

# The Billboard

**DISK JOCKEY QUARTERLY**  
featuring a spotlight on  
**JAZZ**  
starts on page 23



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THE WORLD

AUGUST 19, 1957 **ABC** THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY **ABC**

## Air Travel Routine For Outdoor Acts

Elephants, Snakes, Merry-Go-Rounds Take to Air in Transport Speed-Up

By TOM PARKINSON

CHICAGO — Outdoor show business, where airplanes once were a tool for tricks, much like a trapeze, now is among the spectacular commercial users of air freight and private planes as well as the usual commercial airlines.

In a business where flyers are the daring young men on the flying trapeze and where an outfit named Eyerly Aircraft makes Octopus amusement rides, the airplane no longer is an attraction or novelty. Time was that The Billboard carried full-page ads from Curtiss and other pioneer plane-makers who then saw the daredevil trade as one of their major buyers.

Now things are different. Airplanes still figure in the business, but they are for transporting features, not as features themselves.

Numerous shows and individuals in the outdoor branches have their own planes. Many more of them box up their stock-in-trade, ranging from electric eels to Merry-Go-Rounds, and move it as readily by plane as did their predecessors by wagon.

### Big Tops by Air

When a Central American circus ordered a big top, United States Tent Company shipped it by air to Puerto Rico. Similarly, O. Henry Tent Company used air freight to deliver a new-style big top to Hunt's Circus at Palisades (N. J.) Park.

The Hunt Circus has had a helicopter with sound equipment to carry broadcasts about its coming to towns on its route. Circusdom's senior citizen, Charles T. Hunt, uses the helicopter to go visiting, sometimes landing on the show grounds of other circuses.

It was the Kelly-Miller Circus that pioneered in this use of planes. Eight years ago that show

equipped a light plane with public-address units and sent it over its towns to drop words and leaflets. A crack-up ended that, but the show's second plane now is used for transporting personnel between the far-ranging circus and its home base.

Flying performers to Hawaii is a routine thing to show business as well as plane business. But this spring Victor Vicks Continental Rodeo took the bigger step and flew 10 horses to the Coast for transshipment to Hawaii.

### Elephants, Snakes

Elephants have become rather common cargo on the international common carriers. Of the swarm of baby elephants brought into this country in the past several years, dozens came by plane. A record-sized snake was brought from Asia to Canada for delivery to an animal show. This spring an out-sized electric eel was hauled by air to Chicago's Riverview Park.

Among the greatest users of air travel are the sales and maintenance men with major manufacturers of amusement rides. Allan Herschell Company, Inc., has been sending maintenance men and replacement parts by air for some years. The company owns its own aircraft and both sales and installation men use air travel frequently. Often a salesman goes out for a week's plane junket and returns over the weekend to check in with the office.

National Amusement Device Company, another ride builder, has sales manager Bill de L'horbe on the road much of the time, but the road now is more accurately called the airlines. De L'horbe's private

(Continued on page 103)

## B'WAY LEGIT ON ONE-NIGHTERS VIA 'BIRDCAGE'

By IRWIN KIRBY

NEW YORK—"No Time for Sergeants," with its Broadway cast and scenery, will start a 123-town route covering 40 weeks September 23. Among the stands will be such fresh legit towns as Aberdeen, S. D.; Ruston, La.; Texarkana, Ark.; Eugene, Ore., and Orlando, Fla.

This is the first of a new concept of road companies to play under a newly developed tubular rigging sometimes described as the "monster," "thing" or "birdcage." Capable of being erected in an hour by five men, it accommodates all the drops of the Broadway show. Instead of being raised and lowered, the drops are moved sideways on the birdcage rigging.

The plan has won support from auditorium-arena managers thruout the nation as one of few things that has come along to meet their needs. The tubular rigging outfit makes it possible to play buildings which otherwise lack stage equipment. Once available, the company also is heading for additional spots that have stages but have suffered from a lack of shows in the recent past.

Booking for the tour has all interested parties elated. The Maurice Evans office and Broadway Theater Alliance, Inc., a subsidiary of Columbia Artists Management, report a healthy string of dates put together, some of them running several days, some split weeks and several running as long as a week. The backbone of the trek, however, will be one-nighters.

(Continued on page 104)

## Jazz Speaks Many Tongues, Vaults National Barriers

Wilder Jazz Market a By-Product Of American Diplomatic Policy

By BURT KORALL

Jazz, clothed in its recently acquired vestments of legitimacy and respectability, burgeoned forth as a musical force of world-wide proportions over the past year.

Within its own native perimeter, the U. S., there was, as critic Bill Coss expressed it, acceptance and solidification of the music's position in various media. There were more jazz books, more jazz clubs, more jazz concerts, more jazz records and more jazz on TV, radio and in the movies. Obviously, the apple was ripe, and the many who thought it forbidden fruit, now shared its taste with the few.

### Radio the Important Medium

Extending its shadow outward thru the medium of radio, the Voice of America, Radio Free Europe and the Armed Forces Radio Network have exposed much of Europe, Asia and Africa to the sounds of jazz. The Voice of America, in general, and Willis Conover, in particular, has given its listeners full jazz coverage, and presented the music with taste. Truly, the exposure of jazz on radio has done much to kindle interest in American jazz as well as develop jazz activity in foreign countries.

Jazz has succeeded where American diplomats have flound-

ered. It has created a meeting ground, been something that made for a deeper understanding of the American way of life, for to be interested in jazz, is to be interested in things American.

### Important Lesson Learned

In a recent conversation with noted jazz arranger Quincy Jones, more light was shed on the subject. "A lot of the people we played for in Europe and the East thought that Negro musicians had no opportunities, and never mingled with white musicians. When they saw the Gillespie band was mixed and quite happy about it, they realized what they had been hearing was a little off the track."

The appearances of American jazz artists in various parts of the world have given the people in foreign lands a direct link with the music, and with America. What started out as a trickle of musicians making hops to foreign soil has grown to flood proportions. Within the last year, the Gillespie, Thornhill, Brown, Kenton, McKinley, Basie and Goodman bands have traveled to various points on the globe. JATP and such as Chet Baker, Tony Scott, Louis Armstrong, Lee Konitz, Bud Shank, Gerry Mulligan, J. J. Johnson, to name only a few, have left our shores and sent home enthusiastic reports of the receptions and excellent treatment they received. (As much as the listeners are enjoying things, the players are enjoying themselves even more.) The list

(Continued on page 25)

## Flight Rides Still Attract

CHICAGO — While airplanes have ceased to be a show attraction and have become mere transportation instead, the fact remains that the sensation of flight still sells.

This is illustrated by a glance at the list of amusement rides that enjoy popularity these days. Among them are the Helicopter, Sky Fighter, Moon Rocket, Rock-o-Plane, Roll-o-Plane, Fly-o-Plane, Kiddie Rocket, Jet Fighter, Kiddie Atomic Jet, Roto-Jet and Strato-Jet.

There is another device that simulates rocket flight and uses films, viewed thru the portholes, to give kids the illusion of zooming thru space out among the planets.

## NEWS OF THE WEEK

**Stereotyped Slickness to Rule**  
Net's Fall TV Downgrading? . . .  
TV will abdicate its excitement to feature movies in a season of "appalling" imitation, says Talent Associates' Dave Susskind, who defends the vanishing art of live New York video production. . . . [Page 2](#)

**Heavy Traffic of New Labels**  
Cues Optimistic Markets Outlook . . .  
Disk industry has set a pace of at least one new label a day so far in 1957. Over 30 new diskeries in the past two weeks highlight continuing optimistic outlook of music men despite recent reports of retail disk sales lag. . . . [Page 21](#)

**RCA Victor Introduces "Best Buy '57";**  
New Disks Tagged for Tie-In Plugs . . .  
RCA Victor introduces its Best Buy '57 program to distributors and press. This year's

edition, along with sound, repertoire and packaging innovations, carries two huge tie-in promotion campaigns, with Heinz Soups and Montgomery Ward. Product and promotions detailed. . . . [Pages 20 and 21](#)

### DEPARTMENTS AND FEATURES

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[Beginning of New Series: Jazz on Juke Boxes, Page 130](#)

## Cites Gains Of Jazz Fest

BOSTON—A wrap-up of the 1957 Newport Jazz festival accomplishments plus an explanation of the Festival's "embarrassment of riches" has been provided by local club owner George Wein, v.-p. and musical director of the affair.

According to Wein, the NJF must end in the black to achieve the "cultural promotion of jazz." The parson's function is not to endow the NJF, but to guarantee to underwrite any possible loss, said he.

## NOT JUST TALK EITHER

### Susskind Sticks to Exciting, Live Shows, Chides Inertia

NEW YORK—An era of stimulating, controversial TV dramas bearing the New York label is ending rapidly, with the program planners "abdicated TV's excitement" to the feature motion picture industry and replacing it with "a season of appalling stereotyped slickness."

That's the opinion of David Susskind, exec v.-p. of Talent Associates and one of the few venture-some producers left in Eastern TV. He is shaping here the six 90-minute live drama "specials" in the duPont series of 10 shows on CBS-TV this fall, among other activities.

"New York, in the national TV picture, is already becoming another Chicago," Susskind told The Billboard. "What happens when a New York show is axed today? It's replaced with a Hollywood film package. In large measure this trend is tragic, because Hollywood TV right now is deep in a reincarnation of the movie philosophy of imitating success, in which successful Westerns, mysteries and comedies of last season are going to be imitated right into the grave. Movies have grabbed the ball in treating themes now considered 'too electric' for TV."

Current Ills  
Program thinking, Susskind's frank comments seem to indicate,

### 'Wonders' Sets Big Star Deals

NEW YORK—Jimmy Durante, Kay Thompson, Bert Lahr and Eddie Mayehoff have been signed to star and Paul Feigay to produce the Standard Oil of New Jersey 75th anniversary show "The Wonders of Today and the Promise of Tomorrow."

Miss Thompson also joins Richard Avedon, Leslie Stevens and George Bassman on the writing-producing staff. NBC-TV will telecast the musical pageant October 30, 9-10:30 p.m.

### Kupcinet Returns To WBBM Show

CHICAGO—Irv (Kup) Kupcinet, Sun-Times columnist, returns to WBBM-TV with an interview-gossip strip September 9, 10:50 to 11 p.m. He'll be preceded by another new feature, Jerry Dunphy's "Sports Slant" starting at 10:45.

WBBM-TV's 10 to 11 p.m. format has grown into a powerful one, steadily pulling ahead of a competing line-up fashioned by NBC's WNBQ.

is currently suffering from a combination of fear, inertia and tired blood.

"TV is playing it safe by reviving old movie properties for TV series," he cites as one example. "I think only a few will succeed and only because of the personalities of the leads. The culture to which these properties relate no longer evokes any kind of sympathetic response in the age of the Hydrogen Bomb," says the young producer whose experience has already spanned video and motion pictures, with Broadway on the horizon.

Susskind is currently refusing to run with the Hollywood pack. In addition to the New York-originated duPont series, Talent Asso-

ciates is skedded for 26 Armstrong shows to alternate with U. S. Steel and two big specials, "Pinocchio" and "Hansel and Gretel," for Rexall. All are out of New York. Also in the air is discussion on another New York live drama series for network start in January and a New York-based telefilm series which would shoot from teleplays by writers like Reginald Rose, Rod Serling and even Paddy Chayefsky.

New York, Susskind believes, is still a prime talent pool of actors, writers and production staffers, "even the civic co-operation is terrible, the TV plants are becoming obsolete, and film-making is a desperate series of do-it-yourself compromises."

### SG Readies Package Of Top Western Pix

NEW YORK—For advertisers who will still be Western minded in January, Screen Gems is readying a package of 26 features which combines the best horse operas of two major motion picture companies—Universal Pictures and Columbia Pictures. The pictures would star such important names as William Holden, James Stewart, Marlene Dietrich, Susan Hayward, Dana Andrews, Randolph Scott and Glenn Ford.

From the Universal library, which Screen Gems just acquired, would be culled such pictures as "Destry Rides Again," with Miss Dietrich and Stewart; "When the Dalton's Rode," Randolph Scott; "Frontier Gal" with Rod Cameron and Yvonne De Carlo, and in the post-'48 group still unreleased is "Winchester 73" with Stewart. The Columbia package would include such pictures as "Arizona" with William Holden, "The Man From Colorado" with Holden and Glenn Ford, "Texas" with Holden and

many which feature the talents of Randolph Scott.

The problem, of course, would be the cost of these pictures, since they can gross about \$100,000 in syndication. But they do offer a strong combination of names, and if Westerns click the way many sponsors expect, the money might be forthcoming.

### Colgate Mulls 'Rich' Future

NEW YORK—The Colgate-Palmolive Company is wondering about the future of "Strike It Rich," its 11:30-12 noon long-running strip on the CBS-TV web. The company has quietly gone about looking for a new property.

Whether the strip will be replaced, of course, depends on its showing this fall.

Warren Hull is the emcee of the Walt Framer package which is now trying to hold its own against NBC-TV's "Truth or Consequences."

### Cronin Story For TV Spec

NEW YORK—A. J. Cronin's "Beyond This Place" is being set by Talent Associates as the third of the 90-minute "specials" for du Pont on CBS-TV with an airdate of November 24, following the series' starter, and the TA-produced "Prince and the Pauper."

### Nets to Cover Queen's Visit

NEW YORK—The visit here of Queen Elizabeth and Prince Philip, October 12-22, will receive extensive network coverage, with numerous special events of their itinerary tabbed for both live and film showing. In addition, NBC-TV is planning telecasts of the Queen's address to Parliament in Canada, the luncheon in her honor at the Waldorf-Astoria Hotel here and perhaps a film of her visit to Jamestown, Va.

CBS-TV is considering a one-hour special called "Royal Voyage" to supplement its news coverage.

### CBS AT WORK

#### Build-Up of Jimmy Dean Continues

NEW YORK—Jimmy Dean continues to get the big build-up at CBS-TV. The network is now in negotiations with Dean for an hour Saturday show, 12-1 p.m., for this coming season which would replace "The Big Top," now unsponsored in that time period.

Dean is now finishing the summer in the Saturday night 10:30-11 slot where he is sponsored by Hazel Bishop. He also is holding forth in the "Morning Show" for the web and has been the subject of a large number of impressive press breaks. The slotting of Dean in the 12-1 p.m. period indicates that the web will go after a more adult audience.

### NBC Buys 26 'Blondie' Pix

NEW YORK—NBC-TV last week bought 26 half hours of "Blondie" from Hal Roach Jr. for use in its daytime "Comedy Time" strip, 5-5:30 p.m. this fall. The vidfilm series is being rerun during the summer in the Friday 8-8:30 time slot on NBC. This is the second recent buy made by the network for the "Comedy Time" strip. The first was 22 half hours of "Susie," the rerun title of "Private Secretary" which was purchased from Television Programs of America.

### Evans, WGN Renew

CHICAGO—Evaus Fur Company renewed its hold on the Tuesday night feature film at 10 p.m. on WGN-TV with a hefty purchase of 52 weeks. Malcolm-Howard Advertising Agency handled the deal.

### Less Than 52-Week Buys Possible on Nets

NEW YORK—The many advertisers still believe that the minimum contract required by the three networks is 52 weeks, 17 cases of shorter term agreements have been reported to the Association of National Advertisers. Current web commitments break down as follows:

Firm commitment for 52 weeks: ABC-TV, 26 advertisers; CBS-TV, 20; NBC-TV, 21. Between 26 and 39 weeks, ABC, seven; CBS, five; NBC, five. In addition, 34 attempts

weeks were reported by ANA members, with negotiations breaking down, and 67 cases were reported in which sponsors were obliged to make the 52-week deal or lose a valued time period.

A questionnaire brought the ANA a response of 95.5 per cent in favor or less than 52-week contracts, with 36 per cent wanting 13-week commitments, 29 per cent asking for 26-week agreements and 10 per cent suggesting 39-week deals.

### WHO'S WHERE

#### KTTV Staff Flips Over NTA Prize

NEW YORK—First prize in the NTA Film Network's showmanship contest was bagged last week by KTTV, Los Angeles, for outstanding promotion done on the "Premiere Performance" feature series, with a special award going to KLFY-TV, Lafayette, La., for the socko boosting done on "Suez" in the first 13-week cycle.

The top award of a junket to Paris (with a trip to Bermuda for the manager of the winning station) presented a problem to KTTV. Jack O'Mara, promo chief, and Reavis Winckler, chief flack, submitted the entry jointly. The problem was solved by KTTV Dick Moore, who relinquished his Bermuda trip. The boys flipped a coin. Result: The O'Maras are Bermuda-bound, the Wincklers go to Paris and Dick Moore stays home to mind the store.

Winning entries were selected by a group of leading trade paper editors.

#### KDKA to Scan 9 Pro Grid Sunday Games

PITTSBURGH—KDKA-TV here will telecast nine pro football contests on Sunday afternoons this fall, to be co-sponsored by Marlboro cigarettes and the Duquesne Brewing Company. Six of the games feature the Pittsburgh Steelers; all will be remote telecasts.

### The Billboard

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Vol. 29

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# TV's Spenders OK, But More \$ Needed

NEW YORK — TV's problem as well as its power are graphically illustrated in the list published on this page. It includes all advertisers who spent more than \$1,000,000 in 1956 on network TV and whose total TV expenditure (network plus spot) represented at least 50 per cent of their total budgets in the six key media (network and spot TV, magazines, supplements, newspapers, outdoor).

Interestingly enough trade sources believe that 1957 will see virtually all the advertisers on this list except Amana spending as much, if not more, on TV as they did in the previous year.

The list makes the obvious point that package goods advertisers in the food, drug, confectionery and toiletries field spend the most money on TV. Most of the 21 advertisers who spent 75 per cent of their budgets on TV are in those fields. And only six out of the top 20 national advertisers did not spend as much as 50 per cent or more of their budgets on TV in

1956, and thus are not represented on this list.

With advertisers such as Procter & Gamble spending 77 per cent, Gillette spending 81 per cent, Brown & Williamson spending 87 per cent of their budgets on TV, talk in the consumer press about network TV being soft is open to question. Rather the problem seems to be, according to some key executives, how the medium is to develop the new business to keep itself in its present healthy state, with more stations coming on, network competition stronger and costs still rising.

These executives believe that network TV must concentrate more on sales development. More institutional sponsors must be developed, more retailers must come into the medium and the textile industry must start buying network and spot as well as bartering for syndicated shows.

## CBS IN DEAL

### CBS to Get Into Russia Via Canada

TORONTO — The CBS-TV News department, always seeking new ways of scoring beats, (i.e., Nikita Khrushchev interview and Marshall Tito interview) has found a way to send a reporting and camera crew into Red China.

It has made arrangements with a crew from the Canadian Broadcasting Corporation and now awaits only clearance from Peking authorities.

Jim Burke, general manager of CBS news, said both the CBS and the CBC were agreed as to "where we are going," and were awaiting a final okay.

Apparently the American initiated the scheme in the hopes of beating rival NBC and ABC inside the bamboo curtain.

It is understood CBS is carrying the financial load and, as bankroller, is insisting that the Cana-

### Stanzas Due For Whiteman

NEW YORK — Paul Whiteman is reported set for a new music and variety stanza on ABC-TV in the Saturday 7:30-9 p.m. slot. Concept and format would be similar to Lawrence Welk's successful 9-10 p.m. series. The 90-minute Whiteman program would be cut to 60 minutes as soon as the web sells one of its half-hour film shows, which can't be readied anyway before January 1.

"Country Music Jubilee" will continue in its current Saturday 10-10:30 p.m. time indefinitely.

dians serve up the type of news coverage CBS wants. Assignments presumably were to be issued in New York and relayed to the CBC staff men from the Toronto office.

The CBC's Toronto office has indicated the settlement reached with CBS calls for the Canadian corporation to issue the orders while accepting "suggestions" from New York.

### Schlitz Reruns Get CBS Berth

NEW YORK — Still another rerun series found itself a network berth when CBS-TV slotted "Playhouse of Mystery" Tuesday night 10:30-11 beginning September 3. The program consists of mystery shows culled from the "Schlitz Playhouse of Stars" group recently bought by CBS-TV. Some of these dramas have already been used by the web this summer.

It is not expected that the anthology drama will run more than 26 weeks, unless it switches to other material than mysteries. The network, however, expects to sell the half-hour because of the cheapness of the show. The insertion of the Schlitz dramas is just another indication of the growing tendency to use reruns on the network in the winter as well as the summer. "My Friend Flicka" will probably carry on for NBC-TV, Sundays 6:30-7 p.m.

## CBS Buys 'Assignment'

NEW YORK — CBS-TV has bought "Assignment Foreign Legion" with Merle Oberon as hostess for network use this coming season. The vidfilm series, which was purchased from CBS-TV Film Sales, is ticketed for the Saturday 10:30-11 spot, if Jimmy Dean is canceled by Hazel Bishop.

"Assignment Foreign Legion," produced in England and already seen there, is an anthology series about the men who belong to the French arm of the military service. It has been called an adult Middle-Eastern.

## INFRINGE SUITE SLAPPED ON 'BRIDE-GROOM'

NEW YORK — In these cynical times, apparently even romance is no longer sacred. "Bride and Groom" has been hit by \$1,700,000 damage suit charging alleged infringement, unfair competition and plagiarism of copyright. Plaintiff Samuel Lawrence, in proceedings filed in New York Federal Court, stated that the show's format derives from five program ideas which he wrote and copyrighted in 1938, and that he had once before secured a cash settlement, in 1955, when "Bride and Groom" left the air.

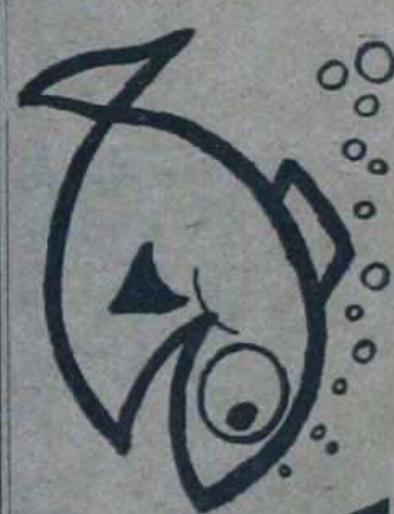
At that time, Lawrence stated, he gave a release to the defendants, but retained rights against future damages, which he says he has been sustaining since the show went back on the air July 1.

Named as defendants are NBC, WRCA-TV, Bride & Groom, Inc., Masterson, Reddy & Nelson, Gillette, Toni Miles Labs, Seeman Brothers and Jofin Guedel. The latter gets into the act by virtue of having inserted a bit in "People Are Funny," whereby couples are introduced on the basis of characteristics run thru a computing machine. Lawrence wants an accounting from all defendants, as well as an injunction to restrain them from broadcasting the shows further.

## SPONSORS SPENDING OVER \$1 MIL, AND 50% OF BUDGETS IN WEB TV

(in thousands of dollars)

ADVERTISER	Network TV		Spot TV		Total TV		TV %
	Expenditures	TV %	Expenditures	TV %	Expenditures	TV %	
Sunbeam Corp.	3,014.3	21.1	21.1	21.1	3,035.4	6,010.3	51
Aluminum Co. of America	2,285.2	53.9	53.9	53.9	2,339.1	4,623.0	51
General Mills, Inc.	9,891.1	689.0	689.0	689.0	10,580.1	20,870.6	51
Coca-Cola Co.	3,632.0	3,697.5	3,697.5	3,697.5	7,329.5	14,362.3	51
Philco Corp.	2,539.3	147.5	147.5	147.5	2,686.8	5,231.0	51
Wesson Oil & Snowdrift Co., Inc.	1,266.7	1,408.0	1,408.0	1,408.0	2,764.7	5,461.2	51
Heinz, H. J. Co.	1,673.8	1,334.3	1,334.3	1,334.3	3,008.1	5,800.6	52
Admiral Corp.	1,767.2	51.8	51.8	51.8	1,819.0	3,401.1	54
Nestle Co., Inc., The	2,892.3	2,374.9	2,374.9	2,374.9	5,267.2	9,819.5	54
Singer Manufacturing Co.	1,256.6	66.9	66.9	66.9	1,323.5	2,419.9	54
Lever Bros. Co.	11,322.6	4,535.0	4,535.0	4,535.0	15,857.6	28,701.1	55
Pabst Brewing Co.	1,461.2	1,962.6	1,962.6	1,962.6	3,423.8	6,008.0	56
Reynolds, R. J., Tobacco Co.	11,424.4	1,952.8	1,952.8	1,952.8	13,377.2	23,535.5	57
Borden Co., The	3,722.9	1,483.5	1,483.5	1,483.5	5,206.4	9,050.6	57
National Biscuit Co.	1,810.1	5,536.5	5,536.5	5,536.5	7,346.6	12,809.2	57
Sperry Rand Corp.	3,139.4	232.1	232.1	232.1	3,371.5	5,789.2	58
Time, Inc.	1,686.4	146.9	146.9	146.9	1,833.3	3,177.8	58
Corn Products Refining Co.	1,855.4	2,849.4	2,849.4	2,849.4	4,704.8	8,094.5	58
Prudential Insurance Co. of America	3,070.2	65.8	65.8	65.8	3,136.0	5,353.5	59
Reynolds Metals Co.	2,085.6	—	—	—	2,085.6	3,540.6	59
Scott Paper Co.	3,856.3	229.5	229.5	229.5	4,085.8	6,943.4	59
American Dairy Ass'n	1,842.2	94.1	94.1	94.1	1,936.3	3,222.7	60
Best Foods, Inc.	2,419.9	914.6	914.6	914.6	3,334.5	5,542.7	60
Bristol-Myers Co.	9,132.5	864.0	864.0	864.0	9,996.5	16,507.8	60
General Foods Corp.	15,688.8	9,415.9	9,415.9	9,415.9	25,104.7	41,560.5	60
Helene Curtis Industries, Inc.	4,502.2	247.4	247.4	247.4	4,749.6	7,453.3	61
Colgate-Palmolive Co.	19,880.3	7,314.7	7,314.7	7,314.7	27,195.0	44,466.0	61
Westinghouse Electric Co.	8,598.0	150.0	150.0	150.0	8,748.0	14,066.6	62
Johnson, S. C., & Son, Inc.	3,412.8	142.3	142.3	142.3	3,555.1	5,742.4	62
S.O.S. Co., The	1,185.4	23.0	23.0	23.0	1,208.4	1,850.1	65
Sylvania Electric Products, Inc.	2,010.9	—	—	—	2,010.9	3,007.0	67
Sheaffer, W. A., Pen Co.	1,129.5	125.6	125.6	125.6	1,255.1	1,842.1	68
Simoniz Co.	1,324.5	537.2	537.2	537.2	1,861.7	2,674.9	70
Amana Refrigeration, Inc.	1,499.1	32.8	32.8	32.8	1,531.9	2,168.3	71
Sterling Drug, Inc.	2,638.7	8,823.3	8,823.3	8,823.3	11,462.0	16,227.2	71
Warner Lambert Pharmaceutical Co.	2,265.7	5,820.4	5,820.4	5,820.4	8,086.1	11,456.7	71
Purac Corp., Ltd.	2,372.8	139.2	139.2	139.2	2,512.0	3,541.3	71
Brillo Mfg. Co., Inc.	1,319.6	106.3	106.3	106.3	1,425.9	1,992.5	72
Revlon, Inc.	5,002.5	1,817.9	1,817.9	1,817.9	6,820.4	9,290.5	73
Ralston Purina Co.	2,029.3	1,143.8	1,143.8	1,143.8	3,173.1	4,211.0	75
Liggett & Myers Tobacco Co.	7,786.1	4,400.9	4,400.9	4,400.9	12,187.0	16,115.8	76
Lorillard, P., Co.	5,324.8	2,148.6	2,148.6	2,148.6	7,473.4	9,872.9	76
Lanolip Plus, Inc.	1,478.7	—	—	—	1,478.7	1,919.5	77
Procter & Gamble Co., The	43,457.3	17,522.5	17,522.5	17,522.5	60,979.8	78,975.2	77
Kellogg Co.	6,102.0	4,810.5	4,810.5	4,810.5	10,912.5	14,076.3	78
Schick, Inc.	2,609.4	—	—	—	2,609.4	1,850.1	79
American Home Products Corp.	15,758.0	1,965.9	1,965.9	1,965.9	17,723.9	22,288.4	80
Gillette Co.	15,257.9	1,782.9	1,782.9	1,782.9	17,040.8	21,055.1	81
Mennen Co., The	2,655.0	595.5	595.5	595.5	3,251.1	3,777.3	86
Brown & Williamson Tobacco Corp.	3,987.9	11,288.6	11,288.6	11,288.6	15,276.5	17,547.3	87
Bishop, Hazel, Inc.	2,523.9	135.8	135.8	135.8	2,659.7	3,015.1	88
Miles Labs, Inc.	4,485.5	5,354.7	5,354.7	5,354.7	9,840.2	10,926.4	90
Wildroot Co., Inc.	1,378.3	893.3	893.3	893.3	2,271.6	2,497.7	91
Pet Milk Co.	2,334.8	—	—	—	2,334.8	2,511.7	93
Pharmaceuticals, Inc.	6,272.8	1,108.6	1,108.6	1,108.6	7,381.4	7,825.1	94
Speidel Corp.	1,250.5	—	—	—	1,250.5	1,263.5	99
Bulova Watch Co.	1,472.4	4,298.7	4,298.7	4,298.7	5,771.1	5,781.4	100
American Chicle Co.	2,016.5	1,480.4	1,480.4	1,480.4	3,496.9	3,496.9	100
General Cigar Co., Inc.	1,282.3	584.3	584.3	584.3	1,866.6	1,866.6	100
Sweets Co. of America, Inc.	1,535.9	97.9	97.9	97.9	1,633.8	1,633.8	100



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

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

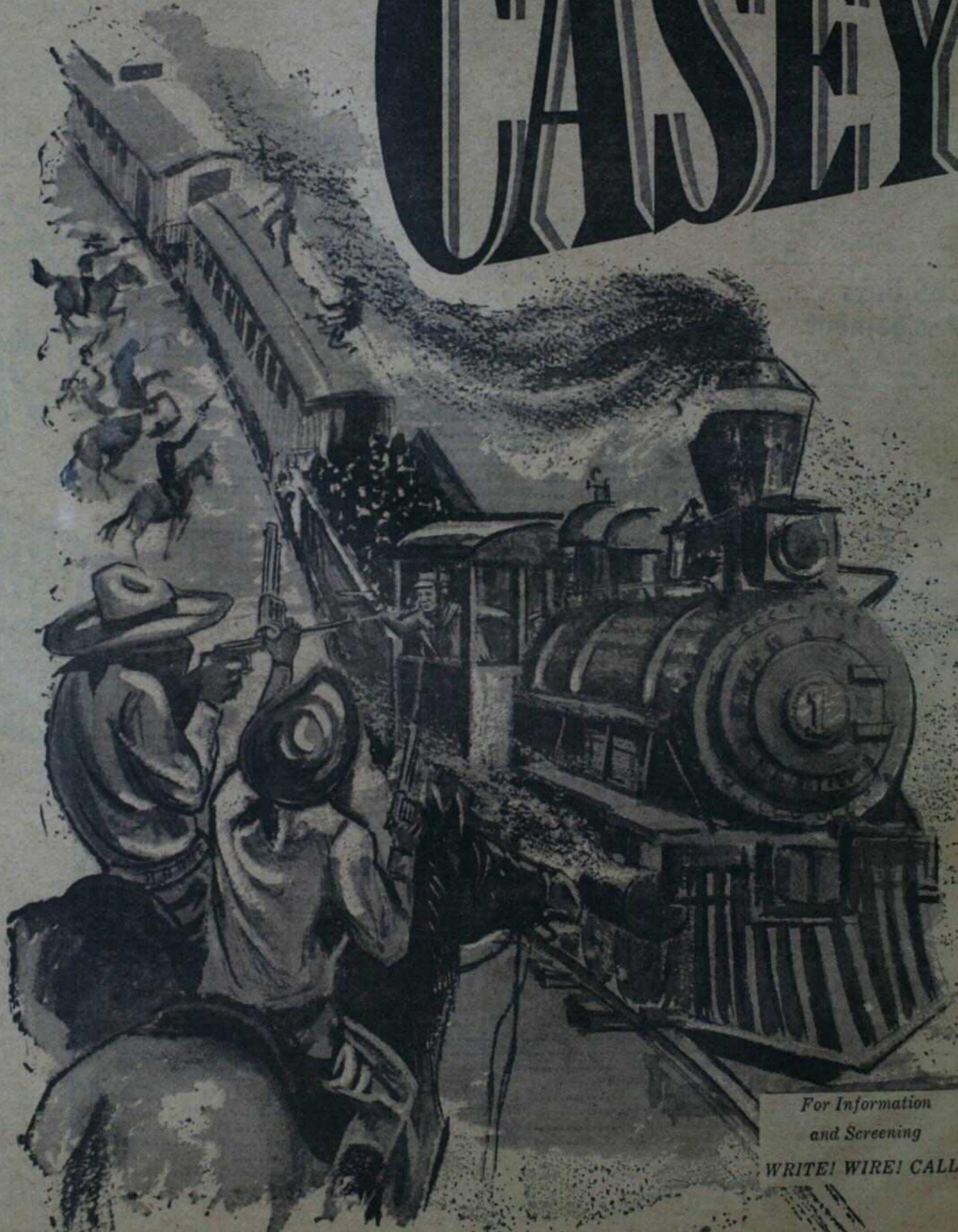
Lancaster  
Harrisburg  
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Reading  
Hanover  
Gettysburg  
Chambersburg  
Waynesboro  
Lewistown  
Sunbury  
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Lewisburg  
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316,000 WATTS

*ALL ABOARD . . . for TV's new*

**SCREEN**

# CASEY

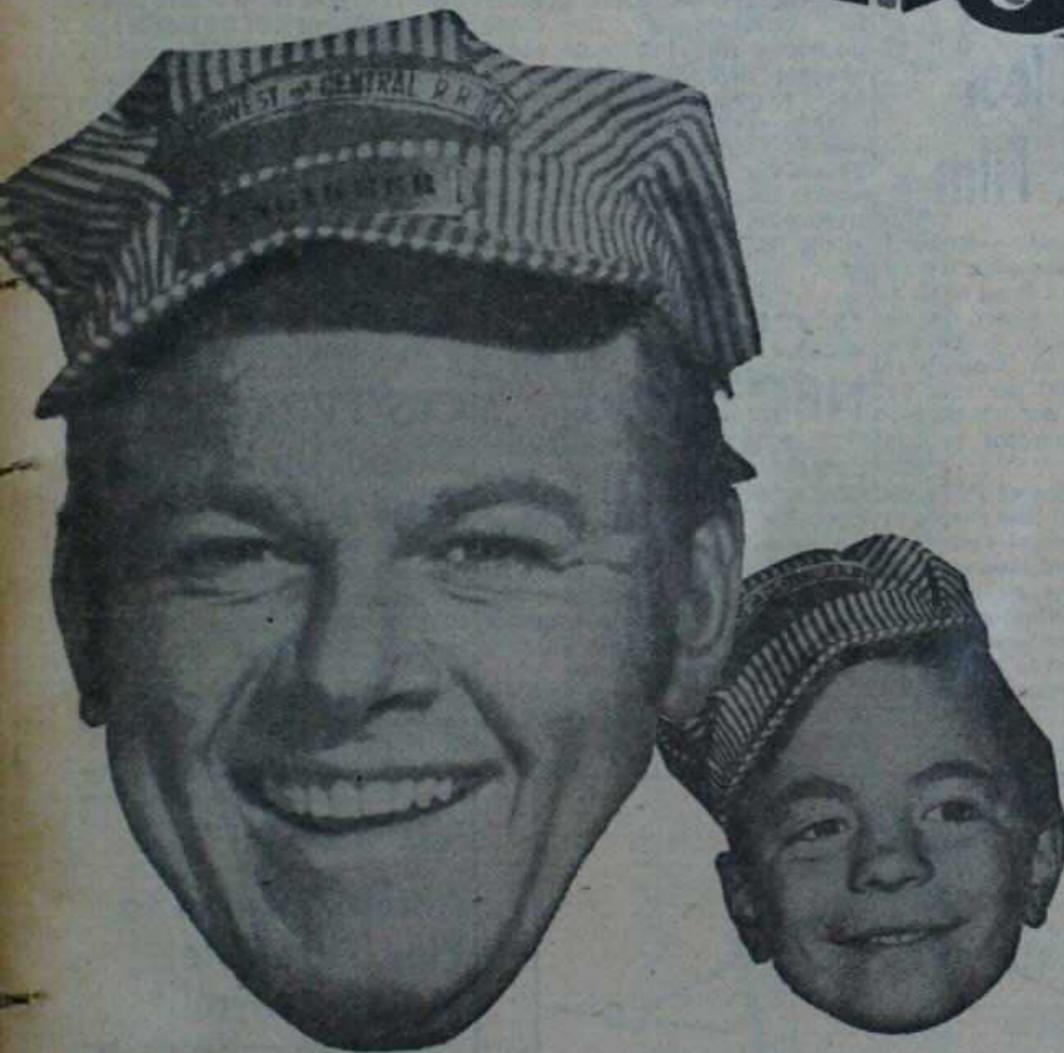


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# JONES



Starring **ALAN HALE**  
as **CASEY**

**BOBBY CLARK**  
as **CASEY, JR.**

...with a top supporting cast  
including the "CANNONBALL EXPRESS!"

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IN THESE TOP TV MARKETS!

<b>KOAT-TV</b>	<i>Albuquerque, N. M.</i>
<b>KGNC-TV</b>	<i>Amarillo, Texas</i>
<b>KERO-TV</b>	<i>Bakersfield, Cal.</i>
<b>WAAM-TV</b>	<i>Baltimore, Md.</i>
<b>WAFB-TV</b>	<i>Baton Rouge, La.</i>
<b>KBOI-TV</b>	<i>Boise, Idaho</i>
<b>WBZ-TV</b>	<i>Boston, Mass.</i>
<b>WGN-TV</b>	<i>Chicago, Ill.</i>
<b>KYW-TV</b>	<i>Cleveland, Ohio</i>
<b>WWJ-TV</b>	<i>Detroit, Mich.</i>
<b>KJEO-TV</b>	<i>Fresno, Cal.</i>
<b>KLAS-TV</b>	<i>Las Vegas, Nev.</i>
<b>KTTV-TV</b>	<i>Los Angeles, Cal.</i>
<b>WPIX-TV</b>	<i>New York, N. Y.</i>
<b>WPFH-TV</b>	<i>Phila.-Wilmington</i>
<b>KPHO-TV</b>	<i>Phoenix, Ariz.</i>
<b>KDKA-TV</b>	<i>Pittsburgh, Pa.</i>
<b>KGW-TV</b>	<i>Portland, Ore.</i>
<b>KVIP-TV</b>	<i>Redding, Cal.</i>
<b>KCRA-TV</b>	<i>Sacramento, Cal.</i>
<b>KTNT-TV</b>	<i>Tacoma, Wash.</i>
<b>KVOA-TV</b>	<i>Tucson, Ariz.</i>
<b>WTOP-TV</b>	<i>Washington, D. C.</i>

**SCREEN GEMS, INC.**

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

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### IRONING CURTAIN

## Sol Hurok Eyes Red Spec, Has Problems

NEW YORK—It's only a twinkle in Sol Hurok's eagle eye at this point, but the famed impresario is reported envisioning a live network spectacular for next season, probably on NBC-TV, to showcase the leading ballet troupes of the Soviet Union, the Folshoi Ballet and the Moiseyev Folk Ballet.

Such a deal would follow the pattern Hurok has set since 1955 of showcasing import talent on Broadway and then on TV. So far, his track record has included the Sadler's Wells (now Royal Ballet) company with "Sleeping Beauty" and "Cinderella," the Old Vic Company with "Romeo and Juliet" and the "Festival of Music" spectacular with Boris Christoff.

A time limit of two years to set up "mutually satisfactory dates" was given to Hurok by the Soviet Ministry of Culture, with whom Hurok struck up a deal for a "cultural exchange program" for the Bolshoi and Moiseyev companies, while on his recent eight-week swing of European capitals.

A special hassle surrounds the two ballet companies, since—unlike individual Soviet artists who are on diplomatic passports—the U. S. State Department requires that they be fingerprinted en masse when they arrive. Hurok is now working with Washington contacts to try to get the ruling suspended.

#### Other Problems

If this hurdle can be cleared by Congressional action, and Hurok strikes a deal with NBC-TV for a network showcase for the Russian dancers, it will be a fairly daring step for the network. There is likely to be strong buyer resistance, to put it mildly, from some NBC advertisers toward the idea of bankrolling a show featuring Red artists. And, a right-wing segment of the TV audience is also likely to write complaints to Sarnoff.

Hurok has other shots in the TV possibility locker, however. Also due as imports from the Soviet Union are composer Aram Khachaturian, violinists Leonid Kogan and David Oistrakh, and pianist Emil Gilels. From Britain, Hurok is bringing George Melachrino's or-

chestra, the Royal Ballet, the Pipes and Drums and Highland Dancers, the Black Watch Band, actor Emyln Williams in Dylan Thomas readings and the Old Vic. And, from Europe, Hurok is importing Polish pianist Andre Tchaikowsky and French pianist Eric Heidsieck.

## Nets, Filmmakers Plan Forums For ATAS

NEW YORK — Eight forums produced by the three networks and TV film packagers will be sponsored here this fall and winter by the Academy of Television Arts and Sciences. NBC-TV will do presentations on specials and publicity-public relations, ABC-TV will do research and promotion, CBS-TV will do drama and news-public affairs. The distributor's organization will do pilot films and TV film economics.

A Washington-Baltimore-Philadelphia chapter of the Academy was opened last week, first of a number of regional and local divisions of the Emmy awarding industry organization. WBAL-TV, Baltimore, was host for the ceremonies.

## BBD&O Gets Sheaffer Pen Ballpoint Acc't

CHICAGO—The ballpoint division of the Sheaffer Pen Company will be serviced by Batten, Barton, Durstine & Osborn here. The ballpoint part of the account is leaving the Russell Seeds agency for its new advertising affiliation. There are rumblings around here that Sheaffer is trying to move out of its alternate sponsorship of reruns of "I Love Lucy," Wednesdays 7:30-8 p.m. on CBS-TV next fall. The commitment is until January 1958.

## WBKB Plugs Zoom B.O. of Chi Theater

CHICAGO—A full force spot campaign sprinkled around kid shows on WBKB resulted Wednesday (14) in the Roosevelt Theater having the biggest opening day of the year. The theater is a Balaban & Katz house. Flicker was "Twenty Million Miles to Earth," a horror opus beamed at kids.

The Roosevelt is B&K's "action" house, usually attracting the leather jacket set. Somewhat surprised themselves at the continuous line-up outside of mothers and tots Wednesday and Thursday, B&K brass informally polled patrons on where they heard of the attraction.

"Every time my kid turned on WBKB," mothers typically replied, according to a B&K spokesman, "they were talking about this picture, so the kid made me bring him."

Forty trailers were scheduled in six days, 60-second and 20-second lengths, mostly in kid show adjacencies. WBKB is financially interlocked with B&K theaters, accounting for the choice of station.

## Aussies Clear For U. S. Film

SYDNEY, Australia—Removal of most of the restrictions on TV imports will bring a flood of U. S. properties here this winter, despite protests by Australian guilds and unions. Stations no longer are limited to \$135,000 per year for overseas material, nor are stations the only one permitted to buy shows now.

Government review of TV's position has resulted in "the chance to upgrade programming by eliminating second and third class material now forced on the air to fulfill available time." Officials do not, however, wish to see "unnecessarily large stocks of imports built up, so contracts with overseas suppliers must not extend beyond three years."

## Scatter Buying Season Starts for TV Webs

NEW YORK — The networks have entered the scatter buying season, now accepting three-and-four week orders for the fall on unsold or half-sold shows. Prestone anti-freeze has bought four stanzas of "Navy Log" on ABC-TV, with U. S. Rubber in for 35 and 13 more open, and three alternate half-hours of "Perry Mason" on CBS-TV, leaving 16 open. Prestone already has four weeks of John Daly newscasts and three half-hours of "Sugarfoot" on ABC.

Some of the announced long-term buys are reliably reported to be actually 17-week deals for Christmas selling, ending Decem-

ber 31, but it is too soon to tell whether this fall will top last year's large number of scatter patterns. Ford, Buick, Maybelline, Drackett, Max Factor, J. B. Williams and Royal were among last fall's pre-Christmas advertisers, with a healthy number of seasonal sponsors like Prestone.

#### SAYS HYDE:

## Congress Is Not Hep to TV's Import

HOLLYWOOD — "Congress has not appreciated the place communications has in our society or the important role in plays," FCC Commissioner Rosel H. Hyde said here last week. He continued that, in his opinion, the commission's 1,100-member staff and \$8 million annual budget is inadequate for the job that it is being asked to do.

For instance, he declared, the FCC has never been able to maintain a sufficient staff for long-range planning or been in the position to do advance research. He indicated that lack of this is probably partially responsible for the VHF-UHF snarl, and that, under present technological conditions, there is no hope for relief in the near future.

The report of the FCC study committee on network practices, due September 30, will include a reappraisal of the entire broadcast situation, he stated.

## Flav-R-Straw Rides Different Range-Texas

NEW YORK — Flav-R-Straw has bought alternate weeks of "Tales of the Texas Rangers" on ABC-TV, Saturdays, 5-5:30 p.m., thru Ruthrauff & Ryan. The drinking straw had placed an order for skip-weeks of "The Lone Ranger" on ABC, but Nestle, which sponsors "Ranger" on CBS-TV, objected to product conflict.

The Sweets Company, strangely enough, does not object to Flav-R-Straws sharing "Tales" on alternate weeks. General Mills remains part sponsor of "Lone Ranger" on ABC in the 5:30-6 p.m. slot on Saturdays.

## 2 Clients Eye NBC Shows

NEW YORK — NBC-TV reportedly has two clients interested in shows on its network. The Equitable Life Assurance Society is considering the purchase of the last third of "Omnibus." And Gulf Oil is said to be weighing the sponsorship of the last quarter of "Suspicion," the new Monday 10-11 p.m. dramatic stanza.

Gulf, however, has a problem in that its distribution does not reach to the West Coast.

## CBS-TV to Cancel 'Stand Up,' Return Time to Stations

NEW YORK — CBS-TV will cancel "Stand Up and Be Counted" September 6 and return the 1-1:30 strip to its affiliates. The quiz show is currently occupying the 1:10-1:30 strip, but it has had a problem getting clearances, a factor which has hurt its chances of getting sponsors.

WCBS-TV here will replace the show with "Our Miss Brooks," now being sold to local stations by CBS-TV Film Sales.

## Anthony Quinn to Play Title Role In 'Mr. Jellyroll'

NEW YORK — CBS-TV has signed Anthony Quinn to play the part of Jellyroll Morton on "Mr. Jellyroll," one of the shows being prepared in its "Seven Lively Arts" series for Sunday, 5-6 p.m., this fall. Being considered to be the host of another big Sunday show, the Monsanto-sponsored "Conquest," is Eric Severeid. The short will share the time with "Arts."

CBS-TV expects to move "Face the Nation" into the 6-6:30 time slot in the fall.

## ABC Alters Plans Re Holding 'Kukla'

CHICAGO — ABC apparently has dropped a plan to fashion a daytime format for "Kukla, Fran and Ollie." The word now is that when the current "KFO" run expires August 30, Burr Tillstrom's Kuklapolitans will be without a TV connection for the first time in almost 10 years.

Tillstrom is expected to concentrate on live appearances, following his success in an Ohio summer theater a few weeks ago.

# WREX-TV

means over  
250,000 TV sets  
and over  
1,000,000 pairs of eyes

Here is a billion dollar market, untouched by either Chicago or Milwaukee TV (90 air miles away). Only one VHF station rules this domain — only one VHF station feeds the finest of network (CBS-ABC) and local shows to agricultural and industrial eyes. A truly market-area station — an important station for you. Call Joe Baisch, or contact your H.R. man for complete details and availabilities.

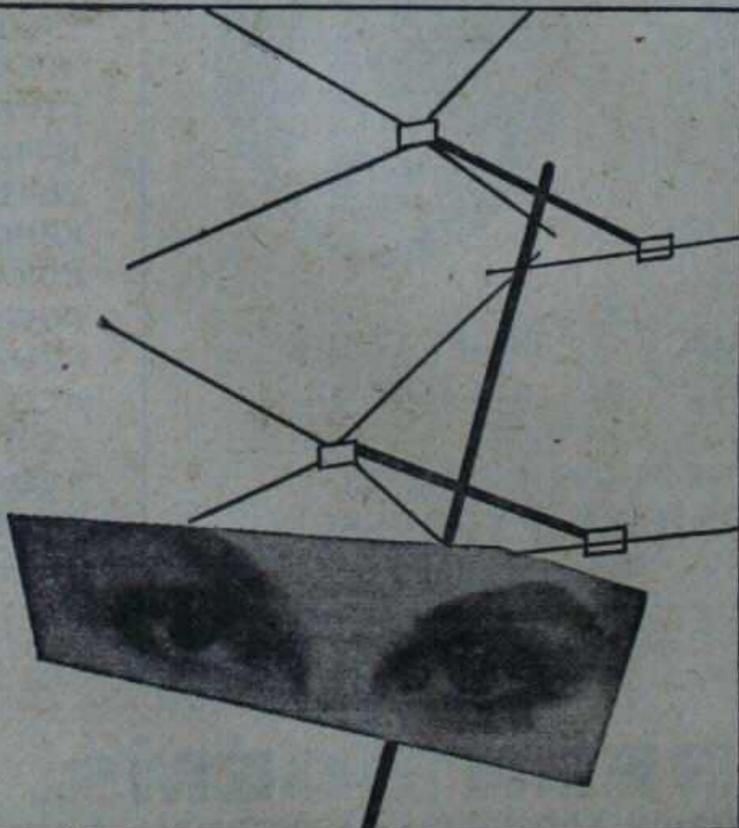


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ROCKFORD, ILLINOIS CBS-ABC Network Affiliation

represented by H-R TELEVISION, INC.

J. M. BAISCH, General Manager



WB BUYER

# Moran Pays Big for WGN Film Package

CHICAGO — WGN-TV released details Friday (16) of the record price-tag feature film package bought by auto dealer Jim Moran, reported to exceed \$10,000, altho the station is not putting out any figures.

Package of 26 features is a skimming of the top cream off a 600-flicker Warner Bros. reservoir bought last year by the station. Moran's purchase signals a new policy by the auto vender, that of scheduling a first-runner of rating-week magnetism every Sunday night in the 10 p.m. slot. Previously, he saved his big guns for rating week, when he'd be known to allow his price tag to go up to \$7,500.

Some of the titles to comprise his new unrelenting barrage of blockbusters are "Treasure of Sierra Madre," "Anthony Adverse" and "Casablanca."

When the package is untied September 1 with "Fighter Squadron," Moran will also be starting his ninth unbroken year in the Sunday 10 p.m. slot on WGN. The station claims it is the nation's first feature film theater, and by far the longest under continuous sponsorship. Over the past 25 months, the series has floated upon an average ARB rating of 23.2. Its all-time rating high was a 37.1, pulled by "The Farmer's Daughter" on September 9, 1956.

Moran's first show was August 28, 1949, when there were only 50,000 TV sets in Chicago, of which 4,000 were in taverns. Comparatively early, Moran learned the magical appeal of first-run features and pitched in as a heavy bidder. His new purchase will run up a record of 240 consecutive weeks of first-runs.

# 'Gunsmoke' 1st For Summer

NEW YORK—"Gunsmoke" delivers the largest summer TV audience among all network shows, reports ARB, and "Studio One Summer Theater" tops the list of shows that are summer replacements for winter regulars. Audience weekly for the adult outer is ARB-measured at over 36,000,000, with the Westinghouse drama series drawing nearly 21,000,000.

Strength of the "Gunsmoke" position is underlined in a comparison with last year, when it stood 15th in the rating lists. "Studio" is now in 10th spot in the rating ranks, but wasn't even in the first 25 last season, an even sharper numerical gain.

# KTLA Launches 60-Day Ballyhoo Called 'Gold Rush'

HOLLYWOOD — "Gold Rush on Channel 5" is the theme of a concentrated 60-day promotion on KTLA, here, to back its new programming. Promotion includes sky-writing, airplane banner towing, newspapers, radio spots, billboards, bus bench posters and direct mail. Special stunts include a search for a buried treasure, a \$10,000 viewer phone contest and guessing the mystery celebrity who will sit on top of the station's identification tower. The Modernaires will make a series of filmed singing station breaks, something new in I.D.'s. Peters-Griffin, Woodward is the new national representative of the station.

# Pilots Readied For Fall of '58

HOLLYWOOD—Pilot production plans for next season are already being formulated. In addition to MGM-TV's activity on such series as "Northwest Passage" and "Min and Bill," several independents are getting into the act.

Bryna Productions, which is leasing a feature, "The Vikings," starring Kirk Douglas, will make the pilot for a teleseries, "King of the Vikings," at the same time. (This technique has been successfully carried out in the past, as with "Long John Silver.") Writer on the show is Edward Lewis, with Ashley-Steiner agenting.

Agent James Saphier has obtained rights to "Western Union," with company making 100-year-old files available for story material. King Bros., which previously

# TV CINDERELLA RAKES IN 100G

NEW YORK—It can still happen, tho the Arthur Godfrey era has waned. Tina Robin, a dime-store salesgirl until three months ago, will earn upwards of \$100,000 this year in television. As a contestant on NBC-TV's "Hold That Note" this spring, she won \$30,000 and several nitery dates as a songstress. Upcoming this summer: Guest shots on the Vic Damone, Arthur Murray and Steve Allen shows, followed by an acting debut on "Court of Last Resort." Says the 19-year-old, 5-foot blonde, "I'm too shocked to feel humility."

said they intend to shoot pilot titled "Sinbad to Sailor" in Istanbul, now plan on filming another, "The Magic Carpet," back to back with this.

# ABC Cops 10 Top Periods

NEW YORK — ABC-TV is averaging a 30.6 nighttime share of audience and capturing 10 of the 30 prime time periods which have three-network commercial programming, according to the latest Nielsen National report.

The web's new year-round candidates racked up healthy gains in audience share: "Date With the Angels," 30.8; "Telephone Time," 28.0; Mike Wallace, 14.6. All gave ABC new rating highs for the respective time periods.

TULSA, Okla. — George (Spanky) McFarland, former child star of the "Our Gang" comedies, has been signed by KOTV here as host for a new series, "Spanky's Little Rascals," combining the "Rascals" film package with live audience participation.

The show will occupy the 5:30-6 p.m. strip.

# Nielsen Top Ten TV Web Shows

(Two Weeks Ending July 13)

TOTAL AUDIENCE

Rank	Program & Network	Reg.
1.	All Star Baseball Game (NBC)	32.8
2.	Gunsmoke (CBS)	30.7
3.	Ed Sullivan (CBS)	28.1
4.	\$64,000 Question (CBS)	27.7
5.	I've Got a Secret (CBS)	27.3
6.	Playhouse 90 (CBS)	26.9
7.	What's My Line? (CBS)	26.7
8.	Alfred Hitchcock (CBS)	26.3
9.	20th Century-Fox (CBS)	26.4
10.	The Line-Up (CBS)	25.7

AVERAGE AUDIENCE

1.	Gunsmoke (CBS)	28.6
2.	\$64,000 Question (CBS)	24.8
3.	What's My Line? (CBS)	24.3
4.	I've Got a Secret (CBS)	24.2
5.	The Line-Up (CBS)	23.1
6.	\$64,000 Challenge (CBS)	23.0
7.	Alfred Hitchcock (CBS)	22.9
8.	Loretta Young (NBC)	22.1
9.	Twenty-One (NBC)	21.8
10.	Ed Sullivan (CBS)	21.3

**NOW 5 of America's major TV markets are served by WBC**

IN BOSTON  
**WBZ-TV**  
Channel 4, NBC

IN PITTSBURGH  
**KDKA-TV**  
Channel 2, CBS, NBC, ABC

IN CLEVELAND  
**KYW-TV**  
Channel 3, NBC

IN SAN FRANCISCO  
**KPIX**  
Channel 5, CBS

**AND NOW, IN BALTIMORE!**  
**WJZ (formerly WAAM), Channel 13, ABC**  
—another big and growing sales arena!

Better than 5.7 million TV homes from coast to coast now look at, listen to, and are sold by WBC Television.

WBC promotion attracts them — WBC programming holds them . . . for your product message.

If you want a top-notch spot campaign in any one of these first-class markets, call the stations direct. Or, for a real sales splash, phone "Bink" Dannenbaum, WBC VP for Sales, at MURRAY HILL 7-0808, New York.

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CHICAGO, WIND  
PORTLAND, KEX

TELEVISION  
BOSTON, WBZ-TV  
BALTIMORE, WJZ  
PITTSBURGH, KDKA-TV  
CLEVELAND, KYW-TV  
SAN FRANCISCO, KPIX

WIND represented by AM Radio Sales  
WJZ represented by Blair-TV  
KPIX represented by The Katz Agency, Inc.  
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**LORRIE COLLINS**

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39 FILMED 1/2 HOURS OF  
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...COUNTRY MUSIC!



TEX WILLIAMS

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SONS OF THE PIONEERS

FAMOUS GUEST STARS LIKE THESE IN EVERY SHOW!

For details contact your nearest office.

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230 N. Michigan Ave.  
Franklyn 2-3696

HOLLYWOOD  
1334 N. Beechwood Dr.  
Hollywood 2-3111

NEW ORLEANS  
1032 Royal St.  
Express 3913

TORONTO  
102-108 Peter St.  
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## CHANGING PATTERNS

Regional Buys Off a Shade;  
Nat'l Client Interest Grows

NEW YORK — Twenty-two new companies have joined the list of regional sponsors since January 1, with the number of regional deals to date standing at 38 this year, a shade less than the same period in 1956. Including hold-overs, there are today 96 advertisers running with 108 regional buys. The latter are defined as minimum purchase of three major markets or five minor markets.

Miles Labs took the plunge with an 18-market buy of "Harbor Command" for the fall, as did Prescription 1,500, another drug firm, with 10 markets for "Charlie Chan." Corn Products made its first regional buy for Bosco-60 markets with "Annie Oakley."

Other sponsors new to regionals include Continental Oil, 47 markets, "Whirlybirds"; D-X Sunray Oil, 40 markets, "Capt. David Grief"; Loblaw's Supermarkets, 4, "Gray Ghost"; Brylcreem, 16, "Silent Service"; Habitant Soups, upwards of 15, "Gray Ghost"; A&P, 5, "26 Men"; Fort Howard Paper Company, 4, "State Trooper"; Faultless Starch, 42, "O. Henry Playhouse"; Fuller Paint, 14, "Men of Annapolis"; Nationwide Insurance, 32, "Mama"; Los Angeles Soap, 9, "Sheriff of Cochise," and Laura Scudder Foods, 14, "Whirlybirds."

## Six Brewers

Six brewers debuted as regional buyers: Griesedieck Bros., 9, "Ranch Party"; West End, 7, "Sheriff of Cochise"; August Wagner, 5, "26 Men"; Busch Bavarian, a subsidiary of Budweiser, 12, "New Adventures of Martin Kane"; Schaefer Brewing, 3, "Martin Kane," and Narragansett Brewing, 5, "Captain Grief."

Flav-R-Straws, which leaped from local spots to a 20-market buy of "Popeye," is moving on to network sponsorship ("Tales of the Texas Rangers," ABC-TV) and

'Gray Ghost'  
In 72 Markets

NEW YORK — CBS-TV Film Sales has now sold "The Gray Ghost" in 72 markets. The syndicator picked up several two-market buys last week and one for four markets.

Winn-Dixie bought it for two markets in Florida, and another Florida advertiser, Tarno Meat Packers, bought Tampa and Orlando. Loblaw's Supermarkets purchased the vidfilm series in upper New York State, the cities being Rochester, Buffalo, Erie and Syracuse.

reportedly will make no further syndication buys.

Faith in regional buying was demonstrated by renewals such as these: Falstaff Beer, 71 markets, "State Trooper"; C. Schmidt & Sons, 6, "State Trooper"; Chunky Chocolates, 17 upped from 14, "Foreign Legionnaire"; White King Soap, 28, "Sheriff of Cochise," and Ballantine, 24, "Highway Patrol."

Among the property-switchers, Gill Coffee bought six markets for "O. Henry Playhouse," dropping "Dr. Hudson's Secret Journal." Brewery Beer bought 11 markets for "Stage 7" and five for "Dr. Hudson," replacing "Susie." Clairol bought 24 markets for "The Honeymooners," instead of Rosemary Clooney. Colonial Stores bought "Gray Ghost" for more than 10 markets, instead of "Dr. Christian."

## Other Buys

Also, Standard Oil of Texas bought eight markets for "26 Men," dropping "The Tracer" and "Celebrity Playhouse." National Biscuit bought six markets for "Whirlybirds," dropping "Code 3," but retaining its 80-odd buys for "Sky King." Blue Plate Foods bought eight for "If You Had a Million," instead of "Stage 7." Pearl Brewery bought eight for "Captain Grief," replacing "Passport to Danger." And Hamm's Beer bought 55 for "Harbor Command," replacing "Badge 714."

The ring-round-the-rosy aspects of these replacements almost make them equivalent to renewals. The jump on "Annie Oakley," from Continental Baking (73 markets)

NBC Refuses  
Sterling's Bid

NEW YORK — The Sterling Drug bid to place "My True Story" in the Tuesday 7:30-8 p.m. time period on NBC-TV last week was turned down by the web. The program is currently in the 12-12:30 p.m. Saturday slot on the same web.

NBC has decided to give Nat (King) Cole the Tuesday 7:30 slot instead, beginning September 24, as a reward for the showing he has made on NBC in his summer show, 10-10:30, the same evening.

Chock Full O' Nuts Coffee is interested in buying the singer in the Northeastern section of the country where it has distribution, but the network may not go for a regional sponsorship deal.

to Bosco to an added General Foods (90 markets), is in another category, as is a Stroh Beer addition of "Captain Grief" in 21 markets to its previous, and still running, purchases of "Code 3" and "Crunch and Des."

## Foreign Buys

While Stroh, Blatz Beer, Ohio Oil, Kellogg and others have varied and expanded their regional buys, some, like Sterling Drug, are standing pat in the U. S. and buying in foreign markets. (Sterling picked up six Canadian markets for "Life With Elizabeth.") Others, such as Rhinegold, which bought three markets for "Code 3," retreated geographically, dropping West Coast or Midwest sponsorship entirely.

The general air in the regional field is advertiser continuity, with a sprinkling of defections to network or local patterns, and the arrival of more and more national advertisers to wet their feet with short-term regional buys.

New Agency  
'E-merging'?

NEW YORK — A new advertising agency may be born soon, with total billings over the \$80,000,000 mark. Reported close to completion is a merger between two Ad Row veterans, Ruthrauff & Ryan and Erwin, Wasey.

Ruthrauff has lately been on a merger kick. In the past season or so, the shop has absorbed some smaller agencies, including the Geare-Marston firm in Philadelphia and Chambers & Wiswell of Boston, bringing in some nice chunks of new business.

Key Ruthrauff accounts include Bon Ami, Red Top Brewing, Safeway Stores, Tums and du Maurier cigarettes, among others. The E-W shop includes Carnation, Helbros Watch, Rootes Motors, Carling Brewing, Toastmaster and Van Camp Sea Food.

'26 Men' in 20 Markets  
With WABC Addition

NEW YORK — The sale of "26 Men" to WABC-TV here puts the ABC Film Syndication show in the top 20 markets, when it begins its first-run syndication schedule October 10. Brylcreem has bought alternate weeks of the Western here, its fourth buy of the property.

GEORGE T. (2-GUN) SHUPERT  
CALLS IT A WESTERN, SON!

"Let's call a Western, a Western!" roared ABC Film Syndication's George T. Shupert in a manner stalwart enough to suggest his middle initial stands for "Two-Gun."

With the bravura air of Gary Cooper left to face the Bad Guys alone while scared neighbors hightail for the hills, Shupert drew from the hip last week and let fly at the flacks, film makers, admen, et al. who have recently tried to duck being linked with the thundering herd of fall vidfilm oaters. (See The Billboard, July 29.)

"I, for one, am delighted that our newest TV film series, '26 Men,' is a Western, and I'm equally proud that it is the most Western Western from every aspect," he snapped in his office out west, by a few yards, of Broadway.

Disdaining pseudo-Westerns and dude film stars, Shupert pointed out that the ABC Film series is being lensed on "undisputed Western locales in Arizona," and that the creators and key players of "26 Men" have over 1,000 Western credits for feature films, serials and TV oaters.

Further underlining the West-of-the-Pecos purity of the half-hour vidfilm entry, Shupert added that star Tris Coffin comes from Utah, featured player Kelo Henderson from Colorado, the production team—producer Russell Hayden, director Reg Browne and adapter Oliver Drake—are all native Californians, and writer Sloan Nibley hails from Oregon.

"The stories," tersed Shupert, who didn't say where HE was from, "have the horse flavor."

## ALL FOR MUMMY

WABC-TV Ratings to  
Get 'Shock' Therapy

NEW YORK — In a \$750,000 deal with Screen Gems flagship WABC-TV is enlisting the aid of Frankenstein, Dracula, and veritable Grand Guignol of celluloid mummies and monsters to boost lagging ratings (ARB average: 1.2) of its "Night Show" feature strip, 11:15 p.m. on.

The outlet has inked the 52-title "Shock" package (see box, Page 17), which SG assembled in its recent distribution deal with Universal-International and expects to launch in New York starting September 30.

Behind the move is a significant concept. What WABC will be airing is actually a TV version of the "contrapuntal" programming long employed by such radio indies as WNEW in successfully knocking off well-established competition. "We're hoping to create a new 'program identity' to crack entrenched viewer habits," is how one ABC official privately states it.

To ballyhoo its blood-curdlers, the ABC flagship is now mapping an all-out promotion publicity drive to create advance viewer interest—a task not too difficult as the package contains most of the classic horror films ever lensed.

## GLOBAL TV

CBS Film  
Sells Pix  
To Arabians

RIYADH, Saudi-Arabia — The sale of four syndicated vidfilm series for telecasting here places CBS Television Film Sales product now in every major world viewing area. Middle Eastern TV deals have been wrapped for two Westerns, "Buffalo Bill Jr." and "Range Rider," as well as "Whirlybirds" and "Whistler," completing the circle.

Other popular overseas series in the CBS offshoot's telefilm globe-girdling: "Annie Oakley," "I Love Lucy," "Brave Eagle," "Adventures of Champion" and "Terrytoons." Special one-shot sales have also been scored with special newsfilm like the Krushchev interview. Films are aired in Europe, the Far East, Central and South America, Canada and Great Britain. Notable exception: The Soviet Union.

Brewery Signs  
'Cochise' for 7

NEW YORK — West End Brewing has signed NTA's "Sheriff of Cochise" for a 52-week run in seven up-State New York markets for its Utica Club Beer, and will team it with ABC Films' "Code Three" in a few of the larger cities. The same brewery also inked "Official Detective" for Altoona, Pa.

"Cochise" replaces West End's earlier multi-market buy of NBC's syndicated "Crunch and Des" series, whose cycle is now finishing. The NBC vidfilm was also teamed for Utica Club in some areas with "Ellery Queen" reruns.

The deal was signed here for October start thru the Cohen & Aleshire agency.

## NO TAKERS

Para May  
Have to Cut  
Sale Price

NEW YORK — Considerable buyer resistance is said to be forming against Paramount's asking price of \$50,000,000 for its backlog of pre-1948 pictures in a TV deal, which may force Paramount to trim its price sizably if it wishes to get them into circulation soon, according to distributor sources here.

The problem lies chiefly in the fact that the Paramount price averages out at over \$80,000 per picture. This, most distributors agree, makes it difficult to obtain a profit on anything except a long-range basis, since even the top feature titles rarely gross more than \$150,000 apiece in a maximum-exposure sale in all major TV centers, from which must be deducted costs of sales distribution.

The top distributor price for a feature for TV that is still "realistic," according to one veteran feature salesman, is around \$50,000. Since many of the films in Paramount's backlog are of less than blockbuster quality, the bidding average of those closest to obtaining a TV deal for the Paramount package — including Ely Landau's NTA, Elliott Hyman's AAP, NBC-TV and one or two others — has been around \$30,000,000 to \$35,000,000.

## 'GEE!' Chicago's Top Morning Participation Show!



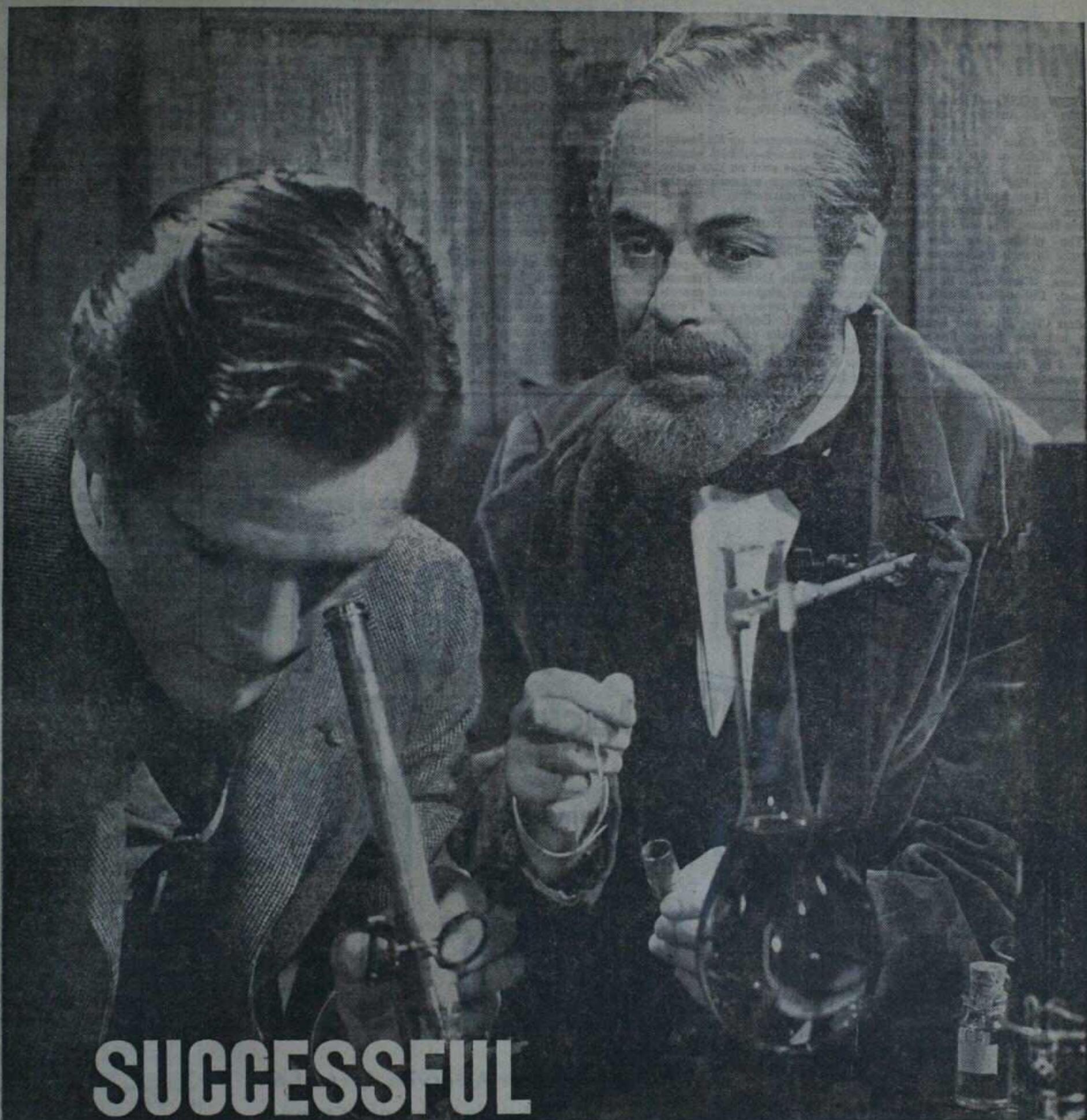
Yes, "The Stu Erwin Show" on WGN-TV, 10:30-11:00 A.M., Monday thru Friday, has been consistently the highest rated morning participation show in Chicago TV. (5.0 average quarter hour rating in July ARB.)

It is just one of the many programs WGN-TV offers, and that's why Top Drawer Advertisers use WGN-TV. Let our specialists discuss your sales problems and fill you in on other high-rated availabilities.

Put "GEE" in your Chicago sales with

**WGN-TV**

CHANNEL 9—CHICAGO



# SUCCESSFUL EXPERIMENT IN SPRINGFIELD

One April weekend, Warner Bros.' "The Story of Louis Pasteur," with Paul Muni, was slated twice on WWLP, Springfield, Mass. Same program... same station... Saturday at 11 P.M., and again on Sunday at 2 P.M.

Results? On Saturday night the Academy Award winning Warner Bros. feature had a 30.5 Pulse, with a 63% share of audience—highest rating ever for a feature film in the time period. Sunday? A 15.0 rating—with 56% share of audience—again, the highest ever for a feature film in the Sunday afternoon period.

Springfield audiences give dramatic evidence of the great pulling power of Warner Bros. features. To put them to work in your area, write or phone:

**d.a.p. inc.**

Distributors for Associated Artists  
845 Madison Ave., MURRAY HILL 6-2323  
75 E. Wacker Dr., DEARBORN 2-2030  
1611 Bryan St., RIVERSIDE 7-8553  
9110 Sunset Blvd., CRESTVIEW 6-5886

Productions Corp.  
NEW YORK  
CHICAGO  
DALLAS  
LOS ANGELES

## TPA Fills Prescription With 78 'Chan' Sales

NEW YORK—Television Programs of America last week wrapped up its 78th sale of "Charlie Chan" which stars J. Carrol Naish as the Oriental detective. TPA landed a new regional sponsor when Prescription bought 10 markets for the mystery series. Wallace C. Brunner agency, Terre Haute, Ind., was the agency.

The vidfilm has also been bought in such markets as Philadelphia, Los Angeles, Boston, New Orleans, Cleveland, St. Louis, Miami, Dallas-Fort Worth, Jacksonville, Atlanta, Indianapolis, Kansas City, Mo., and Louisville, the last two being Prescription 1,500 markets. Other markets purchased by Prescription 1,500 are Cincinnati; Peoria and Cham-

pagne, Ill.; Toledo, Memphis, Louisville; Fort Wayne and Evansville, Ind.

TPA also stepped up its foreign sales. The French-dubbed version of "Fury" was sold on the entire French language network of the Caradian Broadcasting Corporation, addition was sold to WAPA-TV, San Juan Puerto Rico.

PARIS—The Folies Bergere is co-producing a 45-minute pilot film with Radio Diffusion Francais here, as a first step toward exporting a musical revue series, "Folies Bergere," with English narration and French skits and lyrics. No nudes will be included, but the show is aimed for late night viewing; hence the odd-length format.

## WTIC to Air News, Sports And Weather

HARTFORD, Conn. — WTIC here, the new independent station which debuts early in September, is relying heavily on features plus news, sports and weather to attract viewers. The station will offer three news, sports and weather strips; one 6:30-7 p.m., another 10-10:15 and the third, 11:45-12 to wind up the evening's telecasting.

The main bulk of the evening's programming will, however, consist of features. A different feature will be seen each night at 7:30 and 10:15 plus one on Saturday afternoons. The station has already purchased the Movietime U. S. A. package, the United Artists Award group, Screen Gems'

## Sales Added To Ziv Series

NEW YORK—Ziv's two latest vidfilm entries, "Harbor Command" and the revived "Martin Kane" series leased abroad, have racked up market sales totals of 122 and 168 respectively, according to sales chief M. J. Rifkin.

Latest scores were reached when "Command" was signed in five markets (two of them by Hamm Brewing adding to its multi-market spread) and "Kane" was inked in three local deals.

Hollywood Premiere Parade and a number of smaller packages.

Syndicated shows will be telecast 5-5:30, 7-7:30 and 9-10 p.m. across the board. Among the vidfilm series already purchased are "Whirlybirds," "O. Henry Playhouse," "Kingdom of the Sea" and "Hawkeye."

## Features on Upswing in L.A. Total Now 115

HOLLYWOOD — The number of features being played in the Los Angeles market continued to increase. Seven stations now total 115 plays weekly, as against 104 last May when a special survey showed that, at the then present rate of use, TV will have exhausted the backlog of theatrical pix by 1963 (The Billboard, May 13).

Partly as a result of this, the price stations are paying for features also continues to rise. KTLA, for instance, bought the Screen Gems "Horror" package, plus 38 other assorted pix, this week, paying \$746,000, or an average of \$8,300 per picture. A year or two ago this would have been considered top price for the best packages then available.

KHJ-TV, the General Teleradio station, which to a great extent pioneered movies in Los Angeles, is now running 30 pix a week (including the six-time weekly strip of its "Movie Theater"), the highest in the history of the channel.

Of the other three independents, KTLA has 22 play dates weekly, KCOP 17 and KTTV 13. KTTV, despite its tremendous M-G-M buy, plus smaller ones from Columbia and 20th Century-Fox, is finding itself running short of top pix for Class A time, and will cut down to 11 features this fall, replacing these with first-run telefilms.

Even the network stations are using a considerable number of theatrical properties. KNXT (CBS) airs 15 weekly; KABC-TV, 11, and KRCA (NBC), 7.

## Wm. Cruikshank, Of 4 Star, Joins Board at Official

NEW YORK—A closer link has been forged between Official Films and Four Star Films, already blended in a stock interest exchange made when Official took on the distribution of "Four Star Theater" reruns in March, 1956, with the naming of William A. Cruikshank Jr., prexy of Four Star Films, Inc., to a board membership at Official.

He is the seventh member of the distribution firm's board. Cruikshank represents the Official holdings of himself, Dick Powell, David Niven and Charles Boyer.

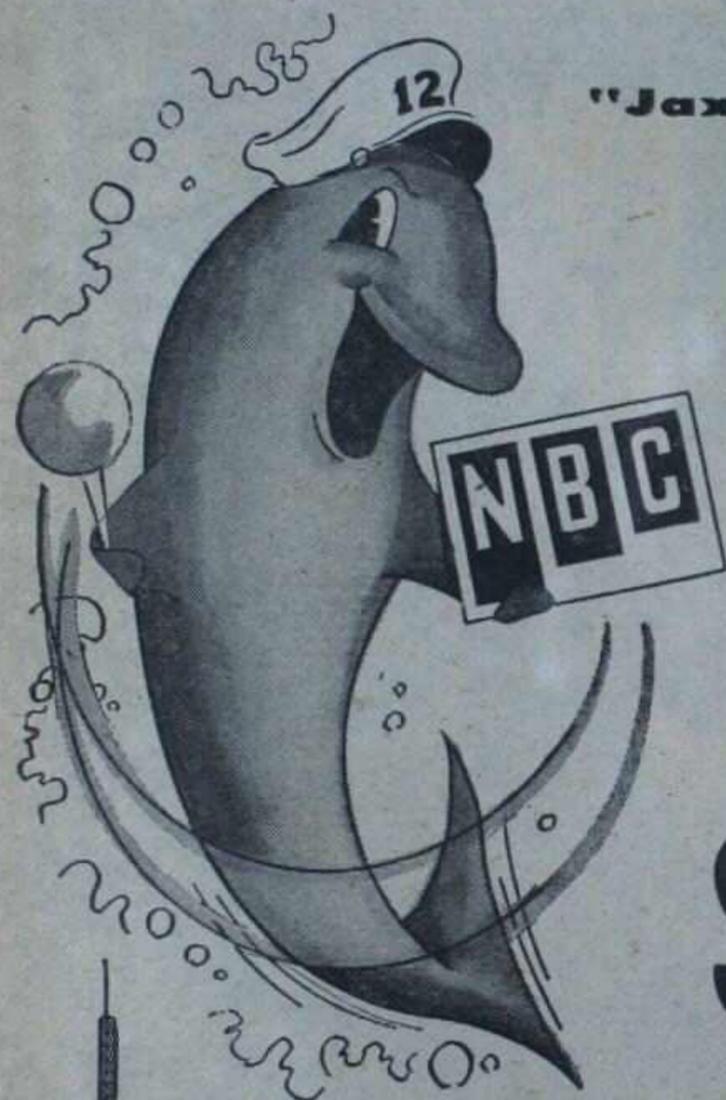
## Kraike Moves to Gross-Krasne as Vice-President

HOLLYWOOD — Michel Kraike, former Screen Gems and TCF-TV producer, joins Gross-Krasne as a vice-president this week. Kraike, who owns TV rights to "Trader Horn," will produce the series in conjunction with the English production subsidiary of G-K.

Filming on the show gets under way this winter in London and Africa, where Gross-Krasne is already producing two other series. Additionally, Kraike will also work on the development of new properties.

NEW YORK—Screencraft has worked 239 half hours of "The Plainclothesman" free from the Du Mont network on which they were originally presented. The distribution firm intends to start selling kinescopes of the mystery series which featured Ken Lynch.

Screencraft's top property is "Judge Roy Bean."



"Jaxie" proudly announces . . .

# WFGA-TV

## Jacksonville, Fla.

Becomes Basic

# NBC

# SEPT. 1st

For A Service Area of 64  
Florida - Georgia Counties

TV Sets	226,880 (1)
Population	1,511,300 (2)
Buying Power	\$1,785,944,000 (2)
Retail Sales	\$1,562,627,800 (2)

**WFGA-TV • Channel 12 • VHF**

equipped for **FULL COLOR** • 1000 ft. tower

**Top Power 316,000 watts • JACKSONVILLE, FLORIDA**

Represented by Peters, Griffin, Woodward, Inc.

**FLORIDA'S COLORFUL STATION!**



# SOCKO! POW! SMASH!

**These Words Mean Action!** And that's what you'll get when NTA's "OFFICIAL DETECTIVE" comes to the TV Screen. Action on the rating front and Action at the cash register.

**It's exciting**... with some of the most blistering episodes that ever blazed from a TV screen.

**It's authentic**... based on the actual files of "Official Detective" Magazine, the Number One publication in the field.

**It's made by Desilu**... which tops its own list of big winners such as "I Love Lucy," "The Line-Up," "Wyatt Earp" and "The Sheriff of Cochise." When you deal with Desilu, you're putting your money on the favorite.

**39 Big, New TV Half-Hours**... are brought to you by Desilu and NTA, at a cost of over a million dollars. Call or write today for an audition print of...

# "OFFICIAL DETECTIVE"

starring **EVERETT SLOANE**

Harold Goldman, Vice President in Charge of Sales  
 NATIONAL TELEFILM ASSOCIATES, INC.  
 60 West 55th Street, New York 19, N. Y.  
 PLaza 7-2100



**COMPLETE CIRCLE?**

**NTA Eyes 2 Stations In Addition to KMGM**

NEW YORK—National Telefilm Associates is eyeing two more stations—in addition to KMGM—as possible properties for a move into station operation which would complete the circle of creation, distribution and airing of NTA telefilms.

The latest to be scrutinized in Ely Landau's search for VHF properties in major markets, according to station broker sources, are KTVR, Denver—a Channel 2 outlet in which Loew's, Inc., has an interest — and WITI-TV, Milwaukee—a Channel 6 outlet in which such TV execs as Robert Straus and Max Osnos are substantial shareholders.

Both stations are well-established in their communities, but neither has been anything of a smash success with rates (and ratings) that have lagged behind such leaders in their respective markets as KLZ-TV and KOA-TV, or WTMJ-TV and WISN-TV. Both have quietly had the "For Sale" sign up—for the right price—for several months.

No Secret  
Altho NTA sources would neither confirm nor deny possible deals for the two properties being scouted in addition to KMGM, it's been no secret that Landau and NTA execs have wanted special VHF "showcase" outlets which

**New Sales Depts. Set Up for KSBW, KSBY**

SALINAS, Calif.—The Salinas Valley Broadcasting Corporation has created a sales development department for KSBW-TV here and KSBY, San Luis Obispo, Calif., in the belief that stations must separate such activities from normal promotion and merchandising activities. Clarke Bradley will serve as director.

would serve the double purpose of revenue producers and show-cases for NTA film fare, whether syndicated product or that of the NTA Film Network.

Both the Denver and the Milwaukee outlets are independent stations and are the fourth outlet in four-station markets. A build-up of such station properties thru smart film programming would be a big sales plus for Landau in wrapping up film deals with any outlet.

**39 'Hawkeyes' Set for Canada**

HOLLYWOOD — Normandie Productions, TPA's Canadian affiliate, plans to go into production on another 39 half-hour skein of "Hawkeye, Last of the Mohicans," in Canada, following the completion of shooting on "Tugboat Annie," presently being lensed at Audio Films Studio in Toronto. First 39 episodes of "Mohicans" were placed in syndication by TPA this year.

Two other properties are also under consideration for Canadian filming. One would deal with the experiences of a Royal Canadian Mounted Police officer in Saskatchewan during the opening of the frontier there.

**Caravel, ATV, MPO Involved In Big Moves**

NEW YORK—Three New York area film producers—Caravel, ATV and MPO—are involved in major expansions and consolidations this month.

Caravel Films, a commercial producer for the past 37 years, is moving on September 15 to a brand-new studio operation being completed at West End Avenue and 60th Street, near the new Lincoln Square projects. New facilities give Caravel's prey, Dave Pincus, a main working stage 75 by 100 feet for film commercials. Another stage is completed, and a third is planned.

The Caravel plant has been designed as a unified, one-stop center, with facilities for cutting, editing, animation and set construction. The older Caravel studios in Hempstead, Long Island, will be kept open for industrial work with TV centered in the new plant.

A few blocks away, MPO Television Films and Mickey Schwarz's ATV Productions have merged in a cash-and-stock exchange deal which makes MPO one of the largest commercial film makers with estimated combined TV billings of nearly \$3,000,000. Schwarz will function as a commercial producer-director of the firm, along with MPO's Marvin Rothenberg and Joe Kohn.

**WBKB to Try Out 'Pocket Billiards,' May Start Craze**

CHICAGO—WBKB is sending up a trial balloon on a sports gimmick show, pocket billiards, based on the hunch by Sterling (Red) Quinlan, ABC veeep, that it could set off a new craze as bowling did a few years back.

Quinlan gave the green light to Joe Wilson, commentator of WBKB's "Original Live Championship Bowling," to produce the one-time trial Sunday, September 8, 10-11 p.m., after closed circuit tests caught the fancy of station execs. Trial will be called "Pocket Billiards Stars." Wilson has altered the rules of conventional pocket billiards in order to emphasize competition between players.

**Sterling TV Sells Films to 'Romper'**

BALTIMORE—A new kind of multi-market film deal — selling films to a live syndicated show—was scored last week by Sterling Television. The firm sold a series of animal short subjects here to Bert Cluster Television Productions for inclusion in the daily "Romper Room" package, now airing live in 60 markets.

Films will begin airing in the moppet-slanted shows within a month.

**Wiig Big at WROC-TV**

WASHINGTON — Transcontinent Television has named Gunnar O. Wiig general manager of WROC-TV in Rochester, N. Y. Wiig has been executive veepee of Allegheny Broadcasting Corporation.

Newest star in the television skies!

- Presenting star-studded MGM and RKO features!
- Great new syndicated shows!
- The star-filled ABC Fall line-up!
- Exciting new local personalities!
- WATCH BALTIMORE SWITCH TO...

Effective September 6th ...

**WJZ 13 TV**

The Star-Bright Station

BALTIMORE, MARYLAND

**WESTINGHOUSE BROADCASTING COMPANY, INC.**  
 Radio: BOSTON, WBZ • WEJA • PITTSBURGH, KDKA • CLEVELAND, KYW  
 FORT WAYNE, WOWO • CHICAGO, WIND • PORTLAND, NEX  
 Television: BOSTON, WBZ-TV • BALTIMORE, WJZ-TV  
 PITTSBURGH, KDKA-TV • CLEVELAND, KYW-TV • SAN FRANCISCO, KPFX  
 WIND represented by All Radio Sales. WJZ-TV represented by Blair-TV.  
 KPFX represented by The Katz Agency, Inc.  
 All other WBC stations represented by Fetters, Griffin, Woodward, Inc.

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

Offices in principal cities throughout the United States

**MCA-TV**  
Film Division

# ARE YOU ON A SPOT?



## DO YOU NEED A COMMERCIAL IN A RUSH?

Do you have a last-minute TV spot problem? MGM-TV offers top quality and speed at budget prices. You can still meet your Fall production schedule thanks to the fabulous facilities of the Culver City studios!

**ON A SPOT? JUST CALL LEO!**

The nation's biggest agencies  
and most important advertisers  
are discovering MGM-TV!  
To mention just a few...

RCA  
Eastman Kodak  
Helene Curtis  
Knickerbocker Beer  
Maybelline  
Pure Oil Company  
Schlitz Beer  
Standard Oil of Indiana  
Houbigant Perfumes  
Bell & Howell  
Richard Hudnut  
Pillsbury

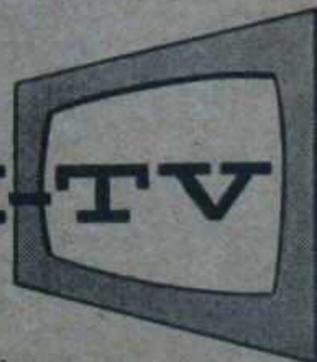


## MGM-TV

A SERVICE OF  
LOEW'S INCORPORATED

Wire, write or phone

Richard A. Harper, General Sales Mgr.  
701 7th Ave., New York 36, N.Y., JUdson 2-2000  
Richard Lewis  
360 N. Michigan, Chicago, Ill., RAndolph 4-1011  
Maurie Gresham  
MGM Studios, Culver City, Calif., TEKas 0-3311



# The Billboard Scoreboard

## NETWORK REVIEW

### Arlene Francis Might Well Be a Bit Nervous

By CHARLOTTE SUMMERS

**The Arlene Francis Show (Net)**  
Star, Arlene Francis. Producer, Alan Beaumont. Director, Ted Nathanson. Writers, George Kirgo and Mike Morris. Sustaining.  
(NBC-TV, 10-10:30 a.m., EDT, August 13.)

There can be no argument with the choice of Arlene Francis as hostess on most any show currently on TV, since she has long proved herself a most capable and warm personality. However, it does seem almost inexcusable for a new TV show, daytime or no, to debut without pre-determining its direction.

On the show caught (Tuesday), Miss Francis, who was confined to a wheel chair because of a foot injury, made a homey little pitch asking for indulgence and explaining that "second" show nerves were worse than first. And after viewing the fare served up, it was most understandable. A star on two TV shows and special guest on many others, she undoubtedly was most unhappy about the 30 minutes coming up.

David Hill

The mish mash included a "do it yourself" commercial, with two people selected from the studio audience asked to stand up and give a 60-second pitch on their business. It just didn't come off in spite of Hugh Downs' and Arlene

Francis' assist. David Hill, folk singer, came on, next. Hill, RCA Victor's newest discovery who has been picked by The Billboard's Music department as an upcoming artist, plugged his newest record, "By My Side." Another Presley type, Hill wiggled, plucked away at his guitar and slurred the verse in top form. A teen-ager's delight, no doubt, but just what he was doing on a woman's type show, was difficult to understand.

The wind-up and top spot of the show was an interview with Cyril Ritchard. He was amusing, gallant and charming, and Arlene Francis aided and assisted him in the top style of a Hollywood star. Prizes for a new game, "Cross My Heart," to be played by both the studio and at-home audience, were promised for the near future, in addition to other audience participation gimmicks.

## Weekend (Local)

**Hosts, Bert Knapp, Len Garry, Director, Don Horan, Producer, Ray Rand Associates, Sponsor, Teenage Magazine.**  
(WATV, Newark, N. J., 6-6:30 p.m., EDT, August 9.)

As an amusement magazine of the air, the series is a diamond in the rough. It fills a programming gap, but the touch of professionalism is absent. Bert Knapp and Len Garry are likable and serious as co-hosts; perhaps they'll relax after a few more shows and put fun and sparkle into it. A recommendation of a restaurant obviously isn't very effective when it's delivered without enthusiasm.

Tony Randall made an amusing interview guest, a film clip behind the scenes of "Sweet Smell of Success" was enjoyable and a girl dude ranch owner provided pleasant monosyllabic answers. The weather forecast was livened up by the antics of Hugh Midity, a puppet. Suggestions for trips, free activities and resort hotels were given with a yawn.

The format is sound, however, and with better pace the series could become a must for residents of this area. In fact, there's no reason why live syndication couldn't put this show in numerous markets.  
Bob Bernstein.

## Savarin News Special (Local)

**WNBT, New York, Saturday (10), 11-11:15 p.m., EDT (Caught again).**

One of the oldest continuously sponsored programs in local TV, this stanza is among the top news shows of its kind. News is presented simply and effectively with a minimum of fuss and distraction. Also attention getting is the smooth combination of the visual and aural elements of news. Bob Wilson, the newscaster, is not afraid to talk news, but the few news clips are well-integrated.

In the 15 minutes the program covered a great deal of ground. It ranged from the international scene and the Middle East, to Marilyn Monroe's hospital leaving, which was slightly stale. Wilson handles his chores effectively. Sole criticism, and a minor one, is perhaps the lack of a local news feature. Sports and weather are also covered to make for comprehensiveness.

The Savarin commercials were good but need a freshening up on copy approach.  
Leon Morse.

## Ed Sullivan (Net)

**CBS-TV, Sunday (11), 8-9 p.m., EDT (Caught again).**

Once a year, vaude maestro Ed Sullivan surrenders his Sunday hour to the U. S. Army. The 1957 edition proved to be a lively and talent-full session, making the gesture a good deal more than just a public service.

The showcase was at its best when it stuck closely to the basic premise of presenting G. I. talent. Non-G. I. Jayne Mansfield, for instance, wriggled her way thru two brief guest appearances in skin-tight costumes, dutifully plugged her new movie and provided something for the boys to look at, but confined herself otherwise to being a sort of S. J. Perelman caricature of Marilyn Monroe. The other fem guest, Carole Burnett, wasn't half as astounding to look at as Miss Mansfield, but drew a big yock with her funny-as-hell (and very irreverent) "I Made a Fool of Myself Over John Foster Dulles."

Army acts were well staged and slickly handled. Outstanding were such turns as G. I. Freddy Engle with a comedy gorilla routine, a bright Dixieland march by Buddy Dee and the Fort Dix Six, and a rendition by Lt. Buddy Knox of "Be My Party Doll."

The MATS Major, who recently performed the astounding feat of flying home a loaded military transport with two engines gone, was obviously painfully embarrassed by being thrust before the cameras for Sullivan's lackluster questioning in a guest appearance. His quietly modest replies probably made many viewers wish Sullivan would let the poor guy alone.  
Charles Sinclair.

## Right Now (Local)

**WCBS-TV, New York, Saturday (10), 1:30-2 p.m., EDT (Caught again).**

Aside from a few sharp observations, "Right Now" shed little light on the problem of juvenile delinquency in New York City. The problem seemed to be that the teen-age panel which discussed the subject was not really deeply acquainted with juvenile crime and was not equipped to prescribe for the problem.

The six teen-agers, who were culled from several neighborhood settlement houses, generally agreed that the absence of love in many homes was responsible for chasing children into the street. They also maintained that one of the proposed solutions — an early curfew — would not work. They did suggest that social workers would do more good than policemen.

These were valid contributions, but most of the program consisted of pointless discussion which should have been shaped more carefully by moderator Dallas Townsend.  
Leon Morse.

## Tonight (Net)

**NBC-TV, Tuesday (13), 11:15 p.m.-1 a.m., EDT (Caught again).**

NBC's troublesome late night spot continues spiraling upward toward success, with the advent of the Jack Paar era. It's an entertaining nightly revue now, full of chuckles, information and variety. A little pick-up in pace and one-line gags and the series will be a knockout.

The stanza caught ranged from Paar's mind-reading act to Tony Randall's guest quips, pleasant songs by Richard Hayes and Betty Madigan, off-beat comedy by Dody Goodman, a discussion of male secretaries and a smart dog who identified humans by name and clothing. Jose Melis contributed fine piano solos and some incidental laughs.

The skits and bits were sometimes a little too relaxed and un-

## TV PROGRAM REVIEWS

## NETWORK REVIEW

### Video and Boat Racing Aren't Compatible Yet

By LEON MORSE

**Gold Cup Races (Net)**  
Presented by KING-TV, Seattle, Sportscaster, Bill O'Mara. Directors, Leo Shulman and Bernis Carey. Sustaining via the ABC-TV network.  
(ABC-TV, 9-10 p.m., EDT, August 11.)

A sport seldom exposed to network viewers was seen last week with the telecasting of the Gold Cup Races from Seattle's Lake Washington. Most sports have complexities of their own, and this one—unlimited hydroplane racing—needs much more exposure and education before it can expect to build up much television public, tho it already has a tremendous spectator public of its own.

The hour telecast consisted mostly of the third and final heats of the races, the heat being 10 laps around the lake. KING-TV, Seattle, which originated the telecast, deserves a great deal of credit for its presentation. In the hour were spectacular films of a hydroplane accident of last year, highlights of the Sea Fair Carnival that preceded the Gold Cup and a downtown parade in the city. There were also interviews with most of the hydroplane drivers who were to be in the event, and few old time hydroplane jockeys.

The race itself was far from exciting, except to cognoscenti of the sport. All that was seen was huge

## Treasure Hunt (Net)

**Host, Jan Murray. Producer, Bill Granzoff. Director, Phil Levens. Sustaining.**  
(NBC-TV, 10:30-11 a.m., EDT, August 14.)

A year's supply of soup, a vacation for two at Las Vegas, Nev., an electric meat grinder and mixer and even a \$2,000 mink jacket are little more than chicken feed in this day of \$128,000 quizzes. But the folks seem to have a good time vying for these so-called pittances on "Treasure Hunt." And, too, Jan Murray is a very pleasant guy who, altho a bit too ebullient at times, does a good job of relaxing the contestants and providing a few homey laughs, mugging et al.

The format remains the same as before the shift to NBC, with two contestants pitted against each other in a round of four questions. The winner is eligible to go on the treasure hunt. An envelope containing a bid for the box chosen is also involved, plus the contestant's decision on whether to take the cash bid or gamble on the treasure in the sealed box. On the stanza caught a school superintendent chose the bid of \$290 rather than the hidden treasure which turned out to be a head of cabbage.

A young lady researcher chose the cash bid of \$227, too, but she didn't fare that well. The box revealed gifts amounting to 700 some odd dollars' worth of merchandise. She, however, gets another try tomorrow with a new contestant matched against her.  
Charlotte Summers.

## Vera Ellen to Do TV Plugs as Miss Tintair

**NEW YORK**—Vera Ellen has been named Miss Tintair of 1957-'58 and will promote Bymart-Tintair products this season in personal appearances and film commercials. The latter are part of an 18-market saturation campaign.

rehearsed, but the general impromptu air, in the Steve Allen-Ernie Kovacs tradition, is a refreshing nightcap.  
Bob Bernstein.

masses of water being churned up, with a few close shots that seemed to have little significance.

The one major surprise was the manner in which Mawai Kai, the leading boat, just stopped dead when its motor conked out. The telecast also came to life near the end when the driver and crew of the winning boat jumped into the lake to celebrate the victory.

Bill O'Mara's commentary and interviewing was top flight.

## KOOL and KPHO In Fuss Over ARB Phoenix Ratings

**PHOENIX, Ariz.** — The Billboard finds itself in the midst of a hassle between stations here claiming dominance in this market. KOOL-TV states that KPHO-TV's claim that it is in first place in share of audience thruout the week is inaccurate. The claim was based on an American Research Bureau study made in June, 1957.

KOOL maintains the study shows 479 not 351 quarter hours surveyed, as KPHO stated. And that KOOL received 168 wins or 34.66 per cent, the second station 157 wins or 32.78 per cent, the third place station 129 wins or 26.93 per cent and the fourth place station 41 wins or 8.56 per cent.

## 20% of CBS Pix' Gross in Foreign Sales; 12 Just Set

**NEW YORK** — Foreign sales, now accounting for more than 20 per cent of CBS Television Film Sales gross business, were reported for 12 shows in five countries last week. "Mighty Mouse," "Whirlybirds" and "Heckle and Jeckle" have been sold to Japan; Phil Silvers to Australia; "See It Now," "Terrytoons" and "Under the Sun" to Puerto Rico; "I Love Lucy" and "Assignment Foreign Legion" to Venezuela, and "The Whistler" to Spain for theatrical distribution.

## 'Casey' Reverts to Local Sales After Distrib Attempts

**HOLLYWOOD** — "Casey Jones" series being syndicated by Screen Gems, is reverting to Westinghouse stations and KTTV, Los Angeles, for local sales following distributor's inability to come up with a national sponsor.

In other areas Screen Gems will make sales either to stations or regional and local buyers. Deadline for national sponsorship had been set for August 16 after group of stations agreed to partly finance the series.

## CBS Meeting in Colo.

**COLORADO SPRINGS, Colo.** — The board of directors of CBS Television Affiliates Association will hold its annual meeting August 29 and 30 at the Hotel Broadmoor, here. Principal topics on the agenda will be engineering, promotion, research and station relations.

**NEW YORK** — Trans-Lux TV last week sold its Encyclopedia Britannica film library to WJZ-TV, new Westinghouse outlet in Baltimore, and WTAR-TV, Norfolk. These sales bring the total to 54 markets.

### SCREEN GEMS ISSUES FIRST PKG. OF UNIVERSAL FILMS

The following is the complete list of the first package of Universal Pictures to be released by Screen Gems, which has acquired Universal's complete pre-1948 catalog. The group of 52 pictures contains some of the strongest thriller material ever to be released to TV, headed by such attractions as "Frankenstein" and "Dracula."

DATE	TITLE	CAST	RUNNING TIME
1942	NIGHT MONSTER	Bela Lugosi, Lionel Atwill, Leif Erickson, Irene Harvey	73
1944	THE MUMMY'S GHOST	Lon Chaney, John Carradine	61
1932	FRANKENSTEIN	Boris Karloff, Colin Clive, John Boles	71
1941	THE WOLF MAN	Claude Rains, Ralph Belamy, Bela Lugosi, Patric Knowles	70
1936	INVISIBLE RAY	Boris Karloff, Bela Lugosi	80
1931	DRACULA	Bela Lugosi, David Manners	75
1933	SECRET OF THE BLUE ROOM	Lionel Atwill, Paul Lukas, Gloria Stuart, Edward Arnold	66
1946	SHE WOLF OF LONDON	June Lockhart, Don Porter	63
1943	CALLING DR. DEATH	Lon Chaney, Patricia Morrison, J. Carrol Nash	63
1939	WITNESS VANISHES	Edmond Lowe, Wendy Barrie	66
1946	CAT CREEPS	Lois Collier, Paul Kelly	58
1939	SON OF FRANKENSTEIN	Basil Rathbone, Boris Karloff, Bela Lugosi, Lionel Atwill	80
1935	THE RAVEN	Boris Karloff, Bela Lugosi	61
1944	DEAD MAN'S EYES	Lon Chaney, Jean Parker, Paul Kelly, Thomas Gomez	64
1936	DRACULA'S DAUGHTER	Otto Kruger, Gloria Holden, Marguerite Churchill	70
1940	ENEMY AGENT	Robert Armstrong, Richard Cromwell, Helen Vinson	61
1932	THE MUMMY	Boris Karloff, David Manners	72
1942	MUMMY'S TOMB	Lon Chaney, Dick Foran, Turban Bey	61
1941	MAN MADE MONSTER	Lon Chaney, Jr., Lionel Atwill	59
1938	SPY RING	William Hall, Jane Wyman	
1934	SECRETS OF CHATEAU	Jack LaRue, Claire Dodd	65
1945	FROZEN GHOST	Lon Chaney, Evelyn Ankers	61
1943	MAD GIHOU	Turban Bey, Evelyn Ankers, George Zucco	65
1935	GREAT IMPERSONATION	Edmond Lowe, Valerie Hobson	81
1945	PILLOW OF DEATH	Lon Chaney, Brenda Joyce	66
1935	MYSTERY OF EDWIN DROOD	Claude Rains, Valerie Hobson, Heather Angel	87
1940	MUMMY'S HAND	Dick Foran, George Zucco	67
1946	HOUSE OF HORRORS	Bill Goodwin, Robert Lowery, Virginia Grey	65
1939	LAST WARNING	Preston Foster, Francis Robinson	63
1933	INVISIBLE MAN	Claude Rains, Una O'Connor	71
1941	SEALED LIPS	William Gargan, John Litel	62
1943	FRANKENSTEIN MEETS WOLFMAN	Bela Lugosi, Ilona Massey, Lionel Atwill, Patric Knowles	73
1937	NIGHT KEY	Boris Karloff, Warren Hull	67
1932	MURDERS IN THE RUE MORGUE	Bela Lugosi, Sidney Fox	62
1934	BLACK CAT	Boris Karloff, Bela Lugosi	65
1941	DANGEROUS GAME	Richard Arlen, Andy Devine	60
1935	CHINATOWN SQUAD	Lyle Talbot, Valerie Hobson	
1939	MYSTERY OF THE WHITE ROOM	Bruce Cabot, Joan Woodbury	57
1944	WIRED WOMAN	Lon Chaney, Anne Gwynne, Evelyn Ankers	64
1943	SON OF DRACULA	Lon Chaney, Robert Paige, Louise Albritton	80
1942	MYSTERY OF MARIE ROGET	Maria Montez, Patric Knowles, John Litel	60
1935	WEREWOLF OF LONDON	Henry Hull, Valerie Hobson	75
1942	MAD DOCTOR OF MARKET STREET	Lionel Atwill, Una Merkel	61
1946	SPIDER WOMAN STRIKES BACK	Gale Sondergaard, Brenda Joyce, Kirby Grant	59
1942	NIGHTMARE	Diana Barrymore, Brian Donlevy	81
1940	INVISIBLE MAN RETURNS	Vincent Price, John Sutton, Sir Cedric Hardwicke	81
1942	STRANGE CASE OF DOCTOR X	Patric Knowles, Lionel Atwill, Anne Gwynne	66
1942	DESTINATION UNKNOWN	Irene Harvey, William Gargan, Turban Bey	61
1941	HORROR ISLAND	Dick Foran, Leo Carillo	60
1946	DANGER WOMAN	Brenda Joyce, Don Porter, Patricia Morrison	60
1937	MAN WHO CRIED WOLF	Lewis Stone, Barbara Reed	
1937	REPORTED MISSING	William Gargan, Jean Rogers	

## ARB'S TOP 10 FILMS IN 15 KEY MARKETS

### By Program Type for June

All ratings listed were in ARB's Top 10 for film series in the markets shown.

#### 15 KEY MARKETS SURVEYED EVERY MONTH BY ARB

SERIES (DISTRIBUTOR)	ATLANTA	BALTIMORE	BOSTON	CHICAGO	CINCINNATI	CLEVELAND	COLUMBUS	DETROIT	LOS ANGELES	MINN.-ST. PAUL	NEW YORK	PHILADELPHIA	SAN FRANCISCO	SEATTLE-TACOMA	WASHINGTON, D.C.	
<b>ADVENTURE SERIES</b>																
CODE 3—ABC	—	—	—	—	—	—	—	—	—	—	11.3	—	—	—	19.8	
COUNT OF MONTE CRISTO—TPA	—	—	17.4	—	—	—	—	—	—	—	—	—	—	—	—	
CRUSADER—MCA	—	—	—	—	—	—	—	16.6	—	—	—	—	—	—	—	
HIGHWAY PATROL—ZIV	22.8	—	17.1	11.9	23.0	20.7	39.1	32.8	19.6	12.7	12.5	14.6	19.1	29.9	11.1	
I LED 3 LIVES—ZIV	—	—	—	—	—	—	—	—	—	—	—	11.1	—	—	10.0	
JUNGLE JIM—SCREEN GEMS	—	—	—	—	—	—	—	—	—	—	—	—	—	—	11.7	
MEN OF ANHAPOLIS—ZIV	—	18.7	—	—	—	18.7	21.2	18.7	12.2	—	6.0	—	—	—	18.4	
RAMAR OF THE JUNGLE—TPA	—	—	—	—	—	—	—	—	—	—	—	—	—	—	10.5	
SCIENCE FICTION THEATRE—ZIV	19.6	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
SEARCH FOR ADVENTURE—BAGNALL	17.2	—	18.3	—	—	—	—	—	12.2	14.3	—	—	25.4	44.0	—	
SILENT SERVICE—NBC	—	14.2	—	15.6	17.3	15.2	—	—	—	—	6.5	—	16.6	—	11.1	
SOLDIERS OF FORTUNE—MCA	—	—	—	—	—	13.7	—	—	—	—	—	10.8	—	27.0	9.5	
STATE TROOPER—MCA	14.3	—	20.4	19.9	—	19.3	16.1	—	—	19.0	—	14.5	14.6	—	—	
SUPERMAN—FLAMINGO	22.1	20.2	—	11.3	—	—	—	—	9.9	—	—	13.8	—	—	10.5	
WATERFRONT—MCA	—	13.3	23.8	—	—	—	—	—	—	—	—	12.8	—	15.7	—	
WHIRLYBIRDS—CBS	—	—	—	—	—	—	—	—	12.7	—	7.0	15.6	19.2	21.7	—	
<b>DRAMA SERIES</b>																
ALL STAR THEATRE—SCREEN GEMS	—	—	—	—	—	13.6	—	—	—	—	—	—	—	—	—	
CELEBRITY PLAYHOUSE—SCREEN GEMS	—	—	—	—	—	—	16.8	—	—	—	6.3	—	—	—	—	
DICK POWELL—OFFICIAL	—	—	—	—	—	—	—	—	9.4	—	—	—	—	—	—	
DON AMECHE—TPA	—	—	—	10.3	—	—	—	17.5	—	—	—	—	—	—	—	
DR. CHRISTIAN—ZIV	19.8	—	—	—	—	16.0	—	23.3	—	—	—	11.0	—	—	—	
GOLDEN PLAYHOUSE—OFFICIAL	—	—	—	—	—	—	—	—	—	—	—	14.6	—	—	—	
HERALD PLAYHOUSE—ABC	—	—	—	—	—	16.1	—	—	—	—	—	—	—	—	—	
O. HENRY PLAYHOUSE—GROSS-KRASNE	—	—	—	—	—	—	—	—	—	19.2	—	11.1	17.8	—	—	
PUBLIC DEFENDER—INTERSTATE	—	12.9	—	—	—	—	—	—	—	—	—	11.4	—	—	—	
SAN FRANCISCO BEAT—CBS	—	—	15.4	10.1	—	—	19.8	—	14.1	—	—	11.4	20.4	—	—	
SECRET JOURNAL—MCA	—	—	20.4	17.0	—	—	—	—	—	11.9	—	—	17.9	—	—	
STAGE 7—TPA	—	12.3	—	—	—	—	—	—	—	—	—	—	—	—	—	
STAR AND THE STORY—OFFICIAL	—	—	—	—	—	—	—	—	—	—	—	—	—	—	9.5	
STAR PERFORMANCE—OFFICIAL	—	—	—	11.9	—	—	—	—	—	—	—	—	—	—	—	
STUDIO 57—MCA	—	13.3	—	10.5	17.5	—	—	—	18.6	—	12.5	—	—	24.4	—	
TOP PLAYS OF '57—SCREEN GEMS	—	—	—	—	—	—	—	—	—	—	14.4	—	—	—	—	
<b>COMEDY SERIES</b>																
LIFE OF RILEY—NBC	—	—	—	—	—	—	—	—	—	—	—	—	—	15.2	17.4	
MY LITTLE MARGIE—OFFICIAL	—	—	—	—	—	—	—	—	—	—	6.0	—	—	—	—	
<b>MYSTERY SERIES</b>																
BADGE 714—NBC	15.8	—	—	—	—	—	—	19.6	—	12.2	—	—	—	—	16.7	
CITY DETECTIVE—MCA	—	15.2	16.5	11.0	—	—	—	—	—	11.0	—	—	—	—	—	
ELLERY QUEEN—TPA	—	—	—	—	14.8	—	—	—	—	—	—	—	—	—	—	
THE FALCON—NBC	—	—	—	—	—	—	—	—	—	—	—	10.8	—	—	—	
LONE WOLF—MCA	—	—	—	—	—	—	—	—	—	—	—	—	—	—	9.5	
MAN CALLED X—ZIV	16.1	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
MARTIN KANE—ZIV	—	—	—	21.5	—	—	—	—	—	—	—	—	—	—	—	
MR. DISTRICT ATTORNEY—ZIV	15.4	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
RACKET SQUAD—ABC	—	—	—	—	—	—	—	22.9	—	—	—	—	—	—	—	
<b>WESTERN SERIES</b>																
ANNIE OAKLEY—CBS	—	—	16.0	—	—	16.5	—	—	9.7	—	—	—	—	—	—	
BUFFALO BILL JR.—CBS	13.8	—	—	—	—	13.5	14.6	—	9.4	11.0	—	—	—	—	—	
CISCO KID—ZIV	—	13.9	—	—	—	—	—	—	—	—	—	—	—	—	—	
DEATH VALLEY DAYS—McCE	—	—	18.1	—	17.0	19.0	—	—	14.5	11.7	10.1	—	—	29.9	11.9	
FRONTIER—NBC	—	—	25.6	—	—	—	—	—	—	—	—	—	—	—	9.5	
FRONTIER DOCTOR—H-TV	—	—	—	—	22.9	—	22.5	—	—	—	—	—	—	—	—	
LAST OF THE MOHICANS—TPA	—	—	—	—	—	—	26.2	—	—	—	—	—	—	—	—	
RANGE RIDER—CBS	—	—	—	—	—	16.5	—	—	—	—	—	—	—	—	—	
SHERIFF OF COCHISE—NTA	—	12.6	21.3	13.8	25.8	27.4	28.5	20.8	10.3	17.7	—	—	17.0	—	15.0	

*ZIV sets the pace with*

# 4 OUT OF 9

*top syndicated shows*

## IN CINCINNATI!

**#1** MAN CALLED X 21.5

**#3** SCIENCE FICTION THEATRE 19.5

**#6** HIGHWAY PATROL 17.4

**#9** CISCO KID 15.9

PULSE, April '57.



Time after time... in city after city

**ZIV TELEVISION, INC.**

WORLD AT LARGE

Ziv-TV Produces Pix Far and Wide

HOLLYWOOD — Production of Ziv-TV shows has spread far and wide during the past season...

Of the series now in production, "Harbor Master" is being shot in Rockport, Mass.; "Harbor Command" in San Francisco...

Various projects in blueprint or pre-production stage also are mapped for location lensing. "Sea Hunt," a Lloyd Bridges starrer...

grounds. And, if Ziv goes into production on a series about the new Air Force Academy...

Additionally, two of last year's series, "West Point" and "Annapolis," were largely produced in the East.

The basic reason, according to "Harbor Command" producer Vernon Clark, is to obtain authenticity, and the location production usually results in an increase in price...

One important factor is that there are no set construction or expensive lighting costs—provided that much of the natural background could be even re-created on a stage.

Clark films three half hours in a week, with shots so blocked out that featured players are often required for only a single day.

Harry Alan Towers' and Barry Cohan's problems, turning out "Martin Kane" in England, were of a different nature.

Both writers and directors, Cohan avers, are used to a much slower pace. It takes British crews almost twice the time to shoot the same amount of footage...

Writers are paid approximately half what they would be in Hollywood, and crew and cast costs are all less, with much better talent available for the same price...



NOW! J. Carrol Naish

The NEW adventures of CHARLIE CHAN

Brand-new half-hour TV series! Excitement—thrills and chills of Hollywood and exotic European locations captured on film...



Television Programs & America, Inc. 488 Madison Ave., N. Y. 22 • PLaza 5-2100

PULSE LOCAL RATINGS FOR JUNE

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

ATLANTA 3 TV STATIONS—217,000 TV HOMES Population—778,900 (23d in U. S.)

- TOP NETWORK SHOWS 1. 564,000 Question, WAGA, T., 35.5 2. Climax! WAGA, Th., 31.7

- TOP MULTI-WEEKLY SHOWS 1. Newsroom (10:30 p.m.), WSB, M-F, 15.4 2. Waterfront, WAGA, W, Th., 13.3

- TOP FEATURE FILMS Once-Weekly 1. Late Show, WSB, S-10:00-12:00 mid., 22.2

- TOP SYNDICATED FILMS 1. Science Fiction Theater (Ziv), WAGA, T-9:30, 26.0

BATON ROUGE, LA. 3 TV STATIONS—48,000 TV HOMES Population—212,500 (106th in U. S.)

- TOP NETWORK SHOWS 1. Warner Brothers, WBRZ, T., 36.4 2. Playhouse 90, WAFB, Th., 36.8

- TOP MULTI-WEEKLY SHOWS 1. Fun Ship, WBRZ, M-F, 20.3 2. Esso Reporter (4 p.m.), WBRZ, 17.3

- TOP FEATURE FILMS Once-Weekly 1. Million 5 Matinee, WAFB, S-4:30-6:00, 13.4

- TOP SYNDICATED FILMS 1. State Trooper (MCA), WBRZ, T-8:30, 38.0

CHARLOTTE, N. C. 1 TV STATION—55,200 TV HOMES Population—324,300 (65th in U. S.)

- TOP NETWORK SHOWS 1. Gunsmoke, WBTV, S., 44.5 2. Whiting Girls, WBTV, M., 41.8

- TOP MULTI-WEEKLY SHOWS 1. Arthur Smith, WBTV, T., Th., 28.8 2. Esso Reporter (4:30 p.m.), WBTV, M-F, 22.3

- TOP FEATURE FILMS Once-Weekly 1. Late Show, WBTV, Su-10:45-12:00 mid., 16.2

- TOP SYNDICATED FILMS 1. Douglas Fairbanks (ABC), WBTV, T-8:00, 31.3

Cushman Drivers Test WGAN Show

PORTLAND, Me.—The Cushman Baking Company has had its drivers complete a survey testing its sponsorship of "Dr. Christian" on WGAN-TV here.

WABI Reports SRO on Full Sponsored Series

BANGOR, Me. — WABI-TV here, which sells its syndicated shows fully rather than on a spot participation basis, reports sold-out status for the fall...

STATION SIGNALS

Three Texas TV stations (KENS-TV, WOAI-TV, KONO-TV) will have an increased range of 100 miles after construction of a 1,531-foot tower just approved by the Federal Communications Commission.

"News-Scooper" alerted for immediate use. WBZ has also installed United Press wires at the Statler Hotel in downtown Boston.

planes will not only be used for more effective news coverage but will also be available for transporting news film to the station for faster on-the-air presentation.

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

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

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

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

CHATTANOOGA, TENN.

4 TV STATIONS—66,000 TV HOMES
Population—256,700 (80th in U. S.)
Buying Income—\$358,260,000 (95th)
Retail Sales—\$283,759,000 (87th)
Food Sales—\$65,919,000 (83rd)
Drug Sales—\$7,715,000 (99th)
Automotive—\$51,137,000 (103rd)
Above figures include following counties: Walker, Ca.; Hamilton, Tenn.

TOP NETWORK SHOWS

- 1. Playhouse 90, WDEF, 35.7;
WAGA, 8.1; Th. 38.8
2. I've Got a Secret, WDEF, W. 36.5
3. Alfred Hitchcock, WDEF, 34.3;
WAGA, 1.0; Su. 35.3
4. Ed Sullivan, WDEF, 33.8;
WAGA, 0.8; Su. 34.6
5. Climax! WDEF, 33.8;
WAGA, 0.5; Th. 34.3
6. This Is Your Life, WRGP,
34.0; WSB, — W. 34.0
7. I Love Lucy, WDEF, 30.3;
WAGA, 3.3; M. 33.6
8. Millionaire, WDEF, 33.3;
WAGA, — W. 33.3
9. \$64,000 Question, WDEF, 29.3;
WAGA, 3.8; T. 33.1
10. G. E. Theater, WDEF, 32.3;
WAGA, 0.5; Su. 32.8

TOP MULTI-WEEKLY SHOWS

- 1. News, Final (10:30 p.m.),
WDEF, M-F. 17.8
2. CBS News, WDEF, M-F. 17.7
3. My Little Margie, WRGP, 15.8;
WSB, 0.6; M-F. 16.4
4. News, Weather (6:00 p.m.),
WDEF, M-F. 16.3
5. Mickey Mouse Club, WDEF,
M-F. 15.6
6. Circle 3 Ranch, WRGP, M-F. 14.6
7. Comedy Time, WRGP, 14.0;
WSB, 0.5; M-F. 14.5
7. News, Weather (6:15 p.m.),
WRGP, M-F. 14.5
9. Matinee Theater, WRGP, 14.2;
WSB, 0.2; M-F. 14.4
10. As the World Turns, WDEF,
13.8; WAGA, 0.5; M-F. 14.3

TOP FEATURE FILMS

- Once-Weekly
1. Premiere Performance, WDEF,
S.-11:00-12:00 mid. 24.1
2. Sunday Night Movie, WRGP,
Su.-9:30-11:30 18.4
3. Saturday Cinema, WDEF,
S.-4:30-6:00 17.6
4. Picture for a Sunday Afternoon,
WDEF, Su.-2:30-4:30 15.1
5. Million 5 Playhouse, WRGP,
S.-10:00-12:00 mid. 12.3
Multi-Weekly
1. Circle 3 Ranch, WRGP,
M.-F.-5:15-6:00 14.6
2. Armchair Theater, WSB,
M.-F.-12:15-2:00 2
2. Late Show, WSB,
M.-Th.-10:45-12:00 mid. 2

TOP SYNDICATED FILMS

- 1. State Trooper (MCA), WRGP,
W.-9:30 34.9
2. Dr. Christian (Ziv), WRGP,
T.-8:30 33.0
3. Dr. Hudson's Secret Journal
(MCA), WDEF, F.-10:00 29.3
4. Sheriff of Cochise (NTA),
WDEF, S.-10:30 28.3
4. Whirlybirds (CBS), WDEF,
T.-9:30 28.3
6. Studio 57 (MCA), WDEF,
Th.-10:00 27.3
7. Your All Star Theater (Screen
Gems), WDEF, T.-8:30 25.8
8. Halls of Ivy (TPA), WDEF,
W.-10:00 22.3
9. Crunch and Des (NBC), WRGP,
T.-10:00 22.0
10. Esso Golden Playhouse (Offi-
cial), WRGP, Th.-8:00 21.3
11. Annie Oakley (CBS), WDEF,
Su.-6:30 19.5
12. Wild Bill Hickok (Kellogg),
WDEF, Th.-6:30 19.3
13. Rosemary Clooney (MCA),
WRGP, Th.-9:00 18.8
14. Men of Annapolis (Ziv), WRGP,
T.-6:30 17.3
15. Sase (TPA), WDEF, WSB,
M.-10:00 16.8
16. My Little Margie (Official),
WRGP, WSB, M.-F.-4:30 16.4
17. Superman (Flamingo), WDEF,
W.-6:30 15.3
18. Sky King (Nabisco), WDEF,
S.-9:30 a.m. 14.0
19. Martin Kane (Ziv), WRGP,
Th.-6:30 12.8
20. My Hero (Official), WRGP,
Su.-1:30 11.8
21. Hopalong Cassidy (NBC),
WRGP, S.-10:00 a.m. 8.5
22. Victory at Sea (NBC), WRGP,
Su.-6:30 7.8

CORPUS CHRISTI, TEX.

3 TV STATIONS—50,300 TV HOMES
Population—233,900 (97th in U. S.)
Buying Income—\$349,253,000 (99th)
Retail Sales—\$239,459,000 (107th)
Food Sales—\$52,597,000 (108th)
Drug Sales—\$5,901,000 (101st)
Automotive—\$31,908,000
Above figures include following counties: Nueces

TOP NETWORK SHOWS

- 1. Ed Sullivan, KSIX, Su. 43.3
2. Perry Como, KRIS, S. 41.4
3. Ernie Ford, KRIS, Th. 41.3
4. Steve Allen, KRIS, Su. 39.6
5. \$64,000 Question, KSIX, T. 39.3
6. To Tell the Truth, KSIX, T. 38.3
7. Gunsmoke, KSIX, S. 38.0
7. Jerry Lewis, KRIS, S. 38.0
9. Red Skelton, KSIX, T. 37.0
10. This Is Your Life, KRIS, W. 35.3

TOP MULTI-WEEKLY SHOWS

- 1. Queen for a Day, KRIS, M.-F. 22.7
2. News (10 p.m.), KRIS, M., W.,
F. 22.2
3. Matinee Theater, KRIS, M.-F. 21.8
4. Tennessee Ernie, KRIS, M.-F. 20.4
5. Jax News, Weather (6:15 p.m.),
KRIS, M.-F. 20.3
6. Modern Romances, KRIS,
M.-F. 19.2
7. Price Is Right, WRIS, M.-F. 18.7
8. Roy Rogers, Misc., KRIS,
M., T., Th., F. 18.5
9. Weather, Sports (10:15 p.m.),
KRIS, M.-F. 18.4
10. Gene Autry, Misc., KRIS,
M., T. 17.5

TOP FEATURE FILMS

- Once-Weekly
1. Ten Star Movie, KSIX,
W.-9:00-10:30 23.7
2. Movietime, KRIS,
S.-2:30-4:00 18.6
3. Owl Theater, KSIX,
S.-10:30-12:00 mid. 15.2
4. Western Theater, KRIS,
S.-12:30-1:30 9.3
5. Video Theater, KVDO,
S.-9:30-10:30 1.1
Multi-Weekly
1. Starlight Theater, KRIS,
T.-F., Su.-10:30-12:00 mid. 13.5
2. Million 5 Movie, KVDO,
M.-F., Su.-8:00-9:30 2.0
3. Video Matinee, KVDO,
M.-S.-4:30-6:30 1.5
4. Cactus Playhouse, KVDO,
M., Th., F.-4:30-5:30 1.0

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), KRIS,
T.-8:30 37.8
2. Stage 7 (TPA), KSIX, T.-9:30 34.5
3. Stories of the Century (Holly-
wood), KRIS, W.-8:30 32.3
4. State Trooper (MCA), KSIX,
T.-8:30 31.3
5. Sheriff of Cochise (NTA),
KRIS, W.-7:30 30.3
6. Dr. Hudson's Secret Journal
(MCA), KRIS, W.-9:00 29.8
7. Tracers (Mint), KRIS, F.-7:00 28.8
8. Rin Tin Tin (Screen Gems),
KRIS, T.-6:30 28.3
9. Whirlybirds (CBS), KSIX,
F.-9:30 28.0
10. Superman (Flamingo), KRIS,
F.-6:30 27.0
11. Kit Carson (MCA), KRIS,
S.-4:30 24.5
12. Men of Annapolis (Ziv),
KSIX, M.-8:00 24.3
13. Captain David Grief (Guild),
KSIX, F.-8:00 22.8
14. Cisco Kid (Ziv), KRIS,
Th.-6:30 22.3
14. Frontier Doctor (Hollywood),
KSIX, Su.-9:00 22.3
16. Life With Elizabeth (Guild),
KRIS, Su.-8:30 21.3
17. Science Fiction Theater (Ziv),
KSIX, W.-8:30 21.0
18. Code 3 (ABC), KSIX, M.-10:00, 19.8
18. Boston Blackie (Ziv), KSIX,
S.-10:00 19.8
20. Sheena, Queen of the Jungle
(ABC), KSIX, W.-6:30 18.0

KNOXVILLE, TENN.

3 TV STATIONS—86,700 TV HOMES
Population—358,600 (61st in U. S.)
Buying Income—\$481,181,000 (77th)
Retail Sales—\$367,252,000 (170th)
Food Sales—\$85,372,000 (167th)
Drug Sales—\$11,033,000 (68th)
Automotive—\$75,565,000 (67th)
Above figures include following counties: Anderson, Blount, Knox

TOP NETWORK SHOWS

- 1. Jerry Lewis, WATE, S. 39.3
2. Perry Como, WATE, S. 39.0
3. Steve Allen, WATE, Su. 36.0
4. Loretta Young, WATE, Su. 35.8
5. Twenty-One, WATE, M. 33.3
6. Boxing, WATE, F. 32.8
7. Big Story, WATE, F. 31.8
7. \$64,000 Question, WBIR, T. 31.8
9. Ernie Ford, WATE, Th. 31.3
9. Jane Wyman, WATE, T. 31.3
9. This Is Your Life, WATE,
W. 31.3

TOP MULTI-WEEKLY SHOWS

- 1. Cas Walker, WATE, M., W. 25.8
2. NBC News, WATE, M.-F. 18.1
3. Queen for a Day, WATE,
M.-F. 17.2
4. Little Rascals, WATE, M.-F. 13.9
5. News, Weather (10:30 p.m.),
WBIR, M.-F. 13.4
6. Modern Romances, WATE,
M.-F. 13.3
7. Tic Tac Dough, WATE, M.-F. 12.7
8. It Could Be You, WATE,
M.-F. 12.5
9. Early Show, WBIR, M.-F. 11.5
10. Late Show, WBIR, M.-F. 11.3

TOP FEATURE FILMS

- Once-Weekly
1. Premiere Performance, WBIR,
S.-10:30-12:00 mid. 18.4
2. Movietime, WATE,
S.-11:00-12:00 mid. 14.5
3. Movietime, WATE,
Su.-10:00-12:00 mid. 14.3
4. Saturday Theater, WBIR,
S.-4:00-6:00 11.8
5. Movie Matinee, WATE,
S.-1:30-4:30 11.5
Multi-Weekly
1. Early Show, WBIR,
M.-F.-4:00-5:30 11.5
2. Late Show, WBIR,
M.-F.-10:45-12:00 mid. 11.3
3. Request Theater, WTVK,
M.-F.-3:30-5:00 5

TOP SYNDICATED FILMS

- 1. Frontier Doctor (Hollywood
TV), WATE, F.-8:00 30.8
2. Last of the Mohicans (TPA),
WATE, Th.-8:00 28.3
3. Dr. Hudson's Secret Journal
(MCA), WATE, Su.-4:30 26.0
4. Waterfront (MCA), WATE,
Su.-9:30 24.5
5. Highway Patrol (Ziv), WATE,
W.-10:00 23.8
6. Ramar of the Jungle (TPA),
WATE, S.-6:00 23.5
7. Man Behind the Badge (MCA),
WBIR, S.-10:00 22.5
8. Code Three (ABC), WBIR,
F.-10:00 21.3
9. Superman (Flamingo), WATE,
W.-6:00 21.0
9. Dr. Christian (Ziv), WBIR,
Th.-10:00 21.0
11. Wild Bill Hickok (Kellogg),
WATE, M.-6:00 20.3
11. Whirlybirds (CBS), WBIR,
T.-7:30 20.3
13. Stars of the Grand Ole Opry
(Flamingo), WBIR, W.-7:30 20.0
14. Martin Kane (Ziv), WATE,
Th.-7:00 19.8
15. Sky King (Nabisco), WATE,
T.-6:00 19.5
16. Cisco Kid (Ziv), WATE, F.-6:00 17.5
16. City Detective (MCA), WBIR,
T.-10:00 17.5
18. Gene Autry (CBS), WATE,
Su.-1:30 16.6
19. Biff Baker, U. S. A. (MCA),
WATE, W.-10:30 16.5
20. Texas Rassin' (Texas Rassin',
Inc.) WTVK, W.-10:00 16.3
21. Esso Golden Playhouse (Offi-
cial), WBIR, Su.-9:00 16.0
22. Federal Men (MCA), WBIR,
M.-10:00 15.8
22. My Little Margie (Official),
WATE, T.-10:00 15.8

SHREVEPORT, LA.

2 TV STATIONS—41,800 TV HOMES
Population—251,900 (91st in U. S.)
Buying Income—\$365,814,000
(94th)
Retail Sales—\$280,625,000 (90th)
Food Sales—\$63,240,000 (88th)
Drug Sales—\$8,983,000 (81st)
Automotive—\$60,262,000 (81st)
Above figures include following counties: Bossier, Caddo

TOP NETWORK SHOWS

- 1. Gunsmoke, KSLA, S. 41.3
2. Ford Theater, KSLA, S. 37.3
3. I Love Lucy, KSLA, M. 34.8
4. December Bride, KSLA, M. 33.0
4. Red Skelton, KSLA, T. 33.0
6. \$64,000 Question, KSLA, T. 32.0
7. Boxing, KTBS, W. 31.7
8. Warner Brothers, KTBS, Su. 31.6
9. Burns and Allen, KSLA, M. 31.3
9. Phil Silvers, KSLA, T. 31.3
9. Playhouse 90, KSLA, Th. 31.3
9. \$64,000 Challenge, KSLA, S. 31.3
9. To Tell the Truth, KSLA, T. 31.3

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KSLA,
M.-F. 22.6
2. Early Edition (6 p.m.), KSLA,
M.-F. 20.7
3. Lone Wolf, KSLA, M., F. 18.5
4. Al's Corral, KSLA, M.-F. 17.9
5. Final Edition (10:30 p.m.),
KSLA, M.-Th. 17.1
6. Little Rascals, KTBS, M.-F. 15.7
7. News, Weather (6 p.m.), KTBS,
M.-F. 12.6
8. News, Weather (10:30 p.m.),
KTBS, M.-F. 11.2
9. Comedy Time, KTBS, M.-F. 10.9
10. Vespers, KSLA, M.-Th. 10.8

TOP FEATURE FILMS

- Once-Weekly
1. Night Owl Theater, KSLA,
T.-10:45-12:00 mid. 10.0
2. Matinee Movie, KSLA,
S.-3:15-4:30 9.7
3. Request Performance, KSLA,
W.-11:00-12:00 mid. 9.5
4. Adventure West, KTBS,
S.-1:00-2:00 8.0
Multi-Weekly
1. Movie Premiere, KSLA,
F., S.-10:45-12:00 mid. 12.1
2. Adventure West, KTBS,
M.-F.-4:00-5:30 6.9

TOP SYNDICATED FILMS

- 1. Crosscurrent (Official),
KSLA, T.-8:30 29.8
2. Men of Annapolis (Ziv), KTBS,
Th.-8:30 27.8
3. Code Three (ABC), KSLA,
Th.-9:00 27.3
4. Sheriff of Cochise (NTA),
KSLA, Th.-6:30 26.8
5. Frontier Doctor (Hollywood
TV), KSLA, Su.-7:30 25.3
6. Highway Patrol (Ziv), KTBS,
Su.-8:30 25.0
7. Dr. Hudson's Secret Journal
(MCA), KSLA, T.-10:00 24.8
8. State Trooper (MCA), KSLA,
F.-9:30 24.3
9. Science Fiction Theater (Ziv),
KSLA, Su.-6:00 22.0
10. Soldiers of Fortune (MCA),
KSLA, W.-6:30 21.8
10. Annie Oakley (CBS), KSLA,
S.-6:00 21.8
12. Dr. Christian (Ziv), KTBS,
Th.-7:00 20.8
12. Dangerous Assignment (NBC),
KTBS, M.-10:00 20.8
14. Favorite Story (Ziv), KTBS,
T.-9:30 20.0
15. Silent Service (NBC), KTBS,
F.-9:00 19.8
16. Wild Bill Hickok (Kellogg),
KSLA, Th.-4:30 19.0
17. Lone Wolf (MCA), KSLA,
M.-10:00 18.5
17. Frankie Lane Show (Guild),
KSLA, Th.-6:15 18.5
19. Superman (Flamingo), KSLA,
Th.-4:30 18.3
20. Captured (NBC), KTBS,
Su.-5:30 18.0
21. Esso Golden Playhouse (Offi-
cial), KSLA, W.-10:00 17.0
22. Sky King (Nabisco), KSLA,
Su.-5:00 16.8
23. Judge Roy Bean (Screencraft),
KTBS, M.-6:30 15.8
24. Little Rascals (Interstate),
KTBS, M.-Th.-6:15 15.7

TORONTO, ONT.

4 TV STATIONS—274,300 TV HOMES
Population—686,000
Buying Income—\$1,225,931,000
Retail Sales—\$1,258,622,000
Food Sales—\$197,136,000
Drug Sales—\$34,302,000
Automotive—\$195,001,000

TOP NETWORK SHOWS

- 1. Ed Sullivan, WBEN, 30.0;
CBLT, 23.6, S. 53.6
2. \$64,000 Question, WBEN, T. 51.3
3. Climax, WBEN, 29.8; CBLT,
21.0; Th. 50.8
4. Perry Como, CBLT, 40.6;
CHCH, 5.1; S. 45.7
5. Red Skelton, WBEN, T. 44.8
6. Playhouse 90, WBEN, Th. 39.9
7. \$64,000 Challenge, WBEN, Su. 38.8
8. I've Got a Secret, WBEN,
W. 37.3
9. Alfred Hitchcock, WBEN, Su. 37.0
10. Millionaire, WBEN, W. 36.8

TOP MULTI-WEEKLY SHOWS

- 1. CBC News, Misc. (11 p.m.),
CBLT, 34.1; CHCH, 4.5; M.-F. 38.6
2. News-Sports (11:15 p.m.),
CBLT, T.-F. 25.3
3. Tabloid (7 p.m.), CBLT, T.-F. 23.0
4. CBC News (6:45 p.m.), CBLT,
M.-F. 19.3
5. Children's Theater, WBEN,
M.-F. 13.1
6. Fun to Learn, WBEN, M.-F. 12.3
7. Edge of Night, WBEN, M.-F. 10.4
8. Secret Storm, WBEN, M.-F. 9.3
9. Brighter Day, WBEN, M.-F. 9.1
10. CBC News, WBEN, M.-F. 8.0

TOP FEATURE FILMS

- Once-Weekly
1. Famous Films, CBLT,
F.-11:30-12:00 mid. 12.3
2. Great Movies, CBLT; CHCH,
S.-9:00-10:30 9.3
3. Saturday Playhouse, WBEN,
S.-11:30-12:00 mid. 8.8
4. Fifty Film Feature, WBEN,
W.-11:30-12:00 mid. 6.8
5. Friday Film Feature, WBEN,
F.-11:30-12:00 mid. 5.3
Multi-Weekly
1. 11:30 Theater, WBEN,
T., W., Th., Su.-11:30-12:00
mid. 4.6
2. Late Show, CHCH,
M.-Th., S., Su.-11:30-12:00
mid. 2.7
2. Matinee, CBLT, M.-F.-2:30-4:00 2.7
4. Movie Matinee, CHCH,
M.-F.-2:30-4:00 1.8

TOP SYNDICATED FILMS

- 1. Silent Service (NBC), WBEN,
S.-10:30 20.3
2. Sheriff of Cochise (NTA),
WBEN, F.-7:00 17.5
3. Studio 57 (MCA), WBEN,
Th.-7:00 16.8
4. Men of Annapolis (Ziv), WBEN,
M.-9:30 16.3
5. Annie Oakley (CBS), WBEN,
T.-7:00 13.3
6. Superman (Flamingo), WBEN,
W.-7:00 12.8
7. Wild Bill Hickok (Kellogg),
CBLT; CHCH, S.-5:30 12.3
8. I Search for Adventure (Bag-
nally), CBLT, F.-6:00 11.8
9. Whirlybirds (CBS), WBEN,
M.-7:00 11.3
10. Life With Elizabeth (Guild),
CBLT, Th.-6:30 10.0
11. Highway Patrol (Ziv), WGR,
F.-10:30 9.8
12. Dr. Christian (Ziv), WGR,
S.-10:30 9.5
13. Stories of the Century (Holly-
wood), WGR, M.-10:30 9.0
14. Stu Erwin (Official), CBLT,
Th.-6:00 8.1
15. I Spy (Guild), CBLT, T.-11:30 8.5
16. Damon Runyan Theater (Screen
Gems), CBLT, T.-6:00 8.0
17. Range Rider (CBS), WBEN,
M., W.-F.-6:15 7.6
18. Long John Silver (CBS),
WGR, Su.-1:00 7.3
19. His Honor, Homer Bell (NBC),
CBLT, T.-3:30 6.5
20. Sky King (Nabisco), WGR,
T.-6:00 5.5
20. Dr. Hudson's Secret Journal
(MCA), WGR, F.-10:30 5.5
20. Celebrity Playhouse (Screen
Gems), WGR, S.-3:00 5.5

SHORT SCANNINGS

Oliver E. Treyz, ABC-TV vice-president, has been named chairman of the 1958 celebration of Brand Names Weeks. Observed nationally April 13 to 20, Brand Names Week will be climaxed by the annual dinner at New York's Waldorf-Astoria. . . . Marge and

Gower Champion have been set by "G.E. Theater" to star in its first show of the season entitled, "Mischief at Bandylog," which Gower will also direct. . . . John Wilkoff, who has been supervisor of TV Sales promotion at NBC for the past five plus years, joins Screen

Gems' sales department as special program presentation writer. Ralph S. Hatcher has been upped to national manager of the ABC-TV Station Relations department. . . . Phyllis Adams, feature writer for the now defunct "Home" show, has joined the writing staff of the new NBC Arlene Francis show. . . . Leslie A. Harris has been promoted to the newly created post of co-ordinator of na-

tional spot sales for ABC's o&o TV stations. . . . Edward Joy Productions, producers of the upcoming Guy Mitchell TV show, will open a Hollywood branch office next month. Eddie Joy, president, will divide his time between New York and Hollywood. Melvyn Douglas has been inked to co-star with Myrna Loy in the "G.E. Theater" presentation of "Love Came Late." Ursula Hal-

loran & Associates has been retained to handle publicity on "Wide Wide World." . . . A daughter was born to Mr. and Mrs. Kenneth Hyman. Father is executive vice-president of Associated Artists Productions. . . . Charles R. Mortimer Jr., has joined the TV department of William Esty. He was formerly with ABC program production manager of the ABC-TV net.

## Victor Ties Best Buys '57 To Top Selling Artists

De Luxe Packing, New Recording Method Held Potent for Sales

By BILL SIMON

NEW YORK — RCA Victor's "Best Buy of '57" program was unveiled last week for the distributors and press. This year, a list of potent merchandise, 15 pop and 16 classical albums, will be backed by the biggest ad campaign ever pegged specifically to a Best Buy release, and including two broad tie-ins, with J. J. Heinz and Montgomery Ward (see separate story). Of the 16 Red Seal sets, 14 were recorded via the company's new triple-track technique which, the company claims, "has resulted in truer dynamics, truer separation of voices and truer fidelity." As with previous Best Buy programs, the label's top artists have lent their efforts to a list of "bread and butter" works.

The pop list includes the label's top-selling album artist in "Belafonte Sings of the Caribbean," Lena Horne, whose "Waldorf" set currently is one of the company's top sellers, has a follow-up in "Stormy Weather," Frankie Carle, whose Best Buys set last year was the second biggest seller in the entire list, has a new one called "Around the World."

Two former Save-On-Records sets are on regular release here—Ferry Como's "We Get Letters" and Bob Scobey's "Swingin' on the Golden Gate." "The Complete Tony Scott" is a new set featuring the poll-winning jazz clarinetist in a pop-jazz big-band dance set with a bevy of all-stars. A set slanted at the family, including

mopet trade, is Eddy Arnold's "When They Were Young."

Additional pop sets are by Joe Reisman, Dennis Farnon, the Ames Brothers, Tito Puente, Luis Arca-raz (a dance package of all-time standard hits); a mood set, "Lights and Shadows" by Al Nevins ork, and a jazz-mood set by pianist Phineas Newborn Jr., with Dennis Farnon's large ork., entitled "While My Lady Sleeps." A religious entry is "The Baptist Church Choir," aimed at the estimated 23,000,000 Baptists in America.

The Red Seal list includes a special "bargain pack for connoisseurs: all five Beethoven Piano Concerti played by Rubenstein with Josef Krips and the Symphony of the Air—five LPs for the price of four. These also are available separately at regular price.

The opera special is a complete "Rigoletto" on two records, with a 36-page book including story, biogs and two-language libretto. The set comes in a book jacket-type wrapper, which may be removed and framed. Cast includes Bjoerling, Roberta Peters, Merrill, Tozzi, and Rome Opera cast under Perlea.

There are three sets featuring the Boston Symphony under Munch. These include a de luxe packaging of Debussy's "La Mer" and Ibert's "Ports of Call" with 16-page bound-in booklet containing articles on the sea by famous authors. "Munch Conducts Wagner" has been a S-O-R issue this past summer. The third is a reading of Franck's D Minor Sym-

(Continued on page 85)

## Victor Uncorks Ad Ties for Best Buy

Heinz Soups, Montgomery Ward Figure Heavily in Promotion Via Samplers

NEW YORK — RCA Victor's Best Buy program for 1957, in addition to the expected, highly-touted advances in sound technique, packaging and repertoire, carries with it two heavy tie-in promotions with outfits not ordinarily associated with the music industry—namely J. J. Heinz Company and Montgomery Ward.

Heinz, famed purveyor of "57 Varieties," is linking with the Red Seal, or classical end of the push, and will co-operate to the tune of a \$500,000 ad budget, perhaps the biggest amount ever earmarked for a longhair disk deal.

Basically, Heinz is taking over the burden this year of a "sampler" disk, outfit is purchasing from Victor an LP album which previews eight of the Red Seal sets from the Best Buy list. Heinz will offer this for four Heinz soup labels plus \$1. Once this is purchased via mail, the consumer will get with his disk a sleeve plugging the other eight sets in full color. In addition, he will get a coupon which will entitle him to the new LP, "Classical

Music for People Who Don't Know Anything About Classical Music," at a \$1 discount, or net \$2.98.

Heinz anticipates a sale of half a million "samplers" between October 1 and the end of the year.

Kicking off the campaign will be a double-page ad to run in seven publications. One page, Victor will display all of its Red Seal Best Buy Covers. Opposite, Heinz will feature the preview album.

(Continued on page 72)

### WEB PROGRAMMING GUIDE

## Disk Sales to Cue ABC Live Music Scheduling

By JUNE BUNDY

NEW YORK—Altho ABC Radio's new fall programming will spotlight an "all live" music policy, its tune schedule will be largely determined by the nation's best-selling records, according to network veepee Stephen Labunskik.

In line with this, ABC is setting up a unique music co-ordination plan, whereby the network will help its affiliate co-ordinate their local disk programming with the web's live music selections. The plan is part of an over-all ABC blueprint, designed to provide its affiliates with a service which is "at one time distinctive in a market, yet compatible with local programming" (e.g. deejay shows).

The network will supply its affiliate with a weekly advance music schedule giving titles of music selections to be played on the web's six live-music shows. This will serve as a guide to local station disk programming, since ABC will limit its live music selections to those best-sellers, "where the melody or song is the chief reason for its success."

The web is contemplating supplying regular lists of best-sellers not being played on the web as an additional service, so that local stations may supplement the songs omitted by the network. The

### FINN FLIPS TRADE SCRIBES

NEW YORK — The local trade press got what may have been for most the first look at a past-master record pitchman in action last Thursday (15). Dave (Old Hickory) Finn, RCA Victor's album merchandise manager, gave the scribes a special performance of his Best Buy distributor spiel that had most of 'em rolling on the floor.

Finn opened by telling the assembly, "We're gonna tell you the same lies we just finished telling our distributors in the field." Thereafter followed a stream of earthy humor and solid information that held the crowd all the way.

Victor's September Best Buy programs, he said, have raised sales for that month 440 per cent in five years ("and that's no lie!").

### JAZZ WEEK

## Big Name Line-Up for Randall's

NEW YORK — The Second Annual New York Jazz Festival at Randall's Island Stadium August 23 and 24, will open with more than 23 top jazz names on the bill.

Produced by Don Friedman, the Festival this year will feature special stereophonic sound mike set-up, utilizing speaker systems designed for the Jazz Festival by James B. Lansing of Los Angeles. New York's Mayor Robert F. Wagner has proclaimed this week "New York Jazz Festival Week."

Booked for August 23 are the following: Count Basie, Joe Williams, Sarah Vaughan, Coleman Hawkins, Dave Brubeck Quartet, Miles Davis Quintet, Stan Getz.

(Continued on page 85)

## Camden Sets Bargain Disk Buy at \$1.98

Liner Notes, Full Color Covers Are Line Innovations

NEW YORK — Camden, RCA Victor's low-priced subsidiary label, is tossing three price specials into the now heavily competitive low-priced disk market. As part of its "Best of '57" campaign, the label is offering consumers three LP disks available for 99 cents each with the purchase of each \$1.98 seller from the new September release.

These disks will be best-sellers already in the line: "Heart of the Symphony," "Heart of the Piano Concerto" and "Favorite Arias From Favorite Operas." It's a "last chance" for these sets, which thereafter will be cut from the \$1.98 line. To date they have totalled approximately 100,000 sets sold.

Starting with the new release, (Continued on page 72)

## Specialty Is Set for Large Package Push

HOLLYWOOD — Specialty Records, vet indie diskery that has specialized in the rhythm and blues and religious field since its inception some 13 years ago, will embark on a mammoth album campaign coincident with the entry of the label in the package goods field.

Art Rupe, president of Specialty, disclosed the debut of two new series in the album business, the "2100" and "5000" lines, both of which will be recorded stereophonically and will bear the tag "stereo natural sound." The 2100 series will list at \$3.98 and will include popular material, jazz and new talent; while the 5000 series will list at \$4.98 and will include works by name artists, specialty material, estoteric works, etc.

A third series, the firm's "100" line, will be reserved for rock and roll material, teen-age pops, etc., and was introduced by Specialty some months ago.

First releases due to hit distributors shortly include "Dizzy Atmos" (Continued on page 85)

## Nelson Inked By Imperial; Gains Told

HOLLYWOOD—Teen-age disk star Ricky Nelson signed a term contract last week with Lew Chudd's Imperial Records.

Pact represents something of a coup for Imperial, inasmuch as Nelson is considered a hot property. Both of the singer's record releases were previously recorded by Fats Domino on Imperial, with (Continued on page 85)

## M-G-M Fall Package Plan Is Reprise of 'Baker's Dozen'

NEW YORK—M-G-M records has kicked off its fall package program under the tag, "Baker's Dozen Number 5 for Fall Plan." Under the plan, the label follows the same distributor deal as set forth in its earlier "Baker's Dozen" programs, started in 1955, which allows one free album for every dozen ordered. The plan applies for both LP and EP orders.

The program, which expires September 30, covers catalog material as well as new releases. In the latter group are 12 new LP's, including "Melodies by Jerome Kern," David Rose and Ork; "Here's to My Lady," the Ray Charles Singers; "Portrait of Bing," songs associated with Bing Crosby, played by Leroy Holmes and Ork; "Prelude to Blues," Sam (The

Man) Taylor, and "Sing Me a Blue Song," by Hank Williams.

Also "Music for Tired Golfers" by Larry Clinton and Ork; "Music to Make You Starry-eyed," Harpist Robert Maxwell and Ork; Skinny Ennis and Ork in "Got a Date With An Angel"; "The Heart of Paris," featuring music by the Montmartre Players; "Rendezvous for Two," Guy La Salle and his Ork; "Moondog and Sunat Suites," Kenny Graham and His Satellites (billed as a "real cool biscuit for hi-fi and jazz enthusiasts") and "Hands Across the Table," with Johnny Desmond and Tony Mottola's Ork.

Salesmen's brochures, illustrating all new album covers and including liner copy, are being (Continued on page 85)

## Sholes Succeeds Carlton In Victor Pop A&R Slot

NEW YORK — Steve Sholes, effective around September 1, will take over full responsibility for RCA Victor's singles artists and repertoire operation. Joe Carlton, who shared the reins with Sholes, and who specifically handled pop a.&r., is expected to leave the company at that time.

According to Victor singles manager Jack Burgess, who effected the change, Sholes now will be manager of pop disks as well as of country and specialty disks, which he had handled for some time. Sholes takes over after 12 years in Victor's a.&r. during which time he has discovered or developed such top country artists as Eddy

Arnold, Elvis Presley, Jim Reeves, Pee Wee King, Hank Snow, Chet Atkins and many more, some of which also have scored strongly in the pop lists. This year, Sholes was voted No. 1 Country and Western Man of the Year in The Billboard's trade poll. Last year he was runner-up.

Sholes began working for Victor during summer vacations as far back as 1929. After graduating from Rutgers, he joined the company as an order clerk.

In his new capacity, Sholes heads a staff which includes Hugo Winterhalter, Joe Reisman, Brad McCuen, Chick Crumpacker, (Continued on page 85)

## EXEC SAYS:

## No One's Buying-In At Liberty

HOLLYWOOD—Si Waronker, president of Liberty Records, Inc., emphatically denied the diskery had entered into a partnership with 20th Century-Fox last week, declaring that he and co-partner Jack Ames were aware of the many reports along these lines currently circulating in the industry.

Waronker acknowledged that a "number of syndicates" had indicated interest in an "arrangement" with the company, but thus far none of these offers had been of sufficient interest to him or Ames.

"There are no partners in Liberty," Waronker emphasized, "other than Jack Ames and myself."

Waronker pointed out that sales for the first half of the year have already exceeded last year's total sales, predicting that the firm's recently introduced fall merchandising program will push this fiscal year's volume to three times that of the previous year.

## Radio Clinic Folded by Frugal BMI

NEW YORK—Broadcast Music Inc. has decided to discontinue its annual broadcast clinics, which have been held on a national basis for the past six years.

The move, according to a BMI spokesman, was prompted by a desire to cut down on expenditures and the fact that BMI execs are of the opinion that in today's booming radio market, the clinics are no longer needed. The clinics will be resumed, said the exec, if and when BMI deems it necessary.

The clinics, whereby prominent broadcasters toured the country—under the auspices of BMI—to hold industry discussion sessions with station personnel, were originally started as a service to librarians. However, they rapidly expanded to cover general programming procedures. Last spring, the clinics were conducted in 41 cities, with more than 150 local and guest speakers participating.

The clinics have taken on something of a controversial nature as a result of the BMI-ASCAP songwriters fracas. Latter maintained that BMI utilized the sessions to promote the programming of BMI songs.

## 'FALL KICK-OFF' DEAL

### Buy Four Albums, Get One Free From Westminster

NEW YORK — Westminster Records lists a near-record total of 53 new packages in its releases for September. The sets are to be included in the company's fall plan, and the dealer incentive of receiving the fifth album free in each set of five purchases will apply thru September 15.

Mozart is the spotlighted composer among the huge issue with approximately 60 complete works on 27 disks. Of these, all but one disk are re-mastered, re-packaged versions of older issues. These include 41 chamber works, nine compositions for piano, and 10 concerti.

TV personality Garry Moore makes his debut on the label as narrator of "Peter and the Wolf" by Prokofiev and "Carnival of the Animals" by Saint-Saens. Moore was narrator of several successful similar sets for Columbia.

The new de luxe Laboratory Series releases are Tchaikovsky's

## BALLROOM OPS SEEK KEY TO B. O. PROBLEMS

NEW YORK — The National Ballroom Operator's Association will hold its annual convention at the Park Sheraton Hotel here September 23-25, marking the first time the ballroom operators have met in the East. At the same time the NBOA will hold the finals of its second annual national dance contest at the Arcadia Ballroom, September 25.

With the operators avowedly looking for something to hypo business in the way of new box office attractions, the convention's first session on September 24 will be open to band leaders, bookers, managers and the press. The operators hope for a frank discussion that will provide some answer to their box office problems.

## Ciggie C&W Unit Moves to Net Radio Show

NASHVILLE — The Philip Morris Country Music Show, which has been promoting the firm's product via free performances thru-out the South the last 10 months, shifts from a regional CBS radio network to the full CBS radio net October 4.

Unit is set in the Carolinas, the Virginias and Southern Indiana until October 16, and then moves northeast into New York, New Jersey and New England.

## Dating, Discounts in Dot's Package Push

HOLLYWOOD—In what represents its heaviest investment in package merchandise since the beginning of the company, Dot Records unveiled its fall program last week via the release of 19 new LP's and three new EP's.

Firm will offer dealers and distributors a blanket 10 per cent cash discount on all of its new releases and a similar discount of 10 per cent on the 70 packages in its catalog. Discounts are also applicable on all orders of EP's.

In addition, dealers and distributors will be allowed deferred billing terms, with payments for new

"Nutcracker Suites Nos. 1 and 2" with Artur Rodzinski conducting the London Philharmonic and "Four Sea Interludes and Passacaglia" by Britten with the Philharmonic Promenade Orchestra, conducted by Sir Adrian Boult.

A highlight of the new releases are works acquired thru Westminster's affiliation with three French companies, Vega, Erato and Pleiade. These include Jolivet's "Concerto for Ondes Martenot and Orchestra" and "Concerto for Harp and Chamber Orchestra"; the Gilles "Requiem" and two sets of piano works by Messiaen, "Vingt Regards Sur L'Enfant-Jesus" (Nos. 1-12 and 13-20). The latter works, dedicated to Yvonne Loriod, were recorded by her under the composer's supervision.

New orchestral works list a lyrical suite, "Disguised God," and "Symphony No. 4" by contempo-

(Continued on page 72)

# New Labels Take Disk Business Fling at the Rate of One a Day

## 'I'll Cut It Myself' Attitude of Pubbers Believed Partial Factor

By REN GREVATT

NEW YORK — If there has been a lull in the single disk business, there are a number of optimistic hinterland operators who haven't heard about it. This fact is reflected in the abnormally heavy number of new labels hitting the market with a steady weekly tattoo.

Last week alone, for example, among the disks received at The Billboard for review processing, 16 new labels were noted. The

week previous, the total of the new firms was 14.

But even more impressive, is the total of new labels tallied by The Billboard (see separate detailed listing elsewhere in this issue) since the last Disk Jockey Quarterly Special last spring. This week's listing shows that 89 new labels have come into existence since that time. By the same token, in the previous Deejay Special, 92 new labels were listed as having started since the first of this year.

Thus, since last January, more than 200 new labels have entered the platter sweepstakes.

Part of this activity certainly can be traced to the added impetus attached to producing masters, with the idea of making a sale to a major or indie label with healthy distribution. Tho in some cases a master is sold as an unreleased performance still in the tape form, in many other cases the disk first is exposed in "test" territories, carrying an actual label.

In other cases there are music men who operate primarily in a publishing capacity. When it suits them—or when they fail to get a disk of one of their tunes on an established label — they produce their own disk. That one record may be noted as the start of a new diskery. And that one disk, likewise, may be the start and finish of the label. Three or six months later the same operator, to accomplish the same end, may come up with yet another label.

There is no doubt, too, that some of the labels being born practically every day can become established in a purely regional sense and

(Continued on page 72)

## Sees Phono Sales Up One-Third in Canada

TORONTO—Predictions of a \$38 to \$40 million phonograph industry in 1962 in Canada are being made by Columbia Records of Canada, Ltd., at dealer-meetings across the country.

Robert Pampe, vice-president and managing director of the company, in projecting the present estimated \$27 to \$28 million being done this year by the industry, said the increase in population and the increased interest in records will bring about his prediction.

### Eight Regional Meetings

The dealer-meetings which are

being held by Addison's, Ltd., distributors for Columbia in Canada, have been held in Montreal and Toronto, with others scheduled for Vancouver, Edmonton, Calgary, Winnipeg, Halifax and Ottawa.

Pampe told the some 100 dealers here that the trend was to "modernize the store and take advantage of the self-service displays."

He suggested to the dealers they take stock of their stores and "find out whether you are keeping up with the times."

In line with this, Pampe said that Columbia was introducing to Canada the Holley-Ada-Rack and setting up package deals for display racks on Hall of Fame records.

### 1956 Increase Told

Pampe said there was an increase in business in the record industry of 46 per cent of 1956 over 1955.

"Columbia's increase was 57 per cent," he said. "There has already been a 50 per cent increase for the first six months of the year, while our business to dealers has gone up 70 per cent."

Pampe foresaw \$37 million worth of phonographs and component parts being sold in Canada this year. "By 1967 there will be \$50 million worth of phonograph records being sold at the retail level," Pampe predicted.

### 78's on Way Out

Pampe said 78 r.p.m. records, now 65 per cent of the single record business, would be gone by 1962. The 45 r.p.m. records are 35 per cent of the single business this year, but by next year this figure should be increased to 50 per cent, until five years from now, all singles will be 45 r.p.m.

Pampe told the dealers he couldn't foresee any great revolution in the recording industry. He didn't think there would be new sizes or changes in the medium, altho there will be sales of tapes.

## 'Barn Dance' Exits 8th St.

CHICAGO—WLS's "National Barn Dance" will be presented for the last time at Chicago's Eighth Street Theater Saturday night, August 31, terminating its 25-year engagement there. The Hilton Hotels Corporation recently bought the theater.

A special show is planned for the blow-off, featuring Homer and Jethro, Lulu Belle and Scotty, Max Terhune, Captain Stubby and the Buccaneers, Colleen and Donna, Arkie the Arkansas Woodchopper, Red Blanchard, Dolph Hewitt, Grace Wilson and Bob Atcher. On the following Saturday, September 7, WLS moves the program back to its studios, where it originated in 1934.

Now that the "National Barn Dance" will have no theater home in Chicago, WLS plans to take the show on tour more often.

## Handy Story To Be Filmed

HOLLYWOOD—W. C. Handy, famed composer of "St. Louis Blues," will have his life story brought to the screen under an agreement concluded last week with Barney Balaban, president of Paramount Pictures.

Handy and Balaban signed the agreement at ceremonies in the latter's offices in New York last weekend.

Pic is to be titled "St. Louis Blues," and according to Balaban, a starring role has already been set for Nat (King) Cole.

## UIP Cancels Blanket ASCAP License Set-Up

HOLLYWOOD—Universal-International Pictures Company has dropped its blanket license with ASCAP, and henceforth will figure that payment of performance coin on a per song basis.

Move was dictated largely by economy it was learned, on the theory that the studio could actually save money by paying for its music as it was used. Many of UI's writers are "employees for hire," and under such conditions, performance money would normally be included in their contracts with the studio.

Studio rep averred that they are actually using less ASCAP music in recent months than before, with the upcoming budget indicating a savings in switching to a per performance basis.

## Pay for 7, Get 8 in New Dana Deal

NEW YORK—Dana Records, one of the leading labels on the polka scene, is offering dealers a free bonus album for every seven purchased, under its fall package program. The offer is effective from now until October 31.

Jerry Blaine, prexy of Dana's parent firm, Jay-Gee Record Company, announced that the offer covers the entire catalog of 40 LP's, which includes material by such leading polka specialists as Johnnie Bomba, Steve Adameczyk, Ray Henry, Eddie Zima and Gene Wisniewski. Six new LP's will be released shortly and will be included in the special fall plan.

At the same time, Blaine announced the company's move from its former East Newark, N. J. offices to the West 47th Street, New York headquarters of his other enterprises.

## BUSY JOCKEY

## Freed to Set Deals in TV, Movie, Stage

NEW YORK — Deejay Alan Freed has lined up a high-powered schedule for this fall and early '58, including a straight eight-weeks' stagershow run at the New York Paramount Theater here, a new Columbia movie, a four-week personal appearance tour in England; and the possibility of a rock and roll TV film series, under the rather incongruous banner of Gene Autry's Flying A Productions.

The New York Paramount Theater deal, calling for Freed to present a different stagershow each week for eight consecutive weeks, was originally scheduled to start sometime in November and run thru Christmas. However, the shooting schedule on Freed's new Columbia movie with Bill Haley and the Platters was switched to October and November last week, so the Paramount run is now set for sometime in mid-January, '58.

Meanwhile Freed is negotiating to star in a rock and roll musical film series for Autry's Flying A Productions. Freed will have a free hand in lining up talent for the Autry series. In spite of Autry's country and western background, the deejay says the warbling cowboy has a shrewd awareness of the commercial value of rock and roll in today's entertainment market. Autry now makes personal appearances with r.&c. artists. Last week he headlined a sell-out show in Wilkes-Barre, Pa., which also spotlighted Bill Haley and the Moon-glows.

Deejay Freed, who still maintains his nightly WINS record show here along with his other activities, plans to make the British tour sometime in September or early October. The jock said his deal with English booker Leslie Grade calls for him to receive a flat \$25,000 per week, with Freed supplying his big band and a couple of U. S. r.&c. acts. Grade is lining up additional British r.&c. talent for the show over there.

Freed's fourth movie, a Paramount documentary tagged "Mr. Rock and Roll," is scheduled for national release early next month. Meanwhile, his latest Coral album, "Alan Freed's TV Record Hop," hits the market this week.

## Brenda Wins Pact Hassle

NASHVILLE — Judge Ned Lentz in Chancery Court here last week (15) denied issuance of a temporary injunction as petitioned by Crossroads TV Productions, of Springfield, Mo., in contract litigation over Brenda Lee, young singing star (The Billboard, August 12).

The court stated in substance that, "If I grant this injunction it might injure this little girl who may be at the height of her career. I am not interested in the dollars and cents angle but in what is best for the little girl."

The suit contends that Mrs. Ann E. G. Rainwater, mother of Brenda Lee, signed a five-year contract last November for Crossroads TV Productions to manage Brenda, and names as defendants Mrs. Rainwater; Charles E. Mosley, recently appointed legal guardian of Brenda, and Dub Allbritten, personal manager, all of Nashville.

The ruling leaves Allbritten in full charge, as personal manager, of all phases of Brenda's activity.

## COL. AID TURNS POP CLERK INTO LONGHAIR

NEW YORK—Columbia Records has unveiled an unique dealer service tool, known as "Theme Finder of Famous Symphonies," as part of its full package promotion program. The tool consists of a 12-inch LP disk with 24 tracks of the most-familiar passages of the most popular symphonies.

The disk is packaged in a de luxe four-cover jacket. Inside the jacket, there is a handy key to the works from which the excerpts are taken, band by band. In an adjacent column, the "ML" number of the Columbia package which carries the complete work is listed. Across the page, in short paragraphs, there are clues on how to recognize each of the works listed.

For example, band one of the demonstration disk carries an excerpt from Tchaikovsky's Sixth ("Pathétique") Symphony. It's listed as being taken from the Columbia package ML 4544. Across the page, under "Tips to Remember," is carried the following guide: "Glenn Miller made this theme (in the first movement of this symphony) into the big hit, 'This Is the Story of a Starry Night.' Radio serial fans will recognize it as the signature for 'The Guiding Light.'"

Excerpts from Columbia disks of the works of Tchaikovsky, Dvorak, Franck, Rachmaninoff, Saint-Saens, Berlioz, Sibelius, Schubert, Mendelssohn, Brahms, Beethoven, Mozart and Haydn, all are included.

On the back page of the package is a "Suggestion Selling Chart." This list carries nine different groups of symphonies with suggestions for other symphonies that might be sold when a customer asks for any of the primary group. In every case, the Columbia package number is carried for the guidance of the dealer.

## AFM Local 47 Strike Move Forestalled

HOLLYWOOD — In what we regarded as something of a face-saving measure, AFM Local 47 last week acknowledged that they had no authority to ask its musician members to strike against defaulting diskeries, tho it could, if necessary, halt all work by orchestrators and copyists.

Eliot Daniel, president of Local 47, declared that he had been in conversation with AFM prexy, James C. Petrillo, and that no definite course of action has yet been decided upon. Formal procedure at this time holds that the recording companies resisting payment of the scale increase for orchestrators and copyists must first be placed on the national defaulters list by the Federation, and coincident with such action, national strike by all musicians could then be called by Petrillo.

It's decidedly questionable how far Petrillo will support Daniel in such a move. Based on the statement last week by R. D. Quinn, industrial relations topper for Capitol Records, it appears obvious that any deviation from that stand will either have to be made thru direct negotiations with Petrillo or thru the courts. Feeling is that Petrillo has enough legal problems to concern himself with at the present time, without getting involved in any new ones.

At best, the situation still involves the power politics that have dominated the local since Cecil Road forces erupted more than a year ago.

## Kam Music Formed By Polly Bergen

NEW YORK — TV star and Columbia disk thrush, Polly Bergen, has formed Kam Music Publishing Corporation, in association with Edward Fields, a rug manufacturer, and brother of the thrush's husband, MCA veepee, Fred Fields.

First published tune will be "Where's the Boy I Saved for a Rainy Day" with music by Bo Bergeson and lyrics by the late John Rox, crier of "It's a Big, Wide Wonderful World." Miss Bergen will cut the tune as part of her forthcoming Columbia album.

## NEW NYC JAZZ SPOT SET FOR AUGUST DEBUT

NEW YORK — A new nitery, Jazz City, opens here Tuesday (20) on the old site of Gluckstein's 49th Street Restaurant. The Jazz City Octet and the Don Elliot Quartet will be featured opening week, followed by Erroll Garner, September 2; Gene Krupa, October 28, and the George Shearing Quintet, November 25.

The Jazz City Octet features Ruby Braff, Pee Wee Russell, Nat Pierce, Bobby Donaldson, Walter Page, Sam Margolis, Steve Jordan and Bennie Morton. The nitery will spotlight special jazz lectures, Sunday matinees and a talent contest to find new jazz talent.

## Denny Gets 'Trails End'

NASHVILLE — Cedarwood Publishing Company here, headed by Jim Denny, has acquired from Vic McAlpin and Eddie Hill the Trails End Music Company, together with its entire catalog, and will continue to operate the firm under its same name as a Cedarwood subsidiary.

At a meeting of board members last week, Wayne Walker was elected Cedarwood vice-president. Walker has been associated with Cedarwood 18 months and during that time the firm has had more than 100 of his songs recorded, most of them on major labels and by major artists. An entertainer himself, Walker is heard on the Columbia label.

## Golden Crest Pacts Eight

NEW YORK — Golden Crest Records has added eight artists to its roster. According to prexy Clark Galehouse, new artists who will focus on albums include, bandleader Shep Fields, Bill Harrington and his dance band and Mark Laub, whose Lowery Electric Organ package has just been released.

In addition, singers Betty Ann Blake, Cliff Martin, Ricky Shaw and Bob Bravin, have all been pacted for singles work.

## PAY FOR PLAY

## Payola? So What! Says KWIZ Mgr.

HOLLYWOOD—Long plagued by evil reports of disk jockey payola, the music business at long last has a station manager who not only admits that such a ghastly situation exists, but who also condones the practice.

In an exchange of letters between Hal Davis, manager of Radio Station, KWIZ, Santa Ana and columnist Dixon Gayer, Davis declared, "You are all wet when it comes to so-called payola for getting records played. Oh, I'm not saying it doesn't happen, but I'm saying, 'so what?'"

"The FCC cares not one hoot in a holler whether a disk jockey gets a buck a spin on records or whether he gets paid in pigeon feathers," Davis continued. "It makes no difference to the FCC."

"You see radio stations, good ones, are run like good papers with a slight impediment of speech called management," said Davis. "Now if this under the table money is going into the hands of management, and the operating capital of the station, I'm sure you wouldn't dash me to bits if I indicated that a record is for sale. And that a record that is being promoted should be played, and if a company wants a record played more than once, if it doesn't come up to standard then don't you think it's perfectly within the rights of the station to say, 'want play, you pay.'"

## Traylor in Tico Shuffle

NEW YORK — Rudy Traylor has joined the Rama-Gee-Roulette-Tico Record Company combine as musical director, under the supervision of artist and repertoire chiefs Hugo Prizzi and Luigi Creatore.

At the same time, Moe Shulman, formerly with ABC-Paramount Records, has been appointed promotion head of Tico Record distributors, replacing Paul Shorten. Traylor replaces Joe Guercio, who recently resigned the Rama-Gee-Roulette-Tico post to become musical director for Eydie Gorme.

## Wilde Play With Music Set for Steel Hour TV'er

NEW YORK—A musical version of Oscar Wilde's play "The Importance of Being Ernest" will be aired over CBS-TV's "U. S. Steel Hour" October 9. The cats will be headed by Edward "My Fair Lady" Mulhare, Dorothy Collins, David Atkinson and Martyn Green.

The book adaptation, lyrics and music were penned by Lee Pockriss and Anne Crosswell. Altho Miss Collins will be appearing at Blin-strub's in Boston during the week before the show, she will commute daily from Boston to New York for rehearsals.

## Hunter, Singing Sons On Ram Talent Roster

SHREVEPORT, La. — Hunter and the Singing Sons have been added to Ram Recording Company's talent roster. Releases by these artists are scheduled within the next eight weeks.

The diskery has also entered the retail one-stop business by establishing Ram Record Shop to serve the Ark-La-Tex area.

## CORNELL GROUP TOPS IN JAZZ TALENT SEARCH

NEW YORK—A panel of New York jazz critics unanimously selected Reese Markewich's Cornell Jazz Group as the new jazz talent to appear at the annual New York Jazz Festival at Randall's Island on August 24.

The selection was made at the Cafe Bohemia last Tuesday (13) from tapes submitted by 15 groups. Pete Long, production manager for the festival, gathered entries by touring New York State jazz spots on the prowl for new or unexposed jazz talent. Tapes were submitted from all parts of the country after word was spread by professionals, jazz clubs and thru music schools in the city.

The group has Markewich on flute and piano; Jesse Avory, tenor; Jim Wormworth, drums; Nick Brignola, baritone and alto and Steve Fillo, bass. All are students at Cornell University.

In addition to the appearance at the festival, the crew will also have a two-week stint at the Bohemia later this fall.

## Eddie Hill Quits WSM

NASHVILLE—Eddie Hill, one of the nation's top country and western deejays, who piloted the nightly all-night c.&c.w. show on WSM here since 1953, resigned from the station last Monday (12) to cast his lot with the Jim Denny Artist Bureau here.

Denny says he will use Hill as a special events man to emcee and entertain on various packages which his office will launch in the fall. Hill will also get a shot on the Philip Morris Country Music Show, Denny says. Meanwhile, Hill continues his transcribed series for the Purina Feed Company in conjunction with Richard Harness' "Washington Farm Report," heard each day on NBC radio.

T. Tomy Cutrer, who worked with Hill on the all-night show over WSM, as well as "Breakfast at the Opry," heard each Saturday morning over the same station, will take over both shows. No replacement will be made for Hill, WSM execs say.

In 1956, Hill was voted the nation's No. 1 country and western disk jockey by his contemporaries in a poll conducted by The Billboard.

## Pacific Sets O'Seas Deals

HOLLYWOOD — Completing arrangements made during his recent tour of Europe, Dick Bock, president of Pacific Jazz, disclosed that the label will henceforth be sold on a direct import basis thru-out the world with the exception England, France, Italy, Japan and Africa. Records will be produced on a license basis in the latter countries via agreements concluded with local manufacturers and distributors by Bock.

Bock also finalized plans for the forthcoming release of three packages, "Music From the James Dean Story" by the Bud Shank Orchestra, "Traditionalism Revisited" by Jimmy Guiffre and Jim Hall, and "Zen, the Music of Fred Katz."

Joe Papoli, European concert promoter returned from Europe with Bock and is presently making his headquarters at Pacific Jazz.

CAROUSEL

Man, That Turntable Is Cool!

STAMFORD, Conn.—The music went "round and round"—literally, here last week as Benny Goodman had his day in Stamford. Goodman, a resident of this town, received a special scroll and the keys to the city, prior to a special benefit concert provided by the maestro and his band.

The high school stadium selected for the concert, the only one large enough to handle the 6,000-plus paid attendance, was oval in shape, and thereby hung a problem. How could all the fans get a good look at the band from the front as the concert progressed? The countryside was combed for a solution, till somebody discovered that the nation's leading turntable manufacturer was right here in Stamford.

Arrangements were swiftly made and presently a 20-foot turntable was erected in the center of the stadium. During the entire concert the turntable rotated slowly, giving everybody the benefit of a front row seat. In the wind-up number, a fast-moving swinger, the speed of the turntable was considerably stepped up.

Some thought the musicians might be in danger of falling off the stand or at least getting dizzy with the excessive speed. But every note reportedly was pure gold. When asked if he didn't feel sick towards the end, one of the sidemen quipped: "No man, it was the coolest."

The Drums Are Beating For A Rising New-Song Hit!

**JOHNNY REB and BILLY YANK**

From the famous Sunday comic page syndicated by The New York Herald-Tribune.

Recorded by

**GENE AUTRY on Columbia**  
**THE COUNTRY SINGERS on Vik**

ROBBINS MUSIC CORPORATION

Coming Up from the pen of . . .

**Leroy Anderson**  
His next big one—  
**FORGOTTEN DREAMS**

Recorded by

- Leroy Anderson on Decca Records #30403
- Cyril Stapleton on London Records #1754

**MILLS MUSIC, INC.**

4 BIG RECORDS

**BAND OF ANGELS**

- Voices of Walter Schumann (RCA Victor) #20-47-6986
- Dick Hyman (MGM) #K-12516
- Sarah Vaughan (Mercury) #71157X45
- The Four Preps (Capitol) #17323

M. Witmark & Sons

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

Big 3 Music Sets Hypo on 4 Pic Tunes

NEW YORK—The Big 3 Music publishing wing of Loew's, Inc., plans a heavy sked of exploitation activities in connection with forthcoming flick and pop tunes divided among the Robbins, Feist and Miller catalogs. Title ballads from four M-G-M pix, "Raintree County," "Until They Sail," "Don't Go Near the Water," "Saddle the Wind" are among those scheduled. A souvenir folio is being prepared for distribution to tie in with the release of "Raintree County."

Music from the Pat Boone 20th Century-Fox starrer, "April Love," is on the Leo Feist fall schedule. Dot Records has acquired the album rights and will also release several singles of the songs presented in the film. The Big 3 will also have the title ballad from "Kiss the Boys for Me," another Fox film.

Mickey Scopp, vice-president and general manager of The Big 3 companies, recently returned from conferences on the West Coast with studio music departments, where exploitation patterns were set up. Ed Slattery will coordinate all of the new material with Murray Baker, professional manager of Robbins; Norman Foley, professional manager of Feist and Ted Black, associate professional manager of Miller Music.

Major recording artists are cutting sides on music from all of the films mentioned.

TEEVEE TUNES

Form Music Firms for Shirley T.

NEW YORK — Howie Richmond, in association with Henry Jaffe Enterprises and Fullarten Productions, Inc., has set up two new music firms, which will publish all music featured in Shirley Temple's forthcoming NBC-TV film series, and in other Jaffe TV properties.

The Shirley Temple show, a series of 16 hour-long fairy tales produced by Jaffe, will be aired over NBC-TV, starting January 12. Two of the programs will be musicals, while the rest will feature incidental background music, etc. The new music firms—one with American Society of Composers, Authors and Publishers, the other with Broadcast Music Inc.—are as yet untitled.

The music will be penned by various "important" writers, but neither Jaffe nor Richmond would reveal their names at this time. Jaffe has a lucrative package of TV productions to his credit this season, including the Dinah Shore Chevrolet shows and two upcoming spectaculars from Las Vegas.

SPA Secretary Sets Overseas Meetings

NEW YORK — Miriam Stern, executive secretary of the Songwriters Protective Association, sails for Europe Saturday (24) on the Ile de France. During the week of September 2, Miss Stern has scheduled several meetings with Eric Maschwitz, chief of the Songwriters' Guild of Great Britain and other officials of the organization. Purpose of the sessions will be a mutual exchange of operating practices of the two corresponding groups.

During her further touring in France and Italy, Miss Stern will be in touch with a number of SPA members. She'll return to her desk in New York on October 9.

SLOWPOKE DISK

Audio Books Debuts Three New Pkgs.

HOLLYWOOD—Audio Books, the 16½ talking book diskery, set the release of three new packages last week, bowing with the complete Stephen Crane novel "The Red Badge of Courage," read by actor Robert Ryan. "The Audio Book of Great Essays," read by Marvin Miller, and the complete Kipling "Just So Stories," read by Gene Lockhart. Latter package was completed immediately before the actor's recent death.

The "Red Badge of Courage" package marks the first time a complete novel has been released in disk form.

Raymond Tierstein, vice-president of the firm, disclosed that four new projects are currently in the works. Latter are the complete unabridged version of "Leaves of Grass," by Walt Whitman, Mark Twain's "The Adventures of Tom Sawyer," Dostoyevskys "Crime and Punishment" and Conrad's "Heart of Darkness." Negotiations for a reading of "Old Man and the Sea," by Ernest Hemingway, are continuing.

Music as Written

New York

Coast indie Accent Records, headed by Scott Seely and Dave Obin, have inked three-year contracts with 16-year-old rock and roll singer Ted Embry, with the latter's first session of four sides set to an early recording date. Embry has taken on Frank Lohman as his personal manager.

Howard Caro has been added to Jubilee Records' staff as Midwestern Sales and Promotional Director. He was formerly in charge of sales promotion for "Down Beat," and at one time headed Midwestern promotion for Coral Records.

Jim Wilson has returned to King Records to assume charge of the Detroit operation. He had formerly been general manager of Jay-Kay Distributing Co., Detroit indie distributor. . . . Kenneth Rader will handle promotion of Hollywood Records and Hallmark Tapes for Paramount Enterprises, Inc. . . . Slim Gaillard is set to open with Chris Conner at New York's Village Vanguard on Tuesday (20). . . . Bill Hill, veteran disk man operating as sales chief for both the Cue and Fiesta labels, is on a cross-country tour of 24 distributors, outlining fall package plans for the labels.

Raphael Sets Pubbery Deal

HOLLYWOOD — Publisher Fred Raphael has organized a new music firm, setting London Town Music (ASCAP) in partnership with Julie London and Bobby Troupe. Firm is expected to activate shortly via new material the singer will record for Liberty, and a number of new tunes by pianist Troupe.

In addition, Raphael disclosed the acquisition of music rights to two widely heralded motion pictures, "Bonjour Tristesse," produced by Otto Preminger with music by George Auric, and "The Bridge on the Kwai," produced by Sam Spiegel with music by Sir Malcolm Arnold. Negotiations for soundtrack album rights have been entered into according to Raphael, tho no deal has as yet been closed.

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

What's all this about music from the land of the leis converging on the American pop music scene? It appears that some disk men (those who have brought out Hawaiian-styled records are predicting that music from the Islands is about to have a major impact here. Others, however, pool-pool the suggestion, labeling it "just another calypso or skiffle trend," or, in fact, pay it even less mind, by not even dignifying it as a trend.

Some call the current crop of disks authentic Hawaiian. Closer examination reveals that most are what could be called neo-Hawaiian, with emphasis on steel guitars and ukuleles, but with other strictly mainlandish instrumentation tossed in. The so-called trend can perhaps be dated from Guy Mitchell's 1956 hit, "Singing the Blues," one of the first to highlight the ukulele sound in the rhythm line-up. Since that tremendous hit, many other country-styled pop releases have used the uke. Steel guitars, always a popular instrument in the country idiom, have come into more prominent use as well, particularly on the country disks with the pop-styled sound. When we find the steel guitar and the ukulele coupled on a rhythmic disk, everybody's suddenly talking about the Hawaiian trend. What much of it actually is, is a rockabilly or country-type rhythm material, with a faint, sometimes very faint, suggestion of the background music normally heard behind the traffic noises of Waikiki's night club cluttered Kapiolani Boulevard.

Trend or no trend, the past month has brought a number of disks that seem to fall into at least a semi-Hawaiian pattern. Tony Bennett, Tennessee Ernie Ford and the Anita Kerr Singers have all cut "In the Middle of an Island"; Sammy Kaye and Nick Noble have "Moonlight Swim"; Rusty Draper, Bonnie Alden and Johnny Eager have waxed "No Hu Hu"; Buddy Knox has "Hula Love"; Rudy Hanson has "Castaway," and Teresa Brewer has "Lula Rock Hula." Let's face it, there've been a few Turkish harem-type sounds floating around, too. Maybe we're on the verge of an "international understanding" kick.

Phil Rose, whose Glory Records firm is now esconced in its fancy new diggings at 157 West 57th Street, reports he's been taking things easy this summer. Now, without overly taxing himself, he may have come upon a solid contender. Over a year ago Phil cut "I Sit in My Window," with the Four Fellows. Immediately thereafter, he produced a hit in "Cindy, Oh Cindy," and the "Window" disk went by the boards. Now, a year later, there is sudden action on the tune via Russ Miller on VIP, Jimmy Gavin on Cameo and most recently by the Crewcuts on Mercury. Distributors have now begun to buss Rose on his year-old original with the Four Fellows. Without getting out of his chair, he may have an action side.

The Coasters have reportedly hit the million sales mark with "Searching" and "Young Blood." . . . Lester Sill, of Atlantic's Hollywood office, is in New York for five weeks. . . . Apollo will shortly debut a new rock and roll group known as the Claremonts. Sides are "Angel of Romance" and "Why Keep Me Dreaming?"

Music traffic between Latin America and the States is getting to be more and more a two-way track operation. The cha-cha-mambo-mania and its close relatives, the samba, tango, etc., long ago invaded the North. Now the long-nurtured south-of-the-border appetite for native North American cultural forms—like rock and roll—is being satisfied to a greater degree. First, it was the Platters with a highly successful tour of Argentina and other nations in South America. Now, after months of blueprinting and painstaking negotiations, GAC has set up a rock and roll package.

Ed Elcourt, of the agency, said the tour will open September 21 in Sao Paulo, Brazil, wealth-ridden coffee capital of the world. Acts include the Tyrones, Maureen Cannon, the Four Knights, Sparkle Moore, the Three Cookies and Roscoe Gordon.

Disk Jockey Norm Prescott of WBZ, Boston, will "enter the ring" with Joe Louis, as a feature of a tremendous "Jimmy Fund" benefit show at the Boston Garden. Also featured will be a number of high-powered rock and roll and pop acts, being set up by Irv Siders of the Gale Agency. The show will get a full hour of local TV coverage.

Far-out record of the week: Andre Williams' "Jailbait" on the Fortune label of Detroit. A chanted disertation on the obvious perils of dating too-young chicks. Quite a courtroom scene as the cat promises the judge that he'll mend his ways. . . . Jimmy Rodgers gets additional exposure for his Roulette disk of "Honeycomb," when he performs on the Ed Sullivan Show, Sunday (25). . . . Gee Records (Continued on page 85)

Two Big Smashes!!  
by **PAT BOONE**  
PAT BOONE sings  
**"THERE'S A GOLD MINE IN THE SKY"**  
PAT BOONE sings  
**"LOVE LETTERS IN THE SAND"**  
PAT BOONE  
**CATHEDRAL IN THE PINES**  
(From Pat's new E.P.)  
**BOURNE, INC.**  
136 West 52nd St., N. Y. C.

The most sensational collection of "Oldies" recorded in any one album.

**BILL HALEY**  
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**"ROCKIN' THE OLDIES"**  
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**AMERICAN MUSIC, INC.**  
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

# BLOCK OF BLOCKBUSTERS FOR A SALES-SIZZLING SUMMER!

9831

**DIANA**

c/w

**DON'T GAMBLE WITH LOVE**

NOW THIS SIDE'S GETTING A LOT OF PLAYS, TOO!

PAUL ANKA

9838

**HIGH SCHOOL  
ROMANCE**

c/w Everybody's Body

GEORGE HAMILTON IV

9837

**BLACK SLACKS**

c/w

Boppin' Rock Boogie

THE SPARKLETONES

9844

**I'LL WALK ALONE**

c/w

**LADDER OF LOVE**

JOHNNY NASH

9843

**SOMEDAY  
SWEETHEART**

c/w Roamin' Along With You

EARL WILLIAMS

9841

**THAT'S RIGHT**

c/w

**WHAT YOU'VE  
DONE TO ME**

(Vocal Assist by Paul Anka)

MICKI MARLO

9840

**LATER BABY**

c/w

**ALL THE TIME**

JOHNNY JANIS

9842

**DESERT FANTASY**

c/w

**THE CAMEL'S JUMP**TOMMY STEPHENS  
and Orchestra

9832

**THE FOUNTAIN  
OF YOUTH**

c/w Oh, Boy

DICK ROMAN



Watch for

**A GREAT NEW HIT**

by

ALAN DALE

Sure-Shot Follow-Up  
to "With All My Heart"

C-1005

**(Please Don't Say) SAYONARA (Goodbye)**c/w **IF YOU'RE****NOT COMPLETELY SATISFIED**

JODIE SANDS

Still Racking Up Stunning Sales!

**CUPID**

c/w Jivin' With The Saints

FRANKIE AVALON

C-1004

Distributed by  
AM-PAR Record Corp.**CHANCELLOR**

Hottest Thing  
That's Happened All Summer—  
Climbing Like The  
Temperature!

CR-435

**1,000  
CONCRETE BLOCKS**

c/w

In My Simple Way

JOHNNY DEE

Distributed by  
AM-PAR Record Corp.

(Distributed in Canada by Sparta of Canada, Ltd.)

# DISK JOCKEY QUARTERLY SECTION

INCLUDING A SPECIAL

## Spotlight on Jazz

### Editorial

Here's the third Disk Jockey Quarterly for this year, designed to give the busy deejay a reference work to make his programming chores a lot easier.

The accent in this quarterly is on jazz. The stories for the most part explore the various aspects of this musical category with a view to giving the deejay plenty of background—again to facilitate programming.

In one article, we raise the question of whether or not radio, and the jockey in particular, is missing the boat by not programming more jazz. The degree or penetration of this American art form into cultures abroad is a pretty significant index of jazz popularity, with important repercussions on foreign disk markets and on the international diplomatic level. The story is an important one and appropriately begins on The Billboard's front page.

Jazz in the movies, on the concert level and with reference to the retailer are still other aspects treated in this special section. And, finally, for anyone who thinks the many-faceted jazz story is a complicated one, we've included what might be called a "jazzology," with the underlying thesis that it's "not hard to be hip."

We hope that readers will find the section both valuable and informative. Let us know what you like or dislike, and why.

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### INTERNATIONAL SCENE

## Jazz Becomes America's Most Appealing Export

- Music's ability to bridge substantial barriers seen in popularity of jazz abroad
- Talent abroad reciprocates with plenty of their own musical product.
- *Continued from page 1*

of those about to go overseas is quite imposing, just a few. Erroll Garner, Jack Teagarden, MJQ, Basie.

#### New Impetus Given

It would seem that appearances of American jazz musicians in lands across the sea lighted up an interest that was dormant, and needed a catalyst to really be developed. 'Hot' clubs have been active all over the world for years, but the personal appearances, plus the records and radio exposure of jazz, have built the low fire to a full, spreading flame.

In turn, the foreign jazz musicians have become a source of musical interest for the jazz fan. More than anytime in the past, the foreign jazz musician is asserting himself as a meaningful contributor to the idiom. Now, not so derivative and narrow in his tastes, he is rapidly learning his craft in spite of the fact that records are his chief and sometimes only source of inspiration and knowledge.

#### The British Way

England is coming on strong, with the Ted Heath orchestra its most widely known product. The interest in jazz in the British Isles is at a new high, and the evolution of its own musicians proceeding at a fast pace. A land heavily laden

with traditions, its tastes in jazz lean to the older, more traditional jazz forms. Conversely, its most persuasive jazz voices are modernists—Vic Feldman, vibist-drummer-arranger, currently residing in this country; tenorist Don Rendell, formerly of the Heath band; altoist-band-leader Johnny Dankworth, considered by many Britain's best jazz musician, and drummer-leader Jack Parnell, who made some of the earliest British recordings in the modern idiom. Of course, there's George Shearing, his talent and success are universal knowledge.

#### Interest High in Sweden

Sweden ranks very high on the jazz interest barometer; some say the highest. All the musicians returning from there say the interest and enthusiasm is unparalleled. There are many clubs in which the jazz musician may play, many concert outlets. The problem of adequate work for the jazz player is almost non-existent in Sweden. Jazz interest and development is initiated in the school systems. For the Swedes, jazz is a serious business. Some of the finest European jazzmen are Swedish: baritoneist Lars Cullin, winner of the Down Beat Critics Poll a year or so ago; pianists Bengt Hallberg, Reinhold Svensson; trumpeter

Bengt Arne Wallin; clarinetist Putte Wickman; altoist Arne Domnerus and others, all predominantly of the modern persuasion.

#### The French Expression

Next in the big three countries for jazz is France. Long a center of culture, it has taken to the more traditional forms of jazz for years, but only recently, to the modern sounds. There are a good number of places for the jazzman to express himself, and the general sense of freedom in this country has created the impetus for American musicians to take up residence there, i.e. Bill Coleman, Don Byas, Peanuts Holland, Gypsy guitarist, Django Reinhardt, the most influential of all French jazzmen, passed on a few years back. Currently influential are Andre Hodeir, composer-arranger-critic, who recently recorded his compositions on Savoy Records here with help of top American musicians; Christian Chevalier, who made some fine big band recordings released in this country on Angel; pianist Bernard Peiffer, and the rising guitarist Sasha Distal.

These are the three most important foreign contributors, but the Low Countries are quite active, and have added four vital people to the jazz scene, namely singer Rita Reyes, tenorist-flutist Bobby Jaspard and, most important, accordionist Mat Mathews and guitarist-harmonica player Jean Thielmans.

Germany, in the midst of new-found prosperity and long un-  
*(Continued on page 45)*

### RACE FOR RATINGS

## Bigness Cues New Program Approach

- More at stake than ever for talent and management
- Which is bigger—disk jockey or program format?

#### By JUNE BUNDY

NEW YORK—Local radio is bigger than ever this year, but its growth has created a fiercely competitive situation, which in turn has sparked a major upheaval on the programming and promotion level as stations cast about frantically for a new approach to the familiar music and news format.

#### Pinpointing the Audience

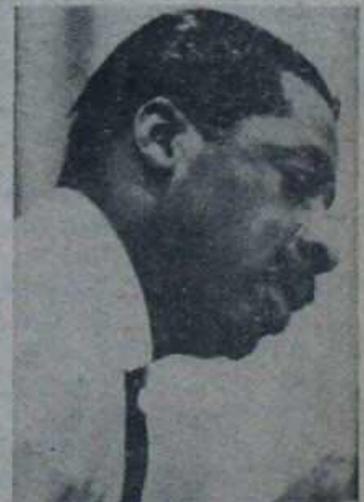
The chains—Westinghouse, Storz, Plough, Storer, etc.—have moved in stronger than ever rating-wise with variations of the "Top 40"-type format and powerhouse promotion campaigns. On the other hand, many stations have set

up "non rock and roll" programming schedules, basing their pitch to advertisers on surveys showing that adults are better customers than teen-agers, who allegedly make up the largest segment of "Top 40"-type show dialers.

#### Life's Like That

Anyway you look at it, tho, record companies and publishers have "never had it so good" exposure-wise, with some 2,500 AM and FM stations devoting practically all of their programming to deejay disk shows. In line with this, Life Magazine last month ran a seven-page feature on "radio's new riches," giving indie stations the credit for "this rush back to prosperity."

Bulk of the article spotlighted enterprising programming promotions staged by local jocks across the country, ranging from a run-down on various record show-re-  
*(Continued on page 47)*



ERROLL GARNER'S early interest in music was guided by his father, a professional pianist, and at 16 Garner was playing with local bands. Garner, who considers himself strictly a "melody man," decided to give up working in groups, and since moving out on his own has recorded for 20 or more different record labels. He was recently voted the winner of the 1957 Downbeat Critics Poll. His Columbia album, "Concert by the Sea," is No. 1 on the Top Jazz Album Chart for 1957.

# TOP POPULAR RECORDS

## ... according to Best Sellers in Stores

A recapitulation of The Billboard's Best Sellers in Stores chart for the period March 16 thru July, 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Position & Record	Artist & Label
1... ALL SHOOK UP.....	Elvis Presley, Victor
2... LITTLE DARLIN'.....	Diamonds, Mercury
3... ROUND AND ROUND.....	Perry Como, Victor
4... PARTY DOLL.....	Buddy Knox, Roulette
5... COME GO WITH ME.....	Del Vikings, Dot
6... YOUNG LOVE.....	Tab Hunter, Dot
7... GONE.....	Ferlin Husky, Capitol
8... BUTTERFLY.....	Charlie Gracie, Cameo
9... TEEN-AGE CRUSH.....	Tommy Sands, Capitol
10... SO RARE.....	Jimmy Dorsey, Fraternity
11... BUTTERFLY.....	Andy Williams, Cadence
12... I'M WALKIN'.....	Fats Domino, Imperial
13... TOO MUCH.....	Elvis Presley, Victor
14... SCHOOL DAY.....	Chuck Berry, Chess
15... MARIANNE.....	Terry Gilkyson, Columbia
16... DON'T FORBID ME.....	Pat Boone, Dot
17... BANANA BOAT (DAY-O).....	Harry Belafonte, Victor
18... WHY, BABY, WHY.....	Pat Boone, Dot
19... YOUNG LOVE.....	Sonny James, Capitol
20... LOVE LETTERS IN THE SAND.....	Pat Boone, Dot
21... WHITE SPORT COAT.....	Marty Robbins, Columbia
22... MARIANNE.....	Hilltoppers, Dot
23... BYE BYE LOVE.....	Everly Brothers, Cadence
24... PARTY DOLL.....	Steve Lawrence, Coral
25... MAMA LOOK-A BOOBOO.....	Harry Belafonte, Victor

Position & Record	Artist & Label
26... TEDDY BEAR.....	Elvis Presley, Victor
27... I'M STICKIN' WITH YOU.....	Jimmy Bowen, Roulette
28... LOVE IS STRANGE.....	Mickey & Sylvia, Groove
29... DARK MOON.....	Gale Storm, Dot
30... ROCK-A-BILLY.....	Guy Mitchell, Columbia
31... BANANA BOAT SONG.....	Tarriers, Glory
32... DARK MOON.....	Bonnie Guitar, Dot
33... SEARCHIN'.....	Coasters, Atco
34... IT'S NOT FOR ME TO SAY.....	Johnny Mathis, Columbia
35... WHO NEEDS YOU.....	Four Lads, Columbia
36... MOONLIGHT GAMBLER.....	Frankie Laine, Columbia
37... NINETY-NINE WAYS.....	Tab Hunter, Dot
38... WALKIN' AFTER MIDNIGHT.....	Patsy Cline, Decca
39... I'M WALKIN'.....	Ricky Nelson, Verve
40... C. C. RIDER.....	Chuck Willis, Atlantic
40... WONDERFUL, WONDERFUL.....	Johnny Mathis, Columbia
42... BLUE MONDAY.....	Fats Domino, Imperial
43... ALMOST PARADISE.....	Roger Williams, Kapp
44... OVER THE MOUNTAIN (ACROSS THE SEA).....	Johnnie & Joe, Chess
45... LUCILLE.....	Little Richard, Specialty
46... I'M SORRY.....	Platters, Mercury
47... TEENAGER'S ROMANCE.....	Ricky Nelson, Verve
48... JUST BECAUSE.....	Lloyd Price, ABC-Paramount
49... I LIKE YOUR KIND OF LOVE.....	Andy Williams, Cadence
50... I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER.....	Billy Williams, Coral

## ... according to Most Played by Jockeys

A recapitulation of The Billboard's Most Played by Jockeys chart for the period March 16 thru July, 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Position & Record	Artist & Label
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5... LITTLE DARLIN'.....	Diamonds, Mercury
6... YOUNG LOVE.....	Tab Hunter, Dot
7... YOUNG LOVE.....	Sonny James, Capitol
8... SO RARE.....	Jimmy Dorsey, Fraternity
9... GONE.....	Ferlin Husky, Capitol
10... PARTY DOLL.....	Buddy Knox, Roulette
11... TOO MUCH.....	Elvis Presley, Victor
12... DON'T FORBID ME.....	Pat Boone, Dot
13... TEEN-AGE CRUSH.....	Tommy Sands, Capitol
14... MARIANNE.....	Terry Gilkyson, Columbia
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18... I'M WALKIN'.....	Fats Domino, Imperial
19... BANANA BOAT (DAY-O).....	Harry Belafonte, Victor
20... WHY, BABY, WHY.....	Pat Boone, Dot
21... WHO NEEDS YOU.....	Four Lads, Columbia
22... SCHOOL DAY.....	Chuck Berry, Chess
23... BYE BYE LOVE.....	Everly Brothers, Cadence
24... DARK MOON.....	Gale Storm, Dot
25... BUTTERFLY.....	Charlie Gracie, Cameo

Position & Record	Artist & Label
26... OLD CAPE COD.....	Patti Page, Mercury
27... DARK MOON.....	Bonnie Guitar, Dot
28... LOVE IS STRANGE.....	Mickey & Sylvia, Groove
29... IT'S NOT FOR ME TO SAY.....	Johnny Mathis, Columbia
30... SEARCHIN'.....	Coasters, Atco
31... MANGOS.....	Rosemary Clooney, Columbia
32... CHANTEZ-CHANTEZ.....	Dinah Shore, Victor
33... NINETY-NINE WAYS.....	Tab Hunter, Dot
34... FREIGHT TRAIN.....	Rusty Draper, Mercury
35... TEENAGER'S ROMANCE.....	Ricky Nelson, Verve
35... WONDERFUL, WONDERFUL.....	Johnny Mathis, Columbia
37... ALMOST PARADISE.....	Roger Williams, Kapp
38... FOUR WALLS.....	Jim Reeves, Victor
39... MOONLIGHT GAMBLER.....	Frankie Laine, Columbia
40... MAMA LOOK-A BOOBOO.....	Harry Belafonte, Victor
41... LOVE IS A GOLDEN RING.....	Frankie Laine, Columbia
42... I DREAMED.....	Betty Johnson, Bally
43... I'M STICKIN' WITH YOU.....	Jimmy Bowen, Roulette
44... POOR MAN'S ROSES.....	Patti Page, Mercury
45... TEDDY BEAR.....	Elvis Presley, Victor
46... SHISH KEBAB.....	Ralph Marterie, Mercury
47... ROCK-A-BILLY.....	Guy Mitchell, Columbia
48... BANANA BOAT SONG.....	Tarriers, Glory
48... PLEDGE OF LOVE.....	Ken Copeland, Imperial
50... I LIKE YOUR KIND OF LOVE.....	Andy Williams, Cadence

# TOP COUNTRY AND WESTERN RECORDS

## ... according to C & W Best Sellers in Stores

A recapitulation of The Billboard's C&W Best Sellers in Stores chart for the period March 16 thru July, 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Position & Record	Artist & Label
1... GONE.....	Ferlin Husky, Capitol
2... WHITE SPORT COAT.....	Marty Robbins, Columbia
3... YOUNG LOVE.....	Sonny James, Capitol
4... FOUR WALLS.....	Jim Reeves, Victor
5... WALKIN' AFTER MIDNIGHT.....	Patsy Cline, Decca
6... THERE YOU GO.....	Johnny Cash, Sun
7... ALL SHOOK UP.....	Elvis Presley, Victor
8... GONNA FIND ME A BLUEBIRD.....	Marvin Rainwater, M-G-M
9... HONKY TONK SONG.....	Webb Pierce, Decca
10... I'M TIRED.....	Webb Pierce, Decca
11... FRAULEIN.....	Bobby Helms, Decca
12... TOO MUCH.....	Elvis Presley, Victor
13... BYE BYE LOVE.....	Everly Brothers, Cadence
14... AM I LOSING YOU?.....	Jim Reeves, Victor
15... KNEE DEEP IN THE BLUES.....	Marty Robbins, Columbia
16... TRAIN OF LOVE.....	Johnny Cash, Sun
17... SINGING THE BLUES.....	Guy Mitchell, Columbia
18... I MISS YOU ALREADY.....	Faron Young, Capitol
19... I'VE GOT A NEW HEARTACHE.....	Ray Price, Columbia
20... CRAZY ARMS.....	Ray Price, Columbia
21... SOME DAY.....	Webb Pierce, Decca
22... FIRST DATE, FIRST KISS, FIRST LOVE.....	Sonny James, Capitol
23... FALLEN STAR.....	Jimmy Newman, Dot
24... YOUR TRUE LOVE.....	Carl Perkins, Sun
25... I WALK THE LINE.....	Johnny Cash, Sun

Position & Record	Artist & Label
26... BYE BYE LOVE.....	Webb Pierce, Decca
27... NEXT IN LINE.....	Johnny Cash, Sun
28... WASTED WORDS.....	Ray Price, Columbia
29... ONE STEP AT A TIME.....	Brenda Lee, Decca
30... DON'T STOP THE MUSIC.....	George Jones, Mercury
31... OH, SO MANY YEARS.....	Webb Pierce & Kitty Wells, Decca
32... DON'T LAUGH.....	Louvin Brothers, Capitol
33... ROCKIN' IN THE CONGO.....	Hank Thompson, Capitol
34... I'M COMING HOME.....	Johnny Horton, Columbia
35... TEDDY BEAR.....	Elvis Presley, Victor
36... WHOLE LOTTA SHAKIN' GOIN' ON.....	Jerry Lee Lewis, Sun
36... STOLEN MOMENTS.....	Hank Snow, Victor
38... THREE WAYS.....	Kitty Wells, Decca
39... TEEN-AGE CRUSH.....	Tommy Sands, Capitol
40... SEARCHING.....	Kitty Wells, Decca
41... TOO MUCH WATER.....	George Jones, Mercury
42... SAME TWO LIPS.....	Marty Robbins, Columbia
43... I'LL BE THERE.....	Ray Price, Columbia
44... MISSING YOU.....	Webb Pierce, Decca
45... POOR MAN'S ROSES.....	Patsy Cline, Decca
45... YOU'RE THE REASON (I'M IN LOVE).....	Sonny James, Capitol
47... REPENTING.....	Kitty Wells, Decca
48... GONNA FIND ME A BLUEBIRD.....	Eddy Arnold, Victor
49... YOU CAN'T HURT ME ANYMORE.....	Carl Smith, Columbia
50... PLEDGE OF LOVE.....	Mitchell Torok, Decca

## ... according to C & W Most Played by Jockeys

A recapitulation of The Billboard's C&W Most Played by Jockeys chart for the period March 16 thru July, 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Position & Record	Artist & Label
1... GONE.....	Ferlin Husky, Capitol
2... YOUNG LOVE.....	Sonny James, Capitol
3... THERE YOU GO.....	Johnny Cash, Sun
4... HONKY TONK SONG.....	Webb Pierce, Decca
5... WHITE SPORT COAT.....	Marty Robbins, Columbia
6... FOUR WALLS.....	Jim Reeves, Victor
7... AM I LOSING YOU?.....	Jim Reeves, Victor
8... GONNA FIND ME A BLUEBIRD.....	Marvin Rainwater, M-G-M
9... I'M TIRED.....	Webb Pierce, Decca
10... KNEE DEEP IN THE BLUES.....	Marty Robbins, Columbia
11... WALKIN' AFTER MIDNIGHT.....	Patsy Cline, Decca
12... ALL SHOOK UP.....	Elvis Presley, Victor
13... I MISS YOU ALREADY.....	Faron Young, Capitol
14... FRAULEIN.....	Bobby Helms, Decca
15... SINGING THE BLUES.....	Marty Robbins, Columbia
16... BYE BYE LOVE.....	Everly Brothers, Cadence
17... TOO MUCH.....	Elvis Presley, Victor
18... FALLEN STAR.....	Jimmy Newman, Dot
19... OH, SO MANY YEARS.....	Webb Pierce & Kitty Wells, Decca
20... I'VE GOT A NEW HEARTACHE.....	Ray Price, Columbia
21... TRAIN OF LOVE.....	Johnny Cash, Sun
22... I'M COMING HOME.....	Johnny Horton, Columbia
23... DON'T LAUGH.....	Louvin Brothers, Capitol
24... FIRST DATE, FIRST KISS, FIRST LOVE.....	Sonny James, Capitol
25... SOME DAY.....	Webb Pierce, Decca

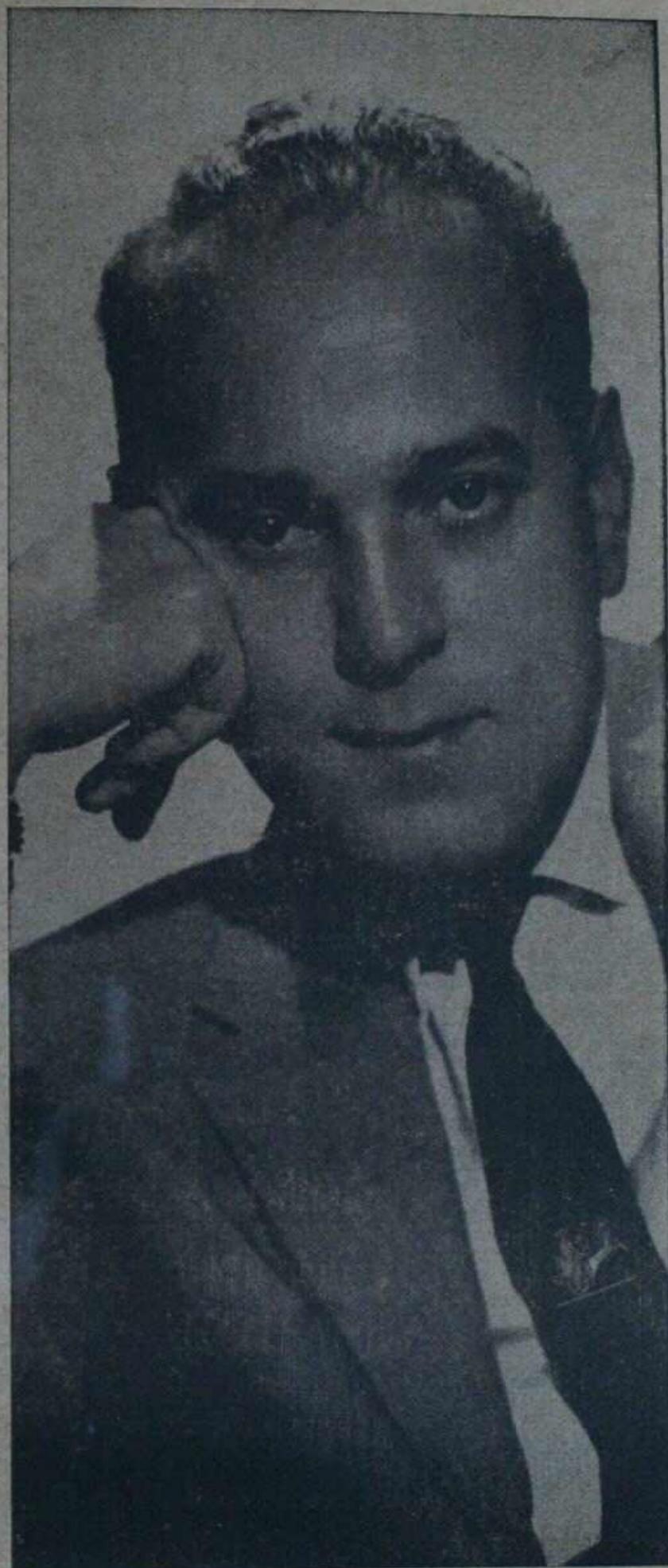
Position & Record	Artist & Label
26... BYE BYE LOVE.....	Webb Pierce, Decca
27... CRAZY ARMS.....	Ray Price, Columbia
28... STOLEN MOMENTS.....	Hank Snow, Victor
29... YOUR TRUE LOVE.....	Carl Perkins, Sun
29... SAME TWO LIPS.....	Marty Robbins, Columbia
31... MONEY.....	Jim Edward & Maxine Brown, Victor
32... ROCKIN' IN THE CONGO.....	Hank Thompson, Capitol
33... IT'S MY WAY.....	Webb Pierce, Decca
34... NEXT IN LINE.....	Johnny Cash, Sun
35... POOR MAN'S ROSES.....	Patsy Cline, Decca
36... GO AWAY WITH ME.....	Wilburn Brothers, Decca
37... MONEY.....	Al Terry, Rusty & Doug, Hickory
38... DON'T STOP THE MUSIC.....	George Jones, Mercury
39... I WALK THE LINE.....	Johnny Cash, Sun
39... TEARS BEHIND THE SMILE.....	George Morgan, Columbia
41... THREE WAYS.....	Kitty Wells, Decca
42... I'LL BE THERE.....	Ray Price, Columbia
42... I WAS THE FIRST ONE.....	Hank Thompson, Capitol
44... DON'T FORBID ME.....	Ernest Tubbs, Decca
45... YEARNING.....	George Jones-Jeanette Hicks, Mercury
46... REPENTING.....	Kitty Wells, Decca
47... DARK MOON.....	Bonnie Guitar, Dot
48... WASTED WORDS.....	Ray Price, Columbia
48... PLEDGE OF LOVE.....	Mitchell Torok, Decca
50... ROUGH STUFF.....	Carlisle, Mercury

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## BLUEPRINT FOR JAZZ

## Trend-Setter Jockey Has Major Programming Role

- In all musical forms, the jockey is in the front line for exploitation
- Important segment of musical America—jazz—awaits jockey go-ahead sign

By PAUL ACKERMAN

NEW YORK—The deejay is the first level of record exploitation. This being an admitted fact, the deejay must—and generally does—assume a responsibility above and beyond the commercial aspects of his programming. This responsibility, briefly, centers in the development of those musical forms which are important to—and have bearing upon—American musical culture.

## Jockey Sets Trend

Thus in the last five years we have seen the deejay play a major role in helping to establish new musical trends in the pop field. The development of rhythm and blues and rock and roll as a tributary to the main pop stream; the influence of the country field in the pop market; the renaissance of the country blues, the country ballad, the rockabilly trend; the short-lived calypso vein—and lately, the reversion to ballads and waltzes—all these trends and influences would mean very little without the impact of exposure at the deejay level.

Today, another segment of Musical Americana awaits the deejay's go-ahead sign. This is jazz—perhaps the most important of the truly American musical forms, and certainly one which is indigenous, or native, to the scene.

## Jazz Needs Exposure

There's little question that jazz has failed to achieve a broad mass appeal in the United States. Many reasons are put forward. Some say that jazz has an intellectual appeal that is beyond the teenager; that it appeals to musicians and listeners who have progressed beyond the simple and primitive into the more complex musical areas.

These arguments do not tell the whole story. Where properly exposed, as at the various jazz festivals, jazz has been shown to have a surprisingly broad appeal. This is true not only in the United

States but virtually all over the Western world. The feeling is growing that jazz, to reach its fullest potential in the broad pop market, really needs proper exposure. This belief is undoubtedly having an effect on many of the record manufacturers, who are blueprinting a broad expansion plan for the release of jazz sides.

Such labels as Atlantic, Verve, Prestige, Savoy, Blue Note are increasing their output of jazz singles. Several of these labels—notably Atlantic—have been encouraged by the fact that an occasional single, such as Chris Connor, has made the best selling pop chart. Victor, Vik and Camden are also stepping up the production of jazz singles and EP's, and so is Columbia. Latter, which has a tremendously strong LP jazz line, is revitalizing its Hall of Fame series which is very strong on jazz material.

## Jazz in the Broad Picture

What does this mean? It means that jazz, in the immediate future, will be much easier to program. It means that deejays, for perhaps the first time, will be able to test jazz as a musical form of broad appeal, and to help develop it thru wise programming.

Tying in with this development, it is interesting to note, is a growing awareness on the part of

jockeys and stations of the importance of the adult audience. Artists and repertoire execs with the major companies have been growing increasingly restive. They resent making records for teenagers strictly. They are trying to broaden their output. Station men and advertising agency execs are adding to the pressure. The teenager, they point out, is only part of the total radio audience. Why should not disks tap the total audience?

Jazz, obviously, is one of the ways in which this can be done.

Thus far, relatively few deejays have jumped aboard the jazz bandwagon. In the New York area, for example, only one jockey programs jazz. Throughout the country, a similar paucity exists.

## An Area to Explore

Some deejays may feel they lack schooling in the jazz medium. This failing can easily be remedied. Liner notes and books on jazz have become quite good, and a little application along these lines will go a long way. Then, too, jocks must realize that they are already very familiar with some of the basic jazz forms and idioms, such as blues, Dixieland, swing, etc.

The prospect of broadening the appeal of jazz cannot be other than exciting. Of all the musical forms, it most profoundly is American; it attracts the most highly-schooled musicians. It might be called the classics of pop music. The progressive deejay most certainly will find it an idiom to explore in the immediate future.

## Diskers Lead West Coast Jazz Boom

- Club appearances wane as talent moves into concert field
- But best exposure for jazz is thru imaginative diskings

By JOEL FRIEDMAN

HOLLYWOOD — The jazz scene on the West Coast, circa 1957, in a great many respects resembles the gold rush of '49. The pioneers have long since arrived (in Jaguars, not covered wagons) and the natives have been sufficiently inundated with "West Coast jazz," the appeal of the local musical climate beckons still more musicians eager to join the jazz movement.

## Clubs on the Wane

On virtually every front save one, the stature of jazz as it relates to recording company, artistic development, radio-TV, motion pictures, record dealer, ad infinitum, jazz is a popular commodity on the ascendancy. The lone exception appears to be the night club, personal-appearance circuit, with the number of in-person locations apparently dwindling.

The most notable factor concerning the West Coast jazz scene is the vast recognition earned by diskery operations here and the great many performers who have similarly gained international reputations as a result of their recordings. The appellation "West Coast jazz" is at best a misnomer, altho it's been a handy vehicle to publicize the efforts of Coast musicians. Largely referring to style and the patient and sometimes ex-

hausting care put into arrangements more than in performance, West Coast jazz, in the idiom of the trade, can be more properly described as cool jazz. The music isn't restricted to the sunny slopes of California, most of those playing it are in reality Easterners. It was here, tho, that much of the early ground was laid, with pioneers such as Stan Kenton and Shorty Rogers paving the way. The latter two are most often connected with being primarily responsible for the high estate of West Coast jazz.

## Diskeries in the Vanguard

Whatever success has been achieved could not have been reality, however, without the vision and the investment in jazz by any number of recording companies. Firms such as Norman Granz's Verve Records, Dick Bock's Pacific Jazz, Les Koenig's Good-Time Jazz and Contemporary labels and, of more recent vintage, the Fantasy Records and San Francisco Record Company operations, the latter two based in San Francisco, have for the most part been looked upon as off-beat disk entities, running their record firms in relative unorthodox fashion. An indication of the stability of these companies is seen in their ability to compete with the major record companies at every level, talent, packaging, merchandising, etc., and perhaps more so in their sales volume, reputed to be in excess of \$1 million for Verve Records last year.

## Many Innovations

Activity on the disk front here is intense, with the record companies as eager for new names, and new ideas by old names, as they were five years ago. Among

## 1957 TOP JAZZ ALBUMS TO DATE

A recapitulation of The Billboard's monthly Best Selling Jazz Albums chart for the period January thru July, 1957. Points were given to determine positions in accordance with the total amount of sales the record received during the period.

1. CONCERT BY THE SEA—Erroll Garner..... Columbia CL 883
2. ELLINGTON AT NEWPORT—Duke Ellington..... Columbia CL 934
3. ELLA FITZGERALD SINGS THE RODGERS & HART SONGBOOK..... Verve MGV 4002-2
3. MY FAIR LADY—Shelley Manne and his Friends..... Contemporary C 3527
5. ELLA AND LOUIS—Ella Fitzgerald and Louis Armstrong..... Verve MGV 4003
6. AMBASSADOR SATCH—Louis Armstrong..... Columbia CL 840
7. DUKES OF DIXIELAND, VOL. 1..... Audio-Fidelity AFLP 1823
8. STAN KENTON IN HI-FI..... Capitol W 724
9. CUBAN FIRE—Stan Kenton..... Capitol T 731
10. ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK..... Verve MGV 4001-2
10. JAZZ IMPRESSIONS OF THE U.S.A.—Dave Brubeck..... Columbia CL 984

## BROADWAY MUSICALS

A list of recordings available for all the recorded songs from Broadway musicals which have opened in the past six months, and are currently running on Broadway. This list includes both singles recordings and albums.

## NEW GIRL IN TOWN

## ALBUMS

- Original Cast Album..... RCA Victor LOC 1022
- Selections by Arthur Fiedler and his Orchestra..... RCA Victor EP ERA302
- SINGLES
- DID YOU CLOSE YOUR EYES—Arthur Fiedler, RCA Victor 6914; Eddie Fisher, RCA Victor 6913.
- IT'S GOOD TO BE ALIVE—Sylvia Syms, Decca 30326; Hugo Winterhalter, RCA Victor 6889.
- LOOK AT 'ER—Tommy Leonetti, Vik 0270; Tony Martin, Victor 6888; Ralph Young, Epic 9306.
- SUNSHINE GIRL—Four Spices, M-G-M 12485; Eddie Fisher-Hugo Winterhalter, Victor 6913.
- YOU'RE MY FRIEND AIN'T CHA—Arthur Fiedler, Victor 6914.
- THEME FROM NEW GIRL IN TOWN (not in show)—Hugo Winterhalter, Victor 6889; Buddy Bregman, Verve 10049; Nelson Riddle, Capitol 3717.

other things, the West Coast school has been noted for its use of modern legitimate music and instruments, e.g., oboe, flute, French horn and the grouping of these instruments with strings and percussion for new approaches. The currently best selling "My Fair Lady" interpretation, by Shelly Manne, is an example. Other works by Chico Hamilton, guitarist Jim Hall, Art Pepper, Leroy Vinnegar, Cal Tjader, etc., have been equally inventive.

## Verve Continues Expansion

Verve Records will have released in excess of 100 LP's by year's end, relying mainly on the talents of such names as Ella Fitzgerald, Count Basie, Oscar Peterson, Louis Bellson, Buddy DeFranco, Gene Krupa, Lionel Hampton, etc., all of whom have been household words in jazz for many years. It's felt by many in the business that a singer of the stature of Ella Fitzgerald only recently reached the pinnacle of her career, artistically at any rate, via her recording of "The Cole Porter Story." It's significant to note that the Verve diskery, with perhaps the largest roster of jazz talent in the business and certainly one of the most extensive jazz catalogs in its vault, continues to expand its operation, with many of its jazz packages bridging the gap into the popular field.

## Plenty of Sales Savvy

The Pacific Jazz, Contemporary, Good-Time Jazz labels are looked upon as vivid examples of well-run, inventive jazz diskeries. They were the firms that developed, recordingwise, the talents of such names as Bob Cooper, Howard Rumsey, Bob Brookmeyer, John Graas, Chet Baker, Gerry Mulligan, Shelly Manne, etc. The marriage of jazz and merchandising is exemplified via such novel ideas as the original painter's series of Bock's Pacific Jazz, the meticulous quest for superior fidelity, safety-sealed packages and unusual cover art of the latter labels.

Dave Brubeck and Cal Tjader came into the limelight via Fantasy Records, a small indie label, tho one heartily endorsed by rec-

ord dealers across the country. The development of new artists at Al Leavitt's San Francisco Record Company and the firm's off-beat manner of merchandising have attracted dealer attention everywhere. Other labels, i.e., Modern, Aladdin, High Fidelity, CNP, Liberty, Dot, Capitol the recently organized Mode firm, Key, Rave, etc., all have regularly scheduled releases of jazz and all recognize the import of the product within the overall framework of the disk business.

That West Coast jazz is leaping other barriers is also seen in the great amount of activity by these musicians at the motion picture studios. The Shorty Rogers scoring of "The Man With the Golden Arm," released as a soundtrack package by Decca, has been hailed as the ground-breaker. Since then Rogers has had equal success in other films, with other musicians such as Billy May, Laurindo Almeida, Andre Previn, etc., utilizing Coast jazz in movie scores.

## Jazz in the Open

The in-person jazz performance has suffered here. Too many concerts, by virtually the same artists, coupled with the general higher cost of live entertainment in every field, has whittled down the number of playing dates and locations for jazz. The largest steady jazz spot on the Coast, Zardi's in Hollywood, only recently closed its doors. Despite this, the annual Jazz at the Philharmonic concerts, and those promoted by Gene Norman and Jazz a la Carte producer Irving Granz, do exceptionally well. The promoters have to be a bit more cautious in their selection of talent and in buying their shows, tho, despite the precarious state of the concert business, public interest remains high. The West Coast Jazz Society has scheduled a two-day bash in Long Beach, Calif., and there is talk about a Palm Springs Jazz Festival, the latter to be offered in much the same manner as is the annual Newport Jazz Festival.

From every viewpoint, West Coast Jazz is hardly the infant stepchild armchair undertakers once thought it was.



ELLA FITZGERALD was discovered by the late Chick Webb, who recognized her great talent when she was a young girl. Chick and Mrs. Webb adopted Ella, and Chick offered her a job with his band. After long months of training, she made her professional debut with the band and toured with it for two years. After several disks and professional appearances, she created a sensation and went on to become one of the great jazz singers with her inimitable style. Her Verve albums, "Ella Fitzgerald Sings the Rodgers and Hart Songbook," "Ella Fitzgerald Sings the Cole Porter Songbook" and "Ella and Louis," on which she is teamed with Satchmo, occupy strong positions on the Top Jazz Album Chart for 1957.



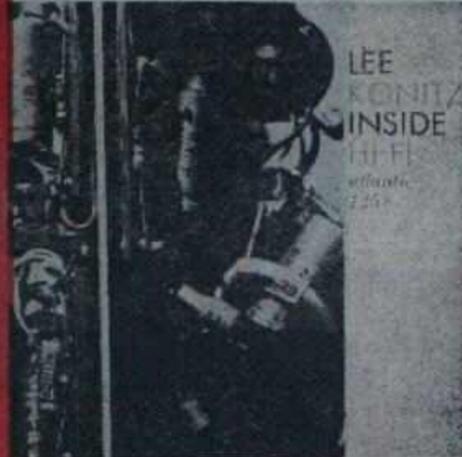
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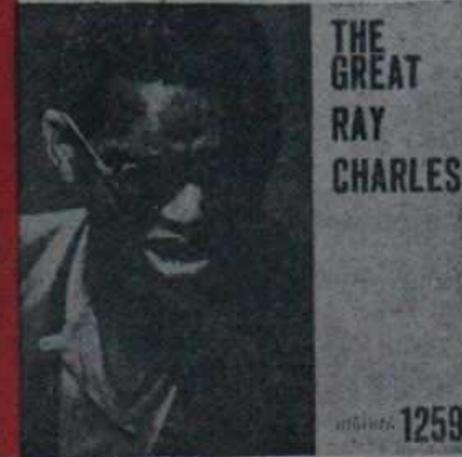
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| Joe Mooney      | Jess Stacy      |
| Thomas Talbert  | Betty Bennett   |
| Al Hibbler      | Bob Gordon      |
| Patty McGovern  | Jack Montrose   |
| Lars Gullin     | Werne Marsh     |
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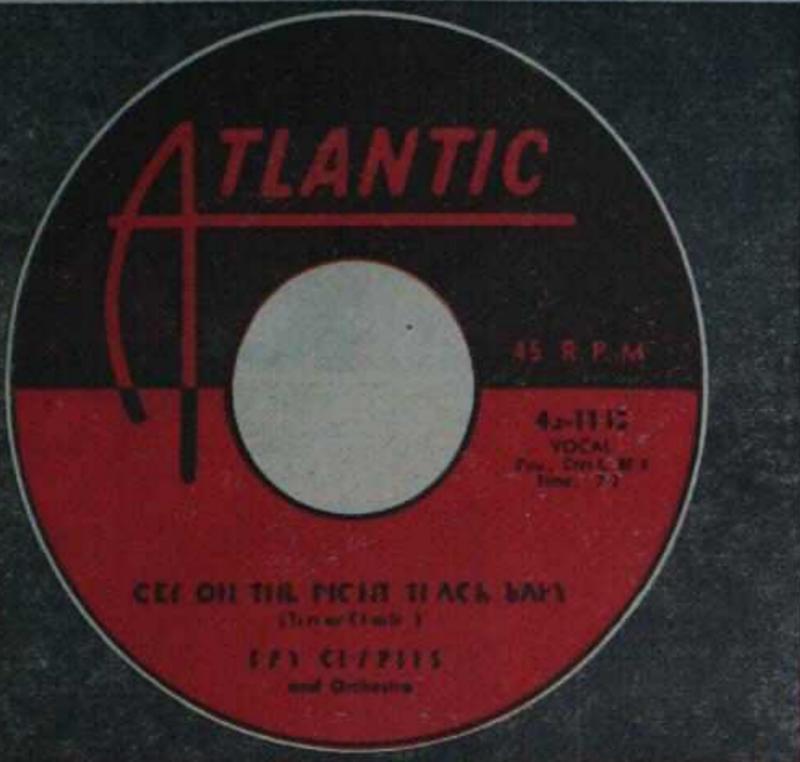
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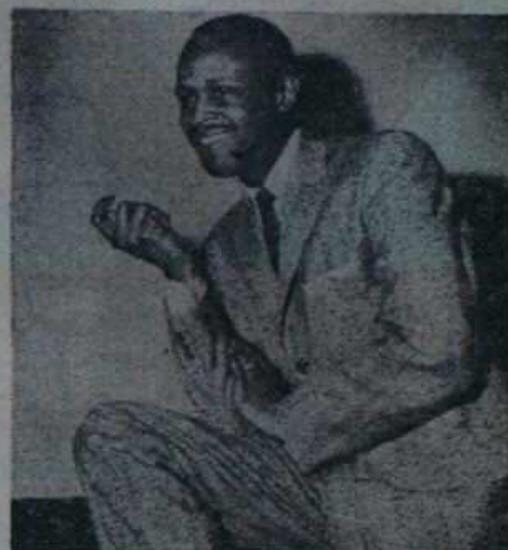
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Over Somebody Else's Shoulder  
That's My Girl  
ATCO 6094



**LINDA HOPKINS**  
Shiver and Shake  
Rock And Roll Blues  
ATCO 6096



**GUITAR SLIM**  
If I Should Lose You  
It Hurts To Love Someone  
(That Don't Love You)  
ATCO 6097

# BEST SELLING ARTISTS ON SINGLES

For Period March 16 thru July, 1957  
... from The Billboard's Best Sellers in Stores Chart

## POPULAR

Position	Artist and Side	Label
1.	ELVIS PRESLEY—All Shook Up, Too Much, Teddy Bear, Loving You, Love Me Tender, Hound Dog, Love Me, Playing for Keeps, Blue Suede Shoes, Don't Be Cruel, Heartbreak Hotel, When My Blue Moon Turns to Gold Again, I Want You, I Need You, I Love You, Paralyzed, Blue Moon, Money Honey, That's When Your Heartaches Begin, Good Rockin' Tonight, My Baby Left Me	Victor
2.	DIAMONDS—Little Darlin', Words of Love	Mercury
3.	PAT BOONE—Don't Forbid Me, Why Baby Why, Love Letters in the Sand, Bernardine, I'm Waiting Just for You, Anastasia, Friendly Persuasion, I Almost Lost My Mind, Closer Walk With Thee, Chains of Love	Dot
4.	PERRY COMO—Round and Round, Girl With the Golden Braids, Mi Casa, Su Casa, My Little Baby, Moonlight Love, Hot Diggity	Victor
5.	BUDDY KNOX—Party Doll, Rock Your Little Baby to Sleep	Roulette
6.	TAB HUNTER—Young Love, Ninety-Nine Ways, Red Sails in the Sunset, Don't Get Around Much Anymore	Dot
7.	DEL VIKINGS—Come Go With Me, Whispering Bells, Little Billy Boy, Cool Shake	Dot
8.	FATS DOMINO—I'm Walkin', Blue Monday, Valley of Tears, It's You I Love, Blueberry Hill, What's the Reason I'm Not Pleasing You, I'm in the Mood for Love, My Blue Heaven, Bo Weevil, Don't Blame It on Me, I'm in Love Again, When My Dreamboat Comes Home	Imperial
9.	HARRY BELAFONTE—Banana Boat (Day-O), Mama Look-a-Boo, Jamaica Farewell, Coconut Woman, Island in the Sun, Hold 'Em Joe, Don't Ever Love Me, Man Smart, Unchained Melody	Victor
10.	CHARLIE GRACIE—Butterfly, Fabulous	Cameo
11.	TOMMY SANDS—Teen-Age Crush, Goin' Steady, Ring-a-Ding, My Love Song, Ring My Phone	Capitol
12.	FERLIN HUSKY—Gone, Fallen Star	Capitol
13.	ANDY WILLIAMS—Butterfly, I Like Your Kind of Love, Canadian Sunset, Baby Doll	Cadence
14.	JIMMY DORSEY—So Rare	Fraternity
15.	CHUCK BERRY—School Day, Oh, Baby Doll, Brown-Eyed Handsome Man, Too Much Monkey Business	Chess

## COUNTRY AND WESTERN

1.	MARTY ROBBINS—White Sport Coat, Knee Deep in the Blues, Singing the Blues, Same Two Lips, Grownup Tears, I Can't Quit	Columbia
2.	FERLIN HUSKY—Gone, Fallen Star, Prize Possession	Capitol
3.	WEBB PIERCE—Honky Tonk Song, I'm Tired, Some Day, Bye Bye Love, Missing You, It's My Way, I'm Really Glad You Hurt Me, Teen-Age Boogie	Decca
4.	JOHNNY CASH—There You Go, Train of Love, I Walk the Line, Next in Line, Don't Make Me Go	Sun
5.	SONNY JAMES—Young Love, First Date, First Kiss, First Love, You're the Reason (I'm in Love), Lovesick Blues, Speak to Me, Dear Love	Capitol
6.	ELVIS PRESLEY—All Shook Up, Too Much, Teddy Bear, Love Me Tender, Playing for Keeps, Don't Be Cruel, Hound Dog, Love Me, Loving You, Poor Boy	Victor
7.	JIM REEVES—Four Walls, Am I Losing You?, According to Your Heart, Waitin' for the Train, Mother of a Honky Tonk Girl	Victor
8.	PATSY CLINE—Walkin' After Midnight, Poor Man's Roses, Try Again	Decca
9.	RAY PIERCE—I've Got a New Heartache, Crazy Arms, Wasted Words, I'll Be There	Columbia
10.	MARVIN RAINWATER—Gonna Find Me a Bluebird	MGM
11.	BOBBY HELMS—Fraulin	Decca
12.	EVERLY BROTHERS—Bye Bye Love	Cadence
13.	FARON YOUNG—I Miss You Already, Shrine of St. Cecilia, I'm Gonna Live Some Before I Die, Turn Her Down, Sweet Dreams	Capitol
14.	CARL PERKINS—Your True Love, Matchbox	Sun
15.	JIMMY NEWMAN—Fallen Star	Dot

## RHYTHM AND BLUES

1.	FATS DOMINO—I'm Walkin', Blue Monday, Valley of Tears, Blueberry Hill, It's You I Love, I'm in the Mood for Love, So Long, What's the Reason I'm Not Pleasing You, When My Dreamboat Comes Home	Imperial
2.	ELVIS PRESLEY—All Shook Up, Too Much, Teddy Bear, Love Me, Love Me Tender	Victor
3.	LITTLE RICHARD—Lucille, Send Me Some Lovin', Jenny, Jenny, Girl Can't Help It, Miss Ann, Heeble Jeabies	Specialty
4.	DEL VIKINGS—Come Go With Me, Whispering Bells	Dot
5.	CHUCK BERRY—School Day, Brown-Eyed Handsome Man	Chess
6.	DIAMONDS—Little Darlin'	Mercury
7.	COASTERS—Searchin', Young Blood	Atco
8.	MICKEY AND SYLVIA—Love Is Strange, There Oughta Be a Law, Dearest	Groove
9.	CHUCK WILLIS—C. C. Rider, Juanita	Atlantic
10.	LLOYD PRICE—Just Because	ABC-Paramount
11.	BUDDY KNOX—Party Doll	Roulette
12.	LAVERN BAKER—Jim Dandy, Jim Dandy Got Married	Atlantic
13.	LITTLE JUNIOR PARKER—Next Time You See Me	Duke
14.	CLYDE MCPHATTER—Just to Hold My Hand, Without Love	Atlantic
15.	ANNIE LAURIE—It Hurts to Be in Love	Deluxe

# TOP RHYTHM & BLUES RECORDS

... according to R & B Best Sellers in Stores

A recapitulation of The Billboard's R & B Best Sellers in Stores chart for the period March 16 thru July, 1957. Points were given to determine positions in accordance with the total amount of sales the record received during the period.

Position & Record	Artist & Label	Position & Record	Artist & Label
1.	I'M WALKIN'.....Fats Domino, Imperial	26.	SHORT FAT FANNIE.....Larry Williams, Specialty
2.	ALL SHOOK UP.....Elvis Presley, Victor	27.	SINCE I MET YOU BABY.....Ivory Joe Hunter, Atlantic
3.	COME GO WITH ME.....Del Vikings, Dot	28.	LITTLE DARLIN'.....Gladiolas, Excello
4.	SCHOOL DAY.....Chuck Berry, Chess	29.	RAM-BUNK-SHUSH.....Bill Doggett, King
5.	LITTLE DARLIN'.....Diamonds, Mercury	30.	BANANA BOAT (DAY-O).....Harry Belafonte, Victor
6.	BLUE MONDAY.....Fats Domino, Imperial	31.	LUCKY LIPS.....Ruth Brown, Atlantic
7.	LUCILLE.....Little Richard, Specialty	32.	JENNY, JENNY.....Little Richard, Specialty
8.	C. C. RIDER.....Chuck Willis, Atlantic	33.	AIN'T THAT LOVE.....Ray Charles, Atlantic
9.	LOVE IS STRANGE.....Mickey & Sylvia, Groove	34.	UNITED.....Otis Williams, Deluxe
10.	JUST BECAUSE.....Lloyd Price, ABC-Paramount	35.	MAMA LOOK-A BOOBOD.....Harry Belafonte, Victor
11.	PARTY DOLL.....Buddy Knox, Roulette	36.	BLUEBERRY HILL.....Fats Domino, Imperial
12.	NEXT TIME YOU SEE ME.....Little Junior Parker, Duke	37.	YOUNG LOVE.....Tab Hunter, Dot
13.	JIM DANDY.....Lavern Baker, Atlantic	38.	EMPTY ARMS.....Ivory Joe Hunter, Atlantic
14.	IT HURTS TO BE IN LOVE.....Annie Laurie, Deluxe	39.	FOOLS FALL IN LOVE.....Drifters, Atlantic
15.	SEARCHIN'.....Coasters, Atco	40.	SEND FOR ME.....Nat (King) Cole, Capitol
16.	SEND ME SOME LOVIN'.....Little Richard, Specialty	41.	PARTY DOLL.....Roy Brown, Imperial
17.	YOUNG BLOOD.....Coasters, Atco	42.	BACON FAT.....Andre Williams, Epic
18.	JUST TO HOLD MY HAND.....Clyde McPhatter, Atlantic	43.	I'M STICKIN' WITH YOU.....Jimmy Bowen, Roulette
19.	OVER THE MOUNTAIN (ACROSS THE SEA).....Johnnie & Joe, Chess	44.	GIRL CAN'T HELP IT.....Little Richard, Specialty
20.	TOO MUCH.....Elvis Presley, Victor	45.	LOVE'S A HURTING GAME.....Ivory Joe Hunter, Atlantic
21.	VALLEY OF TEARS.....Fats Domino, Imperial	46.	BAD BOY.....Jive Bombers, Savoy
22.	WITHOUT LOVE.....Clyde McPhatter, Atlantic	47.	JIM DANDY GOT MARRIED.....Lavern Baker, Atlantic
23.	SO RARE.....Jimmy Dorsey, Fraternity	48.	BYE BYE LOVE.....Everly Brothers, Cadence
24.	THOUSAND MILES AWAY.....Heartbeats, Rama	48.	GONE.....Ferlin Husky, Capitol
25.	BUTTERFLY.....Charlie Gracie, Cameo	50.	I'M SORRY.....Platters, Mercury

... according to R & B Most Played by Jockeys

A recapitulation of The Billboard's R & B Most Played by Jockeys chart for the period March 16th thru July, 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Position & Record	Artist & Label	Position & Record	Artist & Label
1.	I'M WALKIN'.....Fats Domino, Imperial	26.	JUST TO HOLD MY HAND.....Clyde McPhatter, Atlantic
2.	LOVE IS STRANGE.....Mickey & Sylvia, Groove	27.	JUST BECAUSE.....Larry Williams, Specialty
3.	ALL SHOOK UP.....Elvis Presley, Victor	28.	I'M STICKIN' WITH YOU.....Jimmy Bowen, Roulette
4.	SCHOOL DAY.....Chuck Berry, Chess	29.	RAM-BUNK-SHUSH.....Bill Doggett, King
5.	PARTY DOLL.....Buddy Knox, Roulette	30.	AIN'T THAT LOVE.....Ray Charles, Atlantic
6.	COME GO WITH ME.....Del Vikings, Dot	30.	LOVE'S A HURTING GAME.....Ivory Joe Hunter, Atlantic
7.	BLUE MONDAY.....Fats Domino, Imperial	32.	I'M SORRY.....Platters, Mercury
8.	JIM DANDY.....Lavern Baker, Atlantic	32.	TEEN-AGE CRUSH.....Tommy Sands, Capitol
9.	LITTLE DARLIN'.....Diamonds, Mercury	34.	YOU'VE GOT ME DIZZY.....Jimmy Reed, VeeJay
10.	SEND ME SOME LOVIN'.....Little Richard, Specialty	35.	AIN'T GOT NO HOME.....Clarence Henry, Argo
11.	LUCILLE.....Little Richard, Specialty	36.	GIRL CAN'T HELP IT.....Little Richard, Specialty
12.	C. C. RIDER.....Chuck Willis, Atlantic	37.	PARTY DOLL.....Roy Brown, Imperial
12.	LUCKY LIPS.....Ruth Brown, Atlantic	38.	IN THE CHAPEL.....Ann Cole, Baton
14.	YOUNG BLOOD.....Coasters, Atco	38.	LITTLE DARLIN'.....Gladiolas, Excello
15.	SEARCHIN'.....Coasters, Atco	40.	THERE OUGHTA BE A LAW.....Mickey & Sylvia, Groove
16.	TOO MUCH.....Elvis Presley, Victor	41.	BUTTERFLY.....Charlie Gracie, Cameo
17.	JUST BECAUSE.....Lloyd Price, ABC-Paramount	41.	YOUNG LOVE.....Tab Hunter, Dot
18.	IT HURTS TO BE IN LOVE.....Annie Laurie, Deluxe	43.	BLUEBERRY HILL.....Fats Domino, Imperial
19.	WITHOUT LOVE.....Clyde McPhatter, Atlantic	44.	BUTTERFLY.....Andy Williams, Cadence
20.	EMPTY ARMS.....Ivory Joe Hunter, Atlantic	45.	HE'S MINE.....Platters, Mercury
21.	SINCE I MET YOU BABY.....Ivory Joe Hunter, Atlantic	45.	OVER THE MOUNTAIN (ACROSS THE SEA).....Johnnie & Joe, Chess
22.	VALLEY OF TEARS.....Fats Domino, Imperial	47.	JIM DANDY GOT MARRIED.....Lavern Baker, Atlantic
23.	THOUSAND MILES AWAY.....Heartbeats, Rama	48.	BYE BYE LOVE.....Everly Brothers, Cadence
24.	NEXT TIME YOU SEE ME.....Little Junior Parker, Duke	48.	HONEY, WHERE YOU GOING.....Jimmy Reed, VeeJay
25.	FOOLS FALL IN LOVE.....Drifters, Atlantic	50.	ROCK ME.....Muddy Waters, Chess
		50.	SHORT FAT FANNIE.....Larry Williams, Specialty

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Nearing the million mark!

## Don Rondo



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Jubilee 5288

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## Don Lee



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Blue Chip 0013

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## The Cadillacs



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## 4

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Jubilee 5293

# Dealer Turns Jazz Show Into Dough

- Simple format clicks with Minneapolis listeners
- Basic programming idea is better than none at all

By RALPH FREAS

MINNEAPOLIS, Minn. — The Melodee Music Shop, one of the Twin Cities' oldest established disk outlets, recently found a formula for attracting a more mature and better heeled type of clientele. The formula involved a late evening disk show over indie outlet WPOL-FM combined with intelligent jazz programming.

Prior to buying into the show, Melodee faced the problem of what to do about the fact that virtually all of their customers were in the teen-age and "early 20" age groups. While conceding that this is a very good customer group indeed, Dick Teachout, Melodee's manager, looked to brighten the profit picture by broadening the market.

### The Show That Failed

Altho Melodee had tried airing a jazz show some months earlier with pretty negative results, Teachout was willing to try again. He firmly believed that the classics listener and the jazz listener were the same. And he believed also that he had to offer them somewhat different fare.

The show that failed suffered from having no particular programming point-of-view. Selections were made from what the jockey considered to be the top material of the moment, culled from various jazz LP's. The result wasn't even

smorgasbord; it was goulash. The listeners couldn't have cared less. So, while Teachout was sold on a jazz program, he felt that it couldn't make the grade on the air without a definite programming approach.

### Developing Listening Habits

He and the program manager pondered the program and decided to split the 11 to midnight segment into two equal parts. The first half hour was devoted to playing one of the many good jazz "histories" that have made an appearance recently (Decca's "Encyclopedia of Jazz," Riverside's "History," Columbia's Bernstein "Omnibus" waxing, etc. This programming established a day-to-day continuity. The Riverside "History," for instance, consisting of five LP's, took a total of 10 days to air. Each night one complete half-hour side was played. Teachout feels that, if a listener heard the first show, he would stay with them for the 10 evenings and be a regular listener from that time on.

### Show Shows Results

In a good many cases, this is exactly what happened. Proof came from the most reliable source—actual customer-calls in the Melodee store. Disk collectors, many of whom had never before been seen in the shop, began mentioning the show and buying disks featured on the air.

The program has by no means revolutionized Melodee's approach to disk retailing. It hasn't developed a completely new clientele and it hasn't caused any upheaval in the buying and stocking habits developed over the years. It has,



**DUKE ELLINGTON** gave up art, his first love, in 1916 to become a musician. His first professional job at True Reformers Hall in Washington paid 75 cents a night. He managed to organize a five-piece combo and went to New York to play at the Kentucky Club in Harlem. After five years he was an established success and began working at the famous Cotton Club. After working for Ziegfeld in "Show Girl" and writing and conducting his own revue, "Jump for Joy," Ellington began the tours and concerts which brought him unequalled fame. His smash Columbia album, "Ellington At Newport," holds the No. 2 position on the Top Jazz Album Chart for 1957.

however, brought in some new customers and, while Dick Teachout is not able to document the fact, he feels that he is stimulating interest in good jazz among those who are not jazz collectors at present.

"We can't always see the total results of a promotional effort like this," Teachout points out, "but the boss, Sam Nisiker, has had his Melodee shop here in the Twin Cities for almost 25 years. And you don't stay in business that long by sitting on your hands."

## JOCKEY JAZZOLGY

# Not Hard to Be Hip to Cool, Dixie, Bop, Swing

- Jazz should be understood better here than any place else in the world
- Do the Swahilis have an edge on us? what makes 'em flip?

By BILL SIMON

Understanding jazz? What's to understand? It's a popular and ridiculous form of reverse snobism for deejays and dealers in America to say "Jazz—I don't understand it." As a result, they don't play it or sell it. Their potential audience never develops, and a bigger audience than they might imagine turns elsewhere.

### Jazz Too Good for Us?

Just how ridiculous this attitude is becomes apparent when one hears about the reception of jazz everywhere else in the world—in England, Scandinavia, Germany, France, Africa, Thailand, Japan, Australia, even Russia. It apparently is the one thing all people like and understand about America. And it's the sort of attitude that prompted Dizzy Gillespie to write a piece for a recent issue of Esquire entitled "Jazz Is Too Good for Americans."

Why shouldn't we understand it? More of us have more in common with jazz than with anything else perhaps in our culture. There is in jazz the blues, which in itself is derived from a variety of sources including Elizabethan ballads, Anglo-Saxon hymns, African chants, Creole tunes, Spanish and Hebraic wails. Everybody at some time can identify himself with the

blues, which, in a musical sense strictly are often airy and happy and bright in tempo, altho the mood that gave rise to the form was generally one of misery, frustration, poverty and oppression. In Kansas City, Mo., particularly, wherefrom comes the music of Count Basie, Andy Kirk, Joe Turner, Jay McShann and such, the blues became a good-rockin', swinging, joyful thing.

### An Eclectic Form

There also in jazz are the occurrences of the sounds of our time, the dissonances we have come to accept as commonplace, the shifting, driving rhythms, the accents, inflections and flavors from everywhere in the world. Barry Ulanov once wrote that jazz contained as much of the gypsy fiddler's lament as it did of the African's jungle beat. Then we constantly come across the relentless shuffle rhythm of the trains that cross thru every little town.

In modern jazz in particular, we run into the "smart" sequential melodies of the best Broadway show writers, and then we constantly come across rhapsodic outbursts inspired by Brahms, Wagner and the Russian schools. And the impressionistic harmonies of Debussy and Ravel... the neo-primitive thumping and crying of

early Stravinsky. Marches, polka, dirges—these are just a few of the things that have gone into jazz.

### Within the Form-Opposition

Jazz has been sold, and on a big scale, in the past. Don't be fooled by a certain breed of jazz critic who disowns a jazz performer as soon as he begins to make money. The public has bought, and jockeys have played, Benny Goodman, Louis Armstrong, Ella Fitzgerald, Gene Krupa, Sarah Vaughan, Erroll Garner, Dave Brubeck, Count Basie. At one time in their respective careers, Kay Starr and Peggy Lee were thought of purely as jazz singers. In the '20's, people bought Bessie Smith, Armstrong, Red Nichols groups and the jazz-accented offerings of Paul Whiteman. Before that, they bought literally millions of recordings by the Original Dixieland Jazz Band.

Realistically speaking, not all jazz is good jazz, and not all jazz buyers will buy every type of jazz. Not by a long shot. There are several apparently opposite schools of jazz (their differences actually are vastly overstated), and fanciers of one most often will be violently opposed to the others.

### Several Dominant Types

Basically, these might be termed the dominant jazz types current today: DIXIELAND, including, roughly, traditional New Orleans; revivalist New Orleans, including San Francisco jazz, and Chicago style. SWING, including most big jazz dance bands and the type of

## Based on the Honor Roll of Hits

A recapitulation of The Billboard's weekly Honor Roll of Hits chart for the period March 16 thru July, 1957. This chart is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Charts. These charts include record sales, sheet sales and disk jockey performances.

Position	Song	Best Selling Records
1	YOUNG LOVE	Tab Hunter, Dot; Sonny James, Capitol; Crew Cuts, Mercury
2	DON'T FORBID ME	Pat Boone, Dot
3	TOO MUCH	Elvis Presley, Victor
4	BANANA BOAT SONG	Tarriers, Glory; Steve Lawrence, Coral; Fontane Sisters, Dot
5	MARIANNE	Hilltoppers, Dot; Terry Gilkyson, Columbia
6	BANANA BOAT (DAY-O)	Harry Belafonte, Victor
7	LOVE IS A GOLDEN RING	Frankie Laine, Columbia
7	SINGING THE BLUES	Guy Mitchell, Columbia; Marty Robbins, Columbia
9	BYE BYE LOVE	Everly Brothers, Cadence; Webb Pierce, Decca
10	MOONLIGHT GAMBLER	Frankie Laine, Columbia
11	TEENAGER'S ROMANCE	Ricky Nelson, Verve
12	TEDDY BEAR	Elvis Presley, Victor
13	BLUE MONDAY	Fats Domino, Imperial
13	BUTTERFLY	Charlie Gracie, Cameo; Andy Williams, Cadence
15	TRUE LOVE	Bing Crosby-Grace Kelly, Capitol
16	CINCO ROBLES	Russell Arms, Era; Les Paul-Mary Ford, Capitol
17	SEARCHIN'	Coasters, Atco
17	START MOVIN'	Sal Mineo, Epic
19	TEEN-AGE CRUSH	Tommy Sands, Capitol
20	LOVE ME TENDER	Elvis Presley, Victor
21	OLD CAPE COD	Patti Page, Mercury
22	SCHOOL DAY	Chuck Berry, Chess
23	ALL SHOOK UP	Elvis Presley, Victor
24	BLUEBERRY HILL	Fats Domino, Imperial
25	I LIKE YOUR KIND OF LOVE	Andy Williams, Cadence
26	LOVE IS STRANGE	Mickey & Sylvia, Groove
27	WRINGLE WRANGLE	Bill Hayes, ABC-Paramount; Fass Parker, Disneyland
28	YOU DON'T OWE ME A THING	Johnnie Ray, Columbia
29	FREIGHT TRAIN	Rusty Draper, Mercury; Charles McDevitt-Nancy Whiskey, Chic
30	LOVE LETTERS IN THE SAND	Pat Boone, Dot
30	WHO NEEDS YOU	Four Lads, Columbia

soloists that might fit best with them; the combos whose members derive their styles from the late '30's and early '40's. BOP and COOL. Naturally, there are many possibilities in-between.

### Dixie—Early and Late

Let's take DIXIELAND first. This is the closest to the original jazz that began in New Orleans around the turn of the century. The ensemble traditionally consists of cornet (or trumpet), clarinet, trombone, drums, piano and bass. Originally, the emphasis was on ensemble, all voices playing at once, falling into mellow, moving contrapuntal patterns. Gradually, certain individualistic solo voices began to rise above the ensemble, prime among them being that of Louis Armstrong, and soon many of the combos served merely to accompany the virtuoso leader.

An excellent example of the original ensemble sound and spirit would be the George Lewis band, heard on several labels, including Riverside, Blue Note and Cavalier. The evolution from earlier New Orleans style to swing style may be traced most enjoyably and educationally thru the four-disk "Louis Armstrong Story" on Columbia, which contains reissues of the actual early recordings, or in the new four-disk Decca, "Satchmo—A Musical Autobiography," which contains hi-fidelity remakes of the original repertoire, with Armstrong's own narration.

### From Chicago to New York

When the New Orleans musicians played in Chicago in the early '20's, they collected quite an entourage, consisting of young white Chicago musicians who emulated everything they played. However, Chicago wasn't New

Orleans. It was the toddlin' town. It was rough, tough, and that's the way the music came out. Chicago style Dixieland swaggered and strutted and swatted you on the backside. The mellow Creole tones of old New Orleans gave way to something quite different.

Eddie Condon, Gene Krupa, Wild Bill Davison, the late Bix Beiderbecke, Pee Wee Russell, Mezz Mezzrow, the late Dave Tough—these were some of the Chicagoans who migrated to New York and for nearly 20 years now have been hanging their hats in Greenwich Village clubs—Nick's and Condon's being the most permanent. There are plenty of typical recordings by Condon and friends on Columbia, Decca and other labels, and Columbia has the three-disk "Bix Beiderbecke Story," which is basic to the jazz collector's library. Decca also has a series by the Lawson-Haggart Jazz Band, which captures the full spirit and strut of the Chicago veterans, with up-to-date skills and sound.

### Combination of Styles

Then there are the hybrids, those who combine Dixie with swing and even modern. For example, the fine little band of Bobby Hackett (Capitol). (Let's not forget that a good many of the sales of the best-selling Jackie Gleason mood music sets have been accounted for by the languid, jazz-motivated Hackett comet.) Hackett's band can use modern harmonies and instrumentation, but still preserve the polyphonic drive of the Dixie ensemble. And there is a young cornetist, Ruby Braff (Storyville, Vanguard), who feels the spirits of both Armstrong and Bix, plus a touch of the...

(Continued on page 47)

# SINGLES & ALBUMS RELEASED

For period March 16 thru July

Space limitations prevented the listing of every single and/or album released during the period. This list is based on all those singles and albums reviewed in The Billboard which received a rating of 72 or over. The singles are listed alphabetically by artist according to category while the albums are listed alphabetically by the title of the album according to the category in which it was reviewed.

## SINGLES

### Popular

Artist	Song Titles	Label & No.
INDIA ADAMS	Bitter Honey/You and the Night and the Music...	DAWN 229
AL & DICK	Who Will It Be After Me?/You're Cheating Yourself...	TABB 1013
CHUCK ALAIMO QUARIET	Local 66/How I Love You	M-G-M 12508
LOLA ALBRIGHT	A Man, A Man, A Man/Think of Me	KEM 2744
DORIS ALLEN	I Can't Give You Anything But Love, He's Funny That Way	JADE 106
ANNISTEEN ALLEN	Rough Lover/Pardon Me	DECCA 30368
JOE ALLEGRO	I Found a Dream/Once in a Moment Rare	LIBERTY 55064
AMES BROTHERS	Rockin' Shoes/Tammy	VICTOR 6930
THE AMES BROTHERS	Yeah, Yeah, Yeah/Man on Fire	VICTOR 6851
THE ANDREWS SISTERS	Give Me Back My Heart/Start, Start...	CAPITOL 3707
LEE ANDREWS AND THE HEARTS	Long Lonely Nights/The Clock	CHESS 1065
PAUL ANKA	Diana/Don't Gamble With Love	ABC-PARAMOUNT 9831
NINO ANTHONY	Comfort Me With Apples/Home Again	MERCURY 71126
THE RAY ANTHONY ORK	Cello-Phane/The Lonely Trumpet	CAPITOL 3739
RAY ANTHONY ORK	The Incredible Shrinking Man/This Could Be the Night	CAPITOL 3676
CHARLIE APPLEWHITE	Love Affair/You Can't Escape the Blues	RKO UNIQUE 392
LUIS ARCARAZ	An Affair to Remember/When I Fall in Love	VICTOR 6952
ARMENIAN JAZZ SEXTET	Harem Dance/Pretty Girl	KAPP 181
RUSSELL ARMS	Evangeline/Share My Love	ERA 1033
GENE AUSTIN	A Porter's Love/I Could Write a Book	VICTOR 6969
GENE AUSTIN	Too Late/That's Love	VICTOR 6880
GENE AUTRY	Johnny Reb and Billy Yank/Happy Little Island	COLUMBIA 40931
FRANKIE AVALON	Cupid/Tivin' With the Saints	CHANCELLOR 1004
LOU BARTELL	Natural, Natural Baby/My Idea of Heaven	ABC-PARAMOUNT 9801
CECELIA BATTEN	My Big Brother's Friend/Before	COLONIAL 431
LES BAXTER ORK	La Fiancee/Manhattan	CAPITOL 3768
LES BAXTER ORK & CHORUS	The Lonely Whistler/Ruby Lips	CAPITOL 3728
LES BAXTER ORK	Designing Woman/Blue Echo	CAPITOL 3704
RON BAXTER	Afraid of Love/Driving Me Out of My Mind	ATCO 6093
DEAN BEARD	Rakin' and Scrampin'/On My Mind Again	ATLANTIC 1137
HARRY BELAFONTE	Island in the Sun/Coconut Woman	VICTOR 6885
FREDDIE BELL & THE BELBOYS	Rockin' Is My Business/You're Gonna Be Sorry	MERCURY 71105
FREDDIE BELL & THE BELBOYS	Take the First Train Out of Town/Hey, There You	MERCURY 71075
DAN BELLOC ORK AND CHORUS	Flip-Top/When Helen Walks By	FRATERNITY 759
BOYD BENNETT	Put the Chain on the Door/Big Boy	KING 5049
CARROLL BENNETT	Haunted Lover/Let the Chins Fall	CAPITOL 3693
TONY BENNETT	In the Middle of an Island/I Am	COLUMBIA 40965
TONY BENNETT	No Hard Feelings/One for My Baby (and One for the Road)	COLUMBIA 40907
BEVERLY SISTERS	Doodle Doo Doo/Blow the Wind Southerly	LONDON 1731
"BIG" TINY LITTLE	School Day/That's the Only Way to Live	BRUNSWICK 55007
STANLEY BLACK	Tropical/Begin the Beguine	LONDON 1720
ARCHIE BLEYER	Jocko's Theme/The Strange One	CADENCE 1313
THE BLUENOTES	Page One/Mighty Low	COLONIAL 434
THE BOBBEY TWINS	A Change of Heart/Part-Time Gal	CADENCE 1324
THE BON-BONS	The Kiss in Your Eyes/Love Me or I'll Die	COLUMBIA 40887
BONNIE LOU	Kit 'n' Kaboodle/Takes Two	KING 5033
PAT BOONE	Love Letters in the Sand/Bernadine	DOT 15570
JIM BOWEN	Warm Up to Me Baby/I Trusted You	ROULETTE 4010
CHUCK BOWERS	Big Jim Bowie/Till My Baby Comes Home	DECCA 30356
KENNY BOWERS	How Come/Half a Mind	COLUMBIA 40959
OWEN BRADLEY QUINTET	With Anita Kerr Quartet-White Silver Sands/Midnight Blues	DECCA 30363
PHYLLIS BRANCH	Calypto Fever/Bahalu	TUXEDO 919

Artist	Song Titles	Label & No.
JIMMY BREEDLOVE	Over Somebody Else's Shoulder/That's My Baby	ATCO 6094
TERESA BREWER	Teardrops in My Heart/Lula Rock-a-Hula	CORAL 61850
TERESA BREWER	Empty Arms/The Ricky-Tick Song	CORAL 61805
NORMAN BROOKS	Two Lovely Blue Eyes/I'm Never Satisfied	JAMIE 1042
KAY BROWN	How I Feel/Sentimental Heaven	DECCA 50304
FRANKIE BRUNSON	Roses of Picardy/(Hello, Bye Bye) We'll Meet Again	VICTOR 6908
LAURA K. BRYANT	Part-Time Girl/Bill Cross Over the Bamboo Bridge	CAMEO 106
THE BUDDIES	Lottery/A Prom and a Promise	DECCA 30355
JOHNNY BURNETTE	Eager Beaver Baby/Touch Me	CORAL 61829
DORIAN BURTON	One Little Kiss/I Want You	DECCA 30283
LOU BUSCH ORK	Hot Cappuccino/Cayo Coco	CAPITOL 3735
LOU BUSCH ORK	The Wild Ones/Midnight Melody	CAPITOL 3667
SAM BUTERA	Ten Little Women/Love Charm	PREP 105
SAM BUTERA	Equator/I Kiss Your Hand	PREP 102
ARTHUR BUTLER	Lock, Stock and Barrel/Naughty Little Angel	DELUXE 6127
BOBBY BYRD	Lobby Doo/If We Should Meet Again	ZEPHYR 018
EDDIE CALBERT	RUBY MURRAY, MICHAEL HOLLIDAY-Good Luck, Good Health, God Bless You/John and Julie	CAPITOL 3720
BILL CAREY	The Padre of San Antonio/You've Broken a Heart	SAVOY 1510
RUSS CARLYLE	Beach Party/Der Beckl	ABC-PARAMOUNT 9833
HOAGY CARMICHAEL-CASS DAILEY	I'm Waiting Just for You/A Good Man Is Hard to Find	DECCA 30260
JOE (FINGERS) CARR	Loco-Motion/Brazilian Hobo	CAPITOL 3681
DAVID CARROLL	The Ship That Never Sailed/I Love You Truly	MERCURY 71069
DAVID CARROLL	Fascination/Swingin' Sweethearts	MERCURY 71152
JACK CARROLL	Don't Look at Me/Ridin' Into Tulsa	RKO UNIQUE 401
MARTHA CARSON	Now Stop/Just Whistle or Call	VICTOR 6948
MARTHA CARSON	Satisfied/Let the Light Shine on Me	VICTOR 6861
MINDY CARSON	Sugaree/Time and Tears	COLUMBIA 40923
MINDY CARSON	Please Take Back Your Introduction/Time's Runnin' Out on Me	COLUMBIA 40857
LOU CARTER	I Got a Rose Between My Toes/If I Had a Nose Full of Nickels	GOLDEN CREST 108
ALLEN CASE	Me Too (Ho-Ho-Ha-Ha)/That's What You Do to Me	COLUMBIA 40872
JOHNNY CASH	Next in Line/Don't Make Me Go	SUN 266
NAN CASTLE	I'm Not Ashamed/Star Light, Star Bright	VICTOR 6933
GEORGE CATES ORK	The Strange One/Jocko's Theme	CORAL 61814
CARMEN CAVALLARO	An Affair to Remember/While the Night Wind Sings	DECCA 30362
FRANK CHACKSFIELD	Voyage of the Mayflower/Catalan Sunshine	LONDON 1744
GRADY CHAPMAN	My Love Will Never Change/The Smiling Goodolier	ZEPHYR 70-016
THE CHANCELLORS	There Goes My Girl/Tell Me You Love Me	PORT 5000
THE RAY CHARLES SINGERS	Around the World/Take a Trip to Memory Lane	M-G-M 12507
LINCOLN CHASE	You're Driving Me Crazy/Johnny Klingleingling	LIBERTY 55074
DON CHERRY	Fourteen Carat Gold/There's a Place Called Heaven	COLUMBIA 40958
DON CHERRY	Mr. Teardrop/April Age	COLUMBIA 40885
THE CHORDETTES	Soft Sands/Just Between You and Me	CADENCE 1330
THE CHORDETTES	Like a Baby/Echo of Love	CADENCE 1319
CHUCK AND BILL	Watch Your Step/Way Out There	BRUNSWICK 55011
SANFORD CLARK	Love Charms/Lou Be Doo	DOT 15585
SANFORD CLARK	The Glory of Love/Darling Dear	DOT 15556
JEFFERY CLAY	Lips That Lie/A Roving Heart	CORAL 61847
ROSEMARY CLOONEY	Who Got Mom, Mom?/Sing Little Birdie, Sing	COLUMBIA 40917
EDDIE COCHRAN	Drive-In Show/Am I Blue	LIBERTY 55087
EDDIE COCHRAN	One Kiss/When I'm Mad	LIBERTY 55070
SHAYE COGAN	Ain't Nobody Home/Stay Away Nearer	GEE 1034
ANN COLE	No Star Is Lost/You're Mine	BATON 243
NAT (KING) COLE	Send for Me/My Personal Possession	CAPITOL 3737
NAT (KING) COLE	When Rock 'n' Roll Come to Trinidad/China Gate	CAPITOL 3702

Artist	Song Titles	Label & No.
THE COLLINS KIDS	Hop, Skip and Jump/Young Heart	COLUMBIA 40921
DOROTHY COLLINS	Soft Sands/Sing It Children, Sing It	CORAL 61865
DOROTHY COLLINS	Four Walls/Big Dreams (From Little Teens Grow)	CORAL 61828
THE COMMODORES	Not a Day Goes By/Sweet Angel	CHALLENGE 1004
PERRY COMO	Marching Along to the Blues/Dancin'	VICTOR 6991
PERRY COMO	The Girl With the Golden Braids, My Little Baby	VICTOR 6904
RAY CONIFF	Cuddle Up a Little Closer/Three-Way Love	COLUMBIA 40862
CHRIS CONNOR	Trust in Me/Mixed Emotions	ATLANTIC 1138
CONTINENTAL TRIO	Sweet Georgia Brown/I've Got You Under My Skin	VICTOR 6859
DICK CONTINO	The Object of My Affections/By the Bend in the River	MERCURY 71146
DICK CONTINO	Pledge of Love/Two Loves Have I	MERCURY 71079
BERT CONVY	You Never Have Time/Two Hearts	MERCURY 71100
CONNIE CONWAY	I'm in Love, I'm in Love/I Sure Need You	DOT 15590
CONNIE CONWAY	Can't Live With You (Can't Live Without You)/Baby's Comin' Home	DOT 15554
ALAN COPELAND	Will You Still Be Mine?/How Will I Know?	CORAL 61833
KEN COPELAND	Bed of Lies/Teenage Impertious	IMPERIAL 5453
KEN COPELAND	Pledge of Love/Night Air	IMPERIAL 5432
JILL COREY	Love Me to Pieces/Love	COLUMBIA 40955
JILL COREY & JIMMY CARROLL	Makes Like a Bunny, Honey/Let It Be Me	COLUMBIA 40878
BOB CORLEY	No. 1 Street (Parts 1 & 2)	VICTOR 6946
DON CORNELL	Mailman, Bring Me No More Blues/No Matter What You Do to Me	CORAL 61854
DON CORNELL	A Face in the Crowd/Mama Guitar	CORAL 61819
DON CORNELL	Sittin' in the Balcony/My Faith, My Hope, My Love	CORAL 61811
THE COUNTRY SINGERS	Johnny Reb and Billy Yank/Lady, Lady (Will You Marry Me)	VIK 0282
CRAWFORD BROTHERS	Midnight Mover Groovers/Midnight Happenings	ALADDIN 3375
JAMES (SUGARFOOT) CRAWFORD	I Don't Need You/Morning Star	IMPERIAL 5441
CREW CUTS	Sonic-Q/Such a Shame	MERCURY 71125
THE CREW CUTS	The Angels/Whatever, Wherever, Whoever	MERCURY 71076
BOB CREWE	Guessin' Games/Don't Call Me Chicken	MELBA 119
THE CRICKETS	That's Be the Day/I'm Looking for Someone to Love	BRUNSWICK 55009
BING CROSBY	Around the World/Victor Young Ork Around the World	DECCA 30262
BING CROSBY	Seven Days a Week/Man on Fire	CAPITOL 3695
THE CUES	Crazy, Crazy Party/I Pretend	PREP 104
ALAN DALE	Cry, Cry, Cry/Hearless Heart	ABC-PARAMOUNT 9828
ALAN DALE & LAWRENCE WELK ORK	Teresa/All I Have Is a Love Song	CORAL 61817
GARY DALE	Pretty Baby/Love Is Dynamite	GONE 5007
JIMMY DALEY	Red Lips and Green Eyes/How's About a Little Kiss	DECCA 30358
VIC DAMONE & JO STAFFORD	Good Nite/Silence Is Golden	COLUMBIA 40968
VIC DAMONE	An Affair to Remember (Our Love Affair)/In the Eyes of the World	COLUMBIA 40945
VIC DAMONE	Do I Love You (Because You're Beautiful?)/The Legend of the Bells	COLUMBIA 40858
EDDIE DANIELS	Playin' Hidin'-Go-Seek/Whoa-Whoa Baby	EBB 108
BOBBY DARIN	Million Dollar Baby/Talk to Me Something	ATCO 6092
BILL DARNELL	Rainbow/Do You Care?	JUBILEE 5290
BILL DARNELL	The Fork of the Road/Mississippi Shoe-Shine Rag	JUBILEE 5269
CHUCK DARTY	My Steady Girl/Can't You See?	RAMA 229
DANNY DAVIS	I Wonder Why/To Mend My Broken Heart	CABOT 104
SAMMY DAVIS JR.	Specialty for Little Girls/Don't Go 'Way Mad	DECCA 30371
SAMMY DAVIS JR.	French Fried Potatoes and Ketchup/Goodbye, So Long, I'm Gone	DECCA 30300
DAVE DAY	Blue Moon Baby/Suzanne My Love	MERCURY 71114
DORIS DAY	Through the Eyes of Love/Nothing in the World	COLUMBIA 40952
DORIS DAY	Twelve o'Clock Tonight/Today Will Be Yesterday Tomorrow	COLUMBIA 40870

## SPECIAL DAYS, WEEKS, MONTHS for August thru October, 1957

Compiled from U. S. Chamber of Commerce Bulletin, "Special Days, Weeks and Months 1957" (Domestic Distribution Department, Chamber of Commerce of the United States, Washington, D. C.)

Month	Day	Observance
AUGUST	1-31	National Sandwich Month
AUGUST	1-31	Plumbing, Heating, Cooling Month
AUGUST	4	Friendship Day
AUGUST	8	International Character Day
AUGUST	14	Y-J Day
AUGUST	18-24	National Denim Week
AUGUST	19	National Aviation Day, Presidential Proclamation
AUGUST	25	Temperance Sunday
AUGUST	25-31	International Rye Bread for Variety Week
SEPTEMBER	1	Labor Sunday
SEPTEMBER	1-8	National Child Safety Week
SEPTEMBER	1-30	American Home Lighting Fixture Month
SEPTEMBER	1-30	Child Foot Health Month
SEPTEMBER	1-30	Steel Kitchen Cabinet Month
SEPTEMBER	2	Labor Day
SEPTEMBER-NOVEMBER	2-28	United Community Campaigns of America
SEPTEMBER	8-14	Fall Millinery Week
SEPTEMBER	9-15	Lessons in Truth Week
SEPTEMBER	14-22	National Home Week
SEPTEMBER	15-21	National Civil Defense Week
SEPTEMBER	15-23	National Soft Water Week
SEPTEMBER	16-20	Visit Your Dealer Week
SEPTEMBER	16-21	Rock 'n' Roll Week
SEPTEMBER	16-22	Anthracite Week
SEPTEMBER	16-22	National Sweater Week
SEPTEMBER	17	Citizenship Day, (I Am an American Day), Presidential Proclamation
SEPTEMBER	17-23	Constitution Week
SEPTEMBER	18	National Chiropractic Day
SEPTEMBER	22-28	National Dog Week
SEPTEMBER	22-28	National Business Women's Week
SEPTEMBER	22-28	National Television Week
SEPTEMBER	22-28	100% Pure Maple Syrup Week
SEPTEMBER	22-29	National Tie Week
SEPTEMBER	24-29	Anti-Freeze Week (North)
SEPTEMBER	26	Rosh Hashana (New Year), Religious (Jewish)
SEPTEMBER	28	Cranberry Festival
SEPTEMBER	28	Kids' Day
SEPTEMBER	29	Gold Star Mothers' Day
SEPTEMBER-OCTOBER	29-6	Christian Education Week
SEPTEMBER-OCTOBER	29-6	National Sunday School Week (Fall)
OCTOBER	1-8	National Newspaper Week
OCTOBER	1-31	Cheese Festival
OCTOBER	1-31	Let's Go Hunting
OCTOBER	1-31	National Science Youth Month
OCTOBER	1-31	Restaurant Month
OCTOBER	1-31	Rice Harvest Festival
OCTOBER	5	National Newspaper Day
OCTOBER	5	Yom Kippur (Day of Atonement), Religious (Jewish)
OCTOBER	6-12	Fire Prevention Week
OCTOBER	6-12	National Employ the Physically Handicapped Week
OCTOBER	6-12	National Letter Writing Week
OCTOBER	6-12	National Pharmacy Week
OCTOBER	8-13	Anti-Freeze Week, Middle States
OCTOBER	10-19	Home Fashion Time, (Tentative)
OCTOBER	11	General Pulaski's Memorial Day
OCTOBER	12	Columbus Day
OCTOBER	13	National Grandparents' Day-Senior Citizens' Day
OCTOBER	13-19	National Y-Teen (YMCA) Roll Call
OCTOBER	13-19	Oil Progress Week
OCTOBER	13-19	Save the Horse Week
OCTOBER	13-20	Certified Washable Week
OCTOBER	14-20	National Bible Week
OCTOBER	14-21	National Wine Week
OCTOBER	15	National Poetry Day
OCTOBER-NOVEMBER	15-15	Clean Oil Month
OCTOBER-NOVEMBER	15-30	Kraut, Pork 'n' Apple Dinner Season
OCTOBER	17	International Credit Union Day
OCTOBER	17-26	National Macaroni Week
OCTOBER	19	Sweetest Day
OCTOBER	19-26	National Donut Week
OCTOBER	20-26	Cleaner Air Week
OCTOBER	20-26	International Raisin Bread for Health Week
OCTOBER	20-26	National Flower Week (Tentative)
OCTOBER	20-26	National Thrift Week
OCTOBER	20-26	Winter Millinery Week
OCTOBER	20-27	Pass the Laugh Week
OCTOBER	20-27	United Nations Week
OCTOBER-DECEMBER	20-24	Desert Festival
OCTOBER	24	United Nations Day, Presidential Proclamation
OCTOBER-NOVEMBER	24-2	National Apple Week (Tentative)
OCTOBER	27	Navy Day
OCTOBER	27	Temperance Sunday
OCTOBER-NOVEMBER	27-2	National Popcorn Week
OCTOBER-NOVEMBER	27-2	National Pretzel Week
OCTOBER-NOVEMBER	27-3	National Catholic Youth Week
OCTOBER-NOVEMBER	27-3	Reformation Week
OCTOBER-NOVEMBER	28-3	National Honey Week
OCTOBER-NOVEMBER	29-3	Anti-Freeze Week, Deep South
OCTOBER	31	Halloween
OCTOBER	31	National Apple Day

Artist	Song Titles	Label & No.
MARGIE DAY	That's the Way Love Goes/Treat That Come So Easy	DELUXE 6131
THE DE CASTRO SISTERS	Flowers on a Hillside/I Know Plenty	VICTOR 6862
JOHNNY DEE	Teenage Queen/It's Gotta Be You	COLONIAL 433
LENNY DEE	High Tide Boogie/Tara Lara	DECCA 30296
THE DEEPS	The Night Is Young and You're So Beautiful/Calypto Rock 'n' Roll	QUE 1000
DE JOHN SISTERS	Where Would I Be/What Am I	MERCURY 71131
JOVAN DELL	Love Me Forever/Bon Bon Baby	BALLY 1058
VIVIENNE DELLA CHIESA	An Affair to Remember/You're Someone New	V.I.P. 1007
HENRI DE PARI	Seven Days in Barcelona/Lucky Pierre-You Go, I Go	RKO UNIQUE 394
LEE DENSON	Climb Love Mountain/New Shoes	VIK 0281
BOB DENTON	On My Mind Again/Always Late	DOT 15573
JOHNNY DESMOND	Shenandoah Rose/Consideration	CORAL 61846
JOHNNY DESMOND	Just Lookin' 'A White Sport Coat (and a Pink Carnation)	CORAL 61835
FRANK DE VOL ORK		

...TOMORROW'S HITS ARE ON DECCA TODAY...



FLASH

JUST ANNOUNCED

RICHARD HAYES  
 SWINGING SWEETHEARTS  
 b/w  
 HANGIN' AROUND

Decca 9-30436

BILLY WARD  
 TO EACH HIS OWN  
 b/w  
 I DON'T STAND A GHOST OF A CHANCE

Decca 9-30420\*

WEBB PIERCE  
 HOLIDAY FOR LOVE  
 b/w  
 DON'T DO IT DARLIN'

Decca 9-30419\*

VICTOR YOUNG  
 INDIA COUNTRY SIDE  
 b/w  
 PASSEPARTOUT

(From the sound track—Michael Todd's "Around the World in 80 Days")

Decca 9-30425

# ..FLASH....COMING UP



**THE FOUR ACES**  
**HALF OF MY HEART**

b/w

**WHEN MY SUGAR WALKS DOWN THE STREET**

Decca 9-30384\*



**RED FOLEY**

**WHY ASK FOR THE MOON**

Decca 9-30343



**JUDY SCOTT**

**THE PARLOR PIANO**

b/w

**A TENDER WORD**

Decca 9-30395



**KITTY KALLEN**

**LASTING LOVE**

Decca 9-30404



**PATSY CLINE**

**THREE CIGARETTES IN AN ASHTRAY**

Decca 9-30406\*



**LEROY ANDERSON**

**FORGOTTEN DREAMS**

Decca 9-30403

**JIMMY DONLEY**  
**THE TRAIL OF THE LONESOME PINE**  
b/w  
**SOUTH OF THE BORDER**

Decca 9-30392\*



## ...A NEW

\* ALSO AVAILABLE ON 78 RPM

# STRONG ON DECCA....



**JERI SOUTHERN**  
**FIRE DOWN  
BELOW**

Decca 9-30343

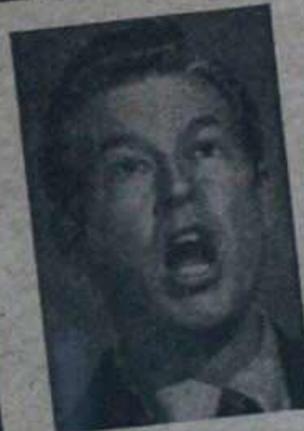


**BRENDA LEE**  
**AIN'T THAT LOVE**  
b/w  
**ONE TEENAGER TO ANOTHER**

Decca 9-30411\*

**THE FLAMINGOS**  
**THE LADDER OF LOVE**

Decca 9-30335\*



**REX ALLEN**  
**MONEY, MARBLES  
AND CHALK**

Decca 9-30364\*



**BILL HALEY  
AND HIS COMETS**  
**THE DIPSY DOODLE**

Decca 9-30394\*



**AL HIBBLER**  
**WHEN WILL I  
FORGET YOU**  
b/w  
**BE FAIR**

Decca 9-30397\*

**WARNER MACK**  
**IS IT WRONG**

Decca 9-30301\*



**KITTY WELLS**  
**(I'LL ALWAYS BE YOUR)  
FRAULEIN**

Decca 9-30415\*

## WORLD OF SOUND



STEADY GROWTH

# Jazz '57 Blooms In the Open Air

• The jazz story in brief—it pays to be respectable

• Tours, concerts, festivals, disks are big money-makers

By BILL SIMON

NEW YORK—Jazz has come a long way since it cut its eye teeth in the brothels of New Orleans, the wine rooms of St. Louis, the rent party brawls of Harlem, and the gangster-operated speakeasies of Chicago. Jazz, literally and figuratively, has come out into the open air. To copy a phrase used by George Marek in a Good House-keeping feature article last year, jazz has progressed the route "from the dive to the dean."

**Lucrative and Respectable**

Jazz today, properly promoted, is tremendous lucrative as a concert presentation. This summer especially, it has been spectacularly successful outdoors. The past winter season saw dozens of successful, individually booked college concerts. And then there are the perennial big package tours, still led by the pioneer Norman Granz, with a bigger and better "Jazz at the Philharmonic."

The emergence of jazz as a desirable college presentation, and the locations of the bigger jazz festivals at swank resort towns, plus the acknowledged success of American jazz on the foreign diplomatic fronts, is strong testimony to the newly won "respectability" of the art form.

**Big-Name Endorsement**

This latter point is extremely important to the future of jazz disks. Parents now can allow their teen-age offspring to attend jazz bakes without fear that they will be subjected to the evils of the underworld or the demi-monde. Jazz has been highly touted as "The only truly American art form," as "America's most popular export." Serious composers and critics, including such as Leonard Bernstein, Dimitri Mitropoulos, Henry Pleasants and many others have endorsed it heartily. Pleasants, in his controversial book, "The Agony of Modern Music," has referred to jazz as the only significant music of the 20th Century. Bernstein's dissertations on the subject have been beamed on TV by "Omnibus," printed in Vogue, and recorded on Columbia Records.

Mitropoulos recently lent his name and his talents to a series of concerts at Town Hall, sponsored by George Avakian and his violinist-wife Anahid Ajemian, which sought, in a culturally charged atmosphere, to establish a mutual appreciation among connoisseurs of

contemporary "classical" music and jazz.

**Give All for Jazz**

Let's take a look at what must have been the biggest and most successful jazz presentation of all time—the Fourth Annual Newport Jazz Festival, held July 4 thru 7 this summer. At least three of the four evening concerts were sell-outs in a park holding 10,000 seats. Total admissions for seven concerts ran about 50,000. The Festival, a non-profit affair, found itself with a huge cash surplus.

It's important to take a look directly at the Newport audiences. For the most part, these seemed to be made up of college kids. The boxes, and the majority of the \$5 seats, were filled with adults this side of the half-century mark, who probably became jazz fans during the Swing Era. Many of the youngsters were "pilgrims" who pooled travel facilities, slept in cars and subsisted on hot dogs. But the majority must have come fairly well-heeled, since tickets were priced from \$3, rooms were expensive and scarce, and the schedule was a full one. A large quantity of souvenir programs was sold at \$1 a throw.

**Big Bonanza**

The point is, we may assume that this majority represents record buyers or potential record buyers. Certainly, the crowds demonstrated intense interest in all of the happenings—listened with obvious appreciation to everything that was played and said, and spent a great deal of time discussing pros and cons. The top jazz performers were treated as national heroes, were besieged by autograph hounds, student journalists, photographers and young musicians.

The amount of space which the Festival's publicists managed to snare in the national consumer magazines and newspapers, the broadcasting of the Festival and sidelights by Mutual's "Bandstand U. S. A." show and NBC's "Monitor," plus the complete taping by the "Voice of America," which subsequently would be broadcast to every country of the world, all totaled a promotional bonanza for jazz—perhaps the biggest of all time.

**Best Is Yet to Come**

For jocks and dealers, the "cashing in" period is yet to come. That will be with the release, on Verve, of perhaps 10 LP's embodying a good share of the music played at Newport. Last year's Newport disks, issued via Columbia, did great business, with several hitting the best seller charts. The momentum has been building, and the new disks should feel the re-



**LOUIS ARMSTRONG**, unique jazz artist, started life off with a bang July 4, 1900. An admirer of Joseph (King) Oliver, he became a member of King's Chicago band and began to develop his own distinctive style and, with it, a name for himself. He worked with many of the great jazz bands of the 20's, and in 1930 took over the Luis Russell ork. Ambassador Satch is considered one of the top recording jazz artists and has achieved additional acclaim by means of his many jazz concerts, tours and films. His Columbia "Ambassador Satch" album and the "Ella and Louis" Verve album, on which he teams with Ella Fitzgerald, are both on the 1957 Top Jazz Album Chart.

sults, while the older editions undoubtedly will continue selling.

Comparable to Newport in terms of per-concert attendance and the depth of the performing acts would be the two-day Annual New York Jazz Festival, held at the Randall's Island Stadium, and promoted by Don Friedman. The second such bake will be held August 23 and 24, and while these concerts have not been recorded, they are heavily publicized in the East.

A three-day fest was held several weeks ago at Great South Bay, on Long Island, and this, altho not as successful as it deserved to be at the box office, will be continued as an annual event. Artistically, this was acclaimed the paragon of festival planning.

**Jazz in the East**

Also in the East there is a full summer of jazz activity—concerts, symposiums and classes—at the Music Barn, Lenox, Mass. In June there was a weekend series at Brandeis University. Several short "festivals" were held in Boston parks and were successful enough to warrant repeats.

In New York's Central Park, a project that started quite inauspiciously as "Theater Under the Stars," stumbled along for three weeks or so with bad theatrical fare, then switched its policy and moniker to "Jazz Under the Stars" and scored immediately. Jazz managers-impresarios Pete Kameron and Monte Kay entered the picture and the "house" was packed every night during the first two weeks. As a result, at least three additional weeks of jazz were booked.

At New York's Lewisohn Stadium, stronghold of summer symphonic presentations, the biggest all-time gross was racked up last month on jazz nights, with such artists as Louis Armstrong and Dave Brubeck.

The "Jazz Night" practice, inaugurated by some of the summer symphonic "pops" series several years ago, has been continued and expanded. Virtually every summer orchestra now surrenders the stand at least once a season to jazz performers, and usually winds up well in the black thereby.

Concerts and festivals similar to those described above now are being cooked up on the West Coast as well.

**The Doors Are Open**

As for the concert halls, few of these, if any, now bar their doors to jazz presentations. It was otherwise just a couple of years back. Now jazz programs are regular and often quite profitable occurrences at such venerable institu-

(Continued on page 49)

# TOP POPULAR ALBUMS

... according to Best Sellers in Stores

A recapitulation of The Billboard's weekly Best Selling Pop Albums chart for the period March 18 thru July, 1957. Points were given to determine positions in accordance with the total amount of sales the album received during the period.

Position	Album	Artist & Label
1	CALYPSO	Harry Belafonte, Victor
2	MY FAIR LADY	Original Cast, Columbia
3	HYMNS	Tennessee Ernie, Capitol
4	OKLAHOMA!	Sound Track, Capitol
5	LOVE IS THE THING	Nat (King) Cole, Capitol
6	AN EVENING WITH HARRY BELAFONTE	Harry Belafonte, Victor
7	KING AND I	Sound Track, Capitol
8	ELVIS	Elvis Presley, Victor
9	AROUND THE WORLD IN EIGHTY DAYS	Sound Track, Decca
10	EDDY DUCHIN STORY	Sound Track, Decca
11	CLOSE TO YOU	Frank Sinatra, Capitol
12	SONGS OF THE FABULOUS FIFTIES	Roger Williams, Kapp
13	STEADY DATE WITH TOMMY SANDS	Tommy Sands, Capitol
14	A SWINGIN' AFFAIR	Frank Sinatra, Capitol
15	JERRY LEWIS JUST SINGS	Jerry Lewis, Decca
16	'S WONDERFUL	Ray Coniff, Columbia
17	BELAFONTE	Harry Belafonte, Victor
18	FOUR FRESHMEN AND FIVE TRUMPETS	Four Freshmen, Capitol
19	SPIRITUALS	Tennessee Ernie, Capitol
20	ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK	Ella Fitzgerald, Verve
21	SAY IT WITH MUSIC	Lawrence Welk, Coral
22	FILM ENCORES	Mantovani, London
23	PLATTERS, VOL. II	Platters, Mercury
24	DAY BY DAY	Doris Day, Columbia
25	THIS IS SINATRA	Frank Sinatra, Capitol

... according to Disk Jockey Plays

A recapitulation of The Billboard's weekly Most Played by Jockeys chart for the period March 18 thru July, 1957. Points were given to determine positions in accordance with the total amount of sales the album received during the period.

Position	Album	Artist & Label
1	A SWINGIN' AFFAIR	Frank Sinatra, Capitol
2	LOVE IS THE THING	Nat (King) Cole, Capitol
3	CALYPSO	Harry Belafonte, Victor
4	CLOSE TO YOU	Frank Sinatra, Capitol
5	'S WONDERFUL	Ray Coniff, Columbia
6	DAY BY DAY	Doris Day, Columbia
7	SUDDENLY IT'S THE HI-LOS	Hi-Los, Columbia
8	TONY	Tony Bennett, Columbia
9	ELVIS	Elvis Presley, Victor
10	STEADY DATE WITH TOMMY SANDS	Tommy Sands, Capitol
11	EYDIE GORME	Eydie Gorme, ABC-Paramount
12	GREAT SONGS FROM HIT SHOWS	Sarah Vaughan, Mercury
13	CASA LOMA IN HI-FI	Glen Gray, Capitol
13	AN EVENING WITH HARRY BELAFONTE	Harry Belafonte, Victor
15	FOUR FRESHMEN AND FIVE TRUMPETS	Four Freshmen, Capitol
16	ROCKIN'	Frankie Laine, Columbia
17	AROUND THE WORLD IN EIGHTY DAYS	Sound Track, Decca
18	AFTER MIDNIGHT	Nat (King) Cole, Capitol
19	ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK	Ella Fitzgerald, Verve
20	HYMNS	Tennessee Ernie Ford, Capitol
21	MY FAIR LADY	Original Cast, Columbia
22	BIG BEAT	Johnnie Ray, Columbia
23	PAT	Pat Boone, Dot
24	SONGS OF THE FABULOUS FIFTIES	Roger Williams, Kapp
25	JERRY LEWIS JUST SINGS	Jerry Lewis, Decca



**THE DUKES OF DIXIELAND:** In 1947, two brothers, Frank and Fred Assunto, formed a small high school jazz band in their native New Orleans. Rehearsing after school and playing small weekend gigs, their big break came as a result of an appearance on the Horace Heidt talent-hunting radio show. Returning to New Orleans, after a tour with the band, the present group took form and, with new eye-catching uniforms and present monicker, they scored in night spots throught the country. Besides the Assunto brothers, the Dukes also include Papps Jac, their proud father; the Duchess, Betty Owens, in private life, Mrs. Fred Assunto, plus four other members. Their three Audio-Fidelity albums, "The Dukes of Dixieland, Vol. I, II and III, are all top sellers. Vol. I, out the longest, placed on the Top Jazz Album Chart for 1957.

*Bound to be La Rosa's biggest ballad hit.....*

# Julius La Rosa

*sings*

## WORLDS APART

*with Joe Reisman  
and his orchestra*

*b/w*

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# TOP ROLL OF

CHESS 1665

**"LONG LONELY  
NIGHTS"**

Lee Andrews

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SAM"**

Oscar Wills

ARGO 5275

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THE MIST"**

Johnny Kay's Aristocrats

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**"HAPPY, HAPPY BIRTHDAY  
BABY"**

The Tune Weavers

CHESS 1666

**"A BROKEN  
HEART"**

Bette Laine

**CONSISTENTLY BETTER ALBUMS**

# HITS!

ARGO 5276

## "DEAR ONE"

b/w

## 'THAT'LL BE THE DAY'

The Ravens

# GO

## RECORDING COMPANY

Calumet 5-2770

ARGO 5273

## "I FOUND A HOME"

Clarence Henry

# - POP - R & B

### SINGLES

#### • Popular

• Continued from page 38

Artist	Song Titles	Label & No.
DOTTIE FERGUSON	Slow Burn/You and Me and Love	MERCURY 71129
ARTHUR FIEDLER ORK	Did You Close Your Eyes?/You're My Friend, Ain'tcha?	VICTOR 6914
BENNY FIELDS	The Man in the Phone Booth/Blossom Selley—I Love a Piano	MERCURY 71071
EDDIE FISHER	Around the World/Slow Burning Love	VICTOR 6947
EDDIE FISHER	Did You Close Your Eyes?/Sunshine Girl	VICTOR 6913
ELLA FITZGERALD	Manhattan/Let's Do It	VERVE 10050
ELLA FITZGERALD	Hotta Chocolotta/Hear My Heart	VERVE 10031
FIVE KEYS	This I Promise You/The Blues Don't Care	CAPITOL 3738
FIVE KEYS	It's a Groove/Four Walls	CAPITOL 3710
THE FIVE STARS	You Sweet Little Thing/Atom Bomb Baby	DOT 15579
SKIP FLETCHER	Street of Memories/Remember Me to You	ABC-PARAMOUNT 9804
EDDIE FONTAINE	One and Only/Hey! Marie, Rock With Me	DECCA 30338
EDDIE FONTAINE	Money/Homesick Blues	DECCA 30256
THE FONTANE SISTERS	I'm Stinkin' With You/Let the Rest of the World Go By	DOT 15555
THE FONTANE SISTERS	Which Way to You Heart/Fool Around	DOT 15581
THE FONTANE SISTERS	I'm the One Who Loves You/Dancing to the Rock 'n' Rolla	DOT 15547
"TENNESSEE" ERNIE FORD	In the Middle of an Island	CAPITOL 3762
"TENNESSEE" ERNIE FORD	False-Hearted Girl/The Lonely Man	CAPITOL 3700
SHIRLEY FORWOOD	Good Night/Johnny Please Come Back	SALEM 1003
PHIL FOSTER	Let's Keep the Dodgers in Brooklyn/Listen All You Bachelors	CORAL 61840
THE FOUR ACES	When My Sugar Walks Down the Street/Half of My Heart	DECCA 30384
FOUR ACES	Yes Sir, That's My Baby/Three Sheets to the Wind	DECCA 30348
THE FOUR COINS	Shangri-La/First in Line	EPIC 9213
THE FOUR KNIGHTS	Walkin' and Whistlin' Blues/I Love That Song	CAPITOL 3730
FOUR LADS	Golly/I Just Don't Know	COLUMBIA 40914
FOUR HAPPY FELLOWS	It's Illegal, It's Immoral/Hit De Long Ball	TABB 1011
THE FOUR HITS	Put on Kisses/The Magic Melody	ABC-PARAMOUNT 9789
THE FOUR VOICES	Angel of Love/Such a Shame	COLUMBIA 40933
FRANCES AND BEVERLY	Sinful People/Maybe Tomorrow	DISNEYLAND 46
CONNIE FRANCIS	Eighteen/Faded Orchid	M-G-M 12490
MARTY FRANKLIN	Mama Look-a-Boo/Boo/Jamaica Farewell	CADENCE 1321
THE FRATERNITY BROTHERS	In the Evening (By the Moonlight)/Oh! Tell Me Why	CADENCE 1309
STAN FREBERG	Day 'O, Banana Boat Song/Tele-Vee-Shun	CAPITOL 3687
MARC FREDERICKS ORK	Mood for Tonight/Get On Your Mark	ECLIPSE 1654
ALAN FREED ROCK 'N' ROLL BAND	Stop! Look and Run/Sentimental Journey	CORAL 61818
JOE FRISCO AND JOHNNY STANDLEY	Peter Piper/Mother's Tears	CAPITOL 3746
SUNNY GALE	My Arms Are a House/Don't Worry 'Bout Me	DECCA 30391
SUNNY GALE	Let's Be Friendly/Mirror	DECCA 30319
ERROLL GARNER	The Way Back Blues (Parts I & II)	COLUMBIA 40899
GEORGIA GIBBS	I'm Walking the Floor Over You/Sugar Candy	VICTOR 6922
JOSEPH GERSHENSON ORK	A Main Title B/Tammy/The Bachelor	CORAL 61845
RAY GILBERT	Curiosity Calypso/Black Beans and White Rice	VICTOR 6893
DARLENE GILLESPIE	Sittin' in the Balcony/Too Much	DISNEYLAND 50
RON GOODWIN ORK	Swinging Sweethearts/I'll Find You	CAPITOL 3748
THE GOOFERS	Wow!/Push Cart	CORAL 61082
BARBARA GORMAN AND SISTER VIV	Eight o'Clock Date/Was It Just for Fun	ARROW 715
EYDIE GORME	Your Kisses Kill Me/Kiss in Your Eyes	ABC-PARAMOUNT 9817
EYDIE GORME	First Impressions/I'll Take Romance	ABC-PARAMOUNT 9780
CHARLIE GRACIE	I Love You So Much It Hurts/Wanderin' Eyes	CAMEO 111
CHARLIE GRACIE	Fabulous/Just Lookin'	CAMEO 107
DOLORES GRAY	There'll Be Some Changes Made/Fool's Errand	CAPITOL 3719
NICK GREEN	My Lovin' Baby/My Heart Needs You	CAPITOL 3749
MERV GRIFFIN	I'll Be Thinking of You/Love Story	DECCA 30240

Artist	Song Titles	Label & No.
ANDY GRIFFITH	A Face in the Crowd/Mama Guitar	CAPITOL 3705
BONNIE GUITAR	Half a Heart/If You See My Love Dancing	DOT 15587
THE GUM DROPS	Pigeon/Ba-Bee, Da Boat Is Leaving	KING 5051
JOYCE HAHN	I Saw You, I Saw You/Gonna Find Me a Bluebird	CADENCE 1318
BILL HALEY AND HIS COMETS	(You Hit the Wrong Note) Billy Goat/Rockin' Rollin' Rover	DECCA 30314
THE JACK HALLORAN SINGERS	Liberty Tree/Shenandoah Rose	DOT 15599
GEORGE HAMILTON IV	High School Romance/Everybody's Body	ABC-PARAMOUNT 9838
ROY HAMILTON	The Aisle/That Old Feeling	EPIC 9224
ROY HAMILTON	My Faith, My Hope, My Love/So Long	EPIC 9212
RUSS HAMILTON	We Will Make Love/Rainbow	KAPP 184
HANK AND FRANK	The Rock-a-Billy Walk/Ain'tcha Got Some Room in Your Heart for Me	XYZ 101
THE HAPPY JESTERS	(That Gong That Sang) Heart of My Heart/Wedding Bells/Just Because	DOT 15566
HARDROCK & THE RHYTHM ROCKERS	We Three/Who'll Mean Wheel	EMPEROR 112
CAROLE HARMON	Boy in My Dreams/Morning Blues	URANIA 1002
HARMONICATS	All of Me/Oh! You Beautiful Doll	MERCURY 71156
MARTHA LOU HARP	I'm No Stranger/One Is a Lonely Number	PREP 103
JANICE HARPER	Bon Voyage/Tell Me That You Love Me Tonight	PREP 111
JACK HASKELL	Around the World/Away Out West	THUNDERBIRD 1956
THE HAWKEYES	Who Is He?/Someone Someday	CAPITOL 3755
BILL HAYES	On the Outside (Lookin' In)/Ramshackle Daddy	ABC-PARAMOUNT 9809
RICHARD HAYES	Misery's Child/Missing You	DECCA 30376
RICHARD HAYES	The Power of Prayer/And So Am I	DECCA 30285
RICHARD HAYMAN	Tammy/Calypso Girl	MERCURY 71123
DICK HAYMES	Now at Last/C'est La Vie	CAPITOL 3662
WOODY HERMAN	I Wonder/A House Built on a Strong Foundation	VERVE 10053
EDDIE HEYWOOD	Love is All/Virgin Isle Vamp	VICTOR 6956
AL HIBBLER	I Complain/Around the Corner from the Blues	DECCA 30337
DAVID HILL	All Shook Up/Melody for Lovers	ALADDIN 3559
FREDDIE HILL	When He Is All Dotted Up/Love Me a Little Bit	GOLDEN CREST 104
THE HILLTOPPERS	A Fallen Star/Footsteps	DOT 15594
GEOFFREY HOLDER	The Bottle Imp/Sugar Cane	VIK 0268
BUDDY HOLLY	Words of Love/Mailman, Bring Me No More Blues	CORAL 61852
LEROY HOLMES ORK	Tell My Love/Never Again	MGM 12502
LEROY HOLMES ORK	Souvenir D'Italie/Warm and Tender	MGM 12360
LEROY HOLMES ORK	Gina/The Clown on the Eiffel Tower	MGM 12433
LARRY HOOPER	Johnny Tremain Liberty Tree	BRUNSWICK 55019
KENYON HOPKINS ORK	Rosebud From "The Strange One"/Boy's Theme From "Twelve Angry Men"	CADENCE 1322
DAVID HOUSTON	Hackin' Around/One and Only	VICTOR 6927
CAROL HUGHES	My Big Brother's Friend/Lover Boy	MERCURY 71095
HUGO AND LUIGI	Shenandoah Rose/Rockabilly-Party	ROULETTE 4012
IVORY JOE HUNTER	Love's A Hittin' Game/Empty Arms	ATLANTIC 1128
TAB HUNTER	Ninety-Nine Ways/Don't Get Around Much Anymore	DOT 15548
DICK HYMAN ORK	Tokyo Alley/Sweet Georgia Brown	MGM 12476
DICK HYMAN & SAM (THE MAN)	Taylor—Drummer Boy Blues/Look Up	MGM 12441
JACKIE AND ROY	I'm Forever Blowing Bubbles/Whisper Not	ABC-PARAMOUNT 9821
DICK JACOBS ORK	Rock-a-Billy Gal/The Two-Penny Piper	CORAL 61824
DICK JACOBS ORK	Fascination/Summertime in Venice	CORAL 61864
DICK JACOBS	An African Prayer/Fantabulous	CORAL 61843
JONI JAMES	I'm Sorry for You/Summer Love	M-G-M 12480
SONNY JAMES	Dear Love/Love/Lick Blues	CAPITOL 3734
JOHNNY JANIS	Pledge of Love/I Played the Field	ABC-PARAMOUNT 9800
CAROL JARVIS	Rebel/Whirlpool of Love	DOT 15586
BOB JAXON	Beach Party/I'm Hangin' Around	VICTOR 6945
LORI JAY	Two Hearts Apart/I'm Gonna Love You	RIM 2017
HERB JEFFERIES	Mailman, Bring Me No More Blues/So Shy	VICTOR 6950
GORDON JENKINS	Theme From "Saint Joan"/Fire Down Below	CAPITOL 3751
JACKIE JOCKO	Haunted Lover/The Prodigal Son	VIK 0266
BETTY JOHNSON	The Song You Heard When You Fell in Love/I'm Beginning to Wonder	BALLY 1041
BETTY JOHNSON	1492/Little White Lies	BALLY 1033
CATHY JOHNSON	Please Come Back to Me/My Johnnie	COLUMBIA 40930
THE JOHNSTON BROTHERS	Give Her My Love/Killmanjaro	LONDON 1741
THE JONES BOYS	The Little Hut/Cherry Red	LIBERTY 55063

Artist	Song Titles	Label & No.
DEAN JONES	Hush-a-Bye/The Ballad of Gunsmoke Ridge	M-G-M 12506
DEAN JONES	Young and in Love/The Gypsy in My Soul	M-G-M 12462
KAY CEE JONES	The Loves of Omar Khayyam/You I Love	DECCA 30378
SPIKE JONES & HIS CITY SLICKERS	I'm Popeye the Sailor Man/My Heart Went Boom, Boom	VERVE 10037
THE JORDANAIRE	Summer Vacation/Each Day	CAPITOL 3750
THE JORDANAIRE	Ridin' for a Fall/Walk Away	CAPITOL 3684
KITTY KALLEN	Lasting Love/Long Lonely Nights	DECCA 30404
KITTY KALLEN	Hideaway Heart/Teen-Age Heart	DECCA 30344
KITTY KALLEN	Star Bright/Gently, Johnny	DECCA 30267
DICK KALLMAN	Young and in Love/I Cry to the Moon	LIBERTY 55063
LEE KANE	Half Past Seventeen Quarter to Twenty-One/Need You	EPIC 9223
SAMMY KAYE	Charm Bracelet/Past My Prime	COLUMBIA 40936
SAMMY KAYE	A Young Lover's Dream/Wat a Sad Day Night	COLUMBIA 40909
SAMMY KAYE	The Ship That Never Sailed/Money	COLUMBIA 40869
KENNY & MOE	Big Joe/I Sing This Song	DE LUXE 6134
THE KEY MEN	Dot It Again/I Ain't Got Nobody	CORAL 61823
PEGGY KING	Miracle Man/In My Own Little Corner	COLUMBIA 40863
PETE KING	An Affair to Remember/So Beats My Heart for You	LIBERTY 55075
TEDDY KING	Say It Isn't So/There's So Much More	VICTOR 6866
THE KINGS	Long Lonely Nights/Let Me Know	BATON 245
THE KIRBY STONE FOUR	S-S-S-S-Wonderful/Raven	CADENCE 1328
PAT KIRBY	Tammy/Don't Keep Silent	DECCA 30317
PAT KIRBY	Please Be Gentle With Me/If I Had a Needle and Thread	DECCA 30272
BERNIE KNEE	Hey, Lile, Lile, Lo/Hey, Jamie	COLUMBIA 40906
BAKER KNIGHT	Just a Little Bit More/The Value of Love	DECCA 30306
SONNY KNIGHT	Insha Allah/Lovesick Blues	DOT 15597
BUDDY KNOX	Rock Your Little Baby to Sleep/Don't Make Me Cry	ROULETTE 4009
FRANKIE LAINE	You Know How It Is/The 3:10 to Yuma	COLUMBIA 40962
FRANKIE LAINE	Without Him/Gunfight at the O.K. Corral	COLUMBIA 40916
DANNY LAMEGO	The Other Man/No No	JOSIE 816
THE LANE BROTHERS	Uh-Uh, Honey/Ding Dang Danglin'	VICTOR 6900
RICHARD LANHAM	On Your Radio/Dance of Love	ACME 712
JULIUS LA ROSA	Cryin' My Heart Out for You/When You're With the One You Love	VICTOR 6923
JULIUS LA ROSA	Mama Guitar/Man to Man	VICTOR 6878
EDDIE LAWRENCE	Abner the Baseball (Parts I & II)	CORAL 61821
STEVE LAWRENCE	Fabulous/Can't Wait for Summer	CORAL 61834
JOY LAYNE	After School/You Gave Me Wins	MERCURY 71030
JOE LEARY ORK	By the Bend in the River/Two Minute Melody	RKO UNIQUE 391
BRENDA LEE	Love You 'Til I Die/Dynamite	DECCA 30333
DICK LEE	Pebble on the Beach/A Face in the Crowd	VIK 0269
DICKEY LEE	Dream Boy/Stay True Baby	TAMPA 131
JACKIE LEE	Sippin' Soda/Baby Buggy Boogie	CORAL 61827
PEGGY LEE	Every Night/Baby, Baby, Wait for Me	CAPITOL 3722
LENNON SISTERS	White Silver Sands/One Day a Little Girl	BRUNSWICK 955013
LENNON SISTERS	Young and in Love/Teen-Age Waltz	BRUNSWICK 55000
ANN LEONARDO	One and Only/Letter	CAPITOL 3733
TONY LEONETTI	Look at 'Er/The Other Man	VIK 0270
JOHN LESLIE	Mountain of Love/A Peach With a Heart of Stone	EPIC 9217
ROBIE LESTER	Whispering Guitar/My Love and I	LIBERTY 55083
JERRY LEWIS	By Myself/No One	DECCA 30370
JERRY LEWIS	My Mammy/With These Hands	DECCA 30345
JERRY LEWIS	It All Depends on You/Let Me Sing and I'm Happy	DECCA 30263
JERRY LEE LEWIS	Whole Lot of Shakin' Goin' On/It'll Be Mine	SUN 267
MONICA LEWIS	It's You Don't O/Somebody Else Will/Met My Match	COLUMBIA 40934
SMILEY LEWIS	Goin' to Jump and Shout/Go On Fool	IMPERIAL 5450
LITTLE NORMAN	Drag Strip Baby/Rat Race	DECCA 30353
LITTLE RICHARD	Jenny, Jenny/Miss Ann	SPECIALTY 606
GUY LOMBARD ORK	Our Little Ranch House/Want What Ya Got	CAPITOL 3682
ALICE LON	A Knocking at My Baby's Door/Early Spring	BRUNSWICK 55006
JULIE LONDON	It Had to Be You/Dark	LIBERTY 55076
SHORTY LONG	You Don't Have to Be a Baby to Cry/I'd Crawl Back If I Could	VICTOR 6874

(Continued on page 44)

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b/w

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**LOUIS SHURR**  
1501 B'way, New York

### SINGLES

#### ● Popular

● Continued from page 43

Artist	Song Title	Label & No.
LORD BOOBOO	Da Knife, Da Fork, Da Spoon/No Man and Woman Get Along	KING 5047
THE LORELEIS	But Why?/I Leave the Door Open	BALLY 1032
BONNIE LOU	Teenage Wedding/Runnin' Away	KING 5053
DAVE LOWE	So Young/A Tramp	LIBERTY BELL 9015
JIM LOWE	Four Walls/Talking to the Blues	DOT 12569
FRED LOWERY	Sunrise Serenade/Tennessee Waltz	DECCA 30375
BOB LUMAN	Red Cadillac and Black Mustache/All Night Long	IMPERIAL 8311
FRANKIE LYMON & THE TEEN-AGERS	Out in the Cold Again/Mixie In the Rain	GEE 1036
FRANKIE LYMON & THE TEEN-AGERS	Goody, Goody, Creation of Love	GEE 1039
VERA LYNN	Don't Cry My Love/By the Fountains of Rome	LONDON 1729
GISELE MacKENZIE	Oh! Pain, Oh! Agony/The Waltz That Broke My Heart	VIK 0274
CARMEN MACRAE	How Many Stars Have to Shine/It's Like Gettin' a Donkey to Gallop	DECCA 32074
GORDON MACRAE	When You Kiss Me/Endless Love	CAPITOL 3724
CHARLES McDEVITT	Freight Train/Cotton Song	CHIC 1008
McGUIRE SISTERS	Around the World/Interlude	CORAL 61856
McGUIRE SISTERS	Drownin' in Memories/Please Don't Do That to Me	CORAL 61815
McGUIRE SISTERS	Rock Bottom/Beginning to Miss You	CORAL 61842
CLYDE McPHATTER	Just to Hold My Hand/No Matter What	ATLANTIC 1133
CLYDE McPHATTER	Long Lonely Nights/Heartaches	ATLANTIC 1149
JOHNNY MADARA	Be My Girl/Love Sick	PREP 110
JOHNNY MADDOX	King's Rock/Hello Aloha	DOT 15565
BETTY MADIGAN	True Love Gone/A Lovely Night	CORAL 61812
BETTY MADIGAN	When School Lets Out This Year/Am I Blue?	M-G-M 12491
CARL MADURI	A Girl in Her Teens/How Do I Love You	MERCURY 71084
RICHARD MALTBY ORK	The Check Apton Ball/Rockin' Fiddle	VIK 0271
MAMSELLE'S	I'd Always Thank You for the Sunshine/He's Graduating	VIK 0272
HENRY MANCINI ORK	Big Band Rock 'n' Roll/Hot Rod	LIBERTY 55060
GLORIA MANN	My Heart Has a Mind of Its Own/Why Can't I Make You Understand	ABC-PARAMOUNT 9805
MANTOVANI ORK	Around the World/The Road to Ballingarry	LONDON 1746
GLORIA MARCH	The Other Side of the Moon/In a Small Forgotten Town	LIBERTY 55065
MICKI MARLO	Ain't That Love/The Beginning of Love	ABC-PARAMOUNT 9807
RALPH MARIERIE ORK	Bop a Doo-Bop a Doo/Shish-Kebab	MERCURY 71092
DEAN MARTIN	Write to Me From Naples/Beau James	CAPITOL 3752
DEAN MARTIN	I Never Had a Chance/I Can't Give You Anything But Love	CAPITOL 3718
DEAN MARTIN	Only Trust Your Heart/Bamboozled	CAPITOL 3680
FREDDY MARTIN ORK	Seven Days in Barcelona/Say So	VICTOR 6871
TONY MARTIN	Look at 'Er/ Mall, Mall, There Ain't No Mall	VICTOR 6888
TONY MARTIN	Do I Love You (Because You're Beautiful)/Ten Minutes Ago	VICTOR 6863
TONY MARTIN	Oh, Polly O/A "Miss You" Kiss	VICTOR 6966
VINCE MARTIN	Wait for Me/Big Dreams (From Little Teens Grow)	GLORY 259
(LITTLE) BILLY MASON	Thinking of You/You Are My Sunshine	RAMA 223
MITZI MASON	For the Last Time/Hickory Dickory Dock	VIK 0278
JOHNNY MATHIS	It's Not for Me to Say/Warm and Tender	COLUMBIA 40851
BILLY MAY ORK	Laurel's Theme/The Strange One	CAPITOL 3697
MAYMIE AND ROBERT	Ain't No Way in the World/Parting Tears	GLORY 260
BILL MAYNARD	Hey, Liley, Liley Lo/Lonely Road	LONDON 1745
SANDRA MEADE	Midnight Blues/Ain't Nothing Wrong With That	DECCA 30373
THE MELLO-MAIDS	A Million Years Ago/I Remember Dear	BATON 238
THE MERRILL JAY SINGERS	I'm Thinking Tonight of My Blue Eyes/It's the Talk of the Town	CABOT 105
MICKY & SYLVIA	Love Will Make You Fall in School/Two Shadows on Your Window	VIK 0280
MICKY & SYLVIA	There Oughta Be a Law/Dearest	VIK 0267
CHUCK MILLER	Rang Tang Ding Dong/Bye Bye Love	MERCURY 71118
MANDY MILLER	Do Anything/Oh, Promise	FLAIR-X 5005
MITCH MILLER	Java/Who Will Kiss Your Ruby Lips?	COLUMBIA 40947
MITCH MILLER ORK & THE SINGING GIRLS	Just How Much I Love Her/Just How Much I Love You	COLUMBIA 40871
RUSS MILLER	I Sit in My Window/Wait for Me, My Love	V.L.P. 1006
BAL MINEO	You Shouldn't Do That/Lasting Love	EPIC 9227
BAL MINEO	Start Movie/Love Affair	EPIC 9216
GUY MITCHELL	Sweet Stuff/The Middle of a Dark, Dark Night	COLUMBIA 40940
GUY MITCHELL	Rock-a-Billy/Hoot Owl	COLUMBIA 40877
ROBERT MITCHUM	What is the Generation Comin' Too?/Mama Locka Boogie	CAPITOL 3672
LOU MONTE	Musica Bella/The Wife	VICTOR 6951
ART MOONEY ORK	The Parade Is Passing Me By/Honest Love	M-G-M 12503
ART MOONEY ORK	Mama Guitar/A Face in the Crowd	M-G-M 12461
MELVIN MOORE	Lydia/Good Boogie Di Google	GOLDEN CREST 10
COZY MORELY	I Love My Girl/Why Don't You Fall in Love?	ABC-PARAMOUNT 9811
AL MORGAN	Easy Goin' Heart/Don't Rob Another Man's Castle	COLUMBIA 40943
JANE MORGAN	Around the World/It's Not for Me to Say	KAPP 185
JANE MORGAN	Fascination/Midnight in Athens	KAPP 191
JAYE P. MORGAN	Graduation Ring/You, You Romeo	VICTOR 6938
JAYE P. MORGAN & EDDY ARNOLD	Do You Love Me/One	VICTOR 6942
MORRISON SISTERS	To Whom It May Concern/Ding Dang Dangle	DECCA 30322
BUDDY MORROW ORK	Midnight March/Easy Does It	MERCURY 71137
BUDDY MORROW ORK	Mangos/Back Home	MERCURY 71091
ROGER KING MOZIAN	Limbo/Fire Down Below	DECCA 30349
ROCK MURPHY & THE ROCKETS	St. Louis Blues/Shortnin' Bread Boogie	VERVE 10039
GENE NASH	Dandy Lion/I Must Have Your Lovin'	JUBILEE 5285
THE NEIGHBORS	Wondrous Love/Puttin' on the Style	ABC-PARAMOUNT 9747
THE NEIGHBORS	Bye Bye, Clementine/Wave to Me, Lady	ABC-PARAMOUNT 9799
CLARE NELSON	At Our House/Johnny Come Kiss Me	EPIC 9220
RICKY NELSON	A Teen-Ager's Romance/I'm Walkin'	VERVE 10047
VIKki NELSON	Like a Baby/I Was a Fool for Leaving	VIK 0273
TED NEWMAN	Plaything/Unlucky Me	REV 3505
NICK NOBLE	A Fallen Star/They're Playing Our Song	MERCURY 71117
THE NITE RIDERS	Sittin' Sippin' Coffee/Tank Town	M-G-M 12487
TERRY NOLAND	Ten Little Women/Hypnotized	BRUNSWICK 55010
PAT O'DAY	Three Roads/Turnabout	VICTOR 6965
THE OFF-BEATS	Man, It's Just Too Much/Finger Snappin' Boogie	SALEM 1002
CRAZY OTTO	Happy Piano Medley/Good Evening Friends Medley	DECCA 30377
KELLY OWENS ORK	The Sweeper/Soda Pop	FLAIR-X 5004
PATTI PAGE	Old Cape Cod/Wondering	MERCURY 71101
RICKIE PAGE	Gee, How I Love You/I'll Never Smile Again	ZEPHYR 020
THE PALMS	Edna/Tear Drops	UNITED 308
FESS PARKER	A Hole in the Sky/Wedding Bell Calypso	DISNEYLAND 49
PATIENCE & PRUDENCE	You Tattle-tale/Very Nice in Ball Ball	LIBERTY 55084
PATIENCE & PRUDENCE	We Can't Sing Rhythm & Blues/Dreamer's Bay	LIBERTY 55088
LES PAUL & MARY FORD	Hummin' and Waltzin'/Tuxedo and Flowers	CAPITOL 3725
PAULETTE SISTERS	Give Him My Love (When You Meet Him)/Jody	DECCA 30310
THE PEARLS	Your Cheatin' Heart/I Sure Need You	ONYX 510
RONNIE PEARSON	I'm Old Enough (To Love You Now)/Hot Shot	HERALD 500
GEORGE PECK	You're the One/I Ask of Heaven	LIBERTY BELL 9018
JAN PEERCE	Wonderful! Wonderful! My Yiddish Momma	VICTOR 6916
ROMEO PENQUE ORK	Seven Days in Barcelona/A Seat in Spain	EPIC 9209
PEREZ PRADO ORK	Calypso Man/Cucara Cha Cha Cha	VICTOR 6960
LENNY PERNA	I Hope You Find a Sweetheart/Calypso Girl	DOT 15582
NORMAN PETTY TRIO	The First Kiss/The First Kiss	COLUMBIA 40929
THE PITCH PIKES	Come Back to Me/How Will I Know?	MERCURY 15110
FRANK PIZANI	Angry/Every Time	BALLY 1040
THE PLATTERS	My Dream/I Wanna	MERCURY 71083
THE PLAYMATES	Barefoot Girl/Pretty Woman	ROULETTE 4003
JACK PLEIS ORK	(But as They Say) That's a Life/Goodnight Waltz	DECCA 30303
ELVIS PRESLEY	Teddy Bear/Loving You	VICTOR 47-7000
ELVIS PRESLEY	AR Shook Up/That's When Your Heartaches Begin	VICTOR 4870

(Continued on page 48)

## JAZZ IN FILMS

# Jazz Themes Give Films Big Assist

- Movie-disk tie is more than empty promotion move
- Film music rates high with disk buffs, movie audiences

By HOWARD COOK

Recent years have seen jazz emerge as an important source of theme music for some of Hollywood's more interesting films. In many cases jazz backgrounds have figured prominently in plot settings and have often been instrumental in developing the personality of the characters.

**Cleffers Are Oscar Nominees**  
"The Wild One," a Marlon Brando starrer, focused on the activities of a group of adventurous and undisciplined youth, and was effectively paced by Leith Stevens' excellent score. Shorty Rogers headed the fine crew of West Coast jazz men who interpreted the music. (The sound track recording is available on Decca DL 8349.) Elmer Bernstein's highly programmatic music for "The Man with the Golden Arm" had a decidedly jazz flavor and was nominated for an Academy Award. The main theme from the film became a hit pop instrumental with several recordings. Decca LP, DL 8257.)

A serious score by Leonard Bernstein was used for "On the Waterfront," voted the best picture of 1954. Bernstein's score drew heavily from jazz origins and tempos, as evidenced by the exciting fugue for drums, which introduced the film and previewed the action and drama that followed. The composer was one of the five nominated to receive the Oscar that year for the best score for a dramatic film.

On the lighter side, "High Society" was set in Newport, and the Newport Jazz Festival was mentioned several times thruout the movie. Louis Armstrong, who played himself, not only provided the musical highlights, but appeared in some of the most amusing scenes. (Capitol Records released the LP sound track recording, W 750.)



STAN KENTON entered the music world at the age of 14, and as a professional pianist worked with many groups. He was not content, though, until he formed his own band and enjoyed great success on the West Coast. Soon thereafter he moved to the East, where Bob Hope heard the band and signed Stan to do his radio show. From there he went on to smash concert attendance records all over the country and break out with many best-selling disks. Kenton's success has often been attributed to his sincere dedication to the music which he believes in. His Capitol albums, "Stan Kenton in Hi-Fi" and "Cuban Fire," are both on the Top Jazz Album Chart for 1957.

## Musical Subjects Treated

The central character in "Pete Kelley's Blues" was a jazz musician, and important supporting performances were contributed by two of the finest jazz vocalists, Ella Fitzgerald and Peggy Lee, in acting and singing roles. The music here assisted greatly in establishing the tempo of the fast-moving '20's. Miss Lee and Miss Fitzgerald recorded their numbers from the film in a Decca album, "Pete Kelley's Blues—Songs" (DL 8166). The sound track is on RCA Victor (LPM 1126), and Matty Matlock recorded some of the tunes on Columbia (CL 690).

The orchestrations in "The Glenn Miller Story" and "The Benny Goodman Story" were authentically reproduced and some of the musicians who played with the bands appeared in the film biographies. In both pics the music was essential to story development.

The sound tracks are on Decca: "The Glenn Miller Story," (DL 8226); "The Benny Goodman Story, Vol. 1" (DL 8252); "The Benny Goodman Story, Vol. 2" (DL 8253). Red Nichols' life is sketched to be screened in the near future.

New Orleans was the setting for "A Streetcar Named Desire." The dark, sullen blues-like themes devoted to Blanche set against the raw, brassy motifs for Stanley helped develop and present the conflict. The serious-jazz score was as intriguing as the performances. The sound track is on Capitol (T 387).

## The Current Scene

Jazz men have begun contributing to the movie music scene not only as musicians, but as composers. Elmer Bernstein incorporates several themes written by Chico Hamilton into his moving score for "Sweet Smell of Success" (available on Decca DL 8610). John Lewis, pianist-arranger, for the Modern Jazz Quartet, composed the background music for the French production, "Sait on Jamais." The MJQ alone plays the fine score for the film, which will be released nationally in America next fall. Atlantic Records will release the sound track album to coincide with the picture release.

## Jazz an Appealing Export

• Continued from page 25

der American occupation and influence, has developed a few competent players—pianist Jutta Hipp and clarinetist Rolf Kuhn, who have immigrated and are busy working and recording here (Hipp—Blue Note, Kuhn—Vanguard), tenorist Hans Kollar and Trombonist Albert Mangelsdorf. The last named two have records out in this country also.

## Russia and Her Product

It is behind the Iron Curtain where development has been slowest. Long thought to be decadent, jazz was forbidden. In his book, "The Story of Jazz," Marshall Stearns reports there was a jazz club in Moscow in the early part of 1956—a capitulation to the desires of many jazz fans oriented by foreign radio. It was a rather negative undertaking, however, for during its three months of operation it was inaccessible to most fans because of a tremendous cover charge. Its sudden, unexplained shuttering, no great loss, musically, for the band led by Russia's King of Jazz, Leonid Utesov, resembled the stylings of Fred Waring, with a touch of Kostelanetz.

Thruout the Russian satellites, the desire to hear jazz is strong. Until recently, government disapproval made open interest impossible. With current relaxation of international tensions, a jazz tour is finally being set for countries within the Russian sphere of influence and Mother Russia, for Louis Armstrong, America's most-sought-after ambassador of jazz.

Drifting to the other side of the world, the Far Eastern area offers little in the way of real native talent outside of Japanese pianist Toshiko Akiyoshi, who is currently studying, working and recording here in the United States.

Benny Goodman's trip to the East proved, however, that people inhabiting that portion of the globe want to hear and know more about jazz. In fact, Goodman says the well informed can tell you more about jazz than the average American jazz fan. Jazz, thru the media of records and radio, had done its work.

Jazz activity in Australia is to be noted. Chief jazz activity and interest is confined to the more traditional forms of jazz expression, Africa, the base of much of jazz's rhythmic tradition, is fertile ground yet to be tapped. South America, a melting pot of musical traditions, is becoming more and more receptive to jazz.

## Jazz Open to Other Ideas

Indeed, jazz has become one of America's most valuable mediums of exchange. Tho our native product, thus far, has not been influenced by foreign players or ideas to any definable extent, the seepage of Latin rhythms and ideas into jazz literature is indicative of the fact that jazz is not an island, and is open to contributions outside its own tradition.

On the unfortunate side of the ledger, union restrictions have prevented many foreign jazz artists from performing for American audiences. Of course, many have immigrated here, but outside of two American tours by the Ted Heath orchestra and performances by Austrian pianist Frederick Gulda, we have had to judge the merits of foreign players and units by way of records.

London Records have acquainted us with the Heath band and some of the English traditionalists. Bally Records released a series on European jazz, Angel Records has had a prolific output on foreign artists, Columbia-Epic has been increasingly active in this area, releasing sets by Rita Reyes, Bengt Hallberg and Jazz from France; Atlantic, an important package by the swinging Swedes under Lars Gullin's name; RCA Victor, a Frederick Gulda LP.

## International Get-Together

There are also a few good recorded examples of American jazzmen playing with foreign musicians—the Getz sets on Prestige with some of the better Swedish players; four EmArcy packages spotting Lionel Hampton with French musicians; a Storyville album under Mary Lou Williams' name, with French support; a Lucky Thompson date on Dawn, with a French rhythm section; a Fantasy set spotting J. LaPorta with South American musicians. Forthcoming are a Jimmy Raney date with French modernists on Dawn, and the much-talked-about on-the-spot Stockholm concert recording for Pacific Jazz that brings together Gerry Mulligan and Lars Gullin.

Jazz's path, as the years pass, can only be an ever-enlarging one, for the initial break-thru has been made all over the world. It has been a long time in coming, but the progress will be all the faster now that the ground has finally been broken. Jazz, as an internationally accepted and admired musical form, is almost a reality.

## NEW RECORD LABELS

A list of record labels that have appeared on the scene during the past six months as a year and which were not printed in the last Disk Jockey Quarterly dated March 23, 1957.

- Acme Records  
419 W. 44th St.  
New York 36, N. Y.
- Arrow Records  
1430 N. McCadden Pl.  
Hollywood, Calif.
- Bell Records, Inc.  
Globe Ave.  
Mountainside, N. J.
- Bel-Aire  
11323 Broadmead  
El Monte, Calif.
- Blue Boys Recording Co.  
164 Beale St.  
Memphis, Tenn.
- Bobby Records  
801 N. Parkdale Dr.  
Tyler, Tex.
- Bop Cat Records  
70 Beacon St.  
Somerville, Mass.
- Broadcast Recordings  
Box 1982  
Abilene, Tex.
- Cabot Music  
116 Central Park South  
New York, N. Y.
- Challenge Records  
6920 Sunset Blvd.  
Hollywood 28, Calif.
- Chancellor  
206 S. 13th St.  
Philadelphia, Pa.
- Chief Records  
1510 W. 13th St.  
Chicago, Ill.
- Chic Records  
Thomasville, Ga.
- Circle  
107½ Super St.  
Houston 11, Tex.
- Class Records  
1107 El Centro  
Hollywood 38, Calif.
- Cobra Records  
3346 W. Roosevelt Rd.  
Chicago, Ill.
- Columbus Record Co.  
P. O. Box 467  
Galena Park, Tex.
- Country Picnic Records  
5513½ E. Grand  
Dallas, Tex.
- Cowtown Records  
P. O. Box 1694  
Fort Worth, Tex.
- Deb Records  
c/o Mark Records  
Nashville, Tenn.
- Dig Records  
2180 W. Washington Blvd.  
Los Angeles, Calif.
- Donna Records  
14609 S. Woodland Rd.  
Shaker Heights 20, O.
- Ebb Records  
4521 S. Western Ave.  
Los Angeles 62, Calif.
- Eldorado Record Corp.  
1650 Broadway  
New York 19, N. Y.
- Elvitre Records  
1108½ S. 7th St.  
Wilmington, N. C.
- Encino Records  
1608 Argyle Ave.  
Hollywood 28, Calif.
- End Records  
1650 Broadway  
New York 19, N. Y.
- Enterprise Records  
6087 Sunset Blvd.  
Hollywood 28, Calif.
- Excel  
1842 W. 11th St.  
Los Angeles, Calif.
- Exclusive Records  
c/o Natick Recording  
1697 Broadway  
New York 19, N. Y.
- Experiences Anonymos  
20 E. 11th St.  
New York 3, N. Y.
- Feble Record Co.  
6601 Sunset Blvd.  
Hollywood 28, Calif.
- Field Music Sales  
270 Sixth St.  
San Francisco, Calif.
- Fine Recording Co.  
114 St. Paul St.  
Rochester 4, N. Y.
- Flex Songs  
1842 W. 11th St.  
Los Angeles, Calif.
- Frontier Music  
3423 Bathurst St.  
Toronto 12, Ont.
- Gig Records, Inc.  
8227 S. Calumet Ave.  
Chicago 19, Ill.
- Golden Crest  
220 Broadway  
Huntington Station, L. I., N. Y.
- Gone Records  
1650 Broadway  
New York 19, N. Y.
- Green Briar Recording Co.  
White Sulphur Springs, W. Va.
- Herald Records  
1697 Broadway  
New York 19, N. Y.
- House of Sound  
340 Beale St.  
Memphis, Tenn.
- Jade Records  
1697 Broadway  
New York 19, N. Y.
- Jamboree Records  
c/o Sprowis Enterprises  
Buffalo, Ky.
- Jou Records  
P. O. Box 2548  
Asheville, N. C.
- LHS Recording Co.  
2115 Wesser Park  
Fort Wayne, Ind.
- Main Line Records  
1510 Fairmount Ave.  
Philadelphia, Pa.
- Mark Records  
Nashville, Tenn.
- Mel-O-Tone Records  
701 Polk  
Houston, Tex.
- Michelle Records  
260 W. 39th St.  
New York 18, N. Y.
- Mode Records  
1040 Las Palmas  
Hollywood 38, Calif.
- Mohawk Records  
1674 Broadway  
New York, N. Y.
- M-O-S-S Record Division  
113 W. 42d St.  
New York 36, N. Y.
- Music City, Inc.  
1815 Alcatraz Ave.  
Berkeley, Calif.
- Musical, Inc.  
624 Detroit Ave.  
Toledo, O.
- Opal Records  
144 S. Maple Dr.  
Beverly Hills, Calif.
- Ozark Music  
4118 Lauderdale Dr.  
Normandy 21, Mo.
- Pal Records  
P. O. Box 726  
Cucamonga, Calif.
- Par Records  
1610 Argyle  
Hollywood 28, Calif.
- Popular Records  
48 W. 48th St.  
New York, N. Y.
- President Records  
1619 Broadway  
New York 19, N. Y.
- Pulse Records  
72-15 87th Ave.  
Jackson Heights 72, N. Y.
- Purpletone  
c/o Breen & DeRose Records  
86 Riverside Dr.  
New York, N. Y.
- Que Records  
149-40 41st St.  
Flushing, L. I., N. Y.
- Radiant Records  
c/o Bell Song Publishing Co.  
144 S. Maple Dr.  
Beverly Hills, Calif.
- REV  
3703 N. 7th St.  
Phoenix, Ariz.
- Request Records  
117 N. 48th St.  
New York, N. Y.
- Rhythm Records  
270 Sixth St.  
San Francisco, Calif.
- Salem Records  
64 W. Randolph St.  
Chicago 1, Ill.
- Spangle Records  
729 E. Main St.  
Springfield, O.
- Spoken Word  
10 E. 39th St.  
New York 18, N. Y.

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**FRANKIE  
LAINE  
and  
JOHNNIE  
RAY**

Up Above My Head  
*b/w*  
Good Evening Friends  
with Ray Conniff  
and His Orchestra  
4-40976



**ROSEMARY  
CLOONEY**

Colors  
with Frank DeVol  
and His Orchestra  
*b/w*  
That's How It Is  
with Joe Seymour  
and His Orchestra  
4-40981

**THE FOUR  
LADS**

The Eyes of God  
*b/w*  
His Invisible Hand  
with Ray Ellis  
and His Orchestra  
4-40974



**SAMMY  
KAYE**

Moonlight Swim  
vocal by Barry Frank  
and The Kaydets  
*b/w*  
Mary Lou  
vocal by Sandi Summers  
and The Kaydets  
Swing and Sway  
with Sammy Kaye  
4-40988

**THE FOUR  
VOICES**

Sidewalk Bop  
*b/w*  
Kingdom of Love  
with Ray Conniff  
and His Orchestra  
4-40983



**THE HI-LO's**

A Shine on Your Shoes  
with Frank Comstock  
and His Orchestra  
*b/w*  
Pamela Throws a Party  
with Ray Ellis  
and His Orchestra  
4-40975



**BERNIE  
NEE**

What Would You Do  
*b/w*  
Sleepy Sunday  
with Ray Conniff  
and His Orchestra  
4-40980

**THE SURE-FIRE  
THE**

**HITS ARE ON  
HOTTEST COMPANY IN**

**COLUMBIA RECORDS**  
A DIVISION OF CBS  
© "Columbia" & Marcas Reg.

## It's Not Hard to Be Hip

• Continued from page 35

ern rhythmic variety and harmonic feeling that might derive from such as Miles Davis. Braff leads an Octet now that pleases many modernists as well as traditionalists.

### Other Dixie Forms

Among the Revivalists, musicians who have endeavored to get back to the original New Orleans spirit, a leader is Turk Murphy (Columbia, Good Time Jazz). And then there is Murphy's old cornetist sidekick, Bob Scobey, who has pursued a less rigid Dixie-to-swing path with his own combo, which has the added commercial advantage of vocals by the inimitable Clancy Hayes. (Good Time Jazz, RCA Victor, Verve.)

There is one form of Dixie today, however, that subsists, most successfully, on its appeal to audio fans. It's doubtful that many of the real jazz connoisseurs, for example, buy the offerings of the Dukes of Dixieland (Audio-Fidelity) or of Stan Rubin's Tigertown Five (Jubilee and RCA Victor). However, they sell, particularly the Dukes, in fabulous quantities and, in the case of the latter, at the high retail tag of \$5.95 per disk. The main reason is that the music is very loud and spirited, tho lacking in finesse, and very well recorded.

### From Swing to Modern

As for SWING, little need be said here. The best of it, by Benny Goodman, Count Basie and such, continued to sell. There's plenty around on major labels by Lionel Hampton, Woody Herman (early bands), Artie Shaw, the Dorseys, Duke Ellington (who actually defies strict categorization) and the others. The thing is to be able to recognize more modern manifestations of Swing, what the critics today call "Modern Mainstream." This would be jazz that has the same swinging beat and spirit, but which doesn't hesitate to employ modern soloists and modern arranged harmonies.

By "modern" what do we imply? The modern soloist does not play merely even successions of dotted eighth and 16th notes. He mixes up his meter within a phrase, and contrasts his phrases. In one phrase, he may play a rapid succession of 32d notes, shifting accents all over the place. Then in his next phrase he may swell out with legato quarter-note triplets. He'll use trills and appoggiaturas much more than did his predecessors, and he'll display a greater command of his instrument. He has faster fingers and wider range, and he uses all of his facilities.

Harmonically, instead of basing his improvisations on the very basic chords that underlie a song, he'll take those chords and extend them, using the knowledge that the modern legitimate composers have long since established, playing up into the overtones, and occasionally altering, augmenting or diminishing, when he deems it effective.

### Other Modern Trends

During the late World War dancing here was at a standstill, and the jazz musicians had an out when they wanted to avoid dance tempos. The Boppers, led by such as Dizzy Gillespie and the late Charlie Parker, played nearly everything at a fast, furious, frenetic clip. The Woody Herman and Stan Kenton bands followed suit and won a large public, altho they eschewed use of the term bop.

In 1949, a reaction began. Instead of the heated, nervous fornicities of the boppers, a group of modern musicians sought a relaxed pace and limpid, disembodied sounds. The turning point was the Miles Davis album on Capitol, still one of the all-time jazz landmarks. Davis, together with arrangers Gerry Mulligan, John Lewis and

Gil Evans, established the "cool" sonority and pace. He also introduced "new" instruments into jazz, including such as the French horn and the tuba, and paved the way for later use of such as the oboe, flute, etc.

Another cool signal was the Jimmy Giuffre composition, "Four Brothers," which was cut by Woody Herman and established the cool sax sound epitomized by one of the "brothers," Stan Getz, and by his tenor sax section mates, All Cohn and Zoot Sims, all of whom are in big vogue today (Getz on Verve; Cohn on RCA Victor, Dawn, Coral, Prestige and Savoy; Sims on Prestige, Dawn, Storyville, Riverside, etc.).

Davis is now on Columbia, but most of his best work may be found in the fairly large catalog he has left on Prestige and Blue Note.

### The Modern Merger

Today, Bop, Cool and Swing are constantly merging. Dizzy Gillespie, the bop king, has a large swing band, tho he himself plays the most educated bop of his career (Verve). Leading bop trombonists J. J. Johnson and Kai Winding, together and separately, have found success playing smartly tailored jazz versions of good show tunes, playing their instruments so skillfully as to appeal to musicians of every stylistic persuasion. (Columbia, Bethlehem, Savoy.)

Among the most interesting "new" developments in jazz is the evocation of earlier spirits, coupled with modern ideas. For example, pioneer modernist John Lewis with his Modern Jazz Quartet (Atlantic and Prestige). Lewis likes pre-classical French and Italian music—gentle, graceful and noble, with fugatos and such. The group approaches the blues with a delicate, yet funky or down-to-earth feeling. It also goes in for "suites," of prolonged duration and myriad jazz and pre-classical materials.

### The Group Efforts

Giuffre's new trio likes early types of blues and religious songs, harking back to the Civil War and



DAVE BRUBECK set the industry on its heels several years ago with his discovery of a new jazz style. Since then he has become one of the prime exponents of the modern school. The Dave Brubeck Quartet, made up of Brubeck on piano, Paul Desmond on alto sax, Bob Bates on bass, and Joe Morello on drums, has demonstrated its skill on records and at jazz concerts. Brubeck's Columbia album, "Jazz Impressions of the U.S.A.," is one of the top-selling jazz albums this year.

employs these flavors even in performances of modern tunes. There's an almost spiritual quality to this group's self-effacing, absorbing performances (Atlantic).

Gerry Mulligan's pianoless quartet, with trombonist Bob Brookmeyer, picks up a type of polyphony with which the old Red Nichols' Five Pennies groups used to experiment in the '20's (EmArcy, Pacific Jazz). But Mulligan makes it sound thoroughly modern. To these modern groups, we might add Dave Brubeck's (Columbia, Fantasy), the Gigi Gryce-Don Byrd Jazz Lab (Columbia, Riverside), the various Charlie Mingus experiments (Debut, Savoy, Atlantic, Bethlehem) and those of Teddy Charles (Prestige, Atlantic).

There are many, many more, of course, and with just a little application, who is to say that we Americans, disk jockeys, dealers, and fans, might not learn to appreciate and understand jazz as much as the Turks, Siamese and Swahilis who flipped the very first time they were exposed to it.

## New Program Approach

• Continued from page 25

notes emanating from beaches, drive-ins, mobile units, and—in one case—even underwater—to the marathon broadcasters, tower-sitters and other zany stunt-spinners.

### Mixed Reaction

It was a great plug for the industry. However, several broadcasters took a dim view of the feature. Typical of this group was Bob Leder, manager of WOR, New York, who opined that the Life feature played down the mentality of radio's audience by putting too much emphasis on the circus aspects of local radio promotion (e.g. pictures of an ice-cream-eating lion, mascot of WPTR, Schenectady, N. Y.; Jockey Keves, KILT, Houston, dressed in kilts and sitting on top of the station's transmitter tower, etc.).

The most recent programming switch was pulled this month by WORL, Boston, one of the most competitive deejay cities in the country. The station is spotting 15-minute segments of music thru-out the day, each segment devoted to a different artist. Thus old and new waxings by each artist are spun in succession during each 15-minute period.

### Hitting Both Audiences

The new programming idea, tagged the "950 Club," features approximately 950 different record artists each week. Jockeys Norm Tulin, Stan Richards, Greg Finn and Dave Maynard emcee the vari-

ous segs. The station hopes to attract both youngsters and adults, since the new format enables them to program new releases along with old favorites waxed years ago, LP selections, etc., by the same performer.

"One-record" artists are covered, via a special 10-minute segment every hour, tagged "Variety Bandstand," and featuring current waxings by various new artists.

### No Personality Cult

Meanwhile, many traders are intrigued by the fact that despite radio's new prominence, no new names have added to the long-time roster of power-house jocks during the last year. In fact, many jockeys are rather alarmed over the emergence of programming formats, deliberately designed to play down the jockey's individual personality. For instance, the Plough chain (WCAO, Baltimore; WCOP, Boston; WJJD, Chicago, —and WMPS, Memphis) has set up a fixed and rigid training program, which is mandatory for all deejays and newscasters before they are allowed on the air.

Under the "Top 40" formula, of course, practically all of a station's disk programming is out of the individual jockey's control. On the other hand, advocates of the "Top 40" policy have much to say in favor of their system, the most persuasive argument being the consistently high ratings chalked up by such operations.

## NEW RECORD LABELS

• Continued from page 45

Standard Records  
c/o The National Enterprise Co.  
944 Chapel St., P. O. Box 1801  
New Haven, Conn.

Superior Records  
6425 Hollywood Blvd.  
Hollywood 28, Calif.

Tabb Records  
1619 Broadway  
New York, N. Y.

Teen-Age Records  
c/o Natick Record Corp.  
1637 Broadway  
New York, N. Y.

Tetra Records  
1717 Avenue P  
Brooklyn 29, N. Y.

Tiara Records  
1650 Broadway  
New York, N. Y.

Time Records  
Broad & Chestnut Sts.  
Philadelphia 7, Pa.

Treasure Records  
33 Carlton St.  
Mount Vernon, N. Y.

Tropicana International  
P. O. Box 921  
Beverly Hills, Calif.

Tune Records  
2930 Clairmont Ave.  
Birmingham, Ala.

Universal  
P. O. Box 961  
Wilmington, Del.

V I P  
55 W. 42d St.  
New York, N. Y.

Vilma Records  
4800 S.W. 4th St.  
Miami 44, Fla.

Vision Record Co.  
1650 Broadway  
New York 19, N. Y.

Whiz Records  
701 Seventh Ave.  
New York 36, N. Y.

Window Records, Inc.  
816 Pennsylvania Ave.  
Sheboygan, Wis.

Winston Modern Records  
Box 1982  
Abilene, Tex.

Zephyr  
8510 Sunset Blvd.  
Hollywood, Calif.

## VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Vic Miller, KOOK, Billings, Mont., writes, "This rock and roll kick that the country is on wears a little bit thin after a while. A friend of mine volunteered to let me hit him on the thumb with a hammer. We were then going to record the assorted screams, moans, and groans, and—after dubbing in a little guitar music in the background—try to get the thing published. However, cooler heads prevailed and thus the music world was deprived of a potential hit record."

Meanwhile, more and more stations are deserting rock and roll programming for more sedate disk fare, in a move to cater to the adult listening audience which allegedly embraces the largest spending group, thus making it more important to advertisers. WROW, Albany, N. Y., for instance, recently inaugurated two new platter shows—"Rolling Home," a daily afternoon ainer emceed by Bruce Bradley and designed especially for auto-dialers and featuring new performances of standards by established pop stars—Como, Clooney, etc., and a nightly ainer which spotlights "carefully selected mood music" tapes recorded in advance of broadcast.

COLLEGE KIDS DIG JAZZ OVER R.&R.: Another anti-rock and roll situation cropped up at

### YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

AUGUST 23, 1947:

1. Peg O' My Heart
2. That's My Desire
3. I Wonder, I Wonder, I Wonder
4. I Wonder Who's Kissing Her Now
5. Chi-Baba, Chi-Baba
6. Tallahassee
7. Ask Anyone Who Knows
8. Feudin' and Fightin'
9. The Lady From 29 Palms
10. I Wish I Didn't Love You So

AUGUST 23, 1952:

1. Auf Wiederseh'n Sweetheart
2. Half as Much
3. Botch-A-Me
4. Walkin' My Baby Back Home
5. Here in My Heart
6. Wish You Were Here
7. Delicado
8. I'm Yours
9. Maybe
10. Blue Tango

### MONITOR MUSICAL SURVEY

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

- Reno, Nev.  
"Marching Along to the Blues," Perry Como, RCA Victor
- Eugene, Ore.  
"Passing Strangers," Billy Eckstine and Sarah Vaughan.
- Bangor, Me.  
"Fascination," Jane Morgan, Kapp.
- Trenton, N. J.  
"My Heart Reminds Me," Kay Starr, RCA Victor.
- Augusta, Ga.  
"In the Middle of an Island," Tony Bennett, Columbia.
- Flint, Mich.  
"Swinging Sweethearts," Ron Goodwin, Capitol.
- Salt Lake City  
"Around the World," Eddie Fisher, RCA Victor.
- Springfield, Mo.  
"Love Letters in the Sand," Pat Boone, Dot.
- Altoona, Pa.  
"Tammy," Debbie Reynolds, Coral.
- Weslaco, Tex.  
"Bye Bye Love," Everly Brothers, Cadence.

KDYL, Salt Lake City, where jockey Joe Young recently conducted a survey, which indicated college students strongly favor jazz music and jazz artists, while rock and roll personalities received few votes. A station spokesman commented, "We believe that a radio program service should be much broader than a few top tunes—particularly after a survey (conducted recently by station) showed that not one piece of sheet music of 'All Shook Up' had been sold in Salt Lake City." Consequently, the exec added, KDYL is "moving from the confines of rock 'n' roll monotony dictated largely by the teen-age lead sled set, and going into the wide open world of more varied programming to suit adult tastes."

THIS 'N' THAT: During the recent Fargo, N. D., tornado, which leveled 1,500 homes, the station, was the only outlet to remain on the air during the storm. Jockey Bob Dale reported the move-

(Continued on page 61)

QUICK EXPOSURE

# Small Room Has Big Role In Building New Talent

- Radio and TV tie-ins give a big boost to fledgling jazzmen
- Jazz acts find special favor with networks seeking a change of pace

By REN GREVATT

NEW YORK—Jazz has become available in heavier doses than ever, not only in stadiums and parks (see separate story) but in the vastly increased number of traditional smoke-filled, subterranean-type clubs as well. The rooms have sprung up to provide an especially valuable medium of promotion for fresh talent in numerous areas across the nation.

Advantage of Small Rooms

Whereas, the widely heralded jazz concerts and festivals must rely heavily on names to grab the customers, the smaller indoor locations are in a far better position, along with record companies, to develop and exploit the newer talent in the field. Interplay of club bookings and record exposure is, in fact, the primary device for getting new artists off the ground today. It's true, according to bookers, that club men can be sold on an artist far easier if the artist already has a record. But record or no, location owners can often be persuaded to expose a new performer for a short stint in return for the booking of a top artist, in great competitive demand.

Unknowns Get Exposure

If there is no record, a recording session can result from the mere fact that a talent or diskery man saw and heard the artist in action at a club.

Radio tie-ins with the clubs, on a live basis, can help to build an artist. Tie-ins with a local jazz jockey, however, in his own bailiwick—the radio studio—are much more of a factor in publicizing a performer and his work on today's scene.

Most important on the live front is Mutual Broadcasting's weekly Saturday night "Bandstand, U. S. A." show, with remotes from

clubs in several cities in the East. The show goes on for two hours, with 15 and 25-minute remotes, between which jazz experts in the studio comment on the performances. The show was developed and is produced by Tommy Reynolds, musical co-ordinator for WOR and the Mutual web. The National Broadcasting Company's weekend radio feature, "Monitor," has also aired pick-ups from various jazz clubs, primarily in New York and Chicago. Occasionally, slotted remotes from jazz spots. NBC-TV's "Tonight" show has also

The Jockey's Role

Primarily, however, it's a two-way entente of club operator and disk jockey that gets the talent exposed. Operators in this field are notably more active on the promotion and publicity scene than those in many other fields of club operations. The club men exert strong efforts to get guest appearances for their talent on local jockey shows. Naturally this helps their business. Jockeys, on the other hand, spice up their shows with live visits by performers appearing in the area. The artist is perhaps the biggest beneficiary of all. He gets a chance to talk about himself and his art in a direct and personal way, without it costing him a cent.

Jazz artists, according to Bert Block, of Joe Glaser's Associated Booking Corporation, are considerably more aware of the value of publicity now than they ever used to be. They make a real effort to be on the stand when the jock's show may be on the air. Block added that the musicians, on the whole, are discarding the studied facade of disinterest in the public while on the stand in favor of a far more showmanly approach. "They care about the public and what it wants now," he said, "and they make an effort to entertain the customers as well as themselves."

Clubs Abound in Many Areas

Many clubs are playing a part in exposing today's jazz talent. At the top of the list would come New York's Cafe Bohemia, Birdland and the Village Vanguard, which only recently switched from a floor show to an all-star jazz policy. Other Manhattan clubs would include Lower Basin Street, new Greenwich Village edition of the former uptown Basin Street club, the Five Spot and Arthur's, also in the Village; the Embers, the Composer, the Hickory House, the Voyager Room of the Henry Hudson Hotel, and Jazz City, a new spot soon opening in the midtown Broadway and 49th Street belt. Dixieland is being offered as a steady diet at the newly opened Bourbon Street, an East Side club, and at Eddie Condon's, Nick's and Broadway's Metropole.

Clubs are swinging elsewhere, too. In Chicago, the Blue Note, London House and the Cloister Inn are all devoted to cool policies. In Boston, it's George Wein's Storyville that's the landmark, while Providence has the Celebrity Club. Detroit has the Flame Showbar and the Rouge Lounge (in suburban River Rouge), while Cleveland has at least three important outlets for talent in the Loop Lounge, the Ebony and the Cotton Club.

The Blue Note, Pep's and the Showboat are devoted to jazz in Philadelphia, while nearby the Quaker City, Trenton has the Club Esquire and Camden has the Red Hill Inn. The Town Tavern and the Colonial Tavern bring jazz to Toronto fans, while Pittsburgh

has its Midway Club. On the West Coast, Los Angeles has the Tiffany Club, the Club Cosmo, the 400, the Crescendo and the Light-house Cafe, all carrying jazz acts. Ditto the Black Hawk Club in San Francisco.

Many of these clubs which lie in the East have already been tapped by the Mutual Bandstand show. In practically every other case, according to bookers, there is a working exploitation relationship between the club owner and at least one local jazz deejay.

Jazz jockeys have been increasingly active on their own hook on yet another front. In line with the value to their shows of getting live interviews with artists appearing at local spots, jocks have been seen in substantial numbers at the various festivals. Here they arrive with their tape recorders at a spot where many jazz cats are gathered. It's an easy matter to pick up a number of fast interviews on tape, which can be used on later shows back home. The recent Newport bash was well populated with jockeys on such missions. They came from such places as Florida, Nova Scotia and West Germany.

Thanks to a more intelligent approach to jazz exploitation by club owners, promoters and disk jockeys (who often are live show promoters themselves), the jazz artist appears to be in for a greater day of personal glory than ever.

## Study Growth

Continued from page 40

tions as Carnegie Hall and Town Hall in New York, Symphony Hall in Boston, the Opera House in Chicago, the Academy of Music in Philadelphia and almost any similar spot elsewhere.

There are the package concerts, such as JATP, the Birdland Stars and Irving Granz's West Coast company. But the smaller groupings, representing less formidable talent costs, are shaping up rapidly and are being bought by all types of schools and organizations. These may include a big jazz band, plus a star jazz vocalist, and possibly several lesser-known acts or locals. Associated Booking Corporation and the Willard Alexander offices are taking the lead in this field.

New Status of Artists

As a result of this new type of activity, certain jazz acts have even given up playing night clubs. Brubeck, for example, has been able to get by very comfortably by playing just a couple of concerts a week during a good part of the year. More and more top jazz musicians are finding time to pursue wholesome recreational interests, to study and to teach.

Part of the same general picture is the acceptance of jazz in several universities as subject for serious study. Boston U, UCLA, North Texas State Teachers, and several other schools actually carry credit courses in jazz. One of the sensations of the Newport Festival was the appearance of the Farmingdale High School Dance Band, with average age of 14, which played big band jazz with a skill and enthusiasm that actually frightened some of the more tired old jazz hacks.

There's no doubt about it, jazz is taking on a fresh, new, young look. Born and bred in an atmosphere of vice, jazz has gone respectable, and it has done so without losing an iota of its vitality, creativity and still-underestimated appeal. In fact, it has been gaining in all respects thru its contact with larger and more wholesome audiences.

## SINGLES

Popular

Continued from page 44

Artist	Song Titles	Label & No.
LOUIS PRIMA & KEELY SMITH—Baby, Won't You Please Come Home/Sentimental Journey...CAPITOL 3663		
TOMMY PRISCO—Teardrops in My Heart/Maybe Someday...EPIC 9219		
PUMPKIN—Boom-Boom/Half Past Seven-teen...BRUNSWICK 55004		
MARGIE RAEBURN—Mississippi Moon/The Get-Acquainted Waltz...LIBERTY 55088		
BOBBY RAND—Talking to Myself/Don't Make My Poor Heart Weep...DOT 15580		
TONY RAND—Seven Come Eleven/Can't Be True, or Can It?...COLUMBIA 40925		
TEDDY RANDAZZO—Next Stop Paradise/How Could You Know?...VIK 0277		
SUE RANEY—The Careless Years/What's the Good Word Mr. Bluebird...CAPITOL 3745		
ANITA RAY—Letter to a Soldier/Monday, Wednesday, Friday...ZEPHYR 017		
JOHNNIE RAY—Build Your Love/Street of Memories...COLUMBIA 40942		
JOHNNIE RAY—Yes, Tonight, Josephine/No Wedding Today...COLUMBIA 40893		
MARGIE RAEBURN—Freight Train/Dreamy Eyes...LIBERTY 55072		
MARGIE RAEBURN—Walkin' Around in a Dream/Teen-Age Heart Throb...LIBERTY 55059		
THE RAYS—My Steady Girl/Nobody Loves You Like I Do...NYZ 100		
DELLA REESE—And That Reminds Me/I Cried for You...JUBILEE 5292		
DELLA REESE—How Can You Not Believe/How About...JUBILEE 5278		
JIM REEVES—Two Shadows on Your Window/Young Hearts...VICTOR 6973		
JIM REEVES—Four Walls/I Know and You Know...VICTOR 6874		
HENRI RENE ORK—Smoochy Strings/Shenandoah Serenade...VICTOR 6906		
JERI RENE—With This Pen/Go 'Way! Joe...POINT 11		
DEBBIE REYNOLDS—French Heels/Tammy...CORAL 61851		
BO RHAMBO—Dianne/Blue Mist...CASH 2		
THE RHYTHM ROCKERS—Martini/Dig These Blues...VICTOR 6919		
CAROL RICHARDS—Come to Mamma, Papa Do/Daddy...VICTOR 6940		
DICK RICHARDS—Blue Jean Baby/We've Got a Right to Love...COLUMBIA 40957		
NELSON RIDDLE ORK—Theme From "New Girl in Town"/Matinee...CAPITOL 3717		
NELSON RIDDLE ORK—Tangi Tahiti/Rue Madelaine...CAPITOL 3758		
BOB RITTERBUSH—Raindrop/Tomorrow Night...DECCA 30286		
ROBERTO ORK—The Sea/If Only I Had You...CORAL 61820		
TINA ROBIN—My Mammy/I Have a Heart...CORAL 61822		
GALE ROBBINS—The Feeling of Love/Blue Raindrops...ERA 1031		
MARTY ROBBINS—Please Don't Blame Me/Teen-Age Dream...COLUMBIA 40969		
DON (RED) ROBERTS—Only One/Don't Say Maybe...RAMA 230		
DON ROBERTSON & LOU DINNING—I Don't Know If I'll Ever Love Again/Remember You Belong to Me...CAPITOL 3675		
EILEEN RODGERS—Crazy Dream/Third Finger-Left Hand...COLUMBIA 40956		
EILEEN RODGERS—Don't Call Me Sweetie (Cause I'm Bitter)/Everything But Love...COLUMBIA 40908		
JIMMY RODGERS—Honeycomb/Their Hearts Were Full of Spring...ROULETTE 4015		
MILTON ROGERS ORK—Dear to Me/Beer Barrel Polka...DOT 15562		
WELDON ROGERS—So Long, Good Luck and Goodbye/Trying to Get to You...IMPERIAL 5451		
ANTHONY ROMA—Good Intentions/Too Good to Talk About...PREP F 112		
DICK ROMAN—Only Trust Your Heart/Somewhere Is a Stranger...ABC-PARAMOUNT 9793		
DICK ROMAN—The Fountain of Youth/Oh, Boy...ABC-PARAMOUNT 9832		
DON RONDO—White Silver Sands/Stars Fell on Alabama...JUBILEE 5288		
DAVID ROSE ORK—Uma Casa Portuguesa/Araire...M-G-M 12492		
THE ROGUES—Puppy Love/It's True...OLD TOWN 304		
BOB ROUBIAN—Rocket to the Moon/It's Only a Paper Moon...PREP 101		
THE ROVERS—Soft Sands/My Baby's Steppin' Out...VIK 0283		
ANDY RUSSELL—One Is a Lonely Number/Day Dream...VICTOR 6902		
SATHAN RUSSELL—Scratch, Scratch Me Back/Simlan...BALLY 1935		
TOMMY SANDS—Fanatically Foolish/Let Me Be Loved...CAPITOL 3743		
TOMMY SANDS—Going Steady/Ring My Phone...CAPITOL 3723		
TOMMY SANDS—My Love Song/Ring a Ding...CAPITOL 3690		
LONNIE SATTIN—I'll Never Stop Loving You/Whoo-Pie Shoo-Pie...CAPITOL 5756		
THE SCHOLARS—I Didn't Want to Do It/Beloved...IMPERIAL 5449		
STEVE SCHULTE—The Texas Blues/Such a Fool...ABC-PARAMOUNT 9813		
THE VOICES OF WALTER SCHUMANN—Soft Sands/Band of Angels...VICTOR 6986		
BONNIE SCOTT—Deep Within Me/Kill Me With Kisses...VICTOR 6921		

Artist	Song Titles	Label & No.
DAVID SEVILLE—Gotta Get to Your House/Camel Rock...LIBERTY 55079		
THE SHARPS—Sweet Sweethearts/Come On...VIK 0264		
GEORGIE SHAW—City of Tears/Suddenly (The Meeting)...DECCA 30284		
GEORGIE SHAW—Too Proud to Cry/At the Get-Acquainted Dance...DECCA 30359		
BOBBY SHORT—Delis/Lost Train to San Fernando...ATLANTIC 1134		
LU ANN SIMMS—Run, Don't Walk/The Still Small Voice...COLUMBIA 40937		
LU ANN SIMMS—Matchin' Kisses/The Same Two Lips...COLUMBIA 40855		
FRANK SINATRA—Something Wonderful Happens/You're Cheatin' Yourself...CAPITOL 3744		
FRANK SINATRA—Crazy Love/So Long My Love...CAPITOL 3703		
COOL DIP SINGH—Butterfingers/Fingertips...VICTOR 6959		
THE SMITH TWINS—Dream Man (Friend)/The Open Secret...VERVE 1004		
KEELEY SMITH—You'll Never Know/Good Behaviour...CAPITOL 3740		
OCEY SMITH—Lighthouse/Too Many...CADENCE 1239		
SOMETHIN' SMITH AND THE RED-HEADS—Ma! (She's Making Eyes at Me)/The Mambo, Tango, Samba, Calypso, Rumba Blues...EPIC 9208		
SOMETHIN' SMITH AND THE RED-HEADS—You Always Hurt the One You Love/My Melancholy Baby...EPIC 9211		
TAB SMITH—Someone to Watch Over Me/Soft Breeze...UNITED 209		
WARREN SMITH—Miss Frogie/So Long, I'm Gone...SUN 268		
BILL SNYDER—Interlude/That Night...DECCA 30385		
JERI SOUTHERN—Do I Love You (Because You're Beautiful)/Who Am I to Say...DECCA 30254		
JERI SOUTHERN—How Did He Look?/Fire Down Below...DECCA 30343		
THE SPARKLETONES—Black Slacks/Boppin' Rock Boogie...ABC-PARAMOUNT 9837		
JO STAFFORD—I'll Be There (When You Get Lonely)/Underneath the Overpass...COLUMBIA 40926		
RAY STANLEY—Love Charms/My Lovin' Baby...ZEPHYR 022		
RAY STANLEY—Market Place/Pushin'...ZEPHYR 011		
CYRIL STAPLETON ORK—It's Not for Me to Say/Forgotten Dreams...LONDON 1754		
CYRIL STAPLETON ORK—The Red Balloon/Rock Fiddle Rock...LONDON 1728		
JOHN STARK—Waitin'/Teague Lovens...CRYSTALLETTE 712		
KAY STARR—My Heart Reminds Me/Film Flam Flou...VICTOR 6981		
KAY STARR—A Little Loneliness/Jamie Boy...VICTOR 6894		
RANDY STARR—A Dance, a Kiss and a Promise/Double-Date...DALE 102		
RANDY STARR—After School/Heaven High...DALE 100		
TOMMY STEELE—Butterfingers/Teen-Age Party...LONDON 1735		
RAY STEVENS—Silver Bracelet/Rang Tang Ding Dong...PREP 108		
RAMDU STEWART—Knick-Knacks/There's No One to Love Me...CAROT 106		
GALE STORM—Dark Moon/Little Too Late...DOT 15558		
THE STRIKES—Rockin'/I Don't Want to Cry Over You...IMPERIAL 5446		
THE STYLERS—Breaker of Hearts/Miracle in Milan...JUBILEE 5279		
JIMMY SWEENEY—Tica Bon/Bongo Glay...CHIC 1007		
SYLVIA SYMS—It's Good to Be Alive/Be Good...DECCA 30326		
BILL TALAPAN—Rhythm in My Heart/The Cryin' Side of Town...DOT 15604		
ROY TANN—Hot Rod Queen/Acapulco...DOT 15595		
THE TARRIERS—Pretty Boy/I Know Where I'm Going...GLORY 255		
THE TARRIERS—Chaucer/These Brown Eyes...GLORY 254		
THE TEARDROPS—Don't Be Afraid to Love/After School...KING 5037		
THE TEMPOS—The Kingdom of Love/That's What You Do to Me...KAPP 178		
JOE THERRIEN JR. & HIS ROCKETS—Hey, Baby! Let's Go Downtown/Come Back to Me Darling...BRUNSWICK 55055		
THE THREE SUNS—Walkin' Guitar/The Lovens...VICTOR 6881		
T. TOMMY—I Saw You, I Saw You/Bye Bye Love...DOT 15576		
THE TOPPERS—Pois and Pans/It Was Twice as Big as I Thought...DECCA 30297		
TONY TRAVIS—Red Shuttles/Footsteps...VERVE 10061		
THE TRENIERS—Rock Calypso Joe/Holy Mackerel, Andy!...BRUNSWICK 55014		
POLLY TUCKER—Another Woman's Man/From an Angel to Devil...BAKERSFIELD 129		
DICK VALE—Sure 'Nuff/Rock-a-Billy Blues...CORAL 61844		
JERRY VALE—Love in the Afternoon/I'm Ashamed...COLUMBIA 40941		
JERRY VALE—Don't You Know Me Anymore?/For You, My Love...COLUMBIA 40880		
JOE VALINO—Tears (That I Cry Over You)/It Be Good...VIK 0275		
JUNE VALLI—Strictly Sentimental/Will You Love Me Still?...VICTOR 6852		
MAMIE VAN DOREN—Salammander/Go, Go Calypso...PREP 100		
DENNY VAUGHAN—Heart Beats Once Again...GLORY 261		
BILLY VAUGHN—Johnny Remain/Naughty Annetta...DOT 15598		
BILLY VAUGHAN—Ve' Berriquito/Tell My Love...DOT 15575		

(Continued on page 50)



SHELLY MANNE, considered one of the all-time great jazz drummers, is a past winner of Down Beat and Metronome popularity polls. The latter named him "Musician of the Year" in 1955. He formed his own quintet in the fall of 1955 and prior to that co-fronted a group with Shorty Rogers, was a member of Howard Rumsey's Lighthouse All-Stars, played with Stan Kenton, and did free lance work for movies, radio, TV and night clubs. He was born in New York in 1920 and at 18 joined the union. He served three and a half years in the U. S. Coast Guard and credits most of his jazz education to the many hours spent in the night spots on 52d Street. His album, "My Fair Lady," on the C-temporary label, is high on the Top Jazz Albums Chart for 1957.

*It's New!  
It's Terrific!  
It's...*



# MICKEY & SYLVIA



**"LOVE IS  
A TREASURE"**

b/w

**"LET'S HAVE  
A PICNIC"**

VIK X/4X-0290



SINGLES

Popular

Continued from page 48

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries like BILLY VAUGHN ORK - The Ship That Never Sailed, DENNY VAUGHAN - Since You Went Away, etc.

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries like VICKI YOUNG - I'll Never Ask for More/Forbidden Fruit, VICKI YOUNG - Pen and Paper Sweetheart, etc.

Country & Western

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries like BARBARA ALLEN - Between Now and Then/Make Up Your Mind, REX ALLEN - Money, Marbles and Chalk, etc.

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries like RUDY GRAYZELL - Let's Get Wild/Red Lips, ANDY GRIFFITH - Closer Walk With Thee/Free Man in the Morning, etc.

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries like WAVE RAY - Burning Desire/Two Red Lips, JERRY REED - Forever/It's High Time, GLENN REEVES - She Traded Her Pig-tails for a "Ton"/I Found a Dream, etc.

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries like WAVE RAY - Burning Desire/Two Red Lips, JERRY REED - Forever/It's High Time, GLENN REEVES - She Traded Her Pig-tails for a "Ton"/I Found a Dream, etc.

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries like WAVE RAY - Burning Desire/Two Red Lips, JERRY REED - Forever/It's High Time, GLENN REEVES - She Traded Her Pig-tails for a "Ton"/I Found a Dream, etc.

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries like CHUCK BERRY - Oh Baby Doll/La-Jaunda, CHUCK BERRY - School Day/Deep Feeling, etc.

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries like CHUCK BERRY - Oh Baby Doll/La-Jaunda, CHUCK BERRY - School Day/Deep Feeling, etc.

Advertisement for 'are you a hip lover?' featuring a large male symbol graphic.

Advertisement for 'Prurience alone won't do it!' featuring a large female symbol graphic.

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries like FAYE ADAMS - Keeper of My Heart/So Much, THE ARGYLES - Every Time You Smile/Moonbeam, etc.

(Continued on page 52)



# CARL SMITH

Why, Why  
*b/w*  
Emotions  
4-40984-c



# JOHNNY HORTON

I'll Do It Every Time  
*b/w*  
Let's Take the Long  
Way Home  
4-40986-c



# LEE EMERSON

Start All Over  
*b/w*  
Do You Think  
4-40985-c



# WAYNE WALKER

Sands of Gold  
*b/w*  
Just A'Walkin' Around  
4-40979-c



# GEORGE MORGAN

Our Summer Vacation  
*b/w*  
It Always Ends Too Soon  
4-40978-c

THE SURE-FIRE

HITS ARE ON

THE HOTTEST COMPANY IN

**COLUMBIA RECORDS**

THE BUSINESS

A DIVISION OF CBS  
© "Columbia"                 

SINGLES

Rhythm & Blues

Continued from page 50

Table with columns: Artist, Song Titles, Label & No. Includes entries like THE COLONAIRES, KING CURTIS, LARRY DALE-COOTIE WILLIAMS, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries like JOHN LEE HOOKER, LIGHTNIN' HOPKINS, THE HURRICANES, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries like THE MOONGLOWS, TOMMY MOSLEY, GENE MUMFORD, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries like LYMON HOPKINS & THE CHESTNUTS, AL WHITFIELD & PANCHE VILLA, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries like STEVE ADAMCZYK, KENNY BASS & HIS POLKA POPPERS, etc.

Advertisement for 'are you a hip lover?' featuring a large arrow graphic pointing towards the text.

Advertisement for 'Concupiscence is not enough!' featuring a large arrow graphic pointing towards the text.

Advertisement for 'Children', 'Latin American', and 'Jazz' sections, listing various artists and their works.

Advertisement for 'Sacred', 'Religious', and 'Folk' sections, listing various artists and their works.

# Heading for the "Hit Parade"

## Tommy Leonetti

### "PRECIOUS LOVE"

b/w

### "I'd Climb the Highest Mountain"

Vik X/4X-0286



**Vik Best Buys**



*A Thrilling New Voice!*

## Gene Morris

### 'I'VE GOT A LOVE'

b/w

### 'LOVIN' HONEY'

Vik X/4X-0287

*She's Young (ONLY 16)*

*She Sings (ONLY THE GREATEST)*



## Annie Alford

### 'TEMPORARILY BLUE'

b/w

### 'EASY EASY BABY'

Vik X/4X-0288

**Vik records**  
A Product of Radio Corporation of America

SINGLES

Religious

Continued from page 52

Table with 3 columns: Artist, Song Title, Label & No. Includes entries like GEORGE BEVERLY BREA, THE VOYAGERS.

ALBUMS

Popular

Table with 3 columns: Artist, Song Title, Label & No. Includes entries like ABOUT THE BLUES, ADVENTURE IN THE SUN, ALONE, AND THE BANJOS SING.

Table with 3 columns: Artist, Song Title, Label & No. Includes entries like MARTHA DAVIS & SPOUSE, MEYER DAVIS CORDIALLY INVITES YOU.

Table with 3 columns: Artist, Song Title, Label & No. Includes entries like MONTOVANI FILM ENCORES, FREDDY MARTIN AT THE COCONUT GROVE.

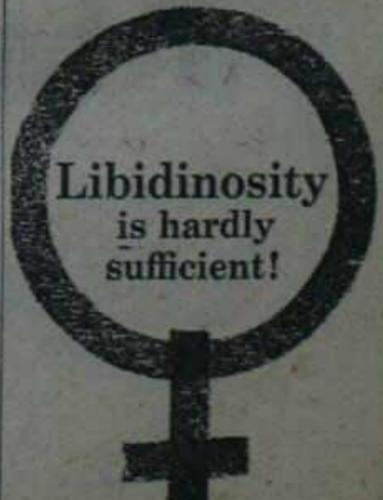
Table with 3 columns: Artist, Song Title, Label & No. Includes entries like SONGS AND DANCES OF THE UKRAINE, SONGS FROM WALT DISNEY'S 'LADY & THE TRAMP'.

Table with 3 columns: Artist, Song Title, Label & No. Includes entries like Detroit Symphony (Parry), BIZET: CARMEN SUITES (1 & 2).

Classical

Table with 3 columns: Artist, Song Title, Label & No. Includes entries like ERNEST ANSERMET (1-12) L'Orchestra De La Suisse Romande.

Table with 3 columns: Artist, Song Title, Label & No. Includes entries like EARLY ITALIAN MUSIC, VOL. I, EARLY ITALIAN MUSIC, VOL. II.



(Continued on page 56)



*Starr Sales Sky-high!*

# Kay Starr

*sings her greatest hit  
since  
"Rock and Roll Waltz"*



**MY  
HEART  
REMINDS  
ME**

b/w FLIM FLAM FLOO

47/20-6981



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



**ALBUMS**

**Classical**

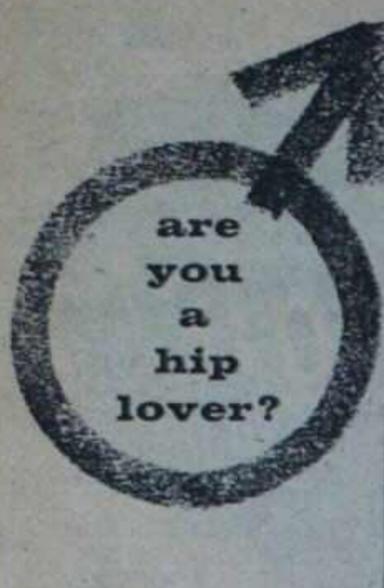
Continued from page 54

Artist	Song Titles	Label & No.
Berlin Motet Choir; Berlin Radio Symphony (Frisca)	.....	Decca DXH-143
GREAT ARTISTS AT THEIR BEST, VOL. 3—OPERA STARS (1-12")	.....	RCA Camden CAL 346
GREAT ARTISTS AT THEIR BEST, VOL. 4—INSTRUMENTALISTS (1-12")	.....	RCA Camden CAL 351
GRIEG: PEER GYNT SUITES NOS. 1 & 2; FOUR NORWEGIAN DANCES (1-12")—Philharmonia Orch. (Svensk)	.....	Angel 35425
GRIEG: PEER GYNT SUITES NOS. 1 & 2; PIANO CONCERTO IN A MINOR (1-12") Boukoff, Philharmonic Symphony Orch. of London (Rodzinski)	.....	Westminster XWN 18231
GRIEG: SINGURD JORSALPAR SUITE; TWO ELEGIAC MELODIES; SYMPHONIC DANCES (1-12") (Hamberg Symphony (van Remoortel)	.....	Vox PL 10330
HAYDN: CONCERTO IN D MAJOR; BACH: CONCERTO IN D MINOR (1-12") Sylvia Marlowe, Violin and Conductor of the Concert Arta Chamber Orch.	.....	Capitol P 8375
HAYDN SYMPHONIES NOS. 86 & 92 (1-12") Scarlatti Orch. (Caracciolo)	.....	Angel 35325

Artist	Song Titles	Label & No.
HAYDN: SYMPHONIES NOS. 45 & 82 (1-12") Southwest German Radio Orch. (Reinhardt)	.....	Vox PL 10340
A HI-FI CARNIVAL WITH STRAUSS (1-12") Vienna State Opera Orch. (Paullik)	.....	Vanguard VRS 498
HI-FI HI-JINKS WITH STRAUSS (1-12") Vienna State Opera Orch. (Paullik)	.....	Vanguard SRV 104
HI-FI IN THE MAKING (1-12") Boulthrears and performs Britton's "Young Persons Guide to the Orchestra"	.....	Westminster XWN 18372
HI-FI FOR ORCHESTRA (1-12") Philharmonic Symphony Orch. of London (Quadrli)	.....	Westminster XWN 18451
HINDEMITH: MATHIS DER MALER; TOCH: SYMPHONY NO. 3 (1-12") Pittsburgh Symphony (Steinberg)	.....	Capitol P 8364
HOROWITZ IN RECITAL (1-12")	.....	RCA Victor LM 1957
INTRODUCTION TO (1-12") Symphony Orchestra conducted by Allan Walker	.....	Westminster WF 6040
ITALIAN CHAMBER MUSIC (1-12") Soloists and Orch. of the Societas Musica of Copenhagen	.....	Vanguard 566
ITALIAN SONGS FOR SOLO VOICE (1-12") Alfred Deller, Counter-Tenor	.....	Vanguard BG-565
ITURBI TREASURES (1-12")	.....	Angel 35347
BYRON JANIS PLAYS CHOPIN (1-12")	.....	RCA Victor LM 2091
KHACHATURIAN CONDUCTS KHACHATURIAN—PIANO IN D FLAT; KABALEVSKY CONDUCTS KABALEVSKY—PIANO CONCERTO NO. 3	.....	.....

Artist	Song Titles	Label & No.
(1-12") Orbin and Gilele, State Radio Orchestra of the U.S.S.R.	.....	Westminster XWN 18356
KHACHATURIAN: CONCERTO FOR VIOLIN AND ORCHESTRA (1-12") Ricci, London Philharmonic Orch. (Foltari)	.....	London LL 1537
KHACHATURIAN: GAYNE BALLETT SUITE; MOUSSORGSKY: A NIGHT ON BALD MOUNTAIN; BORIDIN: PRINCE IGOR OVERTURE; ON THE STEPPES OF CENTRAL ASIA; RIMSKY-KORSAKOV: FLIGHT OF THE BUMBLE BEE (1-12") Halle Orch. (Weldon)	.....	Mercury MG 50137
KODALY: HARY JANOS SUITE; BANTOK: HUNGARIAN SKETCHES; ROMANIAN FOLK DANCES (1-12") Minneapolis Symphony Orch. (Derati)	.....	Mercury MG 50132
DINU LIPATTI—HIS LAST RECITAL (1-12")	.....	Angel 35568
LIADOV: EIGHT RUSSIAN FOLK SONGS; KIKI MORA; THE ENCHANTED LAKE; RABA YAGA; BALAKIREV: ISLAMEY (1-12") Bamberg Symphony (Perica)	.....	Vox PL 10-280
LISZT: PIANO CONCERTO NO. 1 IN E FLAT; CHOPIN: PIANO CONCERTO NO. 2 IN F (1-12")—Penna, the Concert Arts Orch. (Golschmann)	.....	Capitol P 8366
LISZT: PIANO CONCERTO NO. 1 IN E FLAT; GRIEG: PIANO CONCERTO IN A MINOR (1-12")—Fazzell, Halle Orch. (Weldon)	.....	Mercury MG 50126
LUENING-USSACHEVSKY: A POEM IN CYCLES AND BELLS; USSACHEVSKY: PIECE FOR TAPE RECORDER; LUENING-USSACHEVSKY: SUITE FROM "KING LEAR"; BERGSM: THE FORTUNATE ISLANDS (1-12") Royal Danish-Radio Orch.; Orch. of the Accademia Nazionale di Santa Cecilia, Roma (Lorenz) (Antonini)	.....	Composers Recordings CB 112
MACDOWELL: PIANO CONCERTOS NOS. 1 & 2 (1-12") Rivkin, Vienna State Opera Orch. (Dixon)	.....	Westminster XWN 18376
MENDELSSOHN: CONCERTO IN E MINOR; BRUCH: CONCERTO IN G MINOR (1-12") Ricci, the London Symphony (Gamba)	.....	London LL 1684
MENDELSSOHN: SONGS WITHOUT WORDS (1-12") Walter Gieseking, Piano	.....	Angel 35428
MENDELSSOHN: VIOLIN CONCERTO; BEETHOVEN: ROMANCES (1-12") Martzy, Philharmonia Orch. (Kietzki)	.....	Angel 35236
MENOTTI: THE UNICORE, THE GORGON AND THE MANTICORE (1-12") New York City Ballet (Schipper)	.....	Angel 35437
MILLOCKER: THE BEGGAR STUDENT (1-12") Chorus and Orch. of the Vienna State Opera (Paullik)	.....	Vanguard VRS 1004
MONTEVERDI: IL BALLO DELLE INGRATE (1-12") Alfred Deller, Cond.	.....	Vanguard BG 567
MOZART: CONCERTO NO. 5; RACH: CONCERTO NO. 1 FOR VIOLIN (1-12") Mjstein, the Festival Orch. (Blech)	.....	Capitol P-8362
MOZART: CONCERTO NO. 17 IN G MAJOR; CONCERTO NO. 25 IN C MAJOR (1-12") Serkin, the Columbia Symphony Orch. (Seel)	.....	Columbia ML 5169
MOZART: CONCERTO NO. 21 IN C; CONCERTO NO. 27 IN B FLAT (1-12") Serkin, the Columbia Symphony Orch. (Schneider)	.....	Columbia ML 5033
MOZART: LA FINA SEMPLICE (2-12") Soloists and Camerata Accademia Dei Salzburger Mozarteum (Baumgardner)	.....	Epic SC 6021
MOZART: REQUIEM MASS IN D MINOR (1-12") Royal Philharmonic (Benclum)	.....	Columbia ML 5160
MOZART: SERENADES NOS. 6 ("SERENATA NOTTURNA") & 9 ("POST-HORN") (1-12") Pro Musica Orch., Stuttgart (van Remoortel)	.....	Vox PL 8899
MOZART: SERENADE FOR WIND INSTRUMENTS (1-12") Berlin Philharmonic (Lehmann)	.....	Decca DL 9618
MOZART: SERENADE NO. 9; SYMPHONY NO. 28 (1-12") Concertgebouw Orch. of Amsterdam (Van Beinum)	.....	Epic LC 3354
MOZART: SYMPHONIES NOS. 33 & 36 (1-12") Symphony Orch. of the Bavarian Radio (Jochum)	.....	Decca DL 9620
OFFENBACH: LA VIE PARISIENNE (1-12") Soloists of the Rene Allt Chorus and Orch. (Cariven)	.....	Epic LC 3344
OFFENBACH: LA VIE PARISIENNE (1-12") L'Orchestra de la Radio-Télévision Nationale Française (Allat)	.....	Cenard 3006
OPERATIC ARIAS FOR BASS, VOL. II (1-12") Fernando Cortez	.....	London LL 1636
OPERATIC RECITAL (1-12") Anita Cerquetti	.....	London LL 1691
OPERATIC RECITAL (1-12")—Giulietta Simonato	.....	London LL 1580

Artist	Song Titles	Label & No.
OPERATIC RECITAL BY CESARE SIEPI, NO. 2 (1-12") the Vienna Philharmonic Orch. (Krips)	.....	London LL 1514
ORGAN MUSIC OF SPAIN AND PORTUGAL (1-12") F. Power Biggs	.....	Columbia KL 5167
OVERTURES AND MARCHES (1-12") Orch. Des Concerts Lamoureaux and the Concertgebouw Orch. of Amsterdam (Van Kempen)	.....	Epic LC 3349
PAGANINI-KREISLER: CONCERTO IN ONE MOVEMENT; SAINT-SAENS: CONCERTO NO. 3 IN B MINOR (1-12") Campoli, the London Symphony Orch. (Gamba)	.....	London LL 1624
PALESTRINA: MISSA PAPA MARCELLI (1-12") Vienna Akademie Kammerchor (Theuring)	.....	Westminster XWN 18364
PARAY: MASS COMMEMORATING THE 500TH ANNIVERSARY OF THE DEATH OF JOAN OF ARC (1-12") Soloists with the Detroit Symphony Orch. (Paray)	.....	Mercury MG 50128
PISTON: SYMPHONY NO. 6; FANTASIES SYMPHONIQUES (1-12") Boston Symphony (Munch)	.....	RCA Victor LM 2083
PRELUDE TO ROSSINI—SIX FAVORITE OVERTURES (1-12") Berlin Philharmonic Orch., RIAS Symphony Orch., Berlin (Frisca)	.....	Decca DL 9962
PROKOFIEFF: SYMPHONY NO. 7 (1-12") Philharmonia Orch. (Mallo)	.....	RCA Victor LM 2092
PUCCINI: "T O S C A" HIGHLIGHTS (1-12") Tebaldi	.....	London LL 1649
RACHMANINOFF: PIANO CONCERTO NO. 2; TCHAIKOVSKY: PIANO CONCERTO NO. 1 (1-12") (Fernando, Vienna State Opera Orch. (Scherchen)	.....	Westminster XWN 18378
RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI; FRANCK: SYMPHONIC VARIATIONS; DELIUS: IRMELIN PRELUDE (1-12") Fielder, the Cleveland Orch. (Seel)	.....	Epic LC 3330
RACHMANINOFF: SYMPHONY NO. 2 (1-12") State Radio—Orch. of the U.S.S.R. (Gauk)	.....	Westminster XWN 18424
RESPIGHI: THE FOUNTAINS OF ROME; BRAZILIAN IMPRESSIONS	.....	.....



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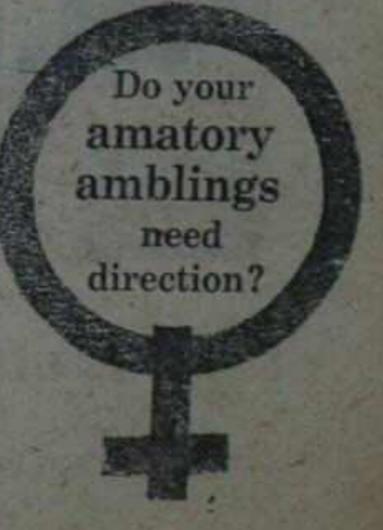
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**JOHNNY LEE**

**YOU'RE CRAZY**

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ALBUMS

Classical

Continued from page 56

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries for Stravinsky, Tchaikovsky, and others.

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries for Stravinsky, Tchaikovsky, and others.

Jazz

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries for All-Day Long, Chico Hamilton Quintet, etc.

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries for All-Day Long, Chico Hamilton Quintet, etc.

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries for Chico Hamilton Quintet, Handful of Keys, etc.

Table with 3 columns: Artist, Song Titles, Label & No. Includes entries for Norman Simmons Trio, Zoot Sims Goes to Jazzville, etc.

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 BONNETS FROM THE PORTUGUESE..... THE BARRETT'S OF WIMPOLB STREET—Katherine Cornell; Anthony Quinn..... CAEDMON TC 1071

**Documentary**

THE AUTOMOBILE—THE SOUNDS OF 50 YEARS..... UNICORN UDS 1  
 CAST THE FIRST STONE—Produced by Judas John M. Murtagh and Sara Harris..... DOLPHIN DOCUMENTARY 1

**Band**

AN ALBUM OF MILITARY BAND MUSIC—Band of the Grenadier Guards, Major E. J. Harris, Cond..... LONDON LL 1622  
 THE AMERICAN SCENE—Band of Her Majesty's Welsh Guards, Major F. L. Scatham, Cond..... VOX VX 25-280  
 BRASS AND PERCUSSION — Morton Gould and His Symphony Band..... VICTOR LPM 2080  
 CIRCUS TIME—Ringling Brothers & Barnum and Bailey Circus Band; Merle Evans, Cond..... DECCA DL 8451  
 HI-IT WITH THE GRENADEIER GUARDS — Band of the Grenadier Guards, Major F. J. Harris, Cond..... LONDON LL 1623  
 HYMNOS NACIONALES (NATIONAL ANTHEMS)—Banda De Aviazione Espanola, Manuel Gomez De Arriba, Cond..... MONTILLA FM 95  
 HOLIDAY IN ENGLAND—Band of the Grenadier Guards, Major F. J. Harris, A.R.C.M., M.B.E., LONDON LL 1621  
 I LOVE TO HEAR A BAND—Edwin Franky Goldman Band..... DECCA DL 8445  
 PIPES AND DRUMS OF THE 48TH HIGHLANDERS OF CANADA—DeWitt, Pipe Major; W. P. Elms, Drum Major..... COLUMBIA CL 972

**International**

ANTHEMS AND SONGS—The Royal Australian Air Force Band; Sq. Leader L. H. Hick, L.R.A.M., A.R.C.M., Cond..... EPIC LN 3320  
 IN THE LAND OF OOM PAH PAH—Karl Van Stevens Ork..... MERCURY MG 20241  
 LOVE ME IF YOU WANT TO—Nilla Pizzi..... VICTOR LPM 1228  
 SZIGANE—Ork of the Hungarian National Ballet, VOX VX 25-330  
 SOUVENIR OF VIENNA—Jaro Schmeidl and His Schrammel Ensemble..... ANGEL 65033  
 VIENNA'S FAVORITE SONGS—Erich Kunz..... ANGEL 65034

**Latin American**

CHA-CHA-CHA IF YOU PLEASE — Manny Lopez Ork, VICTOR LM 1409  
 CUBAN JAM SESSION—Julio Gutierrez..... PANART LP 6000  
 CUBA'S QUEEN OF RHYTHM—Celia Cruz..... SEECO SCLP 9101  
 KISS OF FIRE—De Los Rios..... COLUMBIA CL 965  
 JOE LOCO PLAYS THE CLASSICS..... SEECO CELP 406  
 LET'S DANCE THE CHA-CHA-CHA—Various Orks..... SEECO SCLP 9096  
 RHYTHMS OF THE SOUTH—Edmundo Ross Ork..... LONDON LL 1812  
 A TOUCH OF ARGENTINA—Hector Varela & His Tango Ork..... EPIC LN 3346

**Folk**

AFRICANA SUITE AND SONGS OF SPIRIT AND HUMOR—Marais and Miranda..... DECCA DL 9047  
 AMERICANO BANJO—Scroggs Style..... FOLKWAYS FA 2314  
 AMERICANA BY WIN STRACKE..... BALLY BAL 12013  
 AMERICA'S BEST LOVED FOLK SONGS—Milt Okun, BATON BL 1203  
 BARROOM BALLADS—Ed McCordy..... RIVERSIDE RLP 12-807  
 CALYPSO—The Fabulous McClevery's..... VERVE MG 2034  
 CALYPSO CARNIVAL—The Duke of Iron..... VICTOR LPM 1386  
 THE CALYPSO CARNIVAL..... COLUMBIA CL 1007  
 CALYPSO DANCE PARTY — Candido Calypso & Girl..... ABC-PARAMOUNT ABC 178  
 CARIBBEAN CALYPSOS — Various Orchestras..... VOX 25-420  
 WALT DISNEY PRESENTS FOLK SONGS FROM THE FAR CORNERS—Frances Archer and Beverly Gile, Camilla Ork..... DISNEYLAND WDL 3006  
 FLAMENCO—Vicente Escudero..... COLUMBIA CL 982  
 G.I. AMERICAN ARMY SONGS—Oscar Brand, Asst. by Fred Hellerman..... RIVERSIDE RLP 12-629  
 GOOMBAY! — THE AUTHENTIC CALYPSO BEAT OF THE BAHAMAS—Rebecca Coakley's Emerald Beach Hotel Ork..... DECCA DL 8459  
 ITALIANO—Joe Dainy Ork..... ERA 20009  
 I COME FOR TO SING—Bob Gibson..... RIVERSIDE RLP 12-806  
 JEWISH FOLK SONGS — Martha Schlamme..... VANGUARD VRS 9011  
 TERESA LEA AND HER SINGING GUITAR-FOLK SONGS..... ABC-PARAMOUNT ABC 161  
 MARIANNE AND OTHER SONGS YOU'LL LIKE—The Easy Riders..... COLUMBIA CL 990

**Artist**      **Song Title**      **Label & No.**  
 MY SONGS—Roland Hayes..... VANGUARD VRS 494  
 SUSAN REED..... ELEKTRA 114  
 SABICAS—THE GREATEST FLAMENCO GUITARIST..... ELEKTRA 117  
 SABICAS, VOL. II..... ELEKTRA 121  
 SONGS OF THE SEA—Alan Mills..... FOLKWAY FA 2312  
 SQUARE DANCES—Juneau MacGregor Mac..... CAPITOL T 842  
 SWINGIN' CALYPSOS—Lord Flea and His Calypsonians..... GLORY PG 1200  
 THE TARRIERS..... GLORY PG 1200  
 THAT SHE BLOWS—A. L. Lloyd and Ewan MacColl, RIVERSIDE LP 12-635  
 WANDERING GYPSIES—Misch Mitchell-off & His Symphonic Gypsies..... VICTOR LPM 1381  
 THE WEAVERS AT CARNEGIE HALL..... VANGUARD VRS 9010  
 JOSE WHITE SINGS BALLADS-BLUES..... ELEKTRA 114  
 THE JOSE WHITE STORIES, VOL. 2..... ABC-PARAMOUNT ABC 166  
 THE WORLD OF WILL HOLT..... CORAL CRL 57114  
 YARNS AND SONGS — Fess Parker..... DISNEYLAND WDL 3007

**Rhythm & Blues**

EDDIE MY LOVE—The Teen Queens..... CROWN CLP 5022  
 THE GREATEST ROCK AND ROLL—Various Artists..... ATLANTIC 8001  
 HERE'S LITTLE RICHARD — Little Richard..... SPECIALTY 100  
 SINGIN' THE BLUES — B. B. King..... CROWN CLP 5020

**Children**

ALICE IN WONDERLAND; MANY MOONS; THE EAGER PIANO—Jane Powell..... COLUMBIA CL 956  
 BAMBI (SOUNDTRACK)..... DISNEYLAND WDL 4010  
 DUMBO (SOUNDTRACK)..... DISNEYLAND WDL 4013  
 TRUE ADVENTURES (SOUNDTRACK)..... DISNEYLAND WDL 4011  
 CALYPSO SONGS FOR CHILDREN—Eli and Michelle Clark..... COLUMBIA CL 905  
 A FIRST RECORD FOR CHILDREN—Dotty Evans, Tom Glazer, Robin Morgan..... COLUMBIA CL 690  
 BURL IVES SINGS..... COLUMBIA CL 910  
 CAPTAIN KANGAROO'S "TREASURE HOUSE"—Bob Keeshan with Orchestra and Chorus..... COLUMBIA CL 687  
 PINOCCHIO—Paul Winchell & Jerry Mahoney..... DECCA DL 8463  
 TUBBY THE TUBA; ADVENTURES OF A ZOO; STORIES OF CELESTE—Paul T. Johnson, Narrator, with Stuttgart Symphony Orchestra..... GOLDEN RECORD GRC 8

**Country & Western**

BARFOOT BALLADS — Homer and Jethro..... VICTOR LPM 1412  
 BIMBO—Jim Reeves..... VICTOR LPM 1410  
 COUNTRY AND WESTERN JAMBORÉE—Hank Snow, VICTOR LPM 1419  
 JIM EDWARD, MAXINE AND BONNIE BROWN..... VICTOR LPM 1438  
 FIRE ON THE STRINGS—Joe Maphis..... COLUMBIA CL 1005  
 HANK!—Hank Thompson..... CAPITOL T 826  
 HILLBILLY HIT PARADE — Various Artists..... MERCURY MG 20282  
 SONGS OF MARVIN RAINWATER..... M-G-M E 3534  
 THE SONG OF ROBBINS—Marry Robbins..... COLUMBIA CL 976  
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 NEARER MY GOD TO THEE—Louvin Brothers..... CAPITOL T 825  
 OMAR KHAYYAM—Soundtrack..... DECCA DL 8449  
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 BILLY GOAT POLKA—Steve Adamczyk and His Hungry Six..... DANA DLP 1228  
 DANCE NIGHT WITH (WHOOPEE) JOHN WILFAHRT AND HIS ORK..... DECCA DL 8430

**Artist**      **Song Title**      **Label & No.**  
 DOMINO POLKA — Ray Henry Ork..... DANA DLP 1208  
 POLKA—Walter Sutek Ork..... DANA DLP 1226  
 POLKAS WITH EDDIE ZAMA AND HIS ORK..... DANA DLP 1216  
 IT'S POLKA NIGHT—Frankie Yankovic and His Yanks..... COLUMBIA CL 974  
 NIAGARA FALLS POLKA — Gene Winickowski Ork..... DANA DLP 1230  
 PLAY A POLKA—Wayna King Ork..... DECCA DL 8441  
 POLKA—Walt Gard & Adam Nowicki Orks..... PIKNIK PLP 504  
 POLKA—Ted Tyle..... ROULETTE R-25011  
 POLKA—Steve Adamczyk Polka Band..... CAPITOL T 803  
 THE POLKA HABAT—Eddie Habat Ork and Sokach-Habat Ork..... DECCA DL 8443  
 POLKA LOVERS' TIME—Kenny Bass and His Polka Poppers..... CORAL CRL 57102

**Specialty**

LET'S PLAY BONGO'S..... INFIDELITY 803  
 MOODS-IMPRESSIONS-FANTASIES — New Concert Orchestra, Nat Nyl, Cond..... VOX VX 25-270  
 NOSTALGIA IN HI-FI—Recorded at the Musical Museum, Deansboro, N. Y..... GOLDEN CREST CR 4002  
 THE PRIDE AND THE PASSION (SOUNDTRACK)..... CAPITOL W 873  
 REVIVALIST SONGS — Renee Mariz..... LONDON LL 1574  
 SAINT JOAN—Soundtrack..... CAPITOL W 863

**Novelty**

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 MISH MOSH—Mickey Katz..... CAPITOL T 799

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DAME DREAMING — Bill Doggett..... KING 532  
 MUSIC FOR BRASS—The Brass Ensemble of the Jazz and Classical Music Society; Dimitri Mitropoulos and Gunther Schuller, Conductors..... COLUMBIA CL 941  
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 HERE COMES FATS — Fats Domino..... IMPERIAL EP 147  
 BILL KENNY (MR. INK SPOT)..... VIK EXA-295  
 MY BLUE HEAVEN—THE GENE AUSTIN STORY..... VICTOR EPA 4057  
 PEACE IN THE VALLEY—Elvis Presley..... VICTOR EPA 45054  
 SIL, YOU'RE CRAZY! MERCURY EP-13349; GO, SIL, GO! MERCURY EP-13348; THE BAND WITH THE BEAT — All by Sil Austin Ork..... MERCURY EP-13347  
 TEEN-AGERS DANCE THE HONKY Tonk—Dayton Seiby, Organ, Wilton Barion, Tenor Sax..... VICTOR EPA 4055  
 TODAY'S HITS—Robert Alda..... RCA CAMDEN CAE 402

**VOX JOX**

*Continued from page 47*

ments of the storm to the people of Fargo thruout the Gale... Don Bell, KIOA, Des Moines, now has over 7,000 members in his Teen-Age Teen Aid Club

CHANGE OF THEME: Jazz jock Rocky Clark, WICC, Bridgeport, Conn., celebrated his "Rock 'N' Rhythm" show's 15th anniversary last week with a special hour-long broadcast, featuring outstanding jazz wax of the past three decades. . . . Another jazz jock, Morrie Rosen, WWYO, Pineville, W. Va., is anxious to contact jazz labels, with a view toward lining up more jazz platters for his daily show. . . . "Frosty" Mitchell joined KIOA, Des Moines, Ia., last week in the 8 p.m. to midnight spot.

New spinner at WOKO, Albany, N. Y., is Jim Ford, formerly with WSPN, Saratoga Springs, N. Y. . . . Terrell Metheny, recently discharged from the U. S. Army, has joined KWOS, Jefferson City, Mo. In addition to a daily morning show, Metheny emcees an hour and a half jazz show on Saturdays.

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## THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips



The current Capitol program is tagged "Spectacular" and that's the word for the wealth of display material being made available to dealers. The array is dominated by a Stokowski display, includes huge banner, browser dividers, special display for Milstein, Steinberg, James Dean and Jackie Gleason releases.

## Dealers Sound-Off On Rack-Jobbing

By RALPH FREAS

Traditionally, record-phono dealers have strongly resisted any form of merchandising they regard as directly competitive with them. They have been particularly vocal with regard to rack-jobbing.

On a recent Billboard survey, many dealers took the opportunity to sound off against this development by writing in comments on their questionnaires. Because these comments are fairly typical of dealer attitudes, we reprint some of them below.

### Loss of a Sale

An upstate New York dealer writes, "Altho Capitol and others state that rack-jobbers have no effect on retail operators, we have noticed two definite factors. In our area, many new releases are on the racks before we even become aware of their existence. We not only see them but are frequently told by our customers in one or two ways: (1) 'Oh, I bought that in the supermarket two weeks ago.' (2) 'That can't be very good—I saw it in one of the supermarkets.' From either angle, it does

affect the record shop in precisely the same way—the loss of a sale."

### Wants More Facts

A Tennessee dealer writes, "I keep hearing about rack-jobbers. How do they do business? If it is true that they are open to deals that the companies do not even give to their distributors, why?"

"Some people think that the record business is hard up because they are even having to put records in food stores, drug stores, etc. Is this true? Do rack jobbers do anything to promote records or are they eating off the fat of the land that dealers and distributors have been working so hard to cultivate for the last 15 years?"

"These are things that have been asked me. I may seem like a two-year-old, but I just don't know what to tell them. All I know is that I think racks are a very poor way to sell records and do not see them as one of the best things for records. I wish I knew more facts."

### Doing More Damage

An Ohio dealer writes, "Rack-jobbers are doing more damage to the record industry than any other group of faults. Racks keep the record customers out of the record stores. Thus, there is no opportunity to sell catalog. Rackers get the extra 10 or 15 per cent, a 100 per cent return and only sell hits. An easy life, I say. Therefore, we hold nothing sacred toward the record companies. It seems more an attitude of do 'em before they do you."

To these and other dealers who hold similar opinions, The Billboard recommends careful study of the material dealing with rack-jobbing in earlier issues. It may shed some light on this problem and point a future direction for dealers to take.

## SALES SHOWMANSHIP

# Denver Dealer Cuts Loss, Ups Sales With 45 Rack

- Colorful panel displaying top 40 45 singles in Denver market is real attention-getter.
- Picks for Future Popularity is display feature which helped to more than quadruple volume

By ROBERT LATIMER

A simple bit of showmanship in the display of 45 r.p.m. singles has not only boosted sales from an average of 125 per week to 700 per week, but has also eliminated pilferage loss and other drawbacks for Aber's of Boulder, record retailers in Boulder, Colo.

### Labor More Than Profit

Development of the huge display panel came when Lyle Aber, owner of two large record shops in this Colorado university community, became irritated with the slow turnover and high ratio of labor versus profit which 45 r.p.m. singles showed. "I knew that we were at fault ourselves," he said, "since we were using a thoroughly uninspired type of display method, with records simply shown in self-service containers and a little more than a list of the top 40 in the way of promotion. I realized that what was needed was some more emphatic type of display, one which would catch more attention, remind store shoppers of specific labels and artist, all in a compact space."

After giving the matter some thought, the Colorado record dealer decided to do away with all of the former display methods used with singles in favor of the big, colorful panel.

### Color Gets Attention

Finished in bright yellow, standing seven feet high by seven feet wide, this single fixture consolidates all 45 r.p.m. display in the store in a series of 40 slots, each slot numbered from 1 to 40, representing the 40 top tunes as suggested by radio station KOSI, in numerical sequence. As shown, each of the slots is not only plainly identified by a number, three inches high, but, likewise, uses a three by four-inch white card with letters of similar size to identify the record contained. In that way the customer with a glance at the board can determine the exact popularity standing of a specific number which interests him and is certain to note a number of other titles which interest them in the process. In addition to the top 40, five slots across the bottom of the big panel display board are identified as "KOSI Pick for the Future Popularity."

### Immediate Results

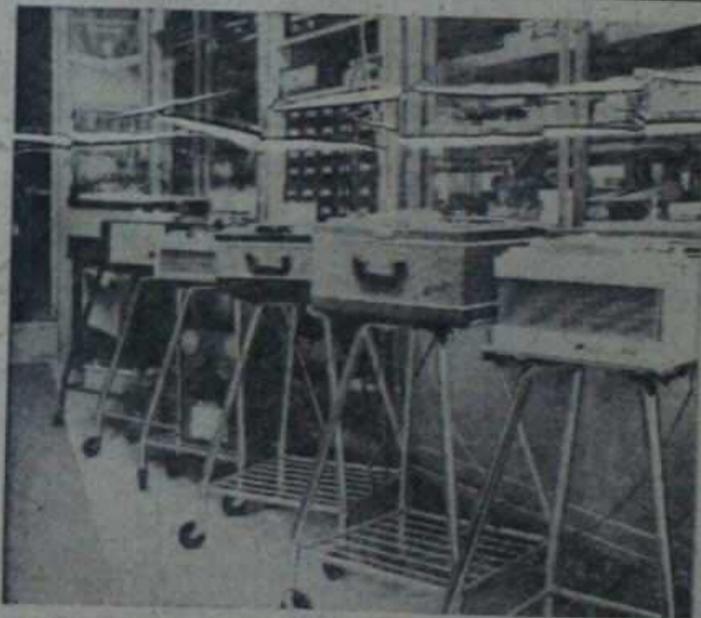
Because of the easy readability which is featured thruout and the physical positioning of the records in popularity sequence, the board had an immediate and far-reaching result, Aber indicated. "Our sales began skyrocketing," he said, "to the point that we used to order five and 10 copies of each popular new number, we began ordering 15 and then 25. The sole reason was simply that the panel display attracted a lot of attention, stimulated curiosity, as record customers compared the numbers with the title. We found that two new selling forces had entered into the picture as well. Our singles customers began buying from the lower end of the popularity list as well as the top, most of them explaining that in buying records rated as number 25, number 23, they would enjoy the record for a longer period of popularity.

singles in a single month, but with this system any loss shows up immediately and we can police the record rack far more efficiently."

### Booths Strategically Placed

The bulk of the stock is located beneath the counter, immediately to the left of the wall panel, and here, one or two counter girls who are always on duty at the big downtown Aber's store, simply issues the records, and calls attention to four open, acoustical stand-up booths, directly opposite the counter. Since during all the playing operation the customer is only a few feet away from the counter, there is little likelihood that the records will be pocketed.

It required only three months for Aber's to build up to a 700 per month average, representing a thorough healthy profit. Located near Colorado's big University of Colorado, with 10,000 students on the roster, handling of 45 r.p.m. singles is a "must." With the panel system, magnification of titles and numbers, plus safeguards against pilferage, they have become a much more important segment of the yearly gross.



BRASS TV TABLES are utilitarian as well as good-looking tape recorder display stands. Large rubber casters make display mobile and simplify demonstration. Recorders may be swung around as model features are explained and pointed out. Come to think of it, the tables also lend themselves to tie-in sales with the recorders. Rack underneath can be used for tape storage and recorder can be trundled from living room to recreation room to dad's study for some quick dictation on a Sunday afternoon. Illustration shows Jack Slattery's Electronic Equipment Company, Philadelphia.

### MONEY-SAVING SUBSCRIPTION ORDER

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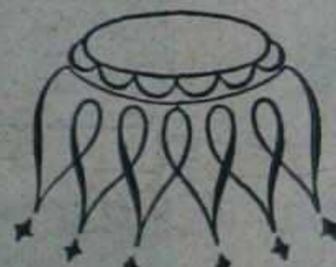
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CORAL PRESENTS

# The World's Finest Music

THE SOUND OF HIGH FIDELITY



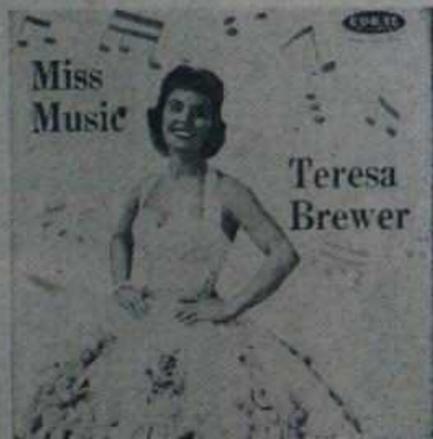

The World's Finest Music  
as interpreted by  
**Lawrence Welk**

**H** EADLINING this sensational new program of 43 new hit albums is this great volume sales leader! Lawrence Welk captures

the world's most loved melodies in a new large-orchestra, High-Fidelity technique that will thrill millions!

CRL 57113 • EC 82035—THE WORLD'S FINEST MUSIC AS INTERPRETED BY LAWRENCE WELK

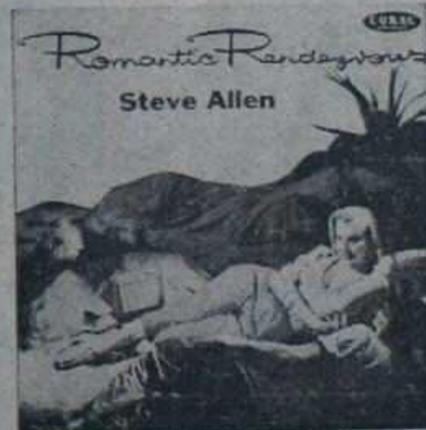
Lawrence Welk



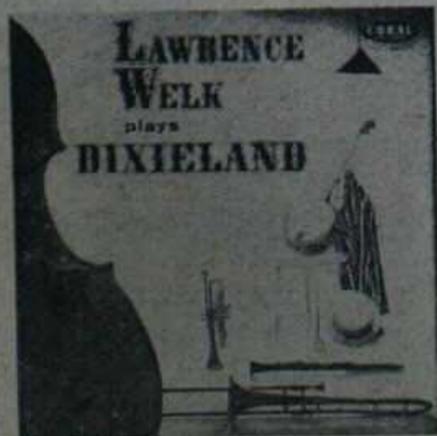
CRL 57179—MISS MUSIC  
Teresa Brewer



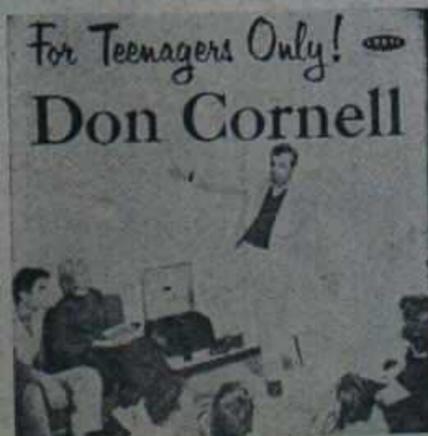
CRL 57180—MUSICAL MAGIC  
The McGuire Sisters



CRL 57138—ROMANTIC RENDEZVOUS  
Steve Allen with Neal Hefti and His Orchestra



CRL 57146 • EC 81161—LAWRENCE WELK PLAYS DIXIELAND  
Lawrence Welk and His Dixieland Boys



CRL 57133—FOR TEENAGERS ONLY  
Don Cornell



CRL 57182 • EC 81158—SONGS BY STEVE LAWRENCE  
Steve Lawrence

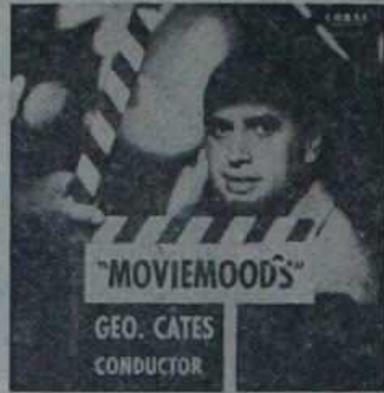




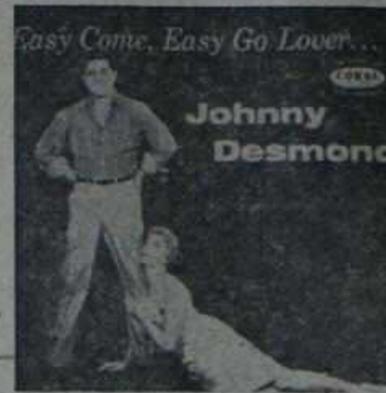
# The World's Finest ... Vocal ... "Mood"



CRL 57135—FOR TEENAGERS IN LOVE  
Teresa Brewer



CRL 57125—MOVIEMOODS  
George Cates and His Chorus and Orchestra



CRL 57130—EASY COME, EASY GO LOVER  
Johnny Desmond with Dick Marx Quartet



CRL 57173—MANNY ALBAM and THE JAZZ  
GREATS OF OUR TIME  
Gerry Mulligan, Zoot Sims, Bob Brookmeyer,  
Al Cohn and Others



CRL 57174—THIS TIME WITH STRINGS  
Raymond Scott and His Orchestra



CRL 57140—HERE COME THE MODERNAIRES  
The Modernaires



CRL 57139—LAWRENCE WELK FAVORITES  
Lawrence Welk and His Champagne Music



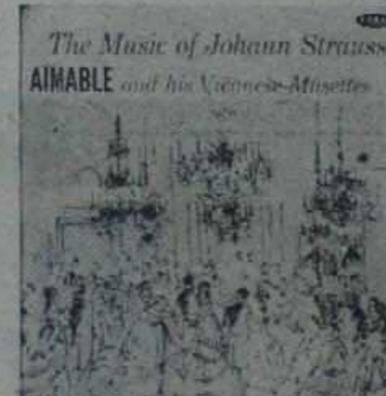
CRL 57136—MUSIC FOR SUBURBAN LIVING  
New York Quartet



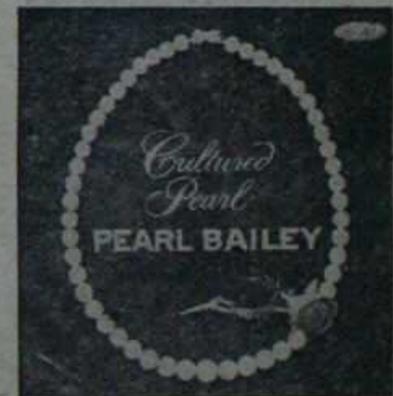
CRL 57151—DELICATE SAVAGERY  
Dick Marx



CRL 57156—FRENCH POST CARDS  
Gerard Calvi and His Orchestra



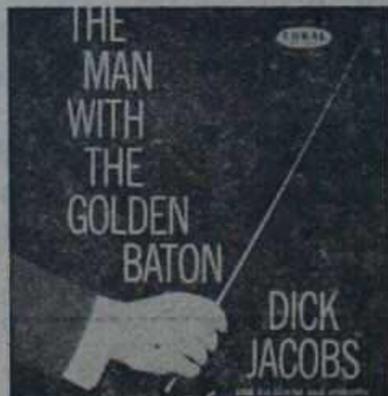
CRL 57157—THE MUSIC OF JOHANN STRAUSS  
Almable and His Viennese Musettes



CRL 57162—CULTURED PEARL  
Pearl Bailey



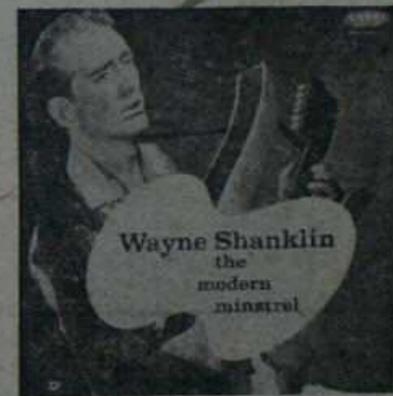
CRL 57175—HERE I AM IN LOVE AGAIN  
Joe Burton



CRL 57127—THE MAN WITH THE  
GOLDEN BATON  
Dick Jacobs and His Orchestra



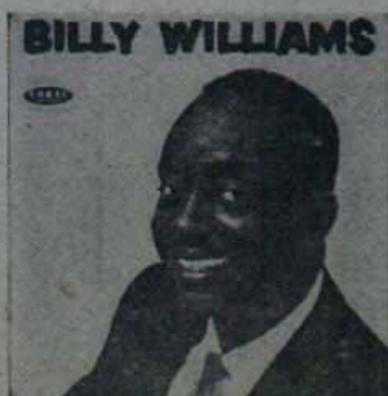
CRL 57176—MY LOVE SERENADE  
Ames Brothers



CRL 57124—WAYNE SHANKLIN THE  
MODERN MINSTREL  
Wayne Shanklin



CRL 57161—ORGANIZED FOR WALTZING  
Owen Bradley

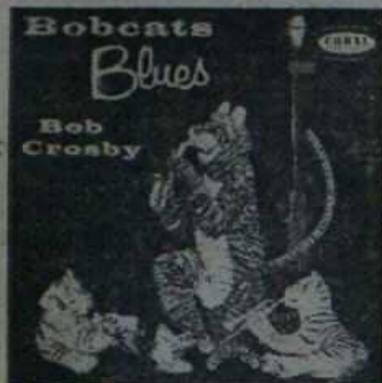


CRL 57184—BILLY WILLIAMS  
Billy Williams

CORAL brings you a new concept in integrated promotion . . . the "WORLD'S FINEST MUSIC" . . . featuring the world's finest artists. Starting with the great new Lawrence Welk album, you will find 43 terrific new releases, magnificently packaged in colorful style, backed by a complete all-around merchandising program including advertising, special display material, co-op and unprecedented radio exploitation, built

*No Phonograph Should be Without*

# "Listening"... Jazz... and Movie Music!



CRL 57060—BOBCATS BLUES  
Bob Crosby and His Orchestra



CRL 57159—"INTERLUDE" and "TAMMY  
AND THE BACHELOR" Music from the Sound  
Track  
Joseph Garshanson and the Universal-Inter-  
national Orchestra



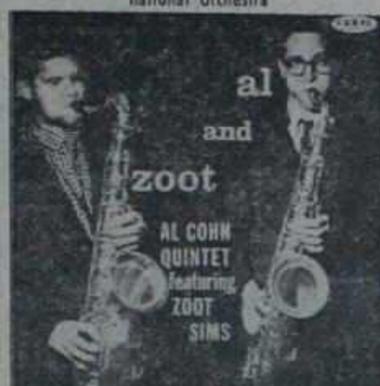
CRL 57172—THE SKIFFLE SOUND  
Dick Jacobs and His Skiffle Group



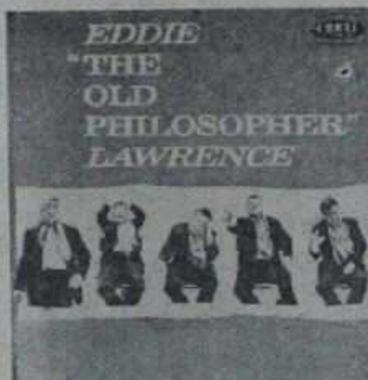
CRL 57134—TEENAGE PARTY  
The McGuire Sisters



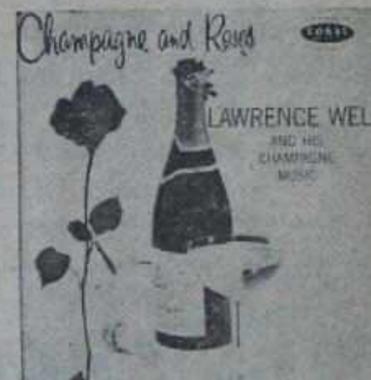
CRL 57168—THE VINCENT LOPEZ SHOW  
Vincent Lopez and His Orchestra



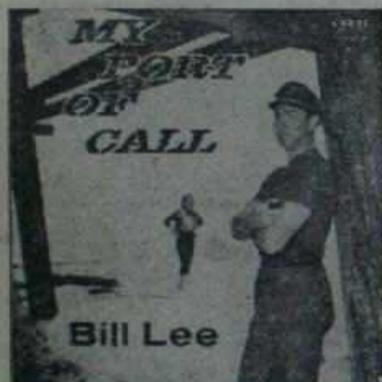
CRL 57171—AL and ZOOT  
Al Cohn Quintet



CRL 57155—EDDIE "THE OLD PHILOSO-  
PHER" LAWRENCE  
Eddie Lawrence



CRL 57148, EC 81160—CHAMPAGNE  
AND ROSES  
Lawrence Welk and His Champagne Music



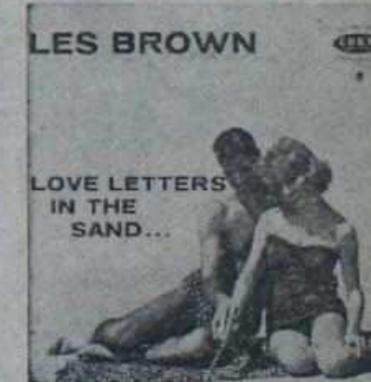
CRL 57137—MY PORT OF CALL  
Bill Lee



CRL 57158—MAKE A JOYFUL NOISE  
UNTO THE LORD  
Jane Russell, Rhonda Fleming, Connie  
Haines, Beryl Davis, Della Russell



CRL 57131—HAL MCKUSICK QUINTET



CRL 57165—LOVE LETTERS IN THE SAND  
Les Brown and His Band of Renown



CRL 57177—GO GO GO  
Alan Freed's TV Record Hop



CRL 57126—UNDER EUROPEAN SKIES  
George Cates and His Orchestra



CRL 57178—NIMBLE FINGERS  
Lawrence Welk and His Champagne Music



CRL 57128—CHAMBER MUSIC FOR MODERNS  
Nat Pierce Quintet

around one of the best promotional themes to come along in years!

Your Coral Distributor has all the details (and the supporting materials) to enable you to tie in with Coral's biggest promotion ever! Get in touch with him and find out the details of this terrific program. You will be glad you did!

## The World's Finest Music



CRL 57164—SONGS BY ALAN DALE  
Alan Dale



CRL 57163—RIOT IN THE RUMPUS ROOM  
Cliff Steward and His Boys

THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide



## Best Selling Pop Albums

FOR SURVEY WEEK ENDING AUGUST 10

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.

1. **LOVING YOU**—Elvis Presley . . . . . RCA Victor LPM 1515
2. **AROUND THE WORLD IN 80 DAYS**—Sound Track . . . . . Decca DL 9046
3. **MY FAIR LADY**—Original Cast . . . . . Columbia OL 5090
4. **LOVE IS THE THING**—Nat (King) Cole . . . . . Capitol W 824
5. **FILM ENCORES**—Mantovani . . . . . London LL 1700
6. **THE KING AND I**—Sound Track . . . . . Capitol W 740
7. **SWINGIN' AFFAIR**—Frank Sinatra . . . . . Capitol W 803
8. **HYMNS**—Tennessee Ernie Ford . . . . . Capitol T 756
9. **CALYPSO**—Harry Belafonte . . . . . RCA Victor LPM 1248
10. **SONGS OF THE FABULOUS FIFTIES**—Roger Williams . . . . . Kapp KXL 5000
11. **THE EDDY DUCHIN STORY**—Sound Track . . . . . Decca DL 8289
12. **OKLAHOMA!**—Sound Track . . . . . Capitol SAO 595
13. **DANCE TO THE MUSIC OF LESTER LANIN** . . . . . Epic LN 3340
15. **STEADY DATE WITH TOMMY SANDS** . . . . . Capitol T 848
15. **SPIRITUALS**—Tennessee Ernie Ford . . . . . Capitol T 818
15. **"JUST A CLOSER WALK WITH THEE"**—Pat Boone . . . . . Dot DEP 1056

\* Not available as a Pop Album. Available only on Dot DEP 1056.



## Pop Albums Coming up Strong

FOR SURVEY WEEK ENDING AUGUST 10

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- Dukes of Dixieland, Vol. 3** . . . . . Dukes of Dixieland Audio Fidelity AFLP 1851
- For Dancers Also** . . . . . Les Elgart Columbia CL 1008
- Lena Horne at the Waldorf Astoria** . . . . . Lena Horne RCA Victor LOC 1028
- New Girl in Town** . . . . . Original Cast RCA Victor LOC 1027

## Most Played by Jockeys

FOR SURVEY WEEK ENDING AUGUST 10

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

1. **SWINGIN' AFFAIR**—Frank Sinatra . . . . . Capitol W 803
2. **LOVE IS THE THING**—Nat (King) Cole . . . . . Capitol W 824
3. **LOVING YOU**—Elvis Presley . . . . . RCA Victor LPM 1515
4. **SARAH VAUGHAN SINGS GEORGE GERSHWIN** . . . . . Mercury MGP-2-101
5. **WONDERFUL, WONDERFUL**—Johnny Mathis . . . . . Columbia CL 1028
6. **'S WONDERFUL**—Ray Conniff . . . . . Columbia CL 925
7. **RING AROUND ROSIE**—Rosemary Clooney & The Hi-Lo's . . . . . Columbia CL 1006
8. **FOR DANCERS ALSO**—Les Elgart . . . . . Columbia CL-1008
8. **LENA HORNE AT THE WALDORF** . . . . . Victor LOC-1028
10. **AROUND THE WORLD IN 80 DAYS**—Sound Track . . . . . Decca DL 9046

## Spotlight on Sound

**PROKOFIEV: Peter and the Wolf. BRITTEN: The Young People's Guide to the Orchestra.** Philadelphia Orchestra, Ormandy. Narration by Cyril Ritchard (1-12")—Columbia ML 5183.

A stunning disk with qualities hard to surpass. Sound is captured with uncommon purity. Orchestral playing is on top virtuoso plane. Ritchard's narration is notable for clarity and charm. Programming has strong appeal. Dealers will want to demonstrate for hi-fi values, sell to classical and kiddie markets as well.

## Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

### Popular Albums

**WE GET LETTERS (1-12")**—Perry Como. RCA Victor LPM 1463

Relaxed, easy renditions by the artist are among his best. Fine backing by Mitchell Ayres. Package is the "Save on Records" special for the month. A natural! Photo of the artist on cover will also spark buys.

**THE WORLD'S FINEST MUSIC (1-12")**—Lawrence Welk. Coral CRL 57113

Here's the lead item of the label's heavy fall package release and it adds up to mood music of superior quality. Not the Welk TV band, this is a 75-piece ork, which carries 52 stringed instruments. Repertoire like "Clair de Lune," "Our Love," "My Reverie," etc., can hardly miss, especially when played in this schmaltzy manner. Heavy action indicated.

**ALMOST PARADISE (1-12")**—Roger Williams. Kapp KL 1063

"Songs of the Fabulous Fifties" is still a best seller for the artist, and this attractive, danceable set could be a repeat. The piano mastery with ork and chorus backing is very listenable on a nicely assorted variety of tempos and tunes, including "Love Letters in the Sand," "Around the World" and the album title tune, which was a hit single for the artist. Attractive cover.

### Classical Albums

**MUNCH CONDUCTS WAGNER (1-12")**—Boston Symphony Orch. Charles Munch, Cond. RCA Victor LM 2119

Highly charged interpretations of Wagnerian favorites admirably executed by the Boston players. Victor's classical "Save on Records" selection at \$2.98 is bound to amass good sales. Beautifully recorded selections include: "Overture and Venusberg Music," from "Tannhauser"; "Siegfried's Rhine Journey," and "Magic Fire Music," from "Die Walkure."

**OVERTURE! (1-12")**—The Hollywood Bowl Symphony Ork. Capitol P-8350

Exuberant, lively paced recordings of characteristic "pops" program overtures: Tchaikovsky's "1812 Overture," Rossini's "William Tell" and Von Suppe's "Light Cavalry" and "Poet and Peasant." Contents have received attention from many sources, of course, but good sound and popular Hollywood Bowl appeal will move this.

**DVORAK AND GLAZOUNOV VIOLIN CONCERTOS (1-12")**—Pittsburgh Symphony Orch., Nathan Milstein, Violinist; William Steinberg, Cond. Capitol P-8352

Superb, deeply felt interpretations of two romantic concertos closely identified with the artist both in the concert hall and from earlier recordings. Combination of technical flair, warmth and good taste, together with excellent accompaniment and audio, creates topflight merchandise in category.

**THE ORCHESTRA FULL DIMENSIONAL SOUND (1-12")**—Stokowski. Capitol SAL 8385

An entertaining study of the various choirs of the orchestra (brass, strings, woodwinds, etc.) solo and in combination. The accompanying

text, while "popular" enough to win broad understanding, is full-bodied and will gain readers even among the savants. The disk-text package will accomplish what it sets out to do—add to the listener's enjoyment of orchestral works. Dealers should promote it in their own interest. With the big-name value of Stokowski, de luxe packaging and handily printed text, the dealer should find it a fairly easy task.

### Classical Special Merit Albums

**BLOCH: POEME MYSTIQUE, GRIEG: SONATA NO. 2 (1-12")**—Jascha Heifetz, Violinist; Brooks Smith, Piano. RCA Victor LM 2089

Heifetz's incomparable abilities are placed in the service of an unhackneyed choice of selections, both fresh to long play. Bloch's "Poeme Mystique" (his Second Violin Sonata) receives an impassioned reading, appropriate to its rhapsodic, uncompromisingly personal nature. The vitality of Grieg's folk-inspired sonata is projected with the utmost verve and finesse. Fine recorded sound.

**ZABALETA HARP SAMPLER (1-12")** Esoteric ES 1501

At \$1.98, this is a disk that no connoisseur will want to pass by. Harpist Zabaleta is a virtuoso who might be compared to a Segovia. He doesn't indulge in impressionist glissandos and rippling figures, but plays very solid music, all written for the instrument. This program, extracted from a four-LP survey of harp literature, starts with lovely 18th century pieces and ends with a Hindemith sonata. Excellent recording.

### Special Merit Jazz Albums

**BRAFF: (1-12")**—Ruby Braff. Epic LN 3377

Excellent small band session with traditional overtones fired by trumpeter Braff, who has never sounded better. Great degree of set's impact is due to emotional quality of the blowing and strong yet tasty rhythmic support all the way. Such names as C. Hawkins, D. Elliot, L. Brown should arouse interest of jazz browser. If shown, both traditional and more modern fans could be sold.

**ZOOT SIMS PLAYS 4 ALTOS (1-12")**. ABC-Paramount ABC 198

Electronically and musically interesting, this Sims set utilizes superimposition, four times, in this case, to create illusion of four altos. Writing of George Handy and superb Sims plus solid rhythm make this experiment a musical delight. Buyer is likely to be beguiled by novelty value of package, gassed by its musical content. Sims, long a significant figure on tenor, shows evidence here of becoming equally dominant on the smaller horn.

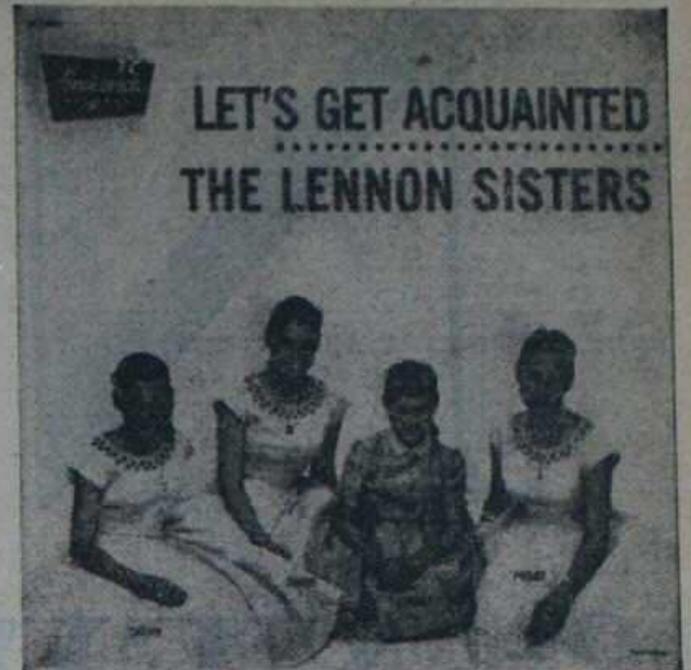
### International Album

**I'M IN THE MOOD FOR AMORE (1-12")**—Katyna Ranieri. RCA Victor LPM 1430

Inimitable Italian songstress demonstrates her intense, sexy delivery in Continental numbers sung mostly in Italian. For change of pace she includes some Spanish, and sets the tone with "I'm in the Mood for Love." Arrangements are elaborate and recording is good.

## Reviews and Ratings of New Albums

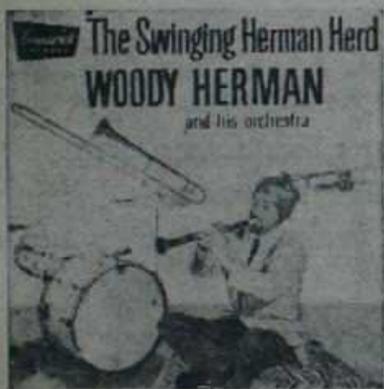
Popular	Classical	Jazz
<p><b>CLUB DURANT</b> . . . . . 83 Jimmy Durante and His Guests (1-12") Decca DL 9049</p> <p>Durante's personality is surprisingly well captured in this musical documentary of past radio and TV shows. Working with Durante are Al Jolson, E. Cantor, B. Crosby, B. Hope, Peter Lawford, Helen Traubel and Ethel</p> <p>(Continued on page 70)</p>	<p><b>GRIEG: LYRIC SUITE; DVORAK: SLAVONIC DANCES (1-12")</b>—Philharmonia Orch., Nicolai Malko, Cond. RCA Victor LM 2107 . . . . . 81</p> <p>Robust, well-recorded versions of romantic music with folk-music origins. Dvorak "Slavonic Dances" supplement conductor's recent release of others in the series. Grieg "Lyric Suite" need not vie with too much competition. Good stand-</p> <p>(Continued on page 70)</p>	<p><b>SATCHMO—A MUSICAL AUTOBIOGRAPHY OF LOUIS ARMSTRONG</b> . . . 44 Louis Armstrong (4-12") Decca DXM 155</p> <p>One of the handsomest disk packages of all time houses this well-produced survey of Satchmo. Most of the numbers are remakes, with Armstrong's current combo, of numbers that typify each phase of his career. The notes</p> <p>(Continued on page 72)</p>



BL 54031-EB 71035—LET'S GET ACQUAINTED  
The Lennon Sisters

Look to Brunswick for

# "THE BEST!"



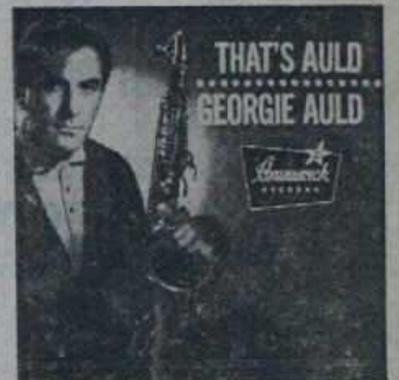
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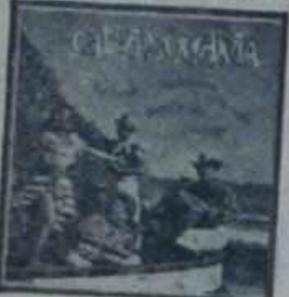
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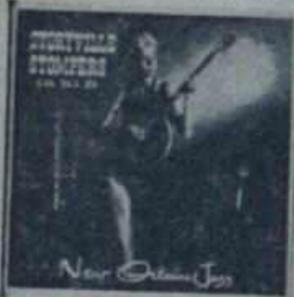
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## Reviews and Ratings of New Popular Albums

Continued from page 66

Barrymore in special material routines that range from amusing to hilarious.

**NEW TRICKS** ..... 82  
Bing Crosby with Buddy Cole and His Trio (1-12")  
Decca DL 8575

Idea here is that Crosby is an old dog, with the new bag of tricks and cover shot of a beagle friend, smoking a pipe, gets the thought across. Crosby sounds as tho he may have taken a shower in the fountain of youth before the date. Voice quality has vigor and bounce and the sharp sounds of the Buddy Cole Trio provide a good showcase. Favorite ditties like "Avalon," "You're Driving Me Crazy," etc., included. Can get some jock attention and collectors of Crosby will want it.

**HOUSE PARTY** ..... 88  
Vaughn Monroe (1-12")  
RCA Victor 1491

Sore-fire nostalgia served up by veteran baritone Monroe in a package of old favorites designed for community sing sessions. As such, the album measures up smartly, featuring shrewdly simple arrangements and relaxed waltzing by Monroe and the Moonmen on "Let Me Call You Sweetheart," "Goodnight Sweetheart," "There's a Long, Long Trail," etc. None too exciting 'deejay fare but has solid counter sales prospects.

**ONE DOZEN ROSES** ..... 78  
The Mills Brothers (1-12")  
Decca 8491

Package spotlights 12 "rose" standards—"Room Full of Roses," "Musical Rose," "Honeyuckle Rose," etc. Backed by Sy Oliver's Ork and recorded for the first time with strings, the veteran quartet registers an interestingly different sound, which gives LP added spin-appeal for jocks. Rose cover is decided display-asset.

**POET AT THE PIPE ORGAN** ..... 77  
Jesse Crawford (1-12")  
Decca 8565

Veteran organist Crawford has another solid sales item in this album, which spotlights his usual expert keyboarding on a group of Irving Berlin tunes—"Blue Skies," "Check to Check," "Easier Paradise," etc. A companion piece to Crawford's recent package of Berlin waltzes, "Remember."

**FOR TEEN AGERS IN LOVE** ..... 74  
Teresa Brewer (1-12")  
Coral CRL 57135

As Miss Brewer deserts gimmicks, she gets better all the time. This is one of her best outings yet. Some of the tunes are older singles ("Empty Arms" and "Teardrops in My Heart") while others are new for the thrush ("Dark Moon" and "After School"). Gal sings it straight against fine backings by Dick Jacobs and the cover shot of the thrush with teenage friends, puts the frosting on a package that can sell.

**LOVE LETTERS IN THE SAND** ..... 74  
Les Brown (1-12")  
Coral CRL 57165

Attractive assortment of very danceable, older sides in the highly listenable Brown manner. Set can register with buyers seeking dance packages. The smooth treatments include a vocal by Lucy Ann Polk on the album title tune, "You're the Cream in My Coffee" and a swingin' arrangement of "You're the Top." Attractive cover.

**THINKING OF YOU** ..... 76  
Eddie Fisher (1-12")  
RCA Victor LPM 1548

The songs were hits for the artist. The listenable collection includes "Wish You Were Here," "Oh! Mein Papa" and the album title tune. Set can click with the singer's fans. Cover photo of the artist could attract buys from teen'chicks.

**OPERETTA FOR THEATRE ORGAN** ..... 75  
Leonard MacClain (1-12")  
Epic LN 3372

Organist MacClain makes the giant theater Wurlitzer drip with pleasant memories in this inspired collection of songs from "The Red Mill," "The Student Prince," "The Merry Widow," "The Desert Song," etc. Just about everything here is a favorite in its field and the playing is bound to inspire the singing joiners-in. Fine package for a party, though not tailored for the "under-21" set. Sound is excellent. Worth a try on the shelf and it makes an excellent demo set for hi-fi units.

**CANADIAN SUNSET** ..... 75  
Eddie Heywood (1-12")  
RCA Victor 1529

Keyboard artist presents his own compositions with trio and with full ork. The fine mood selections include a pretty setting of "Now You're Mine," an exotic treatment of "Heywood's Requite" and the title tune which was a big hit single for the artist. Jocks are sure to give the set plenty of play, and the package could move well.

**CASCADING STRINGS** ..... 75  
Werner Muller and His Ork (1-12")  
Decca DL 8499

Typical excellent sound, characteristic of the German Deutsche Gramophon disks, is the big selling point here. Only standard is "I'll Spring Along With You," with other numbers comprised of less familiar offerings in tango, bolero and other tempos. Nice listening 'thruout and can be highly recommended for sound fanciers.

**BAND OF ANGELS** ..... 74  
Soundtrack (1-12")  
RCA Victor 1557

Beautiful programmatic background music by top-flight studio orkster, Max Steiner, provides easy listening. Sales interest may be heightened by success of the film and by the much-recorded pop version of one of the themes, also titled "Band of Angels." Strains range from exciting to pretty mood motifs.

## Reviews and Ratings of New Classical Albums

Continued from page 66

and disk should enjoy fair activity over extended period.

**BEETHOVEN: PIANO CONCERTO NO. 5 ("EMPEROR")** (1-12")—Solomon, Pianist, Philharmonia Ork., Herbert Menges, Cond. RCA Victor LM 2188

Very musical performance that inclines more to contemplative side than toward heroic ideas to be found elsewhere. The many admirers of Solomon's recordings of Beethoven's Second and Fourth Concertos will welcome this release. Orchestral contribution does not enhance value of disk, but recording is adequate.

**ROSA PONSSELLE IN SONG** (1-12")—RCA Victor LM 2047

In this interesting revelation of another side of her art, the renowned operatic star turns her attention to more intimate material including folksongs and songs by Tosti, Debussy, Granados and others. Artistry and intelligence compensate for some loss of sheer vocal beauty from the soprano's earlier legendary recordings. Purchasers will include new buyers as well as loyal followers.

**A SIENA PIANOFORTE SAMPLER** (1-12")—Various Artists. Esoteric Records ES 1583

This bargain could serve to whet appetites for the six complete LP's featuring various artists playing on this unusual, beautiful sounding instrument. Sampler offers music by Bach, Scarlatti, Mozart and even Debussy and Villa-Lobos. All comes off fine. It's a connoisseurs' novelty, and should be quite easy to sell, if exposed.

**ELGAR: ENIGMA VARIATIONS; VAUGHAN-WILLIAMS: FANTASIA ON A THEME BY THOMAS TALLIS** (1-12")—Pittsburgh Symphony Ork., William Steinberg, Cond. Capitol P-838

Two most imposing English works, brilliantly played and recorded with unusual resonance. Interpretations may not be the ultimate ones but coupling is good and competition is not overwhelming. "Enigma Variations" provides good material for audiophiles.

**ROZSA: KIPLING'S JUNGLE BOOK SUITE; THIEF OF BAGDAD SUITE** (1-12")—The Frankland State Symphony Ork., Leo Genn, Narrator; Milton Rozsa, Cond. RCA Victor LM 2118

Two colorful suites with narratives, based on motion picture scores. "Jungle Book Suite," from dramatization of Kipling stories uses "Peter and the Wolf" technique to further action. "Thief of Bagdad Suite" supplies expected orientalism. Leo Genn reads pleasantly and clearly. Likely merchandise for the children's market, but not limited to the younger set.

**IMPRESSOES DO BRAZIL** (1-12")—Laurindo Almeida, Guitar; Ray Turner, Piano, Capitol P-8381

Contemporary Brazilian composers provide ingratiating program of selections marked by native color. Grattali's "Concertino for Guitar and Piano" and most of the shorter pieces by Sardinha, Villa-Lobos and Almeida are blend of French impressionism and local rhythms, with overall air of improvisation. Recording captures skillful performances.

**TEENAGE HOP** ..... 74  
Warren Covington and the Commanders (1-12")  
Decca 8577

Swing package of instrumentals which should please the mall shop set and deejays with young audiences. Both title and album cover have strong teen appeal. Selections are mainly unfamiliar, but pack a danceable heat and good titles—e.g. "Rock 'n' Roll Lullaby," "Teenage Hop," etc. Covington now helms band, formerly fronted by drummer Eddie Gray.

**ALL STOPS OUT** ..... 73  
Ralph and Buddy Bonds' Hammond Organ in Hi-Fi (1-12")  
Epic 3369

Here's something new for organ music devotees. The Bonds brothers, playing twin Hammond Organs, display a provocative sound and a happy, infectious beat on a group of oldies—"Exactly Like You," "Me and My Shadow," etc. The boys—backed by string bass and drums—strike an unusually light, danceable idiom for their instrument. Well worth stocking.

**THE MAN WITH THE GOLDEN BATON** ..... 73  
Dick Jacobs, Chorus and Ork. (1-12")  
Coral CRL 57127

Here are a dozen of maestro Jacobs' past Coral singles, most of which feature a strong, danceable beat and good instrumental clarity of sound. Disk carries "Main Title" and "Molly-O" from "The Man With the Golden Arm," plus "The Big Beat," "Petticoats of Portugal," etc. Danceable, listenable stuff, played with taste and engineered with excellent fidelity. Jock play not too likely, since most tunes are past hits, but the package can still do okay business with dance fans.

**PRELUDE TO A KISS** ..... 72  
Valentino Plays Duke Ellington (1-12")  
ABC-Paramount 169

Mood stylings of Ellington tunes, lush arrangements are easy-to-take, altho any resemblance between these and Ellington's own style is missing. Good recording helps. Demo any of the faves—"Sophisticated Lady," "Solitude," etc. It's repertoire that hasn't been overdone, and that will help sell it. Delightful cover.

**SERENADES TO REMEMBER** ..... 72  
Jack Piers, His Piano and Ork (1-12")  
Decca DL 8586

Good album for listening from pop selections each entitled "Serenade." Contents range from Glenn Miller's "Moonlight Serenade" to Leroy Anderson's "Serenata," including favorites like "Manhattan Serenade" and "Sunrise Serenade." Orchestra-plus-piano formula is well-handled, but

dealers will have to exert some effort to lift sales above many similar offerings.

**EASY COME, EASY GO LOVER** ..... 72  
Johnny Desmond (1-12")  
Coral CRL 57130

Desmond hits a pop-jazz groove here that could cop sales in both markets. Excellent backing by the Dick Marx Quartet helps set the listenable mood on "I'll Remember April," "I'll Never Smile Again," and an especially attractive vocal stint on "Idis Gossip." Also included is the album title tune. Set could move fairly well if plugged.

**A MAN AND HIS MUSIC** ..... 71  
Bernie Wayne (1-12")  
ABC-Paramount 182

Truly a one-man production, this LP spotlights maestro Wayne playing 10 of his own themes, featuring piano solos by B. W. and lush orchestrations. Material—mainly instrumental—ranges in mood from haunting "Music of the Sea" to the frolicsome

(Continued on page 72)

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## • Reviews and Ratings of New Jazz Albums

• Continued from page 66

and spirit of the originals are closely followed, and Satch rarely has sounded better. He narrates between numbers in informative, enjoyable fashion. This, plus modern sound, compensates for certain qualities of, say, the Columbia reissue series, which can never be recaptured. The real fans will find it irresistible, despite cost.

**CANDIDO THE VOLCANIC** ..... 82  
Orch. Cond. by Ernie Wilkins (1-12")  
ABC-Paramount ABC-180  
Candido's first set sold well for label. This one should follow suit because of its solid appeal to both Latin and jazz markets. Vital rhythmic relationship between Candido's bongocero drumming, the colorfully scored big band, and its jazz soloists, i.e., A. Farmer, F. Rebak, H. Jones, etc., is exciting in and out of Latin frame. "A Train" is an excellent demo-band.

**SWEET SMELL OF SUCCESS** ..... 80  
The Chico Hamilton Quintet (1-12")  
Decca DL 8614  
Heavy advertising of this picture should help album sales. Side one presents selections from soundtrack; side two, in free concerto form, extended improvisation on themes from picture. Chamber music set-up of Hamilton group delineates variety of jazz moods. Music has strength on own; likely even more impressive in picture where it coordinates with the action. Buyers of modern jazz and fans of off-beat musical backgrounds for movies will go for this.

**BORCATS BLUES** ..... 78  
Bob Crosby (1-12")  
Coral CRE 57069  
Assemblage of blues and tunes closely related in feeling given knowing treatment by 1951 and 1957 editions of Crosby recording band. Essentially in

the swing style with Dixie overtones, set should be most attractive to traditional fans. Presence of soloists long associated with this band, i.e., E. Miller, C. Teagarden, M. Matlock, etc., should help sell package. Try "Yellow Dog Blues" as demo-band.

**JIMMY McPARTLAND'S DIXIELAND** ..... 77  
(1-12")  
Epic 3371  
A Dixie session with extensive appeal. Generally top-grade blowing by McPartland, T. Glenn, etc., and D. Cary arrangements that are traditional but not dated make the difference. Inclusion of many old Dixie "chestnuts" will please traditional crowd. Good sound.

**SWINGIN' ON THE GOLDEN GATE** ..... 76  
Bob Scobey's Jazz Band (1-12")  
RCA Victor LPM 1448  
Essentially Dixie-oriented music, Scobey's small band, enlarged for date, registers flexibility and appeal on both listening and dancing levels. Distinctive vocals of Clancy Hayes, variety program plus solos by Dixie stalwarts: trombonist A. Lincoln, M. Matlock, R. Sutton and Scobey make package even more salable. The fringe buyers might like set, most substantial sales potential lies with Dixie buyers.

**A MOST MUSICAL FELLA** ..... 75  
Lou Levy Trio (1-12")  
RCA Victor LPM 1491  
Levy, a well-equipped modern pianist, long under-rated, shows to advantage in this well-paced program. Equally facile on ballads and brisker pieces, his flow of ideas and propulsive rhythmic attack on the latter should impress buyer inclined to modern jazz. Rhythmic support of S. Levy, drums,

and Max Bennett, bass, is excellent. Try "Apartment 17" as demo-band.

**BENGT HALLBERG** ..... 74  
(1-12")  
Epic 3375  
A most agreeable set by one of Sweden's top jazz pianists whose style is compatible blend of modern and more traditional elements. His touch, the most notable feature of his playing, lends a regality to these interpretations. Program, primarily devoted to standards, should find listeners in and beyond jazz coterie. The foreign artists don't pull too well, sales-wise, in this country but dealers should help in this case, for Hallberg's talent should be enjoyed by large audience.

**KENNY CLARKE PLAYS ANDRE HODEIR** ..... 72  
(1-12")  
Epic 3476  
Cut in France with essentially European personnel, date shows more thought than most French modernist Hodeir's writing, most often provocative, shows roots in traditions of jazz. General structuring of arrangements and placing of soloists generate excitement and interest. Performances here are excellent with pianist M. Solal, trombonist B. Byers and leader Clarke, standouts. In spite of foreign origin of recording, could be sold to jazz aficionado, if shown.

**JAZZ ON THE LEFT BANK** ..... 68  
Dick Mills, trumpet; Bill Byers, trombone; William Boucays, baritone sax; Martial Solal, piano. (1-12")  
Epic 3387  
Small band modern jazz spotting talent from France and low countries and two American "ringers": trombonist B. Byers and trumpeter D. Mills. More than competent set is indicative of growing facility of European musicians who they lean heavily on American influences. Solal is most impressive and individual of European players here. Interesting item, but large sale isn't likely.

**ORIGINAL DIXIELAND JAZZ IN HI-FI** ..... 68  
(1-12")  
ABC-Paramount ABC-184  
Resurrection of music and style of Original Dixieland Jazz Band to a note-for-note exactness by a group from the Pacific Northwest. The nothing to write home about, musically, sound is good enough to snare a good number of Dixie buyers, and collectors might be interested in comparing this set with the original ODJB recordings.

Investiveness. Interesting cover portrait of guitarist will help sell package to regular consumers of this fare.

### Band

**BAND MUSIC** ..... 85  
The Band of Her Majesty's Irish Guards (1-12")  
RCA Victor LPM 2020  
Recorded in England, this quality band music set can take its place with the best of them, particularly from the standpoint of sound. Entire audio range from flutes to bass horns is reproduced admirably here on a series of marches and traditional pieces from Ireland and other nations. The cover is a real stopper for disk browsers. Package should be a stable, long-pull seller.

### Specialty

**SOUND TRACK FROM THE DOCUMENTARY FILM "PICASSO"** ..... 64  
(1-12")  
Folkways 3860  
Title and excellent cover will attract some off-beat interest to this. However, music by itself is not too appealing to either folk or long-hair fanciers. It's in a pseudo flamenco style, played by guitar and oboe. Numbers follow periods of the artist's career. Died-in-the-wool Picasso-ites may constitute a fair, limited market for the package. The booklet will add appeal to these.

## RCA Victor Uncork Ad Ties

• Continued from page 20

This will run in Look, Time, Saturday Review, High Fidelity, Hi-Fi Music at Home, Long Player and Schwann. These will reach about 14,000,000 consumers.

**Ads in Class and Family Mags**  
Heinz also will take full-page ads facing Victor artist ads in New Yorker, Harper's, Atlantic, Newsweek, Cosmopolitan, Esquire and Holiday. Single Heinz ads will run in the Sunday supplements—This Week, American Weekly, Parade, New York Times, and several local papers, plus the supermarket books—Woman's Day, Everywoman's and Family Circle. Total of the above, 86,000,000 readers.

TV commercials will include four one-minute plugs on Heinz's own "Studio 57" show and three on NBC's George Gobel, Eddie Fisher and Perry Como shows. There will be 3,000 one-minute

local radio spots from Heinz. Victor will use NBC's "Monitor," "Night Line" and "Bandstand" shows, each of which lists a web of 188 stations. Traders total the above as 19,000,000 consumers a week for 13 weeks.

Display-wise, Heinz will circulate set-ups, including floor stands, streamers, a window piece, etc., carrying 5,000,000 coupons with them. Outfit also will send out sound trucks and will tout its campaign in 13 food trade magazines.

The pop section of the Best Buy repertoire will receive its "assist" from the mail-order firm, Montgomery Ward, tying in specifically with Ward's exclusive Carol Brent brand of sleepwear. Ward's is taking a pop preview EP album, with excerpts from six of the new sets. One of these will be given free with every purchase of the sleepwear.

Ward's will put full-color displays of the Best Buy line in its 565 retail store windows throught the country during September, and also in its 450 order offices. The Ward catalog will carry the pitch to approximately 40,000,000 people. It also will be exposed in 6,000,000 September-October Bargain Books. The firm will place ads in 565 local newspapers, and radio spots in the same number of cities. A nation-wide disk jockey contest also is in the works.

The promotion is expected to move 250,000 preview platters by the end of the year.

The above tie-ins, like Victor's recent Pabst Beer, Crest Toothpaste and Selrank Pajamas tandems, were organized for the label by Ad Manager Bill Alexander. C. J. Luten, Red Seal promotion manager, worked with Alexander on the Heinz campaign.

### Fall Kick-Off

• Continued from page 21

rary composers Larsson and Wires, respectively.

Three new disks of Bartok's six string quartets, as performed by the Parrenin Quartet, complete the chamber music releases.

New choral and vocal packages are Poulenc's "Stabat Mater" with soprano, Jacqueline Brumaire, and "Le Bal Masque" with Pierre Bernac, baritone; Bach's "Magnificat," performed by soloists and the Pro Arte Chamber Orchestra of Munich, Louis Fremaux, conductor; and Schutz's "Requiem" conducted by Fritz Werner.

Four cantorial volumes, formerly on Jewish Documentary Society label are also among the September releases.

The popular sets are all new and include "Sound Blast" by the duo-piano team, Ferrante and Teicher; "Mike on the Barroom Floor," "Spirituals" by the Graham Jackson Choir, and "Ann Leaf at the Mighty Wurlitzer," performed and recorded at the Byrd Theater in Richmond, Va.

### Disk Biz Fling

• Continued from page 21

actually make money in that limited groove.

Despite the reasons, the fact remains, there is a continuing stream of new labels, exposing new artists and new writing talent. Even tho many labels, by the same token, close their doors every week, the situation indicates that a lot of fellows are willing to take a chance on making the overnight-money-making smash, and a lot of others, once-burnt, don't know when to throw in the towel.

A sampling of new labels may prove the point: Almata, A.H.A., Swink Kick, Skidmore, Hilton, Starla, Goldenrod, Renset, Linda, Singular, Evans, Island, D.&L., Peak, Poplar, Big Band, Country Picnic, Port, Central, Concept, Intro, Comet, Ohio, Blue Boys and Dewitt labels all made their initial appearance in the past two weeks—after the list was compiled for the DeeJay Special section in this issue.

### Dot's Pkg. Push

• Continued from page 21

Ones," "The Thirties in Ragtime" and "Melodies in Gold, by Johnny Maddox, and four sets in the firm's new "Jazz Horizons" series.

Dot program is effective from August 15 thru September 30, with additional packages scheduled for release during October and November.

Fall merchandise substantially increases the label's catalog and its interest in the package goods field. Dot proxy Randy Wood averred that initial reaction from distributors is beyond his expectations.

## Camden Bargain

• Continued from page 20

Camden will ship all sets factory-sealed and pre-priced. All of the new LP's—five classical and six pop—will have full-color covers and most will have liner notes. Appearance on the label for the first time are such pop artists as Hugo Winterhalter, Ray Noble (re-issues of the old band for which Glenn Miller was arranger) and Buddy Morrow.

In the classical sets, there will be firsts by Lotte Lehmann, Rosa Ponselle (a two-record set), Moriz Rosenthal and the Toronto Symphony. There also will be more sets by Toscanini and Al Goodman. Latter will be his big perennial, re-issued, "The Student Prince."

Additional items, mostly re-issued from old Victor masters, will be "Modern Jazz Piano" with Garner, Tatum, Tristano, etc., "Great Jazz Brass," and "Let's Polka" with Lawrence Duchiow. There will be EP's made up of the best selections from each pop set, selling at 79 cents.

The Camden pitch will be backed with consumer ads in Coronet, Saturday Review, High Fidelity and other record media. There also will be a corrugated merchandiser, streamers, ad mats, etc.

Camden's 100 per cent exchange policy henceforth will apply only to unopened packages.

### Dealers

Take advantage of the sensational Prestige Fall Sales Plan—

OVER 100 GREAT JAZZ LP'S!

**PRESTIGE**  
RECORDS, INC.  
447 West 50th St., N.Y. 19, N.Y.

## • Reviews and Ratings of New Popular Albums

• Continued from page 70

"Amber the Baseball" theme, previously released as a single. Interesting mood music programming for 3-cks.

### Country & Western

**PATSY CLINE** ..... 80  
(1-12")  
Decca 8611  
Patsy Cline's first album should appeal to both pop and country and western fans and jocks, following her hit single "Walking After Midnight," which was a big seller in both markets. "Walking" is spotlighted in this package, along with 11 other equally pleasant ditties—ranging in mood from straight pop to mildly rockabilly. "Fingerprints" is a particular standout.

**WILBURN BROTHERS** ..... 79  
(1-12")  
Decca DL 8576  
The Wilburns' first album carries a selection of entirely new material. Times, tho of varying tempos, are largely in the weeper school, with such titles as "Cry, Cry Darling," "That's When I Miss You," "I'll Sail My Ship Alone," etc. Boys turn in a good commercial country sound and the set figures to do at least moderately good business in the typically rural territories.

**ONE MAN'S SONGS** ..... 76  
Sons of the Pioneers (1-12")  
RCA Victor LPM 1483

Excellent renditions by the group of some of the late, great Fred Rose's most memorable songs. Rose, perhaps the most important force in Hank Williams' career, was co-writer of several of the artist's biggest hits—two of which are presented here: "Kaw-Liga" and "Crazy Heart." Other selections include "Be Honest With Me" and "Pins and Needles." Beautiful cover photo. A must for the c.&w. buyers. Also pop potential.

### Semi Classical

**THE VIENNA OF ROBERT STOLZ** ..... 74  
Robert Stolz (1-12")  
Epic LN 3374  
A master of the Viennese style, conducting his own compositions with charm and authority. Up-to-date arrangements of his better-known efforts include "Two Hearts in Three-Quarter Time," "I Am a Gypsy," "Goodbye, Little Captain of My Heart," and "When the Violets Bloom." Good addition to International repertory.

### Folk

**FLAMENCO FIRE** ..... 79  
Carlos Montoya (1-12")  
ABC-Paramount ABC 191  
Montoya is joined by Tera Mays, Spanish vocalist and dancer, in realistic recordings of typical flamenco material. Both performers are expert, altho session is not distinguished by

VOILA!

THE NUMBER 1 RECORD IN FRANCE  
AND HEADING FOR AMERICAN ACCLAIM!

# RENATO CAROSONE

RICORDATE MARCELLINO  
(REMEMBER MARCELLINO) (Marcellino, Pan Y Vina)

IO, MAMMETA E TU  
(I, MOTHER AND YOU)

Capitol  
record no. 31040

**MANTOVANI**

*Best Selling Single*

**AROUND  
THE WORLD**

1746

from the film "Around the World in 80 Days"

**MANTOVANI**

*Best Selling Album*

- My Foolish Heart
- Unchained Melody
- Over the Rainbow
- Summertime in Venice
- Intermezzo
- Three Coins in the Fountain
- Love is a Many Splendored Thing
- Laura
- High Noon
- Hi-Lili, Hi-Lo
- September Song
- Theme from Limelight

1700



**FILM ENCORES**

*Cyril Stapleton*

**Forgotten  
Dreams**

1754

*Edmundo Ros*

**Melodie  
D'Amour**

1751

*Dickie Valentine*

**Puttin' On  
The Style**

1756

*Bob Sharples*

**By The Bend  
Of The River**

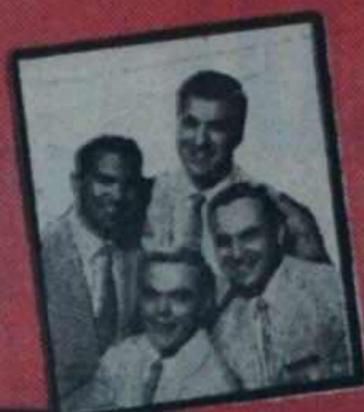
1753

**LONDON**  
RECORDS



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

Their best on *Dot*  
In Six Years of Hit-Making . . .



*the Hilltoppers*

"MY CABIN OF DREAMS"

*backed with*

"DEDICATED TO YOU"

*Dot* -15626

*Dot*

RECORDS, Inc.

Sunset and Vine, Hollywood, Calif.  
Phone HO 3-4181

In Canada: Quality Records

# Dot's PARADE of BEST SELLERS

- 15602 **REMEMBER YOU'RE MINE—THERE'S A GOLD MINE IN THE SKY**—PAT BOONE
- 15570 **BERNARDINE—LOVE LETTERS IN THE SAND**—PAT BOONE
- 15592 **WHISPERING BELLS—DON'T BE A FOOL**—DEL-VIKINGS
- 15606 **LOVE BY THE JUKEBOX LIGHT—ON MY MIND AGAIN**—GALE STORM
- 15611 **FROM A JACK TO A KING—SLOW TRAIN**—JIM LOWE
- 15612 **MISTER FIRE EYES—THERE'S A NEW MOON OVER MY SHOULDER**—BONNIE GUITAR
- 15594 **A FALLEN STAR**—THE HILLTOPPERS
- 15574 **A FALLEN STAR**—JIMMY NEWMAN
- 15609 **SO LONG—LONGING TO HOLD YOU AGAIN**—DON ROBERTSON & LOU DINNING
- 15558 **DARK MOON—A LITTLE TOO LATE**—GALE STORM

## DOT NEW RELEASES

- 15613 **WHAT'S THE USE—UNDER THE DOUBLE EAGLE**—LEON McAULIFF
- 15614 **ROCKIN' BOOGIE—MY FUNNY VALENTINE**—THE BROTHERS CANDOLI
- 15615 **GEE, I LOVE YOU—WHAT YOU'VE DONE TO ME**—BRENDA & EDDIE
- 15616 **I LOVE YOU—HOME**—BOB STEWART
- 15617 **IT AIN'T ME—GIVE THAT LOVE TO ME**—RAY CAMPI
- 15618 **SHADOW OF A DOUBT—SINGLE**—BILL CAREY
- 15619 **OLD FASHIONED LOVE—YOU CAN'T GET LOVIN'**—JOHNNY MADDOX & THE RHYTHMASTERS  
(Where There Ain't Any Love)
- 15620 **IF MY LOVE HAD WINGS—A WOUND TIME CAN'T ERASE**—SKY JOHNSON
- 15621 **DOODLE-DOO-DOO—ALL DRESSED UP**—HERB FLEMING
- 15622 **LOVE ME, SO I'LL KNOW—I'M SENDING YOU THIS RECORD**—BOB DENTON
- 15623 **STEADY DATE—LOVE ME TONIGHT**—THE SMITH SISTERS
- 15624 **PLAIN WE LIVE—AUTUMN LOVE SONG**—MALCOLM KEEN—PRIAM KEITH
- 15625 **BABY SITTEN—WITHOUT YOUR LOVE**—BOB RILEY

## BEST SELLING EP'S

- DEP-1056 **A CLOSER WALK WITH THEE** | DEP-1057 **"FOUR BY PAT"**  
—PAT BOONE | —PAT BOONE

*Dot*

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

# HONOR ROLL OF HITS

THE NATION'S TOP TUNES

TRADE MARK REG.

For survey week ending August 10

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Tammy</b>		<b>2 5</b>	<b>6. Bye Bye Love</b>		<b>5 12</b>
By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61851; Ames Brothers, Via 20-6930. RECORDS AVAILABLE: Richard Hayman, Mercury 71123; Joseph Garsheson Ork, Coral 61845; Pat Kirby, Dec 30317.			By B. Bryant & P. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1315. RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Dec 30311; T. Tommy, Dot 15576.		
<b>2. Teddy Bear</b>		<b>1 8</b>	<b>7. Around the World</b>		<b>7 10</b>
By Kai Mann-Bernie Lowe—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 47-7000.			By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORDS: Victor Young and Bing Crosby, Dec 30262; Mantovani, London 1746. RECORDS AVAILABLE: George Barnes, Dec 30394; Big Al Sears, Jubilee 5293; Charlie Carl, Songbird 309; R. Charles Singers, M-G-M 12507; D. Countee, Mercury 71145; Don Costa, ABC-Paramount, 9770; Eddie Fisher, Vic 20-6947; Jack Haskell, Thunderbird 1956; Manny Loper, Vic 20-6853; McGuire Sisters, Coral 61856; Jans Morgan, Kapp 185; Lawrence Welk, Coral 61741.		
<b>3. Love Letters in the Sand</b>		<b>3 15</b>	<b>8. Old Cape Cod</b>		<b>8 11</b>
By N. Kenny, C. Kenny & Coats—Published by Bourne (ASCAP) BEST SELLING RECORDS: Pat Boone, Dot 15579. RECORDS AVAILABLE: Charlie Carl, Songbird 207; Vi Vienna, V.I.P. 1003; Mac Wiseman, Dot 15578.			By Rothrock-Wakus-Jeffrey—Published by George Pincus & Sons (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 71101.		
<b>4. White Silver Sands</b>		<b>6 5</b>	<b>9. It's Not for Me to Say</b>		<b>10 13</b>
By C. Mathews—Published by Fellows-Peer (BMI) BEST SELLING RECORD: Don Rondo, Jubilee 5288. OTHER RECORDS AVAILABLE: Owen Bradley, Dec 30363; Dave Gardner, OJR 1002; Lennon Sisters, Brunswick 55013.			By A. Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40851. RECORDS AVAILABLE: Jane Morgan, Kapp 185; Cyril Stapleton, London 1754.		
<b>5. I'm Gonna Sit Right Down and Write Myself a Letter</b>		<b>4 8</b>	<b>10. So Rare</b>		<b>9 19</b>
By Joe Young-Fred Ahlert—Published by De Sylva & Brown & Henderson (ASCAP) BEST SELLING RECORD: Billy Williams, Coral 61830. RECORD AVAILABLE: Harry the Hipster, Hip 501; Larry Storch, Roulette 4014.			By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP) BEST SELLING RECORD: Jimmy Dorsey, Fraternity 755.		

## Second Ten

<b>11. Rainbow</b>		<b>14 3</b>	<b>16. Love Me to Pieces</b>		<b>19 2</b>
By Ron Hume—Published by Robbins (ASCAP) BEST SELLING RECORD: Russ Hamilton, Kapp 184. RECORDS AVAILABLE: Bobby Breen, Chic 1013; Bill Darnell, Jubilee 5290.			By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Jill Corey, Col 40955. RECORDS AVAILABLE: Janis Martin, Vic 20-6832; Rusty & Doug, Hickory 1084.		
<b>11. Send for Me</b>		<b>11 7</b>	<b>16. Whispering Bells</b>		<b>14 5</b>
By Allie Jones—Published by Winneton (BMI) BEST SELLING RECORD: Nat (King) Cole, Cap 3737.			By S. Lowery-C. Quick—Published by Gil-Fee-Bea (BMI) BEST SELLING RECORD: Dyl Vikings, Dot 15592.		
<b>13. Diana</b>		<b>16 4</b>	<b>18. In the Middle of an Island</b>		<b>19 2</b>
By Paul Anka—Published by Pamco Music, Inc. (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9831.			By Varnick & Acquaviva—Published by Edw. H. Morris (ASCAP) BEST SELLING RECORD: Tony Bennett, Col 40965. RECORDS AVAILABLE: Tennessee Ernie, Cap 3762; Anita Kerr Quartet, Dec 30417; Stan Wilson, Verve 10068.		
<b>14. Searchin'</b>		<b>12 12</b>	<b>18. Stardust</b>		<b>19 5</b>
By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6087.			By Hoagy Carmichael-Parish—Published by Mills (ASCAP) BEST SELLING RECORD: Billy Ward, Liberty 55071.		
<b>15. Whole Lotta Shakin' Goin' On</b>		<b>17 2</b>	<b>20. Short Fat Fannie</b>		<b>13 7</b>
By D. Williams-S. David—Published by Mariyn (BMI) BEST SELLING RECORD: Jerry Lee Lewis, Sun 267.			By Mary Williams—Published by Venita (BMI) BEST SELLING RECORD: Larry Williams, Specialty 608.		

## Third Ten

<b>21. Shangri-La</b>		<b>22 6</b>	<b>26. Dark Moon</b>		<b>17 13</b>
By Sigman, Malenc, R. Maxwell—Published by Robbins (ASCAP) RECORD AVAILABLE: Four Coins, Epic 9213.			By Ned Miller—Published by Dandelion (BMI) RECORDS AVAILABLE: Bonnie Guitar, Dot 15550; Hawkshaw Hawkins, Vic 20-6910; Gale Storm, Dot 15558.		
<b>22. Fallen Star</b>		<b>23 6</b>	<b>26. Long Lonely Nights</b>		<b>- 1</b>
By Joiner—Published by Treas (BMI) RECORDS AVAILABLE: Hilltoppers, Dot 15594; Perla Husky, Cap 3742; Bill Monroe, Dec 30327; Jimmy Newman, Dot 15574; Nick Noble, Mercury 71124; Ray Price, Col 2137.			By Uniman-Abbott-Andrews-Henderson—Published by G. & H. (BMI) RECORDS AVAILABLE: Lee Andrews & the Hearts, Chess 1665; Kitty Kallen, Dec 30404; Kings, Baton 245; Clyde McPhatter, Atlantic 1149.		
<b>23. Honeycomb</b>		<b>- 1</b>	<b>26. That'll Be the Day</b>		<b>- 1</b>
By Bob Merrill—Published by Hawthorne Music (ASCAP) RECORDS AVAILABLE: Jimmie Rodgers, Roulette 4015.			By Jerry Allison-Buddy Holly-Norman Petty—Published by Nor-Va-Jak Music Co. (BMI) RECORDS AVAILABLE: Jeff Allen, Verve 10964; Crickets, Brunswick 55009; Buddy Holly, Dec 30434; Ravens, Argo 5276; Connie Russell, Era 1020.		
<b>24. Fascination</b>		<b>- 1</b>	<b>29. Bernardine</b>		<b>28 4</b>
By S. D. Marchetti—Published by Southern Music (ASCAP) RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamilton, London 1125; Dick Jacobs, Coral 61864; Les Lawrence, London 1266; Jans Morgan, Kapp 191; Dinah Shore, Vic 20-6980; Ethel Smith, Dec 30491.			By Johnny Mercer—Published by Palm Springs (ASCAP) RECORD AVAILABLE: Pat Boone, Dot 15570.		
<b>24. Flying Saucer</b>		<b>25 4</b>	<b>29. Gonna Find Me a Bluebird</b>		<b>23 10</b>
By Buchanan & Goodman—Published by Crazy Music. RECORD AVAILABLE: Buchanan & Goodman, Luniversa 105.			By Marvin Rainwater—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Eddy Arnold, Vic 20-6905; Joyce Hahn, Cadence 1318; Fess Parker, Disneyland F 23; Marvin Rainwater, M-G-M 12412.		

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



KAPP  
HAS  
THE  
BEST  
BUY  
ON  
"FASCINATION"

THE BEST VOCAL - JANE MORGAN. THE  
BEST INSTRUMENTAL - THE TROUBADORS.  
BACK TO BACK ON ONE RECORD-NOW  
IN A SPECIAL SLEEVE ... KAPP #191 X

# KAPP

KAPP RECORDS, INC., 119 WEST 57th ST. NEW YORK 19





# Best Sellers in Stores

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

FOR  
SURVEY WEEK  
ENDING  
AUGUST 10, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TEDDY BEAR (ASCAP)—Elvis Presley..	1	9	12. WHISPERING BELLS (BMI)— Del Vikings.....	10	8	21. THAT'LL BE THE DAY (BMI)— Crickets .....	-	1
LOVING YOU (BMI)—Vic 20-7000			Don't Be a Fool (BMI)—Dot 15592			I'm Lookin' for Someone to Love (BMI)— Brunswick 55009		
2. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone.....	2	15	13. SEND FOR ME (BMI)— Nat (King) Cole.....	6	8	22. JENNY, JENNY (BMI)—Little Richard..	23	9
BERNARDINE (ASCAP)—Dot 15570			MY PERSONAL POSSESSION (BMI)— Cap 3737			MISS ANN (BMI)—Specialty 608		
3. TAMMY (ASCAP)—Debbie Reynolds..	5	4	13. REMEMBER YOU'RE MINE (ASCAP)—Pat Boone.....	23	2	23. OLD CAPE COD (ASCAP)—Patti Page..	14	11
French Heels (ASCAP)—Coral 61851			There's a Gold Mine in the Sky (ASCAP)— Dot 15602			WONDERING (BMI)—Mercury 71101		
4. BYE BYE LOVE (BMI)— Everly Brothers.....	3	13	15. WHOLE LOTTA' SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis.....	17	4	24. SHANGRI-LA (ASCAP)—Four Coins....	29	5
I Wonder If I Care as Much (BMI)—Cadence 1315			It'll Be Mine (BMI)—Sun 267			First in Line (ASCAP)—Epic 9213		
5. SEARCHIN' (BMI)—Coasters.....	4	14	16. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis.....	12	13	25. TO THE AISLE (BMI)—Five Satins....	-	1
YOUNG BLOOD (BMI)—Atco 6187			Warm and Tender (ASCAP)—Col 40851			Wish I Had My Baby (BMI)—Ember 1019		
6. DIANA (BMI)—Paul Anka.....	15	4	17. STARDUST (ASCAP)—Billy Ward.....	15	5	26. GONNA FIND ME A BLUEBIRD (BMI)—Marvin Rainwater.....	19	4
Don't Gamble With Love (BMI)— ABC-Paramount 9831			Lucinda (BMI)—Liberty 55071			So You Think You've Got Trouble (BMI)— M-G-M 12412		
7. RAINBOW (ASCAP)—Russ Hamilton..	13	3	18. SHORT FAT FANNIE (BMI)— Larry Williams.....	8	7	27. TAMMY (BMI)—Ames Brothers.....	26	2
We Will Make Love (ASCAP)—Kapp 184			High School Dance (BMI)—Specialty 608			ROCKIN' SHOES (ASCAP)—Vic 6930		
8. I'M GONNA SIT RIGHT DOWN (ASCAP)—Billy Williams.....	7	9	19. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett.....	25	2	28. WHITE SPORT COAT (BMI)— Marty Robbins.....	-	15
Date With the Blues (ASCAP)—Coral 61830			I AM (ASCAP)—Col 40905			Grown-Up Tears (BMI)—Col 40864		
9. WHITE SILVER SANDS (BMI)— Don Rondo.....	11	4	20. FLYING SAUCER— Buchanan & Goodman.....	18	4	29. HONEY COMB (ASCAP)— Jimmie Rodgers.....	-	1
Stars Fell on Alabama (ASCAP)—Jubilee 5288			Martian Melody (BMI)—Luniverse 105			Their Hearts Were Full of Spring (ASCAP)— Roulette 4015		
10. SO RARE (ASCAP)—Jimmy Dorsey....	9	19				30. MR. LEE (BMI)—Bobettes.....	27	2
Sophisticated Swing (ASCAP)—Fraternity 755						Look at the Stars (BMI)—Atlantic 1144		
11. LOVE ME TO PIECES (BMI)— Jill Corey.....	21	2						
Love (BMI)—Col 40955								

# Most Played by Jockeys

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

FOR  
SURVEY WEEK  
ENDING  
AUGUST 10, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TAMMY (ASCAP)—Debbie Reynolds..	3	5	9. IT'S NOT FOR ME TO SAY (ASCAP) Johnny Mathis .....	8	13	17. AROUND THE WORLD (ASCAP)— Mantovani .....	18	5
French Heels (ASCAP)—Coral 61851			Warm and Tender (ASCAP)—Col 40851			The Road to Ballingarry (ASCAP)—London 1746		
2. TEDDY BEAR (ASCAP)— Elvis Presley .....	1	16	10. SO RARE (ASCAP)—Jimmy Dorsey....	9	16	18. SEARCHIN' (BMI)—Coasters .....	13	12
Love Me to Pieces (BMI)—Vic 7000			Sophisticated Swing (ASCAP)— Fraternity 755			Young Blood (BMI)—Atco 6987		
3. I'M GONNA SIT RIGHT DOWN (ASCAP)—Billy Williams .....	4	9	11. SEND FOR ME (BMI)— Nat (King) Cole .....	17	6	19. WHISPERING BELLS (BMI)— Del Vikings .....	20	2
Date With the Blues (ASCAP)—Coral 61830			My Personal Possession (BMI)—Cap 3737			Don't Be a Fool (BMI)—Dot 15592		
4. OLD CAPE COD (ASCAP)— Patti Page .....	5	12	12. STARDUST (ASCAP)—Billy Ward....	-	3	20. LOVING YOU (BMI)—Elvis Presley...	-	4
Wondering (BMI)—Mer 71101			Lucinda (BMI)—Liberty 55071			Teddy Bear (ASCAP)—Vic 7000		
5. BYE BYE LOVE (BMI)— Everly Brothers.....	6	12	13. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis .....	16	2	20. THERE'S A GOLD MINE IN THE SKY (ASCAP)—Pat Boone .....	-	1
I Wonder If I Care as Much (BMI)— Cadence 1315			It'll Be Me (BMI)—Sun 267			Remember You're Mine (ASCAP)—Dot 16602		
6. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone .....	2	15	14. RAINBOW (ASCAP)—Russ Hamilton..	12	3	22. LOVE ME TO PIECES (BMI)— Jill Corey .....	15	3
Bernardine (ASCAP)—Dot 15570			We Will Make Love (ASCAP)—Kapp 184			Love (BMI)—Col 40955		
7. TAMMY (ASCAP)—Ames Brothers.....	11	5	15. SHORT FAT FANNIE (BMI)— Larry Williams .....	20	5	23. SHANGRI-LA (ASCAP)— Four Coins .....	14	6
Rockin' Shoes (BMI)—Vic 6930			High School Dance (BMI)—Specialty 608			First in Line (ASCAP)—Epic 9213		
8. WHITE SILVER SANDS (BMI)— Don Rondo .....	7	4	16. DIANA (BMI)—Paul Anka .....	10	2	24. BERNARDINE (ASCAP)—Pat Boone ..	-	5
Stars Fell on Alabama (ASCAP)—Jubilee 5288			Don't Gamble With Love (BMI)— ABC-Paramount 9831			Love Letters in the Sand (ASCAP)—Dot 15570		
						25. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett .....	-	1
						I Am (ASCAP)—Col 40963		



# IS ZIZZLING!

**THE  
DIAMONDS**

**ZIP ZIP**

AND  
OH, HOW I WISH  
MERCURY 71165

**RUSTY  
DRAPER**

**NO HUH**

AND  
GOOD GOLLY  
MERCURY 71162

**THE  
CREW-CUTS**

**I Sit In My Window**

AND  
**Hey, You Face**  
MERCURY 71168

**SARAH  
VAUGHAN**

**BAND OF ANGELS**

AND  
PLEASE MR. BROWN  
MERCURY 71157

**TONY  
WILLIAMS**  
OF THE PLATTERS

**WHEN YOU RETURN**

AND  
LET'S START ALL OVER AGAIN  
MERCURY 71158

**BILLY  
ECKSTINE**

**ALL OF MY LIFE**

AND  
POOR LITTLE HEART  
MERCURY 71161

**NICK  
NOBLE**

**Moonlight Swim**

AND  
**Lucy Lou**  
MERCURY 71169

**STEVE  
KARMEN**  
ARTHUR GODFREY'S NEW FIND

**We Belong Together**

AND  
**Wild Eyes and Tender Lips**  
MERCURY 71164

# MGM Records

## MARVIN RAINWATER



### MY LOVE IS REAL

and

### MY BRAND OF BLUES

K12511 • MGM 12511

Still Sock Seller

### gonna FIND ME A BLUEBIRD

K12412

MGM 12412

### SAM (THE MAN) TAYLOR

### TANGANYIKA

and

### A TOUCH OF THE BLUES

K12529 • MGM 12529



### DAVID ROSE AND HIS ORCH.

### A NIGHT IN TRINIDAD

and

### CAPTAIN'S PARADISE

K12525 • MGM 12525

### MURRAY ARNOLD Quartet

(From album "Overheard in a Cocktail Lounge")

### MOONLIGHT

PICKED BY BILLBOARD and CASH BOX

K12530



### CHUCK ALAIMO Quartet

### HOW I LOVE YOU

and

### LOCAL 66

K12508

### DICK HYMAN

### THE RED HEAD | BAND OF ANGELS

K12516

### RAY CHARLES SINGERS

### MOUNTAIN GREENERY

and LAZY AFTERNOON

K12524

### TOMMY EDWARDS

WE'RE NOT CHILDREN ANYMORE and ANYPLACE, ANYTIME, ANYWHERE

K12514

### JERRY WAYNE

HONKY TONKIN' and MIDNIGHT SPECIAL

K12532

### DONN REYNOLDS

ROSE OF OL' PAWNEE and ALL ALONE

K12512



## Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 18

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

### BOSTON

Diana, Paul Anka, ABC-Para.  
Love Letters in the Sand/Bernardine Pat Boone, Dot  
Rainbow, Russ Hamilton, Kapp  
Searchin'/Young Blood, Coasters, Alco  
Tammy, Debbie Reynolds, Cor.  
Teddy Bear/Loving You, Elvis Presley, Vic.  
That'll Be the Day, Crickets, Brk.  
Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

### CHICAGO

I'm Gonna Sit Right Down Billy Williams, Cor.  
Love Letters in the Sand/Bernardine Pat Boone, Dot  
Rainbow, Russ Hamilton, Kapp  
Searchin', Coasters, Alco  
Stardust, Billy Ward, Lib.  
Tammy/Rockin' Shoes, Amet Brothers, Vic.  
Teddy Bear/Loving You, Elvis Presley, Vic.  
White Silver Sands, Don Rondo, Jub.

### DETROIT

Bye Bye Love, Everly Brothers, Cdc.  
Diana, Paul Anka, ABC-Para.  
It's Not for Me to Say, Johnny Mathis, Col.  
Love Letters in the Sand/Bernardine Pat Boone, Dot  
Send for Me, Nat (King) Cole, Cap.  
Tammy, Debbie Reynolds, Cor.  
Teddy Bear/Loving You, Elvis Presley, Vic.  
Whispering Bells, Del Vikings, Dot  
Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

### EAST TEXAS

C. C. Rider, Chuck Willis, Atl.  
Cool Shake, Del Vikings, Mer.  
Further Up the Road, B. B. Bland, Duke  
Lotta Lovin', Gene Vincent, Cap.  
Miss You So, Lillian Offitt, Esc.  
Searchin'/Young Blood, Coasters, Alco  
Send for Me/My Personal Possession Nat (King) Cole, Cap.  
Teddy Bear, Elvis Presley, Vic.  
What Will I Tell My Heart Fats Domino, Imp.  
Whispering Bells, Del Vikings, Dot  
White Silver Sands, Dave Gardner, DJ.

### FLORIDA

Bye Bye Love, Everly Brothers, Cdc.  
Flying Saucer, Buchanan & Goodman, Lun.  
It's Not for Me to Say, Johnny Mathis, Col.  
Love Letters in the Sand Pat Boone, Dot  
Send for Me, Nat (King) Cole, Cap.  
Searchin', Coasters, Alco  
Short Fat Fannie, Larry Williams, Spa.  
Tammy, Debbie Reynolds, Cor.  
White Silver Sands, Don Rondo, Jub.  
Wonderful, Wonderful, Johnny Mathis, Col.

### LOS ANGELES

Bye Bye Love, Everly Brothers, Cdc.  
I'm Gonna Sit Right Down Billy Williams, Cor.  
Love Letters in the Sand/Bernardine Pat Boone, Dot  
Send for Me/My Personal Possession Nat (King) Cole, Cap.  
Searchin'/Young Blood, Coasters, Alco  
So Rare, Jimmy Dorsey, Fly.  
Teddy Bear/Loving You, Elvis Presley, Vic.  
Whispering Bells, Del Vikings, Dot

### NEW YORK AND NEWARK

Bye Bye Love, Everly Brothers, Cdc.  
Diana, Paul Anka, ABC-Para.  
I'm Gonna Sit Right Down Billy Williams, Cor.  
Love Letters in the Sand/Bernardine Pat Boone, Dot  
Mr. Lee, Bobbettes, Atl.  
Searchin', Coasters, Alco  
Stardust, Billy Ward, Lib.  
Teddy Bear/Loving You, Elvis Presley, Vic.  
Whispering Bells, Del Vikings, Dot

### NORTHERN NEW YORK STATE

Bye Bye Love, Everly Brothers, Cdc.  
Diana, Paul Anka, ABC-Para.

Honeycomb, Jimmie Rodgers, Rit.  
Let the Four Winds Blow, Roy Brown, Imp.  
My Personal Possession/Send for Me Nat (King) Cole, Cap.  
Teddy Bear/Loving You, Elvis Presley, Vic.  
That'll Be the Day, Crickets, Brk.  
Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun.  
White Silver Sands, Don Rondo, Jub.

### NORTHERN OHIO

Bye Bye Love, Everly Brothers, Cdc.  
Diana, Paul Anka, ABC-Para.  
Love Letters in the Sand/Bernardine Pat Boone, Dot  
So Rare, Jimmy Dorsey, Fly.  
Tammy, Debbie Reynolds, Cor.  
That'll Be the Day, Crickets, Brk.  
When I See You/What Will I Tell My Heart? Fats Domino, Imp.  
White Silver Sands, Don Rondo, Jub.  
Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

### NORTHWEST

C. C. Rider, Chuck Willis, Atl.  
I'm Gonna Sit Right Down Billy Williams, Cor.  
It's Not for Me to Say, Johnny Mathis, Col.  
Love Letters in the Sand Pat Boone, Dot  
Send for Me, Nat (King) Cole, Cap.  
Tammy, Debbie Reynolds, Cor.  
Teddy Bear/Loving You, Elvis Presley, Vic.  
White Silver Sands, Don Rondo, Jub.

### PHILADELPHIA

Around the World, Victor Young, Dec.  
In the Middle of an Island/I Am Tony Bennett, Col.  
It's Not for Me to Say, Johnny Mathis, Col.  
Love Letters in the Sand, Pat Boone, Dot  
Rainbow, Russ Hamilton, Kapp  
Send for Me/My Personal Possession Nat (King) Cole, Cap.  
Stardust, Billy Ward, Lib.  
Teddy Bear/Loving You, Elvis Presley, Vic.

### SAN FRANCISCO AND OAKLAND

Bye Bye Love, Everly Brothers, Cdc.  
Flying Saucer, Buchanan & Goodman, Lun.  
Let the Four Winds Blow, Roy Brown, Imp.  
Love Letters in the Sand/Bernardine Pat Boone, Dot  
Searchin'/Young Blood, Coasters, Alco  
Send for Me, Nat (King) Cole, Cap.  
So Rare, Jimmy Dorsey, Fly.  
Teddy Bear, Elvis Presley, Vic.

### SOUTHERN OHIO

Bye Bye Love, Everly Brothers, Cdc.  
Love Letters in the Sand/Bernardine Pat Boone, Dot  
Love Me to Pieces, Jill Corey, Col.  
Old Cape Cod/Wondering, Patti Page, Mer.  
Remember You Are Mine/Gold Mine in the Sky, Pat Boone, Dot  
Searchin'/Young Blood, Coasters, Alco  
Tammy, Debbie Reynolds, Cor.  
Teddy Bear/Loving You, Elvis Presley, Vic.

### ST. LOUIS AND KANSAS CITY

Bye Bye Love, Everly Brothers, Cdc.  
It's Not for Me to Say, Johnny Mathis, Col.  
Love Letters in the Sand/Bernardine Pat Boone, Dot  
Rainbow, Russ Hamilton, Kapp  
Searchin'/Young Blood, Coasters, Alco  
Tammy, Debbie Reynolds, Cor.  
Teddy Bear/Loving You, Elvis Presley, Vic.

### WASHINGTON AND BALTIMORE

Around the World, Victor Young, Dec.  
Bye Bye Love, Everly Brothers, Cdc.  
Love Letters in the Sand/Bernardine Pat Boone, Dot  
Searchin'/Young Blood, Coasters, Alco  
Short Fat Fannie, Larry Williams, Spa.  
So Rare, Jimmy Dorsey, Fly.  
Tammy, Debbie Reynolds, Cor.  
Teddy Bear/Loving You, Elvis Presley, Vic.

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BREAKING BIG IN  
CLEVELAND AND  
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SPREADING LIKE  
WILDFIRE.

# DAY DREAMING

and

## CRYING IN THE SHADOWS

K12531-45 RPM  
MGM 12531-78 RPM

# M-G-M Records



FROM THE SOUNDTRACK OF THE MGM MOTION PICTURE

# RAINTREE COUNTY



# NAT "KING" COLE

## THE SONG OF RAINTREE COUNTY

with Johnny Green's unusual new melody and an inspiring lyric by Paul Francis Webster

c/w **WITH YOU ON MY MIND** WITH THAT "SEND FOR ME" FEEL



RECORD NO. 3782



a great follow-up to "SEND FOR ME!"

# Mat King Cole

rockin' on

# with you on my mind

record no. 3782



For just 50c a week these sales helps can mean  
**MORE PROFIT DOLLARS**

**FOR YOU!**



**Billboard's  
SALES  
BOOSTER  
KITS**

are helping dealers  
everywhere sell more  
singles, albums, phonos  
and accessories!

For as little as 50c a week you, too,  
can put these colorful window, wall and  
counter posters to work in your store  
. . . to help you push profits up, up, up!

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

- "HONOR ROLL OF HITS" POSTER - 17"x22", flashy two colors. Lists the Top 10 Tunes of the week plus the up-and-coming hits.
- "BIG PLAY" POP ALBUM POSTER - 17"x22" in two colors. Lists the top selling albums. Great for self-selection displays.
- "BIG PLAY" CLASSICAL ALBUM POSTER (alternating with "BIG PLAY" JAZZ ALBUM POSTER). Giant, 17"x22", two colors. Use 'em on counters and over self-service racks.
- "TODAY'S TOP TUNES" . . . give-away folders listing the tops in pops, classical, jazz, R&B, C&W. Great for listening booths, direct mail selling, statement enclosures.
- NEW TITLES . . . NEW ARTISTS . . . NEW EQUIPMENT POSTERS—a big supply every kit, to dress up your windows, walls and counters. Real customer convincers at the point-of-sale!

**MAIL THIS COUPON NOW 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 \$6.00 regular price, \$1 per kit.

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**Top 100 Sides**

FOR SURVEY WEEK ENDING AUGUST 19

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey periods, explains variation between the top 30 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

1. TEDDY BEAR, Elvis Presley, Victor	1
2. BYE BYE LOVE, Everly Brothers, Cadence	2
3. LOVE LETTERS IN THE SAND, Pat Boone, Dot	3
4. TAMMY, Debbie Reynolds, Coral	7
5. SEARCHIN', Coasters, Atco	4
6. I'M GONNA SIT RIGHT DOWN, Billy Williams, Coral	10
7. SO RARE, Jimmy Dorsey, Fraternity	4
8. SHORT FAT FANNIE, Larry Williams, Specialty	6
9. WHISPERING BELLS, Del Vikings, Dot	9
10. WHITE SILVER SANDS, Don Rondo, Jubilee	11
11. SEND FOR ME, Nat (King) Cole, Capitol	8
12. IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	14
13. DIANA, Paul Anka, ABC-Paramount	17
14. RAINBOW, Russ Hamilton, Kapp	21
15. STARDUST, Billy Ward, Liberty	13
16. OLD CAPE COD, Paul Page, Mercury	11
17. WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	23
18. JENNY JENNY, Little Richard, Specialty	16
19. FLYING SAUCER, Buchanan & Goodman, Luniversa	19
20. LOVE ME TO PIECES, Jill Corey, Columbia	48
21. DARK MOON, Gale Storm, Dot	15
22. OVER THE MOUNTAIN, Johnnie & Joe, Chess	18
23. SHANGRI-LA, Four Coins, Epic	29
24. I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence	41
25. GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M-G-M	22
26. TEENAGER'S ROMANCE, Ricky Nelson, Verve	20
27. WHITE SPORT COAT, Marty Robbins, Columbia	27
28. BERNARDINE, Pat Boone, Dot	26
29. LOVING YOU, Elvis Presley, Victor	33
30. TO THE AISLE, Five Satins, Ember	39
31. IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	51
32. AROUND THE WORLD IN 80 DAYS, Mantovani, London	34
33. START MOVIN', Sal Muzzo, Epic	25
34. AROUND THE WORLD IN 80 DAYS, Victor Young, Decca	36
35. WHITE SILVER SANDS, Dave Gardner, OJ	32
36. VALLEY OF TEARS, Fats Domino, Imperial	31
37. WONDERFUL WONDERFUL, Johnny Mathis, Columbia	34
38. ALL SHOOK UP, Elvis Presley, Victor	33
39. THAT'LL BE THE DAY, Crickets, Brunswick	68
40. TAMMY, Ames Brothers, Victor	41
41. MR. LEE, Bobbettes, Atlantic	49
42. YOUNG BLOOD, Coasters, Atco	24
43. FOUR WALLS, Jim Reeves, Victor	40
44. FREIGHT TRAIN, Rusty Draper, Mercury	37
45. ISLAND IN THE SUN, Harry Belafonte, Victor	46
46. GOODY GOODY, Teenagers, Gee	48
47. SUSIE-Q, Dale Hawkins, Checker	43
48. C. C. RIDER, Chuck Willis, Atlantic	35
49. COOL SHAKE, Del Vikings, Mercury	54
50. LET THE FOUR WINDS BLOW, Ray Brown, Imperial	44
51. FALLEN STAR, Ferlin Husky, Capitol	47
52. HONEYCOMB, Jimmie Rodgers, Roulette	51
53. REMEMBER YOU'RE MINE, Pat Boone, Dot	68
54. LONG LONELY NIGHTS, Lee Andrews, Chess	85
55. LITTLE DARLIN', Diamonds, Mercury	50
56. LONG LONELY NIGHTS, Clyde McPhatter, Atlantic	73
57. FALLEN STAR, Jim Newman, Dot	66
58. GOLD MINE IN THE SKY, Pat Boone, Dot	—
59. WITH ALL MY HEART, Jodie Sands, Chancellor	54
60. FALLEN STAR, Hilltoppers, Dot	63
61. OH BABY DOLL, Chuck Berry, Chess	87
62. WHEN I SEE YOU, Fats Domino, Imperial	94
63. IS IT WRONG, Warner-Mack, Decca	63
64. MY PERSONAL POSSESSION, Nat (King) Cole, Capitol	67
65. BUILD YOUR LOVE, Johnnie Ray, Columbia	59
66. COME GO WITH ME, Del Vikings, Dot	56
67. FRAULEIN, Booby Helms, Decca	79
68. HE'S MINE, Platters, Mercury	63
69. RANG TANG DING DONG, Cello, Apollo	66
70. SCHOOL DAY, Chuck Berry, Chess	32
71. WHITE SILVER SANDS, Gwen Bradley, Decca	71
72. DYNAMITE, Brenda Lee, Decca	77
73. AROUND THE WORLD IN 80 DAYS, Big Crosby, Decca	60
74. MY DREAM, Platters, Mercury	53
75. MISS ANN, Little Richard, Specialty	78
76. ROCK YOUR LITTLE BABY TO SLEEP, Buddy Knox, Roulette	58
77. I LOVE YOU SO MUCH IT HURTS, Charlie Gracie, Cameo	83
78. I'M WALKIN', Ricky Nelson, Verve	60
79. ROCKIN' PNEUMONIA, Huey Smith, Ace	99
80. FARTHER UP THE ROAD, Bobby Blue Bland, Duke	82
81. WHAT WILL I TELL MY HEART, Fats Domino, Imperial	—
82. BYE BYE LOVE, Webb Pierce, Decca	76
83. DARK MOON, Bonnie Guitar, Dot	73
84. PASSING STRANGERS, Sarah Vaughan & Billy Eckstine, Mercury	87
85. DARLING IT'S WONDERFUL, Lovers, Lamp	—
86. GONE, Ferlin Husky, Capitol	77
87. GIRL WITH THE GOLDEN BRAIDS, Perry Como, Victor	88
88. FIRST KISS, Norman Petty Trio, Columbia	84
89. FOUR WALLS, Jim Lowe, Dot	80
90. MISS YOU SO, Lillian Offit, Excello	80
91. TEARDROPS FROM MY HEART, Telford Brewer, Coral	71
92. THINK, Five Royals, King	82
93. I AM, Tony Bennett, Columbia	—
94. HIGH SCHOOL ROMANCE, George Hamilton IV, ABC-Paramount	—
95. JUNE NIGHT, Jimmy Dorsey, Fraternity	—
96. ROCKIN' SHOES, Ames Brothers, Victor	—
97. I'M WALKIN', Fats Domino, Imperial	87
98. AROUND THE WORLD, McGuire Sisters, Coral	—
99. LOTA LOVIN', Gene Vincent, Capitol	—
100. ROUND AND ROUND, Perry Como, Victor	—
101. TONIGHT TONIGHT, Mello-Kings, Herald	—

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2 Latest Hits on CANDLELIGHT  
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CLYDE STACY  
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**"JUST BETWEEN YOU AND ME"**  
Cadence #1330  
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**Charlie Gracie**  
**"I LOVE YOU SO MUCH IT HURTS"**  
and  
**"WANDERIN' EYES"**  
Cameo #111  
**CAMEO RECORDS**

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**"HONEYCOMB"**  
b/w  
**"THEIR HEARTS WERE FULL OF SPRING"**  
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**JIMMIE RODGERS**  
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**"BY THE BEND OF THE RIVER"**  
**JOE LEAHY**  
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**RKO UNIQUE RECORDS**

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GIVE TO DAMON RUNYON  
CANCER FUND

### Sholes Succeeds

Continued from page 20

Johnny Camacho—New York staffers: Chet Atkins, c.&w. chief in Nashville, and Dick Pierce, West Coast. According to Burgess, any further appointments to the a.&c.r. staff in the future will be entirely up to Sholes. Latter, he said, would have a completely free hand in a.&c.r. matters.

Carlton, who has headed the pop a.&c.r. department for the past five years, has a contract with the company which runs until July 1958. At the present time, he and the company are trying to reach a settlement agreement, and talks are proceeding in amicable fashion with nothing but praise from both sides.

Carlton, who intends to take a long rest before considering any new ventures, can take credit for 16 gold records he supervised personally during his Victor tenure. Among these were such platters as Perry Como's "Round and Round," "Hot Diggity," Eddie Fisher's "O Mein Papa," "I Need You Now," Kay Starr's "Rock and Roll Waltz," and several Harry Belafonte hits. Artists whom he signed to the label include Jaye P. Morgan, Julius LaRosa, Eddie Heywood, Georgia Gibbs, Lena Horne, Lou Monte, Joe Reisman, Diahann Carroll, Pat O'Day, Bonnie Scott, Teddi King, Bob Jaxon and David Hill.

Before joining Victor, Carlton was Mercury a.&c.r. and Eastern sales chief. Prior to that, he was general manager of Eli Oberstein's Varsity diskery, promotion and ad chief for the Big Three, and prior to that was music editor of The Billboard for many years.

### Ricky Nelson

Continued from page 20

Nelson scoring on "I'm Walking," Nelson was free and clear when Chudd signed him, ostensibly recording for Verve without a contract.

On quite another front tho, Chudd revealed an all-time high for the first six months of 1957, with Imperial sales reaching \$3,162,000. Figures do not include foreign sales Chudd said, and indicate an increase of 20 per cent over the same period a year ago. Label prexy attributed much of the success to the consistency of Fats Domino who reputedly sold nearly four million records on his last three records, and the firm's increase in album sales, latter up nearly 32 per cent over last year.

Chudd predicted that sales for the balance of the year will exceed the first, averring that Imperial sales will hit the \$7 million mark, an increase of \$2 million over 1956.

### Jazz Week

Continued from page 20

Maynard Ferguson Ork, Vinnie Burke's String Jazz Quartet, Carmen McRae, Horace Silver Quintet and Ruby Braff Quintet.

The August 24 date will spotlight Billie Holiday, Gerry Mulligan Quartet, Dizzie Gillespie Ork, Johnny Richards Ork, Randy Weston Trio, Anita O'Day, Max Roach Quintet, Bud Powell, the Jazz Lab, the Four Freshmen and the Bobby Hackett Sextet.

### M-G-M Package

Continued from page 20

shipped to distrib. Dealer co-op mats are available for local newspaper ads and distrib. will also earmark their 2 per cent ad fund for extra promotion on the campaign.

Deejay promotion albums are being offered at \$1 each. These, it is emphasized, will bear a special stamp which reads: "Not for sale—for promotional use only!"

### Victor Ties Best Buys of 1957

Continued from page 20

phony — the first for the ork on disks.

A booklet similar to that of "La Mer" goes with "Vienna" by the Chicago Symphony under Reiner. Pierre Monteux and the Paris conservatoire Ork, who scored with Stravinsky's "Rite of Spring," now follow up with the composer's "Petrouchka" and "Firebird Suite," his two most popular works, on one disk. Jascha Heifetz has readied a triple-tr... make of his perpetual best seller, the Tchaikowsky Violin Concerto, this time with Reiner and the Chicago Ork.

The Boston Pops Orchestra, under Fiedler, tackles Johann Strauss again, this trip with selections from "Fledermans" and "Gypsy Baron." Also in the lighter vein is "Classical Music For People Who Don't Know Anything About Classical Music," follow-up to the smash "Classical Music For People Who Don't Like Classical Music" of several years back. This will carry a double-faced cover, and will include a booklet. It's to figure in the giant Heinz promotion described elsewhere in this section. A set described as "about as pop as a Red Seal set can get" is "Temptation" including top pop standard tunes played by Morton Gould and orchestra.

Released along with the Best Buy merchandise will be three "blockbuster" S-O-R specials, designed to insure maximum traffic during the Best Buy kick-off month, September. The pop special will be "Marvelous Miller Moods," which is a selection of sides from the \$25 Glenn Miller limited edition Air Force Band package, all of which fit the "mood" tag. The jazz set is "Bing

### Program Guide

Continued from page 20

Club." First two of the new programs are "The Jim Reeves Show," which will be aired daily from 1 to 2 p.m. from Nashville, and "The Herb (Oscar) Anderson Show," originating from the Terrace Room of the New Yorker Hotel here from 10 to 11 a.m.

The Reeves show, which is a pop—not a country and western airer, will feature Owen Bradley's ork, the Anita Kerr Singers, and live performances by guest-disk artists. The Anderson program which starts September 2, will spotlight canary Carole Bennett and Glenn Osser's ork.

An important aspect of ABC's new affiliates plan is a special group of four key station relations men, who will act on a consultant basis to local stations. These men—experts on engineering, programming, exploitation and research—will work directly with each affiliate—where necessary—to help build up local ratings.

Speaking for ABC prexy Robert Eastman and his staff, Labunski noted "We believe that by and large today's radio listener listens more to a favorite station rather than a particular program. Therefore the stations and the network must strive for a consistent sound, since dialers are rarely aware of whether a program originates with the network or locally."

### Specialty Set

Continued from page 20

phere" by members of the Dizzy Gillespie band, "Bar Room Piano With a Broad Appeal" by Hal Lee. In addition, a new Little Richard package is also in the works.

Firm's two new album lines will be aimed at the hi-fidelity enthusiast according to Rupe, with particular care taken for sound reproductive qualities. Rupe has added two new a.&c.r. men to handle the increased load, Sonny Bono to work out Hollywood, and Harold Battiste, to operate in the field. In addition to these projects, plans are currently being made for Specialty to release its own line of pre-recorded stereo tape in the future.

### ON THE BEAT

Continued from page 23

will cut new sides by the Teenagers, minus Frankie Lyman, within three weeks. New lead for the group has not yet been decided. Meanwhile, Lyman is expected to fulfill several West Coast one-nighter dates prior to the start of the new Irving Feld Super Attractions package tour on September 5.

B. B. (Blues Boy) King now has his own label, titled Blues Boy Kingdom Records. King's pianist, Millard Lee, formed his own combo in Detroit, where the group recently appeared, and cut two sides, "Get Out and Go," and "Farewell Blues." Thrush Rosetta Perry talks and chirps the lyrics. The disk has been released on the new label. . . . "Sittin' on Top of the World," waxed by Jerry Mar, is one of the five disks in the initial release of Billy Big's new Amp-3 label. . . . Coral thrush, Tina Robin, will sing her latest disk, "All of Me," on the Vic Damone

CBS-TV show Wednesday (21).

Charlie Gracie has had such a favorable reception on his current British tour, that his trek has been extended two weeks beyond the original five-week booking. Immediately after his Hippodrome opening August 5, solid reviews and attendances resulted in the exercising of an option on Gracie's services by British booker, Harold Davison. The singer's success in England is on the basis of but two hit disks, "Butterfly" and "Fabulous." . . . Mickey and Sylvia started their week at the Safari Club, New Orleans, Thursday (16).

### BEST SELLERS!

THE "5" ROYALES  
**THINK**  
King 5053

BILL DOGGETT  
**SHINDIG**  
b/w  
**HAMMER HEAD**  
King 5070

EARL BOSTIC  
**VIENNA, CITY OF MY DREAMS**  
b/w  
**JUST TOO SHY**  
King 5071

DONNIE ELBERT  
**BELIEVE IT OR NOT**  
b/w  
**TELL ME SO**  
Deluxe 6143  
**WHAT CAN I DO**  
Deluxe 6125

TINY TOPSY  
**AW! SHUCKS BABY**  
Federal 12302

THE MIDNIGHTERS  
**IS YOUR LOVE FOR REAL**  
Federal 12299

### KING RECORDS

ANDRE WILLIAMS  
2-SIDED SMASH!  
**JAIL BAIT**  
b/w  
**MY TEARS**  
**FORTUNE**  
3942 Third Detroit, Mich.  
Phone: Temple 3-5383

A REAL SAUER-KRAUTER!  
**HERR HERMANN**  
And His German Band  
**DER PFEIFER**  
— AND —  
**DER STAMPFER**  
#219  
THE BEST IN POLKAS AND NOVELTIES  
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**DEMONSTRATION RECORD COMPANY**  
BOX 4, STA. C. (Our Fifth Year of Operation!) LINCOLN, NEBRASKA

# Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING AUGUST 10, 1957

## POPULAR

<p><b>NEW HIT!</b></p> <p><b>FM LOOKIN' FOR SOMEONE TO LOVE</b> Brunswick 55009</p> <p><b>FM GOONS ST Right Down and Write</b> Myrtle &amp; Lether * BILLY WILLIAMS + DATE WITH THE BLUES Coral 61830</p> <p><b>WHISPERING BELLS</b> * DEE VIKINGS + DON'T BE A FOOL Dot 15592</p> <p><b>SHORT FAT FANNIE</b> * LARRY WILLIAMS + HIGH SCHOOL DANCE Specialty 608</p> <p><b>TO THE AISLE</b> * THE FIVE SATINS + WISH I HAD MY BABY Ember 1019</p> <p><b>IN THE MIDDLE OF AN ISLAND</b> * TONY BENNETT + I AM Columbia 40955</p>	<p><b>SEND FOR ME</b> * NAT (KING) COLE + MY PERSONAL POSSESSION Capitol 3727</p> <p><b>STARBUST</b> * BILLY WARD + LUCINDA Liberty 59071</p> <p><b>WHOLE LOTTA SHAKIN' GOIN' ON</b> * JERRY LEE LEWIS + IT'L BE MINE Sun 307</p> <p><b>SHANGRI-LA</b> * THE FOUR COINS + FIRST IN LINE Epic 9213</p> <p><b>TAMMY</b> * DEBBIE REYNOLDS + FRENCH HEELS Coral 61851</p> <p><b>IT'S NOT FOR ME TO SAY</b> * JOHNNY MATHEIS + WARM AND TENDER Columbia 40831</p> <p><b>JENNY JENNY</b> * LITTLE RICHARD + MISS ANN Specialty 606</p> <p><b>WHITE SILVER SANDS</b> * DON FONDO + STARS FELT ON ALABAMA Jubilee 5288</p> <p><b>LOVE LETTERS IN THE SAND</b> * PAT ROONE + BERNARDINE Dot 15570</p> <p><b>DIANA</b> * PAUL ANKA + DON'T GAMBLE WITH LOVE ABC-Paramount 9831</p>	<p><b>OLD CADE COO</b> * PATTI PAGE + WONDERING Mercury 71101</p> <p><b>TAMMY</b> * JAMES BROTHERS + ROCKIN' SHOES RCA Victor 6930</p> <p><b>MR. LEE</b> * BOBETTES + LOOK AT THE STARS Atlantic 1144</p> <p><b>SEARCHIN'</b> * THE COASTERS + YOUNG BLOOD A&amp;O 6007</p> <p><b>SO BARE</b> * JIMMY DORSET + SOPHISTICATED SWING Frontier 735</p> <p><b>TEDDY BEAR</b> * ELVIS PRESLEY + LOVING YOU RCA Victor 7000</p> <p><b>A WHITE SPORT COAT</b> * MARY ROBINSON + GROWN-UP TEARS Columbia 40864</p> <p><b>FLYING SAUCE</b> * BUCHANAN &amp; GOODMAN + MARTIAN MELODY Lambert 105</p> <p><b>HONEYCOMB</b> * JIMMIE RODGERS + THEIR HEARTS WERE FULL OF SPRING Roulette 4015</p> <p><b>REMEMBER YOU'RE MINE</b> * PAT ROONE + THERE'S A GOLD MINE IN THE SKY Dot 15602</p>
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## COUNTRY & WESTERN

<p><b>NEW HIT!</b></p> <p><b>MY SHOES NEED WALKING</b> BACK TO YOU * RAY PRICE + DON'T DO ME THIS WAY Columbia 40951</p> <p><b>NEW HIT!</b></p> <p><b>TO THE AISLE</b> * THE FIVE SATINS + WISH I HAD MY BABY Ember 1019</p> <p><b>NEW HIT!</b></p> <p><b>FARTHER UP THE ROAD</b> * BOBBY BLUETT + SOMETIME TOMORROW Duke 170</p> <p><b>LONG LONELY NIGHTS</b> * CLYDE McPHATTER + HEARTACHES Atlantic 1149</p> <p><b>MISS YOU SO</b> * LILLIAN OPRIT + IF YOU ONLY KNEW Epic 13104</p> <p><b>NEW HIT!</b></p> <p><b>ROCKIN' PNEUMONIA AND THE BOOGIE-WOOGIE FLU</b> (Parts 1 &amp; 2) * HUEY SMITH + Ace 530</p> <p><b>RETURN</b></p> <p><b>OVER THE MOUNTAIN</b> * JOHNNIE &amp; JOE + MY BABY'S GONE ON, ON Chess 1634</p>	<p><b>FALLEN STAR</b> * JIMMY NEWMAN + I CAN'T GO ON THIS WAY Dot 15574</p> <p><b>FRAULEIN</b> * BOBBY HELMS + HEARTSICK FELLING Decca 30194</p> <p><b>FOUR WALLS</b> * JIM REEVES + I KNOW AND YOU KNOW RCA Victor 6874</p> <p><b>FALLEN STAR</b> * FERLIN HUSKY + PRIZE POSSESSION Capitol 3742</p>
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## RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

## OPERATORS BEST BUYS

Records are the same as those listed in POP. R&B or C&W review sections.

<b>BEST BUY</b>	<b>TENNESSEE RANGER FORD</b> In the Middle of An Island 1st League Capitol 3762
<b>BEST BUY</b>	<b>DICK JACOBS</b> Fascination Coral 61864

<b>BEST BUY</b>	<b>JANE MORGAN</b> Midnight in Athens Kapp 191
<b>BEST BUY</b>	<b>DELLA BECKER</b> And That Reminds Me I Cried for You Jubilee 5282

<b>BEST BUY</b>	<b>KAY STARR</b> My Heart Reminds Me Film Plan First RCA Victor 6981
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## OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

<b>OPINION</b>	<b>JOHNNY CASH</b> Give My Love to Rose Home of the Blues Sun 279
<b>OPINION</b>	<b>LEE EMERSON</b> Do You Think Bart An Oner Columbia 40985

<b>OPINION</b>	<b>GUY MITCHELL</b> Care for the Blues C&D Route on the Phone Columbia 40987
<b>OPINION</b>	<b>JODIE SANDS</b> If You're Not Completely Satisfied Savoyans (Goodbye) Candor 1905

## RECORDS ELIMINATED FROM LAST WEEK'S PANEL

While these records are still juke box favorites in many areas, they have been eliminated because of the greater national programming strength of the NEW HIT records in the adjoining chart.

Armed the World (Instrumental and Vocal) Bing Crosby/Victor Young, Decca 30363	Dark Moon/Time Too Late Gale Storm, Dot 15592
Armed the World/The Road to Ballinacree Mentorani, London 1746	Please Send Me Someone to Love/My Foolish Moodsters, Chess 1661
C. C. Rider/Keep the Faith Chuck Willis, Atlantic 1139	Tennessee's Summers/The "Whisper" Eddy Miller, Veeva 10047

*From the Fabulous . . .*

# Billy Ward

Conception that created "STARDUST"  
Comes an even Bigger SMASH!

# DEEP PURPLE

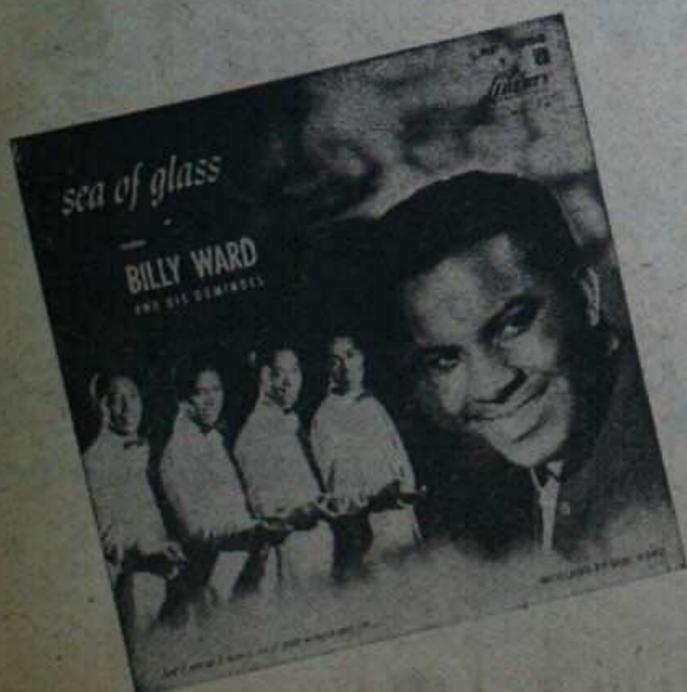
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# BEAT N'



## LENA HORNE

Sweet  
Thing



That Old  
Feeling



47/20-6997



## JIM REEVES

Young  
Hearts



Two Shadows  
on Your Window



47/20-6973



... means Big Business



RCA VICTOR  
RADIO CORPORATION OF AMERICA





# BALLAD



## DINAH SHORE



Till

Fascination



47/20-6980

## HUGO WINTERHALTER

Swingin'  
Sweethearts

The Happy  
Cobbler



with his orchestra

with his orchestra and chorus



47/20-6982



on *RCA Victor!*



**RCA VICTOR**  
TRADE MARK RADIO CORPORATION OF AMERICA



RCA VICTOR's on top with

# BEAT N'



... and sales are

## MILTON ALLEN

Love a,  
Love a Lover

Just Look, Don't  
Touch, She's Mine

47/20-6994



## EDDY ARNOLD

Crazy  
Dream

Open Your  
Heart

47/20-6975



RCA VICTOR

RADIO CORPORATION OF AMERICA





# BALLAD

sky-rocketing with these hits! . . .



## PERRY COMO

Marching Along  
to the Blues

with Mitchell Ayres Orchestra  
arrangement by Joe Reisman



47/20-6991

Dancing

with Mitchell Ayres Orchestra and  
the Roy Charles Singers,  
arrangement by Joe Reisman

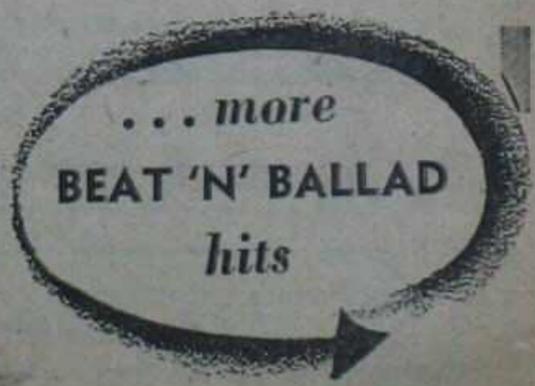


## GOGI GRANT

It's a Wonderful  
Thing to Be Loved

47/20-6996

That's the Life  
for Me



RCA VICTOR  
RADIO CORPORATION OF AMERICA



THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

## This Week's Best Buys

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

**FASCINATION** (Southern, ASCAP)—Dick Jacobs—Coral 61864—Jane Morgan—Kapp 191—These versions of the much recorded tune are competing for top coin. Both are strong in all markets and appear good bets to become best sellers. Flip of Jacob's record is "Summertime in Venice," (Pickwick, ASCAP). Miss Morgan's coupling is "Midnight in Athens," (Garland, ASCAP) by the Troubadors. Both are previous Billboard "Spotlight" picks.

**MY HEART REMINDS ME** (Symphony House, ASCAP)—Kay Starr—RCA Victor 6981

**AND THAT REMINDS ME** (Symphony House, ASCAP) — Della Reese—Jubilee 5292 — Two strongly contending adaptations of "Autumn Concerto." The two are about equal in strength at this point. Sales are jumping in all markets. Flip of Miss Reese's platter is "I Cried for You," (Miller, ASCAP). Flip of Miss Starr's disk, which was a previous Billboard "Spotlight" pick, is "Flim, Flam Floo," (Starstan, BMI).

**IN THE MIDDLE OF AN ISLAND** (Morris, ASCAP)—Tennessee Ernie Ford—Capitol 3762—The Tony Bennett version has a big lead on this platter, but sales have been increasing consistently for the Ford disk in both pop and c.&w. markets, and it now also appears certain to cop a lot of loot for the tune. Flip is "Ivy League," (Snyder, ASCAP). A previous Billboard "Spotlight" pick.



## Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING AUGUST 10

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.

- Fallen Star . . . . . **Ferlin Husky**  
(BMI) Capitol 3628
- Goody Goody . . . . . **Teenagers**  
(ASCAP) Gee 1039
- I Love You So Much It Hurts . . . . . **Charlie Gracie**  
(BMI) Cameo 111
- In the Middle of an Island  
Ivy League . . . . . **Tennessee Ernie Ford**  
(ASCAP); (ASCAP) Capitol 3762
- June Night . . . . . **Jimmy Dorsey Ork**  
(ASCAP) Fraternity 777
- Long, Lonely Nights . . . . . **Lee Andrews**  
(BMI) Chess 1665
- Long, Lonely Nights . . . . . **Clyde McPhatter**  
(BMI) Atlantic 1149
- Lotta Lovin' . . . . . **Gene Vincent**  
(BMI) Capitol 3763
- Oh, Party Doll . . . . . **Chuck Berry**  
(BMI) Chess 1664
- When I See You . . . . . **Fats Domino**  
(BMI) Imperial 5454

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

## Review Spotlight on . . .

### POP RECORDS

**GUY MITCHELL** . . . Columbia 40957 . . . . . **CURE FOR THE BLUES**

(Planetary, ASCAP)  
Sincere warbling by Mitchell, with fem chorus backing on "Cure," a medium-tempo, bluesy side is a strong effort. The song has a country flavor and could also cop coin in that market. Equally attractive is the singer's top-notch job on "Rosie," a bright, catchy novelty with cute lyrics. Solid deliveries on both sides can click.

**JODIE SANDS** . . . Chancellor 1005 . . . **IF YOU'RE NOT COMPLETELY SATISFIED**

(Debmar, ASCAP)  
Pretty, medium-tempo ballad is given a very appealing go by the thrush. Smooth styling can be a smash follow-up to her highly successful "With All My Heart." Flip, "Sayonara (Goodbye)," is an Oriental-type beguine which the artist does in the forthcoming pic, "Jamboree." (Debmar, ASCAP.)

*Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.*

## Reviews and Ratings

### BRENDA LEE

**Ain't That Love** . . . . . 86

DECCA 30411—Young thrush socks out a sensational rendition of the Ray Charles r.&b. hit. Fine styling and rocking beat could score both pop and country. One to watch. (Progressive, BMI)

**One Teen-Ager to Another** . . . 75

Words aren't easy to understand here, but those that come thru are cute. Biggest problem will be a title that will scare off most adult-minded deejays. Flip looks like the better bet. (Amber, ASCAP)

### JIM LOWE

**Slow Train** . . . . . 86

DOT 15611—There's a bit of "Night Train" to this rhythmic, rocking chant, and Lowe gives it some of the same quality of "Green Door" also. Danceable and listenable and should do business in all fields. Written by clefters of "I Dreamed," "Green Door," etc. (Trinity, BMI)

**From a Jack to a King** . . . 85

Lowe covers the Ned Miller country original on same label. This Dot formula could be successful once more due to a jaunty-rhythm, good material and pleasing, sincere warble. This could even cop some of the country action, as did his last disk. (Dandelion, BMI)

### JONI JAMES

**Day Dreaming** . . . . . 84

M-G-M 12531 — Canary brings her stylized delivery to poignant standard. Should chalk up considerable deejay play. (Harms, ASCAP)

**Crying in the Shadows** . . . 80

Sock weeper with country flavor is sold with sure-fire emotional impact by thrush. (Redd Evans, ASCAP)

### RUDY HANSON

**Futtin' on the Style** . . . . . 83

DECCA 30409 — Lonnie Donegan's British version is one of the big disks on the other side of the ocean. This lively, catchy country-accented version is likely to do business here, especially where the gang likes to join in on the chorus. Should do okay pop-wise. (Melody Trails, BMI)

**Castaway** . . . 68

Vaughn Horton opus is belted in pop-country style. Item has catchy rhythm,

but strength is in flip. (Southern, ASCAP)

### BAKER KNIGHT

**Love-A Love-A Love-A** . . . . . 80

DECCA 30426—Good hunk of rockabilly material, well sung, and could catch on. Well-made disk can score if pushed. (Sheldon, BMI)

**High School Days** . . . 68

Teen bait here, altho the flip material is more appealing for a broader market. (Lark, BMI)

### SAMMY DAVIS JR.

#### AND CARMEN McRAE

**Baby, It's Cold Outside** . . . . . 79

DECCA 30400 — Both sides of platter are from pair's new Decca album "Boy Meets Girl." They exude effortless showmanship on amusing oldie. Jocks are strong for this side, which could hype sales. (Frank, ASCAP)

**Happy to Make Your Acquaintance** . . . 76

Delightful duet from "The Most Happy Fella" accorded a show-wise duo-treatment, but hip dialog segs don't always come off. Nevertheless, a sure-fire jockey item. (Frank, ASCAP)

### TERRY DEAN

**Dream Boy (Oh, Oh, Oh)** . . . . . 79

POPLAR 106 — 12-year-old thrush exhibits fresh new vocal quality and sincerity on an intense rock and roll ballad. Could be sleeper. Not same tune that's been around lately with same title. (Chelwood, BMI)

**It's Just Your Kiss** . . . 75

Miss Dean sings with controlled feeling and heart on a deliberately paced r.&c. ballad with a churchy flavor. Both sides have multi-market appeal. (Acorn, BMI)

### EARL WILLIAMS

**Someday Sweetheart** . . . . . 79

ABC-PARAMOUNT 9843 — A strong reading of the standard done very much in a Domino groove. Williams swings on this one and the band backing inspires attention. Could step out. Watch it. (George Simon, ASCAP)

**A Fool in Love** . . . 71

Medium-paced blues by the chanter. Williams gives the mediocre material a good ride. Solid beat could win action at the juke, but flip has bigger overall chance. (Pamco, BMI)

(Continued on page 97)

**READY TO SET THE CHARTS ON FIRE!**



**EARTHA KITT** WITH HUGO WINTERHALTER ORCHESTRA AND CHORUS

**Take My Love, Take My Love** c/w **Yomme, Yomme** 45/20-7013



**BOB JAXON**

**Gotta Have Something In The Bank Frank** c/w **Come On Down**  
45/20-7006



**TERRI STEVENS** WITH HUGO WINTERHALTER ORCHESTRA

**Untouched Heart** c/w **Pin-Up Girl** 47/20-7014

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45 RPM



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**CORAL**  
RECORDS

**A DOUBLE**

THE  
HIT BALLAD  
OF THE  
YEAR

- 1st—TILL I WALTZ AGAIN WITH YOU
- 2nd—A TEAR FELL
- 3rd—EMPTY ARMS

**AND NOW**

**BORN TO  
LOVE**

9-61878

**Teresa Brewer**

The Coral Records logo is an oval shape with a dashed border. Inside the oval, the word "CORAL" is written in a large, bold, serif font, and the word "RECORDS" is written in a smaller, all-caps, sans-serif font below it.

**CORAL**  
RECORDS



# SIDED SMASH!



*THE  
HIT NOVELTY  
OF THE  
YEAR*

- 1st—MUSIC, MUSIC, MUSIC
- 2nd—RICOCHET
- 3rd—SWEET OLD FASHIONED GIRL

*AND NOW*

# IT'S THE SAME OLD JAZZ (MOMMA!!)

9-61878

# Teresa Brewer



Don't Be Late  
To Make a Date with . . . . .

**Al Terry's  
"LATE  
DATE"**  
Hickory 1064

**AMBITIOUS YOUNG  
MAN (25)**  
(An asset to any company)  
Seeks position with prospects  
IN MUSIC BUSINESS

2 1/2 years college. Excellent business background. Top sales experience. Well traveled—U. S. and foreign. Some previous exper. entertainment field. **Honest and ambitious.** Available immediately (relocate if necessary).

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**GEORGE PECK**  
"You're The One"  
w/  
"I Ask of Heaven"

**REL** Reverse Record Corp.  
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AM 5-2551

A BILLBOARD SPOTLIGHT  
**"AN AFFAIR  
TO  
REMEMBER"**  
VI Vienne

**VIP** RECORDS  
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**• Best Selling Sheet Music in U. S.**  
Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

Title	Last Week	Weeks on Chart
1. AROUND THE WORLD (Young)	1	9
2. TAMMY (Northern)	3	5
3. LOVE LETTERS IN THE SAND (Bourne)	2	13
4. WHITE SILVER SANDS (Fellows-Peer)	6	5
5. OLD CAPE COD (Pincus)	4	8
6. I'M GONNA SIT RIGHT DOWN (AND WRITE MYSELF A LETTER) (De Sylva-Brown-Henderson)	5	5
7. IT'S NOT FOR ME TO SAY (Korwin)	10	8
8. FASCINATION (Southern)	—	1
8. TEDDY BEAR (Gladys)	8	5
10. SEND FOR ME (Winneton)	10	3
11. IN THE MIDDLE OF AN ISLAND (Morris)	14	2
12. BERNARDINE (Palm Springs)	12	4
13. ISLAND IN THE SUN (Clara)	—	1
14. BYE BYE LOVE (Acuff-Rose)	9	9
15. SO RARE (Robbins)	7	10

**• Best Selling Sheet Music in Britain**  
(For week ending August 10)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Title	Last Week	Weeks on Chart
1. AROUND THE WORLD—Sterling (Young)	1	9
2. LOVE LETTERS IN THE SAND—Day (Bourne)	2	13
3. PUTTIN' ON THE STYLE/GAMBLIN' MAN—Loanis Donegan (Pye-Nixa)	3	5
4. TEDDY BEAR—Elvis Presley (RCA)	4	8
5. ISLAND IN THE SUN—Harry Belafonte (RCA)	5	5
6. LITTLE DARLIN'—Diamonds (Mercury)	6	5
7. WE WILL MAKE LOVE—Russ Hamilton (Orion)	7	10
8. BYE BYE LOVE—Everly Brothers (London)	8	9
9. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia)	9	9
10. AROUND THE WORLD—Bing Crosby (Brunswick)	10	10
11. BUTTERFINGERS—Tommy Steele (Decca)	11	10
12. AROUND THE WORLD—Ronnie Hilton (HMV)	12	10
12. WITH ALL MY HEART—Petula Clark (Pye-Nixa)	12	10
14. WHEN I FALL IN LOVE—Nat (King) Cole (Capitol)	14	10
15. START MOVIN', Terry Dene (Decca)	15	10
16. LUCILLE—Little Richard (London)	16	10
17. WHITE SPORT COAT—King Brothers (Parlophone)	17	10
18. DIANA—Paul Anka (Columbia)	18	10
19. YES, TONIGHT JOSEPHINE—Johnnie Ray (Philips)	19	10
20. MR. WONDERFUL—Peggy Lee (Brunswick)	20	10
20. START MOVIN'—Sal Mineo (Philips)	20	10

All Shook Up—Bellash (Presley-Shalimar)	1
Dark Moon—Day (Dandelion)	2
I'd Give You the World—Macmelodies (Shapiro-Bernstein)	3
With All My Heart—Bron (Decca)	4
Start Movin'—Bradbury Wood (Sheldon)	5
Chapel of the Roses—Victoria (Triangle)	6
Butterfly—Aberbach (Mayland-Presley)	7
Bye Bye Love—Acuff-Rose (Acuff-Rose)	8
Fire Down Below—Dash (Columbia)	9
Puttin' on the Style—Essex (Melody Trails)	10

**• Best Selling Pop Records in Britain**  
(For week ending August 10)

Printed thru the courtesy of the "New Musical Express"  
Britain's Foremost Musical Publication.

Title	Last Week	Weeks on Chart
1. ALL SHOOK UP—Elvis Presley (HMV)	1	10
2. LOVE LETTERS IN THE SAND—Pat Bone (London)	2	10
3. PUTTIN' ON THE STYLE/GAMBLIN' MAN—Loanis Donegan (Pye-Nixa)	3	10
4. TEDDY BEAR—Elvis Presley (RCA)	4	10
5. ISLAND IN THE SUN—Harry Belafonte (RCA)	5	10
6. LITTLE DARLIN'—Diamonds (Mercury)	6	10
7. WE WILL MAKE LOVE—Russ Hamilton (Orion)	7	10
8. BYE BYE LOVE—Everly Brothers (London)	8	10
9. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia)	9	10
10. AROUND THE WORLD—Bing Crosby (Brunswick)	10	10
11. BUTTERFINGERS—Tommy Steele (Decca)	11	10
12. AROUND THE WORLD—Ronnie Hilton (HMV)	12	10
12. WITH ALL MY HEART—Petula Clark (Pye-Nixa)	12	10
14. WHEN I FALL IN LOVE—Nat (King) Cole (Capitol)	14	10
15. START MOVIN', Terry Dene (Decca)	15	10
16. LUCILLE—Little Richard (London)	16	10
17. WHITE SPORT COAT—King Brothers (Parlophone)	17	10
18. DIANA—Paul Anka (Columbia)	18	10
19. YES, TONIGHT JOSEPHINE—Johnnie Ray (Philips)	19	10
20. MR. WONDERFUL—Peggy Lee (Brunswick)	20	10
20. START MOVIN'—Sal Mineo (Philips)	20	10

**• Tunes With Greatest Radio-TV Audience**  
Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
An Affair to Remember (R) (F)—Feist—ASCAP	All Shook Up (R)—Shalimar-Presley—BMI
Around the World (R) (F)—Young—ASCAP	Around the World (R) (F)—Young—ASCAP
Band of Angels (R) (F)—Witmark—ASCAP	Day Dreaming (R)—Harms—ASCAP
Bye Bye Love (R)—Acuff-Rose—BMI	Diana (R)—Patco—BMI
Every Little Movement (R)—Witmark—ASCAP	Famous Last Words (R)—Quinet—BMI
Fascination (R) (F)—Southern—ASCAP	Fascination (R) (F)—Southern—ASCAP
Gotta Get to Your House (R)—Larrabee—BMI	I Made a Fool of Myself Over John Foster Dulles (R)—Bloom—ASCAP
Heladero (R)—Zodiac—BMI	I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
Honeycomb (R)—Hawthorne—BMI	I'm Walkin' (R)—Reeves—BMI
I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP	In the Middle of an Island (R)—Morris—ASCAP
In the Middle of an Island (R)—Morris—ASCAP	Island in the Sun (R) (F)—Clara—ASCAP
It's Good to Be Alive (R)—Valye—ASCAP	It's Not for Me to Say (R)—Korwin—ASCAP
It's Not for Me to Say (R)—Korwin—ASCAP	Lasting Love (R)—Salmin—BMI
I've Grown Accustomed to Your Face (M) (R)—Chappell—ASCAP	Little Darlin' (R)—Essex—BMI
June Night (R)—Feist—ASCAP	Loaning Game (R)—Starrite—BMI
Love Letters in the Sand (R) (F)—Bourne—ASCAP	Love Letters in the Sand (R) (F)—Bourne—ASCAP
Love Me to Pieces (R)—Acuff-Rose—BMI	Love Me to Pieces (R)—Acuff-Rose—BMI
Marching Along to the Blues (R)—Miller—ASCAP	No. 10 (R)—Criterion—ASCAP
My Heart Reminds Me (R)—Symphony House—ASCAP	On the Street Where You Live (R) (M)—Chappell—ASCAP
Old Cape Cod (R)—Pincus—ASCAP	One for My Baby (R)—E. H. Morris—ASCAP
Soft Sands (R)—Weiss & Barry—BMI	Party Doll (R)—Jackie—BMI
So Rare (R)—Robbins—ASCAP	Prize Possession (R)—Geronimo—BMI
Sweet Thing (R)—Famous—ASCAP	Puppy Love (R)—Bloom—ASCAP
Swing Along Sweethearts (R)—Morris—ASCAP	Send for Me (R)—Winneton—BMI
Tammy (R) (F)—Northern—ASCAP	Shangri-La (R)—Robbins—ASCAP
There's a Gold Mine in the Sky (R)—Bourne—ASCAP	Tammy (R) (F)—Northern—ASCAP
Till (R)—Chappell—ASCAP	Teddy Bear (R) (F)—Gladys—ASCAP
When My Sugar Walks Down the Street (R)—Mills—ASCAP	There's a Gold Mine in the Sky (R)—Bourne—ASCAP
White Silver Sands (R)—Fellows-Peer—BMI	Whole Lotta Shakin' Goin' On (R)—Marten—ASCAP
(You Can't) Lose the Blues With Colours—Berlin—ASCAP	Wonderful, Wonderful (R)—E. B. Marks—BMI
	Write to Me From Naples (R)—Broadcast—BMI

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**• Reviews of New Pop Records**

• Continued from page 92

**THE FOUR VOICES**

**Sidewalk Hop**.....78  
COLUMBIA 40988—Sharp, rocking pop opus for young dancers. Vocal adds proper youthful verve and Ray Conniff oozes lays down the beat. Okay juke fare where kids congregate. (Zodiac, BMI)  
**Kingdom of Love**...74  
Publisher has no connection with magazine of same name. Tune is a ballad-with-a-beat. Live sounding recording could win some support. (Billboard, ASCAP)

**SAMMY KAYE**

**Moonlight Swim**.....78  
COLUMBIA 40988—Barry Frank and the Kayettes sound fine on this bouncy Hawaiian-tinged tune. Steel guitar and ukulele give it a nice relaxed quality. Despite version by Nick Noble, this could get the major action. (Daniels, ASCAP)  
**Mary Lou**...75  
Thrush Sandi Summers works with the Kayettes on this evergreen tune interpreted in more typical Kaye "swing and sway" style. Flip is the action side. (SHMs, ASCAP)

**BOB JAXON**

**Bank Frank**  
(You Gotta Have Something in the).....78  
RCA VICTOR 7006—Chanter's second Victor outing is a humorous impression of an age-old problem. Chicks, who constantly repeat the warning, sound like a chorus of Brill Building secretaries. Cute side geared for jocks. Steve Allen version is likely to cut into the plays, due to name value. (Reis, ASCAP)  
**Come on Down**...69  
A rockabilly styling here, akin to the chanter's previous "Beach Party" side. So-so material here gives the flip a strong edge. (Feist, ASCAP)

**JACK RICHARDS**

**We Dream**.....78  
DAWN 233—The writer of the hit song "He," has a strong juvenile entry. Vocal quality has that sallow teen-age sound and figures to be dangerous. Spoken bit is highly dedicated. Watch this one. It could go. (Cheerio, BMI)  
**Pretty Baby**...68  
Not the old standard of the same title. This tune has little to offer. Background crowd sounds have a wild party touch in spots. Possible action but flip has a hefty edge. (Cheerio, BMI)

**DON GIBSON**

**Too Soon to Know**.....77  
RCA VICTOR 7010—Country ballad with a rolling "Moonlight Sonata" piano figure providing a class backing. Gibson handles vocal in strong commercial style. Chorus adds fancy flavor. With exposure this could move. (Acuff-Rose, BMI)  
**Blue Blue Day**...70  
Another smart performance, this time at an upbeat tempo. Good sound with effective chorus backing gives a commercial ring, but flip looks stronger. (Acuff-Rose, BMI)

**CHUCK MILLER**

**Plaything**.....76  
MERCURY 71173—Cover of the tune introduced by Ted Newman on review. Strong selling here can offer stiff competition. (Reada & Pontra, BMI)  
**After Yesterday**...76  
Slow, attractive vocal is backed by chorus rhythmically chanting. Catchy beat and fine otk support make side worth watching. (Stellman, ASCAP)

**BOB STEWART**

**Home**.....76  
DOT 15616—Slow, pulsing, sincerely chanted ballad. Stewart formerly on M-G-M, has a nice approach here that could stir some juke and jock interest. Not the standard. (Lowell, BMI)  
**I Love You**...75  
Full-sized chorus backs this belted ballad by Stewart. Singer has nice, legit quality, without gimmicks, which make the tune look good. Some spins possible. (Lowell, BMI)

**TERRI STEVENS**

**Untouched Heart**.....76  
RCA VICTOR 7014—Torchy ballad is beautifully sung by the thrush, making her first appearance on disks in some months. Stronger tries haven't cashed in, but this rates plays. (GI, BMI)  
**Pin-Up Girl**...65  
Production type tune in a near-soft-shoe style. Girl has had stronger. (Weiss & Barry, BMI)

**DICKIE VALENTINE**

**Puttin' on the Style**.....75  
LONDON 1756—Rudy Hanson's country style chant of this will compete. This lively British-cut edition should get some plays, however. In England, the Lonnie Donegan version is the one. (Melody Trails, BMI)  
**Three Sides to Every Story**...73  
"Your side, my side and the truth." Interesting, different ballad, sung with class by British warbler. Many jocks will go for this one. (Leeds, ASCAP)

**JOHNNY KAY'S ARISTOCRATS**

**Maid of the Mist**.....75  
ARGO 5275—Lush instrumental beguine features very listenable guitar and piano work with soft organ support. Side may surprise and delight audiences of pop or r.&b. jocks. (Arc, BMI)  
**Vagabonds**...72  
Okay vocal by Kay on a rhythm ballad with listenable otk support. Fair chances. (Arc, BMI)

**EARTHA KITT**

**Yomme, Yomme**.....74  
RCA VICTOR 7013—Tune has a Turkish flavor. Cote tale tells of a girl's dilemma and is also attractively backed by chorus. (Zodiac, BMI)  
**Take My Love, Take My Love**...72  
Sexy thrashing with bright, brassy backing and chorus support on a medium-beat tune that can click with the artist's admirers. Jocks may like it. (Broadcast, BMI)

**KAY CEE JONES**

**Happy, Happy Birthday Baby**.....74  
DECCA 30432—A sock cover of the Tune Weaver's waxing of slow weeper ballad. Miss Jones packs a strong emotional wallop, and disk could give Tune Weaver's version competition in pop market. (Arc, BMI)  
**Humpty Dumpty Heart**...70  
Vivacious chirping on another cover of a r.&b. disk—this one by Lavern Baker. Gal sells catchy rhythm-novelty with verve, but flip is side to watch. (Pinelawn, BMI)

**STEVE ALLEN**

**Gotta Have Something in the Bank, Frank**.....74  
CORAL 61877—Allen has the name, but the Bob Jaxon version of this screwy novelty has the "artistic" edge. Trial spins are certain to kick off some demand tho. (Reis, ASCAP)  
**The Disk-Jockey's Theme Song**...66  
There's a sardonic touch here, and some jocks won't think it's funny. It's a hit hip for most deejays' audiences. Coral's Bob Thiele makes his histrionic bow here, incidentally, altho it isn't the first time he cut a "disk jockey's theme." (Rosemeadow, ASCAP)

**BUDDY HOLLY**

**Rock Around With Ollie Vee**.....73  
DECCA 30434—Exuberant delivery of a rockabilly rocker with bright tenor and guitar support can attract coin in all markets. Talented artist. (Old Charter, BMI)  
**That'll Be the Day**...72  
Cover of the tune which is big for the Crickets, Holly, who is one of the Crickets and a co-cleffer of the tune, registers well with an appealing go, but platter may be late to cop top loot. (Nor Va Jak, BMI)

**BERNIE NEE WITH RAY CONIFF AND HIS ORK**

**What Would You Do? (If You Were in My Place)**.....73  
COLUMBIA 40980—Attractive warble on a waltz weeper with fine guitar and soft chorus support. Side could attract some interest. (Frank, ASCAP)  
**Sleepy Sunday**...72  
Listenable vocal with chorus support on a cute calypso tune. Side may have tough going against current commercial favorites. (Dartmouth, ASCAP)

**JOY LAYNE**

**Just a Memory**.....72  
MERCURY 71147—Tune is not to be confused with the old standard. The thrush presents an appealing vocal on a cute, medium-beat tune with chorus support. Listenable rhythm backing accompanies the effort. (Rio Grande, BMI)  
**My First Broken Heart**...70  
Listenable rendition of a pretty medium-beat weeper with guitar and slio backing. A chorus supports the singer. Fair chances. (Pure, BMI)

**RAY CAMP**

**It Ain't Me**.....72  
DOT 15617—A breathless, hiccupy rockabilly in a good Presley groove. Treatment and material aren't too original, but the record has spirit and rates some play. (Roosevelt, BMI)  
**Give That Love to Me**...72  
Upbeat blues in a familiar rockabilly style. Again, the excitement generated is the thing. (Roosevelt, BMI)

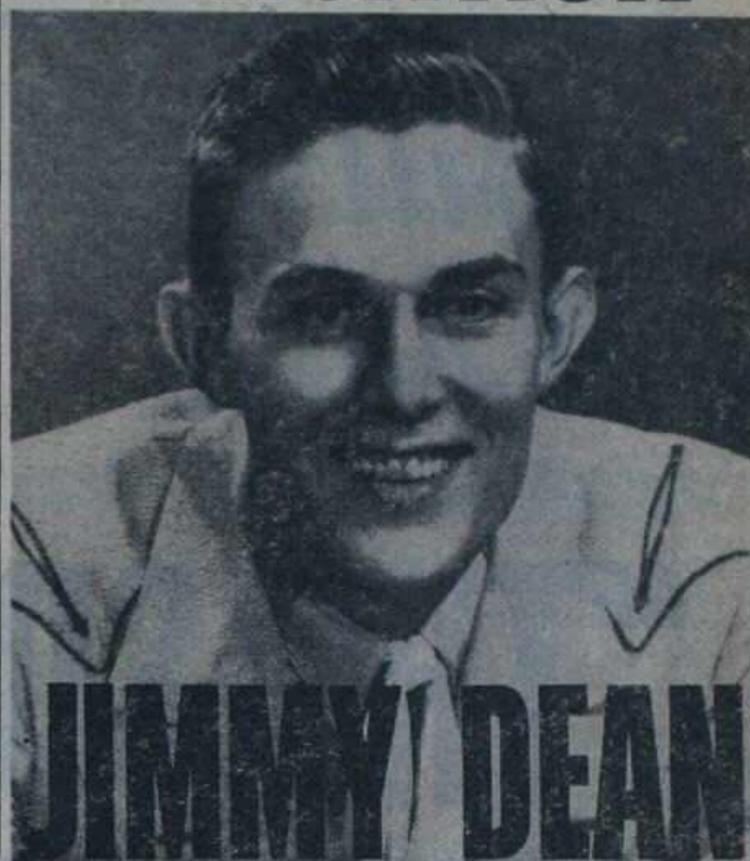
**LILLIAN BROOKS**

**More Than Ever**.....71  
M-G-M 12533—There's a little of Vera Lynn in this heart-felt, "Santa Lucia" type chant. Interesting side, but will need heavy plugging. (Brandom, ASCAP)  
**When You Kiss Me**...67  
Good commercial pop ballad by Manning and Hoffman gets a pleasant, but routine girl vocal. Not likely to stand out. (Brandom, ASCAP)

**RIC CARTEY**

**Mellow Down Easy**.....70  
RCA VICTOR 7011—Off-beat rockabilly vocal treatment of fascinating item with haunting Deep South flavor. (Continued on page 100)

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• **C&W Best Sellers in Stores**

FOR SURVEY WEEK ENDING AUGUST 10  
RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side in regular type.

This Week	Last Week	Weeks on Chart
1. <b>BYE BYE LOVE</b> (BMI)—Everly Brothers.....	1	14
<i>I Wonder If I Care as Much</i> (BMI)—Cadence 1315		
2. <b>TEDDY BEAR</b> (ASCAP)—Elvis Presley.....	2	8
<b>LOVING YOU</b> (BMI)—Vic 20-7000		
3. <b>FRAULEIN</b> (BMI)—Bobby Helms.....	5	21
<i>Heart sick Feeling</i> (BMI)—Dec 30194		
4. <b>FOUR WALLS</b> (BMI)—Jim Reeves.....	4	17
<i>I Know and You Know</i> (BMI)—Vic 20-6874		
5. <b>GONNA FIND ME A BLUEBIRD</b> (BMI)— Marvin Rainwater.....	3	17
<i>So You Think You've Got Troubles</i> (BMD)—M-G-M 12412		
6. <b>WHOLE LOTTA SHAKIN' GOIN' ON</b> (BMI)— Jerry Lee Lewis.....	7	9
<i>It'll Be Mine</i> (BMI)—Sun 267		
7. <b>FALLEN STAR</b> (BMI)—Jimmy Newman.....	9	12
<i>I Can't Go on This Way</i> (ASCAP)—Dot 15574		
8. <b>WHITE SPORT COAT</b> (BMI)—Marty Robbins.....	6	19
<i>Grown-Up Tears</i> (BMI)—Col 40864		
9. <b>FALLEN STAR</b> (BMI)—Ferlin Husky.....	8	6
<i>Price Possession</i> (BMI)—Cap 3742		
10. <b>MY SHOES KEEP WALKING BACK TO YOU</b> Ray Price.....		2
<i>Don't Do This to Me</i> (BMI)—Col 40951		
11. <b>NEXT IN LINE</b> (BMI)—Johnny Cash.....	12	13
<b>DON'T MAKE ME GO</b> (BMI)—Sun 266		
12. <b>IS IT WRONG</b> (BMI)—Warner Mack.....	14	2
<i>Baby Squeeze Me</i> (BMI)—Dec 30301		
13. <b>GONE</b> (BMI)—Ferlin Husky.....	10	27
<i>Missing Persons</i> (BMI)—Cap 3628		
13. <b>MY ARMS ARE A HOUSE</b> (ASCAP)—Hank Snow... 11	5	
<b>TANGLED MIND</b> (BMD)—Vic 20-6955		
15. <b>MISSING YOU</b> (BMI)—Webb Pierce.....	13	12
<b>BYE BYE LOVE</b> (BMI)—Dec 30321		

• **Most Played C&W by Jockeys**

FOR SURVEY WEEK ENDING AUGUST 10  
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. <b>BYE BYE LOVE</b> —Everly Brothers.....	1	15
<i>Cadence 1315—BMI</i>		
2. <b>FOUR WALLS</b> —Jim Reeves.....	2	17
<i>Vic 20-6874—BMI</i>		
3. <b>GONNA FIND ME A BLUEBIRD</b> —M. Rainwater.. 7	20	
<i>M-G-M 12412—BMI</i>		
4. <b>FALLEN STAR</b> —Jimmy Newman.....	3	14
<i>Dot 15574—BMI</i>		
5. <b>MY SHOES KEEP WALKING BACK TO YOU</b> — Ray Price.....	8	3
<i>Col 40951—BMI</i>		
6. <b>FRAULEIN</b> —Bobby Helms.....	6	19
<i>Dec 30194—BMI</i>		
7. <b>TEDDY BEAR</b> —Elvis Presley.....	4	7
<i>Vic 20-7000—ASCAP</i>		
8. <b>MY ARMS ARE A HOUSE</b> —Hank Snow.....		2
<i>Vic 6955—BMI</i>		
9. <b>TWO SHADOWS ON YOUR WINDOW</b> —Jim Reeves.. —	1	
<i>Vic 6973—ASCAP</i>		
10. <b>WHOLE LOTTA SHAKIN' GOIN' ON</b> — Jerry Lee Lewis.....	9	5
<i>Sun 267—BMI</i>		
11. <b>MEAN WOMAN BLUES</b> —Elvis Presley.....		1
<i>Vic EPA 1-15-15; EPA 2-15-15 (This is one tune from a two-record EP)</i>		
12. <b>CEISHA GIRL</b> —Hank Locklin.....		1
<i>Vic 6984—BMI</i>		
12. <b>MISSING YOU</b> —Hank Snow.....	12	10
<i>Vic 20-6955—BMI</i>		
12. <b>I THOUGHT I HEARD YOU CALL MY NAME</b> — Porter Wagoner.....		1
<i>Vic 6964—BMI</i>		
12. <b>WHITE SPORT COAT</b> —Marty Robbins.....	5	19
<i>Col 40864—BMI</i>		

• **Reviews of New Pop Records**

Continued from page 97

vor. Could move out in all three fields. (Arc, BMD)

**My Babe**...70  
Exuberant belting shtab on adapted oldie, with deep "down home" flavor. (Arc, BMD)

**BUDDY BREGMAN**  
*It Ain't Necessarily So*...70  
VERVE 10076—Gershwin standard is given a slow bluesy treatment that could go over with jocks. Commercial future may be limited. (Gershwin, ASCAP)

*The Delinquent*...70  
Theme from the Jerry Lewis flick, "The Delicate Delinquent," is given an exotic mambo approach. Side can also click with deejays. (Famous, ASCAP)

**LEE RUSSELL**  
*Blossom, Blossom*...70  
SKIDMORE 772—Soft, attractive vocal on a country-style waltz tune with light guitar support. Side could catch on. (Shapiro-Bernstein, ASCAP)

*You're the Only Star*...68  
The old Gene Autry hit is given a strong reading. Soft chorus support and listenable backing could help attract buys. (Shapiro-Bernstein, ASCAP)

**LEW DOUGLAS**  
*Kiss Bubbles*...69  
BALLY 1043—Slow, lush mood aids creates the effect of bubbles with a "rolling" guitar. Side may prove fare for some jocks. (Valleydale, BMD)

*Night Bled*...69  
Gay, frivolous tango is cheerfully presented. Not likely to stir heavy sales, but might go well with jocks. (Midway, ASCAP)

**BILL CAREY**  
*Shadow of a Doubt*...69  
DOT 15618—Carey sings a ballad of his own cliffling. Side has a rock and roll flavor. Talent has possibilities the this side has moderate chances only. (Triality, BMD)

*Single*...67  
A bachelor's lament about why he's still single. Full of philosophy and advice that has little commercial flavor. Limited appeal. (Towse, ASCAP)

**WRITE SONGS?**  
Send stamped envelopes for free "How to Get Your Song Published."  
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**• This Week's C&W Best Buys**

NO SELECTIONS THIS WEEK.

**• Review Spotlight on . . .**  
**C&W RECORDS**

**JOHNNY CASH**

**Give My Love to Rose** (Knox, BMI)  
**Home of the Blues** (Hi-Lo, BMI)—Sun 279—Very strong reading of an unusual piece of country material. The artist registers well with attractive "Sun" backing on "Rose," the philosophical tale which tells a sad, sad story. Flip is powerful selling of a moderate-beat country tune set against bluesy guitar backing. The artist, who consistently scores, looks like a good bet to repeat here with both sides. Effort is less pop-ish than previous clicks.

**LEE EMERSON**

**Do You Think** (Acuff-Rose, BMI)  
**Start All Over** (Acuff-Rose, BMI)—Columbia 40985—"Think," a pretty waltz weeper, is sensitively rendered by the artist with chorus backing. Strong pop overtones make the side one to watch in pop markets, too. Flip is a rockabilly tune in a blues vein. Interesting and effective guitar support help give it strong potential. Emerson is cleffer of both tunes. Platter is strongest yet by the singer.

**• C&W Territorial Best Sellers**

FOR SURVEY WEEK ENDING AUGUST 10

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

**Birmingham**

1. Is It Wrong? Warner Mack, Dec.
2. On My Mind Again, Billy Walker, Col.
3. In the Middle of an Island  
Tennessee Ernie Ford, Cap.
4. Tennessee Dream, Marty Robbins, Col.

**Dallas-Fort Worth**

1. Fraulein, Bobby Helms, Dec.
2. Gonna Find Me A Bluebird  
Marvin Rainwater, M-G-M.
3. Bye Bye Love, Everly Brothers, Cdc.
4. Bye Bye Love, Webb Pierce, Dec.
5. Gilda Girl, Hank Locklin
6. Four Walls, Jim Reeves, Vic.
7. Fallen Star, Ferlin Husky, Cap.
8. My Love Is Real  
Marvin Rainwater, M-G-M
9. Missing You, Webb Pierce, Dec.
10. My Arms Are a House  
Hank Snow, Vic.

**Houston**

1. Fraulein, Bobby Helms, Dec.
2. My Love Is Real
3. Bye Bye Love, Everly Brothers, Cdc.
4. Teddy Bear, Elvis Presley, Vic.
5. Lotta Lovin', Gene Vincent, Cap.
6. My Shoes Keep Walking Back to You  
Ray Price, Col.

**Memphis**

1. Whole Lotta Shakin' Goin' On  
Jerry Lee Lewis, Sun

2. Bye Bye Love, Everly Brothers, Cdc.
3. Gonna Find Me a Bluebird  
Marvin Rainwater, M-G-M.
4. Tangled Mind, Hank Snow, Vic.

**Nashville**

1. My Shoes Keep Walking Back to You  
Ray Price, Col.
2. Whole Lotta Shakin' Goin' On  
Jerry Lee Lewis, Sun
3. Bye Bye Love, Everly Brothers, Cdc.
4. Fallen Star, Jimmy Newman, Dot
5. Mister Love  
Ernest Tubb & Wilburn Brothers, Dec.
6. Teddy Bear, Elvis Presley, Vic.
7. Four Walls, Jim Reeves, Vic.
8. Fraulein, Bobby Helms, Dec.
9. Is It Wrong, Warner Mack, Dec.
10. Don't Make Me Go  
Johnny Cash, Sun

**New Orleans**

1. Bye Bye Love, Everly Brothers, Cdc.
2. Fraulein, Bobby Helms, Dec.
3. Fallen Star, Jimmy Newman, Dot
4. Next in Line, Johnny Cash, Sun
5. Teddy Bear, Elvis Presley, Vic.

**Richmond, Va.**

1. Bye Bye Love, Everly Brothers, Cdc.
2. Fallen Star, Jimmy Newman, Dot
3. Fraulein, Bobby Helms, Dec.
4. Teddy Bear, Elvis Presley, Vic.

**FOLK TALENT & TUNES**

By BILL SACHS

**Around the Horn**

The lovely Harriane Moore, for the last several years director of public relations for WSM and "Grand Ole Opry," Nashville, resigned her post there, effective last weekend, to settle in Birmingham, Ala., where her parents reside. Succeeding her is Royal McCullough. . . . They're saying that Bob Burrell, Columbia's hustling c.&w. promotional chief, now working out of New York, is being groomed to succeed Dick Linke, who recently left an executive post at Columbia to devote full time to handling

the personal management on Andy Griffith and other name artists.

Faron Young and Minnie Pearl will guestar the August 24 telecast of "Country Music Jubilee" via the ABC-TV network from Springfield, Mo. . . . The front cover of the new Rustic Rhythm mag depicts Red Foley heading up a recent polio rally at Protection, Kan. . . . Libby Horne's, new juve click with "Country Music Jubilee," has as her initial release on RCA Victor

(Continued on page 102)

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"IT'LL BE ME"

**JERRY LEE LEWIS**

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**HANK THOMPSON**

and His Brazos Valley Boys

**TEARS ARE ONLY RAIN**

**UNDER THE DOUBLE EAGLE**

RECORD NO. 3781



# This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

# Review Spotlight on . . .

## R&B DISK JOCKEY PROGRAMMING

NOBLE (THIN MAN) WATTS

Easy Going (Parts I & 2)—Baton 246—Powerful instrumental with strong deejay and juke appeal. Solid musicianship, spotlighting expert guitar solos on the very danceable sides should go over big with audiences.

## R&B TALENT

CAROL FRAN

One Look at You Daddy (Excellorc, BMI)

Emmitt Lee (Excellorc, BMI)—Excello 2118—Chick comes in a manner suggestive of Ruth Brown with an expressive, earthy vocal on "Daddy," an up-tempo blues-rocker. Flip shows equally attractive chanting on a slow blues with fine ork support. Know-how with lyrics and strongly provocative selling on both sides can put disk in the running. Talented artist bears watching.

# R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 10

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

### Atlanta

1. Think, Five Royals, King
2. Miss You So, Lillian Offitt, Esc.
3. Short Fat Fannie, Larry Williams, Spe.
4. Farther Up the Road, B. B. Bland, Duk.
5. Send for Me, Nat (King) Cole, Cap.
6. Searchin', Coasters, Atco
7. To the Aisle, Five Satins, Emb.
8. Whispering Bells, Del Vikings, Dot

### Charlotte

1. Short Fat Fannie, Larry Williams, Spe.
2. Teddy Bear, Elvis Presley, Vic.
3. Rockin' Pneumonia, Huey Smith, Ace
4. Jenny, Jenny, Little Richard, Spe.
5. Searchin', Coasters, Atco
6. Loving You, Elvis Presley, Vic.
7. To the Aisle, Five Satins, Emb.
8. Send for Me, Nat (King) Cole, Cap.
9. Darlin' It's Wonderful, Lovers, Lamp

### Cincinnati

1. Rockin' Pneumonia, Huey Smith, Ace
2. United
3. Just to Hold My Hand
4. Whispering Bells, Del Vikings, Dot
5. Jenny, Jenny, Little Richard, Spe.

### Chicago

1. Teddy Bear, Elvis Presley, Vic.
2. Searchin', Coasters, Atco
3. Send for Me, Nat (King) Cole, Cap.
4. Love's a Hurting Game
5. Susie Q, Dale Hawkins, Chs.

### Detroit

1. Send for Me, Nat (King) Cole, Cap.
2. Farther Up the Road, B. B. Bland, Duk.
3. Stardust, Billy Ward, Lbt.
4. Please Send Me Someone to Love
5. Searchin', Coasters, Atco

### Los Angeles

1. Send for Me, Nat (King) Cole, Cap.
2. Searchin', Coasters, Atco
3. Teddy Bear, Elvis Presley, Vic.

# Reviews of New R&B Records

### ERNE FREEMAN

Beautiful Weekend . . . 86  
IMPERIAL 5461—A beautiful, pop-ish theme is handed a pop-ish treatment, featuring some artful piano and choral segs. Another first-rate platter for deejays and boxes both pop and r.&b. (Recordo, BMI)

### Dumplin's . . . 82

Rockin' instrumental with hard driving beat and exciting sax solo work. Solid item for jocks and jukeas. (Carney, BMI)

### SONNY KNIGHT

Short Walk . . . 86  
STARLA 5-1—Knight should get back in contention with this fine, walkin' rocker. Great for all r.&b. markets, and can also sell country and pop. The "Short Walk" is around the ceiling. (Guld, BMI)

### Dedicated to You . . . 80

Not the standard, but a blues-ballad done in a near-Charles Brown style. Fine job, could help the flip over the counters. (Guld, BMI)

### LITTLE WALTER

Temperature . . . 83  
CHECKER 867—Little Walter chants with good humor and warm spirits on a powerful Southern-style wail. Wailing backing with strong back-shack flavors. (Arc, BMI)

### Boon, Boon Out Goes the Light . . . 79

Vigorous reading of amusing rhythm-novelty with infectious solid beat. (Arc, BMI)

### COGGIE RENE

Beautiful Weekend . . . 81  
CLASS 212—Rene's version is very

similar to Ernie Freeman's, with chunky Eddis Heywood style piano and chorus. Rather fancy stuff that many pop and r.&b. buyers will consider the epitome of class. (Recordo, BMI)

### Rock-a-Boogie . . . 74

Thrush who takes vocal about half way thru sounds like Shirley of Shirley and Lee. Mainly instrumental, medium tempo, it's good, but not different from many others. (Recordo, BMI)

### BUDDY JOHNSON

I've Surrendered . . . 78  
MERCURY 71159—Feelingful warble by Floyd Ryland on a moving ballad with strong backing. Meaty material for jocks. (Sophisticate, BMI)

### Slide's Mambo . . . 76

Flashy instrumental interpretation of exotic Latin theme, which blends a swingy jazz quality with and r.&b. beat. (Sophisticate, BMI)

### THE BACHELORS

After . . . 78  
POPULAR 104—Slow r.&b. ballad flitting here with extremely soulful and tender chanting by the lead man. Side has a nice restrained effect. Group worth exposing. (Chelwood, BMI)

### You Know, You Know . . . 78

New group gets a swinging sound from only fair material. Good excitement kicked up with fast moving backing. Flip has more distinction, however. (Chelwood, BMI)

# Folk Talent And Tunes

Continued from page 101

"Dream Big" b.w. "This Younger Generation." . . . Nashville's new RCA Victor recording studio, slated for completion in October, will be equipped for both monaural and stereophonic recording and reproduction. "Grand Ole Opry's" Chet Atkins, RCA Victor musical director and recording artist, will be in charge of a.&r. for the new facilities.

Gary Williams has recorded two of his new tunes, "The Travelin' Blues Boy," his theme song, and "I'm Gonna Return," for Verve Records, with Barney Kessell, Verve a.&r. man, directing. Platter is skedded for release August 20. Among the musicians on the session were country guitar greats Merle Travis and Wesley Tuttle. Mark Allison served as talent agent for Kessell in bringing Gary to Verve. . . . Wanda Jackson, set with Hank Thompson and His Brazos Valley Boys for a long string of fair dates thru Nebraska, Iowa, Minnesota and Missouri, hops into Cleveland next Saturday and Sunday (17-18) to work for E. J. Stutz at the Circle Theater.

Leon McAuliff and His Cimarron Boys, recently signed by Mac Wiseman, of Dot Records, to wax for that label, have as their first Dot release "What's the Use?" b.w. "Under the Double Eagle." . . . Jim Edward, of the Brown Trio (Jim Edward, Bonnie and Maxine) became a man of distinction on two occasions the past week. First, he was accepted into the Junior Chamber of Commerce at Pine Bluff, Ark., as its youngest member, and, second, he was promoted from Private First Class to Specialist Third Class in Uncle Sam's Army. His Army hitch has only six more months to go. Bonnie and Maxine have indulged in nothing but play the past month. They recently took delivery on a new Dura-Craft and since then have been nursing sore muscles and blistered hands trying to make their mark as amateur experts on the water skis.

The York Brothers have just begun a 13-week stint at the Nut House, Cleveland. . . . Incidentally, if you're moving into the Cleveland sector, remember that Tom Edwards, Station WERE c.&w. deejay, can spot you on his Tuesday night TV show. . . . Jimmy Littlejohn (Columbia) is back in harness after undergoing a major stomach operation at Parkland Hospital, Dallas. . . . Texas Bill Strength played Tiny Tillman's Happy Hollow Lake, Independence, Mo., Saturday (17), with Ferlin Husky slated to make the spot on Labor Day. . . . Roy Acuff stops off in Escanaba, Mich., August 24. . . . on Sun) and "100,000 Women" (Lattie Moore on King).

Wilma Lee and Stony Cooper, who recently concluded an extended Canadian tour with Hank Snow, have been inked by the latter for a swing thru the New England States in October and November. Wilma and Stony will spend most of September on Texas dates. By the time you read this, their daughter, Carolee, will have cut her first solo record for Hickory. Her parents are heard on the same label. . . . Abbie Neal and Her Ranch Gals are routed as follows: Abbottstown, Pa., August 21; Wilkesburg, Pa., 23; Stevens, Pa., 24; Daybrook, W. Va., 28; Allegheny County Fair, Pittsburgh, Pa., 29-30; Johnstown, Pa., 31; Idlewild Park, Ligonier, Pa., September 1, and Dover, Pa., 2.

Country shows on KWKH,

# R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 10

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side Last on top.

This Week	Last Week	Chart
1. SEARCHIN' (BMI)—Coasters . . . . .	1	15
YOUNG BLOOD (BMI)—Atco 6087		
2. TEDDY BEAR (ASCAP)—Elvis Presley . . . . .	3	7
LOVING YOU (BMI)—Vic 20-7000		
3. SHORT FAT FANNIE (BMI)—Larry Williams . . . . .	2	9
High School Dance (BMI)—Specialty 608		
4. SEND FOR ME (BMI)—Nat (King) Cole . . . . .	4	8
My Personal Possession (BMI)—Cap 3737		
5. BYE BYE LOVE (BMI)—Everly Brothers . . . . .	8	9
I Wonder If I Care as Much (BMI)—Cadence 1315		
6. WHISPERING BELLS (BMI)—Del Vikings . . . . .	9	4
Don't Be a Fool (BMI)—Dot 15592		
7. STARDUST (ASCAP)—Billy Ward . . . . .	6	6
Lucinda (BMI)—Liberty 55071		
8. JENNY, JENNY (BMI)—Little Richard . . . . .	7	10
MISS ANN (BMI)—Specialty 606		
9. LONG LONELY NIGHTS (BMI)—Clyde McPhatter . . . . .	9	3
Heartaches (ASCAP)—Atlantic 1149		
10. TO THE AISLE (BMI)—Five Satins . . . . .	5	3
Wish I Had My Baby (BMI)—Ember 1019		
11. FARTHER UP THE ROAD (BMI)—		
Bobby Blue Bland . . . . .		
Sometime Tomorrow (BMI)—Duke 170		
12. SO RARE (ASCAP)—Jimmy Dorsey . . . . .	11	13
Sophisticated Swing (ASCAP)—Fraternity 755		
12. ROCKIN' PNEUMONIA (BMI)—Huey Smith . . . . .	15	4
Part 1 & 2 (BMI)—Ace 530		
14. LOVE LETTERS IN THE SAND (ASCAP)—		
Pat Boone . . . . .	12	4
Bernardine (ASCAP)—Dot 15570		
15. OVER THE MOUNTAIN (BMI)—Johnnie & Joe . . . . .	13	14
My Baby's Gone On, On (BMI)—Chris 1664		

# Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING AUGUST 10

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

This Week	Last Week	Chart
1. SEND FOR ME—Nat (King) Cole . . . . .	3	5
Cap 3737—BMI		
2. SHORT FAT FANNIE—Larry Williams . . . . .	3	7
Specialty 608—BMI		
3. SEARCHIN' — Coaster . . . . .	1	11
Atco 6087—BMI		
4. TEDDY BEAR—Elvis Presley . . . . .	2	8
Vic 7000—ASCAP		
5. ROCKING PNEUMONIA—Huey Smith . . . . .		2
Ace 530—BMI		
6. PLEASE SEND ME SOMEONE TO LOVE—		5
Moonglows . . . . .		5
Chess 1661—BMI		
7. LONG LONELY NIGHTS—Clyde McPhatter . . . . .		1
Atl 1149—BMI		
7. SUSIE Q—Dale Hawkins . . . . .		2
Checker 863—BMI		
7. WHISPERING BELLS—Del Vikings . . . . .		2
Dot 15592—BMI		
10. C. C. RIDER—Chuck Willis . . . . .	6	17
Atl 1130—BMI		
10. OVER THE MOUNTAIN—Johnnie & Joe . . . . .	10	10
Chess 1664—BMI		
12. STARDUST—Billy Ward . . . . .	15	4
Liberty 55071—ASCAP		
12. WHAT WILL I TELL MY HEART?—Fats Domino . . . . .		1
Imperial 5454—ASCAP		
14. COOL SHAKE—Del Vikings . . . . .	12	4
Mer 71132—ASCAP		
14. WHOLE LOTTA SHAKIN' GOIN' ON—		1
Jerry Lee Lewis . . . . .		1
Sun 267—BMI		
14. JENNY, JENNY—Little Richard . . . . .	9	8
Specialty 606—BMI		

Shreveport, La., home of "Louisiana Hayride," are as follows: 12:15-1 p.m., Monday thru Friday, with Norm Bale; "Red River Round-Up," 11:30-11:55, Monday thru Friday, with Bob Stoner; "Red River Round-Up, 11:30 p.m., Saturday, to 1 a.m., Sunday, with Jeff Dale, and "Norm's Record Review," Monday thru Friday, 3:45-5 p.m. . . . On their new hot recording of "I'll Do It Everytime," Jimmy and Johnny, of "Louisiana Hay-

ride," Shreveport, have introduced what they call a skiffle-billy beat to country music. They claim it's so tough to play that they're having a time finding musicians to back them up.

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**"IF YOU DON'T WANT ME NO MORE"**  
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## Early Rains Fail to Curb Skowhegan

SKOWHEGAN, Me. — Rains on Saturday and Sunday (10-11) washed out three of the four scheduled grandstand shows, but weather turned mild for the following days and the Skowhegan State Fair was running close to even with last year's attendance.

Grandstand business was down as a result of the rain. Under a rain policy bearing a \$1,500 premium, the fair will probably collect around \$6,000, manager Roy E. Symos observed. The event stands to collect an amount equal to what it earned the previous year, during the period of precipitation.

The Lone Ranger's two shows were washed out Saturday, and one sellout performance was run off the next day before more rain forced cancellation of the night show.

Other attractions during the week include daily pari-mutuel harness racing, and the nightly "International Follies" of GAC-Hamid. Show featured ventrilo-

quist Robert Lamereaux, the Tuckers, trampoline, Victor Julian's Dogs and other acts. Symos noted an increase at the fair gates but a decline at the grandstand.

### No Thrill Show

The Lone Ranger was booked in on days previously devoted to thrill shows, but did not have a chance to prove his effectiveness because of the weather. One year (Continued on page 109)

## Billings, Mont., Fair Runs Far Ahead of 1956

BILLINGS, Mont. — The Midland Empire Fair went into the third day of its six-day run here Thursday (15) with a sharp increase over last year in almost every department.

Harry Fitton, veteran manager, reported that attendance to that point was up 10 per cent; pari-mutuels at the running races were also up 10 per cent; Siebrand Bros. Carnival showed a 20 per cent increase; day grandstand attractions chalked up a 5 per cent hike while the night grandstand receipts were up 15 per cent.

The night grandstand attraction, a Barnes-Carruthers' revue with acts, was hyped on Tuesday and Wednesday by the added attraction of the Lennon Sisters from the Lawrence Welk TV show. The four youngsters packed the stand for both shows and drew the biggest stand crowds on these two usually weak nights in the past 12 years. Also on the bill was the Larry Ruhl-Sandy Winters helicopter act which performed once in the afternoon and once each night. Thearle-Duffield fireworks were displayed by veteran Art Briese.

The afternoon grandstand feature, running races and the Oral Zumwalt rodeo, was up and figured to increase their bulge by the end of the week.

E. C. Blessinger will provide the midway attractions at the Batesville (Ind.) Fall Festival and the Ligonier, Ind., Labor Day celebration.

## 2D BLOWDOWN STRIKES RING; SHOW GOES ON

OXBOW, Sask. — Ring Bros. Circus was struck by a second blowdown within a week when it played here Tuesday 13. A replacement top arrived in the morning and was put up, only to go down at 4 p.m. There were no injuries. The show is going on.

Franco Richards, show owner, said high winds have continued for more than a week in this area. The average wind speed has been 46 miles an hour, he reported.

He expected to repair the second top and continue. Earlier, he lost a big top and other equipment in a blowdown at Gravelbourg on Tuesday 6. The show side-walled until the second tent arrived from Tennessee, he said. Damage was estimated at \$20,000 by Richards.

In the intervening days fire damaged a truck on the lot and one of the trucks used by the advance department disappeared. Richards said this was a greater loss because the latter had advertising paper on it. Much Ring Bros. paper has been tied up in customs, he said, and billers have had nothing to work with in some towns.

## ILLINOIS STATE FAIR GATE UP, STAND EVEN

'Holiday' Eyes Record Gross; Rides, Shows O.K., Concessions Off

By HERB DOTEN

SPRINGFIELD, Ill. — The Illinois State Fair here switches next year from its notoriously loose outside gates to what will be billed as "an everybody pays" policy. This change—a drastic departure—was the big conversational topic here Friday (16) as the 10-day event went into the eighth day of its last run under the long prevailing loose gate practice.

Thru the first seven days, the fair was given much better weather than during the corresponding period last year. Only a shower of short duration early Monday night (11) and scorching hot weather Sunday (10) and Thursday (15) marred otherwise perfect weather.

Total attendance, as in the past, was a guess. A spokesman for the fair reported paid attendance up slightly over last year—a piece of information in itself not too indicative.

### Midway Gross Holds

More revealing perhaps, was the ride and show business on the midway. Such units, again brought in by Olson Shows, reported receipts about even with last year, which, from midway standpoint,

was the second best in the fair's history.

Concessionaires of all kinds, however, reported business off sharply. Some reported dips of as much as 40 per cent. Generally, they reported receipts down about a third.

The hot weather Sunday and Thursday was blamed in part. Some games concessions, however, suggested that fairgoers had less to spend than last year. Others held that customers shopped around (Continued on page 118)

## Outdoor Men Put Planes To Wide Use

• Continued from page 1

plane whisks him around the country to talk with prospective buyers of rides and boats.

Arrow Development Company has made some spectacular "air drops" of its products. It delivered a kiddie train to a Memphis Kidland and a Merry-Go-Round to Ohio, both by air freight.

### Tanker Takes Off

Charter planes are the routine way of trouping the Caribbean these days. Circus performers making the annual holiday show in Havana, go by special plane. Sam Howard's Water Show made a Central American route via two planes.

Most unusual in this line was the move by the Loyal-Repensky Circus a few seasons ago. It chartered seven planes and moved the whole circus—people, animals, rigging and tent—from South America to Florida.

In the carnival line, Mickey Stark, owner of the Gold Bond Shows, has his own plane for business and pleasure flights. Orville Crafts, West Coast carnival owner, also has a private plane. Don Franklin, owner of the Don Franklin Shows, was a partner in an early-day airline and formerly was a pilot in an air circus. Another showman with lots of hours logged (Continued on page 118)

## Detroit Men Plan \$1,500,000 Ice Rink Arena

DETROIT—Ground is to be broken late this month for an ice skating rink and bowling alley to be known as Playland, located on the Northwestern edge of the city at Eight Mile and Lahser roads. The project, estimated to cost \$1,500,000, includes a building with 70,000 square feet of space, 41,000 devoted to the rink, with 18,000 square feet of ice area. In addition, there will be a studio for teaching classes and private instruction.

The operating firm, Playland, Inc., is headed by Saul Kalt, retired steel executive, as president, and Fred L. Alpert, a member of the family which formerly operated a theater chain in New England and now in the investment business, as treasurer.

Plans call for all-year indoor ice skating, with occasional traveling ice shows. When arranged as an arena for ice shows, the rink will have a spectator capacity of 5,000. Opening is scheduled for December.

## 'Ice Capades' to Keep Disputed Fountain Unit

NEW YORK—"Ice Capades" will open September 4 with its "Rhythmic Waters" unit, which is the subject of a patent infringement suit brought by Dancing Waters, Inc. The John Harris icer is using the fountain display in the production which has been unlimbering in Atlantic City in preparation for its 18th annual nationwide tour.

New York run will be in Madison Square Garden, the \$5 top price being adhered to. An innovation will be the 6 p.m. Sunday night show. The rodeo, to follow, will also advance its Sunday night performance time at the Garden.

### Many Repeat Names

Additions to the show this season are Helga, former German national figure skating champion who will have one of the featured parts, and Cathy Steele, who will pair with Phil Romaine in place of Terry Brent, who has withdrawn

from the business. Well-known names repeating on the roster include Helen Davidson, Bobby Specht, Ronnie Robertson, Forgie and Larson, Freddie Trenkler, the Maxsons, the Old Smoothies, Labrecque and Gray, Jimmy Grogan and Eric White.

Taped renditions by the Norman Luboff Choir will accompany the "Carmen" production, third big number of the program. Preceding will be "Madame Butterfly" and "Nutteracker Suite," using some caricatures taken from Walt Disney's "Fantasia" film. Second half productions are the "Schuhplattler's Dance," "Salute to George Gershwin," and "Jet—300 Minutes Hollywood to Broadway."

The New York engagement ends September 15.

Dancing Waters not only is (Continued on page 118)

## N. Y. FAIR ADDS LIBERACE TO NAME BILL

SYRACUSE, N. Y. — The New York State Fair last week further strengthened its name attraction program by signing Liberace, William F. Baker, director, announced. The TV pianist, booked in thru Frank Wirth of New York, will do two performances in the Coliseum on the night of September 3, one at 7 p.m., the other at 9 p.m.

George Liberace, the pianist's violin-playing brother, is included in the booking. Other names set include the McGuire Sisters, Gene Autry, Annie Oakley, Lone Ranger, Tonto, Ray McKinley and the Glenn Miller band, and Tommy Bartlett's water ski circus.

## Legal Fault Deprives Mass. Fair of Racing

BOSTON — A Superior Court justice last week criticized a Pittsfield attorney for failing to follow court procedure, during a hearing on the State Racing Commission's six-day horse racing license issued to the Hancock Fair. The judge rescheduled the hearing for August 27, the day after the fair was to have opened, thereby denying the fair's race plans.

The hearing was on a temporary restraining order blocking the commission from issuing a license to the fair. Judge Ruben L. Lurie said attorney Edmund F. McLaughlin, of the Berkshire County Fair Association, did not give notice to opposing counsel to study his pleadings.

Judge Lurie said the restraining

order will remain in effect. At this point the Association withdrew its application for a race license, and it is not known whether it will go ahead with a fair minus racing.

### Charge Track 'Front'

A group of Hancock residents charged that the fair is being run primarily for horse racing. They charge the operators are all Cambridge and Dorchester persons with no interest in promoting agriculture.

Leo F. Doherty, director of fairs of the State Department of Agriculture, Daniel F. Marr, a construction firm owner and a sponsor of the fair, and W. Clifford Gettins, an officer of the Pilgrim Trust Company, were called to the hearing.

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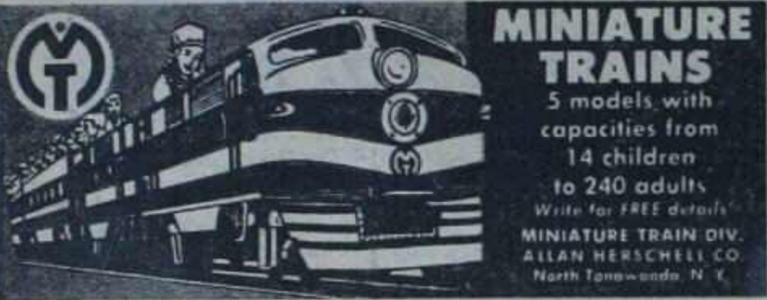
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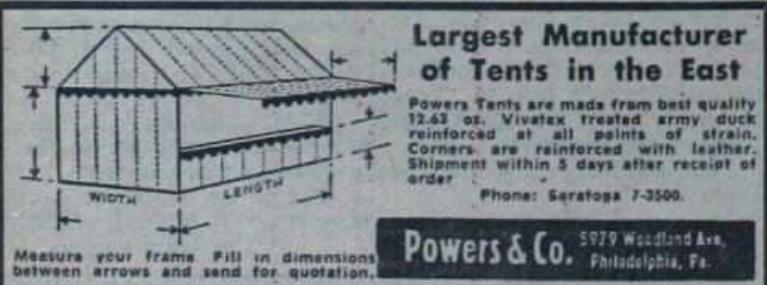
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**ARENAS & AUDITORIUMS**

**Key to Promotion Success Evades Easy Identification**

By TOM PARKINSON

SOME TIMES promotions go wrong and the building and promotion management asks why. The manager re-examines the attraction and its promotion and seeks to pin-point the cause for unsatisfactory results.

But with Nicholas George, manager of the Waterloo, Ia., Hippodrome, the problem was reversed. George has had one promotion which stands out as much superior to all the rest. He asked himself why—why did this one event do so much better than the others?

The winning attraction was Gene Autry, with Rufe Davis. The date was played during the winter and was Autry's third appearance in the building. This time was better than the stand of five years ago. It was a strong \$2,000 better than Autry's appearance of three years ago.

IT IS TRUE, George notes, that there were several changes in the promotion, most of them increases over previous efforts. But no one of them seems to explain the increase.

TV ads were purchased this time around and they were spotted on a kids' show which uses films. For the promotion period, the program scheduled a number of Autry movies and at the same time made a photo offer. The first four days brought 2,000 letters asking for pictures. New also for this third Autry appearance was a tie-in with supermarket advertising. Furthermore, the over-all advertising budget was up sharply, mostly because of the addition of TV coverage.

These are all positive moves, additions to the promotion. It would be easy, George agrees, to attribute the show's increase to any one or all of them. Yet, he isn't convinced that he has the answer. He doesn't feel that he can account for the mass appeal evidenced this time.

IF HE DID, it would be simple to follow the same successful procedure in the future, just as others have tried to find what it was that caused a failure. But what might at first appear to be easily determined proves to be evasive. It's the age-old question of what kind of advertising, what promotional step it was that brought the customers.

If the answer were at hand, George would be glad to take the tip. For the Autry appearance was the most successful event in the building in some time and the first time in several years that the building got its maximum rental based on a percentage of the gross.

**Columbia Artists Sets 123 'Sergeants' Stands**

Continued from page 1

Several Shrine auditoriums, with Shrine auspices, are on the route list. In all cases, a guarantee is being posted for at least the first night, no matter how long or short the stop. Overtures have been made to many locations where Columbia has operated concerts. Tickets along the route will be in the \$4-net class.

The birdcage is a creation of Imperial Scenic Studios, Pittsburgh, and employs a patented locking device. By using the scaffolding, the producers can trim the show's crew to 18 men in addition to 23 on the performing end. "Sergeant's" national company has 30 men, plus performers, representing a payroll saving of over \$1,000 weekly for the unit using the new scaffolding.

Previously, road shows required extended stands for a profitable engagement. Railroad moves were a big factor in shipping scenery.

The one-night concept will premiere September 23 in the Jaffa Mosque, Altoona, Pa., shortly after the New York closing. The next two nights will be shown in Youngstown, O., and Erie, Pa., following which there will be a half week in Dayton, O. The week of September 30 will be spent in the Murat Theater, Indianapolis. Then the show's chartered bus and truck will move on such spots as Charleston, Huntington and Wheeling, W. Va.; Canton, O., and Lansing, Mich.

In addition to the new method of staging, is the method of booking. A wide variety of sponsors is listed, ranging from individual promoters to the Atlanta Symphony Club. In Birmingham the sponsor will be the local music club.

Active in the concert field since 1931, Columbia is making its entry into the legit field one which is being viewed closely by scores of potential buyers. "Sergeant" needs a seating capacity of at least 1,800 persons. Biggest auditorium signed is the new 3,000-seat hall in Lincoln, Neb.

Where it can lead is anybody's guess, according to Herb Fox and Bill Judd, of Columbia, and Martin Tahse, of Evans. Fairs in 1958 are a possibility. With the extreme flexibility and one-day show capability, no spot is being ruled out if it comes up with the 1,800 seats.

Since "Sergeants" is not framed for in-the-round staging, some large locations such as a university fieldhouse, had to be turned down this fall. Three-sided seating was held disadvantageous. Large spots will be played next year if suitable masking of the stage can be arranged and if seating is favorable for the viewers.

All aspects of the concept have worked smoothly to date. Sponsors have come forward with guarantees and evidence of being able to handle the advance publicity, it is reported.

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## Herb Dotten

### Back in the Saddle Again

GENE AUTRY, working under a realistic financial arrangement, is back in the saddle again at county fairs. And, he—with his troupe—is cutting a big money-winning figure.

The motion picture, TV and recording star ambled out of his first stop on his county fair tour with about \$6,000, and the fair—the La Porte County Fair at La Porte, Ind.—enjoyed a healthy and heartening boost from his one-day, matinee and night appearances.

What's more, other county fairs to follow report thumping advance sales. The Terre Haute (Ind.) Fair contributed reports of a record \$3,000 grandstand advance ticket sale. And, the advance sale for the Freeport, Ill., fair was such that the fair was talking in terms of adding a second night show.

Gene has, of course, been playing some of the major fairs in recent years and he's due to play some more in this class this year, among them, the New York State Fair at Syracuse and the big Los Angeles County Fair at Pomona, Calif.

His current swing of county fairs marks his first since the early '30's, when he had yet to build himself into a top name. The guitar in hand, he toured the Midwest county fairs as a member of the then National Barn Dance, which at the time was a powerful attraction at fairs because of its network radio shows in the pre-television era.

George Ferguson, of WLS Attractions, Chicago, was the skipper of the National Barn Dance tours and over the years he and Gene maintained a close friendship. It was George who induced Gene to return to county fairs.

In the Midwest, George knows whereof he speaks when it comes to booking county fairs. He has been booking such fairs for the WLS Attractions stable for many years. And, Gene, unlike many of the big names, is realistic when working out financial arrangements for personal appearances at county fairs.

### Willing to Gamble on Weather

He does not insist on an outright buy at a whopping figure and is willing to take his own chances on the weather. The result is a reasonable percentage deal, with a reasonable first money clause, that fits the needs and wishes of many county fairs such as the one at La Porte.

His La Porte contract called for him to get the first \$1,500 and split 50-50 thereafter on all outside gate and grandstand ticket receipts.

Bob Morse, the fair manager, was more than pleased with the results. Attendance for the day (Wednesday, August 14), was up sharply over the same day last year. And, grandstand attendance, both afternoon and night, was well ahead of last year. In fact, grandstand attendance was the best of any recent year.

The attendance was doubly impressive because the fair this year for the first time operated with a front gate admission charge (25 cents) for all children over 5 years of age and also with a higher admission price for adults (75 cents against 60 cents last year).

The grandstand scale, both afternoon and night, carried a \$1.50 box seat price, \$1 for reserved seats, with general admission at 75 cents. Night grandstand admissions were 2,558, as compared to 1,205 last year, and the matinee grandstand paid count was 1,511 as contrasted with 911 last year.

Actually, the paid grandstand count for the matinee was almost as big as the paid outside gate on the same afternoon last year, with a scant 34 persons difference between those who paid to see the Autry show this year and the total of those who paid at the outside gates last year.

### Unit Ideal for County Fairs

The impact of the Autry show was a boon to the midway. The day's gross for the Blue Grass Shows jumped over that for the corresponding day last year. And, significantly, the show even had its impact on the children on the Blue Grass Shows. They, too, wanted to see Autry and his troupe, and Owner C. C. (Specks) Croseuth shepherded them in a group to view the matinee performance.

We caught the matinee show and we were struck by the enthusiastic reception. Spontaneous, hearty applause punctuated the performance, and our impression was that everyone left extremely well pleased.

The show is ideal for a county fair. Besides Gene, with his horsemanship (he works two horses), his singing and his child-slanted emceeing, the show offers TV's Annie Oakley—a big name in her own right—and her marksmanship and singing, the music of the Riders of the Purple Sage, plus the expert rope-twirling and rope tricks of Carmel Gowan, a young, good-looker who is a new addition to the Autry troupe.

With this show, all a county fair has to provide is a stage and a p.a. system. The unit provides the rest—scenery, props and the necessary music. Usually, the performance at a county fair runs an hour and a half.

Two Autry press agents, Billy Baucom and Sandy Johnson, work in advance. Earl Lindsay, the troupe's business manager, handles the arrangements with the fair. Also on deck at La Porte was Herb Green, Autry's personal booking manager.

Autry himself is enthused about county fair appearances. He showed it at La Porte. Before he went on in his own show, he served as a judge for a kids' pet parade in front of the grandstand and gave the impression of enjoying it.

In county fairs he sees a real opportunity to make good money under percentage deals. Such losses which might be suffered because of either complete rain-outs or rain he believes will be more than offset by whopping grosses at other fairs.

Gene also allows that personal appearances enable him to stimulate the sales of his records and of the merchandise to which he gives his endorsement. He also concedes that the personal appearances stimulate interest in his TV properties, the Annie Oakley series among them.

The whole "ball of wax," he says, is a good one. And, it is also a good one for county fairs.

We hope Gene expands his tour of county fairs next year. It would be a boon to many county fairs.

## STADIUM

### Lausche Balk Slows Capital Stadium Study

WASHINGTON — Passage of legislation authorizing a 50,000-seat stadium for the nation's Capital has been delayed since Senator Lausche (D., O.) expressed doubt that the stadium is "essential."

Lausche told his colleagues that even tho he changed his mind in the future, he believes it better to forget about the project "in this period of inflation."

Denial that the project would be inflationary came from Senator Clark, of Pennsylvania, who pointed out that the legislation under consideration would serve only to free \$35,000 from the Housing and Home Finance Agency for a study to determine whether the project would be self-supporting. By the time the \$35,000 is spent and authorization "goes thru the legislative process," Clark said, "we may well be in a period of deflation, rather than inflation."

Lausche feared, however, that the grant would be a "wedge" which would push the project forward. Indications are that leaders of the Senate district committee will try to win approval of the bill before the current session ends.

### Lakeside Stadium Expands for Varied Attraction Program

LAKESIDE, Calif.—Newly re-named Lakeside Stadium, originally built as a site for rodeos, has torn out all the chutes and pens and plans to go out for a variety of attractions.

Scheduled for the future are football games, auto races, horse shows and possibly thrill shows. One rodeo was held earlier this year and another is scheduled for October.



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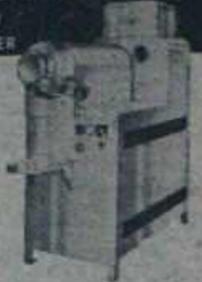
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## Carnival Routes

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- A-1 Am.: (Fair) Bismarck, Ill., 20-24.
- Alamo Expo.: Columbus, Kan.; Salina 26-31.
- American Beauty: Eldon, Ia., 19-22.
- Amusements of America: (Fair) Henrietta (Rochester, N. Y.) (Fair) Morris 26-31.
- Baker United: (Fair) Boswell, Ind., 19-22; Fontanet 23-25; (Fair) Oblong, Ill., 26-30.
- B. & B. Comb.: Wilburton, Okla.
- Beam's Attractions: Gaithersburg, Md.; McConnellsburg, Pa., 26-31.
- Bee's Old Reliable: (Fair) Brodhead, Ky.
- Bell Am.: Hamilton, Ala.
- Belle City, No. 1: (Fair) Medford, Wis., 21-25; (Fair) Shawano 29-Sept. 2.
- Big Four Am.: Forest Park, Ill., 22-25; Kenosha, Wis., 30-Sept. 2.
- Blue Grass: (Fair) Bowling Green, Ky.; (Fair) Lebanon, Tenn., 26-31.
- Blue Valley: Edgerton, Mo.
- Bogle, F. C.: (Fair) Stockton, Kan.; (Fair) Sylvan 25-28.
- Brown, Al. Tri-State: Pipestone, Minn., 19-21; Vermillion, S. D., 22-23; Bloomfield, Neb., 24-27; Parker, S. D., 28-30.
- Buck, O. C.: Malone, N. Y.; Bath 27-Sept. 2.
- Burkhart, No. 1: Sidney, Ia., 20-24; Petersburg, Ind., 26-31.
- Burkhart, No. 3: Virginia, Ill.
- Byers Bros.: Humboldt, Ia., 19-22; Whittemore 23-24; Sioux Rapids 26-27.

## INSURANCE

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- Capell Bros.: (Fair) Afton, Wyo., 20-24; Montpelier, Idaho, 28-31.
- Capital City: Barboursville, Ky.; 20-24; Montpelier, Idaho, 28-31.
- Carpenter Bros.: Elmore, O., 22-24; Pemberville 28-31.
- Carroll's Greater: (Fair) Wagona, Minn., 19-22; Marshall 22-27.
- Catlett Greater: Onaga, Kan., 19-20; Sparks 21-20.
- Central States: Abilene, Kan., 19-23; Hastings, Neb., 26-29.
- Cetlin & Wilson: (Fair) Sedalia, Mo.; (Fair) Indianapolis, Ind., 28-Sept. 6.
- Chanos, Jimmie: Frankfort, Ind.
- Cherokee Am.: (Fair) Holton, Kan., 19-21; Seneca 22-24; (Fair) Hillsboro 26-30.
- Collins, Wm. T.: St. Joseph, Mo., 20-27; Lincoln, Neb., 30-Sept. 6.
- Continental: (Fair) Lyndeville, Vt., 22-24.
- Crescent Am.: Dillon, S. C.
- Cross Road Am. Co.: Zealand, Mich., 20-21; Detroit 23-24.
- Crystal Am.: Hemingway, S. C.
- Cumberland Valley: (Fair) Crossville, Tenn.
- Davis Am. Co.: Roseburg, Ore., 21-25; Lakeview 28-Sept. 2.
- D. & D. Am. Co.: (Fair) Bedford, Ia., 20-24; Cascade 31-Sept. 2.
- DeLuxe: Rockville, Conn., 19-22; Chester 23-25.
- Dixie Am.: (Fair) Afton, Ia., 20-23; Sheldon, Mo., 28-31.
- Dobson's United: (Fair) Hayward, Wis., 19-21; Black River Falls 23-25.
- Dowell, Dick: Wakeeney, Kan.; Liberal 26-Sept. 2.
- Down River Am. Co.: (Fair) Standish, Mich., 21-24; (Fair) Manchester 27-31.
- Drago, No. 1: Spencer, Ind.; Medaryville 26-31.
- Drago, No. 2: (Fair) Mooreland, Ind.; (Fair) Mazon, Ill., 26-31.
- Drew, James H.: (Fair) Harlan, Ky., 20-24; Clintwood, Va., 26-31.
- Dumont: Horse Cave, Ky.
- Dyer's Greater: Chelsea, Ia., 19-20; Bloomington, Wis., 23-25.
- Eastern Am. Co.: Cherryfield, Me.
- Eddie's Expo.: Washington, Pa.; Stoneboro 26-Sept. 2.
- Empire State: (Fair) Boerne, Tex., 28-Sept. 1.
- Emshoff: Rockton, Ill., 22-25; Beaver Dam, Wis., 31-Sept. 2.
- Evans United: Richmond, Kan., 21-23; Winfield 27-30.
- Fidler United: Foster, Ill.; Venice 26-31.
- Foley & Burk: Stockton, Calif.
- Franklin, Don: Coffeyville, Kan., 27-Sept. 1.
- Franklin, Don, No. 1: (Fair) West Union, Ia., 20-23.
- Franklin, Don, No. 2: Appleton, Minn., 22-25.
- Frontier: Tremonton, Utah, 20-24; Duchesne 27-31.
- Fun-Beam: Gaithersburg, Md.; McConnellsburg, Pa., 27-31.
- Gala Expo.: De Witt, Ark.; Lake City 26-31.
- G. & B.: Davis, W. Va.; (Fair) Parsons 26-Sept. 2.
- Gem City: (Fair) Greenville, Ill.
- Gentsch, J. A.: Grenada, Miss.; New Albany 26-31.
- Georgia Am. Co.: Blue Ridge, Ga.; Ellijay 26-31.
- Clade's Am.: Boykins, Va.
- Glade's Am. No. 2: Piney River, Va., 20-25.
- Gladstone Expo.: (Fair) Hodgenville, Ky.; (Fair) Russellville 26-31.
- Gold Bond: Rice Lake, Wis., 20-24; Plymouth 27-Sept. 2.
- Gold Medal, No. 1: Ronceverte, W. Va.; (Fair) Marysville, Tenn., 26-30.
- Golden Gate: Arcata, Calif.; Fort Bragg 27-Sept. 2.
- Gooding Am. Co., No. 1: (Fair) Lima, O.
- Gooding Am. Co., No. 2: (Fair) Marshall, Mich.
- Gooding Am. Co., No. 3: (Fair) Kalamazoo, Mich.
- Gooding Am. Co., No. 4: (Fair) Greenville, O.
- Gooding Am. Co., No. 5: (Fair) Sandusky, Mich.
- Gooding Am. Co., No. 6: (Fair) London, O.
- Gooding Am. Co., No. 7: (Fair) Bourbon, Ind.

- Gooding Am. Co., No. 8: (Fair) Wellington, O.
- Gooding Am. Co., No. 9: (Fair) West Union, O.
- Gooding Am. Co., No. 10: (Fair) Jeffersonville, Ind.
- Gopher State: New York Mills, Minn., 23-25; Brownsdale \*31-Sept. 2.
- Grand American: (Fair) Marshalltown, Ia., 19-20; Cresco 22-25; Dunlap 27-29.
- Great Lion: (Fair) Acton, Me., 22-24; Woodland 28-Sept. 2.
- Great Lion, No. 2: Hiram, Me., 25-31.
- Great Western: Grass Valley, Calif., 19-25; Gridley 26-Sept. 2; Clovis 3-8.
- Hale's Shows of Tomorrow: Albion, Neb., 20-23.
- Hames, Bill: (Fair) Paris, Tex.
- Hammond, Bob: Anadarko, Okla.; (Fair) Perrytown, Tex., 26-31.
- Hannah Am. Co.: Tarentum, Pa.; Saltsburg 26-31.
- Hannum, Morris: (Fair) Kutztown, Pa.; (Fair) Meyersdale 26-31.
- Happyland: Caro, Mich.
- Hartsock Bros.: Milan, Mo.; Shelbyville 26-31.
- Heth: (Fair) Mayfield, Ky.; (Fair) Du Quoin, Ill., 25-Sept. 2.
- Hill's Greater: Fargo, N. D., 20-25.
- Hoard & Mullis: Indian Springs, Ga.
- Hottle, Buff, No. 1: Anna, Ill.
- Hottle, Buff, No. 2: Freeport, Ill.; Marion 26-31.
- Hugo's Novelty Expo.: (Fair) Effingham, Kan.; (Fair) Tonganoxie 26-30.
- Ideal Rides: Newman, Ill., 21-25; Denver, Ind., 26-31.
- Imperial: (Fair) Fairbury, Ill.; (Fair) Kentland, Ind., 26-30.
- Inland Empire: Plains, Mont., 22-25; Kamiah, Idaho, 30-Sept. 2.
- I. T.: (Fair) Flemington, N. J., 27-Sept. 2.
- Johnny's United: (Fair) Bridgeport, Ill.
- Kemp's United: Mound City, Mo., 22-24.
- Ken-Penn: Meadville, Pa.
- Key City: (Fair) Corydon, Ind.
- Kile, Floyd O.: Corydon, Ia., 19-22; Vandalia, Mo., 26-31.
- King Bros.: Ogallala, Neb., 19-21; Grant 22-24; Lewellen 30-Sept. 1.
- Latin American: San Diego, Tex., 19-23.
- Lee United: Fowler, Mich., 21-24.
- Leeright's Midway: (Fair) Randolph, Utah.
- Lindle: (Fair) Petersburg, Ill.; Essex 24-25; Pana 26-Sept. 2.
- Mac's Am. Rides: Onida, S. D., 22-24.
- McKenna Rides: (Fair) Phillips, Wis., 22-25; Chilton 30-Sept. 2.
- McKeown Am.: Millington, Mich., 27-31.
- Maddox Bros.: Emporia, Kan., 20-23; Cheney 29-31.
- Manning, Ross: (Fair) Huntington, Pa.; (Fair) Woodstock, Va., 26-31.
- Marvel: Morton, Ill., 22-24; Mackinaw 27-29.
- Meeker's: Kennewick, Wash., 20-25.
- Mercury: (Fair) East Moline, Ill.
- Merriam's Midway: Sac City, Ia., 19-21; Oakland, Neb., 22-24.
- Midway of Mirth: Eldorado, Ill.; Stonefort 27-31.
- Mighty Interstate: Greenville, Tenn.; Oneida 26-31.
- Mo.-Ark.: Herman, Mo.
- Monarch: (Fair) Princeton, Ill.; Rock Falls 26-Sept. 2.
- Moore's Modern: Russell, Kan.; Benkelman, Neb., 26-28; Imperial 29-31.
- Motor State, No. 2: (Fair) Greenville, Mich., 21-24; Burr Oak 28-31.
- Motor State Expo.: (Fair) Hicksville, O.; Wauson 26-Sept. 5.
- Mound City: Pleasant Hills, Ill.
- Mound City, No. 2: Wilsonville, Ill., 23-25; Waterloo 29-30.
- Mullin's Royal Pine: (Fair) Union, Me.; (Fair) Springfield 30-Sept. 2.
- Nelson, Geo. W.: (Fair) Newton, Kan., 20-23; (Fair) West Point, Neb., 25-28; (Fair) Walt Hill 29-31.
- Nolan Am. Co.: Painesville, O., 21-25; Perryville 25-31.

- North American: Aiken, Miss., 19-21; Herman 22-25.
- Northern Expo.: Basin, Wyo., 19-21; Powell 22-24.
- Northern State: Mission, S. D., 20-22; Martin 23-25.
- Olson: (Fair) Des Moines, Ia., 23-Sept. 1.
- Page Bros., No. 1: (Fair) La Grange, Ky.; (Fair) Camden, Tenn., 26-31.
- Page Bros., No. 2: Livingston, Tenn.
- Page Combined: Medina, N. Y.; Little Valley 26-31.
- Pan-American: Gate City, V. Pennington Gap 26-31.
- Penn Premier: Indiana, Pa.; (Fair) Roanoke, Va., 26-31.
- Pepper's All States: Hazlehurst, Ga.; Folkston 26-31.
- Playland: Tygh Valley, Ore.; Ontario 26-31.
- Playtime: (Fair) Marshfield, Mass.
- Port City Rides: Spring Bay, Ill., 23-25; Washington 31-Sept. 2.
- Powelson Am. Co., No. 1: Bellefontaine, O., 19-22; Parkersburg, W. Va., 26-Sept. 2.

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Colorado State Fair, Pueblo, Colo.

Fowelson Am. Co., No. 2: Chillicothe, O., 19-23; Navarre, O., 28-31.  
 Frell's Broadway: (Fair) Cumberland, Md.; (Fair) Fairfax, Va., 26-31.  
 Futska, A. M., Am.: Rosselle, Ill., 23-25.  
 Raines Am.: Eureka, Kan.  
 Rainier: Centralia, Wash., 21-25.  
 Reid, King: (Fair) Union, Me.; Essex Junction, Vt., 26-31.  
 Reid's Golden Star: Mountain City, Tenn.; Maynardville 26-31.  
 Reithoffer, Blue: Watertown, N. Y.; Schaghticoke 30-Sept. 4.  
 Reithoffer, Green: Brookfield, N. Y., 20-24; (Fair) Gilbert, Pa., 27-28.  
 Reithoffer, Orange: Walton, N. Y.  
 Reithoffer, Uley: Abbottstown, Pa., 20-24; (Fair) Forksville 28-31.  
 Ritter's United: (Fair) Arlanza, Calif., 21-24.  
 Robinson's Greater: (Fair) Greenfield, Ia., 19-22; Blockton 23-25.  
 Rock City: Beatrice, Neb.; Pawnee 26-31.  
 Rogers Bros.: Pine River, Minn., 19-21; Detroit Lakes 22-24; Two Harbors 27-30.  
 Rohr's Modern Midway: Stronghurst, Ill., 19-20; Yates City 21-23.  
 Rose City Rides: Ironton, Mo.  
 Royal American: (Fair) St. Paul, Minn., 19-Sept. 2.  
 Royal United: Britt, Ia., 19-22; Muscatine 22-23; New Boston, Ill., 24-25.  
 Schafer's Just for Fun: Albert Lea, Minn., 19-22; Hannibal, Mo., 26-31.  
 Siebrand Bros. Comb.: Murray, Utah.  
 Skerbeck: Petoskey, Mich.  
 Smiley's Am. Co.: Greensburg, Pa.; Mt. Pleasant 26-31.  
 Smith, Geo. Clyde: (Fair) Luray, Va.; Winchester, 26-31.  
 Snapp Greater: Sturgeon Bay, Wis.  
 Soonerland: Henryetta, Okla.; Apache 27-31.  
 Southern State: Cairo, Ga.; Arlington 26-31.  
 Stanley, Wm. D.: Walker, Minn., 19-22.  
 Star Am. Co.: Miamisburg, O., 20-24; Batesville, Ind., 26-31.  
 Stephen, Otto: Ripley, Ia., 19-21; Seymour 23-24; Newtown, Mo., 26-28; Mercer 30-Sept. 1.  
 Stipe's: Grantsburg, Wis., 22-24; Chetek 29-31.  
 Strates, James E.: (Fair) Hamburg, N. Y.; (Fair) Syracuse 30-Sept. 7.  
 Strong's Am. Co., No. 1: David City, Neb., 19-20; Springfield 22-24; Franklin 25-28.  
 Stumbo's Tri-State: (Fair) Madison, Neb.  
 Sunny, A. J.: Tiffin, O.; Pauling 26-31.  
 Sunset Am. Co.: (Fair) Hampton, Ia., 19-21; (Fair) Belleville, Kan., 24-30.  
 Tatham Bros. Comb.: McLean, Ill., 20-25; Clinton 28-29; Mason City 30-Sept. 2.  
 Tennessee Valley Am.: (Fair) Clarksville, Tenn.

Thiess United: Franklin Grove, Ill., 19-20; Ellwood 23-25.  
 Thomas, Art B., No. 1: (Fair) Pueblo, Colo., 20-25; (Fair) St. Paul, Neb., 27-30.  
 Thomas, Art B., No. 2: (Fair) Sioux Falls, S. D., 19-21; Alexandria, Minn., 22-25; (Fair) Fergus Falls 26-29.  
 Thomas Joyland: Crown Point, Ind.  
 Thomas, W. A.: (Fair) Grand Island, Neb., 20-23; (Fair) Lexington 26-29.  
 Tidwell, T. J.: Friona, Tex.  
 Tinsley, Johnny T.: Jonesboro, Tenn.; Asheville, N. C., 26-31.  
 Tip Top: Caledonia, Minn., 21-24; Cloquet 31-Sept. 2.  
 Tivoli Expo.: (Fair) Greenup, Ill.; (Fair) Georgetown 26-31.  
 20th Century: Monticello, Ia.; Marshfield, Wis., 26-31.  
 United Expo.: (6700 Bond St.) East St. Louis, Ill.  
 United States: (Fair) Lewisburg, W. Va.; Pennsboro 26-31.  
 Virginia Greater: Snow Hill, Md.; Suffolk 26-31.  
 W. B. J.: Arcola, Ind., 22-25.  
 Wade Greater: Mt. Pleasant, Mich., 20-24.  
 Wade, W. G.: Escanaba, Mich., 20-25.  
 Wall, Alfred, Am.: Royal Center, Ind.; Lapaz 25-27; Wanatah Sept 1-2.  
 Wallace Bros.: Manitowoc, Wis.; Elkhorn 26-31.  
 West Coast, No. 1: Anderson, Calif.  
 West Coast, No. 2: (Fair) Monterey, Calif.; (Fair) Sacramento 26-Sept. 8.  
 Western: (Fair) Bremerton, Wash., 22-25; (Fair) Monroe 27-Sept. 2.  
 Wilber's Wolverine: (Fair) Atlanta, Mich., 21-24.  
 Wilcox, Dick: Dover-Foxcroft, Me., 20-24.  
 Wilson's Famous: Macon, Ill.; Abington 26-28; Streater 31-Sept. 2.  
 Wolfe Am.: Tasley, Va.; Windsor, N. C., 26-31.  
 World of Pleasure: Coldwater, Mich.; Alpena 26-29.  
 World's Finest: (Fair) Three Rivers, Que., 19-22; Sherbrooke 23-29.  
 Young, Monte: Burley, Idaho; Payson, Utah, 27-Sept 2.

**Circus Routes**

Beatty, Clyde: North Tonawanda, N. Y., 19; Dunkirk 20; Ashtabula, O., 21; Farrell, Pa., 22; Coraopolis 23; Weiston, W. Va., 24; Huntington 26.  
 Beers-Barnes: Rouses Point, N. Y., 19; Dannemora 20; St. Regis Falls 21; Winthrop 22; Canton 23; Carthage 24; Port Leyden 26; North Chittenango 27; Canastota 28; Homer 29; McGraw 30; Croton 31.  
 Caron & Barnes: Hailey, Idaho, 19; Hazelton 20; Rupert 21; Aberdeen 22; Downey 23.

**Ringling Loses Second Trainer For Tiger Act**

SYRACUSE — The Ringling circus again was without a tiger trainer as it made a three-day stand here August 9-11. Vincent Dorr, trainer who replaced Trevor Bale a few stands ago, was found walking near MacArthur Stadium Friday (9) in a dazed condition. Bill Reynolds, circus security man, said he found Dorr near the circus site and decided the animal man was not in condition to work. Reynolds contacted police officers, who took Dorr to Syracuse Psychopathic Hospital for examination and observation, according to a police report. Dorr, an experience trainer, had worked the cats in Philadelphia and Albany stands.

Cristiani Bros.: Lodi, N. J., 19; New Brunswick 20; Coatsville, Pa., 21; Hanover 22; Winchester, Va., 23; Keyser, W. Va., 24; Fairmont 26; Buckhamon 27; Weston 28; Gasaway 29; Summersville 30; Oak Hill 31.  
 Hagen Bros.: Keokuk, Ia., 26; Monroe City, Mo., 27; Mexico 28; Moberly 29; Brookfield 30; Chillicothe 31.  
 Hunt Bros.: Palisade, N. J., 19-Sept. 8.  
 Kelly-Miller: International Falls, Minn., 19; Hibbing 20; Virginia 21; Cloquet 22; Cambridge 23; Anoka 24; Buffalo 25; Glencoe 26; Le Seur 27; Fairbault 28; Spring Valley 29; Waukon, Ia., 30.  
 Mills Bros.: Levittown, Pa., 19. Packs, Tom, Eastern: Texas City, Tex., 23; Port Arthur 24; Beaumont 26; Tulsa, Okla., 30-31.  
 Polack Bros. Eastern: Eau Claire, Wis., 21-22; Wausau 24-25.  
 Polack Bros. Western: Vancouver, B. C., 21-Sept. 2.  
 Ring Bros.: White Fox, Sask.  
 Ringling Bros. and Bamm & Bailey: Youngstown, O., 21-23; (Fair) Toronto, Ont., 26-31.  
 Strong, John: (Fair) Merced, Calif., 22-25.

**Miscellaneous**

Autry, Gene: (Fair) Wellington, O., 20; (Fair) Freeport, Ill., 21; Joliet 25; (Rodeo) Dublin, Tex., 28-29; (Fair) Syracuse, N. Y., 30-Sept. 4.  
 Damon, Dwight, Magician: Dixon, Ill., 21; Maquoketa, Ia., 21; (Fair) Princeton, Ill., 24; Abingdon 27; Galesburg 29.  
 Rabbit Foot Minstrels: Greenville, Miss., 19; Rosedale 20; Cleveland 21; Alligator 22; Mound Bayou 23; Benoit 24; Clarksdale 26.  
 Schaffner Players: Peery, Mo., 19-25; Paris 26-Sept. 1.

**Ice Shows**

Ice Capades: Atlantic City, N. J., 19-Sept. 1; New York City 4-15.  
 Shipstads & Johnson's Ice Follies of 1957: San Francisco, Calif., 19-Sept. 1.

**In Memory**  
 of Our Friend and Pal  
**PHIL G. LITTLE**  
 Who Passed Away  
 August 21, 1949  
 Margaret Pugh  
 Joe and Sally Murphy

**THE FINAL CURTAIN**

ANDRE—Harry L., 64, concessionaire at fairs and still dates in Indiana, Kentucky and Tennessee the last 30 years and for the last 10 years with the Gooding Amusement Company over the Southern fairs circuit, of a heart attack in Madison, Ind., July 28. A retired mechanical high school teacher, he had a number of years ago manufactured and sold his own candy floss machines. The body was flown to Knoxville, his hometown, for interment in Woodlawn Cemetery. Surviving are his widow, of Knoxville, who will continue with the business; a son, Albert, Washington; two daughters, Yvonne and Ruth, Knoxville; three brothers, Fred, Bill and Frank, and two sisters, Mrs. Ed Weisgerber and Mrs. Esther Kincer.

BRIGHT—Jack C., for many years an elephant hand for Cheerful Gardner on Hagenbeck & Wallace and Sells-Floto circuses, recently. He had also worked for the Thearle-Duffield Fireworks Company and also trouped as a tattoo artist on Rogers Bros. Shows and last on Rohr's Modern Midway. Burial in Kokomo, Ind.

CHRISTLER—Charles M., 68, Pittsburgh attorney who is credited with the campaign which has resulted in plans for a new civic auditorium-arena to be built in Pittsburgh.

CRAWFORD-FROST—William A. 57, president of the Calgary Exhibition and Stampede from 1953 to 1956, August 4 at Ghost River, Alta. A prominent rancher, his Herefords were known all over the world, and had won firsts at Toronto, Chicago, Denver and San Francisco. Survived by his wife, two daughters and a brother. Burial was in Calgary.

FLESHMAN—John C., operator of a grab stand on Victory Exposition Shows, August 3 in Albuquerque, N. M. Survived by his widow, Elsie; two daughters and four sons.

HUNTER—Virgil (Harry), 70, operator of the Harry Hunter Shows in the 1920's, August 6 in Texarkana, Tex. He resided there the past six years. His widow, Juanita, survives. Burial in Texarkana with Masonic honors.

ROTH—Murray J., 45, co-owner of the Gem Sales Company, Detroit, August 7 at his home in that city. He was well known as a merchandise supplier in the novelty and carnival fields. Survived by his widow, Tilda, and two sons, Sheldon and Burton. Interment in Machpelah Cemetery, Detroit.

STOCK—Helen, former ride operator, recently in Miami. Retired for the past five years, she was a member of the Ladies' Auxiliary of the Miami Showmen's Association. Survived by a son, William Young.

YATES—R. Elmer, 64, promotional manager with circuses and other shows, at Ithaca, N. Y., July 24, of a heart attack. Burial was at Booneville, Miss., his home. He was promoting a show of his own in Ithaca. Earlier this season he was ahead of Clyde Beatty Circus. Last season he

promoted a large number of shows using "Grand Ole Opry" people. Yates was ahead of the King Bros. Circus for several years. He broke into show business as understudy for Oscar Babcock's loop-the-loop bike act.

**IN LOVING MEMORY**  
 OF OUR DEPARTED  
**AMELIA**  
 Who Left Us  
 August 22, 1953  
 VERNON,  
 BILLY and VERNON JR.  
**KORHN**



**IN LOVING MEMORY**  
 Of My Brother  
**C. A. (BUDDY) THORNTON**  
 who passed away  
 August 19, 1956  
**OLAN W. THORNTON**  
 and Sisters

**In Memory**  
 Of Our Father  
**WALTER (WHITEY) LONG**  
 August 23, 1944  
 MILDRED & ELIZABETH

**IN MEMORY**  
 Of Our Dearly Beloved  
**LIEUT. BILLEE L. HAMILTON**  
 (BILLEE GARNEAU)  
 who was killed in action in Sicily  
 August 23, 1942.  
 Wife, Nancy; Brother, Tommy;  
 and Mother, Mimi Garneau  
 He either fears his fate too much or  
 his desserts are small, who dare not  
 put it to the touch to win or lose  
 it all.

**IN LOVING MEMORY**  
 Of my Husband  
**BILLY C. WILLIAMS**  
 Died August 24, 1953.  
 Great Loves Live On.  
 GLADYS M. WILLIAMS

**FOR SALE—BUBBLE BOUNCE**  
 In excellent condition, operating nightly at Edgewater Park. \$8,000.  
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**WANT TO BUY**  
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**IN APPRECIATION**  
 to all friends for remembering  
**R. L. "WHISKEY BOB" BENNINGTON**  
 Who passed away July 26, 1957  
**DORA BENNINGTON, WIFE, AND FAMILY**

## Cedar Rapids, Ia., Eyes New Gate Mark

Attendance Up 10% First 5 Days; Icer Scores, Collins Up 10%

CEDAR RAPIDS, Ia. — The All-Iowa Fair went into the fifth day of its eight-day run here Thursday (15) with a head of steam that was expected to push it to a new attendance record and a new night grandstand mark.

Andy Hanson, veteran manager, reported that as of Thursday the outside gate was up a sturdy 10 per cent and given good weather the rest of the run, he expected to top the all-time high of 187,000 set in '55. Attraction-wise, Holiday on Ice, in for its first appearance

in the grandstand, was drawing strong crowds. Advance sale for the Thursday-evening show was big and Hanson predicted the show would set a new night-show record.

Weakest part of the fair was the afternoons, where grandstand grosses generally were off, sharply in some cases. Sunday's program of big car sprints drew an estimated 5,000, down from a year ago. An appearance of the Swenson Thrillcade the following afternoon was also off from a year ago. Late model stocks on Tuesday and mid-gate auto races on Wednesday were poorly attended.

Fair officials were looking forward to getting good crowds at the L-Bar Ranch Rodeo, which was scheduled for four appearances on Friday and Saturday, both afternoons and evenings. The final Sunday, a complete day of stock car racing, was also expected to wind up the fair in fine style. Frank Winkley was scheduled to have a 100-lap race in the afternoon and a 200-lapper that evening. Tommy Holden's thrill show was the Thursday matinee feature.

The big attendance and generally good weather was helping midway business where the Williams T. Collins Shows held forth. Ride and show takes going into Thursday showed a sharp 10 per cent increase over last year.

A new kids' day record was set on Monday, when an estimated 10,000 moppets swarmed over the grounds to keep rides and shows busy until late in the day.

In addition to attendance and night grandstand marks, the fair chalked up five new IMCA world speed marks, made possible by the new banked race track. On Tuesday three stock marks went by the boards and on opening Sunday, one new big car record was set. In addition to banking the track, the fair installed a new steel guard rail completely around the oval.

Livestock entries were the biggest on record and the fair had one of its biggest farm machinery shows this year.

Hanson reported that the fair has scheduled a Hawkeye 500 big car race to be held here late in September, probably the 29th, by Winkley's Auto Racing, Inc.

## Mason City, Ia., Paid Gate Tops 1956 Figures

Grandstand Off; Auto Races, Rides, Shows Do Big Biz

MASON CITY, Ia. — The North Iowa Fair closed its seven-day run here Sunday (11) with a bigger paid attendance than in 1956, although total count was below that of last year.

Hans Henriksen, who served his first fair as secretary, said that 92,146 were counted during the week as compared with an estimated 110,000 last year. The smaller figure included estimated turnouts of youngsters on the two kids' days figured at three per adult.

Grandstand business was reported off in the aggregate. "Ice Varieties," the featured night show for six nights, received good reviews, but was down at the box office. Bob Barnes' Rodeo did okay in two afternoon and three evening shows in front of the grandstand. Over the final weekend, two programs of auto racing were presented by Al Sweeney's National Speedways, Inc. The Saturday afternoon stocks drew a big crowd, while the next afternoon's big-car sprints were viewed by an estimated 5,200 who jammed the premises.

Bob Wright, Indianapolis race driver, was seriously injured Sunday during the time trials when his car smashed thru the fence. He suffered a broken neck and his condition was given as serious.

E. D. McCrary's 20th Century Shows, which provided the midway attractions, was up over last year by a few percentage points.

New buildings on the two-year-old fairgrounds here this year included a 4-H exhibit hall that measured 80 by 200 feet and a swine barn of the same dimensions. In addition, a small building that housed offices, rest rooms and a restaurant was used for the first time.

## N. Y. State Inks McGuires

SYRACUSE — The New York State Fair has signed the McGuire Sisters for a two-day engagement in the Coliseum, William F. Baker, director, announced last week. The three gals are scheduled to give two performances each on the nights of September 4-5.

The three singers have been added to a name program that already includes Gene Autry and Annie Oakley, Lone Ranger, Tonto, Ray McKinley and the Glenn Miller orchestra, and Tommy Bartlett's water ski show.

Early response to the fair's advance sale of half-price admission tickets is exceeding expectations and, according to Baker, there is a likelihood that the full allotment of 600,000 may be sold by the opening of the fair August 30.

The advance sale has been particularly successful in rural communities, he said.

children's day. Manager Fred Germain reported high public acceptance of the free grandstand show offered Monday thru Friday and consisting of the Duke of Paducah's unit of the "Grand Ole Opry." I. T. Shows were on the midway.

## Upped Rates Score At Springfield, Mo.

Gate, Stand Admission Increases Push Receipts Toward New High

SPRINGFIELD, Mo. — Fortified by increased gate and grandstand admission rates, the Ozark Empire Fair last week was racing to set a new list of records money-wise.

Although attendance the first four days was approximately 100 below the same period a year ago, income took a sharp hike. Children's gate admissions this year are pegged at a quarter, a 15-cent increase. Adult gate tab was unchanged at 50 cents, but parking charges were hiked to 50 cents compared with 35 last year.

Attendance and receipts were up at the grandstand during the first four days of the fair, which opened Saturday (10). Afternoon races remained at \$1 per admission, with the rodeo and thrill shows at \$1.50 and auto races at \$2. Reserve seats, however, were upped 25 to 50 cents and boxes increased 75 cents to \$1.

Despite the increased charge for children, the fair reported that youngsters were turning out in droves and were running well ahead of '56.

## Pittsburgh Pacts Ranger, Four Preps

PITTSBURGH — The 20th Allegheny County Fair, to be held here August 29-September 2, will have a program of name attractions as part of its show program, George Kelly, fair director, announced last week.

Featured will be the Lone Ranger and Tonto, Lassie and the Four Preps. In addition, the bill will include the Midwesterners, Sons of the Purple Sage, Pat Anthony's Lions and Vidbel's Elephants.

## Joe Basile Back At Cobleskill, N. Y.

COBLESKILL, N. Y. — Joe Basile and his band will return to the Cobleskill Fair here after an absence of several years, Dr. D. W. Beard, secretary, announced last week.

Barnes-Carruthers Theatrical Enterprises, Inc., will provide the featured grandstand attractions, including a Thrill Show.

## Lakehead Ex Up 15% For New Gate Mark

FORT WILLIAM, Ont. — The Canadian Lakehead Exhibition wound up its six-day run here Saturday (10) after establishing a new all-time attendance record and racking up a whopping carnival gross.

Wilfred Walker, manager, reported the gate count was a sturdy 15 per cent ahead of last year. Royal American Shows was up 18 per cent on rides and shows, and the night grandstand attraction was about even with 1956. Previous

Emmett Kelly, veteran clown was one of the big hits of the week. A native of nearby Houston, Mo., Kelly worked the grandstand come-ins the first five days of the week and was credited with drawing large crowds from a broad area. He left following the Thursday show to return to the Brooklyn Dodgers.

Grandstand attractions had their ups and downs. Stock car races, booked in the first two afternoons by Frank Winkley were off, with two programs drawing approximately the same turnouts as one race did last year. Trans-Weld Auto Daredevils were in front of the grandstand Saturday and Sunday evenings and matched their '56 business. Running horse races took over the track Monday thru Wednesday afternoons under Paul F. (Pat) Downey.

Bob Owens' rodeo, topped their last year's performance at afternoon shows Monday thru Thursday. Also on the schedule was a locally promoted jalopy race for Friday afternoon and a society horse show that evening. Pinky Lee, TV personality, was to head up a special kid's show on Friday morning.

Glen Boyd, serving his 18th year as secretary-manager, expressed satisfaction over the increased receipts and also over the big midway business being turned in by the Heth Shows, here for the first time. Ride and show grosses the first four days were a whopping 28.8 per cent ahead of last year.

Biggest construction project this year was completion of the new \$147,000 grandstand. In addition a new cattle barn and two rest-rooms were built, all financed thru a bond issue.

## MINN. STATE SETS BOXERS

ST. PAUL — The Minnesota State Fair—long known for its list of firsts—this year will present the first professional prize fight it has ever scheduled during fair week.

On the night of August 24, Del Flanagan, local pugilist, will face Ralph (Tiger) Jones, Yonkers, N. Y., in the big Hippodrome. Bout is being promoted by Jack Raleigh, St. Paul. Both punchers have been prominent in television fights during the past couple of years.

## \$2-\$2.75 Scale Covers Major Reading Dates

READING, Pa. — Reduced-rate admission tickets to the Reading Fair, September 8-15, are being distributed by the Keystone Stores groceries and Keyco Food markets.

Regular front-gate prices are 75 cents from opening Sunday thru Saturday, and \$1 for closing Sunday only. Children aged 6 to 12 have a 25-cent gate fee thruout the week.

Reserved grandstand seats go for \$2 for the Tuesday-night Pat Boone show, \$2 and \$2.50 for the Saturday-night beauty show, and \$2 and \$2.75 for the closing Sunday's USAC big car races. For other events, two thrill shows, Lone Ranger show, trotting, Mills Bros., Lillian Briggs' Rock and Roll, seats will be unreserved and sold on a first-come basis. Grandstand boxes, six seats to the box, cost \$65 for the week.

The prices have been increased since the 1956 event, when kids got in for 15 cents thruout the week. Reserves then went from \$1-\$1.75 for afternoons and started at \$1.75 for other events, instead of the \$2 bottom price of this year.

A glossy sheet, distributed by the fair, describes all prices and the daily schedule, and in a special section describes the locations of all buildings plus the various departments.

## 115,618 Sets New Middletown Mark

MIDDLETOWN, N. Y. — A second straight attendance mark, this one for 115,618 patrons, was chalked up by the Orange County Fair for the week ending Sunday (11). It was the second time the fair was held for nine days and both attempts produced attendance totals higher than 100,000. Last year's mark was surpassed by 941 persons.

Rain, which fell thruout most of Saturday (10), kept the attendance from being 5,000-10,000 higher.

Aiding the rainy day turnout were the double lures of big car racing and a visit by Governor Harriman, who showed up as scheduled and participated in midway games and a general tour of the grounds.

The fair had tough sledding on

a couple of days as rain interfered with the schedule. Worthy of comment were the numerous improvements made to the grounds since last year, especially the new office building occupied by a number of county organizations.

A couple of thousand feet of metal storm fencing has been added to completely enclose the fairgrounds except for the track, which has its own fencing, and the parking area, which is not accessible except from the main road. In addition to this job, the fair has also re-roofed its grandstand and added to its paved midway area.

Gifts on Friday night were given to the oldest man and woman attending the event. They were 98 and 93 years old respectively. The day was a combined old-timers and

# CNE Spending \$200,000 on Ads, Publicity

TORONTO — The Canadian National Exhibition will spend an estimated \$200,000 on television, radio and newspaper advertising to tell Canadians and Americans within a 150-mile radius of this city why the expo is Canada's biggest shop window.

Apart from the distribution of millions of programs, brochures and leaflets—including two separate overseas mailing totaling some 160,000 pieces—Bert Powell, director of publicity, is personally visiting media in both countries.

In addition, Powell is working on a deal to bring Dave Garroway and his NBC "Today" show to the CNE during the run of the fair. At present it is expected that the show will be able to spend only one day here but hopes are that Garroway will be in for the full run in 1958.

The publicity department is now located in the New Queen Elizabeth Building, which houses all administration offices, a large auditorium and new press offices. Powell has set up batteries of telephones and located dozens of desks and studios for use by film, radio, TV and newspapers.

New features that will be played up this year include expansion of foreign government exhibits from one to two complete buildings in which nine foreign countries will be represented. Expansion of the music industry's exhibits to a building of its own, and the Canadian Atomic Energy Commission will give its first public showing of the peaceful use of atomic energy. The total number of exhibitors at this year's fair is expected to exceed last year's 700 plus.

## Holiday, Capades

Continued from page 103  
dates. And those dates already are specified. No changes are expected to be made for several months.

Recent moves of rinks, however, serve to point up the aim of the agreement. "Capades" has been trucking rinks from the West Coast to Pittsburgh. "Holiday" has been hauling rinks from the Southwest to the North. If the new idea were in operation, the shows would share rinks that were in the Southwest and West on the one hand on those that were in the North and East on the other.

"Holiday" recently transported a rink from south to north, moving thru Kansas City. "Capades" happened to have a rink stored there, and under the new plan it would have been the one moved to the "Holiday" spot instead.

### Make Time Available

The plan does not involve the number one unit of "Ice Capades" much, since it usually plays in buildings which are equipped with permanent ice rinks. But it does affect the other units of "Capades" and it involves all companies in the "Holiday" line-up.

One estimate is that the travel time saved by doubling up on use of rinks will save as much as three weeks per unit per year. That time, or much of it, will be available to additional dates in each route, it is believed.

Major show not involved in the agreement is "Ice Follies," which does not use portable equipment. In the past, however, "Follies" and "Capades" have checked with each other while working up routes and schedules, it is understood.

## DU QUOIN JOINS AIR-MINDED

DU QUOIN, Ill. — The Du Quoin State Fair, like a growing number of outdoor amusement establishments, is becoming air-minded.

On Hambletonian Day (August 27) the fair will use a helicopter to shuttle VIP's from town to the fairgrounds and will also be utilized by the State Police to better regulate traffic by relaying messages to patrolmen on the ground pointing out jams.

The whirlybird will be brought in by a helicopter act, which will be presented each afternoon as a free attraction.

## Superior, Wis., Races Ahead In All Depts.

SUPERIOR, Wis.—The Tri-State Fair got away to a strong start here last week and went into Thursday (15), third day of its six-day run with a sharp increase in attendance, grandstand receipts and midway grosses.

To that point, attendance was up 15 per cent, grandstand 10 per cent and the Royal American rides and shows chalked up a 20 per cent hike, Seegar Swanson, secretary-manager, reported.

The night grandstand show, a GAC-Hamid unit featuring Russell Arms and Hal McIntire's ork, did exceptional business the first two nights, surpassing that registered by a revue last year by 10 per cent. Another name attraction, Pee Wee King and his troupe, was set for Sunday night.

Afternoon grandstand programs didn't get under way until Thursday, with the stand unused the first two days. On Thursday a 4-H talent show was scheduled with the Arms show the following afternoon. On Saturday and Sunday the Minnesota Stock Car Racing Association was to present afternoon events.

Royal American Shows got off to a strong start on Tuesday and continued thru the early part of the week. Ride and show grosses were 20 per cent ahead of '56, Swanson said. The show this year used much more concession space than in recent years.

The fair this year completed its new exhibition building, installing a hard-surface floor and new ventilating system. Swanson reported that agricultural entries were the largest on record.

Only bad weather to mar the early days was a Wednesday-night rain after 10 o'clock which didn't hurt anything.

## Improvements to Greet Ronceverte Fair-Goers

RONCEVERTE, W. Va. — A rainstorm on Thursday (15) curbed outdoor preparatory work for the West Virginia State Fair, but fair personnel expected it to dampen the midways and minimize the chances of dust being kicked up on opening day Monday (19).

Crowds at the fair, which annually run well into the six-figure attendance class, will be greeted by a number of improvements on the grounds. Included is a re-surfacing of the track and new fencing construction of a pavilion for the

## NEW POLICY

# Bedford, Pa., Receipts Jump 53 Per Cent

BEDFORD, Pa. — New gate policies and a program stressing diversity paid off for the Great Bedford County Fair which rang up a 53 per cent increase in receipts. Fair ran August 5-10.

Accompanying the sharp rise in dollar volume was an increase in total attendance to 78,431, a gain of 29 per cent over '56. The fair management boosted its front gate admission charge from 60 to 75 cents and established a tight gate enforced by a professional agency.

The gain in attendance and receipts was attributed by President R. Richard Eichelberger to four factors:

1. One of the State's finest livestock shows.
2. Change of pace in grandstand shows with top television and recording artists featured.
3. A powerful carnival line-up.
4. Excellent weather.

The grandstand show changed four times during the week. After opening with Joie Chitwood's thrill show, the Four Aces came in for two days backed by a GAC-Hamid revue which played the rest of the week. Patrons responded and many came back again to see the show when the Fontane Sisters moved into the top spot on Thursday and Friday. Vicki Adams was featured Saturday and a car giveaway was a popular added attraction.

The increase at the front gate carried over to the night grandstand which showed a dollar increase of 57 per cent without any change in pricing.

The day grandstand still presents a problem, according to Eichelberger, who indicated many changes for next year. Altho matinee grandstand tickets were cut to 50 cents the receipts were off 23 per cent. Harness racing on three days failed to pull.

James E. Strates Shows, making their first appearance in Bedford, proved a powerful draw. The carnival site proved narrow but all rides were located with the exception of four devices and live ponies.

## Kingstree, S. C., Opens New Plant

KINGSTREE, S. C. — The Williamsburg County Fair will be held September 23-28 and for the first time will be located on the new fairgrounds, about a mile east of town on the Warsaw Road.

The new parking lot was completed recently and two buildings are now being erected. Plans have been made to erect a special exhibition building to house cattle, hogs and poultry.

sheep show and swine, and a rabbit house.

The Gold Medal Shows will be on the midway. GAC-Hamid has its Lone Ranger unit booked in for the first two days, manager C. T. Sydenstricker reported, and its "Stairway to the Stars" revue, featuring Russell Arms, on Wednesday. Horse racing, beginning Tuesday, will run thruout the week. Agricultural and labor conditions are good in the area, it is reported, and one of the event's better weeks appears in store.

# Ionia Grandstand Off, Midway, Parking \$\$ Up

IONIA, Mich.—The Ionia Free Fair, which Saturday (10) closed its six-day run, experienced a slight drop-off in grandstand receipts but scored increases over '56 in parking and midway income.

"West-O-Rama," musical grandstand spectacular produced by Barnes-Carruthers Theatrical Enterprises, Chicago, turned in slightly higher grosses the first four nights, but receipts were down the closing two nights and the show wound up with its gross down from that of a traditional revue presented last year.

Over all, matinee grandstand attendance also was off slightly from last year. Afternoon attractions included a one-day appearance by Gene Holter's animal show, harness horse races and auto races.

The Cetlin & Wilson Shows, sparked by the Raynel Revue, featuring Sally Rand and the Carolina Rock and Rollers, turned in ride and show receipts about 10 per cent higher than last year. The Dowis Sky Wheel (double Ferris Wheel), presented for the first time, rolled up a big gross working to a 35-cent children's price, 50-cent adult's price.

Parking receipts were up largely

because of additional paid parking area caused by turning a previously free lot into a paid lot.

# Lincoln, Ill., Tops '56 Gate

LINCOLN, Ill.—A record Sunday business carried the Logan County Fair to a gross that equaled last season's profitable year, according to Wilbur E. Layman, secretary. Layman credited the Cisco Kid, who was featured on the big day, with pulling the excellent turnouts. Fair ran August 3-8.

Total attendance was slightly ahead of 1956, while grandstand attractions sagged a little from a year ago. Featured in the grandstand were Minnie Pearl, Webb Pierce, Lonzo and Oscar and variety acts.

Buff Hottle Shows played the midway and increased its ride and show gross for the fifth straight year.

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## Ringling Reveals Mexico City Plans

Dube Books Arena for 32-Day Stand; Tickets to Be Scaled 32 Cents Up

NEW YORK—Plans for Ringling Bros. and Barnum & Bailey Circus to play Mexico City, for 32 days starting December 5, were announced here by Harry Dube, Ringling advance manager, who returned recently from Mexico.

The circus will enter Mexico thru Laredo, Tex., after it plays San Antonio. It will appear at the 1,000-seat Arena Mexico. Schedule calls for two shows daily except for Christmas, New Year's and the final day, January 6, when three shows will be given.

Prices are regulated by the government and will be 25 pesos, or \$2, for the best seats, and as little as 4 pesos, or 32 cents, for other seats.

## Clyde Beatty's Quebec Stands Pan Out Well

MONTREAL—Appearance of the Clyde Beatty Circus here started off with two near-capacity houses on Friday (9), and the Saturday and Sunday performances, with heavy advance sale, also were good. Show broke in a new lot at 5700 de Carie Boulevard. Ora Parks' publicity landed strongly.

Earlier, the circus had scored well in Riviere du Loup, Que., with a turnaway afternoon and another one at night. Quebec City, Drummondville and Sherbrooke, Que., all gave excellent business, the show reported. At Thetford Mines, Que., the advance sale was 8,000 tickets, and this plus wagon sale gave the show another big day.

The show returned to the United States last week.

## Kelly-Miller Finds Minnesota Spotty

ADA, Minn.—Al G. Kelly-Miller Bros. Circus played both bloomers and big ones in Minnesota and the Dakotas in recent days. Two towns ranked with the earlier stop at Laramie, Wyo., as poorest of the season.

At Benson, Minn. (4), the show had two half houses. Spending was tight, altho the people seemed to have money when they needed it. At Madison, Minn. (6), the show had a light one-third in the afternoon and a light half at night. Reserves sold slowly. It was the worst day since Laramie.

Millank, S. D. (7), followed with a pair of half houses as the farmers chose to stay at the harvesting chores.

In contrast was Morris, Minn., with a three-quarter afternoon and full night. The concert, with Col. Tim McCoy, had its biggest day's business, with the night show giving the best single score.

Walpatoon, N. D., duplicated that business Friday (9). Show was an hour late because of daylight time mix-up, but the loss was made up. Guy Smuck's Side Show had a strong day, and Harry Rooks'

The first performance will be a benefit for the wife of the President of Mexico, with proceeds to go to a charity of her choice.

Promotion will be handled by Espectaculos Internacionales, S. A., operated by Felix Cervantes and Luis Yanez. This is the organization which handles the similar chore for "Ice Capades" in Mexico.

### Long In Works

The booking is the culmination of a plan discussed by Ringling for years. One of the earliest discussions came while the late Waldo Tupper was general agent. Later, promotion man Milton Pickman proposed the stand. In these and other instances the negotiations never were finalized.

Timing will put the show in Mexico City during the holiday period when other shows, led by the important Atayde Bros. Circus, also play long runs in Mexico City.

Dube said a Spanish language edition of the program will be published and that posters, newspaper copy and radio-TV material would be done in Spanish.

## CHS Group Sees Hagen

ST. JOHNS, Mich.—Hagen Bros. Circus played to a half house in the afternoon and three-quarters at night here Friday (9). Weather was muggy and auspices was American Legion.

About 50 members of the Circus Historical Society were on the lot. The visit was part of the program for the CHS convention at Lansing, August 9-11.

### Packs in Oregon

ONTARIO, Ore.—Western unit of the Tom Packs Circus was here August 6 under Shrine auspices and had crowds of 3,500 and 2,500 in Malheur Fairgrounds grandstand.

Giraffe Show topped the pits for the day. Tom King, who had been ill, returned okay.

### Morehead Light

In Morehead, Minn., Saturday (10) the boom fell again. The show was sponsored, but the American Legion did little. Lot was seven miles out at Dilworth and Morehead people couldn't find it. Publicity was reported weak in newspapers. The day was on a par with Laramie.

Sunday's afternoon-only stand at Ada, Minn. (11), brought out a full house to end the series on a high note. Superintendent Pete Smith had to lay out the lot twice because of a mix-up in which part of the large fairgrounds was to be used. Side Show did well and the big show had a full one. Fair board was counted as an auspices.

Tim McCoy's concert filled the reserves at Ada. His movies are running on TV stations in the Minnesota region. There was a report on the show that McCoy and Glen J. James would go to England this winter to appear with a British circus.

## King Creditors To Get Nothing, Judge Reveals

MACON, Ga.—Performers and other employees of the defunct King-Maley Circus, as well as unsecured creditors will receive no payments in the final liquidation of the circus assets, Judge E. P. Johnston, U. S. referee in bankruptcy, has announced here.

The partnership of Floyd King and Arnold F. Maley was forced into involuntary bankruptcy here more than a year ago, and liabilities totaled slightly more than \$400,000.

In a notice sent to all creditors, Judge Johnston reported that Deward B. Mercer, as trustee, has filed a final report showing he realized a total of \$48,012.10 from the sale of circus assets, once valued in excess of \$200,000. The sum on hand includes about \$22,000 realized from the sale of the home of Arnold F. Maley.

A meeting has been called for 9 a.m. Monday (19) in the federal building here, for final decision on distribution of the funds.

### 2 Seek \$10,000

Mercer has filed application for the court to set his fee as trustee, and has submitted a bill for \$2,000 for his fee while he was attorney for W. J. Bailey, operating receiver. In addition Mercer is asking for \$1,000 plus a \$45 filing fee for services as attorney for petitioning creditors.

T. Baldwin Martin Jr., and Denmark Groover Jr., attorneys for the trustee, have filed a claim for fees of \$10,000 plus expenses.

Paul M. Conaway and Jack J. Gutier, attorneys for King and Maley, have filed their application for a total fee of \$2,000 for legal services rendered the bankrupts.

Several other legal claims have been filed and there will be many items of expenses in connection with the costs of administration.

There's no money on hand to pay the federal, State and local taxes, one of the largest items in the liabilities.

## Gulfport Good For Packs Unit

GULFPORT, Miss.—Eastern unit of the Tom Packs Circus played here Monday (9) under Shrine auspices and drew a one-third house in the afternoon and a 6,600-person audience in the evening. Show used the 7,400-seat Milner football stadium.

## Basketball Next For Emmett Kelly

ST. LOUIS — Emmett Kelly has signed with the St. Louis Hawks basketball team to appear at all of their Sunday home games this winter. The games are to be at Keil Auditorium, December 8 thru March 3. Kelly, who was with the Brooklyn Dodgers and their farm clubs this summer, plans to commute between Sarasota and St. Louis, it was reported.

## N. Hampshire Sees Beers-Barnes Show

BERLIN, N. H.—The Kiwanis Club here sponsored Beers-Barnes Circus and pulled a near-full afternoon and three-quarter night house on Monday (12).

## ISLAND RUN WINS

## Cristianis Eye New Tent, 5 Seat Wagons

SYOSSET, N. Y.—Plans of Cristiani Bros. Circus for new equipment, including a larger big top and five seat wagons, are paired with intentions to play some indoor sellout dates this winter.

Meanwhile, the show continues its strong showing in the East. Long Island dates have panned out exceptionally well for this show, second to make a two-week swing of the two-county area this year. The Clyde Beatty Circus played the island this spring and did well.

Good business here for Cristiani can be linked to several factors. They include the satisfactory public impression left by the Beatty show, the decision by Hunt Bros. Circus to skip its projected tour of Long Island rather than bump heads with Cristiani, the fact that Cristiani offers a worthy show for the price it charges, and the fact that Long Island has a high density of population.

With Nassau County having more than 1,000,000 residents and the Suffolk totaling more than 500,000, more and more circuses and carnivals have been hitting

## Mills Attracts N. Y. Crowds; Closes Today

LEVITTOWN, Pa.—Mills Bros. Circus is scheduled to play here Monday (19) as the final stand on its 1957 tour. It will return to Jefferson, O., quarters.

Business for the show had been good.

In Camden, N. Y. (3), the show had a pair of near-full houses. Chamber of Commerce sponsored the show and publicity was strong. Kids' parade was tied in with the show.

Saugerties, N. Y. (8) had a full afternoon and near-full night, with fire department auspices.

Stroudsburg, Pa., Monday (12), gave two capacity houses in Jaycee auspices.

## Ringling's Syracuse Stand Loses in Rain

SYRACUSE, N. Y.—A three-day, six-show stand by Ringling Bros. and Barnum & Bailey Circus in MacArthur Stadium here was a loser, despite an advance sale that had given early encouragement for the date. Show was up against rain or threat of rain at four of the performances.

The advance was \$7,500, while the total gross was \$16,000, it was reported locally. The circus played to 2,189 on Friday (9) afternoon and 2,317 that night. On Saturday it had 2,395 in the afternoon and 1,892 people at night. The Sunday shows pulled 2,103 and 869 respectively. Final show had rain before and during the performance.

Stand was promoted by Robert Sexton for the National Basketball Club here. MacArthur Stadium seats 9,000. Sexton estimated the

the island in recent years. Last year it was played by the Hunt Von, Ringling and Hagen circuses.

**Late Show, Good Crowd**  
Bethpage, Saturday (10), had a full matinee and three-quarters night house, Levittown, the previous day, had two full houses.

Seaford, Thursday (8), had three-quarters at each show. In Syosset, Monday, it rained hard all morning but cleared up by 1 p.m. Set-up was delayed but the crowd stayed until the 3 p.m. starting time and a three-quarters house resulted.

At the Syosset matinee, one long side was used for blues instead of reserves because there was a general short-handedness, and the work of installing reserves would have delayed the show later than 3 p.m. Three sides of blues filled up and reserves were about two-thirds full.

### Sketch Seat Plan

A model seat wagon will be worked out this winter with a switch from the type on the Hunt and Mills shows. As envisioned by Lucio Cristiani, there would be five wagons, only for blues. Seat boards would collapse onto the platforms which, when raised straight up, would form truck sides, enabling the trucks to be used for transport also. A more gradual incline is intended, affording better footing for feminine customers.

### Winter Date Set

In discussing winter plans, the show management told of a repeat engagement set for Pensacola, Fla., in February, a two-day sell-out in the Municipal Auditorium. A few other dates of this type are pending, all offered on sellout basis to industrial recreation fund buyers.

New canvas to be added in 1958 will be larger than the 110-foot round top used for the past two seasons.

Rolling stock on the show this year is as follows:

Nine trucks for elephants, horses and other stock, including the Jorgen Christiansen Mixed Animals bought during the season; 3 for seats, 3 sleepers, 3 cages, 2 for light plants, 2 panel trucks and 1 each for band, wardrobe, chairs-sleeper, concessions, Side Show, canvas spool, sound truck, clown props, office advertising paper and cookhouse.

circus loss at \$18,000. The show paid all expenses for promotion here, he said, and the ball club was acting only as agent for the show.

He said he felt the show would do better inside and that he would attempt to book it for a September or October date in Onondaga County War Memorial building next year. That auditorium-arena also seats 9,000.

Working against the Ringling show, Sexton said, was the fact that three other shows already had played the immediate area. The Shrine show, the Cristiani Bros. Circus and Mills Bros. Circus had been in. He pointed out that the strong advance sale was registered despite late booking of the city. Ringling notice of its coming and the sale lasted only 15 days, he said.

# UNDER THE MARQUEE

By TOM PARKINSON

The Saturday Evening Post has scheduled a story about the Cristiani Family and Cristiani Bros. Circus for its September 21 issue. Tentative title is "Don't Tell Them the Circus Is Dead." Yarn was written by John Kobler, who has done other outdoor stories in the past. It was to have appeared earlier but the photos had to be retaken.

Belmonte Cristiani and Della Zucchini were married at Syosset, N. Y., Sunday (11). They are with the Cristiani Bros. Circus.

C. H. (Pop) Haussman, Lansing, Mich., fan, visited the Kiwanis club at Holt, Mich., and gave them a circus pep talk prior to the date they sponsored for Hagen Bros. Circus. Haussman sold 200 tickets to the Holt show. He also caught

the circus in four stands. He had open house for circus folks and circus fans who were in Lansing during the CHS convention.

Dave Freidman and Scott Hall were in Chicago last week, fresh from Iowa stands with their movie and book pitch operation. . . . Red Sonnenberg was in Chicago on his way back to the Ringling show, where he has the programs. He had taken a week off. . . . The Chicago Tribune carried a feature column from the Illinois State Fair about Roy Bowen, bug man.

Jimmy Ray, Hagen Bros. promotion man, hastens to point out it was not he who was ill in Monmouth, Ill., but another man who has been with the show. Jimmy is well and going great on Hagen promotions.

Mr. and Mrs. Glen J. James, of the Kelly-Miller show, entertained friends from his home town, Wessington, S. D., when the show played Milbank, S. D.

Among those visiting Polack Eastern at Rockford, Ill., were C. W. Eyster, Earl Chapin May, the Sverre Braathens, John Zweifel, A. M. Hasek, Dr. H. H. Conley; Herman Linden, president of CFA; Clint Finney, Fred Gardaphee and family, Fred and Laura Devon, Jo Daly and Grace Johnson, Alex Irwin, and Dwight Pepple, agent for the Western unit.

Felix and Amelia Adler, Ringling clowns in Columbus to bally the circus, visited Buck Owens, of the Neil House billiard room. Buck is back in action after a month off with a broken leg.

Bryan Woods, former show owner now in Orange, Tex., writes that his wife, known as Miss Billie, is in the Orange Memorial Hospital across the street from their kiddie park and she would enjoy mail. Woods says they have had illness, auto accident and hurricane and that's enough for a while.

In the Clyde Beatty Circus band are Raymond Aguilar, leader; Charles Mahone, trumpet; George Famera, trumpet; Danny Meyer, trombone; Frank Tonar, sax and clarinet; Carl Berggren, tuba; Frank Ballou, calliope, and Bill (Boom-Boom) Browning, double drums.

Mrs. John Herriott underwent minor surgery at Sioux City, Ia., and now is back on the Gil Gray Circus with her husband and their youngsters, Laura Jane and Julia Ann. The Harold Engessers and Mrs. Arthur Glass Sr. recently visited the Milt Herriotts in Sioux City.

Clown Albert Sherwin recently celebrated his 63d birthday.

Skinny Goe, band leader for the Gil Gray Circus, was injured in an auto accident while en route from Pierre to Mitchell, S. D. He is recovering gradually from multiple injuries.

The Denver Post carried a columnist's interview with Al Butler, former circus contracting agent and now agent for the national company of "My Fair Lady."

Roy Barrett, clown who now has settled down in California, was hospitalized for blood poisoning after he was scratched by a cat. For a while there was a possibility that he would lose the arm, but he is on the way to recovery now. He is still at the Euston Apartments, South Main Street, Los Angeles.

Floyd W. Henton, Omaha zoo director and CFA, writes that new CFA members in Omaha are the C. Howard Hansens and Alice and Margaret McGowan.

Neal Walters, Eureka Springs, Ark., poster man, writes that Bill

Moore, of the Gil Gray show, was a recent visitor. Walters reports his business now includes supplying some type of material to virtually every circus in the country except two.

Elephant belonging to Wally Ross was pictured in The San Francisco Chronicle as it waited on a dock for loading prior to a voyage to Honolulu. . . . Don Marcks visited Eddie Edwards, Willie Keo and the Weire Brothers at the San Mateo Fair in California recently.

Eddie Nugent, stage and TV producer, informs that his grandparents were with the Flying Remellis. . . . Hazel King reports from Gainesville, Tex., that she will work her horse in the Community Circus there at the fairgrounds August 26-28. Vernon Pratt is expected to bring his horses in, too. She reported word that Ben Davenport had given the last horse he still owned to the Carson-Barnes Circus recently.

George J. Keller writes that he has signed to go with the Orrin Davenport Circus this winter. He completed the Tom Packs route Staturday (17) and plays Pontchartrain Beach, New Orleans, starting August 25. After making the Rudy Bros. route starting September 12 until time to join Orrin Davenport.

Mrs. Isla Miller, of the Kelly-Miller show celebrated a birthday recently. Among the gifts was a new electric organ, a present from her husband, D. R. . . . Jay L. James son of the Glen J. Jameses, with Kelly-Miller, attended Boys State in Iowa and was elected "senator" and then honored as the "Boys State No. 1 Senator." . . . Ladies with the Kelly-Miller show had a baby shower for Mrs. Freddie Logan.

Harold Ward, formerly with the Ward-Bell Flyers and more recently an employee of movie studios, has been named technical director for an M-G-M film, "Merry Andrew," now in the making. He also will appear in the movie.

From the Ringling-Barnum stand at Albany, Freddie Freeman writes that the first storm of the outdoor season hit there but had little effect. The flying act and aerial numbers worked during the storm, but a spec was cut. . . . Folks are visiting and seeing movies during the layoffs between engagements. . . . Bobby Nelson visited at Albany and informs that he has a new pig act ready to play a string of fairs. . . . Harold (Tuffy) Genders, Lloyd Morgan and Bob Dover are first on and last off of each "lot." . . . Show has lots of long jumps coming up, including those from Toronto to Denver and Denver to Pomona, Calif. . . . Pat Valdo was on for a few days' visit. . . . Visitors at Albany included Adele Nelson, Louis Reed, Booby Nelson, Dick and Edith Barstow, the Poodles Hannafords and Gracie, Clarence Canary, May Raymond, Jack Joyce, the Everett Smiths, Justino Loyal's mother and wife and children, J. J. Bastian and Eddie Perez.

Tom Inabinette, Harlingen, Tex., caught the Circo Palace in Mexico recently. . . . Ralph Hartman, John Beard and Jerry Brna, all San Antonio CFAs, and Emerich Mroczkowski, whose parents are with Ringling, caught the Atayde and Union circuses in Nueva Laredo, Mexico.

Howard Y. Bary's press work for the Ringling show included revival of the 50-year-ago club, as used on John Robinson and other circuses. In each town people who saw the circus a half century earlier were made members of the club and admitted to the circus.

In Washington, D. C., 4,000 requests were reported. Heading the "club" there were Dr. William Mann and Melvin Hildreth.

Herman Joseph writes from Mills Bros. Circus that at Rochester, N. Y., Ward Shafer, Steve Kondas, Ed Feldbauer, and Hank Van Loon, fans, plus Buck Leahy and Joseph visited Jimmy Cole's Circusland at Penn Yan, N. Y. The Charles Harts visited the Mills show. . . . Other visitors included Lee Smith, former clown; Charles Brady, veteran of the Mills show and others, and his sister; and Squire Clifton. . . . At Reno, Pa., the show folks had a memorial service for Mrs. Maude Osborn, whose husband is on the Mills advance. . . . Jackie LeClaire visited.

Three early high-act performers had a reunion at Norwalk, Calif., recently. They are Florence Darling, Miss Cherrill and Marlo LeFors. All were with the Billy Collins act in the 1920's.

Elmer and Irene Michaud caught the Beatty show at Riviere-du-Loup, Que., and report a big crowd. They visited with Clyde Beatty, Danny Maher, and Eddie Dullum. . . . Troy Scroggs, trouping with Royal American, writes that he and Orlo Rahn visited the William P. Hall farm in Missouri. They said two remaining cages were moved and a barn torn down. Some Hall circus paper remained. . . . The former Cole Bros. hippo is on Royal American this year as a pit show. Rahn, Frank Upp and Bob Parkinson, visited Scroggs when they met the RAS train at Galesburg, Ill., en route to Davenport, Ia.

Harold Barrows, bill poster, has closed with Cristiani Bros. and returned to Chicago. Upon leaving, he doubled back to catch the show and enthuses about it. . . . Burns M. Kattenberg writes from West Point, N. Y., that Chester Kingston, Brooklyn contortionist who gained fame in Europe, received neck injuries in an auto accident in Paris. There is a question about whether he will be able to work contortion again. He was on his way to join Cirque Rancy when the accident took place. Meanwhile, his props and costumes have been on display at a Paris location for the past six months.

Kitty Kelly Ronstrom writes from Polack Eastern that Mrs. Charles McNown visited her daughter, Charlene Kuhn, on the show. . . . Ed Windisch visited his son, Capt. Eddie Kuhn, at Quincy, Ill. . . . Catching the show at Bloomington were Lola Larry, the Fred Larrys, Bert and Agnes Doss, Hal Ramage, Nina Holinberg, Rubie Meyers, Jeanne Ronstrom Meyer and Jeri Jean Meyer. . . . E. Philip Schandein, owner of the Pabst Brewery, gave his annual party for Polack people in Bloomington. Mrs. Sam Polack and son, Harry, of Fort Madison, Ia., visited at Bloomington. . . . Prior to playing Rockford, Ill., Johnny Cirillino, Leo Kreezmer, Ralph Oyseth

(Continued on page 116)



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**Garden Reported Closed**  
TORONTO — Garden Bros. Circus reportedly has closed its under-canvas tour. The show gave street parades in most of its stands. It toured in Ontario after appearing in Bermuda.

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## Visiting Operators See Bob-Lo Imports

DETROIT — A procession of leading park operators and other outdoor showmen has been visiting Bob-Lo Park here since the installation of the new German-made rides, the Wilde Maus and the Super Satellite Jet, distributed by Eric Wedemeyer and the first of their type in this country.

Visitors have included: Patty Conklin and Mickey Hughes, Canadian National Exposition; C. P. Krymies, Luna Park, Coney Island, N. Y.; William de L'horbe Jr., National Amusement Device Company, Dayton, O.; the Price Brothers, Gwyn Oaks Park, Baltimore; George M. Harton, Westview Park, Pittsburgh; Fred W. Pearce, veteran ride builder, Walled Lake Park, Mich., and Harry Batt, Ponchartrain Park, New Orleans.

These units and the new Scrambler give Bob-Lo a total of 27 rides—18 major, eight kiddie units and ponies. None of the older rides was removed, but several were relocated to make a more effective midway layout when the new units were brought in a few weeks ago.

The appeal of the new rides, plus improved weather conditions, has given the spot a notable pick-up since July 4. Business was considerably under last year up to that point, according to Park Manager Harold Gorry. Two days were lost early in the season because of rain, with the park simply remaining closed, which is almost unprecedented.

There has been an average pick-up of 30 to 40 cents per capita in spending, offsetting a slight drop in total attendance on the season to date, Gorry said.

The Wilde Maus is running slightly ahead of the Super Satellite Jet, but both are doing very well at 25 cents. The Maus is a Coaster-type ride, with an intricate crossover, turn and dip pattern. The Jet has 12 self-guided cars, somewhat similar to a Roto-Jet, but with the added thrill motion of the supporting center pole tilting to about 45 degrees as it rotates.

### Landscaping, Lights

The park's continuing program of additional landscaping drew marked attention from visiting park operators. With 240 acres, the park employs six full-time gardeners. Considerably more use of effectively placed lighting is being made this season, improving park appeal and attractiveness for the important late boat crowds.

Church picnics have been an important factor in holding and building business this season, Gorry said. The traditional biggest event of the year is scheduled for August 15, the 108th annual St. Andrew's Day Celebration, held here for half a century. The event draws Scots extensively from Canada as well as the United States. This is rated as Michigan's oldest outdoor event.

## Canada's First Theme Park In the Works

TORONTO—A \$30,000 playground, with a miniature rocket ship, galleon, castle and nursery rhyme houses for children, will be opened here next spring.

The first of its kind in Canada, the park will have a wading pool and a large, bluestone whale spouting water as its central attraction. A terraced area for tricycles, swings, slide, sand boxes, climbing walls, landscaping and shade trees will provide a backdrop.

The Old Woman in the Shoe will be presented by a 10-foot boat. The roof will be blue, the doors and windows yellow, and a leather effect used for the boat.

## Ticket Change, Wild Mouse OK for Agawam

AGAWAM, Mass.—An excellent season is coming to a close at Ed Carroll's Riverside Park. Carroll and aid, Harry Storin, have been dividing their efforts between here and the coming Barrington Fair and its pari-mutuel race feature.

The universal ticket system has worked out well for the park, it is reported, enabling a saving in ticket and payroll expenditures.

Biggest outings of the season are still to come. These include the Westinghouse day and another for employees of the Package Machinery Company.

## Willow Grove Books Icer for Final Days

WILLOW GROVE, Pa. — A free ice show running for 15 days is being offered during the closing stretch at Willow Grove Park. The show was put in for seven days in 1956 and public interest and attendance were such, Manager Joseph Helprin notes, that an extended engagement was the obvious decision.

The show is booked in by Ray Beudet, of New York, and is produced specifically for the park date. Billed as "Carnival On Ice" it offers eight performers on portable ice, and taped music. Skaters recognizable from their work with major ice units are Bruce Mapes, John Pappas and Jan Rae.

Shows will be offered at 5 and 10 p.m. daily from Monday (19) thru Labor Day. The park will close after the holiday except for the two following weekends.

Helprin said attendance jumped noticeably during the ice show last year and telephone calls about show times were overwhelming. The portable rink is set up in the

amphitheater section, on the outdoor stage.

### Plan Adding Rides

The 1958 season will probably see the ride complement enlarged by two, both being thrill-type rides, it is reported. A few units are being observed, primarily the Wild Mouse and Roundup. Addition of a Wild Mouse would give the park its fourth unit of Coaster-type construction, as it already has major and intermediate Roller Coasters and a Scenic. All three earn well, it is reported, and there is no concern over possible conflict.

Business this season has been affected by sudden changes in weather. There have been scorching days, wet days, and now cool days, but Helprin said the average business has been satisfactory. He will leave for Florida about October 15 for about three months, to be interrupted for the December NAAFPB convention in Chicago.

## Movie Location Team Attracts

WAYNESBORO, Tenn.—Large crowds are coming daily to the Natural Bridge Resort here to see the on-location crew of movie personalities working on a film to be called "Natchez Trace."

In the movie group are Zachary Scott, Gene Nelson, Marcia Henderson, Kenne Duncan and Irene James. Work is to run until Labor Day.

Natural Bridge park sees the movie operation not only as a unique promotion currently but also as a continuing advertisement for the spot as the movie is shown hereafter. Park press agent George Marquis set the deal with Panorama Pictures, which will release the film thru United Artists.

on Shell Newscasts and other shows. Both the Associated and United Press carried nightly results on the sports wise and also transmitted photos.

"Presiding" over the meet was the new roller skating queen of America, Marjorie Cianflohe, Elmont, N. Y., described as a 17-year-old "statuesque blonde." A student at West Hempstead High School, she is a member of Wal-Cliffe Amateur Skating Club at Elmont, and was the novice singles ladies' champion in 1965. Selection of the queen, an important part of the ritual of every American meet, was made by a panel of judges headed by the mayor of Oakland, Clifford Rischell.

## ROLLER RUMBLINGS

### Pepsi, NBC Tie In With RSFA Contest

NEW YORK—A \$10,000 National Roller Skating Queen Contest to stimulate wider interest in roller skating across the U. S. is being kicked off this month. Sponsored by the Roller Skating Foundation of America, the industry-wide promotion aims at publicity for roller skating, both on the local and national levels. All rinks, regardless of organization affiliation, are eligible to participate.

Finals will be staged November 21-23 at the Colonade Hotel, Miami Beach, Fla. A top prize of a Thunderbird sports car will be presented to the newly crowned National Roller Skating Queen by the Pepsi-Cola Company. NBC television and radio networks and leading U. S. newspapers are tied into the contest.

Girls between 18 and 21 years old are eligible to enter the contest thru their local roller rinks. Judging will be on beauty, personality

appeal and pose, rather than on roller skating skill.

Contest publicity kits for roller rinks are available free from the Roller Skating Foundation of America, 400 Madison Avenue, New York 17.

### Amateur Championships Draw 1,076 Contestants . . .

OAKLAND, Calif.—The 20th annual American Amateur Roller Skating Championships sponsored by the Roller Skating Rink Operators' Association of America drew a registration of 1,076 competing amateur skaters to Oakland Municipal Auditorium July 22-28. It was estimated that the meet brought about 6,000 people to Oakland, including members attending the RSROA convention. Capacity crowds were reported in the auditorium for each night of meet competition.

An international flavor was given the meet by the appearance of 25-year-old Brian Webber, of Auckland, first New Zealander ever to qualify for the American meet as a member of the Fresno, Calif., relay team.

Publicity coverage was broad, with Universal-International Newsreel filming segments which were released out of New York on July 28. Film segments of the meet were carried on two local television stations, KPIX-TV and KOVR-TV;

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30x50 Ft. 80x120 Ft.  
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**HOLLYWOOD SPOTS-LITE**  
BETTER THAN A CRYSTAL BALL  
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A New Compound, Coral Red. Engineered and Tested to Give Top Traction Easy Roll Long Wear Resist Flats if not dragged  
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**A NEW WHEEL OF TOP QUALITY**  
**CHICAGO ROLLER SKATE CO.**  
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## Heth Gross Up 28% At Ozark Empire

Rides, Shows Score Early;  
15 Major Devices, 9 Show Up

SPRINGFIELD, Mo. — Heth Shows, here for the first time at the Ozark Empire Fair, was racking up big grosses during the early part of the run. First three days of the fair, which opened Saturday (10), showed a whopping 28.8 per cent increase in rides and shows.

The increase was registered despite an opening night power failure that kept the entire fairgrounds in darkness for an hour.

Floyd R. Heth, owner-general manager, and his manager, Al Kunz, laid out the lot in a new fashion. Entrance to the fun zone was doubled in width, running a full 150 feet and was flashed up with paint and lights. Concessions, in addition to lining both sides of the front-end were spotted down the center. Despite this arrangement, there was room for all patrons.

In addition to its 15 major rides,

there were two separate kiddie-lands, one with four, the other three devices. A total of nine shows were featured on the backend including "1957 Follies Revue," and "Rock and Roll Minstrels," the latter with Tiny Kennedy.

### Adds Lighting

Neon lighting was effective on the shows and further flash was afforded thru the use of light towers.

Staff, in addition to Heth and Kunz, includes Keith Chapman, concession manager; John F. Foster, billposter and special agent; Claude Dutton, purchasing agent; William Bozeman, electrician; Warren Keffer, transportation, and Sam Saladino, mailman.

In addition to the above named shows the back-end had Mrs. Nat Mercy's posing unit, Mickey Donahue's Motordrome, Buttons Grantham's monkeys, Mrs. B. O. Grantham's Glass House, Nat Mercy's snakes, Paul Finley's Funhouse, and Grantham's Illusions.

Rides and foremen were: Merry-Go-Round, Grover Owens; Ferris Wheels (2), Al Scero; Dodgem, George Jackson; Octopus, Red Clark; Tilt-a-Whirl, Robert Benham; Scrambler, Charles Lyle; Round-Up, Horace Cunningham Jr.; Rock-o-Plane, Richard Dunbonow; Caterpillar, William Jenkins; Roller Coaster, Bobby Wynne; Rocket, Bill Price; Twister, Floyd and Baxter; ponies, Delbert Warren; Dark Ride, Tom Richards. William Netzler managed the Kiddieland No. 1, and Haywood Berry the second unit. Tom Richards handled the Dark Ride.

## Elmer Cote Running 40% Below 1956

DETROIT—The Cote Amusement Company, which played the 4-H Fair at Pontiac, Mich., last week, is running consistently 40 per cent below last year, according to Elmer F. Cote, owner-manager. Adverse weather and layoffs at many Southeastern Michigan stands is given as part of the reason for the sharp decline.

Elmer (Al) Cote Jr., who assisted his father in managing the show last year, is in the Army and stationed in Seoul, Korea, and Bud Kemper is now filling that spot on the show.

The Cote organization sprung early in May at its Utica, Mich., quarters and got rain. From there the show moved to Avon Township in Oakland County and then went into a series of week-long stands, none of them outstanding and most just breaking even.

### First Fair in June

First fair was late in June at Waterford, Mich., which was followed by stands in Pontiac, Montrose, Vassar and Flushing. Show carries eight rides and 25 concessions, with no shows. Cote also has four rides at Ramona Park, near Utica, which he owns.

Staffers, in addition to Cote and Kemper, include Mrs. Clara An-

(Continued on page 118)

## Illions Rushes Work On Pomona Funzone

POMONA, Calif. — Harry A. Illions has a crew of nearly 30 men working at the World's Fair Midway of the Los Angeles County Fair in preparation for the opening for 17 days on September 13. Illions has contracted with Olivia Waldron, president of Fair Time Shows, Inc., to supply the portable rides including Octopus, Rock-o-Plane, Tilt-a-Whirl, Roll-o-Plane and Ferris Wheel in the main amusement section. In the area

known as the No. 2 Kiddieland, Mrs. Waldron will have another Ferris Wheel and nine kid rides.

On the main midway, Illions, who is operating in the last year of his six-year contract, will have 22 major attractions. He will also have 12 kid rides in the Nos. 1 and 2 moppet areas. The Ride-O, an Illions-designed device, is being moved from the funzone to the second kiddie area.

All concession space for the section has been sold, Illions said.

## FIRST TIME AT U. S. FAIR

## Wild Mouse Ride Set for Louisville; Olson Gross Holds Up at Springfield

SPRINGFIELD, Ill. — The first Wild Mouse ride to operate at a U. S. fair will work at the Kentucky State Fair, Louisville, under the banner of the Olson Shows.

The ride, made by Schiff of Miami, is not designed as a portable ride, which explains why the device, first introduced in Germany and only recently manufactured in this country, has never before appeared at a U. S. fair.

Set-up of the ride at Louisville will require almost two weeks, according to Paul Olson, co-owner and manager of the show bearing his name.

### Separate Location

Because of the unique nature of the ride, the Wild Mouse will

be given a special location at the Kentucky Fair. It will be spotted in front of the fair's huge Exposition Building, a considerable distance from the main midway. Special spot lights will be beamed upon it.

Olson made the announcement concerning the Wild Mouse during his show's stand at the Illinois State Fair, which was to close Sunday (18). He said that he had firmed up no plans to work the ride at fairs after Louisville but may operate it at one other fair before the season's wind-up.

Originally, Olson added, he had planned to use the ride for the first time at the Iowa State Fair, which follows the one here and precedes the Louisville engagement

but late delivery of the unit, combined with the time required to set it up, precludes this.

### To Add Other Rides

Olson also disclosed that a Turnpike ride will be added to his show's line at Louisville and also that he will work two Merry-Go-Rounds, one at either end of the midway, at that spot.

Ride and show grosses at the end of the first seven days of the ten-day event here was close to '56—the second best year for the midway in the long history of the Illinois State Fair.

Games concessions, however, were off sharply, with the drop in concessions receipts placed at more than a third under '56. Elsewhere on the grounds, novelty, food, drink, and other concessionaires also reported business considerably under last year.

### Heat Cuts Biz

Scorching hot day-time weather Sunday (11), one of the fair's big days, and again Thursday (15), normally one of the best weekdays of the run, cut deeply into earnings. The midway is situated in Happy Hollow, a location which serves to heighten the heat.

Top-grossing rides, for the first seven days in order, were the Scooter, Scrambler, and Fred Miller's Roller Coaster. The office-owned Follies of '57 paced the shows. Other strong money-getters were the Fat Show (Roberts Hughes'), the Rock and Roll Show, Duke Jeanette's Life Show, and Arch Mac Askill's Helles Belles.

Visitors to the midway here included George Johnson of the U. S. Tent and Awning Company, Chicago; Ed Succi and Virgil Pierson, assistant manager and publicity director, respectively, of the Alabama State Fair, Birmingham; Lou Dufour and Cetlin & Wilson Shows, en route from Ionia, Mich., to Sedalia, Mo., also visited. Included in this group were Bill Moore, Charlie Sheesley, Raynell, and Sally Rand.

## RAS Continues Big At First U. S. Fair

Superior Gives Rides, Shows  
Big Increase Over Last Year

SUPERIOR, Wis. — Royal American Shows continued to hit its money-winning pace at the Tri-State Fair here last week, first stand after a successful tour of Western Canada.

Aided by good weather and sharply higher attendance, Royal's rides and shows had piled up a 20 per cent increase by Thursday (15), third day in the six-day run.

Green Door, produced by Leon Miller, was getting exceptional patronage here altho the Lash

LaRue unit, Harlem in Havana and Dick Best's Side Show were also scoring well.

The opening day here, Tuesday, was big and Wednesday was sturdy, altho a rain after 10 p.m. chased some patrons home a little early. Thursday's weather was ideal and a big kids' day business was chalked up by almost everyone along the midway. Royal's front end took up more space here in Superior than in any of its previous visits.

In addition to continuing its good business, the show railed here from Fort William, Ont., in a fast move. Walter De Voyné, secretary-treasurer, had all border-crossing papers in top shape and there was no delay. Show arrived here early Monday and was set up by late afternoon altho the fair didn't open until the following day.

## Coleman Take High; New Conn. Fair Set

AFTON, N. Y. — Mild but pleasing prosperity continues to envelop the Coleman Bros. Shows' midway, which has scored increases in its early fair business. The still date season turned out better than average, reportedly without a losing week or a single night claimed by rain—except the season's opening night at Middletown, Conn. It rained at other times during the summer but never when it mattered.

Owner Dick Coleman, in evaluating the results, checked off a 10 per cent rise at the fair in Boonville and a 20 per cent rise in

Norwich, the latter having been one of the better dates on the 1956 route.

Business here was running ahead of last year's thru mid-week. Coleman reported satisfactory business for grandstand efforts in Boonville, where there were Al

(Continued on page 118)

## Brockville So-So for March Unit

BROCKVILLE, Ont.—A just fair week here was experienced by the Peter March Shows for the week ending August 3. Location was at the foot of the overpass right outside Memorial Civic Auditorium.

On the lot were two Ferris Wheels, Flying Scooter, Merry-Go-Round, Octopus, Sky Fighter, Kiddie Boat Ride, show-owned bingo, and about a dozen concessions. Also a grab joint, and floss and apples stand. Lions Club auspices also had a couple of stands working.

The show plays Eastern Ontario and reports a spotty season to date. Winter quarters is in Whitby Township, near Toronto.

Wrestling held in the auditorium on Saturday turned a fair crowd onto the midway.

## New Units Add Earning Capacity for Vivonas

ALEXANDER, N. Y.—A good start at the Genessee County Fair here was enjoyed Monday (12) by Amusements of America. One of the attractions was the new Tilt-a-Whirl which was delivered and set up on opening day.

A fair still date season was experienced by the Vivona operation, and several units were added during the later weeks. The new Hot Rod ride, owned by Don Vivona and Danny Dell, was received and set up in Falconer, N. Y., doing the best business of all rides that week.

John Vivona, show manager, has purchased two more tractors and three trailers, in addition to the Tilt-a-Whirl. Also added is Marie Vivona's grab joint, in addition to her other concessions.

Don Crown had the show repainted from stem to stern for the Alexander date, and preparations for fairs were evident on many sections of the lot.

Tarzan Banks added five "Korean Monsters" to his "Hell's Half Acre" Snake Show. Leonard Duncan's Rock and Roll Minstrel Revue is revamped and doing okay.

Chuckie Renton has added a Strange Animal Show to his other units. Tony Mason now has eight girls on his "Girllarama" and "Club Macombo" shows.

John Todd has had a couple of satisfactory weeks with his Mechanical Show. Publicity recently has resulted in press interviews of Dick Holburn, manager of the "Freaks on Parade."

Show goes from here to Henrietta, N. Y., for the Monroe County Fair near Rochester, then to Morris, N. Y., and Lehighton, Pa., on its way south. Fair route ends November 9, after which the management intends to spend another winter showing in Florida.

Morris A. Haft, Showmen's League counsel, is currently making a tour of Europe that will take him to France, Germany, Italy and Holland. Haft attended the recent convention of the American Bar Association in London. . . . John Courtney is out of a Chicago hospital, while Charles Levine is confined to Mercy Hospital, Iowa City, Ia.

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

Roanoke County Fair, Roanoke, Virginia, Aug. 26-31, followed by Staunton-Augusta County Labor Day Fair, Staunton, Virginia, Sept. 2-7.

- CONCESSIONS**  
Can place Age, Scales, Basketball, Glass Pitch, Bear Pitch, Demonstrators and any legitimate Concessions. Some P.C. if you have Hanky Panks.
- SHOWS**  
Can place Wildlife (Burton, get in touch), Monkey Circus, Working World or any Show not conflicting. Place Talkers and Grinders for Circus Side Show, Motordrome and other Shows. Also place Acts for Circus Side Show.
- RIDES**  
Place Rock-a-Plane, Fly-a-Plane, Caterpillar, Helicopter or any Ride not conflicting. Low P.C.—long season.
- CONCESSION HELP**  
Buster Westbrook can place Agents for Long Range Buckets, finest framed Concession on the road—good proposition. Also Agents for Short Range, Long Range and other General Concessions.
- RIDE HELP**  
Can place good Ride Help who drive semis. Must be sober and reliable; no tourists, funny readers or agitators. Also place Wives as Ticket Sellers. Long season and bonus.

Address all mail, wires and phone calls to LLOYD D. SERFASS, Owner-General Manager, or HARRY (BUSTER) WESTBROOK, Business Manager, c/o Penn Premier Shows, Indiana, Pennsylvania. Phone our office 5-3780.

## BUFF HOTTLE SHOWS UNIT No. 1

Want for balance of season

**CONCESSIONS THAT WORK FOR STOCK.** Especially want Penny Arcade, Glass Pitch, Bear Pitch, Bird Pitch, etc.

**SHOWS:** Any Shows that do not conflict for 30% of gross. Want shows to start at Trenton, Tenn., Sept. 2, with fairs at Covington, Tenn., Florence, Ala., Jasper, Ala., Donaldsonville, La., Franklinton, La. and Crowley, La., to follow.

We have the exclusive on all streets and lots in Crowley for week Oct. 14.

**RIDES:** We have all the rides we need to play all spots with both units.

### ATTENTION FAIR COMMITTEES AND CARNIVAL PEOPLE!

Contrary to unfounded rumors, there is nothing wrong with my health and I am not running any blind ad to sell a Carnival Show Unit with complete route.

**FACT IS, I HAVE NO EQUIPMENT FOR SALE AND AM STILL VERY MUCH IN BUSINESS. AM PLANNING TO PRESENT AN EVEN BIGGER SHOW NEXT YEAR.**

**BUFF HOTTLE**

All replies to Anna, Ill. Fair this week; then as per route.

## MIGHTY INTERSTATE SHOWS

Want for Scott County Fair, Onelda, Tenn., Aug. 26-31; followed by Morgan County Fair, Wartburg, Tenn.

**SHOWS:** Will book any Shows not conflicting. Want Riders for Motordrome.  
**RIDES:** Will book 1 or 2 Flat Rides not conflicting, such as Scrambler, Dark Ride, Spinnaker and Roundup. Also book any Kiddie Rides not conflicting. Good opening for Live Pony Ride.  
**RIDE HELP:** Want Foremen and Second Men on all Rides. Must drive. Top wages.  
**CONCESSIONS:** All Concessions open. Hanky Panks of all kinds, Pitchers of all kinds, Short and Long Range Galleries, Novelties, Jewelry, Age and Scales, Gadgets and Diggers. Especially want Bingo for balance of season.  
**HELP:** Countermen for Cookhouse, General Help in all departments. Want Diesel Electrician who knows GM Diesels to join on wire. Must drive. Also want Show Painter to join on wire.

All replies to H. B. Rosen, Greenville, Tenn.

## VIRGINIA GREATER SHOWS

Want at once: Bingo, French Fries, Custard, Photos, Long and Short Range Gallery, Crab Stand, Pitch-Tilt-Win, Cigarette Gallery, Hoops, Hi-Striker, Basketball Game, Punk Ball Game, Man and Wife to take over Cookhouse, must drive semi. Agents wanted for Hanky Panks. P.C. Dealers wanted. Want at once: Girl Show Manager with two or more Girls, Acts for Side Show, Monkey, Wildlife, Unborn, Snake Show, Crazy House.

We have 9 Southern Fairs booked. Snow Hill, Maryland, this week; Suffolk, Virginia, Aug. 26 to 31; Hertford, North Carolina, Sept. 2 to 7. All mail and wires to

**WM. C. (BILL) MURRAY**

## WANT FOR MID-SOUTH FAIR

MEMPHIS, TENN., SEPT. 20-28

SHO CONES, CANDIED APPLES, FRENCH FRIES, ROOT BEER, SMALL GRAB, PHOTOS, FROZEN CUSTARD (Charley Golding, get in touch with me); also PITCHMEN (good location outside of Merchandise Building).

All Reply To: **CHARLES (CHUCK) MOSS**

2210 LONGVIEW ST., DALLAS, TEXAS, until Sept. 7; then MID-SOUTH FAIR GROUNDS, MEMPHIS, TENN.

ARE YOU A . . .

### TELEPHONE SALESMAN or SALESWOMAN?

Don't call unless qualified! Pleasant working conditions, air-conditioned offices. Immediate draw can be arranged if you are producing.

**NEED 10 SALESMEN OR SALESWOMEN.**

Exclusive franchise—first time offered in St. Louis. If you are a Producer you can make \$119.50 to \$208.75 per week.

Apply: **JIM JEFFRIES** (no collect calls), SUITE 601, 708 OLIVE ST., ST. LOUIS, MO. (Phone: Chestnut 1-6656 or Chestnut 1-4654)

## McKEOWN AMUSE. CO.

LAST CALL for 3 big spots in Michigan—Hillington Annual Homecoming, Aug. 27-31; then one of the biggest LABOR DAY SPOTS IN MICHIGAN, FARWELL, Sept. 1 and 2. In case of bad weather, show to stay over one day. Following, Gladwin County 4-H Free Fair, Sept. 5-8 and 4 more good spots to follow.

Want Hanky Panks of all kinds. Confection space is limited. Butler, Ray, Cookie, Slesper, Red, Walburger, Bob White and Bill Myers, please contact by wire at Marlette, Mich.

P.S.: Good spots for Sideshow or Grind Shows.

## DROME RIDERS

Trick Riders, Girl Rider, Straight Rider who races. Contact

**REECE (SKINNY) STEVENS, MOTOR DROME**

c/o Gooding Amusement Co., Lima, Ohio

## Special on PARAKEETS

Birds of top quality.

Minimum order, 40 Birds.

**CAGES 50c EACH**

Shipped Daily—F.O.B. Los Angeles.

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**24-HOUR SERVICE**

**Durkee's Bird Farm**

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Phone: OXford 9-5210

## ATTENTION INDEPENDENT SHOWS

We can place one or two more high class shows catering to ladies, gentlemen & children for our proven route of bona fide fairs in Alabama, Georgia and Florida. Motordrome, Mechanical Show, Side Show, Glass House or any entertaining Attraction, Shows holding contracts for these dates please contact us.

**FREE ACTS, NOTICE**

Can place high class Act for late October dates "The Great Eugene" high wire act, please contact.

**LEE AMUSEMENT CO.**

Heflin, Ala., Fair this week; Albertville, Ala., Fair next week.

## WANTED

Octopus, Tilt or any Ride that does not conflict to play on a percentage basis for Mound City, Mo. Centennial, Aug. 22-25-24; Falls City, Nebr., Centennial, 27-31; and Wellington, Mo., Fair to follow. Want two Cookhouses, also Shooting Gallery, Novelties, String Game, and 250 Up Dart, Roman Targets and all others that do not conflict. Ride Help wanted. Call me or write me at Mound City, Mo.

**JOHN KEMP**

**KEMPS UNITED AMUSEMENT**

## WANT CARNIVAL

With major Rides and Kiddie Rides for area 400 by 100 next to Allegheny County Fair Grounds, for five-day period ending Labor Day. One million people. Write

**South Park Inn, Inc.**

528 Frick Building, Pittsburgh 19, Pa., or call Court 1-6446.

## HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and particulars in first letter.

## MIDWAY CONFAB

Byron Gosh writes that he's kept busy this summer providing the midway attractions at a number of sponsored events, including those at Martinsville, Va., and North Carolina celebrations at Mount Airy, Madison, Mocksville and Taylorsville. . . . Mr. and Mrs. John Fone and daughter, Tangier Lee, visited Cetlin & Wilson recently and Tangier Lee remained with the Raynell back-end show. They also visited the Peliquins, Gyp McDaniels and Walter Mossey on the Strates midway. Also in the visiting party were the Fone's two grandsons, Mike and Kim, and Mr. and Mrs. Mike Komo and son.

Terry Kenneth Brown, new son of Morris and Ann Brown, of the I. T. Shows, is at home in Brooklyn with his mother and brothers, Leonard and Jeffrey. Terry was born July 21. . . . Mrs. Betty Ann Garrett and daughter, Bonnie Lee, flew in from North Africa this month to visit with her father, Paul La Cross, of the Continental Shows. Her husband, Travis Garrett, is stationed at Wheelus Air Force Base, Tripoli.

Danny and Rosita Dell observed their 15th wedding anniversary at the fairgrounds in Alexander, N. Y., with many folks of the Amusements of America attending and presenting gifts. A buffet lunch was held and the crowd included Mr. and Mrs. Novelty Hoe Faricchio, Mr. and Mrs. J. R. Larkey, Mr. and Mrs. Danny Pinelli, Mr. and Mrs. Joe Ross, Chappy Frank and Margaret, Robert Levitt, Mr. and Mrs. Toby Turbin, Jack Coast, Sal Raguso, Sam Cohen, Anthony Falzone, Mack McDonald, Mr. and Mrs. P. Palcino, Penny, Mr. and Mrs. Don Crown, Fay Starr, Mr. and Mrs. Tony Mason, Jim Ristick, Jerry Cohn, Joe Cenname, Hal Neurenberg, R. Kline, Mr. and Mrs. Ralph Ryan, Paul Graver, Pee Wee Manning, M. C. McDougal, Whitey, Tony Finn, Tony Angelo, Mr. and Mrs. Phil Di Milio, Snoozey, Mr. and Mrs. Harry E. Wilson; the Vivonas, Mom, Dominic, John and Marie, and State Troopers Linner and Roberts.

Maxie (Seglin) Glynn is in Veterans' Hospital, Coral Gables, Fla., recuperating from a stroke and would like to hear from friends. . . . The August edition of Atlantic Advocate, magazine of the Maritime Provinces, carries a feature article by Fred Phillips about Bill Lynch and his carnival, tracing Lynch's career from the day he bought a Merry-Go-Round in 1920.

A. R. (Dutch) Whiteside has bowed out as concession manager for Hill's Greater Shows on advice of his physician who has ordered him to his Miami home for a long rest. Whiteside is expected to remain at his home there at 2301 N. W. 90th Street for the balance of this year. . . . Dub Duggan is touring a ride unit around Chicago shopping centers and reports good business. One of his features is Terrell Jacobs with cats and a bull. . . . Joe (Pop) Douglas, veteran cookhouse and ride worker, spent several days in Chicago last week. . . . Tom Hickey, owner-manager of Gem City Shows, recently underwent surgery in Quincy, Ill.

Ben Morrison, longtime Detroit showman, was in Las Vegas, Nev., recently after an automobile trip that took in Miami Beach, Fla.; New Orleans, Hot Springs, Phoenix and Los Angeles. He also took a side trip to Mexico and will be back in Detroit in October.

Edor Burge, long-time concessionaire with Happyland Shows and third vice-president of the Michigan Showmen's Association, was seriously injured in a highway crash Saturday (10) near Bad Axe, Mich. Burge was confined to Hub-

bard Hospital, Bad Axe.

Two of the fern personnel on Bill Hames' Shows were guests of honor at a stork shower in Sherman, Tex. The mothers-to-be were Mrs. Gene Ledel, wife of the manager, and Mrs. Frankie Cudver Jr., whose husband operates concessions. Jewel Jones served as hostess; Charmaine Davis and Mrs. Darkasha Remy served the refreshments and the party was held in Ladol's bingo top. Guests included Verna Cooper, L. R. Jones, Mrs. Whatts, Rhode Thurman, Juanita Razzel, Mary Schubert, Mrs. Roy Phillis, Tiny Chadbourne, Essie Barackman, Elizabeth Wilke, Maggie Collins, Joan Thurman, Buck Eldred, Jack Painter, Pat McNamee, Grayco Davis, Eva Clark, Betty Hampton, Barbara Lynn Rice, Betty Argo, Mary Peagler, Mary Helen Moore, Mary Kolb, Maire Bezatte, Mrs. Hoylden, Pat Bueder, Mary (Race Track) Telford, Mario Calloway, Viola Sherman and Mrs. Kentucky Ray.

## WANTED

Family Acts doing two or more. This Show is playing week stand, out all winter. Reply by letter only and state all information.

**DUB DUGGAN**

General Delivery, Hillside, Illinois, this week only.

P.S.: Charlie Campbell, bring Marie and come on. Bill Webb, can sure use you and wife.

## REID'S GOLDEN STAR SHOWS WANT WANT

For Maynardville, Tenn., Fair, Aug. 26-31

Legal Adjuster with Concessions. Want Hanky Panks of all kinds. SHOWS: Girl Show, Monkey Show and Snake Show. Need Ride Help, Wheel Foreman; also Foremen for Flying Saucer and Jenny. Open midway. All replies to

**ELMER REID**

Mountain City, Tenn., Bean Festival.

## HELP WANTED ELECTRICIAN

To handle wiring and Diesel Light Plant. FERRIS WHEEL FOREMAN. Want Help on all Rides. Must drive trucks.

**Tivoli Expo. Shows**

H. V. PETERSEN, MGR., Greenup, Ill., Fair this week; Georgetown, Ill., Fair next week.

## WANTED

Ferris Wheel and Merry-Go-Round Foremen. Must drive. Can also use Hanky Panks for Foster, Ill. (suburb of Alton), this week; Vevler, Ill., Annual Labor Day Celebration to follow; then Arkansas.

**Fidler United Shows**

## CARNIVAL WANTED

FOR SHELBY, MO., FAIR AUG. 26-27-28

Contact:

V. M. THRELKELD or ESTEL HARDY Shelby, Mo.

## SEARCHLIGHTS

Brand-new Sperry and G.E. 60-hk Searchlights, still crated, located Albany, Chicago or St. Louis, with tires and complete spare parts box. \$400. Brand-new Generators, still crated, 16.5 kw., \$700. Complete Burner Heads, \$100 a set. Also very good buys in slightly used equipment.

**J. PILE**

823 Becker Road, Glenview, Ill., Glenview 4-1240 or Mulberry 5-3518

## WANTED

Concessions for Royal Center, Ind., August 20-24.

Will book Bingo for Laps, Ind., Second Old Settlers' Day, August 29-31. No flats or gypsies. All replies to

**ALFRED WALL AMUSEMENTS**

Royal Center, Ind.

# SET 3-WK. DELAY FOR NSA TITLE POSSESSION

NEW YORK—A three-week extension has been decided on before the National Showmen's Association takes title to its new clubhouse at 123 West 56th Street. Original plan was for the Friars Club to vacate the premises on August 15 and move temporarily into the adjoining Great Northern Hotel, while awaiting completion of their new quarters.

It was decided last week that title will be signed over to the NSA on September 9, until which time the Friars will remain where they are. The NSA, in turn, has approval of its landlord for the three-week delay. The building in which the club has been functioning is to be demolished to make room for a parking lot.

Moving into the new quarters will be as soon as possible after title is received. Negotiations were carried on for the NSA by

trustees Joe McKee and John Weisman, chairman of the new home committee, in telephone consultation with George A. Hamid Sr., who has been on the road. The club was visited last week by Mel Smith of the Pacific Coast Showmen's Association, and Lew Dufour.

## 78,000 Week Building at Hagerstown

**New Buildings, Free Grandstand Combat Hot Week**

HAGERSTOWN, Md. — The combination of a free grandstand show plus obvious physical improvements served to lure a pleasing number of patrons to the Great Hagerstown Fair thru Thursday (15). The annual was bucking a discouraging streak of hot, humid weather.

New were the two new steel and masonry buildings used for displays of women's crafts, and newly macadamized roadways.

Secretary M. H. Beard reported sharp increases in pari-mutuel wagering at the harness races.

Admission price at the fair was upped from 50 cents to 65 two years ago, when the free grandstand was first tried. It was found the increase in attendance offset the cost of talent and the concept has been retained. Cooke and Rose provided eight varied circus-vaudeville acts during the week. There is a 50-cent parking fee.

On the midway, Johnny Denton's Gold Medal Shows had nine rides and five shows, mostly independent, while the main show was at the fair in Tazewell, Va. The attendance, which has supported weightier midways in the past, was producing some surprising grosses for the units booked in.

The fair had its largest cattle exhibit on display, with more than 540 head drawn by a premium offering of \$15,000 for that department alone. Total premiums for the fair hit \$32,000.

An attendance total of about 78,080 was predicted on Thursday, in the event's slow climb toward a 100,000 year. Best figure ever hit was the pre-war 98,000 turnout in 1941. Whereas there are Northern fairs with mostly daytime action, because of cool fall evenings, Hagerstown's action is mostly at night for a reverse reason, namely the several torrid days which have appeared a couple of times each fair week in recent years.

# Burr Season Big, Weymouth Opens Strong

SOUTH WEYMOUTH, Mass. — Spending at fairs in the Bay State area appears to be almost as good as last year, which was a banner one. Source of this evaluation is Eugene W. Burr, operator of Playtime Amusement Company of Quincy, who has the midway for the first time here.

Burr has been pleasantly surprised with business thus far this season since predictions had been less than optimistic. The children's day here proved much better than expected, and the midway was getting good support from the moppets on other days, also.

Burr reported five excellent weeks on Cape Cod thanks to the big influx of summer visitors. Only disappointment was his stand at Plymouth where the Mayflower docked. He said most businessmen there took in less than expected at the historic event.

Burr will go to Marshfield Fair next, and then on to Topsfield, where he anticipates good business. The unit will then travel thru Maine, mostly at fairs, and will complete its season by October 12, after which Burr will head for Florida and some fishing. He had nine rides here.

Many old-timers were here. Kelly the Candy Man was visiting on the midway after his heart seizure, but son Walter was running the stand. Others were Bill Boudreau and his son Joe with their Motordrome, Emma Veaucellette with a Doll Store and Chris (Fat Man) Mathis with his Chuck Wagon.

# WEYMOUTH RUNNING AT PACE EQUAL TO 1956

SOUTH WEYMOUTH, Mass. — Weymouth Fair started off big on Sunday (1) and good turnouts held up for the first four days of a seven-day meeting. This is the Bay State's first fair of the season. It is the second year under the managership of Tom Lucet.

Attendance for four days totalled better than 83,000. If the crowds and the weather hold it could put the fair slightly ahead of last year, when a total attendance of 147,509 was registered. Only a few showers on opening day marred otherwise perfect weather.

A free children's day Tuesday saw one of the biggest kid crowds in years and gave midway rides

and food stands plenty of action. The crowd Wednesday shot over the 25,000 mark with help from Rhode Island, where "V-J" Day gave everyone a holiday.

The pari-mutuel handle also was on the increase over last year. An innovation was the use of steel helmets for the jockeys. This idea will be adopted by other Massachusetts fair tracks this season.

Joe Chitwood's thrill show drew well opening night and the grandstand was doing a good business on other nights with five acts supplied by Al Martin of Boston. Playtime Amusements Company reported business on the midway only a few points behind last year.



**SOMERSET COUNTY FAIR,**  
MEYERSDALE, PA.,  
AUG. 26-31

followed by

**CAMBRIA COUNTY FAIR,**  
EBENSBURG, PA.,  
SEPT. 2-7  
Always starts Labor Day.

**CONCESSIONS**

Glass, Bird and Bear Pitches, 6-Cats, Buckets, 2 Wheels, 2 Grind Stores, Custard, Derby, Hats, Jewelry Eats and Drinks, Short Range, Arcade, Hanky Panks and Prize-Every-Time Games of all kinds.

**RIDES**

Twister, Dark Ride, Caterpillar, Scrambler, another Ferris Wheel for Ebensburg.

**SHOWS**

Will book complete Side Show, Monkey Speedway, Illusion, Wildlife, Mechanical and Unborn.

**HELP**

Experienced help for Tilt, Octopus, Chairplane and Comet. Top salaries and bonus. Prefer drivers.

Space getting limited for Ebensburg Fair. Suggest you telephone me immediately.

## All Replies to MORRIS HANNUM

Kutztown, Pa., Fairgrounds; Phone Kutztown, Overbrook 3-3400 this week; then Meyersdale, Pa., next week.



NOW BOOKING FOR THE LARGEST LABOR DAY SPOT IN ILLINOIS, ROCK FALLS, ON THE STREETS, 8 BIG DAYS, STARTING MONDAY, AUGUST 26. THEN 5 SOUTHERN FAIRS, INCLUDING THE NORTHEAST ARKANSAS DISTRICT FAIR, BLYTHEVILLE, ARK., 7 DAYS, STARTING SEPTEMBER 16.

**CONCESSIONS**

Can place Hanky Panks, Photos, Age and Weight, Basket Ball, Short Range, Custard or Ice Cream, Glass, Bird and Lamp Pitches, Cookhouse and Arcade.

**SHOWS**

Want Fun House and Shows of merit. Can place first class Girl Show for Blytheville (plenty of Soliders here).

**HELP**

Can use Ride Help on Dodgem, Coaster, Octopus and kid Rides.

CONTACT: E. L. WINROD, PRINCETON, ILL., THIS WEEK: (PHONE: FAIRGROUNDS; THEN ROCK FALLS, ILL. (PHONE: FIRE DEPT.)



Heading South for a solid route of County Fairs beginning with Carroll County, Huntingdon, Tenn.; then Limestone County, Athens, Ala.; Morgan County, Decatur, Ala.; Cullman County, Cullman, Ala.; Bartow County, Cartersville, Ga.; Jackson County, Anniston, Ala.

WILL BOOK Six-Cat, Glass Pitch, Custard, Long Range, Coke Bottle, Balloon-Dart, Cork Gallery, Pitch-Till-You Win, Bear Pitch, String Games, Hit and Miss, Break the Record.

SHOWS WANTED: Motordrome, Freak, Illusion, Side Show with own equipment.

HELP: Caterpillar Foreman, Rock-O-Plane, Foreman, Second Men for Tilt, Merry-Go-Round, Kiddie Ride and Caterpillar. Must drive semis—no drinking. Want Agents for Scale and Age, also Kelley Pool Agents.

All replies JOHN PORTEMONT, Johnny's United Shows  
Bridgport, Illinois

**FOR SALE**  
A.B.T. Long Range Air Gallery on trailer, 12-ft. counter, six gurs, \$1,200.00 cash. Booked on Hugo's Shows, per route.  
**E. H. BRADFORD**  
Mayville, Missouri

**PAGE BROS.' SHOWS #2**  
Want Legitimate Concessions for Overton County Fair, Livingston, Tenn., Aug. 19-24; Van Buren County Fair, Spencer, Tenn., Aug. 26-31. Then North Alabama Fairs.  
Want Agents for Scales, Hanky Panks and P.C. Also want Grind Shows, any adult Ride not conflicting. Jack Vinson, contact.  
C. R. LEONARD, Livingston, Tenn.

**WANT AT ONCE**  
Man to manage Six-Ride Show on percentage. Wire or call CARL BURKHART, Virginia, Ill., this week. Can also use Hanky Panks and two or three Kiddie Rides.  
**BURKHART UNIT #3**  
Virginia, Ill., Fair, this week; Toluca, Ill., for Labor Day.

**A. J. SUNNY AMUSEMENT CO.**  
Foremen for semi-mounted Coaster, Helicopter, semi-mounted Scooter and Ferris Wheel. Best of equipment and treatment.  
**A. J. Sunny Amusement Co., Harry Day, Manager.**  
Tiffin, Ohio, Fair, this week; Paulding, Ohio, Fair, next week.

### New London, Ohio, Annual Labor Day Celebration SEPTEMBER 1-2

Want Shows and Concessions, Popcorn, Apples, French Fries, Foot Long, Waffles, Bings, 8-Cats, Novelties, Age, Scales, Glass Pitch, Photos, Short Range, Long Range, Jewelry Sales and Hanky Panks of all kinds.

### NOLAN AMUSEMENT CO.

PAINESVILLE, OHIO, FAIRGROUNDS, AUG. 21-25;  
PERRYSVILLE, OHIO, STREET FAIR, AUG. 25-31.

### BAKER UNITED SHOWS

Ontario, Ill., Aug. 26-30; Palatine, Ill., Labor Day Celebration, Aug. 31-Sept. 1.  
CONCESSIONS: Ice Cream, Custard, Frolic Pups, Fish and Chips Food Concessions, French Fries, Balloon Darts, Long and Short Range Galleries, Cork Gallery, Bird Pitch, Lamp Pitch, High Striker, Hoopla, Penny Pitch, Glass Pitch, Coke Bottles, Duck Food, Buckle or any other Concession.

SHOWS: Can place Funhouse, Glass House, Snake Show, Illusion, 10-in-1 and Girl Show.  
All replies to ERNIE ALLEN, MGR., Roswell, Ind., Aug. 19-22; Fountain, Ind., Aug. 23-25.

### DRAGO SHOWS #2

Now booking for Big Mazon, Ill., Fair and Labor Day Celebration, Aug. 28-Sept. 2

Want Glass, Bird and Bear Pitches. Also Novelties, Photos, Bumper, String, Pitch-To-Win, Derby, Ice Cream, Bull Games, Add-Em-Up Darts, Cakes, Bottles, Arcade, Prante Pups and Lemon Shake. Any good family-type Show, Torchy Lee, contact us.

All replies CHET PIERCE

Mareland, Ind., this week; Mazon, Ill., next week.

### BEAM'S ATTRACTIONS

FULTON COUNTY FAIR, McCONNELLSBURG, PA., NEXT WEEK

The Fair Where People Spend Money.

Can book all kinds of legitimate Game Concessions. Also Shows: Need Cookhouse Help, also experienced Ride Men and other experienced Carnival People. Junita County Fair, Port Royal, Pa., Labor Day Week.

Contact STEVE DECKER, Fairgrounds, Gaithersburg, Md.

### LAST CALL

CHESTER FAIR, CHESTER, CONN., AUG. 23-25

Connecticut's best concession fair.

Can place any legitimate Concession. Also booking for Portland, Conn., Fair, Sept. 21 and 22. Ride Help. Can always place good Ride Men. We pay top salaries, second to none. All communications to

DE LUXE SHOWS

ROCKVILLE, CONN. PHONE: TREMONT 5-2251.

### IMPERIAL SHOWS WANT

CONCESSIONS: Want Cookhouse, Foot Long, Frolic Pups, Photos, Bumper, Shake and others not conflicting.

HELP: Want Ride Foremen and Second Men who drive. Fairbury, Ill., Fair this week; Kentland, Ind., Fair, Aug. 26-30; Big Labor Day and Tri-County Fair, Mendota, Ill., Aug. 31-Sept. 2; Monmouth, Ill., Prime Beef Fair follows.

### WANTED

Good, reliable Jam Man for Auction.

All replies

MAXIE SHARPE

c/o Prall's Broadway Shows, Cumberland, Md.

### BINGO HELP—NORM'S BINGO

Top pay. Complete Crew for 23 Unit, DuQuoin State Fair, Aug. 23-Sept. 2, followed by 14 good Fairs on Meth and Olson Shows. Following come on: Slim Old, Whittle, Wayne Stevens Pedro and Dorothy Pearson. Joe Curtis wants Clyde, Bob, Eddie, Joe and others who worked with him. Want one capable Man for Manager. Join now and get preference 1958 season. Can use experienced Counterman. Wire

NORMAN ANDERSON, JOE CURTIS OR JIM PONA

Meth Shows, Mayfield, Ky.

### WANTED

BY THE

VETERANS OF FOREIGN WARS

AT CRISFIELD, MARYLAND

Good clean Shows, Carnivals, Circuses on a percentage basis.

Can use at once or will sign contracts for 1958.

Address all communications to:

KIRK SALTZ, COMMITTEE

825 W. Main St. Crisfield, Md.

### SEARCHLIGHT CARBONS

\$35.00 per case (8 cases per case)

Clean-Dry-Perfect

Sperry 60" Searchlight Lamp Mechanisms New @ \$90.00 each. All parts in stock.

PUBLICITY SEARCHLIGHT CO.

28 West 37th St. New York 18, N. Y. JU 2-8825

### NOVELTY AGENTS

One Stand and all Specialties open at Lincoln, Muskogee, Tulsa, Nowell, 7 weeks in Louisiana. All Shows I talked to call or wire. Vir, Matt, Curley, Easy Van, call.

CLAUDE JONES

c/o Hill's Greater Shows, Fargo, N. D., Aug. 20-22.

### AGENTS WANTED

For Peek, Count, Nail and Bucket Concessions. Must work as told.

Long season—2 spots a week.

CAPELL BROS.' CIRCUS & CARNIVAL

Wire LARRY NOLAN, Afton, Wyo., this week.

P.S.: Boys, who have worked for me before, given preference.

### FOR SALE—BARGAINS

1948 Spitfire, fluorescent lighting, flashy ride; GMC Tractor, factory built Trailer; 1953 Schiff Road Model Conster, 1949 Diamond T Truck for ride; two late model Kiddle Rides, Smith & Smith Fire Truck built on fold-up trailer, Pretty Ride, Pinto Bros' Jeep Ride. These Rides are operating through Labor Day, all in excellent shape. Address

TURNER SCOTT

129 N. Grandview Ave. Daytona Beach, Fla. Phone: CL 3-8934

### THANK YOU

HARRY E. (BUSTER) WESTBROOK

Penn Premier Shows far your purchase of two G.M.C. Tractors.

"Save Money With Johnny"

JOHNNY CANOLE

Now Phone WI 3-0909 ALTOONA WI 4-9347

## Acts Augment Circus At Palisades Park

PALISADES, N. J. — Extra acts were being added to Hunt Bros. Circus, for its engagement at Palisades Amusement Park. The show opened Saturday (17) and is scheduled to continue thru Labor Day and possibly beyond.

All booked thru Al Dobritch, the acts are Baudy's Greyhounds and Leopards, Glenhills, teeterboard; Joe Phillips, dogs and horse; and the Al Hanel Troupe, casting on horizontal bars. Dobritch has provided free acts during the season at the park.

There will be three shows on Saturdays and Sundays, at 1, 4 and 8 p.m., and weekday performances at 2 and 8 p.m.

Publicity and advertising have been bountiful during the last two weeks. Coinciding with the opening day of the show, billed as the combined Hunt Bros. Three-Ring Circus and Montana Eddie's Wild West Show, the World Telegram Sun had a magazine section feature on the Hunt family.

## UNDER THE MARQUEE

Continued from page 111

and Billy Wong were weekend guests of Nettie Kelly at Galva, Ill., where her daughter and son-in-law, the Ronstroms also stopped over. . . . Henry Kyes was in Chicago two days. . . . Charley Cheer visited friends in Spring Valley, Ill.

Carrie Hoffman, song writer and orchestra leader, is convalescing at her Detroit home. Her father, the late Quintus Whitmore, was a boss canvasser, show owner and owner of a show lot at Dowagiac, Mich.

Johnny Fulghum caught the Beatty advance in Montreal and visited with Floyd King, Ora Parks and the billing crew. He was billing nearby for World of Mirth. . . . When the McGaw show was in Memphis, Tommy and Marguerite O'Brien and Bill Bailey, all of the Memphis zoo, visited.

Pete Pepke, CFA and friend of Elmer Jones, king of the two-car shows, is recuperating from major surgery at Jamestown General Hospital, Jamestown, N. Y. He would enjoy hearing from friends.

September issue of Argosy magazine is to include a yarn about the Flying Codonas. . . . Wally Ahlberg, St. Paul CFA, reports that Minnesota fans had a picnic at Rochester recently. The Ahlbergs, Carl Lagerquist and the Joe Rettingers caught the Gil Gray Circus at Willmar, Minn.

Happy Harrison writes from Coloma, Mich., that she has her dog act playing at Deer Forest again this summer, and they are doing four shows daily.

## Sousa Concert, Baby Event Hype Olympic

IRVINGTONTON, N. J.—Olympic Park's annual baby parade was held Saturday (17) with cash prizes for the three top winners in each of four divisions. Children under six, regardless of residence, were eligible. At least 1,000 were scheduled to compete.

On Sunday (18), the park presented its annual tribute to the late march king, John Philip Sousa, whose musicians played there a generation ago. Joe Basile's band offered two all-Sousa concerts in the afternoon and evening.

A new circus program is due Monday (19) featuring Tell Teigen, Sway Pole. Other acts are the Three Tuckers, trampoline comics; Janet's Dogs and Ponies, and Jean Livingston, contortionist. Traditionally, Olympic Park closes its season with fireworks on Labor Day night.

Happy Kellems is playing fairs for Barnes-Carruthers, making his 18th season for the office. He will rejoin Howard Suesz and Clyde Bros. Circus at Shreveport this fall.

Red Bentley and his wife, the former Shirley Lindemann, have returned to the Kelly-Miller circus.

Ringling-Barnum took a parting shot at New York City business in the form of a newspaper ad stating that the show was playing Albany and Syracuse. "last New York showing" of the year. While not directly contrasting the Madison Square Garden scale and a \$6-top, the ad did stress the \$3-top at the up-State towns.

C. W. Hynd, of Dundee, Scotland, one-time talker with Beckman & Gerety and other American carnivals, writes that the Billy Smart Circus is doing well on a tour of Scotland. Among the names in the billing are Cisco Kid, Davey Crockett, and Sitting Bull. Clowns, several of them known in the U. S., include Sasha, Coco, Frank Harty, Whimsical Walker, Winkles, Kinko the Lady Clown, and Little Merry.

Looking back over past Ringling-Barnum dates, Freddie Freeman recalls that Rusty Parent was stopped by a traffic cop en route to Rochester, N. Y., that performers enjoyed facilities at the War Memorial Building in Rochester, that Ringling people using their own cars this year are seeing parts of the country they have missed before, that Galla Shawn had a birthday party with 50 guests, that the new rigging for buildings worked well, and that visitors were the Albert Gillenos, the Charles Olefants, the Everett Smiths, the Dorchester riding act, Eva May Lewis, Tom Barron, E. C. Smith, Jean Ford and J. D. Reynolds. . . . From the Norfolk, Va., date, Freeman wrote that performers were guests on board the British aircraft carrier, Ark Royal, with Lotti Brunn, Lola Dobritch, Yong Brothers, Goetchi Brothers, and Freddie Freeman giving a performance. . . . "Victims" of the pinochle club on Ringling included Bert Turner, Aldamaro Cattarzi, Walter Guico and Freeman. . . . Visitors included Manfred Fritch, Malko flying act, Percy Smith, John Ringling North, Henry Ringling North, Ed Kelly, Mary Barnum Hauck, Joe Lowengard, Mrs. Frieda Wiswell, and the Colleanos. . . . Freeman's report from Springfield, Mass., tells that the prop men's ball team beat the performers two out of three, that in Philadelphia the performers' trailers were parked 16 miles from the show, that Henry North visited a few days, that Raymond Loyal, youngest son of Justino Loyal, made his debut as a wire walker. Visitors included Karl and Herman Wallenda, Helen and Jim Hoye, Wally and Joe Beach, the Gil Conlans, Bill Day, Bill Ballantine, and the Ray Gills.

## CONTINENTAL

### Champagne Recuperates; Fairs Begin

WESTPORT, N. Y.—First fair date for the Continental Shows began here on Tuesday (13) following a still-date season that fell short of 1956 by the margin of a disappointing July 4 week. The spot was Gorham, N. H., to which Owner Roland Champagne's midway will not return in 1958. Business was said to be far short of that required, except for a much smaller show.

Champagne, while recovering from hospitalization at St. Albans, Vt., for five weeks, has been staying in his trailer outside the residence in that city of General Agent Paul La Cross. Wife Julie Champagne is with him.

Champagne managed to visit the midway for the annual party of cookhouse man Bill Gross, celebrating the end of the still-date season. He will visit only occasionally during the rest of the season, which consists of fairs ending October 12 at Center Sandwich, N. H.

### Ernie Farrow Starts Strong At Wausau Fair

WAUSAU, Wis.—Ernie Farrow's Wallace Bros. Shows got away to a strong start at the Wisconsin Valley Fair here Wednesday (14). Big crowds and spending exceeded expectations and all segments expected big grosses by the weekend wind-up.

The back-end was augmented here by John T. Hutchen's Modern Museum as well as Tom Hughes' Siamese Twins and Crime Car.

The Farrow organization moved here the forepart of the week from the Janesville, Wis., fair, which was a winner, and from here goes to Manitowoc, usually a strong stop on the Wallace route.

Nick Lucas was guest of honor at a surprise birthday party Wednesday evening.

### Page Units Win At Fairs After Rainy Spring

EMINENCE, Ky.—Both units of Page Bros. Shows have been hitting it good at fairs after a still-date season that was hurt by rain, W. E. Page, owner-manager, reported here last week.

The No. 1 unit winds up its Kentucky tour at LaGrange on August 24 and then heads for Tennessee.

Staff of the show, in addition to Page, includes Ep Glosser, business manager; Mrs. W. E. Page, secretary-treasurer; Louis Duchene, agent and billposter, and Jim Shroat, superintendent of operations. The No. 2 unit is managed by C. R. Lenard with Claude Martin as agent, Mrs. C. R. Lenard, secretary-treasurer, and Vernon Smith, superintendent of operations.

### SCHAFFER'S JUST FOR FUN SHOWS

Albert Lea, Minn., Aug. 19-22; Hannibal, Mo., Aug. 26-31; Kookuk, Iowa, Sept. 2-7 and 9 Southern Fairs in Arkansas and Texas to follow.

**RIDES:** Want Fly-a-Plane, Mix-Up, Spitfire, Roll-a-Plane or Twister.  
**SHOWS:** Want Motordrome, Sideshow, Big Dog-Little Horse, Life, Monkey Show, Faf, Wildlife. Will book one Ding Show.  
**CONCESSIONS:** Want Duck Pitch, Parakeet Pitch, Knife Rack, Cane Rack, Bumper, Records, Glass Pitch, Strings, Fish Pond, Pitch-Till-You-Win, Hoop-La, Derby, Guess Your Weight, Add-Em-Up Darts, Roman Targets, High Striker, Novelties, Carn Dogs, Ice Cream.  
**HELP:** Ride Help, come on. Want Ticket Seller for Grind Show. Also want Agent for Penny Pitch.

**CONTACT: W. A. SCHAFFER**  
 Fairgrounds, Albert Lea, Minn., this week.

### PAN-AMERICAN SHOWS

Pennington Gap, Lee County, Va., August 26-31; followed by Sevierville, Tenn., Fair, and twelve more Fairs ending in Florida. Show all winter.

Want Hunky Paak Concessions of all kinds—Bingo, Popcorn, Custard, Ice Cream, Novelties, Lead Gallery, Scales & Age, Mitt Camp, Sno, Floss, Glass Pitch, Bird Pitch, Diggers. Agents for Basket Store and Grind Store.  
 Want Show Talker, Musicians, Chorus Girls for high class Colored Revue. Sonny Sharps wants Guitar Player, Sax, Trumpet, Trombone who can "cut" it; salary \$40.00 from office. Convozmen who drive semi trucks. Operator for Monkey Speedway and Snake Show. Funhouse Talker and Feature Act for Side Show, Tattooer, Magician, Sword Swallower, Girl for Electric Chair, Mitt Reader. Operator for Animal Show, Talker and Riders for Motordrome, Talker and Girls for Girl Show. Want Ride Help—Foreman for Octopus, Ferris Wheel, Tilt-A-Whirl, Chairplane, Second Man for all Rides who drive. Want good Truck Mechanic with own tools. Also want good Show Painter; John Starkey, answer.

GATE CITY, VA., THIS WEEK

### CATERPILLAR FOREMAN

And Second Men wanted at once, also Crew for Ridee-O. Report at once, Essex Junction, Vt. fairgrounds. Also want to hear from Howard Ingram Jr.

#### KING REID

Union, Maine, this week. Phone STATE 5-9561

### THOMAS JOYLAND SHOWS

WANT FOR SOUTHERN WEST VIRGINIA FAIR, CHARLESTON, W. VA.; ALSO CHASE CITY, VA.; CONCORD, N. C.; REIDSVILLE, N. C., AND LEXINGTON, N. C.

**SHOWS:** Want Shows of all kinds, Snake, Unborn, Wildlife (Irene Burton, wire), Girl Show with own wardrobe, Colored Minstrel Show with or without equipment. A real proposition with guarantee.  
**CONCESSIONS:** Can place Concessions of all kinds, Photos, Arcade, Long Range and legitimate Concessions.  
**HELP:** Can place Ride Help on all Rides.  
**RIDES:** Can place Scrambler, Round-Up, Spineroo and Spitfire.

**L. I. THOMAS, Mgr.**

Crews Point, Ind., this week (Phone: 3085). No collect calls.

### ANNUAL LABOR DAY CELEBRATION

Whiting, Indiana,  
 Aug. 30 thru Sept. 2

Sponsored by Standard Oil Employees' Athletic Association.

Can use all types of legitimate Concessions and Shows. Also will place for balance of season and next year a trained group of Lions, Snake Show, Live Pony Ride and Funhouse. Must be first-class equipment. Must be available no later than Sept. 15. Contact

**L. MATURA**

8322 S. Mayfield Ave., Oaklawn, Illinois. Phone Garden 2-1557.

### AGENTS WANTED AGENTS

For 6-Cat, Buckets and 1-Ball. Strong Routes of Southern Fairs. Out until mid-November. Those with me before contact at once. All replies

**FRANK DUNCAN**

FAIRGROUNDS

FRANKFORT, IND.

### WANT RIDES—SHOWS & CONCESSIONS

For Lodi, Ohio Community Fair and a long route of Street Celebrations.

Will book, buy or lease 32-ft. Merry-Go-Round or any Thrill Ride. Concessions all open. No "X." Want Shows that can set on street. Committee money and insurance only. Irish, call Johnny Caruso.  
 Junction City, Ohio, Street Fair this week; Lodi, Ohio, Aug. 28-31.  
 For Sale: 25 KVA. Light Plant, \$800.00. 165 Military Band Organ, A-1. \$550.00.

**A. R. BRIGGS SHOWS**

### WANT—STAR AMUSEMENT CO.—WANT

Wilberon, Okla., this week; Fairs in Oklahoma to follow. Other Fairs and Celebrations in Arkansas and Louisiana. Long season.

**CONCESSIONS:** Want Concessions of all kinds, Photos, Fish Pond, Cork Gallery, Darts, Ring Game, Bingo. All Hunky Panks not conflicting. Will book Pin Show, Count Snow, Skillo, Swinger, Buckets and Swinger with Hunky Panks.  
**SHOWS:** Want Snake Show, Girl Show, Athletic Show, 5-in-1, and Funhouse.  
**HELP:** Want Ride Help for 7 Rides in all departments.  
**KID BURNS, Owner SAILOR MORAN, Bus. Mgr.**

# HOARD and MULLIS AMUSEMENTS

## SHOWS RIDES CONCESSIONS

INDIAN SPRINGS, GEORGIA, UNTIL LABOR DAY  
 Getting Ready for 8 Great Georgia Fairs

<b>TALIAFERRO CO. FAIR</b> Crawfordville, Ga. Sept. 9 thru 14	<b>JACKSON CO. FAIR</b> Jefferson, Ga. Sept. 16 thru 21	<b>HART CO. FAIR</b> Hartwell, Ga. Sept. 23 thru 28	<b>HANCOCK CO. FAIR</b> Sparta, Ga. Sept. 30 thru Oct. 5
<b>BUTTS CO. FAIR</b> Jackson, Ga. Oct. 7 thru 12	<b>OCMULGEE FAIR</b> (Tri-County Fair) McRae, Ga. Oct. 14 thru 19	<b>WORTH CO. FAIR</b> Sylvester, Ga. Oct. 21 thru 26	<b>TURNER CO. FAIR</b> Ashburn, Ga. Oct. 28 thru Nov. 2

### WANT—WANT—WANT—WANT—WANT—WANT—WANT—WANT—WANT

<b>SHOWS</b> Big Snake—Arcade—Monkey —Mechanical City—Ape —Crime—Girl—Jugg.	<b>RIDES</b> Tilt—Octopus—Round-Up —Scrambler—Roller Coaster —Kiddie Rides.	<b>CONCESSIONS</b> Custard, Pitches, Bear, Para- keet, Glass, Hunky Panks of all kinds, Cook House, Sit- Down Grab. ESPECIALLY WANT B-I-N-G-O.	<b>HELP</b> Agents for office-owned out- fits. Good Cotton Candy and Sno-Ball person. Fun House Operator. Ride Help needed for Merry-Go-Round, Spitfire. TOP PAY FOR TOP MEN.
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Contact **DAN HOARD**, 7296, Jackson, Ga., or **ELBERT MULLIS**, 1196-J, Dublin, Ga.  
 Mailing address: Indian Springs, Ga.



**BROADWAY SHOWS INC.**  
 50 CAR RAILROAD SHOW MOTORIZED  
 BROADWAY AT YOUR DOOR

### WANT FOR FAIRFAX COUNTY FAIR AND INDUSTRIAL EXPOSITION

Aug. 26 thru Aug. 31. Which offers 500,000 Free Tickets, 50,000 School Tickets, Queen for a Day, Beauty Contest, 3 Big Kiddie Days, Lynchburg, Va. American Legion Fair to follow.

<b>WANT</b>	<b>WANT</b>	<b>WANT</b>
<b>CONCESSIONS</b> Eating and Drinking Stands. Photo, Age & Scales, Derby Racer, Ball Games, Hunky Panks, Glass, Bear & Bird Pitches. Want Cat Racks and Buckets.	<b>RIDES</b> Want 2 more Kiddie Rides. Octopus, Scrambler, Roundup, Spitfire or any ride not conflicting.	<b>SHOWS</b> Grind Shows, Glass House, Fun House, Mechanical Shows, Walk-Thru Shows. Want high class Girl Show. Frank Tizzano, answer
<b>HELP</b> Ride Help on all Rides. Semi Drivers preferred.	<b>All answer PRELL'S BROADWAY SHOWS, Cumberland, Md.</b>	

# CENTRAL STATES SHOWS

CENTRAL KANSAS FREE FAIR, ABILENE, KAN., AUG. 19-23; ADAMS COUNTY FAIR, HASTINGS, NEBR., AUG. 26-29; THEN HOISINGTON, KAN., LABOR DAY, SEPT. 2.  
 5 MORE GOOD SOUTHERN FAIRS TO FOLLOW.

<b>SHOWS</b> Want Motordrome, Funhouse, Big Snake, Monkey Show or any good Grind Show.	<b>CONCESSIONS</b> Want Hunky Panks and Hunky Pank Agents.
<b>RIDES</b> Can place Scooter, Reckoplanes, Scrambler or any Ride not conflicting.	<b>HELP</b> Can place a couple more good Ride Men. Good equipment, good wages and work until November.

**W. W. MOSER, MGR., as per route above.**

# KING REID SHOWS

FAIRS FAIRS FAIRS

<b>CHAMPLAIN VALLEY EXPOSITION</b> ESSEX JUNCTION, VERMONT Aug. 26-31	<b>VERMONT STATE FAIR</b> RUTLAND, VERMONT Sept. 2 thru 7
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### WITH MORE FAIRS TO FOLLOW

WANT Organized Girl Shows for these two BIG dates, with or without own outfits. Only interested in top caliber Units.  
 WANT Dark Ride, Round-Up, Scrambler, Twister and Rock-O-Wheel (Paul Smith, please contact us).  
 WANT GRIND SHOWS of all kinds. Also want Motordrome for balance of season.  
 WANT legitimate Concessions of all kinds.

Call all this week, our Show Office, Union, Maine, State 3-9561.  
**KING REID or CHARLES JOYCE**

**INDIANA STATE FAIR**

Indianapolis, Ind., Aug. 28 thru Sept. 6

**READING FAIR**

Reading, Pa., Sept. 9 thru 15

All Fairs until Nov. 23 at Jacksonville, Fla.

CAN PLACE HELICOPTER RIDE to join immediately.

WANT: Experienced Working Man in all departments. We furnish Union Welfare for all employees.

CAN PLACE: Most legitimate Merchandise Concessions. Can place all Eating and Drinking Stands.

All Address:

**CETLIN & WILSON SHOWS**

Missouri State Fair, Sedalia, Mo.

**WANT**

FOR MT. PLEASANT, PA., AMERICAN LEGION MARDI GRAS—AUGUST 26-31

Hanky Panks of all kinds, Want Fun House, Glass House, all family type shows. Ride Help—Can use Ferris Wheel Foreman and all other Ride Help, Truck Drivers and Semi Drivers.

Follow above date with Cumberland County Fair, Cumberland, Va., September 5-7.

All wires and replies to

**SMILEY'S AMUSEMENTS**

General Delivery—at Westmoreland County Fair, Greensburg, Pa., this week.

**GEORGE CLYDE SMITH SHOWS****WANT**

Ball Game, Custard, Photo, Pitch-Till-You-Win, Cork Gallery, Duck Pond, Bear Pitch, Spot The Spot, High Striker, Grab, Navalities, Slum Spindle, Penny Arcade, Girl Show, Monkey Show, Illusion Show. General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks, Merry-Go-Round Foreman.

All replies GEORGE CLYDE SMITH SHOWS, Luray, Virginia, Fair this week; Winchester, Virginia, next week.

**KING BROS.' SHOWS**

Want Wheel Foreman. Positively top pay if you can get it up and down. Also other dependable Help. Due to agitators who cannot mind their own business, want Ball Games, Cork Gallery, Hoopla or any other Hanky Panks not conflicting. This Show is now booked solid until Oct. 25, Ogallala, Nebr., Aug. 19-21; Grant, Nebr., 22-24; Lewellen, Nebr., Aug. 30-Sept. 1; Lodgepole, Nebr., Labor Day. Liberal reward for whereabouts of Mark and Leona Kana.

All replies to **JOE L. KING, MGR.****TIVOLI EXPOSITION SHOWS**

Longest and best Route in the South, 18 Big Fairs, 2 Army Bases including Leesville, La., Fair; Ft. Polk and the Bunica, La., Fair.

CONCESSIONS: Can place Hanky Panks of all kinds, including Penny Arcade and Age and Scales.

SHOWS: Want Shows of merit.

Can place Major Rides and Kiddie Rides not conflicting. What have you?

GENERAL HELP: Want Electrician to handle wire and Diesel Light Plant, capable Ride Help of all kinds, especially Foreman for Ferris Wheel, Merry-Go-Round. Must drive well. Wire or waffle.

**H. V. PETERSEN**

Greenup, Ill., Fair this week; Georgetown, Ill., Fair next week.

**STAR AMUSEMENT CO.**

Three Rivers, Mich., 125th Anniversary and Homecoming Aug. 21-25; Batesville, Ind., Street Fair Aug. 26-31; Ligonier, Ind., Labor Day Celebration Sept. 2-7.

Want Foreman for Tilt-a-Whirl, Merry-Go-Round and Coaster, Second Men on all Rides. Must drive well. Top pay, good treatment. Have 10 office-owned Rides. Can place few more Hanky Panks. Want Agents for office-owned Hanky Panks. Can place for balance of season, Popcorn and Sitdown Crab.

All mail and wires to **MANAGER**, as per route.**VIRGINIA GREATER SHOWS**

Want At Once: Mechanic for International Trucks and Diesel Electrician. Ride Help, come on in. Agents wanted for Hanky Panks. Want Side Show Manager at once. Griddle Man for Cook House, Girl Show Manager with 2 or more Girls. P. C. Dealers wanted.

Mail or wires to **WM. C. (BILL) MURRAY**

Snow Hill, Maryland, this week; Suffolk, Virginia, Aug. 26-31.

**WANTED**

Ride Help who drives. Stock Concessions. Couple for Cook House, Agent for Fish Pond. Iowa, Kansas, next week; followed by Henryetta and Ida Bell, Oklahoma; Paris, Danville, Arkansas.

Call **A. E. RAINES, Eureka, Kansas****Want One Or Two Girl Shows**

For Army Payday, Manhattan, Kansas, Aug. 30-Sept. 7. WANT CONCESSIONS OF ALL KINDS.

Contact **BOBBY DECKER**

P. C. BOGLE SHOWS, Stockton, Kansas, Fairgrounds.

**Illinois State Fair Gate Up**

\* Continued from page 103

before spending and a considerable number of them then decided to spend their money at other than games concessions.

Biggest financial hit of the fair thru the first seven days was "Holiday on Ice of '57." In for 16 open-air performances. The ice at the end of the first seven days appeared headed for a record gross in excess of \$100,000.

The U-shaped temporary bleachers set-up used was enlarged to up seating capacity by about 1,000 and thus provide seating for 6,229, and the ice played to good, capacity crowds at most shows.

"Holiday" was in on a two-night basis, with an abbreviated one-hour show at 6:30 p.m. followed by a regular full length performance running about two and a half hours. The early show was priced at \$1 for adults, 50 cents for kids. The second show was scaled at \$1.50 to \$3.00.

**Barn Dance Pulls**

Night grandstand business, a spokesman for the fair said, was about even with last year. Opening night bill offered Howard Keel, Russell Arms, Brenda Lee, the Vikings, and Bambi Linn and Rod Alexander. It played to from 2,000 to 3,000 persons, fair officials said, observing that was about par for opening night. The following night offered the perennial first Saturday night attraction here, the WLS Barn Dance, with Gene Autry as an added lure. The show reportedly played to 8,000, also about par for the night.

Sunday night was given over to a free veterans' show. "West-O-Rama," the Barnes-Carruthers spec, moved in the following night for five nights. Rain hit before the first scheduled performance of the show and it was cancelled. Turnouts the following three nights were described by fair officials as approximately the same as for the corresponding nights last year.

**Promotion Contrast**

Strong promotion was put behind "Holiday on Ice." Promotion behind other grandstand attractions was either nil or woefully weak.

As in the past, the fair was to offer a grandstand show heavy in names on its final Saturday night. Due to appear on that program were Dennis James, James Arness, Duke Ellington, Rhonda Fleming, the Diamonds, and Dick Shawn.

Fireworks were by the Illinois

**Coleman Take**

\* Continued from page 113

Martin acts, and at Norwich, where there was Barnes-Carruthers talent and several elements booked in by Ward Beam, including the Jack Kochman thrill show, a two-day ice show, and Gene Holter's racing ostriches. Martin also had the grand talent here.

**Add Meriden Event**

New York fairs remaining are Altamont, Ballston Spa, and Fonda. A new fair will be inaugurated in Meriden, Conn., the last week in September, Coleman said. Set in a city park, it is under joint sponsorship of the Lions, Rotary and Exchange Club. Coleman played the city centennial last year and was reportedly the first midway there in decades. Business was excellent at the still date in Meriden, with lines forming at rides as early as noontime. Tickets are out now for the fair.

Show will hit Meriden from Rochester, N. H., and goes from there to Stafford Springs, Conn., then Belchertown, Mass. Room on the route was created for the new fair by routing Vic Lagasse's midway into the Coleman date in Farmington, Me.

A new office has been built on a Freuhauf unit and contains three rooms. It has been in use since July.

Fireworks Company, Danville, Ill. Mattinee offerings included six days of harness races, of which five were Grand Circuit events; the traditional veterans' day program consisting of competing veteran drill teams and band units. A 100-mile national championship auto race on the final Saturday and AMA-sanctioned motorcycle races were assured sell-outs for the closing afternoon.

The State Fair advisory board met mid-way in the fair's run and approved plans to spend about \$400,000 to modernize the Coliseum. Under the plan, the structure would be winterized and re-furnished and wooden benches would be replaced by seats which would provide seating for 3,000, an increase of about 500 over the present capacity.

**Elmer Cote**

\* Continued from page 113

derson, secretary; Alex Slowowey, electrician; Henry Wickings, ride superintendent, and Roy Firby, mechanic.

Personnel of show-owned rides are: Merry-Go-Round, William Smith, Alex Corbine; Ferris Wheel, Mike Yonek; Tilt-a-Whirl, Henry Wickings, Melvin Thomas, George Teddy, Thomas Neville; kiddie rides (2), Chuck Arlington, Stan Baker has the Hot Rods and Dark Ride.

Concessionaires include P. &amp; H. Enterprises, cookhouse; Mr. and Mrs. Ed Anderson, floss; Lela Nelson, 7; Mr. and Mrs. Dick McSpadden, 3; Mr. and Mrs. Ralph Gallagher, 4; Bill McCoy, 8; Tom Sutton, long-range gallery; Frank Lackey, jewelry, and Mr. and Mrs. Bud Kemper and Marilyn Kemper, popcorn.

The Cotes sold their home in Detroit and now reside at their winter quarters in Utica. They recently escaped serious injury when a tire blew out on their house trailer, which was demolished in the resultant crash and had to be replaced.

**Outdoor Men**

\* Continued from page 103

in a private plane is Art Briesse, dispenser of fireworks shows.

Air shows have nearly passed from the show business scene, tho such veterans as Art Swenson, who had Austyn's Flying Circus and now runs Swenson's Thrillcade, are leaders in show business. The very fact that planes are in wide daily use is what goes a long way in knocking them out as show attractions in themselves.

Back in the 1870's, such outfits as James Robinson's Circus and the Barnum show featured an airship, which really was a cigar-shaped balloon. Twenty years later balloon ascensions and parachute drops became highly popular, and nearly every fair and small circus had one. By 1909 the airplane also had made its show business entry, this one on the Yankee Robinson Circus as an exhibit. Now the helicopter is a show feature, with trapezists performing on suspended rigging, just as they used to do, and still do, with balloons.

The season of 1909 also is when Alf T. Ringling predicted the time would come when big circuses would travel entirely by airplane. Maybe by the 50th anniversary of his prediction, a fleet of helicopters can hitch onto a plastic dome big top and airlift a whole circus intact from one town to the next.

**CAN PLACE**

Mug Outfit, Diggers, Fish Pond and two or three Hanky Panks. Also can place two Ride Men.

**MOORE'S MODERN SHOWS**  
RUSSELL, KAN.**'Ice Capades'**

\* Continued from page 103

using the John Harris icer, but reports it intends to file another suit against Morris Chalfen, of "Holiday on Ice."

Sam Shayon and Harold Steinman, of the Dancing Waters firm, served notice to the theatrical trade last spring with an ad in The Billboard that it held patents.

"Ice Capades" continued with its "Rhythmic Waters" unit in Atlantic City, and one of its staff people said plans were unchanged for the September 4 opening here. An answer to the suit is being prepared by Harris' attorneys.

Harris has claimed he is not violating the Waters patent. Suit was filed in Federal Court, Trenton, N. J.

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**BILL CHALKIAS****WANTS****SIDE SHOW ACTS**Knife Thrower, Sword Swallower, Mind reader, Inside Lecturer, Taffoon, good Freak to feature.  
GIRLS FOR BALLY AND GIRL SHOW: Sig Anderson, Henry Thompson, Sam Alexander, Red Friend, Bobo Duggan, contact me at once. Long season's work.  
Address: c/o KING REID SHOWS  
Union, Mo., Aug. 20-24; Essex Junction, Vt. Aug. 26-Sept. 1.**★ ROBINSON'S GREATER SHOWS ★**

Want for Dayton Rodeo &amp; Celebration, Sept. 1 and 2. "One of Iowa's Top Labor Day Events."

SHOWS: Well organized Girl Show with own equipment. Mechanical, Wildlife, Fun House, etc.  
CONCESSIONS: Navalities, Foot Loose, Age and Scales, Long Range, Basketball, Spill the Milk, Hanky Panks of all types. Can use Bino Help for this date only. Will book P.C. Dealers for office Fair Game.All replies to **Bob Robinson**  
Greenfield, Iowa, Aug. 19-22; Stockton, Iowa, Aug. 23-24-25.**WANTED**

Ferris Wheel Foreman, one who knows how. Must drive. No booster or chaper. Can use other Ride Help. Can place Hanky Pank Agents for office owned Concessions. Jimmy Wight wants Razzle Agents to play soldiers' Payday.

**UNITED EXPOSITION SHOWS**

6700 Bond St. East St. Louis, Ill.

**AGENTS WANTED**

One Pin Store, one Six Car, 2 Swingers, 2 Bucket Agents who can work, all Hanky Pank Agents. Also one Straight Sales and Jam Auctioneer for 12 Canadian Fairs. Contact

**RED BURTON**

Pembroke Hotel, Pembroke, Ontario, Canada, Aug. 20 and 21.

**COLORED BEACH**

Will grant Concessions to persons with Rides and other Beach Amusements. Will furnish winter quarters. Contact

**E. PORTER,****SHADY BEACH**  
R. 2, Box 162 Smithfield, Va.  
Phone: 2-3623**HUTCHENS MODERN MUSEUM**

Wants to join at once, Girl or Woman for Ride Box. One Ticket Seller, prefer Man and Wife. Also want one more Working Act for long season South.

**JOHN T. HUTCHENS**

Care Wallace Bros. Shows, Mantoloking, Wis. this week; Elkhorn, Wis., follows.

# ROSS MANNING SHOWS

WOODSTOCK, VIRGINIA, FAIR  
August 26-31

Burlington, N. C., Fair  
September 2-7
Rutherfordton, N. C. Fair  
September 9-14
Lenoir, N. C., Fair  
Sept. 17-21

**CONCESSIONS**—Novelties, Ball Games, Scales and Age, Eats and Drinks, Hanky Panks, Penny Arcade, Hi-Striker, Short Range, Photo, Glass Pitch, Bear and Bird Pitch.

**RIDES**—Scrambler, Flying Scooter, Roundup, Kid Rides or any Rides that do not conflict.

Leads can place working Acts for Side Show. Can place Girls for Girl Show; salary out of office.

Write or wire **ROSS MANNING**, Woodstock, Virginia Fairgrounds

## W.G. WADE SHOWS

### MICHIGAN STATE FAIR

DETROIT  
AUG. 30 to SEPT. 8

Due to rearranging location, have room for one more non-conflicting Major Ride, also one Grind Show.

Both must be money getting and of merit.

Wire what you have to offer.

**D. WADE**  
**W. G. WADE SHOWS**  
Escanaba, Mich., (Fair) all this week.

## WORLD OF PLEASURE SHOWS

COLDWATER, MICH., AUG. 19-24; ALPENA, MICH., AUG. 26-30.

Can place Hanky Panks of all kinds, also Straight Sales. Can also place Grind Shows.

Long season South—Fairs start at Jamestown, Tenn., followed by Fayetteville, Tenn.

**Contact: C. W. (BUD) DAVIS, Mgr.**  
Coldwater, Mich., now.

**FAIRS** **FAIRS**

## PAGE COMBINED SHOW

Want for Little Valley Fair, N. Y., August 24-31; Dunkirk, N. Y., Fair, September 2-7; Trumansburg, N. Y., September 9-14; then South for nine good Fairs, Day and night play.

**CONCESSIONS**: Want Eating and Drinking Stands, especially Grab, Custard and Waffles. Good opening for Photos, String Game, Water Games, Roman Target, Coke Bottles, Jewelry, Glass Pitch, Long and Short Range Galleries, Age and Scales. Can place Six Cat, Swinger and Nail Game working for stock.

**SHOWS**: Wildlife, Big Snake, Fat Show, Monkey Show, Mechanical or any neatly framed Show not conflicting.

**RIDES**: Coaster, Scrambler, Scooter, Round-Up and Dark Ride. Al Wallace, contact. Ride Men who drive, come on. Need Tilt and Spitfire Foremen to join on wire. Also want Live Pony Ride. All replies to:

**BILL PAGE, Medina, N. Y.**  
P.S.: Ray Steele, contact immediately if interested in Southern Route.

## FOR SALE

1953 Super Rolloplane. Been up only one time. Used for short season here. No fence or ticket box. \$2,500.00. (Motors, 3 phase.) 1 #125 Allis-Chalmers Gas Engine, like new, used 2 seasons on Tilt-a-Whirl, \$550.00. New Evans High Striker, used only 4 weeks, \$300.00. King-bull Rodeo Kid Ride, new plastic top, new paint on horses. Ride is in first-class shape, \$3,000.00. This equipment can be had now.

**HARRY BEACH**  
Myrtle Beach, So. Carolina

## GOLD MEDAL SHOWS

WANT WANT

### For Maryville, Tenn., Blount County Fair

Week Aug. 26-31

**CONCESSIONS: All Hanky Panks open.**

Wire **JOHNNY DENTON, Ronceverte, W. Va.**

## NORTH CENTRAL KANSAS FREE FAIR

BELLEVILLE, KANS., AUG. 24-30 — 7 DAYS

**CONCESSIONS**: Want Novelties, Age and Weight, Glass, Parakeet and Lamp Pitches, Custard or Ice Cream. We do not have Balloon Darts, Fish or Duck Pond, Pitch-Tilt-You-Win, Bowling Alley or Hoop-La. Can use Ball Games, Coke Pitch and Hats. Will book Six Cats and Buckets with Hanky Panks or Ball Games.

**SHOW**: Will book any Show, including Girl or Side Show with own equipment.

**HELP**: Can place Ride Help, must have chauffeur's license.

**RIDES**: Can book Scrambler, Coaster, Tilt or Kid Rides for this Fair and Northwest Missouri State Fair, Bethany to follow.

**SUNSET AMUSEMENT COMPANY**  
Hampton, Iowa (Fair), thru Wednesday (21); then Belleville, Kans.

## WANT

for  
**SPINDLE COUNTY FAIR**

Gastonia, N. C., Sept. 9-14  
Demonstrators, Pitchmen and Jewelry.  
Answer:

**JACK PARTLOW**  
c/o Airport Amusement Park  
Charlotte, N. C.

## WANT RIDE HELP NOW

Second Men who drive, sober, no cars, no beetles, for Tilt-a-Whirl, Octopus, Merry-Go-Round and Kid Rides. Want #1 Wheel Foreman. This is year-round work. Salary way above average. Now at Meadows Shopping Center, 38th St. & Meadows Drive, Indianapolis, Indiana, until August 31. Come on in. I am short six men. No tickets.

Ask for **BILL GEREN**

**FOR SALE** **LIFE SHOW** **FOR SALE**

Properly framed, flashy, all new canvas (four weeks old). Can be seen at Michigan State Fair, Detroit, Aug. 30-Sept. 8. \$2,000.00. Bring transportation. Reason for selling—New Enterprise—The Giant Paul Bunyon Steers occupying all my time. Can use previous Employees starting at Detroit Fair next week.

**Contact: ARNOLD RAYBUCK**  
Escanaba, Mich., Aug. 19-25.

## WANT

for  
**WAYNE COUNTY FAIR**

GOLDSBORO, N. C.  
Pitchman, Demonstrators and Jewelry  
for New Building. All answer:

**OLAU PEELE**  
c/o Wayne County Fair  
Goldsboro, N. C.

## BILL HAMES SHOWS

WANT SHOWS NOT CONFLICTING  
CAN PLACE RIDE HELP  
WILL BOOK LEGITIMATE CONCESSIONS  
FREE ACT WANTED FOR DATES IN SEPTEMBER

**FOLLOWING ARE ALL FAIRS**

PARIS, TEXAS, AUG. 19-24	ABILENE, TEXAS, SEPT. 9-14
GAINESVILLE, TEXAS, AUG. 26-31	AMARILLO, TEXAS, SEPT. 16-21
MARSHALL, TEXAS, SEPT. 2-7	LUBBOCK, TEXAS, SEPT. 23-28
PALESTINE, TEXAS, SEPT. 30-OCT. 5	

**Contact BILL HAMES, Paris, Texas, this week.**

## 66TH ANNUAL BEAN SOUP CELEBRATION

McCLURE, PA.

September 11-12-13-14-1957

Concessions: Write S. H. Bubb, Chairman, McClure, Pa.

## WANT

Merry-Go-Round or any Major Ride. Veederburg, Ind., Old Settlers, August 22; Ridge Farm, Ill., on streets, August 28-31; Paragon, one of Indiana's oldest and best Labor Day Celebrations, August 31-September 2. Concessions: All Hanky Panks. No flats. Wire

**T. J. SMITH**  
711 S. Main St., Greencastle, Ind.  
Or Phone 1156-J, Veederburg, Monday.

## TENNESSEE VALLEY AMUSEMENTS

Oldest Colored Fair in America, Gallatin, Tenn., next week; followed by 14 County Seat Fairs in Tennessee, Alabama and Mississippi.

Want Hanky Panks of all kinds. Also Glass and Bear Pitches, Balloon Darts, Jewelry. Excellent route for Flashy Bingo. Diggers will mop up. Jimmy Ackley wants Agents for Colored Fairs. Peewee Gamble or any others who have worked for me, come on. Murphy, have same deal for you as last year. Book Octopus or any Flat Ride. Russell Cooper, contact. Will book your Grind Stores also. All Fairs. Want Shows of all kinds. Committes money and insurance. Tilt-a-Whirl for sale with tractor and 2 semis. Like new. Stored in Chicago, price \$4,200.00.

Call or wire **TED MEADOWS, MGR.; RALPH DECKER, BUS. MGR.**, Clarksville, Tenn., now. P.S.: Concessions, come on into Clarksville.

## BALLY GIRLS and TICKET SELLERS WANTED FOR BEST'S CIRCUS SIDE SHOW ON ROYAL AMERICAN SHOWS

Top salaries, long season.  
Address: **DICK BEST**, c/o Royal American Shows, St. Paul, Minn. (Fair), until Sept. 2; then per route.

## WANTED

Scrambler Foreman at once. Also other Ride Help. Want Concessions for Montgomery City, Mo., Centennial, Aug. 30-Sept. 1, and St. Charles, Mo., Fair, Sept. 4-8.

**Mound City Shows**  
Pleasant Hill, Ill.

## MOTOR STATE SHOWS

Want for Wauseon, Ohio, Fair and 100 Year Centennial, August 31-September 3. Hanky Panks only, Hi-Striker, etc. Long Range Gallery, Photos, also Cookhouse, etc., for a long season South—with Tri-Lake Fair, Water Valley, Miss., September 8-14. All Fairs till late closing.

**JOE FREDERICK, Owner-Mgr.**  
Fairgrounds, Hicksville, Ohio, this week; then Wauseon, Ohio, Fairgrounds, August 26-September 3. No phone calls.

## SHOW ELECTRICIAN WANTED

Immediate employment Southern California. Send details first letter.

**BOX A-195**  
The Billboard, 1520 N. Gower St.,  
Hollywood 28, Calif.

## WANT—CARPENTER BROS.' SHOWS—WANT

Milk Bottle, Cat Rack, Add-A-Ball, Number Dart, Bear Pitch, Glass Pitch, Hoopla, Coke Bottle, Age and Weight, Photos.

**Contact NORMAN CARPENTER**  
Elmore, Ohio, Homecoming, Aug. 22-24; Pemberville, Ohio, 4-H Fair, Aug. 28-31; Stryker, Ohio, Labor Day, Sept. 2.

## IDEAL RIDES

Want for Centennial on the streets of Newman, Ill., August 21-25; Denver, Ind., Fair August 26-31; Ashkum, Ill., Labor Day Celebration, with strong September dates following.

Hanky Panks and straight sales. No controlled or alibi outfits. Ride Help in all departments. Definitely no cars.

**HUB LUEHR'S IDEAL RIDES**

## CARNIVAL WANTED

For September or early October. Contact

**PAUL R. FLEURDELYS**  
Phone 3-3451  
or  
**JOHN PAUL ROWE**  
Phone 3-3121, Charleston, Mo.

## KEY CITY SHOWS

Can place for the following Fairs: So. Fulton, Tenn., next week; Louisville, Miss.; Sebastopol, Miss.; Newton, Miss.; Big Dairy Show; Demopolis, Ala.; District Fair and Dairy Show; then Greenwood, Miss., in the heart of the Delta; with others to follow. Out until November.

**CONCESSIONS**: Pitch-Tilt-You-Win, Cork, Hi-Striker, Custard, Milk Bottles, any other Hanky Panks working for stock. No flats, alibi or copies.

**SHOWS**: Monkey Show, Wildlife or any Grind Show. Good proposition. Can place several Agents on office-owned Concessions.

Wire or phone **C. S. PECK, KEY CITY SHOWS**, Corydon, Ind., Fairgrounds this week.

## ENLARGING FOR OUR BIG FAIRS

including Allentown, Pa., and Bloomsburg, Pa.

**DANCING GIRLS, ATTENTION**—Four Girls wanted, must be attractive. Experience not necessary. Guaranteed salary, plus contract.

**BUBBLES**

c/o Rutherford Shows, Watertown, N. Y., this week; Schaghticoke, N. Y., next week. P.S.: Can use experienced Couple to take over Cookhouse mounted on truck. Must be sober and know business.

## FOR SALE

Kiddy cage-type Ferris Wheel, mounted on 2-wheel trailer, all brand new, \$2,000.00 or best offer.

**VERNON LILE**  
TUxedo 6-1006 Hopkinstville, Ky.

## STOCK TICKETS

1 Roll	..... \$ 1.00
2 Rolls	..... 4.50
10 Rolls	..... 23.25
25 Rolls	..... 18.75
30 Rolls	..... 34.00
100 Rolls	..... 44.00

Rolls 2,000 EACH  
Double Coupons  
Double Prices  
No C.O.D. Orders  
Size: Single Tkt., 1x3

## TICKETS

of every description.  
Wheel tickets carried in Stock for immediate shipment.

**THE TOLEDO TICKET CO.**  
Toledo 12, Ohio  
"Allied Trades Union Label used"

Machine	Cash	With Order	Price
1	2,000	.....	\$ 4.95
2	4,000	.....	7.80
3	4,000	.....	8.70
4	3,000	.....	9.45
5	10,000	.....	10.50
6	30,000	.....	15.20
7	100,000	.....	32.00
8	500,000	.....	132.00
9	1,000,000	.....	250.00

Double Coupon Double Price

## WANTED

### MONKEY SHOW TALKER

Must be sober and dependable. Good proposition to right man.

**R. L. CHAMBERS**  
c/o Olson Shows, Des Moines, Iowa

## GIRL SHOW HELP

We are now enlarging Shows for our major Fair Route and can place the following Help for balance of season:

Dancing and Posing Girls. Exaltica, Acrobatic, Oriental, Fan, Hula, Dance of Lovers (clean version) Strabrita, Devil and Virgin and any new or novel dance. Also inexperienced Girls for dancing and posing. Pleasant working conditions, air-conditioned dressing rooms, transportation furnished, wardrobe too if necessary, and top salary with bonus.

Organist with organ.

Talkers who can make clean openings, good appearance and like money. Pitchman for Posing Show.

Candy Butchers, Drivers for semis, Ticket Sellers, General Help.

We have top grade equipment and are booked with only top grade Carnivals. NO DRUNKS OR AGITATORS. We are booked solid until Oct. 27, including South Dakota State Fair and Texas State Fair, Dallas. We have three Units in operation.

**Call or Wire MIKE MILLER**

c/o 20th Century Shows, Fairgrounds, Monticello, Iowa, Aug. 20 to 24.

P.S.: P. W. M., contact me right away.

## COTE AMUSEMENT CO.

CAN PLACE HANKY PANK CONCESSIONS OF ALL KINDS

for the  
**ROMEO, MICH., LABOR DAY PEACH FESTIVAL**

Want Rides, Shows and Concessions for the biggest celebration in Michigan. Sponsored by the businessmen of Romeo. Ride Help in all departments who can stand prosperity. Winos, drunks and chasers, save your time and mine. Bill Postelwaite, get in touch.

Armeda Fair, Aug. 22-25 inclusive, then Romeo.

Contact

**COTE AMUSEMENT CO.**

Armeda, Mich., Aug. 22-25; or Bud Kemper in Romeo, Mich., Aug. 19 on.

DO YOU HAVE A NICE WELL-FRAMED

## SNAKE SHOW

WITH YOUR OWN TRANSPORTATION?

We can place a good Snake, Jungle or Reptile Show starting Labor Day at the Stark County Fair, Canton, Ohio; followed by the greatest proven Southern Route in the country including Knoxville, Nashville, Rome, Atlanta, Columbus, Pensacola, Tallahassee and Savannah. No Gags or strang Freak Acts!

## GOODING AMUSEMENT CO.

1300 NORTON AVE. AX 9-1193 COLUMBUS 8, OHIO

## WILLIAM T. COLLINS SHOWS

RIDE HELP: Want Dodgem Foreman, Octopus Foreman. Also Second Men on all Rides. Must be sober, reliable and have chauffeur's licenses. To these men we will give all year's work.

CAN PLACE COOKHOUSE FOR LINCOLN, MUSKOGEE AND TULSA FAIRS.

CAN PLACE BOSS CANVASMAN (ENOCH BRAFFORD, GET IN TOUCH WITH JIM HIRSHBERG).

CONCESSIONS: Can place a few more Hanky Panks starting at Lincoln, Nebr.

FOR SALE: Parker Baby-Q Merry-Go-Round, in good condition. Delivery at close of season at Tulsa, Okla. Also 16-car Dodgem, 3-years old, perfect condition. Delivery same as above.

**WM. T. COLLINS, MGR.**

ST. JOSEPH, MO., THIS WEEK; THEN PER ROUTE.

## THE CENTRAL AMUSEMENT CO. & THE CAROLINA COMBINED SHOWS

WANT FOR THE FOLLOWING FAIRS STARTING SEPT. 9-14—JACKSON, N. C., FIREMEN'S FAIR, FOLLOWED BY ELEVEN FAIRS IN THE CAROLINAS.

WANT Bingo, Cookhouse, Custard, all kinds of Hanky Panks, Eat and Drink Stands. Can place some P.C. and Grind Stores. Can place one American Mitt Camp. Want Ride Help, also Help in all departments. Want Electrician. Will place any Ride not conflicting. Want worthwhile flashy Shows with or without own outfits. What have you? These are proven fairs. Want to hear from following people: Curley Graham, Ricky Renszill, Roy Beatty, Mitt Camp Lawrence, Oscar White, Johnny Caruse, Floyd Sheaks, Ronnie Cline.

All contact **SHERMAN HUSTED** or **ARCHIE FUTRELL** Myrtle Beach, S. C., until September 5; then as per route.

## TATHAM BROS.' CIRCUS-CARNIVAL

WANT FOR McLEAN, ILL., STREET FAIR, AUG. 22-25; CLINTON, ILL., FREE PANCAKE DAY, AUG. 28-29 (20,000 SERVED LAST YEAR); MASON CITY, ILL., CENTENNIAL, AUG. 31 TO SEPT. 2; MT. PULASKI, ILL., STREET FAIR, SEPT. 4-7, THEN SOUTH. OUT TILL DECEMBER.

Want Hanky Panks of all kind; HELP—Man for Kiddie Rides, also Second Men; all must drive and have license. Pay the best on the road. Want Acts that can work on our stage. Long season if acts are good and price is right.

All Answer **BILL TATHAM, McLean, Illinois**

## COMING EVENTS

- Arkansas**  
DeWitt—Camp Doughboy Reunion, Aug. 19-24.  
DeWitt—Ark. Co. Livestock Show, Oct. 9-12. Harold Kendall.  
Booneville—South Logan Co. Livestock Show, Sept. 2-7. Glen M. Catlett.  
Hope—Third Dist. Livestock Show, Sept. 23-28. Bob Daniels.  
Little Rock—Ark. Livestock Expo & Rodeo, Sept. 20-Oct. 5. Clyde E. Byrd.  
Mammoth Springs—Soldiers, Sailors & Marines Reunion, Aug. 12-17. E. E. Sterling.  
Pine Bluff—S. Ark. Livestock Show, Sept. 9-14. George Hestand.
- California**  
Antioch—Blue Ribbon Horse Show, Oct. 3-6. Ray Stone, 8851 Sunnybrook Lane, Fair Oaks.  
Arcata—Kiwanis Festival, Aug. 19-25.  
Fort Bragg—Paul Bunyan Days, Aug. 27-Sept. 2.  
Modesto—Walnut Creek Festival, Sept. 16-23.  
San Francisco—San Francisco Flower Show, Aug. 22-28. Walter G. Brendel, 1277 Hayes St.
- Colorado**  
Denver—Food-O-Rama (Coliseum), Aug. 29-31. Continental Enterprises, 416 Mercantile Bldg.
- Delaware**  
Wilmington—Delaware Home Show, Sept. 7-15. Paul Walters, 13564 Gulf Blvd., St. Petersburg, Fla.
- Illinois**  
Calumet City—Celebration, Aug. 30-Sept. 2.  
Cresna Park—Old Settlers' Reunion, Aug. 15-17.  
Cicero—Centennial, June 17-Sept. 22.  
Depue—Celebration, Aug. 21-Sept. 2.  
Essex—Homecoming, Aug. 24-25.  
Forest Park—Celebration, Aug. 22-25.  
Kankakee—Federation of Labor Celebration, Aug. 31-Sept. 2.  
Murphysboro—Appis Festival, Sept. 12-14.  
Newman—Centennial, Aug. 31-Sept. 2.  
Palestine—Celebration, Aug. 31-Sept. 2.  
Ridge Farm—Tomato Festival, Aug. 30-31. Glenn E. Donaldson.  
Savanna—Celebration, Sept. 4-8.  
Sireator—Celebration, Aug. 31-Sept. 2.  
Fred SaLuati, 1110 E. Elm St.  
Waterloo—Homecoming, Aug. 29-30.  
Wilsonville—Homecoming, Aug. 23-25.
- Indiana**  
Lagrange—Corn School Celebration, Sept. 10-14.  
Paragon—Celebration, Sept. 2.  
Petersburg—United Mine Workers' Picnic, Aug. 31-Sept. 3.  
Veedsburg—Old Settlers' Day, Aug. 21.  
Whiting—Celebration, Aug. 30-Sept. 2. L. Matura, 8323 S. Mayfield, Oaklawn.
- Iowa**  
Salem—Old Settlers' Reunion, Aug. 30-31. M. Bailey.
- Kansas**  
McCune—Lions Club Fall Festival, Sept. 24-28. T. R. Landes.  
Thayer—Thayer Homecoming, Picnic & Fair, Sept. 4-8. H. M. Minnick.  
Wellsville—Franklin-Wellsville Picnic, Sept. 5-8. J. H. Cramer.
- Louisiana**  
Crowley—International Rice Festival, Oct. 17-19. A. L. Stossell.  
Greensburg—St. Helens Parish Forest Festival, Oct. 28. Ralph E. Hamberlin.  
Kentwood—Tri-Parish Food Feed & Dairy Show, Sept. 19-22. C. B. Temple.  
Leesville—West La. Forestry Festival, Oct. 1-6. Jacob A. Anderson.  
Louisville—Winston Co. Livestock Show, Sept. 2-6. Claude E. Ming.  
Marksville—La. Livestock & Pasture Festival, Oct. 2-5. Kermit Dugote.  
Natchitoches—La. Brewer Festival Assn., Sept. 28-29. L. J. Pissant.  
Opoussas—La. Yambilee, Inc., Oct. 4-5. Billy M. Smith.  
Starkville—Oktibbeha Co. Livestock Show, Sept. 30-Oct. 5. O. F. Parker.  
Tallulah—Centennial, Aug. 28-30. M. C. Stone.  
Tylertown—Washall Co. Livestock Show, Oct. 21-23. Ansel Estes.  
Ville Platte—La. Cotton Festival, Sept. 20-22. Dallas Deville.  
Winnfield—La. Forest Festival, Oct. 2-8. L. L. Brewton Sr.
- Maryland**  
Baltimore—National Home Week Expo., Sept. 24-29. Patrick J. O'Toole, 1010 St. Paul.  
Fair Hill—Cecil Co. Breeders' Fair, Sept. 7-14. William Shelton.  
Princess Anne—Princess Anne Livestock Show, Oct. 4-3. Howard H. Anderson.
- Michigan**  
Edwardsburg—Lions Club Celebration, Aug. 23-25. H. T. Smith.  
Farwell—Celebration, Sept. 1-2.  
Pawley—Centennial, Aug. 21-24.  
Millington—Homecoming & Celebration, Aug. 28-31.  
Port Huron—Thumb Dist. Plowing Match, Oct. 2. Simpson Pynnonen.
- Minnesota**  
Cokato—Celebration, Aug. 12-14.
- Mississippi**  
Calhoun City—Calhoun Co. Livestock Show, Sept. 25-27. C. B. Duke Jr.  
Houston—Chickasaw Co. Livestock Show, Aug. 28-31. Mrs. A. J. Harrington.  
Lucedale—George Co. Livestock Show, Oct. 4-5. B. J. Hillbrun.  
McComb—McComb State Dairy Show, Sept. 9-14. Dr. D. W. Williams.  
Newton—Newton State Dairy Show, Sept. 16-21. Paul W. McFullan.  
Picayune—Pearl River Co. Livestock Show, Oct. 2-5. J. M. Sinclair.  
Pontotoc—Pontotoc Co. Livestock Show, Sept. 17-21. Ernest Weatherly.
- Missouri**  
Concordia—Concordia Fall Festival, Sept. 28-30. Dr. P. O. Gsemann.  
Gallatin—Davies So. Jr. Livestock Show, Aug. 28. Geo. H. Schmitt.  
Kansas City—American Royal Livestock Show & Horse Show, Oct. 18-26. C. M. Woodard.  
Lucerne—Lucerne Stock Show, Aug. 24-31. K. K. Blanchard.  
Maryville—Nodaway Co. Baby Beef & Pig Club Show, Sept. 18. Kenneth Walkup.  
Monett—Lawrence-Barry Dairy Show, Sept. 4-7. Helen Sager.
- Nebraska**  
Falls City—Centennial, Aug. 26-31. J. C. Stephenson, P. O. Box 5.  
Omaha—Ak-Sar Ben Livestock Show & Rodeo, Sept. 26-29. J. J. Isaacson.
- Nevada**  
Carson City—Admission Day Celebration, Oct. 31.
- New Mexico**  
Artesia—Eddy Co. 4-H & PFA Livestock Show & Sale, Oct. 24-28. Richard & Mark.  
Las Vegas—San Miguel Co. Jr. Livestock Show, Sept. 17-18. Wayne Ledger.  
Santa Fe—Santa Fe Fiesta, Aug. 30-Sept. 2. Mrs. Helene M. Bass.
- North Carolina**  
Williamston—Homecoming, Sept. 2-7.
- Ohio**  
Antwerp—Homecoming and Street Fair, Aug. 12-17.  
Barberton—Celebration, Aug. 29-Sept. 2.  
Cincinnati—Food and Home Show (Zoo), Aug. 13-28. J. F. Heuser.  
Jackson—Apple Festival, Sept. 18-21.  
Kalida—Pioneer Day Celebration, Sept. 4-7. Hubert H. Dickman, Box 187.  
Mansfield—Street Fair, Aug. 19-24.  
Nelsonville—Parade of Hills, Aug. 24-31.
- Oregon**  
North Portland—Pacific Intl. Livestock Expo., Oct. 19-26. Walter A. Holt.  
Portland—Portland Hi-Fidelity Music Show (New Heathman Hotel), Sept. 12-15. Jack Matlack.
- Pennsylvania**  
Harrisburg—Pa. Jr. Dairy Show (Farm Show Bldg.), Sept. 19. Rex Carter.  
Olyphant—Northwestern Pa. Vol. Firemen's Federation, Aug. 28-Sept. 2. J. Chichilla.
- South Dakota**  
Canova—Commercial Club Pancake Day, Oct. 5.  
Colton—Horse Show, Sept. 2.  
Gregory—4-H Achievement Days, Aug. 10-22.  
Kadoga—Celebration & Barbecue, Sept. 2.  
Lead—Celebration, Sept. 2.  
Mitchell—Blue and White Day, Oct. 5.  
Mitchell—4-H Show & Sale, Sept. 10-11.  
Mitchell—S. D. Market Hog Show, Sept. 24.  
Newell—Celebration, Sept. 2.  
Newell—Western S. D. Stud Ram Show & Sale, Sept. 20-21.  
Sioux Falls—National Cornhusking Contest, Oct. 10-11.  
Sisseton—Kiwanis Horse Show, Sept. 1.  
Vermillion—Days of '59, Aug. 21-23.  
Wagner—Celebration, Sept. 2.  
Winner—Celebration, Sept. 1-2.  
Yankton—Pioneer Day, Oct. 5.
- Tennessee**  
Athens—McMinn Co. Jr. Dairy Show, Sept. 4-8. M. W. Lowry.

(Continued on page 124)



**PARAKEETS**  
NEW LOW PRICES  
Shipped Daily  
Safe Arrival  
CHROME CAGES 40¢  
Big Flash  
All Set Up  
**CHICAGO BIRD & CAGE CO.**  
422 S. State St. Chicago, Ill.  
Phone: WEster 9-4191

**WANTED IMMEDIATE AUCTION JAM MAN**  
Nate Gordon, contact. Must be good money-getter, fast and clean. No laries. Big percentage, big money to right man. Come on or write to Sedalia, Mo. Big fairs to follow.  
**JACK TAYLOR, THE ENGLISHMAN**  
Care Ceflin & Wilson Shows  
Sedalia, Mo.

**CAN PLACE**  
Man for Octopus. Sober and drive truck. All year work for right man.  
**MOORE'S MODERN SHOWS**  
Russell, Kan., August 19-24; Benkelman, Neb., 26-28; Imperial, Neb., 29-31.

**FOR SALE**  
Funhouse, double decker, good condition; new Air Compressor, 3 air outlets; Turntable Skeleton; Frigidaire Trailer, 30 feet, 45 foot spread, with or without Tractor. Sickens reason for selling.  
**W. R. ANDERSON**  
c/o Bob Hammons Shows, Andarkz, Okla., Aug. 19-24.

**WANTED**  
BIG ELI  
FERRIS WHEEL  
FOREMAN  
**TOP SALARY**  
IF YOU CAN QUALIFY  
MUST DRIVE  
BE SOBER AND RELIABLE  
LONG SEASON  
SOUTHERN ROUTE  
UNTIL NOVEMBER 15  
CAN ALSO PLACE  
FOREMAN FOR  
NEW MON-O-RAIL RIDE  
CAN ALSO PLACE  
GOOD RIDE EMPLOYEES  
ON ALL RIDES  
**GOODING**  
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**SOMERSET, OHIO**  
★ **SESQUI-** ★  
**CENTENNIAL**  
CELEBRATION  
SEPT. 23 THRU SEPT. 28  
WANTS  
LEGITIMATE CONCESSIONS  
OF ALL KINDS  
EXCEPT  
BINGO, FOOD, SOFT DRINKS  
AND CONFECTIONS  
CONTACT  
**F. J. DITTOE**  
CONCESSION SUPT.  
SOMERSET, OHIO

**NOW BOOKING CONCESSIONS**  
Hanky Panks only for National Dairy Cattle Congress. Outlook promises greatest attendance in history of Fair.  
15 Rides on Midway.  
No Rides or Shows needed.  
SEPT. 28 THROUGH OCT. 5  
Larsen & Trueblood Rides.  
**ELECTRIC PARK**  
Box 442 Waterloo, Iowa

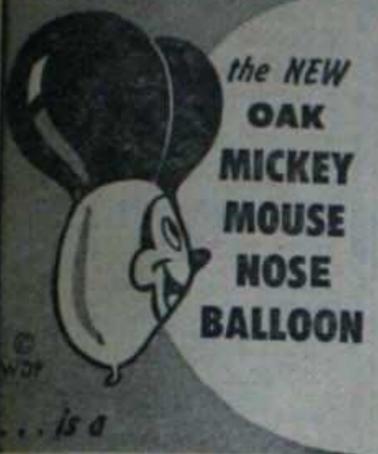
**BILL KEMP**  
WANTS  
**DROME RIDERS**  
c/o ROYAL AMERICAN SHOWS  
MINNEAPOLIS, MINN.,  
AUG. 19-SEPT. 2

**WANT CONCESSIONS TIP TOP SHOWS**  
Caledonia, Minn., August 21-24;  
Cloquet, Minn., August 31-September 2; Blair and Berlin, Wis., to follow.

**Wanted Immediately**  
Foreman for new Scrambler Ride.  
Wire or Phone  
**CRAFTS 20 BIG SHOWS, Inc.**  
7383 Bellaire Avenue  
North Hollywood, Calif.  
Phone: Pooler 52909 or 58339

**WANT TO BOOK**  
On Show with good route of Southern Fairs after Labor Day.  
NEW ALLAN HERSCHELL KIDDIE MERRY-GO-ROUND. ALSO COTTON CANDY.  
Have own Insurance and Transportation.  
**JAMES V. WALTON**  
443 Thompson Road, S. Syracuse, N. Y.

## NOW with NOSE



the NEW  
**OAK  
MICKEY  
MOUSE  
NOSE  
BALLOON**

**BIGGER SELLER  
THAN EVER!**

A GOOD JOINT:

- PRE-SOLD THRU TV
- OFFICIAL CLUB-BALLOON

**NOW WITH  
RED EARS AND NOSE**

No. HMS—Stretched for bigger value at the handout

**HIT THE STREET FOR BIG DOUGH  
WITH THIS HOT OAK EXCLUSIVE  
SEE YOUR JOBBER TODAY!**



**48 STUFFED TOYS**  
Sample Ass't. 1 dozen each of 4 following items... \$19.10

- 24" TAFFETA CLOWN-DOLL... \$6.50 dz.
- 10" ASSTD. PLUSH DOGS... \$6.00 dz.
- 13 1/2" PEASANT DOLL, colorful \$6.00 dz.
- 3" Chonille Dogs, moving eyes \$7.20 gr.

### SPECIALS!

- 28" TAFFETA BEAR, bagged \$15 dz.
- 27" RAYON PLUSH BEAR 19.50 dz.
- 36" TAFFETA CLOWN, bagged \$12 dz.

F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. FREE: NEW 46-page catalog of 400 plush and carn. items.

**ACE TOY MFG. COMPANY**  
334 Broadway, N. Y. C. WA 5-3234

**\$139.50 VALUE**  
**NEW PRICE \$42.95**  
6 Ass't. Men's WATCHES  
With Expansion Band, Ladies' with Cord Band.  
GRUEN—WALTHAM—BENRUS—SULOVA—ELGIN.  
Sample Watch \$7.95.  
Reconditioned, guaranteed like new. Wholesale only—25% with order, balance C.O.D. 3-Day Money-Back Guarantee. Send money order or certified check. Write for FREE 1957 Catalog "B."

**MIDWEST WATCH CO.**  
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**J A R D E A L S** we MANUFACTURE all **T I P B O O K S**  
**LOOSE TICKETS BINGOS—TIP BOOKS**  
Write for Low Prices  
**Gam Sales Co.**  
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PH. 4-1451 PEORIA, ILL.

**WE ARE TEMPORARILY LOCATED**  
At 1014 S. Halsted Street on the second floor.  
**M. K. BRODY**  
1014 S. Halsted St., 2nd floor  
Chicago, Illinois  
Phone: MOnroe 6-9520

## MERCHANDISE TOPICS

Universal Plastic Laminating Company, 9304 Santa Monica Boulevard, Beverly Hills, Calif., is offering the Universal Laminating Press that seals in plastic without heat. The press weighs eight pounds and operates in space 8 by 12 inches. The press will laminate wallet-size cards or even 5 by 7-inch photos, clippings, drivers' licenses, etc., in less than a minute. The company, headed by Joe Archer, well known in outdoor show business, also handles the plastic, Lamcold, a product of Eastman Kodak Company. The unit is portable and no chemicals, heat, electric current or expensive equipment are needed. The unit sells for \$39.50 complete, f.o.b. Los Angeles, and the company backs up the quality of the machine with a 10-day money-back guarantee. The press has been well received at fairs, home shows and celebrations where it has been used by operators, who can make from 1,000 to 2,000 per cent profit, as the laminations cost approximately 5 cents each and sell from 50 cents to \$1 each.

Tee Jay Toy Company, 48 West 20th Street, New York, reports that sales on its all-plush, all-cotton-stuffed 30-inch bear, selling at \$20 a dozen, are moving at a brisk pace now that the fair season is under way. They claim that concessionaires and game operators are finding the bear to be a popular item on the midway. Tee Jay also manufactures a complete line of plush and cotton dolls and toys, plus souvenir pillows which are imprinted according to the purchasers' specifications. Interested concessionaires, primarily those who would want the souvenir pillow imprinted with the names of the fairs which they will be playing, are requested to write for a complete price list now.

S. L. Bach, of Economy Distributing Company, 5622 1/2 B Lankershim Boulevard, North Hollywood, Calif., is offering an assortment of imported pictures of birds that are hand-made of feathers. Bach states that the colors are vivid and that the eye-appeal accounts for immediate sales. The feathered creations are in shadow box frames, 13 1/2 by 15 inches and three inches deep. Samples are available with a special price for three or more. Bach recommends the item for men calling on gift, credit jewelry, department and furniture stores.

Consterdine Enterprises, 4844 Lakewood Avenue, Detroit 15, has just released its Dento-Matic Toothpaste Dispenser, which holds any size tube in a gleaming white styrene case. The handsomely designed oblong case is easily fixed to the bathroom wall. Two levers dispense a perfect brush-length ribbon of paste each time. Dento-Matic empties the tube without waste, mess or lost caps. It comes complete with wall bracket and adhesive and the firm backs it up with a guarantee. Write for complete details.

The Pioneer Rubber Company, 407 Tiffin Road, Willard, O., is offering its new 9, 11, 14 and 16-inch Quick Pitch Qualatex Balloons. These come in five models, four-color polka dots on white or transparent balloons, four-color stripes on white or transparent balloons, two-color patriotics on white or transparent balloons, white snowflakes on assorted color and transparent balloons, and two-color stars on white balloons. They also have white stars on assorted color balloons. You must see the new balloons in order to appreciate them. The firm says they are available for immediate delivery.

## PIPES FOR PITCHMEN

By BILL BAKER

GEORGE F. DAVIS... of Wilmington, Del., writes in to pay tribute to Ed Fitzpatrick, whose death recently was listed here and in the Final Curtain. Fitz entered the pitch business selling (and later making his own) tire patch. In later years he made a host of friends in pitchdom, especially among the lads who sold his glass-cutter tools and punch needles. He had supplied the field with pitch items since 1922.

PITCHMEN... will be interested in the new \$350,000-plus Farmer's Market and Auction, now under construction on Route 60, Virginia Beach Boulevard, Norfolk, Va. The market is scheduled to be open and operating by October 1, and Dudley Cooper, assistant secretary-treasurer of the firm backing the new venture, invites pitchmen and demonstrators to participate in the new sales center. In the event that you're interested, Dudley's address is Farmer's Market, Inc., 163 W. Olney Road, Norfolk, Va. Cooper notes that over 80 per cent of the space in the Arcade-type structure has already been leased. Built on a 33.7-acre site, the market will enclose 70,000 square feet of floor space. Blacktop parking for 1,500 cars is included in the present plans, with space reserved for an additional 3,500-car parking lot. Dudley says the center will be a combination shopping center, supermarket and discount house all under one roof, operating three days a week.

DANIEL E. McSHANE... of Charlotte, N. C., typewrites that he plans to visit Newark, N. J., in

the near future and he's anxious to learn the address of the pitchmen's headquarters there, mention of which he has read in the column on a number of occasions in the past. McShane hasn't been in the Newark sector in years and he would like to renew acquaintances with some of the lads he used to know years ago. Will one of you Newark laddies please shoot McShane the address of the headquarters? His address is 1807 Hedgewood Place, Charlotte 4.

### Five Years Ago In Pitchdom

Little Chief White Eagle was pitching herbs in Los Angeles after a jaunt thru the Midwest with the Royal Midwest Shows... Joe Keown, sheet worker, abandoned the field to become a traveling broker for a Chicago firm... Dave Rose completed a stand on Maxwell Street, Chicago, and left to make fairs thru the Midwest... Jimmy Lobaugh was working Montana fairs with Svengali decks to good business... Bob Roach, confined in an Oak Forest, Ill., sanitarium, was expecting his release by late fall.

Tyler Ward and Big Al Wilson were big winners in Springfield, Ill., with mice and combs... J. B. Clark and wife were doing well in Ohio with white mice and cards... Herb Casper was working Illinois fairs with kitchen gadgets and jewelry to okay results... D. N. Kidd was working kitchen gadgets and towels thru the South... Landrus the magician was with the Zarlinton Players in Texas.

## JOY CARNIVALS' FELT HAT SPECIALS

**PORKIE PIE** w/feather  
\$5.25 Doz. | \$60.00 Gr.



**UNION & CONFEDERATE GARRISON CAPS**  
\$4.50 Doz. | \$50.00 Gr.

**ROBIN HOOD HAT** w/feather  
\$2.00 Doz. | \$21.00 Gr.



**KIDDIE FELT ETON CAPS**  
\$2.00 Doz. | \$22.50 Gr.



**BLACK DERBIES**  
\$4.00 Doz. | \$45.00 Gr.



**10 GALLON WESTERN HATS**  
\$7.00 Doz. | \$78.00 Gr.



**WESTERN COWBOY HAT**  
\$5.50 Doz. | \$60.00 Gr.



**ROCK & ROLL PORKIE PIE**  
\$5.25 Doz. | \$60.00 Gr.



**PIRATE HAT** w/degger  
\$3.25 Doz. | \$42.00 Gr.



**ROCK 'N' ROLL BEANIE**  
\$2.75 Doz. | \$32.00 Gr.



**UNION OFFICERS or CONFEDERATE OFFICERS**  
\$7.50 Doz. | \$84.00 Gr.



1/2 Deposit With Order, Balance C.O.D.

**SCHATTUR NOVELTY CO.**

144 Park Row, New York 7, N. Y.

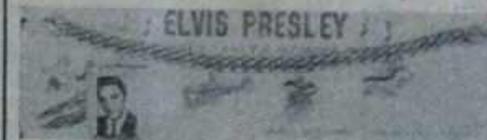
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### FACTORY CLOSEOUT

## ELVIS PRESLEY CHARM BRACELETS

\$3 per dozen—\$30 per gross on this item which never sold for less than \$1 retail. Sturdy gold-plated chain with our charms: hound dog, heartbreak heart, guitar and miniature framed photo of Elvis. Bracelets each individually carded with clear protective wrapper.

Enclose check, cash or money order with your order



**DEXTER MFG. CO.**  
100 Stewart Street  
Providence 3, R. I.

### NOTICE, ENGRAVERS—26 NEW NUMBERS READY AT LOWER PRICES



\$22.20 Gr.

Heart or Round, 24 in. Necks.  
Bracelets—polished Gold or Nickel plated, \$24.00 Gr.  
"We Manufacture Ours."



Girls', Ladies', Boys' & Men's Photo Idents—Chrome Plated \$4.50 Doz.  
Girls', Ladies', Boys' & Men's Expansion Idents—Chrome Plated \$4.00 Doz.

**DEXECO, INC.**

Manufacturers of Engraving Jewelry  
191 South St. Providence 3, R. I.

Catalog with new numbers ready for engravers and demonstrators. State your business.

### ONLY \$8.80 FOR SAMPLE KIT #102

10 of our latest and HOTTEST promotional items. Re-order just the items you desire. You must be delighted with our sample kit or money refunded immediately. Send us \$8.80 today for your kit or write for FREE listing.

**WRITE FOR FREE LASKO FAN BROCHURE**

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### Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Gum, Special Bingo Merchandise.

### Catalog Now Ready—Write for Copy Today

**IMPORTANT!** To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACMC PREMIUM SUPPLY CORP.**  
2201 Washington Ave., St. Louis 3, Mo.



Men's Expansion Photo Idents from \$4.30 doz.

Boys', Girls', Men's, Ladies' Expansion Idents from \$4.00 doz.

### ENGRAVERS AND DEMONSTRATORS: ATTENTION!

**WRITE FOR CATALOG**

Heart of Round Necklace on 36" chain, Nickel or gold plated \$24.00 Gr.  
Bracelets \$27.00 Gr.



**McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.**

4-Pc. Pearl Set FREE With Every Lady's Watch Set. (Min. Order 6—a Cel-Max Limited Offer.)

A Sparkling CEL-MAX Success!



Ladies Rhinestone WATCH SET

\$7.95

Beautiful Jeweled RHINESTONE WATCH with sleek band... Glittering Necklaces... Stunning Bracelet... Smart Earrings... Yes... a distinctive 4-Pc. SET in an exquisite satin-lined gift box!

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four \$210 Girl Show Runners with Entrance Banner, \$50, good condition. Bad health, must sell. D. Beazer, 403 Goldboro, Sanford, N. C.

**36-FOOT SPILLMAN—3 AHEAD, 36**  
horses, 2 chariots. Can be seen in operation until Labor Day. Burke Campbell, 1106 Maple, Longview, Texas.

**INSTRUCTIONS BOOKS & CARTOONS**

**FIND PROFITS IN FASCINATING HAND-**  
writing analysis! Complete booklet tells you how. Free instructions, details. Ben Kandel, 202-B Jefferson, Edenton, Ga. \$2.00

**HOW TO MAKE MONEY WITH CARNIVAL**  
Games. 144-page book, 35 illustrations, \$2 postpaid. Byron Fox, 1288 Yassamita, San Jose 28, Calif.

**LEARN AT HOME**  
**COURSE IN FOOT CARE**  
FEET TIRED? TOO LARGE? POOR CIRCULATION? Get relief at home by taking "A Course in Foot Care." PRICE \$1.00. Write "Foot Care" P. O. BOX 8277 Birmingham 8, Ala.

**MAGICAL APPARATUS**  
BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 356. Free! Show business book catalog. Ireland, B-105 North Dearborn, Chicago 2.

**NEW 122-PAGE ILLUSTRATED CATALOG**  
Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 90% wholesale. Sub-miniature radiophones for miniature easily concealed. Brochure prices on request. Nelson Enterprises, 328 South High, Columbus, O.

**MISCELLANEOUS**

**MINIATURE RAILROAD CARS & TRACK.**  
Ideal "Kiddie" Ride for Carnivals, Parks, Shows, etc. Complete of 2 cars and 522 pieces of steel track, mixed straight & curved. Track is welded to steel "U" with rails set 30" apart. Cars are all steel with 2" diameter tapered steel wheels. Prices less than half the original cost. For complete details write the Falley Supply Company, 2245 E. Vermont Ave., Dept. MT-1, Los Angeles 26, Calif.

**PERSONALS**

**DAN HAGERTY MUST LOCATE HIS**  
brother John Hagerty at once. Anyone knowing his address please notify Dan Hagerty at Franklin, Tenn. au28

**FEMALE IMPERSONATORS—WRITE BOX**  
C-221, c/o The Billboard, Cincinnati 22, O.

**PHOTO SUPPLIES DEVELOPING—PRINTING**

**COMIC FOREGROUNDS AND BACK-**  
ground, Direct-Positive Cameras, Filters, Chemicals, Moulds, Glass Frames, Photo Novelties, Miller Supplies, 1236 Franklin, St. Louis 8, Mo. 7P

**PHOTO BRIGHTENERS, LAMERAS, I.F. PAPER,**  
Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1246 W. Cortez, Chicago 22, Ill. ch-17P

**PRINTING**

**A-1 TESTED SHORT RANGE TARGETS, 43**  
per thousand; one day service. Free samples. Flow Arts Press, 1018 Donald, Peoria, Illinois. au28

**ALWAYS SPEEDIEST SERVICE ON QUAL-**  
ity Window Cards. Three color 14x22 Posters, 50 hundred; 17x26 size, \$12.50. Posters for all amusements, dances, sports. Colored day-glo bumper stickers, \$435 letters, adhesive back, \$13 hundred postpaid. Tribune Press, Dept. 337 East Park, Ind. au23

**POSTERS of all descriptions.**

In an age of specialization—Deal with "Specialists." Price list available upon request.  
IN A.M.—OUT P.M.  
**WINDEX SHOW PRINT CO.**  
5809 Woodland Ave. Philadelphia 43, Pa.

**TARGETS FOR SHORT RANGE GALLERY,**  
\$5 per thousand, samples on request. Admiral Printing Co., 420 E. Balfo St., Baltimore 2, Maryland.

**SALESMEN WANTED**

**ANYONE CAN SELL FAMOUS HOOVER**  
Uniforms for beauty shops, waitresses, nurses, doctors, etc. All popular miracle fabrics—nylon, dacron, orlon. Exclusive styles, top quality. Big cash income 100%, real future. Equipment free. Hoover, Dept. H-108, New York 11, N. Y. 8P

**GOLDMINE OF 600 MONEY MAKERS—**  
Free copy. Specialty Salesman Magazine, Desk 22-B, 367 North Michigan, Chicago 10. ch-2P

**MANILA DONS, IMPORTED PHILIPPINE**  
cigars. Revolutionary new type of packaging "air tight plastic bags" insure factory freshness. Write: Manila Dons, 2768 Mendocino Ave., Oakland 18, Calif. au19

**\$300 FIRST WEEK OR MONEY BACK—**  
New Glow Ad Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10. ch-1P

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES—WORLD'S**  
finest; best designs, colors and supplies. Free catalog. Oren Jensen, 120 West 83rd St., Los Angeles, Calif. au16

**WANTED TO BUY**

**WANT TO BUY—25,000 USED 78 RPM**  
Records. Will pay 3¢ each. Buster Anderson, Happyland Shows, Caro, Mich.

**HELP WANTED**

**REGULAR CLASSIFIED ADS... Set**  
in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum 54 CASH WITH COPY.  
Forms Close Wednesday for the Following Week's Issue

**CONCESSION AGENTS, ONE WHO HAS**  
had experience on games with carnivals, amusement parks or beaches. Give full details in first letter. A rare opportunity for right man. Harry Germain, P. O. Box 292, Newark, N. J.

**DRAMATIC ADDRESS, OPEN SEPT. 8,**  
Class 3545, State salary. Ken Hodja MacLennan, Box 2427 CBS, New Smyrna Beach, Fla.

**IF YOU WANT TO EARN MONEY FAST**  
13¢ and 20¢ free sample stockings of new Stridex DuPont Nylons to sell at only \$1 a pair. American Mills, Dept. 820, Indianapolis 7, Ind. up

**GIRL—TALL, ATTRACTIVE, TELEPHONE**  
promotion work. High earnings, top percentage. Travel or work steady here. D. Roger Francis Associates, 18 North Willow St., Trenton, N. J.

**LADY HAMMOND ORGANIST WITH**  
wonderful, steady work. Send recent photo and all information in first letter. Rhine Cafe, Anderson, Ind.

**ORCHESTRA—4 OR 5 PCS., VACATION**  
ent. ready NY State. Immed. to Sept. 22. Km. & Dd. State instrumentation wages expected first letter. Box 1254, 1501 B'way, New York.

**STRIPPERS—CLUB WORK, NO GRIND,**  
three 15-minute spots. Send photos and full details first letter. Stay 13 weeks get full transportation. IH-RE Enterprises, Box 4214, Sta. A, San Antonio, Tex.

**WATCH SPECIALISTS**

Men's Copy \$275, Dia Watch, 3 New Styles Every Looker A Buyer \$4.30; Boxed \$7.25. Mail Ad 10¢ per Sets \$8.95; 5¢ per \$4.60. Thin Metal Men's 172 \$9.95; Ladies \$8.95. 22 Jewel, Natl. Adv., Very Thin Men's \$18. Catalog Available.

**AT LIBERTY ADVERTISEMENTS**

5c a Word Minimum \$1  
Remittance in full must accompany all ads for publication in this column.  
No charge accounts.  
Forms Close Wednesday for the Following Week's Issue

**CIRCUS & CARNIVAL**

**SOLICITING OFFERS 1958—BAYS CIRCUS**  
Bays, Two People, Dogs, Hobbies, Birds, Music, Puns. Describe on request. Box C-251, Filadelfia, Va. au23

**MISCELLANEOUS**

**HYPNOTIST—FOR STAGE, PRIVATE**  
parties and lecture demonstrations. For information write Neige F. Diehl, Route 3, Stanton, Va. au28

**PALMIST DESIRES WORK—VERY**  
touchy, enchanting, exuberant, eyes-like. Work given about also do hair and nails. Free to travel. Rose Davis, Avella, Pa. Phone Ly 7-8225

**MUSICIANS**

**ALTO SAX, CLAR. READ, TAKE 18 YRS.**  
experience, married. Prefer location, will consider part time job. Flow Riverato, 409 Cedar St., Ironwood, Mich. au28

**AT LIBERTY—4 PITCH COUNTRY AND**  
Western Band, Radio, TV, Recording experience. Read or Take, Vocal, Solos or Duet. Very versatile, available Sept. 20. Box C-222, c/o The Billboard, Cincinnati 22, Ohio.

**BARITONE TENOR SAXHORN, DOUBLING**  
Clarinet and Bass Clarinet, 32 yrs. old. Formerly with Henry House, Ted Weems, Al Demuth, Russ Morgan. Would like to play on a steady working band. Frank Pimble, Box 314, Cecil, Pa. Canal 3-4286. au19

**CONCERT PIANIST—OFFICIAL ACCOM-**  
panist for International Platform Assn. Conventions. Brilliant soloist; reliable, will travel. James Stout, 18 W. Ontario St., Chicago 10, Ill. au26

**ELECTRIC GUITAR—TAKE OFF,**  
Straight Lead or Rhythm. Read or Take, Rhythm, double Flinn, Union, Locations preferred. John E. Meyer, Gen. Del., Colonial Beach, Va. au9

**GUITARIST—WESTERN, HILLBILLY, POP,**  
Radio, Clubs, TV. Experienced, sober, dependable. References, photo. Write L. Lee, 819 Gilmore N.W., Canton, O.

**HAMMOND ORGANIST, HAVE FULL-SIZE**  
Hammond with both Leslie and Hammond Speakers, play all types of music. Now on location for the summer season, will be available after Sept. 1 for smart cocktail lounge or hotel. Southern bookings preferred. Photos on request. Write Freddie Sheppard, c/o Witherill Hotel, Plattsburgh, New York.

**PIANO MAN AVAILABLE IMMEDIATELY**  
for small commercial combo. Prefer South. Experienced. Jimmy Moore, 1120 Montauk Ave., Mobile, Ala. Tel. HX-6003 3-0463.

**TRUMPET—COMED WORK PREFERRED.**  
Play all styles, shows. All offers considered. Kenny Bookler, 418 W. Third, Garnett, Kan.

**PARKS & FAIRS**

**ANIMAL ACTS & VARIETY NOVELTY**  
Acts of all description. Phone R-1196. Address: 3015 Oliver St., Variety Artists, Ft. Wayne, Ind.

**BALLOON ASCENSIONS, PARACHUTE**  
jumping for parks, fairs, celebrations. Claude L. Shafer, 1941 S. Dennison, Indianapolis 21, Ind. au19

**FEARLESS STARS—HIGH CONTORTION**  
Trapeze Act available for Southern Fairs starting Labor Day week. For open time contact Jerry D. Martin, Billboard Publishing Office, Cincinnati, O. au9

**"JOEY," THE MAGIC CLOWN—STROLLING**  
Clown, Advertising Clown, Salesman. For details write George Fehler, 3642a Montana, St. Louis 16, Mo.

**OUTSTANDING PLATFORM TRAPEZE**  
Act. Available for all types of outdoor events. Flashy paraphernalia, seal act. For literature, details, address Charles La Croix, 1204 South Anthony, Fort Wayne, Ind. Telephone: Kestrock 3312.

**THE DEATH FLUNGE, AS FEATURED BY**  
Fox Movie Trize, is bringing in more customers than some arenas, fairs and carnival celebrations can handle. It's the assignment stuntmen fear most. It really separates the men from the boys. Besides grabbing large chunks of audience attention here in U. S. it has made a hit in South America and drawn heavy patronage on the islands of Bermuda and Honolulu. This high diving presentation is talked about and discussed long after it has left a town. Contact Capt. Max Productions, 454 Lamplier Place, Warren, Ohio N. E. Tel. 432377. au26

**VOCALISTS**

**A & B MAN—SMALL CALIFORNIA LA-**  
bel, former president of Songwriters Club; salary open. 12118 Roma, Whittier, Calif. Oxford 9-7284. au26



**Quick Photo Invention!**  
PDQ CAMERA  
Makes finished photos in 2 minutes. Takes and flashes 20 to 40 overexposed black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED"

direct positive paper. Photos also 1/2x3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER Camera.

**PDQ CAMERA CO.**  
1848 W. Cortez Chicago 22, Ill.

**4-PC. PEARL SET FREE**

Based necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.



**Choice Lot 6 FOR \$49**  
All famous makes—complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$1.95.)

**Assortment, Men's Elgin, Waltham, Complete w/11 Expansion Bands \$69.50**  
Sample \$8.95

**SPECIAL LOT—Men's Elgin, Waltham Watches \$6.45 Each**  
Reconditioned and Guaranteed. Expansion Bands included

1-Day Money-Back Guarantee.  
25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

**You Always GET A BETTER DEAL AT WEINMAN'S**

182 S. Main St., Memphis, Tenn.

**100% Mark Up on \$2.25 Item LAWN RAZOR**

Trims Grass Like a Razor Shaves  
A unique, lightweight folding sickle equipped with a tempered steel, razor-sharp replaceable blade and guard or uses 9 double-edged razor blades. A fast mover at Fairs, Home Shows, Exhibitions, etc. Sales Agents wanted.

Write for literature and details  
**North Wayne Tool Co.**  
OAKLAND 1, MAINE

**NEW LOW PRICES POLISHED ALUMINUM IDENTS CHILD'S ASST.**

No. C34 GROSS \$2.75  
SEND FOR FREE C57 CARNIVAL CATALOG  
25% Dep. With Order, Bal. C.O.D.

**"CLOSEOUT EARRINGS"**

Also Scatter Pins, Necklaces and Bracelets, better grade, usually \$6.75 per doz. and over for \$3.75 per doz.

**LOW PRICE EARRINGS**  
Stone & metal, well made, nice design, non-tarnish, clean. \$1.80 doz.; \$20.00 gross.  
**NOVELTY SCATTER PINS**  
**Princess Fashions, Inc.**  
\$3.75 doz. (in cotton filled boxes.) 20% with order, balance C.O.D.  
1 Washington Ave., Dept. B Providence 3, R. I.

**SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

HOTTEST FAIR ITEMS OF THE YEAR

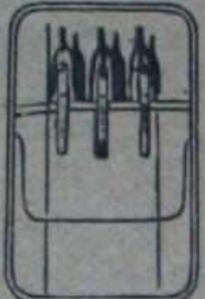


No. 25/50 Shrunken Heads, 3 1/2" Dozen \$2.40 Gross \$24.00

No. 25/51 Foam Rubber Dice, 1 1/2" Dozen \$4.20 Gross \$45.00



No. 23/16 3-Way Flashlight Dozen \$4.80 Gross \$54.00



No. 24 51-P 3-pc. Ball Point Pen set in plastic case Dozen \$4.50



No. 24/9 Hollywood Telescope w/Chains Dozen \$9.75

1957 CATALOG NOW READY WRITE FOR COPY

Phone: Jackson 6115

ORIENTAL TRADING COMPANY 1115 Farnam St. Omaha, Nebraska

FAIR SPECIALS



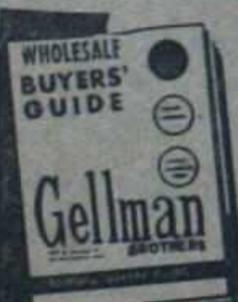
BEAR Approx. 27" Ass'd. \$22.80 per doz. Colors. 12" PARASOLS \$3.00 14" PARASOLS \$4.00

BELL SALES CO. 1107 SO. HALSTED ST. Chicago 7, Ill.

Midget Bible



1000 1 1/4" x 1 1/4" x 1/4" size. Illustrated black near leather gold printed. ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION



SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Adversed Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and dozens of other Fast Selling Lines.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

MANUFACTURERS CLOSEOUTS 36 ASSORTED STYLES NO. 3471A RHODIUM OR YELLOW FINISH \$21.00 GRO. ASSY. VALUES UP TO \$60.00 GRO. NO. 2407B NICKEL SILVER \$24.00 GRO. ASSY.

"FRISCO PETE" All Phones: Franklin 2-2567 226 S. WELLS ST., CHICAGO 6, ILLINOIS

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

Cronham, J. P., 106 Revolt, Paul (Linen) Scott, L. G. 1st. 10c. 10c. 20c.

- Adams, Billy F. Adams, W. J. (Candy) Allen, Cecil Anderson, Chas. Anderson, Donald Anderson, Norman Anthony, Mrs. Arnold, Happy Austin, Wm. Bach, Leonard (Bicycle) Bagwell, Linda Baker, Beanie Barber, Vernon & Mrs. Barkley, Johnny Barr, John Calvin Bays, Edna Belladonna, (Flying Flanagan) Bellon, L. E. Bernard, Victor J. & Mrs. Bets, Ronald Blalock, Bronnie & Mickey Black, B. H. Black, L. O. Boul Blum, Oscar Bonack, Jack Bowen, Paul Boyce, Louis Boynton, Cornelius Bradley, Mrs. La Brunslein, Ben F. Brunsley, Paul Brunsley, John (Sewing Machine) Buislock, R. T. (Baby) Bunch, Mrs. LaFreda Callaway, Marie C. Campbell, Charlie Marie O'Day Calace, Carl Campbell, Elsie Campbell, Ronald Lee (Thrill Show) Carey, Bill & Bob Carr, Mrs. Kay Carroll, Carl Casey, Mr. Jean Cassidy, James Calona, Jerry Calabano, Peter Canby, Russel Casanova, Patricia Casanova, Lee Chapin, Harriet C. Chapman, Jim Chomant, Lee Children, Bernie Christensen, Geo. A. Church, Chas. Clark, Herbert Clark, Jimmy & Bonny Cohen, Martin E. Cober, Bill Collins, Mrs. Allen Cooners, Jack Saunders Cormier, Richard Johnson, Dennis Johnson, Lester Johnson, Mrs. James Johnson, Michael D. Johnson, Mike Johnson, Mrs. Mike Johnson, Joe Johnson, Vic Kelly, Andy Kelly, Mable Kelly, Oliver Monty Kemmer, Albert Kittingworth, Mrs. Bill (Tattoo Bill's Wife) Kinhal, Lee Kish, Homer H. Kiser, G. B. Norman, Carroll Koser, Bob La Form Sisters Gall, Ben & Marie Lane, Betty (Nina) Lane, H. J. Lanning, Virginia Larish, Mrs. Mary Latham, Whitley Lee, T. Tony Leonard, Robert L. Lewis, Lew

- Levinton, Bob Lewis, George (Elephant Tramp) Lidler, Gen. G. & Mrs. Lid. Herman Linton, Joseph H. Lowell, Ed Lowrey, Sammy & Grace McDonald, Cullen McGarry, Gerald McGrath, Tom & Louise McLaughlin, Wm. McSpadden, Richard M. Mack, LeRoy E. Madam, Tucson Manness, Jay S. Marini, Robert Marshall, Doc Martin, Eddie Martin, Eibel M. (Daisy) Martin, Harry Martin, Lavern (Bearded Lady) Maynard, L. C. Metzger, Jr., Burton Meyer, Marie Meyer, Walter Frederick Middendorf, David Miller, Art Miller, Doc Miller, John Miller, Johnny H. Miller, William (Bluddy) Milligan, Bob Minchell, G. C. Moody, Charles E. & Mrs. Montello, James T. Moore, Bert Moore, R. A. Moran, Bill Morse, Jack Mort, Joseph Mort, Louis Mort, Mrs. Lena Nash, Wally Nerus, Hubert Nichols, Bob Nielsen, Henry N. Nolan, Slim Norwood, Bob Novak, Gabe & Mrs. Nubson, Ted O'Hara, Betty O'Reilly, Jerry & Mrs. O'Reilly, Jimmie & Mrs. Ogile, G. W. Orlando, Cecil & Mrs. Ortaque, L. H. Osborne, Mrs. Charles T. Paddy, Thomas Padgett, John Pannoschke, David E. Park, Franklin L. Parker, Bob K. Parker, Tommy & Mrs. Pells, White Pemoles, Charles Perkins, Jr., Mrs. Peterson, Herman M. Phillips, Mrs. Helen Pike, William D. Polly & Bill (Glass Patch) Quales, James Qualls, Mrs. Knott Qualls, Grace Radcliffe, George Ralston, Vaughn Ralston, Earl D. Reed, James E. Reed, Cleo Reinehart, Jackie Rich, Kathryn Robinson, Chuck Robinson, Juliette Robinson, Frank Robinson, Allison R. Adams, Diane Alexander Jackie Allen, Madeline & Louis Anshel, Joe Anthony, Miss Ashbury, Mrs. Nita Baker, James M. Barozzka, The Baum, Marie A. Bellon, L. J. Bellon, Roy Black, B. H. (Whitely) Bordman, Ernest Boyer, Bob (Smoker) Bradman, Gilbert & Howlin, Johnny & Helga Briley, Sunny Brown, August Brown, Chuck Caldwell, Sam Campbell, Mr. & Mrs. William Camarota, Frank Carpenter, Eddie Chambers, Mrs. R. F. Sr. Clancy, Carl D. Clark, G. L. Condie, Mrs. Joan Cooper, John Craden, Sam Craig, Ruddy Crows, W. J. Davis, Pauline Debnid, Luther Duffy, Roy T. Eby, Norman Eby, B. J. Ellis, Mrs. Pauline Fitzsimmons, Ray Fry, Mrs. Harvey Franks, Marion Gansble, Earl Gilman, Thomas F. Gold, Charlie Handler, Lou Ann Harris, Harry Harris, Marvin J. Hefflin, Danny Hicks, George Hightower, H. D. Hill, Mr. & Mrs. Hollenbeck, Harold C. Hollenbeck, Virginia Lou Hudson, J. F. Hood, Seattle Horwitz, Jenni Hotz, Pete Jackson, Robert Jackson, William

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

- Adams, Diane Alexander Jackie Allen, Madeline & Louis Anshel, Joe Anthony, Miss Ashbury, Mrs. Nita Baker, James M. Barozzka, The Baum, Marie A. Bellon, L. J. Bellon, Roy Black, B. H. (Whitely) Bordman, Ernest Boyer, Bob (Smoker) Bradman, Gilbert & Howlin, Johnny & Helga Briley, Sunny Brown, August Brown, Chuck Caldwell, Sam Campbell, Mr. & Mrs. William Camarota, Frank Carpenter, Eddie Chambers, Mrs. R. F. Sr. Clancy, Carl D. Clark, G. L. Condie, Mrs. Joan Cooper, John Craden, Sam Craig, Ruddy Crows, W. J. Davis, Pauline Debnid, Luther Duffy, Roy T. Eby, Norman Eby, B. J. Ellis, Mrs. Pauline Fitzsimmons, Ray Fry, Mrs. Harvey Franks, Marion Gansble, Earl Gilman, Thomas F. Gold, Charlie Handler, Lou Ann Harris, Harry Harris, Marvin J. Hefflin, Danny Hicks, George Hightower, H. D. Hill, Mr. & Mrs. Hollenbeck, Harold C. Hollenbeck, Virginia Lou Hudson, J. F. Hood, Seattle Horwitz, Jenni Hotz, Pete Jackson, Robert Jackson, William

- Jeffries, Honor C. Johnson, Raymond Eimer Johnson, Ann Jordan, Jess Kelly, Kitty (Catherine) Kibber, Mrs. Beatrice King, C. H. Kjos, M. O. Klamon, Fred W. Korman, Carroll Laura, Bunny Lee, Tom Leann, Ednan J. Leann, Louise Leonard, Robert Levitan, M. Lindle, Bernice C. Lillias, Constance Lynch, Eddie McConnell, Bruce McMillan, R. J. McNair, K. W. McNeese, Mrs. McNeese, L. R. McNair, John W. Mathis, Edward Matthews, Sport & Mrs. Alice Medlin, Mrs. Ruth Meiler, Robert F. Merchants, Frances Mitchell, Patsy Moorhead, C. W. Moorehead, Merle M. Morgan, Geraldine Morgan, Katherine A. Nappholz, Joe Nash, Jonnie Nelson, H. E. O'Connell, William Ayers, C. W. Bets, Ronald Cavalcade of Canadian Hat Drivers Dieler, M. Duane, Clyde Gehrbak, Mrs. Charlotte Greisinger, Harry Halts, Robert Harmon, Frank Johnson, Luther Kelly, T. W. Loeffler, John Lewis, Mrs. Ellis North, Dr. Rexford Ray, Bob Reed, James E. Tuttle, Milton

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

- Stempson, Sat. Date K. Stevens, Mary Stevenson, Louie E. Stevenson, Miller Strain, Carl the postage due; Strand, Charles Strother, Jack B. Stuber, H. G. Stuber, Mrs. Josephine Suber, Mrs. Emma Swinsky, Veronica Tammany, John Tavolner, Forest & Taylor, N. C. Mack Taylor, R. C. Taylor, W. E. Terry, C. H. Thomas, Ben Thompson, Pete Toler, C. H. Toliver, Willis Tracy, Gilbert & Mrs. Tee, Chief Joe Turberville, Robert Van Gough, Ray Vaarsoom, J. H. Vicks, Paul Vining, William Walker, Theodore Walsh, Earl (color) Walters, Corley Wangerstein, Albert Ware, Bob Warrick, Birman L. Watson, Edward White, Don T. Weaver, James Henry Welner, Arnold Westmoreland, Sticks Whitehouse, Jack Williams, Claude J. Williams, Edward C. Williams, Lawrence L. Williams, Ray Wilson, Richard Woods, Frankie Lou Workman, Mrs. Bell York, Claude (Stormy Weather) Yatan, Marie & James Jr. Young, Dolly

Hawaiian TI PLANT LOGS Bagged in polyethylene... KEEP LONGER, SELL FASTER! Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details. LAVENDER SACHET BASKETS Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50. LOWEST PRICES ANYWHERE Sherfy's 5821 University Way Seattle, Wash.

KIPP'S SPECIAL PURCHASE 8" Hunting Knife with Leather Sheath Imported Brilliant nicked steel blades with colored metal handles. Genuine leather sheath with snap-closure. OUR SPECIAL PURCHASE PRICES: DOZEN \$ 3.00 GROSS 28.80 Include postage with order. 25% deposit with C.O.D. orders.

KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

A NATURAL! Now in demand for cars, home or office. Makes attractive gift. Packed in cells... in many gay colors. Size 2 1/2" square with cord. SPONGE DICE. Price: \$4.00 per doz. \$45.00 per gross NET. ELVIS PRESLEY HATS: \$4.30 per dozen, \$48.00 per gross. ROCK & ROLL CREW HATS: \$5.50 per dozen, \$63.00 per gross. 25% with order, balance C.O.D. FREEDMAN NOVELTY CO. formerly TRADER HORN 1053-1055 Mission Street San Francisco, California Tel.: KLondike 2-1225 IMPORTERS WHOLESALERS DISTRIBUTORS

ALY THE GATOR Aly is a Genuine Alligator Stuffed and Preserved. Aly is so unusual he attracts attention everywhere. Over 500,000 sold to date. A natural for any Carnival or Fair. In 100 lots: 13 inch \$ .75 each 21 inch .90 each 26 inch 1.25 each 30 inch 2.00 each ORDER TODAY! Write for Catalog Sheets on other Alligator Novelties. PAN-COAST BAGS, INC. 30 N. E. 17th St. Miami, Florida

PLUSH from MFR. 1 21" FRENCH POODLE Ass'd. col. & ers. Chain and collar. \$24.00 ds. 32" SUPER BEAR Vinyl Rubber \$21.75 Painted Nose ds. 32" PLUSH BEAR Cotton stuffed. Ass. colors \$20.00 ds. F.O.B. N.Y.C. 25% Dep. Bal. C.O.D. TEE JAY TOYS, INC. 48 West 20th St., NYC 11, WA 9-6863

Send for Our Sample Kit #A-505 10 of the Nation's Outstanding Values for Only \$7.50 Money-Back Guarantee. EACH A SURE-FIRE WINNER. ACT NOW. We Carry a Complete Line of Nationally Adversed Promotional and Pitchman Items. Be Sure to Visit Our New Large Showrooms DAMEN-LAWRENCE SALES, INC. 4727 N. Damen Ave. Chicago 33, Illinois Phone: Uptown 8-1112

EDITORIAL

## Let's Settle It

Both manufacturers and distributors in their fight over direct sales have presented their views fully and honestly.

Now we think the time has come for both sides to ask themselves: How can this matter be settled once and for all?

The first step should be for representatives of both sides to set up a meeting. But not just a meeting for the purpose of repeating their grievances such as meetings held in the past.

This time both sides must come to the meeting with concrete proposals in hand. Otherwise, there is no reason to suppose the meeting will accomplish any more than any previous ones.

### Issues Plain

For both sides, the issues are plain and what they must be prepared to propose is just as plain.

Distributors must be able to show manufacturers how they can do a better job selling operators than manufacturers themselves can in the respective areas where distributors function.

To this end, we think the four-point program outlined by members of the distributors association is a sound one which should go far in achieving that goal.

Manufacturers must each decide the answer to this question: Under the most ideal circumstances, what would I offer to a distributor and what would I expect in return?

### Operator Relations

An important part of any lasting settlement to this whole controversy revolves around defining the relationship of each manufacturer and distributor to the operator. Such a definition must be an outcome of the meeting.

Once prepared to meet, representatives from both sides can agree on a third party respected by manufacturers and distributors to moderate the discussion.

But by all means, the value of the current full discussion of the controversy should not be wasted. We are more confident than at any time that the industry can now settle this problem.

## FOR PARTS, SERVICING

### CAVA Head Calls for Closer Op-Mfr. Ties

LOS ANGELES—Closer liaison between vending operators and manufacturers was called for two weeks ago by the head of an operator association as a means of easing the problems of servicing and the stocking of parts for machines which are becoming increasingly complex.

B. J. (Bob) Grenier, president of California Automatic Vendors Association and head of his own Deluxe Vending Service here, also sees in the future more complex machines, with the operators becoming more specialized as employee-feeding costs increase.

But he believes new avenues will be created for vendors. The complex equipment can be handled by operators, Grenier added, if there is more co-operation be-

tween equipment manufacturers and operators in familiarizing them with the machines and supply of parts.

### Rowe Service

The manufacturers are gradually becoming aware of the necessity of offering parts and service in this locality. Rowe Corporation recently established a supply depot here with the E. F. Stanton Company representing it and with a staff of factory-trained mechanics. The installation of the service by Rowe was the culmination of a CAVA program, led by Grenier, to obtain better service on parts for operators in this area.

"The trend in buying machines will be governed by the locations," Grenier said in a special interview. "In other words, top locations where there are 250 or more employees will want equipment. They will demand and, no doubt, get

*(Continued on page 129)*

## FINNS IMPORT SELF-BREW

DETROIT—Self-brew coffee venders may soon be introduced for the first time in Finland, according to word received at King Coffee Company here from Vaino Einio, head of a coffee importing firm in Helsinki.

According to Joseph Giunette, sales development director of King, this represents a new area for this modern-type service. The King Company, which is a major coffee-roasting firm serving operators and others in Michigan and Ohio, has long been interested in this type of machine, and held an extensive exhibit of all types of units on the market last spring.

"Soluble coffee has so far a very limited market over here," Einio wrote. "We understand that the self-brew coffee vending machine is the device of the future, so we plan to concentrate our efforts on this type of machine."

## Bulk Distributors Map Plan To End Direct Sales Fight

### Assn. Seeks 'Industry Harmony' With 4-Pt. Program to Benefit Both Sides

By NICK BIRO

CHICAGO—A statement by the newly formed bulk distributors' association this week gave the first hint of what might be a possible settling of differences between distributors and charm manufacturers over direct sales (see full text of statement elsewhere this issue).

The statement, issued by the National Vending Machine Distributors' Association, carried strong overtones of a willingness to compromise, and called for a "harmonious industry for the benefit of all parties."

But possibly even more encouraging were unofficial comments by members of the association immediately following the official release. Combined comments by the members indicated the group had in mind at least the skeleton for a "quid pro quo" settlement of charm manufacturer - distributor differences.

### Co-Operation

A spokesman for the group said, "The problem is now one of co-operation, and our goal is to have everyone functioning together harmoniously. We feel the problems have been brought out in the open."

## FTC Attacks R. J. Reynolds Ad Allowances

WASHINGTON — Promotional allowances paid to vending machine operators in 1955 under a match distribution program were part of the discrimination charges leveled against R. J. Reynolds Tobacco Company by the Federal Trade Commission last week (9).

According to the Commission complaint, Reynolds paid \$321,000 to some operators in 1955 and did not pay anything to competing customers. In 1956 the company allegedly paid \$900,000 to vending operators and again paid nothing to some competitors. Under the Robinson-Patman amendment to the Clayton Act, when promotional allowances are given they must be

*(Continued on page 135)*

Now is the time to settle them for the good of the bulk industry."

However, the group indicated that settlement of differences still hinged on the charm manufacturers' willingness to offer distributors more than just a quantity discount.

On the other hand, the distributors tentatively advanced a four-point program which they in turn would follow as their end of the bargain.

In return for a distributor dis-

count, the group felt they could: "1. Immediately take on a large percentage of the manufacturer's line.

"2. Accept circulars and price lists of that manufacturer's line to be sent to the distributors' mailing lists. The manufacturer would supply the literature, with the distributor doing and paying for the actual mailing. The group said this is now being done with some manufacturers.

*(Continued on page 128)*

## FULL TEXT OF NVMD'S STATEMENT OF PURPOSE

Last July 27, 28 and 29, a group of the nation's leading bulk vending machine distributors met in Chicago to form the National Vending Machine Distributors, Inc., for the purpose of uniting the operator, distributor and manufacturer into a harmonious industry for the benefit of all. In the last six years, an attempt has been made by National Vendors Association to form a strong and greatly needed national association for the betterment of the industry. Much has been accomplished, primarily from a legal standpoint.

The obvious fact that is apparent to all who are interested, is the lack of harmony that exists between the three entities—the operator, distributor and manufacturer. Because of this lack of harmony, it was impossible for a strong association to form. Only a very small percentage of the potential membership became dues paying members.

The reason that a strong association of bulk vending materialize in NVA was that charm manufacturers turned the annual convention into a "Sellarama" for their merchandise and personal gain, completely ignoring the distributor and trying to reach operators direct. Attempts were made by charm manufacturers and distributors to build membership, the net result of these attempts was zero.

The charm manufacturers refused to admit that the distributor was the one that could weld a strong association by bringing his customers, the operator, into the organization. These aforementioned reasons are why a group of the leading bulk vending machine distributors felt it necessary to organize the NVMD, Inc.

The distributors are an important link between the operator and the manufacturer. The distributor has constant contact with the operators in his area, personally talking to them or corresponding with them many times during the year. The distributor helps the operator to be successful and to grow. The distributor is actually the operators "Service Station" for merchandise, new and used equipment, financial help, parts and operating procedure backed up by years of experience in the vending business.

It is the goal of NVMD, Inc., to unite the operator, distributor and manufacturer into an industry that harmoniously works for the good of all. In order to secure this goal quickly, co-operation will be helpful. Many fruitless years have spent themselves needlessly thru wrong intent.

(Signed)

NATIONAL VENDING MACHINE DISTRIBUTORS, INC.

## NCWA Explains Why Their Meets Ignore Vending: "No Interest"

### McMillan: Our Group for Distributors Who Showed No Desire for Op Workshop

By FRANK SHIRAS

CHICAGO—A top official of the National Candy Wholesalers Association last week told The Billboard why the group's 1957 convention ignored vending machines for the third consecutive year.

C. M. McMillan, NCWA's executive secretary, confirmed that 20 per cent of the total attendance at the convention—held earlier this month—was composed of vending operators.

Obviously distressed at criticism directed at the convention by the vending trade for passing up vending at its meetings, Mc-

Millan eagerly explained his group's position.

Asked why there was no representation given vending machines or operator problems at the convention despite this attendance and the obvious fact that vending accounts of candy sales, McMillan declared that it is because NCWA is "strictly a distributor association" and consequently the convention was planned with distributor interests only in view.

Reminded that part of many candy distributors' interests consisted of vending, McMillan said that even the many larger distributors have "subsidiary vending depart-

ments," there was "no interest shown in a tentative NCWA workshop to be devoted to 'Operation of a Vending Department.'" This workshop was suggested by the planning committee of the convention.

Asked why a representative number of vending machines weren't put on display, McMillan replied that the sole purpose of the displays was to show varieties of candy and confections to the distributor. Vending machine displays were by no means discouraged, he asserted. There was only one display simply because only

*(Continued on page 137)*

## D. Crawford New ABC Vending Exec

NEW YORK — Donald M. Crawford has been elected treasurer and controller of ABC Vending Corporation, Long Island City, N. Y., according to an announcement by Charles L. O'Reilly, chairman of the board of directors.

Mr. Crawford will be the chief financial officer of ABC Vending Corporation, whose food-vending machines provide coast-to-coast service in 34 States.

A graduate of Colgate University (Phi Beta Kappa), the College of Engineering of Yale University, and the New York Law School, Crawford also studied at the University of Heidelberg in Germany in 1930.

Crawford resides in the Bay Ridge section of Brooklyn. He is married and the father of two sons, 11 and 12.

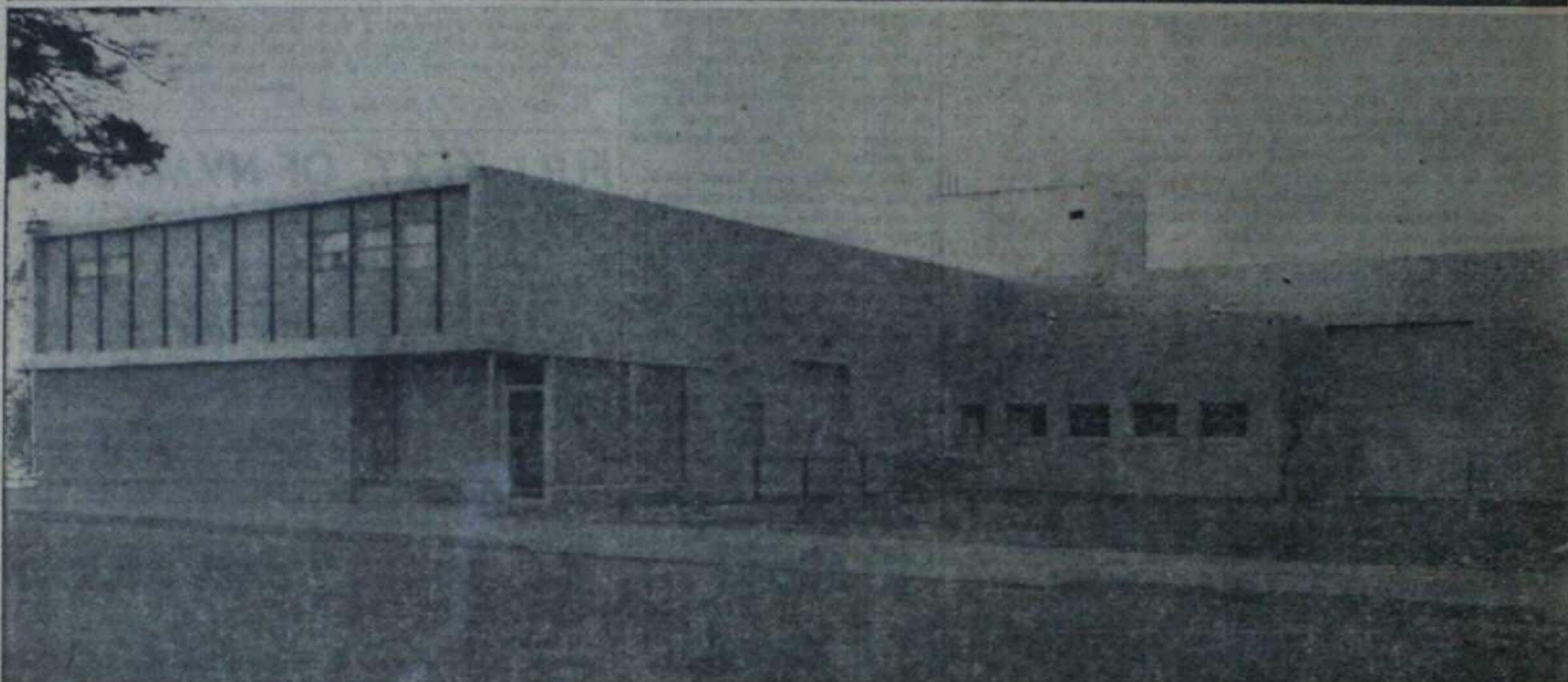
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- ★ Commonwealth Plastic, Leominster, Mass.
- ★ Samuel Eppy & Co., Jamaica, Long Island, N. Y.
- ★ Green Duck Co., Chicago, Illinois
- ★ Karl Guggenheim, Inc., New York, N. Y.
- ★ Hardfield Corp., Puerto Rico
- ★ Leaf Brands, Inc., Chicago, Illinois
- ★ Northwestern Corp., Morris, Illinois
- ★ Oak Mfg. Co., Culver City, Calif.
- ★ Oak Sales Co., Pittsburgh, Penna.
- ★ Peanut Specialty Co., Chicago, Illinois
- ★ Paul Price Co., Inc., New York, N. Y.
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**VENDING MACHINES** — Parts, Supplies, Ball Gum, all sizes, 1¢, 2¢, 3¢, 4¢, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 200 or 620 ct., Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO.**, Northwestern Distributors, 3700 West Lake St., Chicago 12, Ill.

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N.W. #38 1¢ Parc.	7.95
N.W. #32 1¢ Parc. B.C.	4.50
Columbus 5¢ Bulk	4.50
Silver King 1¢ B.G. or Mts.	7.45
AST Gums	30.00
Acorn, 1¢ or 5¢	9.50

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	.49
Pistachio Nuts, Large Tulip	.46
Pistachio Nuts, Vendor's Mix	.37
Pistachio Nuts, Shell	.43
Cashew Whole	.44
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.37
Tabby-Lets, 520 ct.	.30
Saltwater Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gums	.28
Leaflets, 620 ct.	.40
M & M, 350 ct.	.30
Hershey's	.43

Rain Blo Gum, 40 ct.	.38
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Blo Ball Gum, 160 ct., 200 lb. minimum, prepaid on all Rain Blo Ball Gum	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.40
Hershey's Chocolate, 200 ct.	1.40

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are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the **NORTHWESTERN 5c PACKAGE GUM VENDER**  
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**Delay Action On Ala. Cig Price Bill**

**MONTGOMERY, Ala.** — Repeal of the State's controversial "Unfair Cigarette Sales Act" was delayed for another week, as opponents of the measure threatened a walkout from the House when supporters sought to bring it up for consideration.

The repeal is known to be opposed by vending machine operators, since the original act, passed in 1951, prohibits retail stores from selling cigarettes at a price less than cost plus 8 per cent. Repeal of the bill, they feel, would put them in a poor competitive position with the retail outlets.

The hotly contested repeal measure has been buried in the House Ways and Means committee for weeks. It reached a vote once, with the committee deadlocked 7-7. At the time it was sent to a subcommittee for further study but no meeting of that group has ever been called by its chairman, Representative Charles Ramey of Akron. He opposes the repealer.

**Coast Ops Adopt Decals To Improve Servicing**

**LOS ANGELES**—Bulk vending operators here agree generally that service calls do not pay for themselves in dollars and cents but are important business and good will builders.

The pros and cons of faster service were given at a recent Western Vending Machine Operators' Association meeting when the group voted to place decals on machines advertising the fact that the unit was installed by a WVMOA member. The decal would also include the operator's name and telephone number along with the sales tax serial, the latter required by California law.

The wording on the decal brought slight opposition. Need for the operator's telephone number was questioned by a lone operator. He argued that such a call would upset his route schedule and the out-of-order machine might not even be his but that of a competitor.

Those in favor of the decal as presented agreed to the latter point but urged that service be restored by members as quickly as possible.

William Siegle, of Siegle Vending, Bellflower, Calif., said that he had been called by a location with the report that ants were on the machine. Arriving at the store, Siegle found that his machines were insect free but that those of a competitor were infested. The merchant, Siegle added, appreciated his interest in the operation.

"I have picked up additional locations by making service calls only to find out that my machines were not involved," Daniel Lally, of Lally Vending Machine Service and WVMOA treasurer, said.

Leo Weiner, WVMOA president, urged: "Operators should revamp their schedule to service a machine that is down. A broken machine is of no value to either the location or the operator. A few weeks ago I had a report that a globe was broken. I instructed the merchant to place a paper sack with 'Out of Order' written on it over the broken unit. He said that he had never thought of that. I made it the first call the next morning."

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With or without nickel & penny changers.

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**STONER, 8-COLUMN CANDY,**  
160 capacity, prewar model \$110.00

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102 capacity, prewar model .. 80.00

**STONER 8-COLUMN CANDY,**  
160 capacity, postwar model .. 165.00

**ROWE 8-COLUMN CANDY,**  
120 capacity ..... 60.00

**NATIONAL CANDY, 9-column** ..... 75.00

**ROWE CRUSADER CIGARETTE,**  
8-column, 25c & 30c comb. ... 97.50

**DUGREHIER ELECTRIC CIGARETTE,**  
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**UNEEDA 8-COLUMN "E" CIGARETTE,**  
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All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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**Lorillard Filter Sales 54% of Total**

**NEW YORK** — P. Lorillard Company's filter brands, Old Gold, Kent and the recently introduced Newport, now account for 54 per cent of the company's total cigarette sales.

For the three-month period ended June 30, Lorillard reports an increase of more than 30 per cent in net profits, and a sales gain of more than 9 per cent. Net earnings are \$358,325 over the corresponding quarter of last year. However, these gains are largely attributable to the new package design of the Old Gold brand, says Lewis Gruber, president of Lorillard, and do not reveal the recently accelerated sales of Kents and Newports.

Newport, with a slight menthol and mint flavor, was introduced last month and is now available in 20 States, predominantly in the East and Northwest.

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Distributor For  
oak Manufacturing Co., Inc.  
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PHONE or WRITE FOR PRICES

Siegle makes it a policy of calling his office when he has finished his day's servicing and before he starts for home base.

Harry McKinney, Balboa area operator, had this to say about the service calls: "Most trouble calls are from new locations. Maybe the machines are empty. I think it behooves an operator to take care of that machine as soon as possible."

While there was general agreement that service calls are important and should be attended, none of the operators for quick action

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could answer one big question, "How are you going to keep people from calling you in the middle of the night to report a machine out of order?"

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Scissors, Pliers, Nutcrackers, Jackknives.  
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Nothing like it! Kids love it!  
**210-170-140 BALL GUM**  
Also Cramer's "KING"  
**3/4" SOLID BALL**  
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Ask your distributor to stock "Star-Brite" for you!

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Fully Automatic  
Popcorn Machine

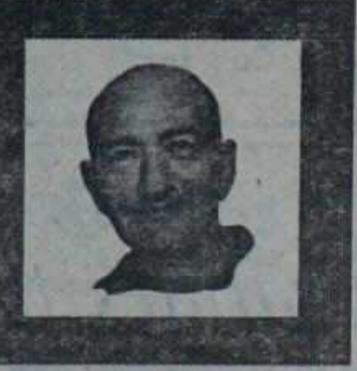
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**HOROSCOPE SCALE**  
 TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c

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### Bulk Distributors Map Plan

*Continued from page 125*

"3. Increase personal calls thru salesmen in outlying areas to show the manufacturer's line.

"4. Offer the manufacturer better service thru faster delivery since most items would be in stock."

**NVA Action**

Commenting further, another group spokesman called on National Vendors' Association to take some action in the controversy. Asked specifically what action he advocated, he said "NVA should appoint a membership committee to see why membership in the association is at such a low level."

Asked if NVA's existing membership committee would be adequate for what he had in mind,

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he answered, "The board of directors would be the ones to determine that."

One group member's comment indicated that at least several of the distributors were ready for a break with the national group if a settlement of the current hassle was not effected.

Summing up his views, he challenged "manufacturers to recognize the distributor as the man who services and has contact with many operators in a local area and can bring hundreds of members into a national organization."

**Another Association**

"The importance of this fact to a strong industry is apparent," he said.

"If the manufacturers don't consider this important, they don't put importance on a strong national association."

"The only outcome of this is that someone else will form a national association."

Asked if the distributors would contemplate such a move, he answered that as far as he as an individual was concerned, the answer was "yes."

Speaking for the group he added, "we as distributors are willing to get together with the manufacturers and work out a compromise. Whether the manufacturer is willing, we don't know."

Asked to elaborate on the comment that a settlement of the current dispute could swell NVA membership, the group estimated that "at least 1,000 members could be added to NVA by distributors if they (the distributors) were assured of no price cutting by the charm people."

**NVA Exhibits**

One group member went so far as to suggest there be no merchandise exhibited at the NVA conventions, and that activity be confined to business sessions.

He felt the manufacturer would still have reason to belong to build up the operator by offering a constructive business program. In this way, he said, the whole industry-operator, distributor and manufacturer would benefit.

Would he object to convention exhibits if the distributor could write the order? "No—but that's a long range goal," he commented. "For the immediate future, we'd be better off without exhibits under any kind of arrangement."

He suggested a close manufacturer-distributor co-operation policy with regional shows to acquaint operators with merchandise. "These shows should be handled cooperatively, with the distributor bringing all his customers to view the manufacturer's line, but the

## Merchandising Key to Candy Sales: Lobell

CHICAGO—"A sleeping giant that can be awakened thru alert merchandising." This was the candy industry characterized by Rolfe Lobell, vice-president in charge of sales at Leaf Brands, Inc., in an address delivered to the National Candy Wholesalers' Association convention here, last week.

He said that according to an exhaustive Dupont survey, 90 per cent of all candy is bought on impulse, and this impulse is excited by seeing candy on display.

His suggestions, while aimed primarily at the candy wholesaler, carry good advice to the vending machine operator as well.

**Sales Tips**

1. Emphasis on proper displays of merchandise is paramount.
2. Help dealer (for the vending machine operator, this means location owner) with weekly or seasonal promotions.
3. Look for new outlets as potential sellers of confections. In making the sale, be sure to take samples and other visual aids to help promote unseen products.

He suggested that many wholesalers (that could well include operators) tend to neglect relatively new and untried locations. The mushrooming of supermarkets in our sales economy was cited as one example.

He pointed out that extensive manufacturer advertising as well as the inherent nature of the product has whetted the customers' appetite for candy. It remains for the merchandiser to make the sale.

## Coke Head to Talk At Bottler Confab

NEW YORK—William E. Robinson, president of the Coca-Cola Company, will be the keynote speaker at the 39th annual convention of the American Bottlers of Carbonated Beverages to be held November 11-14 in Washington.

More than 200 exhibitors have signed up for the 1957 International Soft Drink Industry Exposition, which runs in conjunction with the convention. Some 7,500 bottlers, suppliers and guests are expected to attend the show.

manufacturer on the other hand, allowing the distributor to write the orders."

### Vending Machine HEADQUARTERS

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\$12.75 Each 100 or more

30 day money-back guarantee if not satisfied

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 Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL TRADE-IN OFFER. As High as \$6.00 Per Machine on VICTOR TOPPERS. Send Us Your List.**

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**VICTOR STANDARD TOPPER 1c BALL GUM VENDOR \$13.25 each**

\$12.75 each 100 or more

**BALLGUM**  
 140-170-210 size, 30c lb. — freight prepaid, 200 lbs. or over, pack 25 lbs. carton.

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**CAVA Head Calls for Op-Mfr. Ties**

Continued from page 125

the latest models. The operator will be forced into buying new equipment. The vending industry is going to involve more than soft drinks, coffee, candy, cigarettes, and so on down the line. And in what we call key locations, which are the larger locations, competition is going to be gunning for that business. Each operator is going to have to compete. One of the strongest tools that an operator has in competing is being able to offer the newest type of equipment in addition to his service and commission arrangement.

The purchase of new equipment, Grenier believes, will, in a way, affect the used machine market.

**Used Equipment**

"I feel that the manufacturers of new equipment will be taking quite a bit of this old equipment on trade. And then, in turn, be faced with having to move it. They probably will use their sales force to move that used as well as new equipment.

"There is a spot for used equipment. How much of it will be used will depend upon how many new operators come into the business, and, secondly, the demand for equipment, new or used, by the number of new businesses that will be opening in the future."

Grenier had this to say on the complexities of machines: "We know that in-plant feeding, for example, is a \$2 billion industry and that is the equivalent of the total

volume done in the entire vending industry today. If there is a \$2 billion market that has not been reached, it only figures, as far as the future is concerned, that equipment is going to be developed along hot-food lines that will cash in on this market. But, in order to have equipment that will do the job of in-plant feeding, the operator will have to have equipment that will serve hot foods as cafeterias or similar arrangements can do it. Food will have to be cooked and it will have to be tasty and well prepared as it is being done today in the cafeterias. A machine to vend hot food in this manner will certainly be complex. It will have to have compartments to keep the perishable food frozen until it is ready to be consumed. The food will also have to be instantaneously heated and served. A piece of equipment that will do this job will be very complex. So, complexities will probably be greater in that field than ever before in vending.

"This will change the vending operators' set-up completely. Today we find that having to get into other lines of vending—such as ice cream and milk—has presented a problem. This has required storage cabinets in the warehouse, refrigerated compartments on the truck, extra handling and extra service. It is becoming more of a catering business. The operator of tomorrow will be more of a specialist than he was ever before.

"We thought at first that a serviceman could handle several items. We find now that if he has to handle too many different kinds of items, those machines requiring extra or special attention are neglected. For example, the fresh-brewed coffee machine requires much more attention than the instant type. The serviceman has 10 different kinds of equipment to take care of. He is not going to do the proper job that he would if he just serviced coffee machines or soft drinks. This gets to be a problem because the small operator cannot have a different serviceman for every different piece of equipment that he operates. I think it will work out if the operator has sufficient business to warrant it.

"We are developing all the time and becoming specialists. I can remember 15 years ago when you could operate out of your garage and from the back of your automobile. Along with the development of machines and industry that were using them came more rigid health requirements.

"Industry is developing. Naturally, as it develops, it is going to require more special attention. Operators once approached the field in a haphazard manner and got away with it. We cannot do today the things that we did years ago. Business knows that it can demand and get proper

service, equipment or what-have-you, as far as vending is concerned. Competition has brought this about. It has, however, done a lot of good. It has made a lot of operators change their ways of doing business in order to survive."

The future of the vending field is a bright one, however, according to Grenier. "Management is going to welcome with open arms the vender who can replace the cafeteria set-up, for it is costing some industries several thousands of dollars each month to feed the employees," Grenier continued. "It would help the industrial manager if a vender could step in and take that responsibility from him.

"In some cases, the operator would even pay him for the opportunity. If the operator can feed the employees on a comparative basis as the cafeteria, he is indefinitely. The operator cannot do it without proper equipment and this equipment is yet to come. The machine to do this should sell for

(Continued on page 135)

**J. SCHOENBACH**

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- Chloro-Vend Chicks, 320 ct. ... 40¢ lb
- Chicle Chicks, 320 & 320 ct. ... 36¢ lb
- Bubble Chicks, 320 & 320 ct. ... 27¢ lb
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ASST'D SIZES (Asst'd Plated, Silver and Hamilton Gold) \$8.75 per M  
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## NO RENAISSANCE IN SIGHT

# Jazz Gets Cold Shoulder In Juke Box Programming

By BOB DIETMEIER

This is the first in a series on how operators are solving their primary programming problem: Programming tunes in other-than-current-hit classifications.

The jazz renaissance, in the making for several years, has not yet caught up with the juke box.

Jazz, from Dixieland to progressive, is being ignored as standard programming fare in important other-than-current-hit categories by scores of juke box operators.

And even operators who do program jazz relegate it to an ascetic life as an esoteric musical medium fit only for cultists who inhabit special locations.

### Jazz Not Alone

As this series will explain, jazz is not alone in being cold-shouldered by many operators as prime programming opportunity in non-hit classifications. Many operators regard show tunes, semi-classics, even all-time favorites as basically unprofitable programming categories.

But what makes the non-jazz phenomenon stand out is the rea-

son most operators give for not programming it. That reason: They don't understand it, often feel neither the location-owner nor most people understand it.

Because jazz is, along with the Broadway musical, one of the two strong, universally appealing musical expressions this country has produced, this reason seems strikingly ironic.

### Reasons Why

Reasons most operators advance for not programming jazz at all, or not programming it more than in a few isolated locations, seem to boil down to these:

1. Jazz numbers are not requested, either by location-owner or customers.
2. Either the operator himself or the location-owner, or both, neither like nor understand jazz.
3. Many of the best jazz artists are not available on singles, but on extended plays.
4. Jazz numbers, when programmed outside a few special-type locations, even tho requested, don't get much play.

Does jazz on juke boxes pay?

The answer given by the few operators who do program it is an emphatic yes.

And they are talking of good general locations, not just locations known to favor jazz such as Negro, rhythm and blues or college spots.

In Miami, for example, where only five or six operators program jazz, these few have found that jazz can boost gross weekly income as much as \$3 to \$4, depending on the number programmed and the location.

### Where No Requests

Most important, these are locations where customers never requested jazz. They are locations where operators simply decided to experiment with a few jazz selections.

They have found that it has been enthusiastically received.

In many cases operators don't program jazz unless it is specifically requested. They apparently feel there is no need to spend money for records which may not pay. In still other cases operators say that some location-owners are too noisy.

(Continued on page 131)

## NEW BB FORUM SERIES BEGINS NEXT WEEK

CHICAGO—A new Music Operator Forum series will begin in next week's issue on juke box programming.

Like the series which begins in this issue (see separate article elsewhere in this section), the new Forum series will be devoted to a study of the problem of programming tunes other than current pop hits.

Unlike the series kicking off this week, however, the Forum will be devoted to analysis of current figures on other than hit programming, rather than a simple detailing of what's happening.

## Young to Hold Refresher Course

NEW YORK—Abe Lipsky, of the Young Distributing Company, local Wurlitzer outlet, announces that a refresher course on the Wurlitzer Models 2100 and 2150 will be held at the showroom Tuesday (27) at 5 p.m.

Hank Petecet, field engineer, will be in charge of the session. All local operators and servicemen are invited. Refreshments will be served.

## Boston Juke Ops Map Tax Bill Fight

### MOAM to Contest \$160 Tax on Jukes With Equity Bill

BOSTON — A special emergency meeting of the Music Operators' Association of Massachusetts will be held Monday (19) in the Beaconsfield Hotel, Brookline, according to an announcement by President David J. Baker.

Purpose of the special meeting will center on the association's move to file a bill in equity the first week in September to determine the validity of local ordinances and State statutes dealing with the licensing of juke boxes "at any time and under any circumstances."

Since December of 1956, music operators in the City of Boston have been required to pay a total of \$160 per machine per year for seven-day operation. This breaks down at \$50 to the city, for a weekday license, and \$50 for a Sunday license. The State's fee is \$50 for Sunday operation, while

(Continued on page 135)

## Urges Ops: Diversify in Rack Jobbing

BOSTON—The greatest opportunity for music operators lies today in diversification into distributing as rack jobbers, a Dorchester music operator claims. He is James C. Geracos of Geracos National Music Company, a veteran operator who claims to have boosted his business in the last few months by this method.

He also urges music operators to set up their shops with records and phonographs for sale to the

(Continued on page 139)

## Depreciation Schedule, New TV Show: MOA's End of Year Goals

Plan National Telecast of Juke Box, Disk Promotion; Committees Study IRS Proposals

LOS ANGELES—Plans for the sponsorship of a national television program along with the submission of a recommended juke box depreciation schedule to the federal government are taking high priority on the fall agenda of Music Operators of America.

MOA president, George A. Miller stated the association was "negotiating with several TV shows of national prominence that would be carried on a nation-wide basis."

### Price

He said MOA definitely plans to wind up with a TV program of

some kind before the end of the year, that currently, discussion was centered on price.

While format has not been finalized, it is to be directed toward a "natural tie-in with juke boxes, music and phonograph records." Chief aim of the program will be to serve as a public relations effort for the entire music industry.

The program is to be MOA

sponsored, Miller said he would aim for a tie-in with record and phonograph companies in an effort to present a show representing the entire music industry.

Toward this end, Miller will make a tour thru the East and Middle West "in the near future" to present ideas for the show to interested parties.

### Depreciation

On the subject of depreciation schedules, Miller stated that MOA would definitely have a recommendation to the federal government before the first of the year.

(Continued on page 135)

## Finalize Chi RMSA Fete Program

CHICAGO — Entertainment plans are crystalizing for Recorded Music Service Association's dinner-dance to be held September 14 in the Terrace Casino Room of Chicago's Morrison Hotel.

Entertainment committee co-chairmen Earl Kies, and Jow Filetti announced that Bobby Christians and a 15-piece band have been signed for the evening. Also appointed was Steve Schickel, WGN deejay, to emcee the show.

Christians is well known in music circles, with several juke box hit disks to his credit.

Additional recording talent, not yet announced, will be drawn from that available in the Chicago area at the time of the conclave.

## Wurlitzer Names Distrib For Alaska

NORTH TONAWANDA, N. Y. —Wurlitzer has appointed the Far North Distributing Company as sole representative for Alaska. The new firm, stocking a full line of phonographs, parts and supplies, will be located in Anchorage.

Heading the firm is Peter Rojewicz, who has been active in the territory as an operator for the past 12 years.

## Finance House Expands Paper In Coin Trade

NEW YORK — Sam Bushnell, veteran coin machine finance executive, said that his firm, Funds for Business, has passed the seven-figure mark in paper outstanding in the industry.

Funds for Business has been handling coin machine paper for three months, when Bushnell joined the organization to head the division. Bushnell said that 60 per cent of the coin machine paper is in juke boxes, while 30 per cent is in vending and 10 per cent in games.

Bushnell said the delinquency rate is negligible.

## THERE'S A KNACK

# When to Trade in That Old Juke Box

PUEBLO, Colo. —In these days of high phonograph costs, nothing is more important to the operator than a well-documented depreciation schedule on all of his equipment. That's the feeling of Cliff Hall, owner of Rocky Mountain Coin Machine Company, here.

Hall last year added more than 20 new phonographs and 40 new pin games to his route, each machine purchased on the basis of "sensible depreciation" of older stock.

Long experience has taught Hall that pin games, for the most part, must be depreciated out within three years, and phonographs from five to eight years, depending upon the individual circumstances involved.

The high point of each machine's depreciation schedule, set up as soon as it is purchased, is the "trade-in point." This, it is true,

may be more or less an intangible figure as the new machine goes into service, but Hall maintains that it will usually make itself clear during the first year or two of operation. When the machine arrives at the pre-calculated point, Hall immediately trades it in.

### When to Trade?

Hall's trade-in point is based on several factors. Main factor, which has become a knack with the Colorado operator, is getting maximum earning life from the equipment on location, while at the same time, knowing when to turn the machine in when it can still claim its best resale value.

Learning to determine such points is where experience proves most valuable, Hall asserts, and he prides himself on the ability to guess right as to the trade-in value of his equipment.

(Continued on page 131)

## 250 at All-Music Fete in Milwaukee

Hailed by All Segments Attending: Ops, DJ's, Distribs, Dealers, Station Execs

MILWAUKEE—Two hundred and fifty people representing all segments of the recorded music business last week attended the second annual Milwaukee Music Industry Party, a unique and successful meeting believed to be the only one of its kind in existence.

Juke box operators, juke box distributors, disk jockeys, record dealers, station executives, record distributors, route men, record pluggers — all attended the meet held Tuesday (13) evening at the Taylor Electric Company auditorium here.

### Social Affair

It was generally agreed that this was a very worthwhile meeting. Basic purpose of the meeting: Strictly a social affair to permit all segments of the business to get acquainted.

A committee of people representing juke box and record firms, chairmanned by Bern Ollman, Mil-

waukee correspondent for The Billboard, planned the meeting. Working with him were Stu Glassman, Radio Doctors; Harry Jacobs and Woody Johnson, United, Inc.; John Plimpton, Bay Music Center, and Barney Kuelin, Music Mart.

### "Millie" Award

The sole piece of serious business tolerated was the presentation of the annual "Millie" Award. It is given annually by the local music industry people to the disk jockey adjudged to have performed the outstanding public service work during the preceding year. This year's winner, John (Madman) Michaels, of radio station WOKY received his "Millie" from the evening's guest of honor, Norman King, president of the Miller Brewing Company, who made the presentation.

Both the record dealers and the juke box operators are agreed that

(Continued on page 133)

### Jazz Gets Cold

• Continued from page 130

and don't like it. In many cases operators feel the same way about it.

An important reason why more jazz isn't being programmed, according to a large one-stop in the Miami area, is because many of the top jazz artists are not available on singles. For an operator to buy them, they'd be required to buy extended plays, and EP's have not been widely accepted by operators so far, especially in the Miami area.

#### Negro Spots

In Detroit it's the same story. Few operators programming any jazz, and even most of them are programming little. Most locations where jazz is programmed is in either Negro or rhythm and blues spots. There are exceptions, particularly in spots patronized heavily by men in their 20's. Where jazz is being programmed, the progressive types reign.

One important exception to the rule in Detroit was reported by one operator who indicated that jazz seemed to be catching on in some locations lately, adding that it now accounts for 30 per cent of the route's income.

Even in Memphis, a jazz birthplace, this medium is being side-stepped on juke boxes. Why? People apparently don't listen to it anymore, according to operators who are passing it up. Adults want something quiet, teen-agers want rock 'n' roll. Some operators in Memphis who do report using some jazz records say they get little play.

In Minneapolis it's the same old tune. Most jazz tunes are programmed in Negro locations. One operator who does program jazz in Negro locations reports that even there he programs only 20 jazz selections on a 200-selection machine.

Progressive jazz again is the type being programmed in Minneapolis; virtually no Dixieland is being used.

Operators report again that there are simply no requests for jazz in most locations other than the special ones, so why buy and program it?

### There's a Knack

• Continued from page 130

"We keep an extremely close check on this subject," he says, "always remembering that there are constant fluctuations in demand, legal situations and other points to keep in mind.

"It may be that a particular model phonograph has a heavier maintenance cost due to bugs in its design, more so than another. Consequently, such a machine should be traded in anywhere from two to three years ahead of a more dependable model simply because its resale value will drop more and more as the machine gets older."

#### Gradual Cut-Off

A typical example of the trade-in balance which Hall maintains is his gradual elimination of 78 r.p.m. phonographs. With more

than 50 of these on location at one time, he gradually cut down the entire stock by shifting them to lower-income points as new machines came in, setting up a depreciation point, and moving the machines constantly down in terms of income earning power until the predetermined trade-in point was reached. As soon as the point arrived every machine was fitted in, to the point that over the space of 18 months every phonograph went in on a new 45 r.p.m. model before there were any serious defects to correct.

Pin games are a more serious

depreciation problem than phonographs at any time, according to Hall. He points out that the earning life of a pinball may extend anywhere from six months to five years, depending on its popularity, while the pinball's trade-in value is of much shorter life. Just before trading in a pin game, Hall has tested at several varied locations to see whether earning power can be increased by relocation, and has found that income remains approximately the same at almost any location at the time when the machine is nearing its trade-in point.

## 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.

August 19—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.

August 21—Automatic Equipment & Owners Association of Indiana, monthly meeting, association headquarters, Gary, Ind.

August 26—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

August 27—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

September 2—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

September 2—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ball Room Floor, Detroit.

September 3—Washington Music Merchants' Association, monthly meeting, Seattle.

September 3—Anthracite Music Operators Association, monthly meeting, Wilkes-Barre, Pa.

September 4—Music Operators of St. Joseph Valley, monthly meeting, officers of Carl Zimmer, Mishawaka.

September 4—Summit County Music Operators' Association, monthly meeting, Akron.

September 5—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento, Calif.

September 5—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland, O.

September 12—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

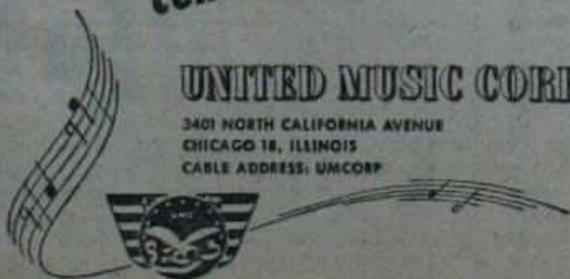
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THE BILLBOARD WEEKLY

# Coin Machine Price Index

## How to Use the Index

**HIGH AND LOWS.** Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of August 12, 1957)

**PRICES** given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

**MEAN AVERAGE.** The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

### MUSIC MACHINES

	High	Low	Mean Avg.
<b>AMI</b>			
Model A (46) 40 sel., 78 RPM.....	\$135.00	\$ 35.00	\$ 75.00
Model B (48) 40 sel., 78 RPM.....	179.50	95.00	125.00
Model C-40.....	199.50	99.00	135.00
Model C (50) 40 sel., 78 RPM.....	129.50	89.50	135.00
Model D-80 (51) 40 sel., 78 RPM.....	325.00	145.00	295.00
Model E-40 (53) 40 sel., 78 RPM.....	365.00	265.00	275.00
Model E-80 (53) 80 sel., 45 RPM.....	445.00	295.00	295.00
Model E-120 (53) 120 sel., 45 RPM.....	445.00	35.00	395.00
Model F-80 (54) 80 sel., 45 RPM.....	595.00	475.00	545.00
Model F-120 (54) 120 sel., 45 RPM.....	675.00	395.00	595.00
<b>ROCK-OLA</b>			
120 Comet.....	\$495.00	\$475.00	\$495.00
1428 (48) 20 sel., 78 RPM.....	99.50	49.50	95.00
1434 (50-51) 50 sel., 78 RPM.....	300.00	149.50	225.00
1436 A-(53) 120 sel., 45 RPM.....	295.00	145.00	250.00
1438 (54) 120 sel., 45 RPM.....	395.00	395.00	395.00
1442 (54) 50 sel., 45 RPM.....	550.00	495.00	500.00
1446 Hi-Fi 120 sel., 45 RPM.....	725.00	625.00	695.00
<b>SEEBURG</b>			
HM-100-Hideaway (9/49).....	\$275.00	\$189.00	\$245.00
M-100-A (49) 100 sel., 45 RPM.....	225.00	175.00	169.50
M-100-B (10/50) 100 sel., 45 RPM.....	425.00	340.00	410.00
M-100-G '52' 100 sel., 45 RPM.....	525.00	45.00	495.00
M100G (54) 100 sel., 45 RPM.....	625.00	590.00	625.00
M-100-R.....	725.00	650.00	695.00
M-100-W (9/53).....	595.00	575.00	575.00
HF-100-G (9/53).....	615.00	540.00	615.00
<b>WURLITZER</b>			
1015 (46) 24 sel., 78 RPM.....	\$ 95.00	\$ 39.50	\$ 65.00
1100 (47) 24 sel., 78 RPM.....	75.00	50.00	60.00
1250 (50) 48 sel., 45 or 78 RPM.....	129.50	75.00	125.00
1400 (51) 48 sel., 45 or 78 RPM.....	139.50	125.00	175.00
1450 (51) 48 sel., 45 or 78 RPM.....	250.00	175.00	219.00
1500 (52) 104 sel., 45-78 RPM Mix.....	295.00	195.00	195.00
1550-A (53) 104 sel., 45-78 RPM Mix.....	295.00	245.00	245.00
1600 (53) 48 sel., 45 or 78 RPM.....	295.00	245.00	265.00
1700 (54) 104 sel., 45 RPM.....	695.00	425.00	525.00
1800 (2/55).....	795.00	495.00	650.00

### PINBALL GAMES

	High	Low	Mean Avg.
<b>BALLY</b>			
Atlantic City (5/52).....	\$100.00	\$ 35.00	\$ 65.00
Beach Beauty (1/55).....	295.00	195.00	275.00
Beach Club (2/53).....	200.00	40.00	65.00
Beauty (11/52).....	160.00	49.50	110.00
Big Time (1/55).....	225.00	95.00	185.00
Bright Lights (5/51).....	95.00	24.50	50.00
Broadway (12/55).....	375.00	225.00	325.00
Coney Island (9/52).....	95.00	24.50	50.00
Dude Ranch (9/51).....	80.00	59.00	80.00
Frolic (10/52).....	75.00	50.00	55.00
Gayety (3/55).....	110.00	45.00	85.00
Gaytime (6/55).....	200.00	115.00	150.00
Hi-Fi (6/54).....	75.00	65.00	70.00
Ice Frolics (1/54).....	265.00	45.00	115.00
Miami Beach (9/55).....	215.00	105.00	185.00
Nite Club (3/56).....	455.00	235.00	375.00
Palm Beach (7/52).....	65.00	50.00	60.00
Palm Springs (11/52).....	90.00	29.50	65.00
Spot Lite (1/52).....	40.00	40.00	40.00
Surf Club (3/54).....	85.00	60.00	75.00
Variety (9/54).....	125.00	39.50	110.00
Yacht Club (6/53).....	65.00	45.00	60.00

### CHICAGO COIN

	High	Low	Mean Avg.
Basket Ball Champ (10/49).....	\$175.00	\$125.00	\$139.50
Saddle & Turf Club Model (10/53).....	145.00	145.00	145.00

### GOTTLIEB

	High	Low	Mean Avg.
Chinatown (10/52).....	\$75.00	\$ 65.00	\$ 65.00
Classy Bowler (7/56).....	275.00	235.00	235.00
Coronation (11/52).....	85.00	50.00	85.00
Crossroads (5/52).....	60.00	55.00	55.00
Daisy Mae (7/54).....	175.00	150.00	150.00
Derby Day (4/56).....	240.00	215.00	240.00
Dragonette (6/54).....	225.00	125.00	175.00
Duette (3/55).....	265.00	185.00	225.00
Duette Deluxe (4/55).....	250.00	225.00	245.00
Flying High (2/53).....	99.00	64.50	85.00
Four Belles (10/54).....	195.00	145.00	165.00
Four Stars (6/52).....	85.00	40.00	75.00
Frontiersman (11/55).....	245.00	195.50	210.00
Gold Star (8/54).....	200.00	150.00	150.00
Grand Slam (4/53).....	110.00	75.00	110.00
Guys & Dolls (5/53).....	95.00	75.00	95.00
Happy Days (7/52).....	65.00	60.00	65.00
Harbor Lites (2/56).....	215.00	175.00	210.00
Hawaiian Beauty (5/54).....	105.00	105.00	105.00
Hit 'n' Run (3/52).....	75.00	30.00	75.00
Jockey Club (4/54).....	165.00	100.00	134.50
Lady Luck (9/54).....	190.00	134.50	155.00
Lovely Lucy (2/54).....	175.00	114.50	130.00
Marathon (10/55).....	285.00	245.00	245.00
Marble Queen (6/53).....	135.00	75.00	95.00
Mystic Marvel (3/54).....	175.00	125.00	165.00
Niagara (12/51).....	65.00	29.00	64.50
Quartette (2/52).....	110.00	59.50	110.00
Queen of Hearts (12/52).....	110.00	55.00	99.00
Quinette (3/53).....	80.00	45.00	65.00
Score-Board (3/56).....	265.00	225.00	225.00
Shindig (9/53).....	120.00	65.00	95.00
Skill Pool (8/52).....	75.00	65.00	65.00
Sluggin' Champ (4/55).....	190.00	175.00	175.00
Stage Coach (11/54).....	195.00	165.00	175.00
Sweet Add-A-Line (7/55).....	250.00	165.00	175.00
Toreador (6/56).....	275.00	275.00	275.00
Tournament (8/55).....	265.00	225.00	240.00
Twin Bill (1/55).....	225.00	125.00	185.00
Wild West (8/51).....	265.00	50.00	265.00
Wishing Well (9/55).....	245.00	165.00	205.00

### UNITED

	High	Low	Mean Avg.
Caravan (1/56).....	\$250.00	\$165.00	\$235.00
Circus (8/52).....	85.00	45.00	50.00
Havana (2/54).....	70.00	45.00	45.00
Hawaii (6/54).....	75.00	35.00	45.00
Leader (10/51).....	85.00	75.00	75.00
Manhattan (4/55).....	150.00	75.00	115.00
Mexico (3/54).....	60.00	35.00	45.00
Nevada (8/54).....	65.00	50.00	60.00
Pixie (9/55).....	185.00	110.00	150.00
Rio (11/53).....	175.00	75.00	105.00
Singapore (10/54).....	195.00	65.00	110.00
Stardust (4/56).....	245.00	165.00	225.00
Starlet (11/55).....	195.00	145.00	165.00
Stars (6/52).....	65.00	40.00	60.00
Tahiti (8/53).....	175.00	50.00	90.00
Triple Play (8/55).....	145.00	75.00	125.00
Tropicana (1/55).....	295.00	100.00	185.00
Tropics (7/55).....	75.00	45.00	45.00
Zingo (10/51).....	65.00	65.00	65.00

### WILLIAMS

	High	Low	Mean Avg.
Army & Navy (10/55).....	\$ 90.00	\$ 39.50	\$ 60.00
Big Ben (9/54).....	195.00	100.00	150.00
C. O. D. (9/53).....	175.00	75.00	115.00
Colors (11/54).....	135.00	125.00	125.00
Deluxe Baseball.....	125.00	89.50	125.00
Disk Jockey (11/52).....	75.00	60.00	60.00
Four Corners (11/52).....	80.00	65.00	65.00
Fairway (6/53).....	60.00	45.00	45.00
Grand Champion (8/53).....	135.00	115.00	125.00
Gun Club (11/53).....	95.00	39.50	75.00
Hayburner (6/51).....	75.00	35.00	50.00
Jolly Joker (10/55).....	150.00	95.00	95.00
King of Swat.....	245.00	225.00	245.00
Lazy Q (2/54).....	125.00	59.50	99.50
Major League (2/54).....	150.00	150.00	150.00
Nine Sisters (1/54).....	135.00	59.00	115.00
Palisade (7/53).....	95.00	49.00	90.00
Peter Pan (4/55).....	225.00	134.50	175.00
Quarterback (10/49).....	285.00	200.00	215.00
Race the Clock (1/55).....	210.00	140.00	155.00
Regatta (10/55).....	150.00	145.00	145.00
Screamo (4/54).....	55.00	45.00	45.00
Sea Jockeys (11/51).....	75.00	40.00	65.00
Silver Skates (2/53).....	80.00	70.00	80.00
Singapore (10/54).....	85.00	60.00	65.00
Sky Way (9/54).....	125.00	65.00	65.00
..... (2/55).....	110.00	75.00	75.00

### SHUFFLE GAMES

	High	Low	Mean Avg.
Twenty Grand (12/52).....	\$ 85.00	\$ 35.00	\$ 85.00
Times Square (4/53).....	65.00	40.00	40.00
Thunderbird (5/54).....	165.00	110.00	135.00
Wonderland (5/55).....	175.00	140.00	140.00
<b>ACE BOWLER (CC) (9/50).....</b>			
Ace Bowler (CC) (9/50).....	\$295.00	\$ 95.00	\$195.00
Banner (U) (8/54).....	135.00	95.00	105.00
Bikini (K) (6/54).....	75.00	75.00	75.00
Bonus Bowler (K) (3/54).....	95.00	95.00	95.00
Bonus Score Bowler (CC) (4/55).....	225.00	195.00	195.00
Capitol (U) (6/55).....	350.00	225.00	295.00
Carnival (K) (5/53).....	185.00	145.00	175.00
Chief (U) (11/53).....	250.00	65.00	140.00
Clipper (U) (5/55).....	385.00	215.00	295.00
Clipper Deluxe (U) (5/55).....	425.00	225.00	295.00
Clover Shuffle (U) (1/53).....	125.00	39.50	75.00
Club (K) (4/53).....	50.00	45.00	45.00
Comet Targette (U) (11/54).....	350.00	125.00	250.00
Comet Deluxe (U) (11/54).....	345.00	125.00	250.00
Criss-Cross (CC) (11/53).....	275.00	65.00	145.00
Criss-Cross Targette Regular (CC) (1/55).....	95.00	75.00	85.00
Crown (CC) (4/53).....	150.00	45.00	85.00
Domino (K) (5/53).....	50.00	95.00	95.00
Feature (CC) (7/54).....	275.00	125.00	185.00
Fifth Inning Deluxe (U) (6/55).....	395.00	225.00	295.00
Fireball (CC) (11/54).....	225.00	115.00	225.00
Flash (CC) (9/54).....	335.00	195.00	195.00
Gold Cup (CC) (7/53).....	155.00	75.00	115.00
Gold Medal (B) (3/55).....	195.00	175.00	195.00
Hi Speed Triple Score (CC) (8/53).....	195.00	65.00	95.00
Holiday Match Bowler (CC) (9/53).....	450.00	225.00	350.00
Hollywood (CC) (5/55).....	215.00	175.00	185.00
Imperial (U) (9/53).....	75.00	50.00	50.00
King (CC).....			

	High	Low	Mean Avg.
Card Vender (Ex).....	\$ 50.00	\$ 50.00	\$ 50.00
Carnival Gun (U) (10/54)	350.00	195.00	225.00
Champion Baseball (G)...	245.00	175.00	225.00
Champion Hockey ('46)...	125.00	125.00	125.00
Coon Hunt (S) (2/54)...	150.00	100.00	100.00
Date Gun (Ex).....	85.00	20.00	50.00
Defender (B) ('40).....	125.00	125.00	125.00
Derby 4 Player (CC) (3/52).....	145.00	99.50	145.00
Drivemobile (M) (7/54).....	195.00	195.00	195.00
Flash Hockey (Coinex) (9/46).....	99.50	75.00	99.50
Flying Saucer (M) (6/50).....	149.50	79.50	99.50
Football (M).....	85.00	85.00	85.00
Goatee (CC) (1/46).....	99.50	50.00	95.00
Harvard Metal Typewriter.....	125.00	125.00	125.00
Heavy Hitter (B).....	50.00	35.00	35.00
Hi-Ball (Ex) (2/38).....	95.00	95.00	95.00
Hockey (CC).....	85.00	39.50	75.00
Home Run 6 Player (CC) (3/54).....	200.00	175.00	195.00
Jet (B).....	105.00	85.00	85.00
Jet Fighter (W) (10/54).....	485.00	150.00	225.00
Jet Gun (Ex) (12/51).....	150.00	110.00	110.00
Kicker & Catchers.....	20.00	20.00	20.00
K O Fighter.....	325.00	325.00	325.00
Life League (W) (2/54).....	75.00	75.00	75.00
Lord's Prayer (M) (6/56).....	395.00	395.00	395.00
Lovemeter (Ex).....	25.00	25.00	25.00
Midget Movies (CC).....	125.00	100.00	125.00
Panoram (Mills).....	325.00	325.00	325.00
Pennant Baseball (W).....	135.00	99.50	125.00
Photomatic (M) (1/50).....	395.00	350.00	350.00
Pistol (CC) (1/49).....	50.00	30.50	50.00
Pistol Pete (CC).....	99.50	45.00	75.00
Pitch'm & Bat'm (S).....	175.00	175.00	175.00

	High	Low	Mean Avg.
Polar Hunt (W).....	\$395.00	\$325.00	\$345.00
Pop Up.....	18.00	18.00	18.00
Rifle Gallery (G) (6/54).....	175.00	95.00	175.00
Round the World Trainer (CC) (10/53).....	425.00	850.00	425.00
Royal Mustang Horse.....	375.00	375.00	375.00
Safari (W) (2/54).....	365.00	225.00	313.00
Set Shot Basketball (Munves) (6/52).....	295.00	225.00	275.00
Shoe Brush Up.....	95.00	95.00	95.00
Shoot the Bear (S).....	150.00	125.00	125.00
Shooting Gallery (Ex) (6/54).....	175.00	175.00	175.00
Sidewalk Engineer (W) (5/55).....	175.00	125.00	150.00
Silver Bullets (Ex) (11/49).....	125.00	125.00	125.00
Silver Gloves (M).....	225.00	165.00	195.00
Six Shooter (Ex).....	125.00	50.00	95.00
Sky Fighter (M) (9/53).....	135.00	110.00	135.00
Sky Gunner (G) (9/53).....	135.00	125.00	125.00
Sky Gunner (CC).....	135.00	125.00	125.00
Sky Rocket (G) (5/55).....	260.00	215.00	260.00
Space Gun (Ex).....	95.00	55.00	95.00
Space Ship.....	350.00	200.00	325.00
Sportland (Ex) (11/51).....	165.00	95.00	140.00
Sportsman (K) (11/54).....	195.00	125.00	175.00
Standard Metal Typewriter.....	325.00	199.00	275.00
Star Series (W) (4/49).....	89.50	79.50	89.50
Submarine (K) (1/42).....	125.00	125.00	125.00
Super Jet (CC) (4/53).....	295.00	224.50	225.00
Super Slugger (U) (7/55).....	395.00	295.00	350.00
Telequiz (T) (1/49).....	95.00	50.00	90.00
Treasure Cove (Ex) (6/55).....	295.00	215.00	295.00
World Series (W) (4/51).....	99.50	50.00	99.50
Zingo (U) (1/51).....	65.00	45.00	65.00

	High	Low	Mean Avg.
Acorn 5c or 1c.....	\$ 10.00	\$ 8.50	\$ 9.50
Columbus 1c Bulk.....	6.50	6.50	6.50
Du Grenier (11 Col.).....	87.50	87.50	87.50
Du Grenier Tab Gum (6 Col.).....	14.50	14.50	87.50
Electro (8 Col.).....	95.00	95.00	95.00
Electro (10 Col.).....	125.00	125.00	125.00
Keeney Cigarettes Vendor.....	99.50	50.00	85.00
Master 1c & 5c Bulk.....	8.50	8.50	8.50
Mills Candy (5 Col.).....	65.00	65.00	65.00
Mills Tab Gum (6 Col.).....	19.50	17.50	17.50
National M-9A (9 Col.).....	165.00	95.00	125.00
National 930.....	95.00	95.00	95.00
National 950.....	110.00	110.00	110.00
Northwestern 39, 1c.....	7.95	7.50	7.95
Northwestern 33 Ball Gum.....	6.50	6.50	6.50
Northwestern 49, 1c.....	12.50	8.50	12.00
Northwestern Deluxe 1c & 5c.....	12.50	12.00	12.00
P X (8 Col.).....	85.00	85.00	85.00
P X (10 Col.).....	110.00	110.00	110.00
P X Electric.....	95.00	75.00	85.00
Rowe Candy (8 Col.).....	60.00	60.00	60.00
Rowe Candy Merchant (7 Col.).....	165.00	165.00	165.00
Rowe Crusader (8 Col.).....	97.50	97.50	97.50
Silver King 1c.....	8.50	7.45	8.50
Silver King 1c Mdse.....	8.50	7.45	7.45
Silver King 5c.....	9.95	7.45	8.50
Stoner Candy (6 Col.).....	110.00	80.00	110.00
Stoner Candy (8 Col.).....	165.00	110.00	110.00
Uneda Model E (8 Col.).....	45.00	45.00	45.00

# 250 at All-Music Fete in Milwaukee

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close co-operation in promoting the Annual Milwaukee Music Industry Party is a worthwhile public relations move on their part.

Besides enabling the dealers, operators and deejays to mingle socially for an evening, it enables the recording artists to meet the entire record community in one place and plug their wares.

Public relations-wise it is an asset to the entire local music business and receives considerable press coverage.

Joe Louis, former heavyweight boxing champ, now on the Mercury Records promotional staff, was among those at the head table. He related to the audience how he made his choice between violin and boxing lessons as a youngster. "I might have been in the music business a lot earlier than this," he said, "if I had stuck with my violin lessons."

A galaxy of recording artists attended. According to Stu Glassman, who acted as master of ceremonies: "This may develop into a 'little MOA' in the next few years." The disk artists provided the entertainment by dubbing their latest releases. All were well received.

List of artists and label reps, included: Joy Layne, Nick Noble, David Carroll, Kenny Myers, Joe Louis and Don Thorn, Mercury Records; Jimmy Bowen, Stan Pat, Roulette Records; Louis Bashell, Chord; Dick Metko and Ron Harvey, Window Records; Bette Laine, Chess Records; Paul Anka, ABC-Paramount, and Bobby Christian and Barney Fields, Keith Music.

Sponsors who lent their support to the event, were: All States Distributing Company; Coral Records; Frumkin Sales; Garmisa Distributing Company; James H. Martin; M. S. Distributing Company and United Records Distributing Company of Chicago.

Local sponsors, included: Capitol Records; Columbia Records; Decca Records; Hastings Distributing Company; S. L. London Mu-

sic Company; Marsh Radio Supply Company; Mercury Records; Paster Distributing Company; RCA-Victor Records, and United, Inc.

The list of guests included the following:

Juke box operators: Bert Liesch; Ed Kayl, Ray L. Albright, Cliff Cottrill and Wayne Whittow, Mitchell Novelty Company; Robert Shields, Mr. and Mrs. Arnold Cutter, and Mr. and Mrs. Victor Kobylarz, Kendou, Inc.; Jerome J. Jacomet, Ed Gronowski and Robert Gronowski, Red's Novelty, West Allis; Fred Mueller, Schroeder Amusements; Mr. and Mrs. Walter Brown, and Mr. and Mrs. Myron Silsby, Wisconsin Novelty Company; Herb Wagner, G. & W. Novelty Company, South Milwaukee

Woody Johnson, Roger Czerniak and Joseph Hillar, United, Inc. Mr. and Mrs. Jerry Koth, Regal Music; Mary and Donald G. Humiston, Judith Pelligrino and Mrs. Eleanore Pelligrino, P & P. Distributing Company; and Bibs De Rusha and Edward L. Patterson, De Rusha Vending Company, Fond du Lac, Wis.

Record Dealers; Esther Holzer, Allis Music, West Allis; John W. Armbruster, Armbruster's, Cedarburg; Mr. and Mrs. John Plimpton, Betty Plimpton and Karen Koten, Bay Music Center; Arthur Mark, Mark's Music Shop; Barbara Biron, Cord's; Joe Hoffman, Hoffman's Records; Laz Glassman, Stu and Rae Glassman, Jerry Glassman, L. M. Glassman and Rubin Glassman, Radio Doctors; Audrey Stenzel, Esther Feldkirehner, Gimbels; Mr. and Mrs. Ralph E. Grennell, The Three D's, Butler, Wis.; Frank and Joan Schroeder, and Millie Bisek, Schroeder's, Inc.; Ed Knepper, Esquire Record Shop; Mr. and Mrs. Joe F. Weiss, Faye and Sal Mendoza, Weiss Rhythm and Rhyme Shop; Eunice M. Heinrich, Boston Store; Mr. and Mrs. Joseph T. Grasch, Grasch's; Barney Kuehn, Mary Jo Squire, Bob Welch, Joe Jarmusz, Corinne Rothman and Roger Frieseke, of the Music Mart.

Distributors: Bill Weinberg, Frumkin Sales, Chicago; Harlyn Herriges, Fred Leeseberg, Garmisa Distributing Company, Chicago; Bill Farr, Henry Aubuchon, Mr. and Mrs. Robert Reinhardt, Morley-Murphy Company; Jack Solinger, Music Distributing, Inc., Chicago; Gordon Gray and Mr. and Mrs. Ray Ruch, MGM Records; Vernon Sherkow, Sherco Record Distributing Company; Mr. and Mrs. Robert

Thompson, Mary Orth, Bob Maxwell, Rosemary Botham, John A. Fricano, and Dick Kibbe, Capitol Records; Mr. and Mrs. Al Oldrich, Coral Records, Chicago; Mr. and Mrs. Marty Schwartz, James H. Martin Co.; Mr. and Mrs. Don Thorn, John Heidner, Major Distributing Company; Bob Blie, Mr. and Mrs. Ken Windl, Don Foreman, and Emil C. Reitman, Decca Records; Mr. and Mrs. Gerry Grainger, Tom Kriege and Louis V. Scotti, All States Records, Chicago; Bill Schwartz, Window Records, Sheboygan, Wis.; Sandy Harbin, Dot Records, Inc. Hollywood, Calif.; Rosalind Ross and Ruth Shapiro, General Artists Corporation, New York City.

Stan Pat, Rama-Roulette-Gee Record Company, Chicago; Bud Stapleton and Al Essman, Marsh Radio Supply Company; Robert Moering, Major Distributing Company; Kenny Myers, Mercury Records, Chicago; Mr. and Mrs. Rick Froio, M. S. Distributors, Chicago; Harold Reitz, Ed Hoffman, Robert Mahl, Ralph Retzer, and John Anello, Taylor Electric Company.

### Press

The contingent of press and radio people present, included: Gene Edwards, Don Metzger, Bob Leonard, Mr. and Mrs. Melvin Rothman, Everett Tunson, Mike O'Boyle, John O'Brien Jack Buechler, Mr. and Mrs. Robert Shanahan and Mrs. Jim Haig, WRIT; Sol Radoff, Bobby Art, Bob Kelly, Ollie West, Isaac N. Coggs, Curly Williams, and Mr. and Mrs. Paul De Chant, WMIL; Don Dooley, The Milwaukee Journal; Maxine Schumann, Lucky Logan, John (Mad Man) Michaels, and Joe Gordon, WOKY.

Jim Lewis, Robb Thomas and Redd Hall, WEMP; Dick Bosley; Graphic Studios; Mr. and Mrs. Mack Kehoe, Miller Brewing Company; Al Elewitz, The Milwaukee Sentinel; Jo Boyd, WFOX; Barney Fields, Keith Music, Chicago; Bill Walters, WDUZ, Green Bay, Wis.; Lou Riepenhoff, Karl Gierhahn and Susan Weber, WISN; Mr. and Mrs. Gordon Hinkley, WTMJ; Mr. and Mrs. Ken Eaton, Mathisson & Associates, Inc. Harry Holloway, AFTRA; and Ken Knauf and Nick Biro, The Billboard Chicago office.

Other guests: Bob and Ellie Allen, Milwaukee Braves; Dick Shelton, Mary Shevlin and Cliff Myers, Windy City Music, Chicago; Bob Anka, ABC-Paramount, Ontario, Canada, and publicist June March, Milwaukee.

## COIN MARKET PLACE

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 20¢ a word—Minimum \$4.00.

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATES: \$1.00 a line—\$14.00 per inch.  
**CASH WITH ORDER**  
Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:  
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AMI Incorporated 180D Union Ave. S. E. Grand Rapids 3, Michigan  
originator of the automatic selective juke box in 1946.

## BYE, BYE TV BLUES

### Gotham Ops Shed No Tears Over Departure of Giants and Dodgers

NEW YORK — While several million New Yorkers aren't too happy about the imminent shift of the New York Giants and Brooklyn Dodgers to the West Coast, the city's juke box and amusement machine operators aren't shedding any tears.

It isn't that the two National League teams have been drawing fans in enough numbers to depopulate the bars and hurt coin machine play. The trouble is that baseball buffs here, who wouldn't think of paying to watch the Giants or Dodgers play, will follow every play when the action is projected on the video screen of their favorite bistros.

Currently, New York is a three-team big league town. In 1958, it will probably be a one-team town. With all three teams playing most of their week-day games in the evening, there is almost always a game being televised every evening.

#### Yanks Survive

Next year, only the Yankees will be around. That means that there will be no baseball telecast about 50 per cent of the time during the baseball season. While the Yankees have an occasional road game tele-

## DA Claims Ops Fixed Rides on Inspection Eve

WHITE PLAINS, N. Y.—Westchester District Attorney Joseph F. Agliardi has charged that local kiddie ride operators had made changes in their equipment on the eve of an expected inspection by the Electric Testing Laboratories, Inc. (The Billboard, August 12).

The Westchester official claims that survey by ETLI had disclosed that many kiddie rides were unsafe. Industry spokesmen have denied the charges, citing an outstanding safety record and pointing out that machines are automatically grounded.

According to the survey, of 73 machines tested, 19 were hazardous; 36 were potentially hazardous, and only 18 were safe. (Continued on page 136)

## Int. Telemeter Bows Coin TV

NEW YORK — Coin-operated, closed-circuit television was demonstrated here last week by the International Telemeter Corporation, a subsidiary of the Paramount Picture Corporation.

The coin box, about the size of a small radio, is attached to the television receiver. It accepts nickels, dimes, quarters and half-dollars.

The programs are transmitted by wires from the studio to the homes of subscribers. Three programs may be sent over a single channel. A loudspeaker informs the viewer of coming attractions and their prices.

If the viewer inserts more money than is required, he receives a credit. He may also deposit up to \$2.50 in change for future vending,

cast, most of the away contests are heard on radio only.

Baseball has hurt both juke box and amusement game play here. The season lasts from mid-April to early October, and most of the action is from 8:30 to 11 in the evening, when the coin machines should be getting their heaviest play.

The problem is the most acute in neighborhood bars, where the steady patronage will mastermind each game and the strains of the music machine are stilled while the athletic exhibition is in progress.

Operators of amusement games suffer, but not as much. Some of the more hardy shuffle alley or pool players will perform while the game is on, but few will dare to play the juke box.

The transfer of the two National League teams won't mean too much to many mid-town bars, where the trade is largely transient and television isn't on too often.

While a few local operators are sorry to see the Giants and Dodgers go for purely sentimental reasons, most of them feel sorrier for the Los Angeles and San Francisco operators.

## Mfrs. Introduce 54 New 1957 Models

Year's Crop on Par With 1955 to Date, But Far Behind 1956; 5-Balls, Pool High

CHICAGO — Fifty-four new coin game models have been introduced to date this year by manufacturers. The total is running about even with 1955's first seven months, but far behind the heavy 1956 output.

Five-ball pins, pool games and ball bowlers dominate the 1957 new game crop.

Because of the bumper crop of pool games a year ago at this time, 1957's new games are running behind last year, but compared to 1955's mid-year pre-pool period, output is on an even keel.

So far, manufacturers have turned out a 1957 total of 13 five-ball pins, 12 pool models, 9 ball bowlers, 4 guns, 5 kiddie rides, 3 in-line pins, 4 various roll-down types, 1 baseball game, and several novelty games.

#### 3-Year Boom

For three consecutive years, 1954 thru 1956, manufacturers set new production marks in terms of number of models introduced. This year, however, appears

headed for a major decline, unless some new type location game springs to life early in the fall season.

The trade saw 113 new models in 1954, 130 in 1955, and an all-time high of 133 last year. Dollar value of games produced last year, however, was estimated at far behind the 1955 level because of (Continued on page 138)

## Williams Bows Kings, 5-Ball Card Game

CHICAGO — Williams Manufacturing Company shipped to distributors last week a new five-ball pin game, Kings, featuring card play for free games.

A dozen light-up cards clustered at playfield center light up individually to register four-of-a-kind card hands, which in turn score specials for replays.

Kings is adjustable to offer three, four or five games for quarter play, with twin chutes at slight extra cost.

New on the game is an all-steel door which protects the coin box. (Continued on page 135)

## N. Y. Op Group To Organize On State Level

ALBANY, N. Y.—The embryo New York State coin machine group will hold an organizing meeting here either Tuesday, Wednesday or Thursday, August 20, 21 or 23.

On the agenda is picking a name for the organization, electing officers and designating a full-time, salaried managing director. The organization has a nucleus of a score of prominent operators, most of them top officials in their local organizations.

However, it will not be an association of local operator groups. The group will operate independently, but will assist and work closely with local associations.

Primary purpose of the group to thwart discriminatory legislation and to question the authority of enforcement officers who allegedly have been seizing amusement games without due process of law.

## Group to Study Lake County, Ill., Pin Operations

WAUKEGAN, Ill.—The Lake County, Illinois, board of supervisors is slated to name a five-man committee to probe use of pinballs as gambling devices.

The move follows a recommendation made by a grand jury that pinballs thruout the county be banned. (The Billboard, August 12.)

Emmett Moroney, board chairman, said that because pinballs are legal under Illinois law, he favored leaving the situation as it is, but that he would support the investigation because of the grand jury recommendation.

The committee, to be named in the near future, will report its findings to the board in September.

## 50% More \$250 Stamps In N. Ill.

WAUKEGAN, Ill. — Gaming stamps purchased in the 25 Northern Illinois counties this year show almost a 50 per cent increase over the whole previous fiscal year.

H. Alan Long, district director of Internal Revenue, said he believed that the hike was brought chiefly by the new federal ruling that the \$250 stamps are required for payoff pinball games as well as slot machines.

He stated, however, that since no distinction is made in the records between gaming pinballs and slot machines, the reason for the increase is not ascertained.

The \$250 tax stamp is not required for pinballs that offer only free plays to the players, but rather on those that pay off in cash, tokens or merchandise.

An additional 253 gaming stamps issued brings the total to 408 in the 26 counties since July 1. A total of just 279 were issued for all of the previous fiscal year, but 677 were purchased the year before that.

## Gottlieb Ships World Champ, Match Play Pin

CHICAGO — World Champ, a new D. Gottlieb & Company single-player, five-ball pin game with match play, was shipped to distributors last week.

It is the second single-player match model introduced by Gottlieb. Royal Flush was the first. All of the firm's multiple-player models, however, are equipped with match play features.

The match play feature permits the player to try to match his score with a number that flashes on the backglass at the end of each game. A match entitles him to free games.

Play features of World Champ follow a boxing theme, with "knockdowns" and "rounds" combining for special scores. Scoring three knockdowns in any round lights a ball hole for special scores and free game opportunities.

Ball targets and roll-overs advance "rounds" for special scores, and ball bumpers, kickers and flippers provide action.

## Glasco, N. Y. Op Tells of Dealings With Getlan

GLASCO, N. Y.—Sam Getlan, union organizer in the coin machine industry for the counties north of New York City, drives a hard bargain, according to Tom Greco, local operator. (The Billboard, August 12.)

Greco's firm, Greco Bros., has a contract with Getlan's Local 26, calling for monthly dues of \$5 and a monthly assessment of 50 cents a machine. The firm has no employees—only the brothers—but each partner pays dues.

This spring, State and local authorities organized sweeping pinball raids, confiscating the equipment. As a result, about half the games the firm had on location ended up in the sheriff's office.

Before the raids, dues were about \$300 a month. But after the raids, Greco figured the dues,

## United Intros Jumbo Alley, Ball Bowler

CHICAGO — Jumbo Bowling Alley, a new United Manufacturing Company ball bowler in 16-foot by 2½-foot size, is being readied for shipment.

Jumbo has the realistic play features, with 4½-inch bowling balls actually making contact with the pins.

While the 16-foot popular size is standard, the game is available in several sizes. Jumbo utilizes a lightweight, streamlined cabinet.

Mechanism is located in the backbox. Game has a National Slug Rejector coin chute and the new steel door, first introduced on the previous Deluxe model.

The game is a six-player model, with regulation scores.

## Bally Preems Circus, First Of 5-Ball Line

CHICAGO — Circus, the first of a new line of Bally Manufacturing Company five-ball pin games, was shipped to distributors last week.

The game is a two-player model, which can be played by either one or two players. It has score cards. (Continued on page 139)

## Kaye to Make 2 New Games

NEW YORK — Irving Kaye, local game manufacturer, announced that he will soon go into production on a two-player table game and a counter game. Details of both games will be announced when the machines are ready for production some time in September.

Kaye also said that his firm plans to produce speakers and wall boxes for the juke box industry.

Meanwhile, production on the six-hole pool conversion is at the rate of 100 units a week, he said. Kaye also makes slate tops for pool games.

based on machines on location, should be only \$150 a month.

However, Getlan refused to hear of any reduction in dues and, when Greco would only ante up the \$150, he (Getlan) took the case before the New York Mediation Board.

When both parties appeared before the Mediation Board, Getlan offered to compromise between his figure and Greco's figure. But Greco insisted that the dues apply only to machines on location, not to those in the sheriff's office.

The board ruled that Greco provide Getlan with a location list and that dues be paid only on those machines on the list, unless Getlan could prove that the operation had more stops.

Greco said that at no time has the union aided him or his organization in any manner.

- 2 1448 ROCK-OLAS,  
Like New ..... \$650.00
- 1 1438 ROCK-OLA ... 395.00
- 2 1434 ROCK-OLA,  
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- 2 SEEBURG "R"  
with Royal 50c Units 725.00

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CALIFORNIA

Phone Paul Spear  
Santa Rosa 1498  
or write for prices

**FTC Attacks**

• Continued from page 125

made available to all competing customers on proportionally equal terms.

**Cites Allowances**

As an example of the "unlawful treatment of customers," the Commission cites the following examples of payments by Reynolds to vendors: In 1955 a payment of \$1,906 to Mystic Automatic Sales Company, Medford, Mass. Mystic also was paid \$3,052 during the first six months of 1956, FTC alleges.

A 1955 payment of \$2,100 to Cigarette Service Company, Inc., Cambridge, Mass., plus a payment of \$1,903 for the first half of 1956. A payment in 1955 of \$488 to Winrox Vending Company, Inc., Brookline, Mass., with a payment made to Winrox for \$511 for the first half of 1956.

Self Service Sales Corporation, Hartford, Conn., allegedly received \$347 in 1955 and \$236 in the first six months of last year. New Haven Tobacco Company, New Haven, Conn., allegedly received \$315 in 1955, plus \$208 for the first half of last year.

**Ad Displays**

FTC further charges that Reynolds offers allowances conditioned upon the use of advertising displays which can be used only by a restricted number of customers in addition, the company allegedly "individually negotiates with those receiving allowances, resulting in unequal, different and arbitrary terms."

The company is granted 30 days to file an answer to the complaint. A hearing is scheduled October 10 in Winston-Salem, N. C., before an FTC hearing examiner.

**MOA'S Goal**

• Continued from page 130

The government had originally requested all "interested parties" to submit recommendations to the Internal Revenue Service on equitable depreciation and write-off schedules for juke boxes.

At present, IRS has no hard and fast rules, but is guided by so-called "suggested rates" that are known to vary thruout the country, depending on the federal district involved.

The subject was broached at the recent MOA convention, with the matter referred to committee study for further action. Miller stated that numerous parties were involved thruout the country in the study, and the final recommendation would express the combined efforts and opinions of the total MOA membership.

**CAVA Head Calls**

• Continued from page 129

approximately \$1,500. When a machine in this price range is made available, the operator will buy them. He has to watch his investment, too."

The future advances in vending will also bring problems, particularly in the need for trained men. Grenier believes there will be a demand for servicing of equipment as complex as today's. It will, he said, be more valuable in the future as venter mechanisms are developed.

"The small operator is not equipped to handle complex machines," Grenier declared. "I mean he is not mentally equipped, for he has never been trained. The new machines are on the market and he buys. Then it is his problem from that point on. He puts this equipment out and for some reason it will not function properly. He is unable to repair it himself, so he will not be able to operate it. This is where the manufacturer is going to have to keep him in business."

"Rowe has come up with a good idea. It is their intention to sell operators, any operators, big or small, the most complex of equipment and train that operator or his routeman or mechanic to make minor repairs. In case the trouble is beyond the operator's ability to repair, he will have a factory-trained mechanic to assist him."

"If the operator finds that a manufacturer is standing by to help, it only figures that he will buy that equipment. If the operator is faced with assuming all of the responsibility for the workability of equipment and knowing that he can't do it, he is not going to buy certain makes. When that happens, it will reduce the number of operators and put a lot of small operators out of business."

"It is also necessary that parts be immediately available. If even a small, insignificant part is not on hand, it can make an operator shut down his machine for several days or a week until a part comes from the East. The man on the location is not going to wait."

"Rowe's plan is a good one. I think it is something that will help the small operator and at the same time help Rowe. As we get into more complex machines, this relationship is going to be more important than ever."

**Boston Juke Ops**

• Continued from page 130

the federal tax of \$10 brings the total to \$160.

More than 300 licenses and fees in the city were affected at the time and many protests were lodged. The MOAM, however, is the only group which has decided to make a test of the whole license structure.

Attorney Arthur Sherman, MOAM counsel as well as representative from the legal firm of Brown, Rudnick and Freed, which is handling the suit, will address the members. Methods of raising more money and other important details will be discussed.

Under consideration also will be detailed plans for the group's second annual banquet to be held Tuesday, November 12, in the Hotel Bradford in Boston. Tickets have been printed and will be available to members first. Banquet committees already have lined up several State and city dignitaries who will attend.

President Baker also announces that the standard contract forms are now ready and will be mailed immediately to members. MOAM has been actively urging members for some time to get contracts with locations and have now made available a uniform contract.

The association's first regularly scheduled meeting of the season will be held Thursday, September 12, in the Beaconsfield Hotel.

**Williams Bows**

• Continued from page 134

A special light-up hole offers top scores thruout the progress of each game.

Kings is equipped with a National Slug Ejector coin mechanism, and has the standard play features including ball bumpers, kickers, flippers, and roll-overs. Ball targets, when hit, spot cards for four-of-a-kind scores.

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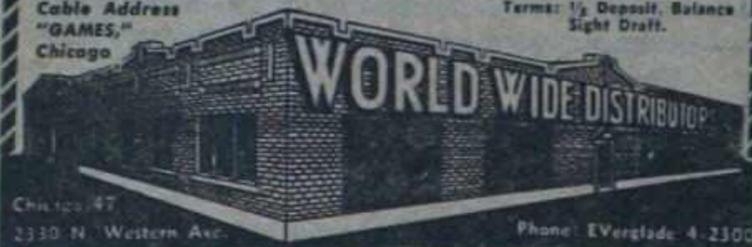
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C. C. SPACE SHIP 295.00	PETER PAN 150.00	PEPPY Write
<b>CIGARETTE MACHINES</b>	PICCADILLY 250.00	RIFLE GALLERY, GENCO 175.00
EASTERN 32 COL., new USED \$250.00	PARATROOPER 45.00	ROCK 'N' ROLL 95.00
MERCURY 7 COL. \$180.00	ROUND UP 45.00	SPORTSMAN GUN SQUIGIT, new Write
NATIONAL 920 95.00	RAMONA 80.00	SILVER BULLETS 125.00
NATIONAL 950 110.00	ROCKETTES 90.00	SHOE BRUSH UP 150.00
NATIONAL 9M 140.00	RED SHOES 50.00	SHOOTING GAL-LERY, EX. 175.00
PX 8 COL. 85.00	RACE THE CLOCK 165.00	SKILL JUMP 45.00
PX 10 COL. 110.00	REGATTA 110.00	SILVER GLOVES 195.00
ELECTRO 8 COL. 95.00	ROSE BOWL 50.00	SPEAK THE DRAGON 125.00
ELECTRO 10 COL. 125.00	SILVER SKATES 70.00	STANDARD METAL TYPER 295.00
<b>BINGOS</b>	SPIT FIRE 110.00	WMS. CRANE 145.00
Write for Our Special Low Prices	SUPER JUMBO 250.00	ART RIFLE RANGE, latest 1,250.00
	SHINDIG 110.00	ZINGO 45.00
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	SHARP SHOOTER 40.00	
	SCORE BOARD 225.00	
	SKILL POOL 45.00	
	THUNDERBIRD 125.00	
	TREADOR 375.00	
	TWENTY GRAND 90.00	
	TRIPLETS 65.00	
	TELECARD 60.00	
	WILD WEST 50.00	

19 Shipman's Film Vendors, like new, 80¢ operation ..... \$175.00 each

WURLITZER DISTRIBUTOR

**CLEVELAND COIN MACHINE EXCHANGE**  
 2029 PROSPECT AVE., CLEVELAND 15, OHIO  
 All Phones: Tower 1-5715

### Erickson Ups Production on Fortune Units

NORTH SACRAMENTO, Calif.—Demand for the Swami and Madam X penny fortune-telling napkin holders is increasing and production has been hiked to give immediate delivery. F. E. Erickson, president of the corporation bearing his name, said here.

The Swami, Erickson said, has been in steady production since 1950. Madam X is designed to hold junior-size napkins.

The new Swami, which is 7 inches wide, 8½ inches tall and 4¼ inches deep, holds as many free napkins as a regular counter-holder. The unit also handles 850 tickets with 56 different answers that are available upon insertion of a penny. On the reverse side of the answer ticket the fortune is printed.

### Services for Herb Klein

NEW YORK—Funeral services for Herb Klein, former sales manager for the International Mutoscope Corporation, were held Thursday (15) at the Quinn Funeral Home, Jamaica, N. Y. He was 52.

Klein joined Mutoscope in 1943 and served as export manager for three years. He had been sales manager until six months ago, when he resigned because of poor health. He was a bachelor and is survived by his mother.

### Dakota Cigarette Revenue Increases

DICKINSON, N. D.—Cigarette and snuff tax collections during July were \$297,895, reports State Tax Commissioner J. Arthur Engen. Collections are up 5 per cent from last July. The cumulative year total shows a 3 per cent increase over last year.

**CONVERSION**  
 FOR SEEBURG M-100 A  
 to 33 1/3 RPM to 45 RPM  
**\$24.50 • \$69.50**  
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 —EXPORT SPECIALISTS—  
 240 E. Merrick Rd. Freeport, L. I.  
 MAYfair 3-2473

### Bally Preems

Continued from page 134

for two. Players take turns shooting one ball at a time.

Main play features include bonus balls, which eject from a ball tunnel along one side of the ball in bonus ball hole.

A, B and C roll-overs, which must be hit in sequence to light up bottom roll-overs for special scores and free plays, light up individually on backglass, as each is made. Player must make all three on one ball to light up the special, as they reset following each ball played.

However, when player lands ball in bonus hole, he has anywhere from one to four extra balls working for him at one time, depending on how many roll-over buttons he has hit. Bonus balls build up from one to four through the game, with player landing ball in bonus hole, benefitting from the build-up.

Ball targets, which light up after roll-overs are made, register high scores when hit.

Ball bumpers and kickers also add score potential to the game, scoring high when lighted.

Circus is available with single nickel or dime chute and is adjustable for either three or five-ball play.

### DA Charges Ops

Continued from page 134

Major defects listed were excessive leakage current, inadequate grounding, and improper safeguarding of live parts.

**Breakdown**

The survey claimed that 13 major and 17 minor mechanical or electrical defects were found, that excessive current leakage existed in 15 units, that 41 units had inadequate grounding, and that 14 units had no grounding.

A safe device was described as one installed indoors, in good physical condition, with exposed metal parts adequately connected to the ground lead of the supply cord, and equipped with an attachment having a grounding blade. Electrical leakage current must be below .2 millampere and insulation resistance more than 1 megohm.

### 14 FT. BOWLERS!

UNITED BOWLING ALLEY  
 BALLY ABC LANE  
 KEENEY TRUE-SCORE  
**\$625**  
**PHONOGRAPHS!**  
 SEEBURG V 200.....\$795  
 SEEBURG R..... 695  
 SEEBURG C's..... 495  
 WURLITZER 1800..... 595

**WANTED**  
**5 BALLS & GUNS!**  
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 Replaces from 4 to 8 Wallboxes!

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 • 50" High 27" Wide 18" Deep  
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 Will Sell at Any Reasonable Offer

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**SEEBURG** | **AMI**  
 Reconditioned by factory-trained mechanics. Clean inside and out

M100W .....\$575	G120 .....\$650
M100C ..... 475	C200 ..... 750
	F120 ..... 595
	E120 ..... 450
	D80 ..... 295
	G200 New—Write for Special Price

Terms: 1/3 cash with order, bal. C.O.D. or draft.

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2 Beach Beauties .. 125	1 Yacht Club ..... 30
2 Broadways ..... 125	1 Surf Club ..... 35
4 Big Times ..... 100	

One-half certified deposit required, balance C.O.D.

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 670 POPLAR STREET  
 MACON, GEORGIA

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**CHROME COVERS  
100 SELECTIONS**

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Reconditioned—Davis Guaranteed

New Selection Buttons—New Instruction Plates

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**WESTERN EXPORT**  
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- NEW—Bally Kiddie Ride  
—Toonerville Trolley
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- NEW—Bally Two-Player 5 Ball Amusement Game

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ALLSTON 34, MASS.—AL 4-4040

WURLITZER  
BALLY  
EXHIBIT

## NCWA Explains

• Continued from page 125

one manufacturer exhibited machines.

Manufacturers find maximum effectiveness in machine displays at National Automatic Merchandising Association conventions, and concentrate their efforts there, he said. NCWA conventions are primarily candy exhibits, he repeated.

NCWA has the only "complete candy show in the country," he said, which is why so many operators turned up. At NAMA conventions the candy displays are "lost in the shuffle." The many other larger exhibits overshadow the candy displays so that delegates often have difficulty finding the candy counters, he said. The operator fares worse at a National Confectioners' Association convention, for there it is the raw materials and not the finished products that are put on display. Only NCWA conventions show the operator all candy displays he wants to see, said McMillan.

Asked whether future conventions would cater to the larger turn-out of operators, McMillan thought they probably wouldn't. He said that operators are welcome guests that increase traffic at the conventions, but that as long as membership in NCWA is confined to distributors, he foresees little change in policy.

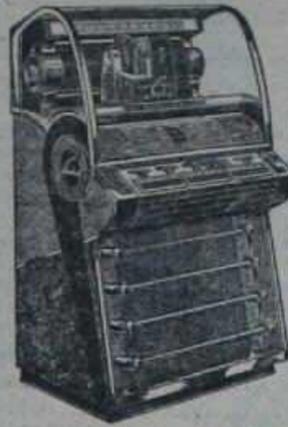
McMillan consistently referred to the operator as "parallel" to the distributor: He buys from the manufacturer. "I don't know of a single operator who doesn't buy direct from the manufacturer," he said.

Thus, the operator is competitive but McMillan insists it is "friendly" competition. The vending and retail spheres are so clearly marked, he said, that more competition exists between different distributors than between operator and distributor. Also, he pointed out, most of the wholesale distributors in NCWA themselves have subsidiary vending components.

Manufacturers do not give a quantity discount, said McMillan. All purchasers buy at the same price. The advent of the "Vend-Packs" further encouraged the operator to buy direct from the manufacturer. Not only are the "Vend-Packs" tailored to the needs of machine operation, but they come slightly cheaper because of the economies of packaging. As a matter of fact, said McMillan, retail outlets are gradually being forced to switch to "Vend-Packs" themselves.

Operators will always be welcome at NCWA conventions, said McMillan. They are good for the show and it is good for them.

# SHAFFER SPECIALS



**AMERICA'S  
FINEST  
USED PHONO  
SEEBURG  
V-200  
(200 Selection)**

**LOOK! Shaffer \$849.50  
Special**

- Using Transistor Type Diode and Selection Switching WITHOUT TUBES.
- Completely Reconditioned and Refinished by Factory-Trained Mechanics and Electronic Specialists.



**SEEBURG 3W1**  
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**\$49.50**

- Chrome Covers
- New Buttons
- New Instruction Plates
- Completely Reconditioned

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Model 2000 (200 Sel.) .. \$695.00	HF100R ..... \$700.00
Model 1900 ..... 675.00	HF100G ..... 615.00
Model 1800 ..... 595.00	M100C ..... 525.00
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Wurlitzer Model 2000	.. \$995
Wurlitzer Model 1900	.. 875
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Model T.

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50—120—200 Selection  
Phonographs.

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**USED PHONOGRAPHS**

Rock-Ola Comet, 120 Selection \$445.00

**GUNS**

Genco Circus Gun ..... (Write)

**5-BALLS**

Balls-a-Poppin' ..... \$225.00  
Screams ..... 45.00  
Regatta ..... 145.00  
Sky Way ..... 65.00  
Times Square ..... 40.00  
Spiffire ..... 75.00  
Cue Tea ..... 40.00  
Hayburner ..... 35.00  
Globe Trotter ..... 40.00  
Fairway ..... 45.00  
Big Hit ..... 40.00  
Colors ..... 125.00  
Capri ..... 195.00  
Blondie ..... 195.00  
Snafu ..... 140.00  
Wonderland ..... 140.00

**BALLY BULL'S-EYE**  
(Kiddie Gun) ..... \$225.00  
Like New

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**Mfrs. Introduce**  
\* Continued from page 134

the large number of low-priced pool games bowed.

In terms of dollar value, this year's output may well equal that of last year. The difference would be in the high-priced ball bowlers. Altho the number of ball bowlers sold does not compare with the number of pool games marketed, dollar volume of bowler sales is high.

Last year's total of 133 models was made on 10 in-line pins, 21 five-ball pins, 4 shuffle bowlers (none of which were bowed so far this year), 6 guns, 7 kiddie rides, 3 baseballs, 6 target bowlers, and 24 other novelty types.

**Vanishing Games**

Notable thus far in the year, is the absence of shuffles, the dearth of new baseball games, and the lack of a variety of novelty games. The fall season, however, is expected to turn up more novelty games, as manufacturers try out new products in hope of finding a new all-around location game.

Unusual too, is the dearth of new in-line pinballs. Their relative absence, however, can be traced to unfavorable legal climate. A greater output of five-ball pins is expected to at least partially replace in-line production.

The trend to target-bowler, rolldown-type games, begun late in 1956 and carrying over into early 1957, appears halted, with

the new ball bowlers replacing them as a standard item.

Top production month of this year, to date, was April, when 13 new models appeared, all standard types, including pool, guns, pins and bowlers.

The most quiet month on the production lines was January, when only three new items were bowed.

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Now Delivering

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and  
**BUMPER**  
**POOLS**

The Tables of  
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Model V-200's ..... \$400.00

**WALL BOXES**

Seeburg (Chrome) ..... \$ 40.00  
AMI 120 ..... 37.50

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Saddle & Turf ..... 105.00  
Beach Beauty ..... 150.00  
Show Time ..... 240.00  
Key West ..... 365.00  
Big Time ..... 95.00  
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**ARCADE**

Genco 2-Player Basketball ..... \$150.00  
Chgo. Coin Steam Shovel ..... 145.00  
Ex. Shooting Gallery ..... 85.00  
Seeburg Bear Gun ..... 95.00  
Seeburg Coon Hunt ..... 125.00  
Telequiz with Film ..... 75.00  
Chgo. Coin Twin Hockey ..... 185.00  
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Make the Difference

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Largest selection of **FIRST-CONDITIONED** equipment.  
Write for listings and prices.

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New DAVY CROCKETT ... Write  
STATE FAIR ..... \$295  
SKY ROCKET ..... 225  
NIGHT FIGHTER ..... 125

EXHIBIT  
JUNGLE HUNT ..... 385  
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Chicago Coin's **CLASSIC BOWLING LEAGUE**

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**Super Deluxe SLATE POOL GAMES**

Finest mahogany cabinet! Genuine Slate Tops! Jumbo Plastic Bumpers! **\$215**

**BRAND NEW!**

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Exhibit RINGER BALL ... 135  
Exhibit SLATE POOL ... 125  
Unit, STEEPLE CHASE ... 85  
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Genco CIRCUS GUN ... closeout

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**Rack Jobbing**

Continued from page 130

public. In a six-month period Geracos reports he has placed some 52,000 records of all labels in super markets, drug stores, variety stores and even hardware stores.

He contends that the rack-jobbing business rightfully belongs to the music operator. They are in constant contact with the public and its need for music and they are the men who know from experience what the public taste is in records. Geracos finds it possible to get good prices from the distributors by demonstrating that he can handle a good record volume.

The rack-jobbing business is seen by Geracos as a potent opportunity for the music operator because of the great number of new labels being brought out. The music operator is an expert on records and is much more able to cater to the public's desires than a man who runs a super market or a druggist who is concerned with drug articles, he claims.

With many operators complaining of lower collections and increased licenses making the profit margin smaller, Geracos sees rack jobbing as the future salvation of the music operator.

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M 100A's • B's • BL's

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300 LATE MODEL  
SINGLE-PLAYER GOTTLIEB'S

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Only Williams  
**5-BALLS**  
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All Williams 5-Ball Games Have NATIONAL SLUG REJECTOR Coin Mechanisms!

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**14' BOWLING ALLEYS**  
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## COINMEN YOU KNOW

### Jackson, Miss.

Three Clarkdale, Miss., operators who changed to dime play recently on numerous locations reported the conversion was well received and their collections are up. They are Joe Lavene, Lavene Music Company; Frank Steed, Steed & Hearn Amusement Company, and John Diamond, Diamond Music Company.

Clarence Spain, Spain Amusement Company at Tunica, converted to dime play on some of his locations and is "satisfied" with it. . . . Leo Trest, Delta Music Company, Cleveland, says his business is off some because of the hot weather, but he expects a pick up in the fall.

A. S. Kelso, game operator at Cleveland, is disturbed over the Supreme Court ruling putting bingo pin games in the same category with slot machines. He reports his cigarette machine business is going well. . . . Johnny Allagrazza, Ace Music Company at Shaw, has had a rushing business recently. He says tourists have brought about the increase. . . . Henry Smith, Smith Music Company, Greenville, reports an increased business recently from reactivated units at the nearby air base.

Bert Shives, Yazoo Novelty Company, Yazoo City, recently went to dime play and reports it is going well. Said he had to because of increased costs. Clint, his brother and route manager, recently returned from vacation at Panama City, Fla., and reported making a nice catch of fish.

Paul Maucelli, owner of Paul's Music Company, Greenville, re-

cently completed his new \$50,000 home. He's back at work now, saying he's got to make the money to pay for it. He spent the last few months supervising work on the ultra-modern house. . . . Chester Richardson, music and game operator at Greenville, is also a carnival owner. He recently hit the road with his carnival, Joyland Shows. He travels Arkansas, Mississippi and Louisiana.

Bluford Taylor, Holmes Amusement Company, Tchula, Miss., recently bought two new tractor-trailers for diversification. He will haul soybeans to grain elevators and

## Special Hideaway Values

- Wurlitzer Model 1717 Hideaways, Refinished and Overhauled, Like New... \$425.00
- Wurlitzer Model 5204
- Wall Boxes..... 19.50
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- Wall Boxes..... 35.00
- Wurlitzer Model 2000.. 975.00
- Wurlitzer Model 1900.. 850.00
- Wurlitzer Model 1800.. 750.00
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- MORE Player Appeal . . .
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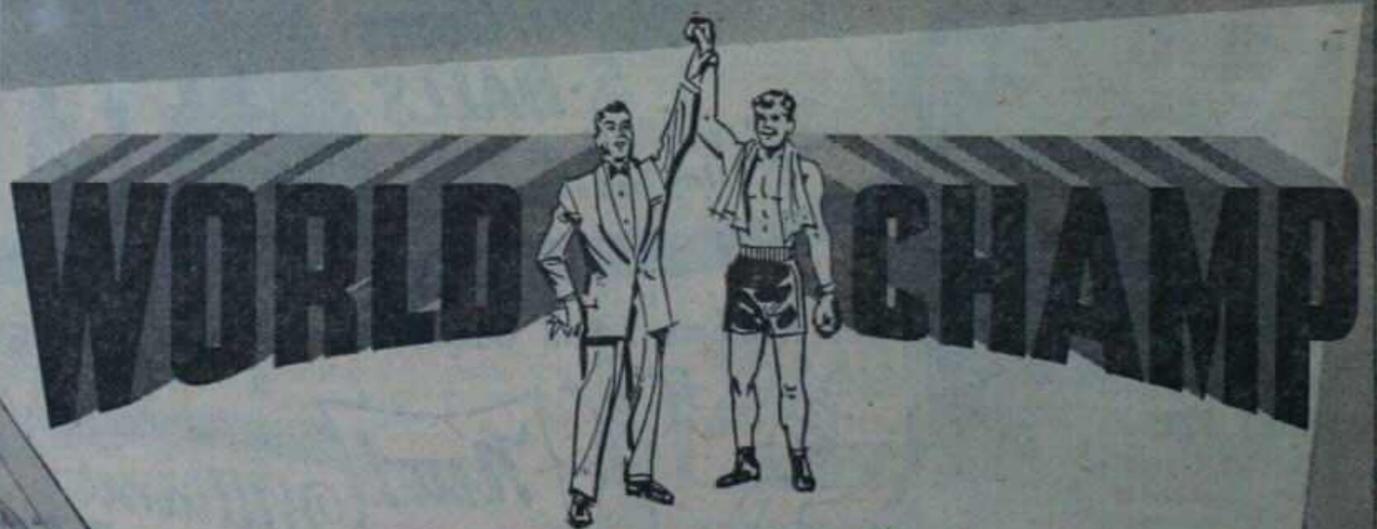
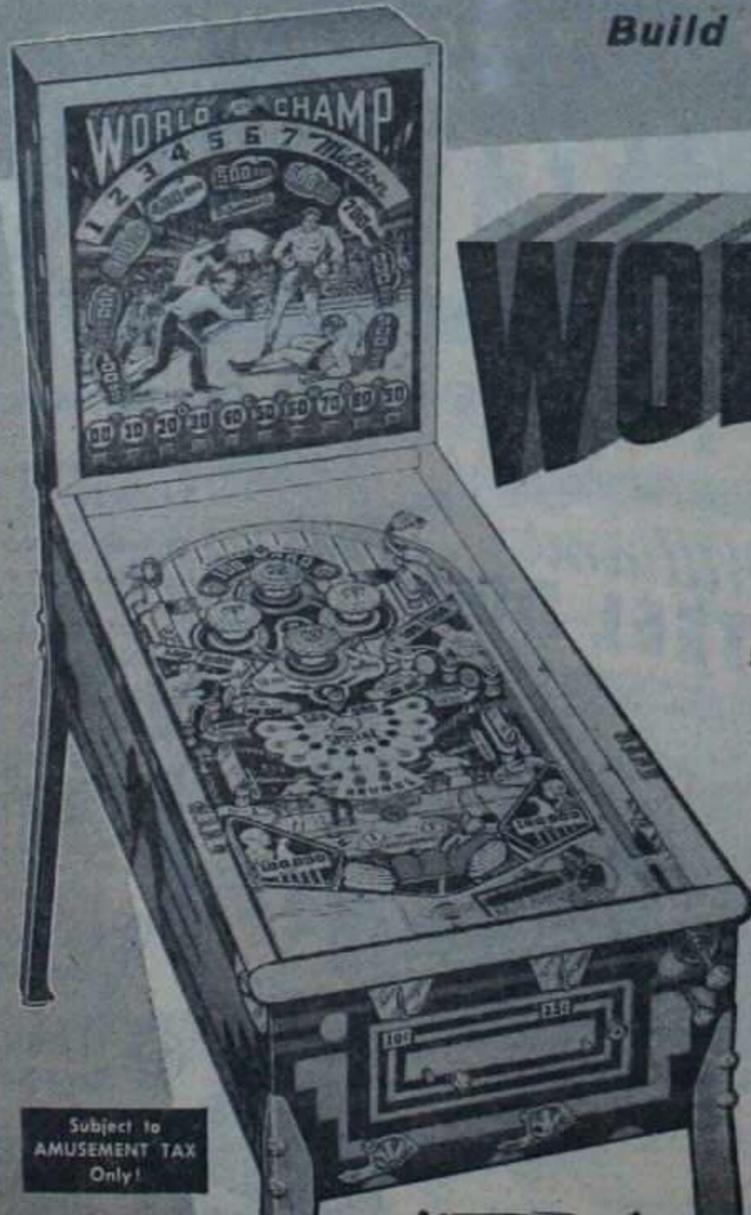
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- Targets and Rollovers Advance "Rounds" for Special Score
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markets. He's in a big soybean growing area. His amusement business was off some, he said.

Mississippi operators seen in Jackson recently shopping for equipment and supplies: Pete Manos, PM Music Company, Greenville; J. T. Long, Long Music Company, Hollandale; Cy Puckett, the Music Man, Lambert; O. H. Rushing, Rushing Amusement Company, Philadelphia; George Fraley, Macon Music Company, Macon; Charles Ethridge, manager of John Haley Music Company, Durant; Dee Brassell, Brassell Music Company, Water Valley.

Others included: Manuel Nassar, Nassar Music Company, Shelby; Eddie Barnes, Eddie's Music Service, Greenville; John Haley, Haley Music Company, Canton; Bert Shives, Yazoo Novelty Company, Yazoo City, and Henry C. Smith, Dyess Music Company, Greenville.

when answering ads . . .  
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**POOL TABLE OPERATORS**

BUY NOW AT REAL SAVINGS TO YOU

Pop up your equipment for the fall. New Table Tops, Cues, etc., will pay off. Remember, your Pool Tables are one of the few Legitimate Skill Games in location that brings large returns at very small investment.

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SLATE TOPS, 32"x48"—Regular, \$64.50 . . . . . NOW \$44.50  
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**NOVOPLY TOPS**

SPECIAL: RECONVERSION RACK POOL, PLAYFIELDS COMPLETE

22"x48", 2 or 4 Hole, set of Ball Return Runways, Deluxe Set 1-10 Rotation Pool Balls 2 1/4", Ball Rack, DeLuxe Cue Ball 2 1/4", Kelly Pool Bottle & Peak, Muter, with simple instructions for installation. ALL MARVEL TOPS are covered with our finest IMPERIAL Rubberback Bed Cloths.

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QUANTITY ORDERS for 3 or more table tops of one kind or assortment, deduct \$2.00 per unit from price.

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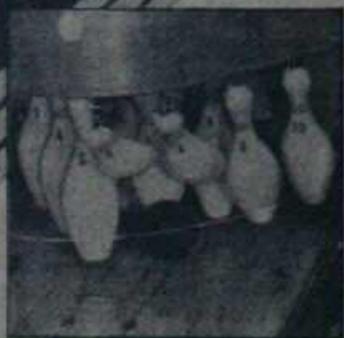
flashed on a backglass! All 25 numbers in Magic Squares or Magic Lines! Results: more fun for players, more coins through the chute, more profit for you!

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See husky 3½ in. balls actually plow into pins... just like real bowling... and you see why ABC TOURNAMENT out-earns every other bowling-game. Order ABC TOURNAMENT today.

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12½ ft. and 14 ft. long  
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Balls actually hit pins!

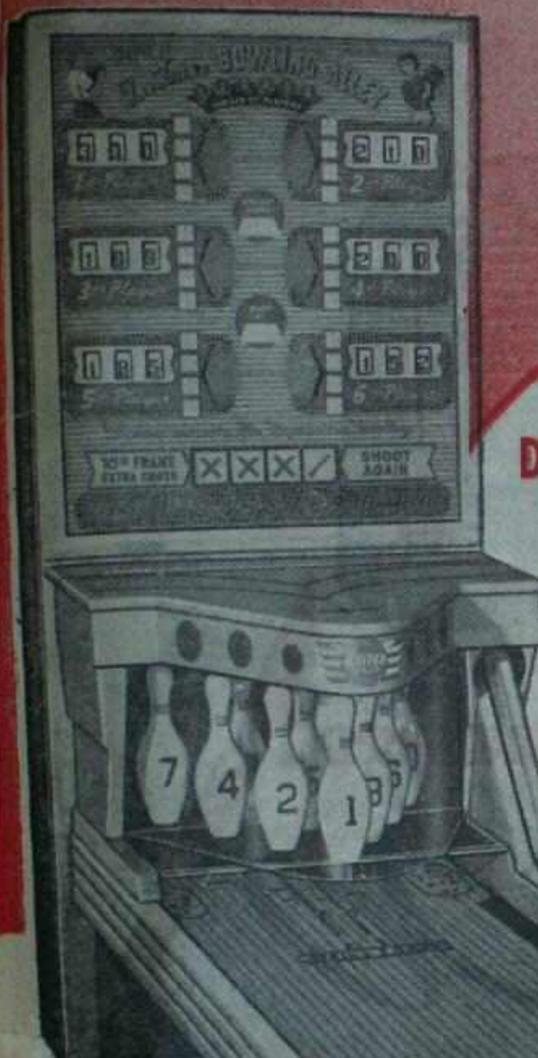
- 4 Magic Squares
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*New*  
SCORE-BOOSTER  
GREEN  
3-IN-LINE  
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# UNITED'S NEW *De Luxe* Bowling Alley

Scores and Plays Exactly Like Regulation Bowling - 1 to 6 Can Play



**NEW Drop-Chute Mechanism**

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*For Easier Servicing*

**PILFER-PROOFED STEEL FRONT**  
*Resists Jimmying*

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**ALL MECHANISM**

*Located in*  
**BACK BOX**  
*with*  
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**NEW BALL LIFT Mechanism**

*Prevents Jamming of Balls*

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*Holds \$165 in Dimes*

**Cushioned**  
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**Extremely Quiet Play**

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IS ALSO AVAILABLE IN  
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ALL MODELS ARE AVAILABLE IN  
**3 SIZES**

- 11 FT. LONG
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*Sectional Construction*

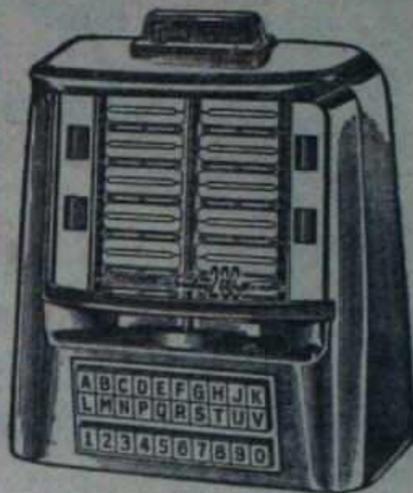
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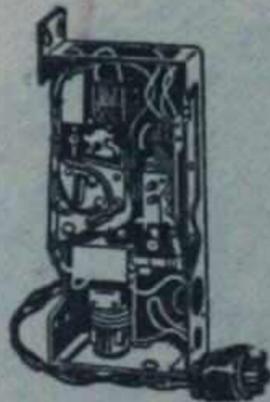
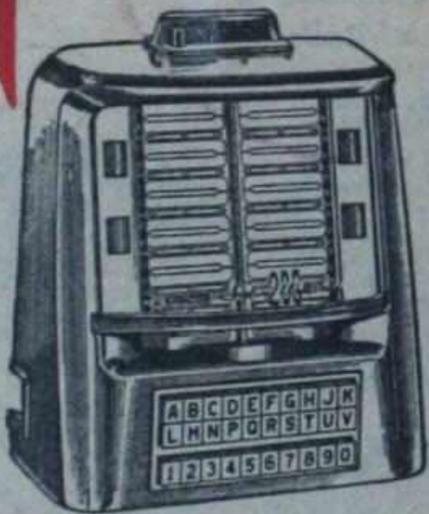
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