April month.

The index of exchanges (1932) on April's amusement game total was 129 on 3,464 units, compared with 130 on 3,174 units in March, while Vendex machines hit 237 and 234 units shipped, compared with 241 and 258 machines of the previous month.

Belgium reported in April as the leading importer of U.S. coin machines, posting a total of $389,501 on 1,002 units imported, with France following far behind with $374,550 total. Following Belgium and Canada in dollar volume were West Germany and Canada.

(Continued on page 13)

Gottlieb Bows Continental, 2-Player Pin

CHICAGO—Continental Cafe, a new two-player five-ball pin game, was shipped to distribution centers this week by D. Gottlieb & Company.

Main playing features are bumpers and swivel foot, rotation and varicolored ball, with each player having three balls when corresponding roll-over switches are tripped.

The machine has a variety of schemes which can be hit for scores when player activates bumpers and two-odered flipper buttons, showing balls at the targets.

The machine is available with twin chutes and has National log rejecter mechanism. Cabinet is in Jiminy Cricket style and backglass and playfields are decorated with a night club scene.

AMUSEMENT MACHINES

Communications to 133 W. Randolph St., Chicago 1, Ill.

JULY 15, 1957

Hooiser Commission to Back Fed. Pinball Law

INDIANAPOLIS — Indiana's pinball industry may face rough days ahead as the result of the U.S. Supreme Court ruling of June 17.

Thousands of Hoosier tavern owners will be compelled to manage, with the pinball game equipment if the Indiana Alcoholic Beverage Commission, a state governmental agency with the authority to deal both with liquor licenses and its determination, to make the decision of the tribunal.

Enforcement plans were announced last week by Robert Young, attorney and commissioner for the Commission.

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(Continued on page 13)
Penn. State Seizes Pins In Test Move

UNIONTOWN, Pa. — A series of state police moves against pinball machines has caught some Pennsylvania towns off last month.

The State was reported seizing machines, but making no arrests, presumably to set up court cases on the games.

Tyler County Court was ordered to declare the 40 machines seized as gambling devices and order their destruction. Ralls were made to Uniontown, Connellsville and Brownsville. They were carried out on orders from Deputy State Attorney General Frank P. Lawler.

Chi Coin Chips

Continued from page 132

Game can be broken down into two cabinet sections for shipment and moving.

Classic has a special high score register on backglass, operating as a carry-over feature, which can be adjusted for reset by use of a key.

Flx Adjustables

Coin mechanism is set for two games for 25 cents, convertible to all line of games. Players press a button at end of cabinet to begin each game.

The game can also be adjusted for four positions varying from easy to hard strike. It has regulation scoring and ball return, lined playfield and gutters built to scale. Pins are the largest yet tried on a coin-operated bumper. Five are included.

Supreme Ct. Kills

Continued from page 132

the opinion of the Court that Section 4402 of the Internal Revenue Code "has language which, if properly construed and applied, transparently suggests that the statute was designed to include all sorts of unregulated gambling devices regardless of their particular structure and method of operation by which they paid off players.

Kaplan based his argument on the belief that Congress, in enacting the "so-called" slot machines, in Section 4462, intended to hold the gamblers liable, not the operators, of those slot machine gambling devices called "one-armed bandits.

The same argument, among others, was presented in petition for rehearing. (See separate story this section.)

COLUMBIA, S.C. — Automatic Sales Corporation, this city, has been granted a charter by Secretary of State Frank Thornton to operate and finance a general coin machine business. Authorized capital stock is $30,000. W. H. Richardson is president.

FOR BEST BUYS

Music

Bingo

Pins

Guns

Arcade Equipment

Shuffle Alleys

Send for Our Complete Lists

D. DAVID ROSEN

Write—Wire—Phone

2615 S. BROAD STREET PHILADELPHIA, Pa. 23. Pa

Phone: TELEVISION 3-2130

D. DAVID ROSEN

2615 S. BROAD STREET PHILADELPHIA, Pa. 23. Pa

Phone: TELEVISION 3-2130

$250 ruling

Stirs Georgia Ops,

Officials

MACON, Ga. — Since the U.S. Supreme Court upper court's pins have virtually vanished from Bibb County, Georgia.

It was estimated that since the decision, "at least 1,000" of the machines have been taken out of four locations in Macon and Bibb County and even more placed in warehouses pending lawsuits between operators and locations.

The Supreme Court ruling sought to turn confusion to some $361,000 in enforcement activities in Georgia. The games have been operating without a legal status in this state.

At Augusta, Police Chief F. B. Green said pins are illegal there under a city ordinance.

Richmond County Sheriff Jim T. Preudd said he had not been officially advised as to the by court ruling, but said that machine profits had always been proscribed by his department.

Savannah officials reported that they have no ordinance outlawing pins, and no Atlanta city officials also ban the games.

The Supreme Court ruling has had little effect in Columbus and Muscogee County. The games have been outlawed here by city ordinances.

Mike Munves

Continued from page 132

depreciated, the big money is made during the first two or three years of operation.

Over the years, Munves has designed and built pilot models of games which were later put into mass production by many manufacturers. Among these games were the Nighttime, Lifers, Football, Hockey.

Most ingenious game over the years has been his own Munves 10-Strike. Bigger carousels were the only ones in Basketball, Skrebel and Polacross.

While Mike Munves works hard at his business, he still has an out- side interest, the Coin Machine Division of the United Jewish Appeal. He has been general chairman, the guest of honor at the annual UJA banquet, and is currently a member of the executive committee.

Munves feels that the coin machine industry idea reservoir will never run dry. Kirt, he believes, "all games, all machines, all games mechanically operated. Then, electronics could open up new vistas for the trade. Now, some chemical games are on the drawing boards to put the coin machine designer on an idea of his own. If it pans out the first atomic arcade piece—making the coin machine designer on an idea of his own. If it pans out

Exports Top $2 Mil

Continued from page 132

erlaud ($163,707), Italy ($151,605), and Venezuela ($135,330).

Belgium too has been a lake trade with a $224,018 volume. West Germany trading with $144, 852, Canada with $81,225, Venezu- ela with $71,165 and Switzerland with $120,399.

Belgium also topped the game field with $164,738 imported, followed by Italy with $139,541 and Canada with $91,733.

Canada, consistently the leading vending machine market, ran up an April volume of $143,292. Next strongest vending machine market was Sweden with $98,683. Other only vending machine importers of note were France, with a $13,347 total.
**GAME HEADQUARTERS FOR THE WORLD!**

**FOLLOW THE INTELLIGENT IMPORTER WHO WISELY SELLS ONLY THE FINEST EQUIPMENT AT LOWEST PRICES FROM THE LARGEST STOCK IN THE WORLD. WE ARE EXPORT SPECIALISTS WHO CONTINUALLY SERVE THE FINEST OPERATORS EVERYWHERE WITH THE FINEST EQUIPMENT ANYWHERE.**

**SAVE MONEY! BUY THE BEST! BUY WORLD WIDE!**

**BINGO GAMES**

**DAILY HEADER**

- Stanford - $1.50
- NITE CLUB - 352
- BROADWAY - 275
- BRANCH BEAUTY - 375
- MIAMI BEACH - 233
- YACHT CLUB - 275
- BIG TIME - 35
- GATETTY - 35
- VARIETY - 95
- SURF CLUB - 95
- BRITISH SPOT - 65
- SPOTLINE - 55
- BEACH - 345
- CARAVAN - 193

**5-BALL GAMES**

- 4:00 REGISTER - $5.00
- 4:00 LACROSSE - $250
- 4:00 SKEEBALL - $250
- 4:00 DARTS - $150
- 4:00 POLLING - $150
- 4:00 RAINBOW - $150

ALL GAMES IN STOCK—QUANTITIES AVAILABLE CABLE ADDRESS—"GAME," CHICAGO

**WORLD WIDE DISTRIBUTION**

2350 W. North Ave., Chicago, Ill.

**GIVE TO DAMON RUNYON CANCER FUND**

**BINGO MECHANIC WANTED**

**GOOD PAY**

**NO DRIFTERS**

*WRITE TO BOX 895*

The Billboard, 188 W. Randolph St., Chicago 1, Illinois
Note: The text appears to be a mixture of advertising and miscellaneous content, possibly from a newspaper or brochure. However, the content is not clearly structured or readable due to the nature of the text. It seems to include information about businesses, events, and possibly a classified ad for a baseball bat.
Hotter Than July!

**SHAFFER PHONO SPECIALS**

SEESEBURY 3W1
100 WALL BOX SPECIAL
Chrome Covers
New Buttons
Completely Reconditioned
New Rejection Plates
$49.50

**SEESEBURG**
NEW PLEX-TONE FINISH

<table>
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<td>HF 100R</td>
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<tr>
<td>M 100C</td>
<td>$425.00</td>
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<tr>
<td>M 100B</td>
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**AMI**

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<td>G-120</td>
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<td>F-120</td>
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<td>E-120</td>
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<td>Model 'C'</td>
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<td>Model 'B'</td>
<td>$59.50</td>
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**WURLITZER**

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</tr>
<tr>
<td>1800 (104 Sel.)</td>
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</tr>
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<td>1250</td>
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Write for Illustrated Catalog

**Shaffer MUSIC COMPANY**
In the Coin Machine Business Over 25 Years

- **Columbus, Ohio**: 284 N. High St.
- **Cincinnati, Ohio**: 1546 West 3rd
- **Indianapolis, Ind.**: 1028 N. Meridian St.

**When answering ads...**
Say You Saw It in The Billboard

(Continued on page 136)
**Joe Ash Says:**

"Special Summer Closeouts...at VERY Special Prices!"

Wurlitzer 1800's, Seeburg C's, Seeburg V-700's Seeburg 100 Wall-O-Matic Wallboxes

Phone Write - Write TODAY!

**Active Amusement Machines Co.**

7202 S. State St., Chicago 24, Ill. Phone 3-4450

Write at your own risk

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**Trimount**

America's foremost exporters of Reconditioned coin-operated equipment

Trimount has New England's largest stock of used Photographs, 5 Balls and Arcade Equipment.

All equipment is guaranteed mechanically and electrically perfect - all have been completely reconditioned.

Trimount has one of the country's largest parts departments with thousands of parts in stock for immediate delivery.

Trimount has a large Service Department completely staffed with highly trained technicians.

Expert Shipping Department specially packs equipment to insure delivery in perfect condition.

**NEW PARTS INFORMATION CATALOG NOW AVAILABLE - SEND FOR YOUR COPY -**

Exclusive Gentile, Williams, Seeburg, Chicago Coin, Genoa and International Mutoscope Distributors.

**Remember - IN NEW ENGLAND IT'S TRIMOUNT**

40 Waltham Street
Boston 18, Mass.
Tel. Liberty 2-9480

ONLY THE BILLBOARD - among over-all entertainment weeklies is a member of the AUDIT BUREAU OF CIRCULATIONS.

**JOE ASH SAYS:**

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ONLY THE BILLBOARD - among over-all entertainment weeklies is a member of the AUDIT BUREAU OF CIRCULATIONS.

**FOUR ANGLE...**

you can't beat Genco's

Sensational NEW

**SWEET TWENTY-E**

ROLL-DOWN GAME... for 1 or 2 PLAYERS!

Prove it to yourself... SEE your GENCO Distributor Today!

Genco MANUFACTURING DIVISION OF CHICAGO COIN MACHINE COMPANY

2621 N. Ashland Avenue Chicago 14, Illinois

**MIO**

**Tip To Mr. Operator!**

Here's something refreshingly new. A game especially designed to compete in player appeal and acclaim. It's beautiful in appearance and packs the punch of a firecracker. It must be seen and played to be appreciated.

**GENCO SAYS:**

"SWEET TWENTY-E" ROLL-DOWN GAME... for 1 or 2 PLAYERS!

Prove it to yourself... SEE your GENCO Distributor Today!
COINMEN YOU KNOW

It is imperative that we buy this equipment immediately.

We will purchase quantities greater than those listed.

If you have them, CALL, WRITE or WIRE TODAY.

Robert Reinhutte, B & T Amusement Company at Conway, reports a lot of recent rain cut back collections, but things are picking up considerably with good weather. He also owns a service station and reports when muscle collections are low the service station is good to have.

Jackson, Miss.

Mississippi operators in Jackson recently for shopping: O. H. Boshing, Boshing Amusement, Phila- delphia; Bert Shives, Yarno Novelty, Yarno City; Carl King, King Amusement, Lehigh; George E. Lay, Tron Music, Macon; Der Bruswell, Bruswell Music, Wirt Valley; J. T. Long, Long Music; Pete Mann, PM Music, Grenville; Chester Richardson, Richardson Music, Grenville.

NEW EQUIPMENT

**BALLY**

Roto-Flipper... $825.00

Shoom... 45.00

Regilla... 145.00

Dix Wire... 65.00

Times Square... 65.00

Splitter... 75.00

Coe Tax... 45.00

Hastipment... 30.00

Clair Taffey... 40.00

Tilt Away... 40.00

Big Hill... 40.00

Colt... 45.00

Cary... 190.00

Ralph... 190.00

Tuffy... 140.00

Wanderland... 140.00

**BALLY BULL'S-EYE**

(Roto-Flipper) $225.00

**5-BALLS**

**ROCK-OLA**

Bally In-Line Games

A good supply is on hand, but because of day-to-day activity, please call for games available and prices.

**USED BOWLING**

Kenny Central... $150.00

Kenny Ams... 95.00

United Yarno... 75.00

United Chist Bowler... 95.00

Gauss Still Bell... 125.00

**USED PHONOGRAPH**

Rank-O-Conn 120 Selection $455.00

**GUNS**

Gene's Guns... 1/2"".

All games and phonos thoroughly reconditioned.

CALDERON DISTRIBUTING, INC.

459 Massachusetts Ave. Phone: Melrose 4-8628

Indianapolis, Indiana

BOOST YOUR EARNING POWER WITH GOTTLIEB'S TWO PLAYER

**Continental Cafe**

LOCATION TESTED AROUND THE WORLD!

- 3 Holes Left in Rotation for 300 Points
- Red and Green kielers LITE Red and Green Pop Bumpers for Scare 10 Points
- 2 Bulls-eye Targets Score 50 Points for Center Hit
- High Score to 1900 Points
- 2 Super-Powered Flipper and "Cross-Board" Cyclonic Kickers
- Available with Twin Chutes

**D. Gottlieb & Co.**

1140-50 North Koster Avenue - Chicago 31, Illinoi

ALL GOTTIE Machines are equipped with National Slug Rejectors.
chicago coin Brings You REAL BOWLING—ALL THE WAY!!!

BALLS Actually HIT The PINS

Now player gets full impact of REAL BOWLING as GIANT BALLS make direct contact with GIANT PINS. Pins actually fly up as a hit is made FOR REALISTIC ACTION. New plastic pins have been specially developed and tested to take continuous heavy play.

CLASSIC BOWLING LEAGUE
Choice of 3 Size Cabinets
13 ft. - 16 ft. - 18 ft.
shipped in sections
Striped Playfields
Genuine Gutters
Wider Cabinet

NEW HIGH SCORE Of The Week Feature!
(Key Controlled)

Plus

NEW

HIGH SCORE
Of The Week
Feature!

(Key
Controlled)

Wow!

GIANT BALLS
GENUINE EBONITE
4½ in. DIAMETER 2½ POUNDS

Wow!

GIANT PINS
REALISTIC SIZE
Larger Than Ever Before!

NEW PROFIT MAKING FEATURE!
2 Games for 25¢
Also available as One Game for 25c
Convertible to regular 10¢ play!

chicago coin MACHINE COMPANY

©22 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS
See Sensational New Sun Valley
All 25 numbers in Magic Squares or Magic Lines! Results: more score-juggling fun for players... more profit for operators!
Get your share... Get Bally SUN VALLEY today.

See your Bally Distributor
BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 14, ILLINOIS

ABC Tournament
See husky 3½ in. ball actually plow into pins... just like real bowling... and you see why ABC TOURNAMENT is out earning all other bowling equipment. For top bowling profits get ABC TOURNAMENT now.
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
album
record
programming
with
dual
pricing
is the
surest way
to increase
earnings

Today, much of the fine music the public wants to hear—standards, show tunes, jazz and classics—is available principally on albums. This type of music is as essential to proper programming as current hit tunes on singles.

Dual pricing permits taking full advantage of album music because the operator is compensated for the additional playing time required.

DUAL PRICING UNITS
Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units that program singles at one price and album records (two tunes per side) at a proportionately higher price.

America's Finest and Most Complete Music Systems