

The Billboard

SIXTY-SECOND YEAR

JUNE 16, 1956



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

Industry to Step Up Fun at the Factory

Recreation-Amusement Ideas to Improve Employee Relations; Showmen Called On

By JIM McHUGH

NEW YORK — Representatives of more than 300 industrial firms met here last week to study ways and means of improving, thru recreational-amusement projects, employer-employee relations for millions of workers in more than 700 plants throughout the nation.

Millions of dollars are spent annually in doing the job with a sizable, and likely increasing, percentage going for professional amusement aid and recreational products. The growth of the 15-year-old National Industrial Recreation Association, and its need for promoting recreation as a sound industry policy, attracted nearly a dozen firms with products or services allied to show business fields to the Statler Hotel Sunday thru Wednesday (3-6).

The potential is pointed up by the expenditure of more than \$50,000 annually by one Midwest firm, with 12,000 employees, for live talent. This averages out at more than \$4 per head but still represents only a part of the money spent on the firm's recreational program.

Carload of Bats

By way of illustrating the buying power of the group, it was reported that industrial groups purchase more athletic equipment than all of the nation's schools combined. A specific example offered here, and accounting for the presence of representatives of major sporting goods manufacturers, was the ordering of softball bats by the carload for the Chrysler Corporation recreational program.

The Chrysler Corporation, whose recreational activities are directed by James F. Walsh and cover more than 100,000 workers, has spent as much as \$30,000 to stage a picnic. Added to this would certainly be other thousands of dollars spent by the employees, no matter how much they received gratis.

The importance of picnics in a boss-worker relationship is noted

Druggists' Day At Coney Park

NEW YORK — When most amusement parks are shut down after Labor Day, Steeplechase Park on Coney Island enjoys banner business the following Saturday. That's the day the Charles Pfizer drug company "buys" the fun spot for its employees, as it has been doing for nine years.

Steeplechase provides an empty, fully-equipped amusement park, complete with attendants. No tickets are sold. A caterer the company deals with lays out food, free to employees, families and guests. The Pfizer people provide the money and 8,000-9,000 happy people. It's a good deal for all.

in a special manual on picnics published by the NIRA. The picnic provides an ideal medium for the worker's families to become acquainted with the "boss," as well as providing day-long, healthful outdoor fun activity.

Funspots Represented

The size of some industrial firms requires picnicking in relays with as many as three outings needed to care adequately for employees of a single firm. The nation's amusement parks—a favorite recreational outlet for industrial firms for years—was represented by Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches. Literature plugging the advantages of many member parks was available for distribution. Coney Island, Cincinnati, among the biggest industrial picnic meccas, had especially imprinted folders.

Altho untabulated, but slated for counting, by the parks association, the number of industrial picnics harbored by its several hundred member units annually runs into the thousands and provides an important part of season revenues. For a warm weather activity the parks have dozens of appealing advantages, including fun and play activities, food service for the masses—in fact, something that would suit the recrea-

(Continued on page 46)

STEVE ALLEN TO RELAX AT 8 ON SUNDAYS

NEW YORK—Steve Allen will program his usual relaxed type of entertainment when he begins his Sunday night career, 8-9, June 24. Allen will present a comedy-variety format, with the accent on names during the first few months. When the show gets better established, he will then inject more of the uniquely Allen programming ideas which have been used so successfully on "Tonight."

Allen will offer Sunday night viewers something fresh by integrating remotes in his show. The first is already scheduled and will show an entire Army battalion in action from Fort Benning, Ga. The comedian already has two writers under contract for the show and will add several more. Not only are they writing material for him, but they will write sketches and other material for his guest talent.

Allen does not feel that he must go all-out to knock off Ed Sullivan, his CBS-TV opposition. He maintains that he would program the same kind of show if he were working for the British Broadcasting Corporation. There will not be too much production or rehearsal for the program. Most of the rehearsing will be done on Sunday.

Allen's initial show will feature Kim Novak, Wally Cox, Vincent Price and Dane Clark. The second show will have as guests Andy Griffiths, Imogene Coca and Elvis Presley.

Off-Beat Use of TV Program Time Still Spells Big Success

Early Sunday Amateur Show Puts Los Angeles Car Dealer on Map

By BOB SPIELMAN

HOLLYWOOD—Even an off-beat use of TV can result in a fabulous pay-off. It needn't be during the prime evening hours when the maximum number of viewers are tuned to their sets. It could be by the use of TV time that no one else wants or would conceivably think of buying.

A case in point is a Los Angeles automobile dealer who has built the largest Oldsmobile agency in this area within the space of a few months by such methods.

Bob Yeakel, Wilshire Oldsmobile, sponsors an amateur program called "Rocket to Stardom" on Station KTTV. As such it's not much different from other shows using amateur talent. What makes it unusual is that it goes on the air at 1 a.m. Sunday morning and runs till 11 a. m.

The concept of the program was developed by KTTV staff members on a one-time-only basis last July in order to kick off the Olds dealership, which Yeakel Bros. previously only a Cadillac agency, was adding. Bob Yeakel himself hit on the idea of a showcase for amateur talent.

The opening "autothon" proved such a success that Yeakel decided

to continue with it on a regular basis. Within three months he became the largest Oldsmobile dealer in Southern California.

Hefty Biz Builder

He now credits 60 per cent of his business to this one television show despite the fact that he sponsors two other programs, as well as advertising on radio and in newspapers. Ninety per cent of the ad budget is devoted to television, however.

An almost ideal test situation for the effectiveness of the program occurred in the Los Angeles area approximately three months ago when auto dealers decided to close down on Sundays. As a result, Yeakel dropped the program. Business slumped 50 per cent.

The show promptly went back on the air. Perhaps the most effective gimmick is having people call on the telephone during the telecast. A battery of salesmen answer the phones and appraise trade-in values. The callers can hear themselves speaking over their TV sets, an experience out of which they apparently get a great kick.

During the average telecast 500 calls are received, 75 per cent of these coming between 1 and 3:30 a.m. Out of these between 3 and 5 per cent become sales. In addition, they enable Yeakel to build up future prospect lists.

Commercial Frequency

During the first three hours there are two commercials per hour, but in the wee hours of the morning the frequency declines. The entire program averages only one spot per 52 minutes.

The talent on the show, to understate it, is not exactly good, but apparently this makes little difference, and a considerable amount of good will results from merely

(Continued on page 4)

'Rosalinda' Set For July TV

NEW YORK—The Edwin Lester production of "Rosalinda" will be seen on the July 23 "Producer's Showcase," NBC-TV, 8-9:30. Starring Cyril Ritchard, the musical comedy has been touring the West Coast and is now in San Francisco, after a lengthy stay in Los Angeles. It will originate from the NBC West Coast studios.

"Producer's Showcase" will be pre-empted in August, but its September 17 spectacular will be "Rain, Rain," with book and lyrics by Jo Swerling, Irving Taylor and Hal Stanley. Kay Starr and Louis (Satchmo) Armstrong will be featured.

NEWS OF THE WEEK

Prestige Advertisers Left Out By Webs, Eye Spot Booking . . .

A number of prestige advertisers are understood to be considering TV sponsorship on a spot basis in view of the time jam on the three networks. Wesson Oil last week bought co-sponsorship of "Blondie" on 100 stations via Vitapix, and Colgate is said to be interested in the same kind of deal. . . . Page 2

Feature Film, Half-Hr. Distributors Fighting for Spot TV \$\$\$. . .

The feature film distributors and the half-hour TV film syndicators are squaring off for a fight for the national spot money now about to get into TV. Each side has plenty of figures to prove that its type of programming is the better buy. . . . Page 8

Supermarket Chains Initiate 99¢ LP Record Promotions . . .

Two large Eastern supermarket chains are kicking off 99-cent LP disk-a-week promotions this month. Grand Union, with 344 stores, opened up Thursday (7) with 12-inchers, including hi-fi classics and jazz. RCA Victor's 10-inch Jazz Encyclopedia, after a reportedly successful Boston tryout, goes into Philadelphia's Penn Fruit marts (40 stores) in two weeks. . . . Page 16

Lieberson Sets New Columbia Records Organizational Pattern . . .

Goddard Lieberson, Columbia Records president, blueprints new basic organization structures. Five major appointments named. Three executives achieve vice-presidencies. . . . Page 15

All 4 U. S. Juke Box Mfrs. To Sport 200-Disk Models . . .

Now it's unanimous. All four of the nation's juke box producers will soon be marketing a 200-selection model. Rock-Ola Manufacturing Corporation last week announced it will unveil to distributors a new 200-record machine early in August. AMI, Inc., J. P. Seeburg Corporation and Rudolph Wurlitzer Company already have 200's on the market. . . . Page 78

DEPARTMENTS AND FEATURES

Amusement Games	83	Music	15
Carnival	59	Music Charts	24
Circus	56	Music Machines	78
Coming Events	66	Parks & Pools	53
Classified Ads	69	Pipes	67
Coin Machine Market	85	Radio	15
Fairs & Expositions	58	Rinks	55
Final Curtain	52	Routes	51
General Outdoor	46	Television	2
Honor Roll of Hits	24	TV Film	6
Letter List	72	Vending Machines	74
Merchandise	67		

National Sponsors Left Out By Webs, Eye Spot Booking

NEW YORK—National prestige sponsors may conceivably place more emphasis on the national spot booking of programs this season as the answer to their inability to get satisfactory prime time periods on the networks. Backed by two of its agencies, Ted Bates and Bryan-Houston, Colgate is considering the purchase of half of "Blondie" from Hal Roach to be placed on the Vitapix group of stations.

Roach last week sold the other half of "Blondie" to Wesson Oil on a line-up of 65 Vitapix stations. WABC-TV, here, and WGN-TV, Chicago, two non-Vitapix stations, are also to be used. The 52-week cost of the show is estimated at \$1,500,000. Wesson is expected to book time on 100 stations. Among the stations signed for the program are WBZ-TV, Boston; WWJ-TV, Detroit; KDKA, Pittsburgh, and WDSU-TV, New Orleans.

Colgate Position

Colgate has been unable to find a slot on either NBC-TV or CBS-TV so far this season. Ted Bates, it is reported, has unqualifiedly recommended the national spot route. Bates has considerable experience with national spot and has done well for others of his clients with it. Other agencies, too, such as McCann-Erickson and Young & Rubicam are looking favorably at national spot, having also been successful with it. Y&R has prepared a detailed report on national spot for its clients.

With the large number of cream time periods already snapped up and the large number of import-

ant clients still interested in national video exposure, national spot booking may come in for further play for next season. Screen Gems is also trying to interest Colgate in buying one of its properties on a national spot basis. But the problem for the independent film distributor is still station clearances. Screen Gems is also mulling the employment of a top executive with important station connections to solve that problem.

Many Others

There are many other national advertisers playing around with national spot. Among them are Zenith, which is interested in a pres-

tige stanza; General Foods for its Koolade; Kraft for its caramels thru Foote, Cone & Belding; Gruen thru a co-op deal with its dealers; Budweiser, Elgin, Esso for about 30 markets, and Hudson Paper in the East.

The Vitapix-Roach combine hit the national sponsor jackpot after more than three years of trying. Several years ago Roach had a similar deal sewed up for "Parole Chief," but Vitapix was unable to clear stations.

'Afternoon Festival' Picks Up Clients

NEW YORK — ABC-TV has begun chalking up figures on its "Afternoon Film Festival" ledger sheet for next season. Three bankrollers have already been lined up to pick up an undetermined number of spots on the feature film show.

The three advertisers are Lipton Tea, which has committed itself to buy three spots a week for at least five weeks, Coats & Clark and Exquisite Form Bra.

Miss Flemming Shifts

NEW YORK — Phyllis Flemming, former assistant to Casting Director Ann Howard at Benton & Bowles, took over as casting director at the Erwin Wasey Agency this week.

Myers, Singer Talk to NBC

NEW YORK — Bristol-Myers and Singer, who are signed as partial sponsors of CBS-TV's "Playhouse 90" for next season, last week reportedly were talking with NBC concerning availabilities at that web.

Whether this means Bristol-Myers and Singer are considering moving out of "Playhouse 90" or whether it indicates they are seeking additional network buys could not be ascertained. It may also indicate that CBS is thinking of not putting "Playhouse 90" on the air, tho this is considered unlikely. The web has an alternate hour of "Playhouse 90" which as yet it has been unable to sell.

CBS REPORTS INCREASE OF 'OUTSIDE' PROGRAMS

NEW YORK — The charge that CBS-TV forces advertisers to buy CBS-owned shows in order to obtain time on the network was denied last week by CBS-TV. It pointed out that the number of programming hours filled by outside produced properties has increased over the past three years while the number of shows produced by CBS-TV has decreased, altho the total number of hours programmed by the network is now greater than it was three years ago.

In a 224-page report on "Network Practices," prepared for the Senate Committee on Interstate and Foreign Commerce, CBS showed that out of 73% sponsored hours of programming aired during the week ended in April 7, 1956, 36 1/2 hours or 50.2 per cent were produced by outside sources, 19 1/4 hours or 27.1 per cent were produced by outside producers in association with CBS and 16 1/2 hours or 22.7 per cent were produced by CBS-TV. In April, 1954, out of a total of 58 1/2 hours of sponsored programming aired during a week, 27 1/4 hours or 46.6 per cent were produced by outside producers, 8 1/2 hours or 14.5 per cent were produced by outside producers in association with CBS-TV and 22 3/4 hours or 38.9 per cent were produced by CBS-TV.

The chart shows that while 46.6 per cent of the network's sponsored programming in 1954 was produced by outside producers, this figure has increased to 50.2 per cent in 1956. The total amount of sponsored programming produced by CBS alone or in conjunc-

tion with other producers, however, decreased from 53.4 per cent in 1954 to 49.9 per cent in 1956.

The CBS report goes on to say that during 1955 advertisers paid \$61,000,000 for programs produced wholly by outside producers in association with CBS-TV.

These and other facts outlined in the report show, according to CBS, that the network "does not insist on advertisers using CBS-TV produced programs in order to buy time on the network." Excluding independent package programs from its program schedule would be "suicidal," CBS says, "because it would weaken, if not destroy . . . the quality of its programming." CBS' policy "has always been, and will continue to be, to schedule the right program in the right place regardless of its source," the network declares.

'High Finance' Set for CBS

NEW YORK — CBS-TV's Saturday 10:30-11 p.m. spot has been definitely set to air "High Finance" next season. Mennen, which originally was willing to commit itself only to half sponsorship of the new, big money, quiz show, to be emceed by Dennis James, has firmly tied down the time period.

It's still seeking another sponsor, however, to share the tab. If no co-sponsor can be found, Mennen will bankroll the show every week.

The Billboard's Guide to the 1956-'57 Network Evening Schedules

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
7:30	DEFINITE Amateur Hour	DEFINITE Jack Benny alt. Pvt. Secretary Amer. Tobacco	DEFINITE Circus Boy Reynolds Metals	DEFINITE Bold Journey Ralston	DEFINITE Robin Hood Johnson & Johnson Wildroot	UNCERTAIN Gordon MacRae Lever Bros. DEFINITE News R. J. Reynolds	DEFINITE Warner Bros. Presents	PROBABLE Name That Tune Whitehall Pharm.	UNKNOWN available DEFINITE News Remington	DEFINITE Disneyland American Dairy	UNCERTAIN Cartoon Theater available DEFINITE News Alka Seltzer Life Magazine	DEFINITE Eddie Fisher Coca-Cola
8:00	DEFINITE Pharmaceuticals	DEFINITE Ed Sullivan	DEFINITE Steve Allen Jergens Brown & Williamson partially available	DEFINITE Danny Thomas Kleenex Armour	DEFINITE Burns and Allen Carnation Gen. Mills	UNCERTAIN Sir Lancelot Lever Bros. Whitehall Pharm.	Gen. Electric 1/2 available	DEFINITE Phil Silvers R. J. Reynolds Amana	DEFINITE Ray Bolger alternating with Shore, Hope, others	DEFINITE American Motors Derby Foods	DEFINITE Arthur Godfrey Toni Kellogg	DEFINITE Hiram Holliday Gen. Foods
8:30	UNKNOWN available	Lincoln- Mercury	partially available	DEFINITE Voice of Firestone Firestone	DEFINITE Arthur Godfrey Toni Lipton	DEFINITE Stanley Pall Mall Helene Curtis	DEFINITE Wyatt Earp P&G Gen. Mills	PROBABLE Herb Shriner Sheaffer?	DEFINITE Chevrolet 1/2 available	UNCERTAIN Dunninger American Tobacco Pearson Pharm.	DEFINITE Pillsbury Bristol-Myers	DEFINITE Father Knows Best Scott Paper
9:00	DEFINITE Omnibus	DEFINITE G. E. Theater Gen. Electric	DEFINITE Drama	UNCERTAIN Bishop Sheen available	DEFINITE I Love Lucy Gen. Foods P&G	DEFINITE Impact Pond's 1/3 available	UNKNOWN Gen. Electric	Pharmaceuticals Maytag?	DEFINITE Fireside Theater P&G	DEFINITE Ozzie and Harriet Eastman Kodak	DEFINITE The Millionaire Colgate	DEFINITE Kraft TV Theater
9:30	Aluminum, Ltd.	DEFINITE Hitchcock Presents Bristol-Myers	Goodyear Alcoa	DEFINITE Lawrence Welk show	DEFINITE Dec. Bride Gen. Foods	DEFINITE Robert Montgomery Presents	DEFINITE Cavalcade Theater du Pont	DEFINITE Red Skelton S. C. Johnson Pet Milk	DEFINITE Drama	DEFINITE Ford Theater Ford Motor	DEFINITE I've Got a Secret R. J. Reynolds	Kraft
10:00	1/4 available	DEFINITE \$64,000 Challenge Lorillard Revlon	DEFINITE Loretta Young P&G	Dodge	DEFINITE Studio One	S. C. Johnson Shick	UNKNOWN available	DEFINITE \$64,000 Question Revlon	Kaiser Aluminum Armstrong	DEFINITE 20th Century- Fox Hour General Electric alt.	DEFINITE This Is Your Life P&G	
10:30	UNKNOWN available	DEFINITE What's My Line? Montenier Remington	DEFINITE Champion Bowling General Cigar	UNKNOWN available	Westinghouse	UNKNOWN available	UNKNOWN available	DEFINITE Do You Trust Your Wife? Frigidaire Liggett-Myers	UNCERTAIN Big Town Lever Bros.	Mennen Pabst	DEFINITE U. S. Steel Hour U. S. Steel	UNKNOWN available

ABC May Anchor 'Finest' on Thurs.

NEW YORK — ABC-TV's Thursday night line-up for next season, which is still wide open, may be the anchoring point for RKO's "Finest 52" package of features. The network and RKO Teleradio have been talking about airing the pictures on that night. One of the obstacles holding back any firm deal for time is the fact that only General Tire has been tied down to the package.

Another spot mentioned for the RKO features is Sunday afternoons on CBS, but that period won't be available until after the football telecasts end in January. Furthermore, CBS has not yet given a firm okay to the features.

At present, "Wire Service," penciled in for 9-10 p.m., is the only Thursday night period from 8 p.m. onward set on ABC. It's sold alternate half hours of the show to R. J. Reynolds. If ABC and RKO Teleradio can come to terms, the web may move "Wire Service" out of the 9-9:30 p.m. period and put the RKO features 8-9:30 p.m.

In that case, "Wire Service" could air 9:30-10:30 p.m. or, if no additional sales can be made, "Wire Service" may be cut down to the half-hour size to fit the 9:30-10 p.m. period Thursday nights. It might also be moved to Friday nights, 10-10:30 p.m.

This would pave the way for ABC to put "Ozark Jubilee" in the Thursday night 9:30-10:30 p.m. period. American Chicle, which currently bankrolls the show in its Saturday evening time slot, would be willing to pick up a piece of the show for Thursday nights next season.

At present, the only thing definite about ABC's Thursday night

schedule is that practically everything's up in the air. "Lone Rangers," firmly set in the 7:30-8 p.m. period, is only half sold to General Mills.

Anahist Co-Op Ads Defended

WASHINGTON—The Anahist Company has denied charges by the Federal Trade Commission that it discriminated among its customers by paying the United Cigar-Whelan Stores Corporation for participating in TV shows sponsored by the chain.

While admitting the buys of spot commercials on programs sponsored by United-Whelan, Anahist denies this amounts to failure to make promotional allowances available to competing customers on the "proportionally equal terms" required by the Patman Act. These commercials, it says, are the same as all the other TV advertising it does, and benefit all retail distributors of its products.

The company asked the FCT to dismiss the complaint.

Flood to DFS to Set Up Publicity Operations

NEW YORK—Bob Flood has joined Dancer-Fitzgerald-Sample to set up a public relations operation for the agency. He has the title of p.r. supervisor. Flood was formerly with Rogers & Cowan and in his own publicity firm.

CRACKDOWN NARTB Rules Against Free Pic Plugs

HOLLYWOOD — Producers, agencies, and networks were all caught unawares Friday (8) by the NARTB crackdown on free picture plugs (see story elsewhere this issue). Since the ruling by the TV code review board will not go into effect until present contracts expire, i.e., next year, no drastic changes are expected during the coming season.

Affected are "Warner Bros. Presents," "20th Century-Fox Hour," "Disneyland," and "Lux Video Theater," all of which have plugged features in the past.

The first two are already cutting down their segments for next (Continued on page 4)

ATTENTION: COLOR AGE DRAWS NIGH

Drop in Set Prices, Competition, Lag In Black-White Precipitate '57 Action

NEW YORK—The nation's advertisers and their agencies had better step up their preparations for the color TV age. This was the consensus of network program execs who see the introduction of the RCA Victor mass-produced \$495 color receiver last week as being the catalytic agent to spark the demand for sets. They see the possibility that as many as 1,000,000 color sets will be in the public's homes by the end of 1957.

Admiral already has a \$499.95 set on the market. Other set manufacturers currently in color set production or on the verge of it—Motorola, Westinghouse, General Electric, Emerson, Philco and Hoffman — must market receivers competitive with the RCA Victor low priced leader to get their share of the market.

Chromatic TV Laboratories, the Paramount Pictures subsidiary, may be able to drive the price down still another \$100 before "the snow flies" this year, in the words of Paul Raibourn, Paramount vice-president. Raibourn declared that the manufacture of the Chromatic set featuring the Lawrence single-gun tube would be no problem, as it could be done in a loft. A pilot unit of the Chromatic receiver was demonstrated last week to Paramount stockholders.

Lagging Sales

Another factor which is bound to accelerate the emphasis on the sale of color receivers is the lagging market for black and white sets at this time. Raytheon has already sold its black and white set manufacturing facilities to Admiral, and CBS-Columbia is said to be on the verge of pulling out. Color presents manufacturers with a wonderful opportunity to open up wide new sales horizons. RCA Victor this year already expects to do the bulk of its dollar volume on the sale of color sets.

NBC-TV, of course, will be offering a major color show each evening next fall, in addition to color spectaculars. And CBS, too, will accelerate its degree of color presentation. This should afford a sufficient amount of programming at this time to interest prospective TV set buyers. And so the probability grows that 1957 will be the year for color TV to start becoming a mass medium.

TRADE ON LOOKOUT

Programming Clues In Summer Skeds

HOLLYWOOD — This year's network summer skeds will be the most closely watched in the history of TV. Reason is that more types of programming than ever before are being pitted against each other, and agencies and webs are both eyeing results for clues toward future years.

Most importantly, this is the first season of the net edict to ad-

vertisers to stay on the air during the summer if they want the time in the fall. There is, therefore, considerably less "fill-in" programming. The most show costs will be down during summer months, over-all programming is of considerably higher quality than in the past.

Four new programs debuting are expected to continue thru next (Continued on page 13)

- Because of the interest in the coming fall's network program schedule, the accompanying chart has been prepared on the basis of information obtained by The Billboard. It is meant to serve as a guide to the current status of the various time periods rather than as a forecast of the final schedule. Obviously, changes in programs and sponsors will take place during the coming weeks. News of these changes will be published in The Billboard's news columns as they occur.
- In addition to the regular weekly shows listed in the chart, all three TV networks plan one or more series of 90-minute spectaculars:
- ABC plans approximately 13 specials, slotted in different

days and time slots. No sales have been made to date. CBS will again definitely program "Ford Star Jubilee" every fourth Saturday, 9:30-11 p.m., sponsored by Ford. NBC's Friday 8:30-10 p.m. specs are still half available for sponsorship. Half has been picked up by RCA Whirlpool. On the Saturday 9-10:30 p.m. series, Oldsmobile and RCA Whirlpool each has bought half. Monday's 8-9:30 "Producer's Showcase" specs have been half sold to RCA Whirlpool, leaving half open for sale. On Sundays, eight "special events" are planned of which two are still available; Hallmark "Hall of Fame" shows make up the other six, three of which will air 7:30-9 p.m. and three 9-10:30 p.m.

THURSDAY			FRIDAY			SATURDAY			
ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
DEFINITE Lone Ranger General Mills 1/2 available	DEFINITE Sgt. Preston Quaker Oats	DEFINITE Dinah Shore Chevrolet DEFINITE News R. J. Reynolds	DEFINITE Rin Tin Tin Nabisco	DEFINITE Flicka Colgate	DEFINITE Eddie Fisher Coca-Cola DEFINITE News Alka-Seltzer	PROBABLE	DEFINITE Buccoener Sylvania	DEFINITE Big Surprise Purex Speldel	7:30
UNKNOWN available	DEFINITE Bob Cummings R. J. Reynolds Colgate	DEFINITE Groucho Marx De Solo	DEFINITE Jim Bowie Chesebrough Amer. Chicle	DEFINITE West Point Gen. Foods	DEFINITE Life of Riley Gulf	Famous Film Festival	DEFINITE Jackie Gleason	DEFINITE Perry Como Noxema Sunbeam Toni	8:00
UNKNOWN available	DEFINITE Climaxl	DEFINITE Dragnet Liggett & Myers	DEFINITE Crossroads Chevrolet	DEFINITE Zane Grey Theater Gen. Foods	PROBABLE Johnny Come Lately Lorillard Toni	participating sponsors	Bulova Lorillard	DEFINITE Kleenex Gold Seal Wax S&H Stamps	8:30
DEFINITE Wire Service R. J. Reynolds 3/4 available	DEFINITE Chrysler	DEFINITE People's Choice Borden	DEFINITE Treasure Hunt Helene Curtis Mogen David	DEFINITE Crusader R. J. Reynolds Colgate	DEFINITE On Trial Campbell Lever Bros.	DEFINITE Lawrence Welk Dodge	DEFINITE Oh, Susanna! Nestle	DEFINITE Sid Caesar Quaker Knorark Bab-O 1/6 available	9:00
UNCERTAIN Ozark Jubilee American Chicle 3/4 available	DEFINITE Playhouse 90 Singer Bristol-Myers Ronson 1/3 available	DEFINITE Tennessee Ernie Ford Ford	DEFINITE The Vise Sterling	PROBABLE Schlitz Playhouse Schlitz	DEFINITE Big Story Amer. Tobacco Simoniz	PROBABLE Masquerade Party Lentheric Emerson Drug	DEFINITE Hey, Jeannie! P&G	DEFINITE Gunsmoke Liggett & Myers 1/2 available	9:30
		DEFINITE Lux Video Theater Lever Bros.	UNKNOWN available	DEFINITE Line-Up P&G Brown & Williamson	DEFINITE Fights Gilllette	UNKNOWN available	DEFINITE High Finance Mennen 1/2 available	DEFINITE George Gobel Armour Pet Milk	10:00
			UNKNOWN available	DEFINITE Person to Pers. Amer. Oil, Hamm Brew. Time-Life				DEFINITE Hit Parade Amer. Tobacco Hudnut	10:30

The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

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

Editors

Paul Ackerman... Music-Radio Editor, N. Y.
Herb Dotten... Outdoor Editor, Chicago
Robt. Dietmeier... Coin Mach. Editor, Chicago
Wm. J. Sachs... Exec. News Editor, Cincinnati
Leon Morse... Television News Editor, N. Y.

Managers and Divisions

E. W. Evans... Main Office, Cincinnati
R. S. Littleford Jr... Music-Radio Div., N. Y.
Sam Chase... Television Division, New York
Lee Zhitto... West Coast TV Division, L. A.
M. L. Reuter... Outdoor Division, Chicago
Hilmer Stark... Coin Mach. Division, Chicago

Offices

Cincinnati 22, 2160 Patterson St.
E. W. Evans
Phone: DUnbar 1-6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CEntral 6-8761
Hollywood 28, 6000 Sunset Blvd.
Sam Abbott
Phone: HOLlywood 9-5831
St. Louis 1, 390 Arcade Building
Frank B. Joerling
Phone: CHEstnut 1-0443
Washington 5, 1426 G St., N.W.
News Bureau
Phone: NATional 8-4749

Advertising Managers

Outdoor-Mdse. C. J. Latscha, Cincinnati
Music-Radio Dan Collins, New York
Television Andrew Csida, New York
Coin Machine Richard Ford, Chicago

Circulation Department

B. A. Bruns, Director Cincinnati
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$12 in U.S.A. and Canada. All foreign countries, \$24. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of

March 3, 1879. Copyright 1956 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$4.



TV Commercials in Production

A Guide to TV Spot & Program Plans Of Competing Sponsors by Industries

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
FINANCIAL, BANKS, INSURANCE			
Mutual Savings Banks of Mass., BBD&O (The Big Idea)....	2 (60)	FA, SA	Beacon
American Stock Exchange, Direct....	—	NA	Universal
HOUSEHOLD APPLIANCES (Furnishings, etc.)			
Hoover Company, Vacuum, Leo Burnett....	1 (60)	FA	Ray Patin
General Electric, G.E. Automatic Skillet, Young & Rubicam....	1 (60)	FA	Academy
G.E. Bulbs, BBD&O....	—	NA	Universal
U. S. Rubber, Garden Hose, Fletcher D. Richards (Sunday Spectacular)....	1 (90)	FA, LA, M, SE (C)	Transfilm
Fedders Products, Air Conditioners, BBD&O....	2 (60)	NA	Sound Masters
JEWELRY AND ACCESSORIES (Watches, Cameras, etc.)			
Scripto Product, Pens, Donahue & Coe....	3 (60, 20)	FA, LA	Animated
Polaroid Corp., Land Camera, Doyle, Dane, Bernbach (John Daly and the News)....	1 (10)	LA, SM	Wilbur Stretch
Eastman Kodak, Film, BBD&O....	—	NA	Universal
Speidel, Watchbands, Norman, Craig & Kummel (Big Surprise)....	1 (60), 1 (20)	LA	Transfilm
Eastman Kodak, Camera & Film, J. W. Thompson....	7 (60, 45)	LA	Elliot, Unger & Elliot
LAUNDRY SOAPS, CLEANERS, POLISHES, PAPER SUPPLIES			
B. T. Babbitt, Inc., Bab-O, Dancer-Fitzgerald-Sample....	1 (60)	FA	Academy
Natl. Institute of Rug Cleaning, Direct....	1 (900)	LA (C)	Video
Oakite, Household Cleaner, Calkins & Holden....	1 (60)	LA	Lalley & Love
Lever Bros., Rinso, J. W. Thompson....	—	NA	Universal
Noxon, Noxon Metal Polish, Rose-Martin....	1 (10)	SA	Transfilm
Procter & Gamble, Tide, Benton & Bowles....	1 (60)	LA	Elliot, Unger & Elliot
NON-ALCOHOLIC BEVERAGES			
Pepsi-Cola, Pepsi-Cola, Kenyon & Eckhardt....	—	NA	Universal
OTHER FOODS AND MEAT PRODUCTS			
California Prune & Apricot Growers, Love Advg....	5 (60)	FA	All Scope
General Foods, Jell-O, Young & Rubicam....	1 (20), 1 (08)	FA, ID	Academy
Kellogg's, Cereal, Leo Burnett....	1 (60)	LA	Fred A. Niles
Patrick Cudahy Pure Pork Sausages, Klau-Van Pietersom-Dunlap....	—	NA	Arr

(Continued next week)

ADVISORY BOARD SURVEY

Agencies Back Jones, Vote TV a 2d Seller



Consisting of one key executive from each leading sponsor advertising agency, TV broadcaster, producer and film company.

The majority of ad agencies and network sponsors replying to the latest TV Editorial Advisory Board believe that in the advertising of expensive durable goods TV should be used as a supplementary rather than the primary medium. Thus, they agree with the statement of Ernest Jones, president of McManus, John & Adams, in his speech of two months ago that aroused a flurry of rebuttals from TV executives.

In the over-all board voting, however, TV was heavily supported as the top medium for expensive products. The final vote was swung this way by the stations, who almost to a man recommended their medium as the primary one, and the film producers. In the final tally 60 per cent of the voters placed TV as the primary medium.

Of the 38 ad agencies that responded to this question, 55 per cent think that TV's role for durable goods should generally be supplementary rather than primary.

The comments of some of the agencies that voted "supplementary" seem to indicate they interpreted "primary" to mean "sole" advertising medium. One said, "TV should be part of an over-all plan that includes other media as well." A Midwestern agency man said, "To reach the greatest possible number of potential buyers, it is necessary to use all advertising media. Each supplements the other."

Vote of Confidence

The agencies that designated TV as "supplementary" were by no means damning the sight-sound-motion medium. When they were further asked what their experience had been in advertising durable goods via TV, they gave the medium a big vote of confidence. In fact, nine of the 21 agencies who chose it as "supplementary," indicated that they'd used TV successfully for durable goods. Another four who voted that way indicated they'd had no experience along these lines.

What are the reasons the agencies gave for putting TV in a supplementary position on expensive goods? One West Coast agency stated: "Until TV has color the glamor of new cars will have to be sold thru magazines." Another Western agency said, "I believe that longer copy, more

fully explanatory copy, in printed form, is better for selling major items." Another West Coast agency executive said, "Altho the boys have been using a lot of movies on TV for getting leads to sell cars, I believe the same amount of money in newspapers and other printed media would have produced better results and much better public relations, which is equally important."

Jones' Speech

Jones, in his speech to the Pittsburgh Advertising Club on March 29, stated that TV was fine for low-priced package goods but cannot deliver the selective audience necessary for high-priced durable goods. "Even the top-rated shows," he said, "simply are not moving cars for their sponsors." He added, "A 60-second commercial is

HOW THEY VOTED

What role do you think TV should play in the advertising of expensive durable goods?

	Primary	Supplementary	Don't Know
Stations	36	1	—
Ad Agencies	16	21	1
Network Sponsors	1	6	2
Regional, Local and Spot			
Advertisers	4	4	3
Distributors	3	5	1
Producers	15	5	1
	75	42	8

What, if any, has been your experience with the use of TV to advertise expensive durable goods?

	Successful	Unsuccessful	Indifferent
Stations	33	—	—
Ad Agencies	21	8	5
Network Sponsors	3	—	1
Regional, Local and Spot			
Advertisers	1	1	2
Distributors	3	—	1
Producers	14	—	1
	75	9	10

too fleeting to sell expensive products that require thought consultation among members of a family."

Two agencies and three stations on the Advisory Board pointed out that it is best to reach the whole family at one time in selling these types of products and that the most obvious place to reach the whole family at once is in front of the TV set.

V. L. MORELOCK, AM&TV director, VINIUS-BRANDON, St. Louis: "Only the specific time, place and product can answer this. To generalize would compound Mr. Jones' issue of generalization."

R. B. MORELAND, R. B. MORELAND & COMPANY, Dallas: "TV reaches homes in as intimate a manner as a personal salesman. If commercials don't work, it's because they are not written properly."

SPONSORS SAY . . .

ALBERT J. GOETZ, advertising manager, AMERICAN SAFETY RAZOR, New York: "I agree with Jones—print media is basic except where new demonstrable product advantages need to be shown."

PHILIP L. CRITTENDEN, HOTPOINT, Chicago: "TV should be primary because it offers low cost-per-thousand, effective demonstrations in the home, and it presents the sales story to the family unit."

EDWARD M. RAYNOLDS, director of research and media, LAMBERT PHARMACAL, Jersey City, N. J.: "You have to define 'expensive.' McManus, John & Adams handles Cadillac. I agree that it is too expensive for that but not for refrigerators, TV sets or even low-priced cars."

PRODUCERS SAY . . .

DOUGLAS BAKER, ANIMATION SERVICE, New York: "TV cannot allow enough time to make all points at once, but point by point it can make them. Must be supplementary to other media in this type of selling."

HERSCHELL LEWIS, general manager, LEWIS & MARTIN FILMS, Chicago: "Clients tell us that hard goods, especially refrigerators and appliances, sell via TV as by no other. One of four biggest clients, a large retail chain, has found that TV outpulls newspapers substantially for carpets, furniture and appliances."

STATIONS SAY . . .



COTT because of its living demonstration ability.

TED COTT, vice-president, Du MONT BROADCASTING, New York: "TV is a many-splendored selling tool. The kind of programming selected and the type of commercial used determine its role."

J. MICHAEL BAISCH, general manager, WREX-TV, Rockford, Ill.: "These are 'capital' family expenditures and require more 'sales calls' on a continuing basis than impulse goods. TV can best be utilized for the process of 'softening' the sales resistance demonstration ability."

WILLIAM R. WALKER, TV manager, WMBV-TV, Marinette, Wis.: "TV provides for 'live demonstration' type of selling that the dealer needs to help close the sale. It reaches more people more often and at lower cost than any other medium."



LYNCH Pittsburgh: "We've sold homes on TV. Requested watchers to write in for catalog. Salesman delivered catalog in person—stepped up curiosity to a sale."

CHARLES T. LYNCH, program director, FETZER BROADCASTING, Kalamazoo, Mich.: "TV can do an excellent sales job for all products, but from an advertiser's viewpoint, every medium should be used to supplement every other medium and do the best possible job."

AD AGENCIES SAY . . .

S. LAWRENCE ROTHMAN, AM and TV director, S. L. ROTHMAN ADVERTISING,

LES DUNIER, AM & TV director, EMIL MOGUL, New York: "TV can forcibly demonstrate the product features of any item regardless of category."

In the next TV Editorial Advisory Board study:

SHOWS AND BLURBS FOR DURABLE GOODS

'Impact' Eyed By Campbell's

NEW YORK — Campbell's reportedly is considering buying the available one-third portion of NBC-TV's "Impact," scheduled to air next season Mondays 9-9:30 a.m. Chesebrough-Pond's has already picked up two-thirds of the show, which will air three weeks out of four.

Campbell's and Chesebrough are already set to co-sponsor "On Trial" on NBC next season, continuing the relationship established on this season's "Star Stage."

Campbell's also has bought a quarter hour for three weeks of NBC's new Saturday morning stanza, "Howdy Doody," for its Campbell's Kids promotion.

NARTB Rules

Continued from page 3

season. There seems to be some feeling that the "behind the scenes" episodes are entertainment, and

Off-Beat TV

Continued from page 1

offering the opportunity to the amateurs. Auditions are held during the week, with 80 per cent of those trying out appearing on the show.

The top acts appear twice during the program (it used to be three, but AFTRA ruled that two's an amateur, three's a pro.) Yeakel, who emcees, as well as some other regulars of the agency who appear, have had to join the union. Musicians used are all professionals.

Ratings have varied between .3 and 1.3. Cost of the program is approximately \$2,000 weekly.

should not be counted against advertising time.

Lux will most likely change its format somewhat, still permitting the pic plugs but putting greater emphasis on endorsement of its own product by the star. How "Disneyland," which at times has built a program around an entire picture like "The Great Locomotive Chase" or "The Lady and the Tramp," will be affected is problematical.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$12 (a considerable saving over single copy rates). Foreign rate \$24.

Payment enclosed Bill me

850

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

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

STANDING OF NETWORKS' SPECS IN VIEWER PULL

The following charts give a graphic picture of how the spectaculars of each network have been doing in winning audiences:

COMPARATIVE AVERAGE RATINGS, 1955-'56 Vs. 1954-'55

The ratings below are the average Nielsen AA ratings pulled in by each series of spectaculars, based on ratings for the first nine shows in each series:

Title of Series	1955-'56 Ratings	1954-'55 Ratings
Max Liebman Presents (NBC)	23.9	27.0
The Sunday Spectacular (NBC)	22.8	25.7
Producers' Showcase (NBC)	22.1	26.4
Ford Star Jubilee (CBS)	27.9	(Not on air)

10 HIGHEST RATED SPECTACULARS, 1955-'56

Pos.	Title	AA Rating	Series
1.	Peter Pan	41.1	..Producer's Showcase (NBC)
2.	Inside Beverly Hills	34.3	..Sunday Spectacular (NBC)
3.	I Hear America Singing	33.9Ford Star Jubilee (CBS)
4.	Judy Garland Show	33.4Ford Star Jubilee (CBS)
5.	High Tor	32.3Ford Star Jubilee (CBS)
6.	Caine Mutiny Court Martial	32.2Ford Star Jubilee (CBS)
7.	TV Emmy Awards	31.2	..Saturday Night Spec (NBC)
8.	Academy Award Nominations	31.1	..Saturday Night Spec (NBC)
9.	Heidi	28.2	..Max Liebman Presents (NBC)
10.	Day Lincoln Was Shot	27.5Ford Star Jubilee (CBS)

10 LOWEST RATED SPECTACULARS, 1955-'56

Title	AA Rating	Series
Music of Gershwin	14.6	..Max Liebman Presents (NBC)
Skin of Our Teeth	14.8	..Sunday Spectacular (NBC)
Festival of Music	16.1	..Producer's Showcase (NBC)
Marco Polo	16.6	..Max Liebman Presents (NBC)
Caesar and Cleopatra	17.1	..Producer's Showcase (NBC)
Dodsworth	17.3	..Producer's Showcase (NBC)
Maurice Chevalier Show	17.6	..Sunday Spectacular (NBC)
Panorama	18.2	..Sunday Spectacular (NBC)
Cyrano de Bergerac	18.6	..Producer's Showcase (NBC)
Barretts of Wimpole Street	20.0	..Producer's Showcase (NBC)

ALL ON 'THT'

NBC Enjoys 4.8-Million Sales Week

NEW YORK—NBC's "Today," "Home" and "Tonight" racked up a \$4,820,000 sales week, the most successful in their history. A total of 843 participations were sold. The two biggest fish caught were Admiral, which bought 520 participations, and Life magazine, which purchased 208.

Each client split its commitment between "Today" and "Tonight." Another important new advertiser brought into TV by "THT" was the Edison Electrical Institute which purchased 26 participations each on "Today" and "Home."

Lehn-Fink for NBC Daytime

NEW YORK — NBC-TV last week racked up one important new daytime client and is close to signing another. Lehn & Fink bought two quarter hours, Tuesday 4:15-4:30, of "Queen for a Day," and Tuesday 12:15-12:30 of "It Could Be You." The network expects Sterling Drug to buy several quarter hours of "Modern Romances," which will be slotted 4:45-5 shortly.

Deals Sought By Saltzman

NEW YORK—Harry Saltzman, producer of "Captain Gallant of the Foreign Legion," is trying to work out further production and co-production deals for TV film shows as well as movies. He has a long-term lease on a four-stage studio in Italy, where his Carrara Films has just completed four episodes of the new cycle of "Gallant." But this job takes up only a third of his 14-acre lot.

The largest stage of Saltzman's studio on the Mediterranean measures 180 by 130 feet.

Pabst to Air 'Polka Time'

NEW YORK—Pabst Beer will bankroll "It's Polka Time" on ABC-TV thru the summer months Thursdays 8-8:30 p.m. over a 19-station line-up.

The show, which the web planned to air as a summer sustainer, will originate from WBKB-TV, Chicago, where it's been on the air as a local program.

NEW YORK—Thomas W. Sarnoff, director of production and business affairs for NBC's Pacific division, has been elected a director of the Kagan Corporation.

Kagan is expected to shift its headquarters to the West Coast, where Sarnoff will take an active hand in its direction.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$12 (a considerable saving over single copy rates). Foreign rate \$24.

Payment enclosed Bill me

855

Name _____
 Occupation or Title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

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

Nielsen Ratings on Season's Specs Call for Deep Thought

NBC Crop Poorer Than Last Year; CBS' One Series Tops Rival's Tally

By JACK SINGER

NEW YORK—The mixed emotions that greeted the emergence of spectaculars as an established form of TV programming are again in a state of turmoil. An analysis of Nielsen ratings of this season's spectaculars, as compared to the rating pulled in by the previous year's specs, has raised anew some troubling questions that are bound to provide some hard and sober thought, especially from NBC's executives and advertisers. The fact is that this season's crop of NBC specs have done poorer, all along the line, than they did the year before. That this is not

due, however, to the public's satiety with specs or to their diminishing novelty is indicated by the relatively strong showing made by CBS' "Ford Star Jubilee." Its ratings were generally higher than those pulled in by NBC's specs last year.

What it may well indicate is that CBS' policy, publicly announced last summer by CBS' Hubbell Robinson, of limiting itself to one series of spectaculars and throwing all its weight behind that one series has paid off. NBC's policy, in contrast to that of CBS, has been to program three series of spectaculars. This policy will see NBC adding still another series

of spectaculars, to be aired Friday nights, to its roster next season.

In the Top 10

As shown by the adjacent charts, five of CBS' specs this season landed in the list of the top 10 specs, according to Nielsen Average Audience ratings. (Nielsen ratings of the final spec in each series are not yet available.)

The significance of CBS' achievement in placing five of its shows on this top 10 list is reflected by the fact that only nine CBS specs were entered in the race as compared to 27 NBC spectaculars.

Additional evidence of the success of CBS' spectaculars as com-

(Continued on page 14)

NO FALL-OUT
 WITH THE COMEDY-GENERATED
 H-BOMB THAT'S ROCKING
 THE TV INDUSTRY!

The
LITTLE RASCALS
 TV'S GREATEST DEMONSTRATION OF STAYING POWER!

NO. 1 AMONG CHILDREN in audience composition *
NO. 2 IN BALTIMORE among all multi-weekly shows *
NO. 2 IN DAYTON among all multi-weekly shows *
NO. 3 IN DES MOINES among all multi-weekly shows *
NO. 4 IN SEATTLE among all multi-weekly shows *
NO. 4 COAST-TO-COAST among non-network shows *
NO. 10 IN NEW YORK among locally originated film series *

*Pulse and **ARB, as compiled in BILLBOARD

Interstate TELEVISION CORPORATION

In "FILMS TO WATCH"

BILLBOARD says...

"LITTLE RASCALS — Interstate TV. While strictly kiddie material seems to be pefering out in syndication, the great sleeper of 1955 continues to get impressive ratings. 'Little Rascals' is second in Baltimore, second in Dayton, O., third in Fort Worth; fourth in Kansas City, Mo.; second in Spokane and eighth in Houston - Galveston. It does not top 'Mickey Mouse Club,' but it is not far behind it in the markets covered in this issue. For instance, its average 16.3 in Fort Worth is certainly not far from 'Mickey's' 17.8 average."

NEW YORK: 445 Park Ave. CHICAGO: 1250 S. Wabash HOLLYWOOD: 4376 Sunset Drive DALLAS: 304 S. Harwood, PProspect 1658
 MUrroy Hill 8-2545 WAbash 2-7937 NOrmandy 2-9181 CINCINNATI: 1635 Central Pkwy, PArkway 1-0179 KANSAS CITY: 130 W. 18th St., HArrison 2305



RUNYON
MADE
THE
WHOLE
WORLD
LAUGH!

BROADWAY'S
 biggest hit!
GUYS and DOLLS

HOLLYWOOD'S
 box office smash!
LITTLE MISS MARKER

Best Selling Short
 Stories
ALL AROUND THE WORLD

Nationally Syndicated Column
COAST-to-COAST

...and on **TV** there's **FUN FOR ALL** with

DAMON RUNYON THEATRE

... just completed a laugh filled season
for **ANHEUSER-BUSCH** on C.B.S.
Television network.



NOW...

...via **SCREEN GEMS SYNDICATION** these **39 HILARIOUS
HALF HOUR FILM PROGRAMS** based on **DAMON RUNYON'S**
best selling stories featuring **PAUL DOUGLAS, BROD CRAWFORD,
VIVIAN BLAINE, THOMAS MITCHELL, DOROTHY LAMOUR,
JACK CARSON** and many other stars...

**... ARE READY TO PRODUCE HIGHER SALES
FOR LOCAL-REGIONAL-NATIONAL SPOT ADVERTISERS!**

presented by

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF
COLUMBIA PICTURES CORP.
233 WEST 49 ST., NEW YORK 19, N.Y.

in association with **NORMANDIE PRODUCTIONS**

SHOW OF MUSCLE

Syndicator, Feature Distrib Square Off on Ratings Data

NEW YORK—Two important film firms—one a syndicator, and the other a feature film distributor—last week squared off in a battle of ratings, each tending to show that its product was a better buy for prospective sponsors.

MCA-TV came up with a study in an endeavor to show that when a half-hour film faces a feature film in the same time period, the syndicated show usually gets the higher rating.

Of the 19 situations presented by MCA, the syndicated show out-pulled the feature film competition in 17. In about half of the situations presented, the MCA show listed was a rerun, as high as the first run. (See chart elsewhere on this page.)

Associated Artists Productions, which is now out selling spot spon-

sorship of the Warner Bros. pictures, came up with cost figures as well as ratings to show that feature films are the better buy.

Apples-Oranges

It is misleading to compare syndicated shows and feature films in the same time periods, says AAP's research expert. Each type has its characteristic slotting, he said. The features that are run when syndicated film shows up strongest are usually weaker, rerun pictures. Nobody is recommending those shows to national spot advertisers. Conversely, the top new features have mostly been playing in time periods that syndication sponsors have been avoiding.

AAP would rather argue the case on the basis of top shows. It offered a comparison of a top, first-run, feature film "theater" in each market with a selection of top rated first-run syndicated shows. (Its comparison with "Highway Patrol" is run elsewhere on this page.)

The AAP spokesman pointed out that first-run syndicated shows usually run in Class A time, with the cost of the program at least 60 per cent of the station's one-time card rate and well over 100 per cent in the biggest markets. The top features, on the other hand, usually play Class B or C time, with the program cost usually pegged at the same percentage or often less. Since they are getting competitive ratings in so many cases, the cost per rating point tends to be much lower for feature films, AAP asserted.

The spokesman pointed out that the movie time costs quoted in its presentation are usually for 90 minutes and so should be divided by three to get the competitive cost per half hour. It concluded that still better pictures are going on in the fall, which should produce still better ratings and a proportionately lower cost per viewer.

IN 26 MONTHS

'Waterfront' Grosses Hit \$2.7 Million

HOLLYWOOD—A top syndicated program can gross almost as much for a producer as a national net show, according to figures on the amount of money "Waterfront" has brought in during its 26 months on the air.

The Roland Reed-Ben Fox-produced series, syndicated by MCA-TV, has, of the present, grossed just under a shade of \$2.7 million, with contracts still being written at the rate of approximately \$100,000 a month. The program began going into its second run only a few months ago.

With the syndication fee running between 30 and 40 per cent, the producers have received between \$1.6 and \$1.9 million. Comparing this with figures for network shows at the time "Waterfront" was made, the average program grossed in the vicinity of \$2.2 million during the same time, the producer getting \$2 million (after agent's commission).

One factor to be remembered, however, is that in the past two years the spread between production costs and the amount that can be made thru syndication has increased, while the price paid by national sponsors has more or less kept pace with costs.

SIX TAKE ALL

19 Outlets Buy AAP Warner Bros. Pix

NEW YORK — Warner Bros. feature films have been bought by 19 stations in the eight weeks since Associated Artists Productions put them on sale. It is understood that at least six of the stations bought the entire library of 754 pictures.

The stations that have bought Warner product are WCBS, New York; KUTV, Salt Lake City;

WBEN, Buffalo; WOAI, San Antonio; KFJZ, Dallas; WKRC, Cincinnati; WISH, Indianapolis; KVAR and KPHC, Phoenix, Ariz.; WTVN, Columbus, O.; KOIN, Portland, Ore.; KREM, Spokane, Wash.; KAKE, Wichita, Kan.; KBET, Sacramento, Calif.; KBOI, Boise, Idaho; KLAS, Las Vegas, (Continued on page 10)

Rerun Stripping for Daytime TV Gains

NEW YORK — The trend to daytime stripping of situation comedy reruns grows ever stronger. NBC-TV, which only a few weeks ago began stripping "I Married Joan" in the 5-5:30 p.m. slot, has taken an option on two other shows for the same purpose—"It's a Great Life," which concludes its first run this season, and "Dear Phoebe," which ended its first run last season. It will get 39 films in each series.

The first ratings on the "Joan" strip have brought great satisfac-

tion to NBC. Its average Trendex for the week of May 14-18 was 5.8, a 75 per cent gain over the last rating of Pinky Lee in that slot. NBC believes this compares well with the "Mickey Mouse Club," which drew a 7.9 in that half hour. "Mickey" jumped to 11.5 the next half hour, when the NBC figure on "Howdy Doody" was 4.7.

NBC also notes that "Joan" gets a 60 per cent adult audience, where Pinky Lee got 30 per cent adults.

MOVIES, SERIES COSTS, RATINGS COMPARISONS

The following chart compares the ratings of MCA-TV half-hour and full-hour shows with the ratings of feature films appearing opposite them in the same time slot.

The syndicated show is listed first in each instance. It is a first run unless otherwise noted. The opposing feature film is not understood to be a first run unless so noted.

The ratings are the American Research Bureau's for April, as picked up by MCA.

The study embraces 13 different MCA shows. In half of the cases they are reruns. The periods covered range from 5:30 p.m. to 11:30 p.m.

ATLANTA (March)	
Armchair Theater	19.4
WSB, Sun., Noon, 90 min.	\$800
Highway Patrol	17.6
WGA, Fri., 10 p.m., 30 min.	\$600
BALTIMORE (March)	
First Run Theater	24.3
WMAR, Sat., 10:30 p.m., 90 min.	\$1,250
Highway Patrol	14.4
WMAR, Fri., 7:30 p.m., 30 min.	\$510
BIRMINGHAM (March)	
Academy Theater	17.1
WBRC, Sun., 4 p.m., 90 min.	\$800
Highway Patrol	23.0
WBRC, Tues., 10 p.m., 30 min.	\$420
BOSTON (March)	
Pleasure Playhouse	21.7
WBZ, Sun., 6 p.m., 60 min.	\$2,000
Highway Patrol	15.3
WBZ, Wed., 10:30 p.m., 30 min.	\$1,200
CHICAGO (April)	
Community Theater	23.5
WGN, Fri., 10 p.m., 90 min.	\$1,950
Highway Patrol	15.2
WBKB, Thurs., 9 p.m., 30 min.	\$1,440
COLUMBUS, O. (April)	
Bluebird Theater	14.0
WTVN, Sun., 3 p.m., 90 min.	\$600
Highway Patrol	28.4
WBNS, Sun., 10:30 p.m., 30 min.	\$468
DENVER (March)	
Academy Theater	20.0
KOA, Sat., 10 p.m., 90 min.	\$590
Highway Patrol	34.1
KOA, Fri., 9:30 p.m., 30 min.	\$420
LOS ANGELES (April)	
The Movies	15.0
KTLA, Sun., 7:30 p.m., 90 min.	\$2,400
Highway Patrol	17.6
KTTV, Mon., 9 p.m., 30 min.	\$1,050
MILWAUKEE (April)	
Saturday Nite Theater	45.4
WTMJ, Sat., 9:30 p.m., 90 min.	\$1,840
Highway Patrol	21.0
WTMJ, Thurs., 10:30 p.m., 30 min.	\$690
MINNEAPOLIS (March)	
Masterpiece Theater	22.9
WCCO, Sun., 9:30 p.m., 90 min.	\$1,830
Highway Patrol	12.5
WCCO, Thurs., 10 p.m., 30 min.	\$540
NASHVILLE (March)	
Movietime	18.3
WSM, Sun., 9:30 p.m., 90 min.	\$1,000
Highway Patrol	20.7
WSM, Wed., 9:30 p.m., 30 min.	\$420
NEW YORK (April)	
Late Show	17.4
WCBS, Sat., 11 p.m., 90 min.	\$4,000
Highway Patrol	25.5
WRCA, Mon., 7 p.m., 30 min.	\$2,700
WPIX, Wed., 9:30 p.m., 30 min.	\$1,050
	\$3,750
OMAHA (April)	
Million Dollar Movie	22.8
WOW, Sun., 10:15 p.m., 90 min.	\$700
Highway Patrol	19.4
WOW, Thurs., 9:30 p.m., 30 min.	\$345
Dr. Hudson's Secret Journal	37.8
KMTV, Wed., 9:30 p.m., 30 min.	\$420
PHILADELPHIA (March)	
Ford Playhouse	17.8
WFIL, Sat., 10:30 p.m., 90 min.	\$2,150
Highway Patrol	8.9
WFIL, Mon., 10:30 p.m., 30 min.	\$1,200
SAN FRANCISCO (April)	
Movie Time	16.9
KRON, Sun., 6 p.m., 60 min.	\$1,250
Highway Patrol	21.4
KRON, Tues., 6:30 p.m., 30 min.	\$390
WASHINGTON (April)	
Safeway Theater	18.2
WRC, Sat., 10:30 p.m., 90 min.	\$1,200
Highway Patrol	12.2
WTOP, Fri., 7:30 p.m., 30 min.	\$550

The following chart compiled by Associated Artists Productions compares the ratings and time costs of a top feature film program with "Highway Patrol" in each of 16 major markets. The movie show in each instance is one of the top-rated such programs in the market, one using the latest crop of features, generally playing first and second runs only. "Highway Patrol," of course, is one of the top five syndicated shows on a national weighted average basis. It is first run in every market.

The ratings are the American Research Bureau's for March or April, 1956. They are the top quarter-hour rating in each instance.

According to AAP, a comparison of the time cost per rating point is generally a valid indication of the comparative total cost per rating point. AAP says the program cost is usually the same percentage of time cost, whether it's a feature or syndicated half hour. If anything, AAP claims, a first-run syndicated show is often a higher percentage of time cost that a first-run feature film.

DETROIT	
Dr. Hudson's Secret Journal	35.4
WNBQ, Sat., 10 p.m.	
People's Theater	6.2
DETROIT	
Kit Carson (2d run)	9.0
WWJ, Fri., 6:30 p.m.	
Circle 9 Theater	5.2
COLUMBUS, O.	
Studio 57	11.2
WLW-C, Mon., 10:30 p.m.	
Film Fair (ABC-TV)	3.2
DAYTON, O.	
Lone Wolf	9.0
WHIO, Sat., 11:35 p.m.	
Sat. Night Theater	6.3
HARTFORD, CONN.	
Autry-Rogers (2d run)	13.8
WGTH, Thurs., 6 p.m.	
Early Show (1st run)	12.0
HOUSTON	
Soldiers of Fortune	18.3
KPRC, Sat., 5:30 p.m.	
Quality Theater	5.9
KANSAS CITY, MO.	
Dr. Hudson's Secret Journal	15.1
WDAF, Sat., 10 p.m.	
Million Dollar Movie (1st run)	19.9
LOS ANGELES	
Dr. Hudson's Secret Journal	13.3
KTTV, Sun., 9 p.m.	
Channel 9 Movie Theater	0.9
LOS ANGELES	
Ray Milland (2d run)	9.0
KTTV, Wed., 7:30 p.m.	
Adventure Movie Theater	5.7
MILWAUKEE	
Autry-Rogers (2d run)	11.0
WTMJ, Tues., 5 p.m.	
Early Show	2.5
MINNEAPOLIS	
City Detective (2d run)	10.4
KSTP, Thurs., 10:30 p.m.	
Early Movie	3.4
MINNEAPOLIS	
Follow That Man (2d run)	10.3
KSTP, Fri., 10:30 p.m.	
Early Movie (1st run)	6.0
MINNEAPOLIS	
Federal Men (2d run)	7.4
KSTP, Mon., 10:30 p.m.	
Early Movie	3.6
PHILADELPHIA	
Waterfront	28.0
WCAU, Sun., 6:30 p.m.	
Silver Screen Theater	7.8
PITTSBURGH	
Dr. Hudson's Secret Journal	42.8
KDKA, Sun., 10:30 p.m.	
Armchair Theater	0.4
SAN FRANCISCO	
Federal Men (3d run)	8.0
KRON, Sun., 11 p.m.	
Center Aisle	0.8
ST. LOUIS	
Man Behind the Badge	18.3
KSD, Sat., 10 p.m.	
First Run Theater (1st run)	19.4
SEATTLE-TACOMA	
Famous Playhouse (5th run)	8.4
KINT, Sun., 10:30 p.m.	
Feature Film (1st run)	7.0
WASHINGTON	
Studio 57	11.1
WMAL, Fri., 9 p.m.	
Evening Movie	2.2

ZIV HAS THE HOT SHOWS!

"SCIENCE FICTION THEATRE"

421

IN 2 STATION JACKSONVILLE

beating George Gobel, Ford Theatre, Dragnet, Studio One and others.

ARB—Nov. '55

ZIV TELEVISION PROGRAMS, INC. Cincinnati, Chicago, Hollywood, New York

RKO Radio Meets on TV

CHICAGO — An executive meeting of RKO Radio is taking place here this week that is expected to begin organizing the movie company for production and distribution of TV film.

Tom O'Neil, president of the parent RKO Teleradio, is known to have decided some time ago that an integration of the corporation's TV film operation (formerly handled by the General Teleradio Film division) with its motion picture subsidiary was the most practical procedure.

Regional Sale For 'The Web'

HOLLYWOOD — Screen Gems has started pitching "The Web," mystery drama series, for regional sale. Producer-distributor had been holding off in hopes of obtaining a national buyer, but decided to switch to the regional market while this still remains more or less devoid of first-run shows.



TV Program and Time-Buying Guide

THE TELEVISION INDUSTRY'S GUIDE TO THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Network Adventure Shows

MAY RATINGS		May Rig.
Rank	Show, Sponsor & Web	
1.	Lassie	25.7
2.	Robln Hood	24.0
3.	Wyatt Earp	19.6
4.	Crusader	19.5
5.	Rin Tin Tin	18.4
6.	Big Town	17.9
7.	Warner Bros. Presents	16.7
8.	Tales of the Texas Rangers	16.0
9.	Roy Rogers	14.6
10.	My Friend Flicka	14.5

AMONG MEN		Men Per Set
Rank	Show, Sponsor & Web	
1.	Frontier	.94
2.	Big Town	.84
3.	Warner Bros. Presents	.83
4.	Wyatt Earp	.80
5.	Crusader	.78
6.	Robln Hood	.70
6.	Brave Eagle	.70
6.	Gene Autry	.70
9.	Lassie	.68
10.	Sgt. Preston of the Yukon	.63

AMONG WOMEN		Women Per Set
Rank	Show, Sponsor & Web	
1.	Big Town	1.02
2.	Crusader	.98
3.	Lassie	.97
4.	Frontier	.95
5.	Warner Bros. Presents	.91
6.	Wyatt Earp	.90
7.	My Friend Flicka	.83
8.	Sgt. Preston of the Yukon	.81
9.	Robln Hood	.77
10.	The Lone Ranger	.73

AMONG CHILDREN		Children Per Set
Rank	Show, Sponsor & Web	
1.	Fury	1.73
2.	Rin Tin Tin	1.56
3.	Tales of the Texas Rangers	1.48
4.	Wild Bill Hickok	1.43
5.	Brave Eagle	1.36
6.	Lassie	1.33
7.	Capt. Gallant	1.30
8.	Lone Ranger	1.26
9.	Gene Autry	1.25
10.	The Lone Ranger	1.24

Web Winners

THE \$64,000 CHALLENGE—CBS-TV

The extent to which Revlon has again hit the jackpot, tho in this case it's sharing it with Lorillard, is indicated by the latest American Research Bureau network ratings for May. Its new show, "The \$64,000 Challenge," is apparently following in the footsteps of its distinguished predecessor. According to the ARB May ratings, "\$64,000 Challenge" is the sixth highest rated network show on the air with a 39.0 ARB rating. "The \$64,000 Question" still tops the list with a 53.9 ARB rating.

Films to Watch

PATTI PAGE—Screen Gems

Sponsored nation-wide by Oldsmobile this past season, this quarter-hour music series is now available to stations and local sponsors for rerun. In multi-weekly bookings it has been doing a pretty good rating job. Among smaller markets covered in this week's Scoreboard, it is one of the top multi-weekly shows in three. On a once-a-week basis, it was the fifth ranking syndicated show in Jacksonville, Fla., in April with a 35.0 Telepulse. It was the 14th ranking syndicated show in Albany-Schenectady, N. Y., with a 25.3.

• ARB Top 25 Network Shows

May Ratings of Leading Web Programs

This breakdown of network program ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. For additional information on audience size and coverage, please consult ARB, National Press Building, Washington, D. C.

Rank	Show, Sponsor & Web	May Rating
1.	.\$64,000 Question, Revlon (CBS)	53.9
2.	Ed Sullivan, Lincoln-Mercury (CBS)	50.6
3.	*I Love Lucy, P&G, Gen'l. Foods (CBS)	48.1
4.	*You Bet Your Life, DeSoto-Plymouth (NBC)	42.9
5.	I've Got a Secret, R. J. Reynolds (CBS)	40.1
6.	.\$64,000 Challenge, Revlon, Kent (CBS)	39.0
7.	What's My Line? Montener, Remington Rand (CBS)	37.1
8.	Lux Video Theater, Lever (NBC)	36.7
9.	George Gobel, Pet Milk, Armour (NBC)	36.3
10.	Perry Como, Int. Celucotton, Armour, Dormeyer, Gold Seal, Noxema (NBC)	35.8
11.	Person to Person, Hamm, Amoco, Toni, Elgin (CBS)	35.6
12.	*December Bride, Gen'l Foods (CBS)	35.5
13.	Your Hit Parade, Amer. Tobacco, Hudnut (NBC)	34.5
14.	Red Skelton, Pet Milk, S. C. Johnson (CBS)	33.1
15.	*G. E. Theater, Gen'l Electric (CBS)	32.6
16.	This Is Your Life, P&G, Hazel Bishop (NBC)	32.4
17.	*Dragnet, L&M (NBC)	32.3
17.	*The Millionaire, Colgate (CBS)	32.3
19.	*Disneyland, Partic. (ABC)	32.2
20.	*Fireside Theater, P&G (NBC)	31.8
21.	*Alfred Hitchcock, Bristol Myers (CBS)	31.2
21.	*Jack Benny, Amer. Tobacco (CBS)	31.2
23.	*Phil Silvers, Amana, R. J. Reynolds (CBS)	30.9
24.	*Ford Theater, Ford (NBC)	30.8
25.	*Honeymooners, Buick (CBS)	29.5

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Adventures

APRIL RATINGS		Avg. Apr. Rig.
Rank	Show & Distrib.	
1.	Soldiers of Fortune (MCA)	16.7
2.	Superman (Flamingo)	14.6
3.	I Led Three Lives (Ziv)	14.3
4.	Waterfront (MCA)	13.3
5.	Jungle Jim (Screen Gems)	12.7
6.	Man Called X (Ziv)	10.4
6.	Crosscurrent (Official)	10.4
6.	Crunch & Des (NBC)	10.4
9.	Ramar of the Jungle (TPA)	9.4
10.	Count of Monte Cristo (TPA)	8.7

VIEWERS/100 HOMES		Viewers per 100 Homes Tuned In
Rank	Show & Distrib.	
1.	Soldiers of Fortune (MCA)	224
2.	Captain Gallant (TPA)	221
3.	I Led Three Lives (Ziv)	219
3.	Foreign Intrigue (Official)	219
5.	Man Called X (Ziv)	217
6.	Crunch & Des (NBC)	214
7.	Crosscurrent (Official)	210
8.	Dangerous Assignment (NBC)	208
8.	Waterfront (MCA)	208
10.	The Hunter (Tafon)	206

AMONG MEN		Men Per 100 Homes Tuned In
Rank	Show & Distrib.	
1.	I Led Three Lives (Ziv)	.87
2.	Man Called X (Ziv)	.84
2.	The Falcon (NBC)	.84
2.	Foreign Intrigue (Official)	.84
5.	Waterfront (MCA)	.80
6.	Passport to Danger (ABC)	.79
6.	Crosscurrent (Official)	.79
8.	Dangerous Assignment (NBC)	.78
9.	The Hunter (Tafon)	.77
9.	Secret File, U.S.A. (Official)	.77

AMONG WOMEN		Women Per 100 Homes Tuned In
Rank	Show & Distrib.	
1.	Dangerous Assignment (NBC)	.94
2.	Crosscurrent (Official)	.92
2.	Foreign Intrigue (Official)	.92
4.	Man Called X (Ziv)	.86
4.	I Led Three Lives (Ziv)	.86
6.	Waterfront (MCA)	.84
7.	I Spy (Guild)	.82
8.	The Falcon (NBC)	.81
9.	Crunch & Des (NBC)	.79
9.	The Hunter (Tafon)	.79

AMONG TEENS		Teens Per 100 Homes Tuned In
Rank	Show & Distrib.	
1.	Captain Gallant (TPA)	.27
2.	Foreign Intrigue (Official)	.26
3.	Long John Silver (CBS)	.25
3.	Man Called X (Ziv)	.25
3.	I Search for Adventure (Bagnall)	.25
3.	Superman (Flamingo)	.25
7.	Jungle Jim (Screen Gems)	.24
7.	Soldiers of Fortune (MCA)	.24
9.	Passport to Danger (ABC)	.23
9.	Waterfront (MCA)	.23

AMONG CHILDREN		Kids Per 100 Homes Tuned In
Rank	Show & Distrib.	
1.	Captain Gallant (TPA)	102
2.	Superman (Flamingo)	98
3.	Ramar of the Jungle (TPA)	95
4.	Long John Silver (CBS)	92
5.	Jungle Jim (Screen Gems)	83
6.	Soldiers of Fortune (MCA)	67
7.	Crunch & Des (NBC)	49
8.	China Smith (NTA)	39
9.	The Hunter (Tafon)	34
10.	I Led Three Lives (Ziv)	29

• Pulse Top 25 Non-Net Shows

April Ratings of Leading Film Shows

This breakdown of non-network film ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. The Average Ratings is based on the rating scored by each show in the 23 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank	Show & Distributor	Avg. April Rating
1.	Highway Patrol (Ziv)	17.4
2.	Life of Riley (NBC)	17.1
3.	Soldiers of Fortune (MCA)	16.7
4.	Annie Oakley (CBS)	16.1
5.	Mr. District Attorney (Ziv)	15.8
6.	Superman (Flamingo)	14.6
7.	Laurel and Hardy (Governor)	14.5
7.	Amos 'n' Andy (CBS)	14.5
9.	I Led Three Lives (Ziv)	14.3
10.	Celebrity Playhouse (Screen Gems)	14.2
10.	Dr. Hudson's Secret Journal (MCA)	14.2
12.	Badge 714 (NBC)	14.1
13.	Doug, Fairbanks Presents (ABC)	13.8
14.	Wild Bill Hickok (Flamingo)	13.6
15.	Waterfront (MCA)	13.3
16.	Science Fiction Theater (Ziv)	13.2
17.	Stars of the Grand Ole Opry (Flamingo)	13.0
18.	Little Rascals (Interstate)	12.7
18.	Jungle Jim (Screen Gems)	12.7
20.	Cisco Kid (Ziv)	12.6
21.	Great Gildersleeve (NBC)	12.3
22.	Buffalo Bill Jr. (CBS)	12.2
23.	Sky King (Nabisco)	12.1
24.	Man Behind the Badge (MCA)	12.0
25.	Mavor of the Town (MCA)	11.2
25.	Confidential File (Guild)	11.2

Note: All material published in The Billboard's TV Program and Time-Buying Guide is protected by copyright. Reproduction of any portion of this material for advertising, promotion or other purposes is possible only upon written consent from The Billboard, 1564 Broadway, New York, and also from any rating service whose research provides the basis for such material.

The Billboard Scoreboard

PULSE LOCAL RATINGS—APRIL

THE INDUSTRY'S MOST COMPLETE RATING INDEX POINTING UP OUTSTANDING TV SHOWS AND SPOT ADJACENCIES IN EVERY LOCAL MARKET

ABILENE, Tex. (2 Stations).....15,400 TV Homes

THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|---|---------------------------------------|
| 1. Groucho Marx, KRBC, Th.....53.5 | 6. Loretta Young, KRBC, Su.....48.8 |
| 2. George Gobel, KRBC, S.....53.3 | 7. I Love Lucy, KRBC, M.....47.5 |
| 3. Lux Video Theater, KRBC, Th.....53.0 | 8. People Are Funny, KRBC, S.....47.3 |
| 4. Your Hit Parade, KRBC, S.....52.5 | 9. Fireside Theater, KRBC, T.....47.0 |
| 5. Dragnet, KRBC, Th.....49.0 | 10. Ford Theater, KRBC, Th.....46.8 |

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|---|---|
| 1. *Little Rascals, Misc., KRBC, M-F.....32.7 | 6. Dinah Shore, KRBC, T, Th.....24.3 |
| 2. News Caravan, KRBC, M, W, F.....25.4 | 7. *Sports, Weather (6:15 p.m.), KRBC, M-F.....24.2 |
| 3. Eddie Fisher, KRBC, W, F.....25.0 | 8. Howdy Doody, KRBC, M-F.....22.9 |
| 4. *Late News Reports, Misc. (10:30 p.m.), KRBC, M-F.....24.8 | 9. Pinky Lee, KRBC, M-F.....22.3 |
| 5. *Evening News Reports, Misc. (6 p.m.), KRBC, M-F.....24.6 | 10. Queen for a Day, KRBC, M-F.....21.5 |

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

- | Rank | Title (Distributor) Station, Day-Time Rating | Rank | Title (Distributor) Station, Day-Time Rating |
|------|---|------|---|
| 1. | Steve Donovan, Western Marshal (NBC), KRBC, F-8:30.....46.3 | 15. | Dr. Hudson's Secret Journal (MCA), KRBC, M-7:00.....32.5 |
| 2. | Your TV Theater (Ziv), KRBC, S-8:30.....45.3 | 16. | Top Plays of 1956 (Screen Gems), KRBC, S-7:00.....31.5 |
| 3. | Star and the Story (Official), KRBC, Su-9:30.....44.5 | 17. | Federal Men (MCA), KRBC, T-10:00.....30.8 |
| 4. | Man Behind the Badge (MCA), KRBC, Th-10:00.....44.0 | 18. | Counterpoint (Interstate), KRBC, W-10:00.....30.5 |
| 5. | My Little Margie (Official), KRBC, W-8:00.....43.0 | 19. | Ray Milland Show (MCA), KPAR, M-9:00.....30.3 |
| 6. | Highway Patrol (Ziv), KRBC, W-7:00.....41.0 | 20. | City Detective (MCA), KRBC, M-10:00.....29.0 |
| 7. | Science Fiction Theater (Ziv), KRBC, W-9:30.....40.0 | 21. | Racket Squad (ABC), KPAR, M-9:30.....27.5 |
| 8. | Tales of the Texas Rangers (Screen Gems), KRBC, W-7:30.....39.0 | 22. | Follow That Man (MCA), KRBC, T-9:30.....26.8 |
| 9. | Confidential File (Guild), KRBC, Su-10:00.....38.5 | 23. | Stars of the Grand Ole Opry (Flamingo), KPAR, M-7:30.....23.5 |
| 10. | His Honor, Homer Bell (NBC), KRBC, F-8:00.....38.0 | 24. | Sheena, Queen of the Jungle (ABC), KPAR, S-7:00.....19.3 |
| 11. | Waterfront (MCA), KRBC, F-10:00.....37.3 | 25. | Jet Jackson, Flying Commando (Screen Gems), KRBC, S-4:00.....18.0 |
| 12. | My Hero (Official), KRBC, Su-6:30.....36.3 | 26. | Life With Father (CBS), KPAR, Su-8:30.....17.8 |
| 13. | Col. March of Scotland Yard (Official), KRBC, S-7:30.....34.3 | 27. | Doug. Fairbanks Presents (ABC), KPAR, Th-8:30.....17.8 |
| 14. | Little Rascals (Interstate), KRBC, M-F-5:30.....32.7 | 28. | Passport to Danger (ABC), KPAR, F-8:00.....16.8 |
| | | 28. | Gene Autry (CBS), KPAR, F-7:00.....16.8 |
| | | 28. | Long John Silver (CBS), KPAR, W-7:30.....16.8 |

SYRACUSE (2 Stations).....102,900 TV Homes

THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|---|--|
| 1. Ed Sullivan, WHEN, Su.....51.3 | 6. Lassie, WHEN, Su.....44.0 |
| 2. Groucho Marx, WSYR, Th.....48.8 | 7. \$64,000 Question, WHEN, T.....43.0 |
| 3. Judy Garland, WHEN, Su.....47.3 | 8. Jackie Gleason, WHEN, S.....42.3 |
| 4. Fireside Theater, WSYR, T.....44.5 | 9. Alfred Hitchcock, WHEN, Su.....40.3 |
| 5. Greatest Show On Earth, WHEN, T.....44.3 | 9. I Love Lucy, WHEN, M.....40.3 |

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|---|---|
| 1. Mickey Mouse Club, WHEN, M-F.....26.6 | 6. *Canyon Jack, WSYR, M-F.....15.0 |
| 2. *News-Weather, Sports (11 p.m.), M-F.....23.2 | 7. News Caravan, WSYR, M-F.....14.8 |
| 3. CBS News, WHEN, M-F.....20.5 | 8. *News, Sports, Misc. (6:30 p.m.), WSYR, M-F.....14.7 |
| 4. *News, Sports, Weather (6:30 p.m.), WHEN, M-F.....18.5 | 9. Queen for a Day, WSYR, M-F.....14.6 |
| 5. Eddie Fisher, WSYR, W, F.....16.0 | 10. Arthur Godfrey, WHEN, M-Th.....13.5 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|---|--|
| 1. Highway Patrol (Ziv), WSYR, W-10:30.....28.0 | 10. Superman (Flamingo), WHEN, Th-6:00.....19.0 |
| 2. Great Gildersleeve (NBC), WSYR, F-9:30.....26.0 | 11. *Sky King (Nabisco), WSYR, Su-2:30.....18.5 |
| 3. Little Rascals (Interstate), WHEN, Th-7:00.....26.0 | 11. Buffalo Bill Jr. (CBS), WHEN, S-6:00.....18.5 |
| 4. Dr. Hudson's Secret Journal (MCA), WSYR, Su-10:30.....22.3 | 13. Mr. District Attorney (Ziv), WSYR, M-10:30.....18.3 |
| 4. *Death Valley Days (Pacific Borax), WHEN, F-7:00.....22.3 | 14. Col. March of Scotland Yard (Official), WSYR, T-10:30.....18.0 |
| 6. Waterfront (MCA), WSYR, Th-11:00.....20.5 | 15. Liberace (Guild), WSYR, W-7:00.....17.3 |
| 7. Passport to Danger (ABC), WHEN, M-7:00.....19.5 | 16. Soldiers of Fortune (MCA), WHEN, M-6:00.....14.3 |
| 8. Science Fiction Theater (Ziv), WSYR, M-7:00.....19.3 | 17. Hopalong Cassidy (NBC), WSYR, S-12:30.....13.8 |
| 8. Wild Bill Hickok (Flamingo), WHEN, T-6:00.....19.3 | 18. Count of Monte Cristo (TPA), WSYR, Th-7:00.....13.3 |
| | 19. Mayor of the Town (MCA), WSYR, Su-7:00.....11.3 |

DULUTH-SUPERIOR (2 Stations).....63,200 TV Homes

THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|---|---|
| 1. Ed Sullivan, KDAL, Su.....53.8 | 7. Climax, KDAL, Th.....40.8 |
| 2. \$64,000 Question, KDAL, T.....52.3 | 8. I've Got a Secret, KDAL, W.....40.5 |
| 3. I Love Lucy, KDAL, M.....48.3 | 9. Alfred Hitchcock, KDAL, M-F.....40.3 |
| 4. Lux Video Theater, WDSM, Th.....43.0 | 9. Four Star Playhouse, KDAL, Th.....40.3 |
| 5. December Bride, KDAL, M.....42.3 | 9. Jack Benny, KDAL, Su.....40.3 |
| 6. Judy Garland, KDAL, Su.....41.3 | |

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|---|---|
| 1. Mickey Mouse Club, KDAL, M-F.....33.8 | 6. *Tolliver's Travels, KDAL, M-F.....22.1 |
| 2. *News, Sports, Weather (10 p.m.), KDAL, M-F.....29.3 | 7. *Western Ranger, KDAL, M-F.....21.8 |
| 3. *News, Weather (6 p.m.), KDAL, M-F.....27.3 | 8. *Sports Desk, Weather (10:15 p.m.), WDSM, M-F.....21.8 |
| 4. *News Final (10 p.m.), WDSM, M-F.....24.8 | 9. *Million Dollar Movie, KDAL, M-F.....17.4 |
| 5. *Patti Page, KDAL, M-F.....24.0 | 10. News Caravan, WDSM, M-F.....16.5 |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | Rank | Title (Distributor) Station, Day-Time Rating | Rank | Title (Distributor) Station, Day-Time Rating |
|------|--|------|---|
| 1. | Badge 714 (NBC), KDAL, T-8:00.....39.3 | 15. | *Patti Page (Oldsmobile), KDAL, M, F-6:15.....24.0 |
| 2. | Life of Riley (NBC), KDAL, W-6:30.....38.5 | 17. | Wild Bill Hickok (Flamingo), WDSM, F-6:00.....23.3 |
| 3. | My Little Margie (Official), KDAL, T-9:30.....37.3 | 18. | Passport to Danger (ABC), KDAL, Su-10:30.....22.5 |
| 4. | Foreign Intrigue (Official), KDAL, M-7:30.....34.3 | 18. | Mobil Theater (Socony-Mobil), WDSM, M-9:30.....22.5 |
| 5. | Science Fiction Theater (Ziv), WDSM, Su-9:30.....29.8 | 20. | Hopalong Cassidy (NBC), WDSM, S-6:30.....20.8 |
| 5. | Dr. Hudson's Secret Journal (MCA), KDAL, F-8:30.....29.8 | 21. | *Sky King (Nabisco), WDSM, Th-6:00.....20.8 |
| 7. | Judge Roy Bean (Screencraft), KDAL, Su-5:00.....28.5 | 22. | Championship Bowling (Schwimmer), WDSM, S-1:00.....19.1 |
| 8. | Mr. and Mrs. North (Schubert), KDAL, Su-4:30.....27.3 | 23. | Cisco Kid (Ziv), WDSM, S-6:00.....18.8 |
| 9. | Man Called X (Ziv), WDSM, S-8:30.....26.8 | 24. | Studio 57 (MCA), WDSM, Th-8:00.....18.3 |
| 10. | Susie (TPA), KDAL, T-10:15.....26.3 | 25. | Little Rascals (Interstate), KDAL, S-11:30 a.m.....16.8 |
| 10. | I Led Three Lives (Ziv), WDSM, T-8:30.....26.3 | 26. | Liberace (Guild), WDSM, Su-6:30.....14.8 |
| 12. | Drew Pearson (NTA), KDAL, Su-10:15.....25.0 | 27. | Highway Patrol (Ziv), WDSM, Su-5:30.....12.3 |
| 13. | Mr. District Attorney (Ziv), WDSM, Th-8:30.....24.8 | 28. | Science in Action (TPA), KDAL, Su-3:00.....11.5 |
| 13. | Superman (Flamingo), WDSM, M-6:00.....24.8 | 28. | *The Hunter (Tafon), WDSM, T-10:30.....11.5 |
| 15. | Annie Oakley (CBS), KDAL, S-6:00.....24.0 | 30. | Gene Autry (CBS), KDAL, Su-1:00.....8.5 |

ALBANY-TROY-SCHENECTADY (2 Stations).....159,100 TV Homes

THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|--|---------------------------------------|
| 1. Groucho Marx, WRGB, Th.....54.3 | 6. Ed Sullivan, WRGB, F.....51.4 |
| 2. Judy Garland, WRGB, Su.....52.8 | 7. Ford Theater, WRGB, Th.....51.0 |
| 3. Dragnet, WRGB, Th.....52.0 | 8. Comedy Hour, WRGB, Su.....50.6 |
| 3. I Love Lucy, WRGB, Su.....52.0 | 9. Fireside Theater, WRGB, T.....50.3 |
| 5. Producer's Showcase, WRGB, M.....51.5 | 10. Perry Como, WRGB, S.....49.5 |

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

- | | |
|--|--|
| 1. News Caravan, WRGB, M-F.....33.3 | 7. Search for Tomorrow, WRGB, M-F.....19.4 |
| 2. Eddie Fisher, WRGB, M-F.....28.5 | 8. Guiding Light, WRGB, M-F.....19.2 |
| 3. *Showcase, WRGB, M-F.....25.8 | 9. Love of Life, WRGB, M-F.....18.8 |
| 3. *Weather, Misc. (6:45 p.m.), WRGB, M-F.....25.8 | 10. Howdy Doody, WRGB, M-F.....18.5 |
| 5. *Bronco Bill, WRGB, M-F.....25.5 | 10. Vallant Lady, WRGB, M-F.....18.5 |
| 6. *Newsreel (11 p.m.), WRGB, M-F.....22.7 | |

THE TOP LOCALLY ORIGINATED FILM SERIES

- | | |
|---|---|
| 1. San Francisco Beat (CBS), WRGB, W-8:30.....49.0 | 13. Wild Bill Hickok (Flamingo), WRGB, S-11:30 a.m.....26.0 |
| 2. Dr. Hudson's Secret Journal (MCA), WRGB, W-8:00.....44.3 | 14. *Patti Page (Oldsmobile), WRGB, F, Su-7:00.....25.3 |
| 3. *Death Valley Days (Pacific Borax), WRGB, Th-7:00.....39.3 | 15. Madison Square Garden (Wink), WRGB, F-7:15.....25.0 |
| 4. Superman (Flamingo), WRGB, W-7:00.....38.5 | 16. Buffalo Bill Jr. (CBS), WRGB, S-9:15 a.m.....20.3 |
| 5. Amos 'n' Andy (CBS), WRGB, T-7:00.....36.5 | 17. Life of Riley (NBC), WRGB, W-11:30.....14.3 |
| 6. Col. March of Scotland Yard (Official), WRGB, T-10:30.....35.3 | 18. Annie Oakley (CBS), WRGB, Su-11:00 a.m.....12.5 |
| 7. Range Riders (CBS), WRGB, Su-5:30.....34.8 | 19. Your All Star Theater (Screen Gems), WROW, W-10:30.....11.5 |
| 8. Highway Patrol (Ziv), WRGB, Su-1:00.....34.5 | 20. Conrad Nagel Theater (Guild), WROW, Su-9:30.....10.3 |
| 9. *Sky King (Nabisco), WRGB, S-1:30.....31.8 | 21. My Little Margie (Official), WROW, M-F-9:30 a.m.....7.9 |
| 10. Playhouse 15 (MCA), WRGB, T-7:30.....28.5 | 22. The Ruggles (Corradine), WROW, Su-1:00.....2.8 |
| 11. Man Called X (Ziv), WRGB, S-11:00.....28.0 | |
| 12. Capt. Gallant of the Foreign Legion (TPA), WRGB, S-11:00.....26.5 | |

TOP SHOW PLUGGERS

A Weekly Digest of an Outstanding Audience Promotion Campaign Entered in The Billboard's 18th Annual Promotion Competition

KMBC-TV—Kansas City, Mo.: 'I Spy'

With a goodly group to choose from, the judges in The Billboard's 18th Annual Promotion Competition selected this outlet as third place for its job on "I Spy." Station and sponsor Cook worked hand in hand on this one.

To begin with, a unique idea in day-glo auto bumper stickers was launched. Distributed thru the sponsor's 164 retail outlets, the sticker was put on the rear bumper close to the license plate. A station photographer then took pictures to be televised on the station. If the person whose plate number showed up on the screen called in, he got \$100, with the amount riding up in case of no response. Some 26,305 stickers were distributed.

Still in the traffic line were large car cards made up for the backs of cabs. Also plain to passersby were three-sheet posters on the downtown studio building and colorful display cards for stores and dealers, besides 19 by 50-inch window banners.

Dealer co-operation was most helpful here, with bulletins going out. Also a newsletter was sent to all Cook employees before the car bumper contest was launched to alert an advance team.

Mail promotion and a plethora of ads, of course, were included in the campaign.

Donald Dwight Davis handled the promotion on this for the station. He is likewise the first vicepres. John T. Schilling is general manager at the outlet.

(Next week: WTTV, Indianapolis)

KTTV Goes Into Film Production With New Series

HOLLYWOOD—KTTV, indie film pioneering station, which has led the way repeatedly in purchasing and programming cellulose series, went a step further last week. The TV channel is financing and has started production on the first film of its own.

Titled "Parole," the series will be filmed entirely on location at various penitentiaries and correctional institutions around California. The station will turn over national distribution of the program to a syndicator, and is aiming for fall release.

The films will show prisoners in actual appearances before parole boards, where they will reconstruct their crimes in making their pleas for parole. The 16mm. cameras will be set up so as not to interfere with the hearings, altho prisoners must give their consent to appear on TV.

Fred Becker is producing the documentary dramas, six of which are in the can, and which will be relatively inexpensive. Neither writers nor actors will be used, and production crews will be kept to a minimum.

KTTV has, in the past, bought

programs regionally and then resold them. Similarly, local shows have been kinescoped for syndication ("Bandstand Revue," "Peter Pottery's Juke Box Jury," et. al.) but it's believed that this is the first time a station has actually gone into film production of its own.

19 Outlets Buy

Continued from page 8
Nev.; KGRO, Bakersfield, Calif., and KENI and KFAR, Alaska.

AAP is understood to have removed national sponsorship options from all Warner pictures in packages one thru nine. Its thinking now seems to be that national spot advertisers can just as easily arrange the selection of the pictures they will sponsor directly with the stations. The only reser-

ervations on those packages are on those pictures being held out of TV until they have completed their theatrical fling.

Movieland

A sidelight to AAP's effort on the Warner features is the fact that it is still racking up sales on its "Movieland" package, which is the name it now applies to all its pre-Warner features. It has made 10 deals in the past eight weeks. Recent buyers of "Movieland" include WBZ, Boston; KOIN, Portland, Ore., and KKTU, Colorado Springs, Colo.

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

MONEY- SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$12 (a considerable saving over single copy rates). Foreign rate \$24.

Payment enclosed Bill me 852

Name _____
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____

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

ADVERTISING MANAGER of a large Eastern Bank says:
"Billboard is a most useful and helpful publication, jam-packed with information that any TV user should read."

This chart supplies ratings for the top 15 once-weekly shows and for the top 10 multi-weekly shows in each local market studied, regardless of whether these programs are network or local, live or film. It also provides ratings for the top 30 film series aired locally in each market, in rank order according to ratings.

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "u" denotes UHF. The symbol "&" shows that a program originates in another city, but has scored a rating of 3.0 or more. Complete ratings are published over a span of one month's weekly

issues, beginning with the issue of The Billboard dated the third Saturday of each month. For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

SCRANTON-WILKES-BARRE (5 Stations) 154,700 TV Homes

THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

- 1. \$64,000 Question, WGBI, 38.2, T., 46.4
2. Ed Sullivan, WGBI 40.1, Su., 45.1
3. Groucho Marx, WBRE 36.9, Th., 42.8
4. I Love Lucy, WGBI 34.4, M., 39.9
5. Jack Benny, WGBI 33.5, Su., 39.7

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

- 1. Mickey Mouse Club, WILK 17.0, M-F., 19.9
2. News Caravan, WBRE 14.6, M-F., 19.5
3. Eddie Fisher, WBRE 13.7, W., F., 18.5
4. Dinah Shore, WBRE 13.0, T., Th., 17.9
5. News-John Daly (7:15 p.m.), WILK 9.9, M-F., 15.2

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Highway Patrol (Ziv), WBRE, Th-9:00, u27.3
2. My Little Margie (Official), WGBI, S-7:00, u19.5
3. Mr. District Attorney (Ziv), WBRE, F-7:00, u18.2
4. Man Called X (Ziv), WBRE, M-10:30, u17.0
5. Jet Jackson, Flying Commando (Screen Gems), WBRE, Su-6:00, u14.9

LITTLE ROCK (3 Stations) 48,600 TV Homes

THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

- 1. \$64,000 Question, KTHV, T., 43.8
2. *Highway Patrol, KARK 20.8, KATV 21.8
3. Lux Video Theater, KATV, Th., 42.6
4. George Gobel, KARK, S., 37.3
5. Your Hit Parade, KARK, S., 36.3

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

- 1. *News, Weather (6 p.m.), KARK, M-F., 21.6
2. Mickey Mouse Club, KATV, M-F., 19.5
3. *News, Weather (10 p.m.), KARK, M-F., 19.3
4. News Caravan, KARK, M-F., 17.5
5. Eddie Fisher, KARK, W., F., 16.5

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Badge 714 (NBC), KATV, T-7:30, u27.0
2. Annie Oakley (CBS), KARK, Th-6:15, u26.0
3. Man Behind the Badge (MCA), KARK, T-8:30, u25.3
4. Studio 57 (MCA), KARK, F-7:00, u25.0
5. Highway Patrol (Ziv), KARK & KATV, Su-9:30, u21.3

JACKSONVILLE (2 Stations) 84,700 TV Homes

THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

- 1. I Love Lucy, WMBR, M., 50.3
2. Ed Sullivan, WMBR, Su., 48.6
3. Godfrey and His Friends, WMBR, W., 47.8
4. Judy Garland, WMBR, Su., 45.3
5. Burns and Allen, WMBR, M., 45.0

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

- 1. CBS News, WMBR, M-F., 32.1
2. *6:30 Report, WMBR, M-F., 31.6
3. Mickey Mouse Club, WMBR, M-F., 26.0
4. *11:00 o'Clock Report, WMBR, M-F., 18.1
5. Search for Tomorrow, WMBR, M-F., 17.7

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Waterfront (MCA), WMBR, Th-8:00, u41.3
2. Annie Oakley (CBS), WMBR, W-7:30, u35.5
3. Cisco Kid (Ziv), WMBR, T-6:00, u35.5
4. Science Fiction Theater (Ziv), WMBR, Th-7:00, u35.3

CHARLOTTE, N. C. (1 Station) 50,800 TV Homes

THE TOP 10 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

- 1. Judy Garland, WBTV, Su., 67.5
2. Ed Sullivan, WBTV, Su., 65.1
3. Alfred Hitchcock, WBTV, Su., 64.8
4. Jackie Gleason, WBTV, S., 63.8
5. Climax, WBTV, Th., 62.6
6. I Love Lucy, WBTV, M., 62.0

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

- 1. CBS News, WBTV, M-F., 41.6
2. *Sports, Misc. (7 p.m.), WBTV, M-F., 39.2
3. *Esso Reporter (6:30 p.m.), WBTV, M-F., 38.5
4. *Looney Tunes Jamboree, WBTV, T., Th., 33.8
5. *Patti Page, WBTV, W., F., 29.0

THE TOP LOCALLY ORIGINATED FILM SERIES

- 1. Doug, Fairbanks Presents (ABC), WBTV, Su-6:00, u59.3
2. Waterfront (MCA), WBTV, T-8:30, u57.3
3. I Led Three Lives (Ziv), WBTV, Th-8:00, u57.3
4. Eddie Cantor (Ziv), WBTV, T-9:30, u54.5

THIS WEEK'S FILM BUYS

CBS-TV FILM SALES

- ANNIE OAKLEY
WHEN, Syracuse: Adv. TBA
LIFE WITH FATHER
WTWO, Bangor, Me.: Robinson & Kenney
WGR, Buffalo: Adv. TBA

INTERSTATE TELEVISION

- LITTLE RASCALS
WKZO, Kalamazoo, Mich.: Rudledge & Lilienfeld
WCAB, Albany, N. Y.; WFAM, Lafayette, Ind.; KHAD, Laredo, Tex.: Adv. TBA

ROYAL PLAYHOUSE
KOTV, Fort Dodge, Ia.: Adv. TBA
COUNTERPOINT
KOTV, Fort Dodge, Ia.: Adv. TBA

- STERLING TELEVISION
KING'S CROSSROADS
WHIO, Dayton, O.: Adv. TBA
MOVIE MUSEUM
KOMO, Seattle; WTVD, Durham, N. C.: Adv. TBA

- STUDIO FILMS
TELESCRIPTIONS LIBRARY
KRBC, Abilene, Tex.; WJHP, Jacksonville, Fla.; WESH, Daytona Beach, Fla.; KMBC, Kansas City, Mo.; KGLO, Mason City, Ia.; WPEN, Traverse City, Mich.; WCSC, Charleston, S. C.; WRGP, Chattanooga; KLAS, Las Vegas, Nev.; KRIS, Corpus Christi, Tex.; KOOK, Billings, Mont.; WMAR, Baltimore; WHBF, Rock Island, Ill.: Adv. TBA

Helpful Tax Ruling Boosts PRM's Stock

NEW YORK — PRM stock climbed 9 3/4 points on the American Stock Exchange on Wednesday (6) following the favorable tax ruling on its purchase of the Warner Bros. backlog. Over the

KPIX to Start Feature Pix 10 P.M. Daily

SAN FRANCISCO—KPIX, the Westinghouse station here, is reported to be planning to move up its evening feature film program to 10 p.m. across the board. It apparently plans to run the RKO "Movieland USA" pictures there that it bought from C&C Television. The station is also reported to be dickering for Warner Bros. features.

Heretofore the station has carried mostly syndicated shows in the 10-10:30 p.m. period, starting its "Jubilee Theater" at 10:30 p.m. three nights and starting movies at 1 p.m. on a couple of other nights.

It is understood KPIX plans to sell the 10 p.m. movies in three half-hour slices per night, rather than in spot participations.

next two days it settled down again 7 3/4 points, closing Friday at 36. Internal Revenue ruled that the \$21,000,000 PRM is paying Warner for the library will be taxed as capital gains rather than straight income, which apparently assures that the deal is consummated. Associated Artists Productions, which distributes the Warner product for PRM, said it had no comment on this since it never acknowledged it could have been otherwise.

COMMERCIAL CUES

HOLD THAT QUALITY LINE

The Film Producers Association, members of which produce the bulk of TV commercials in the U. S., devoted its Monday (4) meeting to discussion of the problem of poor quality prints. Consensus seemed to be that the reason was the loss of control among producers of finished negatives which were later being consigned to service groups for mass production. At the meeting it was announced that a new contract had been signed with the Motion Picture Editors Local 771.

SHOWY "SNOWY" BLURB

Cascade Pictures of California, Inc., has completed an extensive telefilm commercial for "Snowy" Bleach, a Gold Seal product. The commercial includes an original score by Jack Fascinato and a ballet featuring dancer Joyce Vanderveen and choreographed by Marc Platt. The storyboard was made up by the Campbell-Mithun Agency of Minneapolis and included many difficult optical effects. "Snowy" Bleach was directed by Vaughn A. Paul. Cleo Hovel conceived the blurb.

BRING HOME THE COKE

The Bill Sturm Studios, which has completed an extensive series of commercials for Coca-Cola, has been retained to do another smaller series based on the same theme, "Bring Home the Coke." There will be three basic films with variations bringing them up to 16 different versions.

ID'S

Donald E. Tomkins is re-opening his TV and radio consultant business. He had been general sales and advertising manager for Owen Murphv Productions. . . . The newest UPA Pictures' animated cartoon commercial for Niagara Starch features voices by Allen Swift. . . . Van Praag Productions is expanding studio and executive space in New York.

SELL YOUR PROSPECT WHEN HIS MIND IS ON TV PROGRAMMING—The Billboard talks programming . . . creates the perfect editorial atmosphere for TV advertising.

BESIDES FEATURES

Official Expands Brit. Studio Space

NEW YORK—In the midst of planning motion picture versions of its three swashbuckler properties, Official Films is also expanding its British studio facilities. The Independent TV Program Company and Sapphire Productions, Official's British cousins, have leased the Twitnam Studios, which gives them two extra stages, in addition to the four at the Nettleford Studios.

These six stages will handle the production of the 39 films to be shot for "Robin Hood," "The Buccaneers" and "Lancelot."

Official intends to continue its concentration on the costume adventure format in its future TV production. It is expected to select two historical properties from among 30-odd it now has on paper for pilot filming in 1957.

'Hood' Feature

Shooting on the feature version of "Robin Hood" begins late this year. The story will be original, but the cast will be the same as employed on TV. Estimates are that the picture can be produced for \$250,000. And "The Buccaneer" and "Lancelot" are also potential movie properties, depending on their success on TV next fall.

Aaronoff Heads Up MCA Pix Publicity

NEW YORK—Ed Aaronoff has been named publicity director for the MCA-TV Film Syndication division.

Aaronoff's last post was with Universal - International Pictures, and before that he spent several years with other motion picture companies.

Buch Heads West Div. for Hygo-Unity

HOLLYWOOD — Hygo-Unity has hired Dick Buch as its Western division manager. He was formerly Southern manager for the General Teleradio film division.

At Hygo he is replacing Jerry Weisfeldt.

LADY TO SHOW 'MARGIE' CURVES

NEW YORK — Official Films has hired a woman to handle mop up sales of "My Little Margie." Sherlee Barish, last of National Telefilm Associates, has been sent out on a 60-city tour by Austin-Healy to show stations there the rating curves "Margie" has flashed in 128 other cities, in 50 of which "Margie" was stripped. Sherlee's measurements are 35-22-36. Margie's latest measurements are 14.1 in Los Angeles and 11.7 in San Francisco.

The combine is sending a production man to Southern France, where there is usually eight months of good weather, to look into the possibility of studio operations there. Official is also considering the purchase of a laboratory in Britain to avoid the current processing bottleneck. Bill Cornish now is stationed in London as Official's American supervisor of its British production.

Telestudios to Use Ampex Machine For Live Blurbs

NEW YORK—Telestudios, Inc., has ordered a production model of an Ampex Tape recorder. The tape machine will be used for the recording of live commercials as will the Ampex recently purchased by the Audio and Video Company. Telestudios, however, is considering the purchase of a prototype model instead, so that it can get the machine into its hands faster.

Telestudios has also devised a closed-circuit system for the pre-testing of commercials. It has a list of 3,000 families, in various income brackets, and will use large numbers of them to get opinions

Guild Films Buys Stations

GREEN BAY, Wis. — Stations WMBV-TV and WMAM-radio, here have been purchased by Guild Films at a reported price in excess of \$600,000. This is the first sale of a station to a TV film syndicator. Also negotiations were completed Wednesday (6), the transfer is subject to Federal Communications Commission okay.

According to the buyer this is the first of many stations Guild expects to own and operate eventually.

on the effectiveness of commercials.



Leadership is traditional...

IT'S FUN TO REDUCE
guarantees you
TRAFFIC • RATINGS SALES
• Five quarter hours per week.
• Backed by a merchandising "hooker" that makes it a sales-winning natural!

GUILD FILMS
460 PARK AVE NEW YORK MU 8-5365

Give TO CONQUER Cancer

AMERICAN CANCER SOCIETY

PLATTERFETE

C&W Stars to Turn DeeJay On ABC Show

NEW YORK—Five top country and western stars, Webb Pierce, Faron Young, Carl Smith, Hank Snow and Marty Robbins, will turn deejay for the American Broadcasting Company's forthcoming Sunday night "All-Star Country Show" which will be aired by the network from 7:30 to 10 p.m. starting July 1.

Each artist will pilot a separate section of the two-and-a-half hour program, and will also appear on the other segs to chatter with his fellow spinners. The over-all show will be emceed by Tom Hubbard, billed as "The Judge," who will comment on the c.&w. musical field in general, with special emphasis on record news.

ABC program chief Ray Diaz also plans to originate many of the guest interviews from major c.&w. centers around the country, including, of course, Springfield, Mo., and Nashville. All kinds of c.&w. platters will be played on the show, including rock and roll-country style.

The package, which will be sold on a co-op basis, will be produced by Al Gannaway Productions, Inc., in co-operation with ABC. Gannaway produced the "Grand Ole Opry" TV film series, Faron Young's new video film package and Young's recent feature-length western movies. A video version of *(Continued on page 20)*

Epic to Build Jazz Catalog

NEW YORK—Epic Records, which has been building a jazz LP catalog based on old Columbia masters, now plans to start recording its own new jazz library.

According to Epic's artists and repertoire head, Marv Holtzman, the Columbia subsidiary is going into jazz "seriously," and already has inked two brand new artists, with many more to follow. The new pactees are the vocalist, Anita Ellis, and a Philadelphia jazz pianist, Ray Bruant.

Holtzman plans to inaugurate an "Arrangers" Workshop Series," in addition to disks spotting individual performers.

TRAVEL AGENTS GET IN ACT

NEW YORK—Decca Records has expanded its "Passport to Pleasure" promotion on its 15 current Holiday series of LP's to include travel agents. The latest twist highlights tie-ups between the latter and disk dealers on window displays.

On the international level, travel bureaus of many nations have been brought into the act as well, by providing colorful, large-size posters keyed in with their home countries. The label has reportedly shipped 25,000 of the posters to dealers. Part of the overall promotion on the series is a dealer window display contest, with the first prize an all-expense vacation in Rio de Janeiro.

RCA RECALLS MORGAN DISK

NEW YORK—An urgent note went out to RCA Victor's entire deejay list Friday (8) from Bill Bullock, head of the company's singles disks division.

Seems that the entire promotion lot of the new Jave P. Morgan coupling of "Johnny Casanova" and "West Point Dress Parade" was mechanically defective, but this wasn't discovered until the disks had been shipped. Bullock immediately notified the jocks and asked them to scrap the platter.

New, corrected copies were to be shipped on Monday (10).

1st Waxing of Oistrakh Trio

NEW YORK — Westminster Records has obtained material for three new trio disks featuring the best selling Soviet violinist, David Oistrakh. These are to be issued this month.

Oistrakh's trio, of which these are the first recordings, also includes Sviatoslav Knushevitzken, cello, and Len Oborin, piano. The repertoire, cut from tapes imported by Leeds Music, includes: In one set, the Ravel and Chopin Trios; in another, the Dvorak "Dumky" and the Smetana Trios, and in the third, the Dvorak F. Minor and the Haydn Trio No. 3.

Westminster's huge project, to record the entire 41 symphonies and chamber music of Mozart, will be completed by December this year.

It will be the first time that the *(Continued on page 20)*

Lull on Juke Box Exemption Front

By MILDRED HALL
WASHINGTON—A lull seems to have developed on the juke box royalty exemption front, both in the copyright office study, and in Congress.

Copyright office spokesmen say that "the subject of the juke box bill will be deferred as a subject for study in our over-all consideration of copyright revision until

New Lieberston Appointm'ts Revamp Co., Exec Set-Up

Greenspon, Cook, Lorber, Sparling And Earl Given Broader Duties

NEW YORK—Columbia Records' president, Goddard Lieberston, has revamped the company's organizational structure with a series of five important appointments. Three new vice-presidents have been created, and a key function has been established—the Business Affairs Department, which will be operative in all segments of the company, including contractual negotiations with artists.

As previously indicated by Lieberston (The Billboard, June 9), the new appointments chiefly represent advances for company personnel in sales and administrative

functions. Decentralization has been effected, with executives being given additional responsibilities which are clearly outlined.

Here are the changes:

Herbert M. Greenspon, vice-president in charge of manufacturing, will have additional responsibilities as vice-president in charge of operations. In addition to record manufacturing and engineering duties, he will take over the direction of Columbia Electronic Products, Transcription Services, Cryton Precision Products and Engineering Research and Development.

Hal Cook, formerly director of sales, becomes vice-president, directing the operations of all Columbia record label sales activities.

James E. Sparling, director of the Columbia Phonograph Division, becomes general manager of Columbia Electronic Products. In this capacity, he is in charge of development and marketing of new electronic products in addition to phonographs. He reports to Vice-President Greenspon.

Much interest attaches to the role of Alfred B. Lorber, formerly director of the law department and now vice-president in charge of legal and business affairs. Lorber's office will work closely with all branches of the company on business problems — including the negotiation of artist contracts.

Lorber's intention is to develop a group of people specializing in business—thus freeing creative personnel for the development of talent and repertory. The intent, Lorber pointed out, is not to preempt from a.&r. men what has long *(Continued on page 36)*

RCA Meet Intros Tape Phono Sets

Four Speeds, Stereo Sound, Low Price 45 Phonos Presage New Market Trends

CAMDEN, N. J.—New products, introduced at the recent Miami Beach national sales meeting of the RCA Victor Radio and Victrola Division, provide an indication of the future marketing strategy of the firm's recording division.

At the meetings, attended by execs, distributors and distributor salesmen, attention focussed on stereophonic tape, four-speed disk-playing equipment and the large

"untapped potential" of the 45 r.p.m. record market. Color TV, naturally, was the chief item on the agenda.

According to James M. Toney, vice-president and general manager of the division, new playing equipment has been designed with the idea of eliminating "fear of obsolescence" on the part of dealers and consumers.

Victor unveiled two stereophonic tape players, first to be marketed by any company in the moderate-price range. The portable unit, to retail at \$295, will consist of two cases—one containing the player with one 6½-inch and two 3½-inch speakers, and the other, carrying an identical speaker system and tape storage compartment. The console unit, to retail at \$350, will include the same equipment in console cabinets. In both cases, the units will play either dual or single track tapes at 7.5 inches per second.

The Mark IV, Mark VI and Mark VII h-f phonos feature jacks for plugging in the matching stereo player, converting the hi-fi set into stereophonic sound equipment. The *(Continued on page 20)*

Rome Cast in New 'Traviata'

NEW YORK — George Marek, RCA Victor vice-president in charge of the album division, left Friday (5) for Europe, where he will supervise one of the diskery's major recording projects of the year.

Prime object of Marek's trip is to produce a new, complete recording of the Verdi opera, "La Traviata," in Rome. American star Leonard Warren will be featured along with a top cast from the Rome Opera Company.

From Rome, Marek will go to London, returning to the States July 23.

Bally Pacts Janis Paige

CHICAGO—Bally Records has signed thrush Janis Paige, former star of the legit musical, "Pajama Game." Now winding up an appearance in Las Vegas, the gal re- *(Continued on page 20)*

'BRAIN' TO BOW CLEFFING POWER

HOLLYWOOD—Tin Pan Alley is about to get an electronic kick in the pants from Datatron, an electronic brain reported to be capable of writing popular songs at the rate of 1,000 per hour.

Currently being set up by the Electro Data Corporation of Pasadena under the supervision of Dr. Martin Klein, the machine will unveil its cleffing ability via an upcoming ABC television show this month. Automation, anybody?

Coming July 28...

THE BILLBOARD'S NAMM CONVENTION SPECIAL!

One of the year's biggest, most important issues of BILLBOARD. It's the annual wrap-up of the whole record and equipment business... and so full of new ideas for building new sales that **it will be kept for ready reference many months after the convention.**

SUPERMARKET BARGAINS

Grand Union and Penn Fruit Climb on LP Bandwagon

By BILL SIMON

NEW YORK—Two more large supermarket chains are inaugurating bargain record promotion this month. Thursday (7), the Grand Union chain, which numbers 344 stores in the Northeast, opened up with a push on 12-inch LP's, described as "hi-fi," and to include 16 packages issued between that date and August 22.

Simultaneously, it was learned that the RCA Victor Encyclopedia of Recorded Jazz, kicked off several weeks back by the Stop and Shop chain in Boston, will be launched in the Philadelphia area during the last week of this month. There it will be carried by the Penn Fruit chain, which, like the

Tin Pan Alley Off to Modest Profit Start

NEW YORK—Tin Pan Alley, low-cost nitery, has entered its third week of operation with a host of new gimmicks, designed to get the customers out. Founded on a no-liquor policy, with bands and record names as feature attractions, the layout has averaged close to 10,000 payees for each of its initial two weeks. Larry Cammon, who heads up the spot, said this was not up to original expectations, but that it was, nevertheless, a profitable level.

Wednesday night "dance instruction nights" are in the works via deals being set with leading dance schools and studios.

Guy Lebow, who does a nightly jockey show, via WAAT, Newark, from the spot now does interviews with out-of-town jockeys as part of his shows. The distant jocks—in Philadelphia, St. Louis and other

(Continued on page 20)

Pincus-Scott Partnership

NEW YORK — Publisher George Pincus has formed a new music firm in partnership with Bobby Scott, vocalist with ABC-Paramount Records. Firm is called Songfest Music, Inc., affiliated with the American Society of Composers, Authors and Publishers. Scott, who had a hit disk with "Chain Gang" some months back, is known in jazz circles as a pianist and composer. He is pacted to Pincus as a writer. The tunes in Scott's album, titled "Scott Free," are in Songfest Music. These include "Two Tocs," "Miltshake," "Squaw Rock" and others.

Satz Leaves Chappell Firm

NEW YORK — Ralph Satz, head of the educational and standard department of Chappell & Company, Inc., is severing his connection with the firm shortly, owing to a conflict in policy. Satz has been with the firm for nearly 10 years—a period during which the standard and educational field in general has grown tremendously.

Satz, who has not announced his plans, is credited with converting much of the Chappell material to choral, band and orchestral arrangements to meet the requirements of the standard and educational field.

Boston outfit, numbers about 40 stores.

The latter deal consists of 12 10-inch LP's at 99¢, issued at the rate of one a week. That promotion, with disks produced by the RCA Victor Custom Records Division, and including material from the Victor vaults, is run by the J. J. Little and Ives company, veteran supermarket promoters.

The Grand Union deal consists mainly of classical and semi-classical material selected by a committee headed by Dr. Sigmund Spaeth, who kicked off the venture with a personal appearance and lecture Thursday at one of the chain's top New York City outlets. Also only about half of the CU stores, reaching from Washington, D. C., to Montreal, carry "nonfood" products (which includes regular record racks), this promotion covers the entire chain. Venture is labelled "The Paris International Music Appreciation Library." The

promotion house handling the push is the Solomon Company.

Actually, the records used are Remington masters, mostly recorded in Europe. According to Remington's Don Gabor, these are disks that have been discontinued from his line, and they have been sold outright to a "Paris International" company. This is located in the same building as Remington. The disks are pressed by Gabor's Webster, Mass., factory. It is believed that the material is similar to the Spaeth-indorsed material which has been selling in leading department stores at \$2.29 per disk.

The first four disks, issued as a group the first week, were a rock and roll set, Tchaikovsky's "Sleeping Beauty," a coupling of Beethoven's Fifth and Schubert's Unfinished symphonies, and "Caïete Parisienne." At the rate of one a week, these will follow: Mendels-

(Continued on page 20)

AFM Meet to Hear Local 47 Appeal

Read Plans to Take Case of Ousted 11 to Civil Court, If Turned Down

ATLANTIC CITY—A dramatic highlight of the American Federation of Musicians' national convention here this week will be the appeal by 11 board members of the Los Angeles Local 47 against their recent expulsion by the AFM's International Exec Board (The Billboard, June 2).

If the appeal, which will be made on the floor of the convention Tuesday (12), is turned down, Cecil Read, leader of the disident 47 faction, said Local 47 members have "definite plans" to carry their case to the civil courts, with particular stress on alleged inequities involving the trust fund.

Read said they have been promised a "minimum of three hours on the floor Tuesday." He expects to speak at least two hours himself, while the others will limit their time to brief "token" addresses. They include Uan Rasey, Ray Toland, Warren D. Baker, John Clyman, William Ulyate, Earl Evans, Marshall Cram, Martin Berman, George Wald, William Atkinson, Vincent Derosa and Jack Dumont.

Read said his speech will be more a matter of "putting the federation's constitution on trial" than

an appeal. He will again "question the legality of the trust fund" and, of course, plans to put particular emphasis on the recent two-day session held in Hollywood by the House Subcommittee on Labor and Education, which publicly branded the "broad dictatorial powers" on AFM chief James C. Petrillo as "the most undemocratic ever seen or heard of in any labor organization."

The bulk of Read's "appeal" will center around 14 resolutions adopted by Local 47 board of di-

(Continued on page 20)

Book Haley For More Fall One-Nighters

PHILADELPHIA — Altho still out on tour until the end of the month with the first major rock and roll spectacle headed by Bill Haley and the Comets, the promotional firm of Super Attractions in Washington this week re-signed its headliner to step out on a similar one-night junket in the fall until almost the year-end.

Jolly Joyce, head of the Jolly Joyce Theatrical Agency here and in New York which books the Haley troupe exclusively, revealed that Super Attractions has signed up the headliner for another rock and roll spectacular that will start out on September 28-29-30 and pick up again on October 11 until December 2.

WEIR CUTS ONE FOR CAPITOL

HOLLYWOOD—The international machinations of the disk industry, which might have been likened by the smart money Broadway set to a two-horse parlay, last week resulted in Capitol Records acquiring the recording talents of British saxophonist Frank Weir.

Weir scored two years ago on a London etching of "The Happy Wanderer," and as a result of the bond between EMI and Capitol, bows this week on a new single for the latter firm. Disk is tagged "Mister Cuckoo" and "If You Ever Go to Paris."

Convention to Study Copyr't Protection

WASHINGTON—International protection of performing artists, record manufacturers and broadcasting organizations will be one of the main topics of the first session of the "Inter-Governmental Copyright Committee," convening in Paris (June 11-16). Arthur Fisher, registrar of copyrights of the U. S. Copyright Office, is the American representative on the UNESCO-sponsored international committee, and will attend the first session.

The universal copyright convention, which became effective September 16, 1955, provides for the copyright committee to study all the problems involving international copyright, and periodically review and revise the international copyright rules when necessary. Topics under study at the committee's first session, besides the music angle, will concern protection granted to news and other press information on current events, by national copyright laws and international agreements.

Other duties of the committee

(Continued on page 20)

Starr Denies Bid To Buy-Up MPHHC

NEW YORK — Wall Street sources, contacted Friday (8) stated that inquiries have been made in several brokerage houses on behalf of Herman Starr, president of the Music Publishers' Holding Corporation, with the aim of organizing a syndicate to purchase a controlling interest in the Warner Bros. music publishing subsidiaries. Starr declared, "There is absolutely no truth to these rumors. They are all a bunch of crap, and you can quote me."

Starr added, however, that there would be "another interesting announcement" in about 10 days.

It is understood that the syndicate headed by Serge Semenenko, vice-president of the First National Bank of Boston, which recently acquired the Warner Bros. own holdings in the firm, is not interested in operating the diverse enterprises of the firm, aside from motion picture production. But rather, they look upon their interest in the parent Warner firm as a base of operations, from which they intend to spread in other directions.

The Warner music publishing firms were originally listed as being "dispensable assets" of the firm and, altho many potential buyers are

known to have shown an interest, there has been added attention to the possibility of Starr's acquisition of the firms. Reportedly, the price is pegged at \$9,000,000.

AMC HEAD PREDICTS 15% '56 SALES GAIN

CHICAGO — Frank L. Reed, president of the American Music Conference, last week predicted that sales gains for the year 1955-'56 would approximate 15 per cent. He stated the figure was based upon conservative estimates.

Reed cited the continued growth of music in education as having placed the industry in an enviable position. "As school enrollments increase, musical participation accelerates, altho not necessarily at the same ratio. The reservoir of post-school musical talent has also been rapidly increasing and will continue to do so. . . . Whatever economic conditions may moderately retard business activity, they are less likely to change substantially the upswing of musical activity," he added.

Stating that the tremendous

Lack of Funds May Cause End Of AFM Revolt

Local 47 May Go Broke in 60 Days If Dues Not Raised

HOLLYWOOD—The revolt led by AFM, Local 47, against James C. Petrillo may be short-lived, with the possibility that the union will go broke within the next 60 days unless an authorization for a \$5 increase in membership dues is approved at the coming June 25 meeting of the Local.

The financial plight of Local 47 came to light last week when Local 47 auditors reported that union funds had been depleted and that quite ostensibly, the union would not be able to meet its weekly \$6,000 payroll by mid-August unless some changes were made.

Ironically, Local 47 has the right to petition the International Executive Board for a loan. Such grants have been made in the past to other Locals in embarrassing financial positions. With Local 47 leading the revolt against Petrillo and the Federation, it's doubtful that the IEB would authorize such a loan.

Pro-Petrillo forces cited the revolt as the cause of the bad state of Local 47's treasury, pointing to the membership authorization of unlimited funds with which to carry on the fight against Petrillo. The suggested increase in dues would bring Local 47 membership costs in line with that of other large Locals, i.e., New York and Philadelphia, \$24, and Chicago, \$16. Latter local adds the cost of death benefits to its membership fee.

Prior to departing for the AFM convention at Atlantic City, Inter-

(Continued on page 20)

Diamond Bows First Albums

HOLLYWOOD — Coast indie Diamond Records bowed with its first album releases last week, with President Irving Gwartz setting a firm schedule of monthly package releases for the remainder of 1956.

First release is comprised of three packages, "Light Music" by Ronnie Kemper, "Prelude to Passion" by the Bluestone Orchestra and "Couple of Kids in Love" by Art and Dotty Todd. Distributors will henceforth receive regularly scheduled releases of album material in addition to the firm's output of singles.

musical expansion in the future still cannot be foreseen, Reed hinted at this potential by noting the country's tremendous population rise and increase in leisure time. Each year, there are 4,000,000 new prospective customers, he added.

By 1975, Reed feels that the music industry can be three times as large as it was in 1954.

Reed closed his statement with a summary of the AMC's work during the past year to promote interest in music. This included showing AMC slide films to 7,423 teachers and students at 54 colleges and universities; participation in national, regional and State music meetings, conferences with educators, etc. In the magazine field, Reed noted a large increase in the number of music articles carried by national magazines.

Army Contest Nears Finale

June 10-11

NEW YORK—The Department of the Army is proceeding rapidly with its all-Army Entertainment Contest Grand Finals — with Fort Dix, N. J., serving as host June 9-11 for the "live" categories. The scenes for the recorded categories was the Pentagon, May 24 and 25.

The competition, sponsored by the Adjutant General, has included participation by thousands of American soldiers all over the world. Area level commands have been authorized to enter a winner in each of the following 12 categories: Live — vocal soloist, vocal group, instrumental soloist, instrumental group, individual specialty and specialty group; recorded — barbershop quartet, country group, Army band chorus, battalion or regimental chorus, post or division chorus and singing platoon.

Judges include Florence Booker, representing the Music Educators National Conference; David S. Cooper, composer and musicologist, representing the U. S. Information Agency; Dean Warner Lawson, representing the National Music Council; Dr. Harold Spivacks, of the Library of Congress; W. L. James Ewin, Lewis Sims and the Dominy, Society for the Preservation and Encouragement of Barber-shop Quartet Singing; Connie B. Gay, country music notable; Phil Long, Broadcast Music, Inc.; Kay Hollev, and Milton Rosenstock, American Theater Wing; Archie Bleer, Record Industry Association of America; James McHugh and Paul Ackerman, The Billboard; Bill Coss, Metronome; John Basco, American Federation of Musicians; Jackie Bright, American Guild of Variety Artists, and James Hammerstein, League of New York Theaters.

'New Faces' Is Legit Debut For Aberbachs

NEW YORK — The Aberbach brothers, who recently acquired their first film score in Cinerama's "Seven Wonders of the World," last week completed a deal for their first legit musical score, "New Faces of 1956." The enterprising music men organized two new publishing firms in which they hold an equal interest with the Second Revue Company (Sillman and Roberts), producers of "New Faces."

The firm is Show Music Publishing Company, Inc., which is affiliated with Broadcast Music, Inc. The second is Second Music Publishing Company, Inc., affiliated with the American Society of Composers, Authors and Publishers. The show tunes are divided about equally between the firms, altho for several of the numbers there are co-publishers, and on some others, the Aberbachs have only selling agency rights.

It already has been set that RCA Victor will cut the original cast album of the Leonard Sillman revue, which opened in Boston last week. Victor also cut the "New Faces of 1956," which score was published by Santly Music.

Meanwhile, Liberty Records, the West Coast firm, will get the sound track for "Seven Wonders of the World," which will be that young company's first fling at film fare.

DISK SALES AID FREE CONCERT EXPENSE TAB

COPENHAGEN — Tivoli is extremely generous in the quantity, and quality, of the concerts it gives gratis to its patrons every day of the park season, but it also overlooks few bets in the way of finding means to derive added sources of revenue in order to help pay the expenses of these free concerts. Latest wrinkle is the sale of phono records — of favorite hits in Tivoli.

A very attractive and comfortably arranged ticket booth has been erected, off to one side in the park area in front of the new Concert Hall. During the symphonic and "special" concerts this booth is staffed by two ticket sellers, who also vend a large assortment of pop records. Among the lot are platters of Columbia, Polyphon, Philips and Tono—all recorded by popular bands or orks of Tivoli, or recordings of old and new tunes that have originated or been made popular in Tivoli. The idea is a natural as the platters make good souvenirs. Record stock is supplied by a nearby music store. The booth has a water-proof metal roof, which extends out far enough to protect patrons from sun or rain, and is glass-enclosed and equipped with window outlets, record racks and ticket racks. Facsimiles of the different brands and titles of the records on sale are neatly displayed on the lower panels of the six-sided booth.

T-Men Active For Philly DJ Income Check

PHILADELPHIA—The City of Brotherly Love has been crawling with U. S. Internal Revenue men for the last few weeks, and most of their attention has been centered on the local record business.

According to a regional disk distributor, the Treasury men have been visiting local distributors in a move to check up on local deejay income tax returns. The T-men are inspecting the distributors' books, with special attention to cash disbursement slips and promotional fund items, particularly those in reference to jockey promotion expenses. Some of the distributors have been asked to sign an affidavit testifying that they have never paid to have a deejay play a record on the air.

Altho the inquiry is currently centering around Philadelphia, it is believed to be merely part of the extensive investigation currently being conducted by the government in the music business in general.

MUSIC FOR MOPPETS

Cricket Line Aims at All Segs of Kidisk Market

NEW YORK—Cricket Records, the third largest indie kidisk producer (after Simon and Schuster and Peter Pan), this month is kicking off a variety of moppet lines aimed at all corners of the mass market. Ralph Berson, veteran sales exec in the field, joined the parent firm, Pickwick Sales Corporation, last week as national sales manager, to work with Pickwick president, Cy Leslie.

Cricket, whose philosophy of the kidisk business is similar to that of Simon and Schuster (The Bill-

B'dway-Hollyw'd Show Tunes Dog-Day Sales Panacea

Pop Albums and Singles Clicking on Best-Selling Charts—More on Way

By JUNE BUNDY

NEW YORK — Dealers are show-happy these days, with a flock of tunes from current Broadway shows and Hollywood movies generating considerable sales excitement at the beginning of the otherwise dull dog days of summer.

At the same time Elvis Presley continues to clean up in both the pop LP and single markets. However, the wave of "rock-a-billy" imitators (which accompanied Presley's rise) has sharply receded during the last couple of weeks, while film and show scores—and lush instrumentals in general—are shaping up as a definite threat to rock and roll wax.

It is also interesting to note that during the past few weeks, rhythm and blues disk firms have swung back towards strictly r.&b.-type material, a move interpreted by some in the trade as an indication that rock and roll (as opposed to unadulterated r.&b.) is being surrendered to pop and c.&w. artists. (See "R.&B. Notes" column elsewhere in this issue.)

In line with this, both Presley and Carl Perkins are maintaining a tight sales grip on all three markets, with Presley's new disk, "I Want You, I Need You, I Love You," breaking the r.&b. chart this week, giving him at least two disks on each of the three lists. The TV critics leveled some bitter criticism at Presley following his appearance on Milton Berle's NBC-TV show last week, but to date the sniping hasn't hurt his record sales-appeal.

The current Broadway-Holly-

wood pop repertoire trend is particularly strong in the album field, with seven out of the top 15 best-selling LP's this week in that category — six movie sound tracks — "Carousel," "Oklahoma," "The Man With the Golden Arm," "The Benny Goodman Story," "Picnic" and "Serenade" (the last, altho not an authentic sound track, spotlights Mario Lanza warbling selections he sings in the film)—and one original-cast LP, "My Fair Lady."

There are several other show and film LP's—some just released, others slated to be marketed shortly—which are sure to be strong contenders for best-selling LP chart honors during the summer season. Columbia's two special, original-cast packages on Broadway's "The Most Happy Fella" (already a hit-score in the pop single field) are among the most notable examples, along with Capitol's forthcoming sound track LP's, "High Society," with Frank Sinatra, Bing Crosby and Grace Kelly, and "The King and I," with Deborah Kerr and Yul Brynner. Altho it hasn't made the charts yet, Sammy Davis, Jr.'s original-cast LP "Mr. Wonderful" is also a strong sales item.

Columbia has two new packages (by Percy Faith and Sammy Kaye) featuring the "My Fair Lady" score, while the show has also been waxed on LP's by other labels. Other original-cast albums scheduled for release when their respective shows open on Broadway shortly are "New Faces of 1956" and "Shangri-La."

"The Eddy Duchin Story" film opens here this month, at which time Decca's sound track package, and perhaps some of the other LP's tied in with the picture, should start to show counter-action. Also in the sound track LP chart-stakes this month are M-G-M's "The Swan," and Columbia's "Trapeze," featuring scores from two of the year's most important pictures. Bob Hope's new Paramount film, "That Certain Feeling," with Eva Marie Saint, George Sanders and Pearl Bailey, is another promising sound track package entry with strong name appeal.

Pop Singles Also High

The Broadway-Hollywood show score trend is equally noteworthy in the pop singles field, where tunes from "My Fair Lady," "Picnic," and "The Most Happy Fella" are all represented this week on the top-selling retail chart, as well as the jockey and juke lists. "Mr. Wonderful" also made the pop single chart in past weeks, and Eydie Gorme's ABC-Paramount recording of "Too Close for Comfort," from that score, has been coming up strong for the past several weeks.

The sales histories single-wise of "My Fair Lady" and "The Most Happy Fella" provide a fascinating contrast in time-studies. The Four Lads' waxing of "Standing on the Corner" from "Fella" actually hit the pop charts before the show opened on Broadway, while it took Vic Damone's "On the Street Where You Live" from "Lady" four months to make the charts after it was first released last February.

In line with this slow-start-sock-finish saga, RCA Victor only this month brought out a new version of "On the Street Where You Live" by Eddie Fisher, and a waxing of "I've Crown Accustomed to Her Face," another "Lady" tune, by Julius LaRosa, along with two singles featuring four selections from the score recorded by Arthur

(Continued on page 18)

'DUCHIN WEEK'

Disk Push Tie-Up With 'Duchin' Pic

NEW YORK — Al Calder of Columbia Pictures Music is readying an "Eddy Duchin Week" promotion in co-operation with disk jockeys across the country starting June 18. The movie-bio starring Tyrone Power as the late band leader, opens at Radio City Music Hall here June 21.

The picture's release was delayed a few weeks, while records (both singles and LP's) on the score were issued as scheduled, so Calder hopes to revive jockey and consumer listener interest in the disks with the "Duchin Week" push.

In line with this, Columbia Pictures has lined up a three-week saturation radio-TV spot campaign, with thousands of integrated plugs for "The Eddy Duchin Story" picture hitting the CBS radio web; plus a special radio saturation campaign (featuring Kim Novak, who appears in the film) involving more than 8,000 radio spots on over 375 stations, covering 300 cities. Later campaign involves a Gemex Watchband tie-up.

CATCHES NEW SOUND

Instrumental R&B Back on \$\$ Beam

By GARY KRAMER

NEW YORK — Rhythm and blues instrumentals, in former years a dependable source of big money-making hits, are showing signs of regaining their former commercial importance after a long period of inertia. Not only have records like "April in Paris," "Jivin' Around" and "Lost Dreams" been spectacular chart climbers in the past six months, but a number of other instrumentals have done uncommonly well at both the retail and juke box level.

It takes little jogging of the memory to recall the impact of the big instrumental hits in the 1946-1953 period, hits like Sonny Thompson's "Long Gone," Joe Lig-

gins' "The Honey Dripper," Erskine Hawkins' "After Hours" and "Tip-pin' In," T-Bone Walker's "T-Bone Shuffle," Hal Singer's "Corn Bread," Don Byas' "Lover," Illinois Jacquet's "Flying Home," Frank Culley's "Cole Slaw," Paul Williams' "Huckle Buck," Coleman Hawkins' "Body and Soul," Todd Rhodes' "Blues for the Red Boy" and Arnett Cobb's "Rough Ridin'."

Three or four years ago, instrumentals by Count Basie (in his r.&b. combo, featuring Paul Quinichette), Bill Doggett, Earl Bostic and Tiny Bradshaw made the charts like clock-work. At that time, before the rock and roll movement had really hit its stride, instrumentals by these artists were not only juke box naturals, but were solid year-in, year-out retail sellers. For example, dealers did not merely carry what would be the current Bostic release, but every record he had cut, since they never stop selling.

Situation Changed

The situation has changed radically since then. Between May, 1954, and September, 1955, for example, no instrumental made the national r.&b. retail charts nor was even of sufficient strength to merit selection as a Billboard "Best Buy." The youngsters demanded a new sound, and they got it.

"Hand Clappin'," by Red Prysock (released September, 1955), was the first instrumental to break the indifferent chart performance of instrumentals in over a year. Many bands and studio aggregations had attempted to get a rock

(Continued on page 18)

(Continued on page 18)

NOTORIETY PLUS

Fame, Fortune Via TV for Tunesmiths

By JOEL FRIEDMAN
HOLLYWOOD—The abundance of television shows based on the careers and talents of the nations songwriters is currently paving the way for greater fame and fortune for the tunesmiths, and giving them notoriety far beyond their wildest expectations.

The teleshows basically all evolve around the "and then I wrote" formula, with minor deviations and allowances for humor guessing games and exposure of new material. Few shows differ from each other in format, yet all seem to enjoy a popularity and an audience of its own.

Ironically enough, Hollywood TV audiences have apparently taken songwriters to their bosom despite the fact that local audiences continually see a parade of stars and music on their screens. Locally, six such shows exist, including "Words About Music," "Down Tin Pan Alley," "Play It Wit' Music," "Words Without Music," "What's the Name of That Song?" and "Juke Box Jury." The latter show is not aimed at the Tin Pan Alleyite, but nevertheless has tossed accolades to the writers in its exposure of new recordings.

The basic construction of all

shows calls for a recap of the guest writer's career, the performance of a number of his hit tunes, and the introduction of a new song from the writer's pen. In the case of the musical quiz shows it's strictly a case of either guessing the tune, the writer in question or a multitude of other questions originating from the music.

Several shows have developed into parlor games, i.e., last year's successful network, "Musical Chairs," while Oscar Levant's "Words About Music" has injected comedy, politics and almost anything else Levant desires to comment about.

The teleshows serve other purposes beyond the entertainment value inherent in any production. In the case of the song scribes, it has helped many a writer in negotiations with film studios, telefilm music and with publishers. The working writer has long been without an identity common to other show business performers, and thru the image of a television camera has suddenly been put into the spotlight.

To further accent the musical trend, Peter Potter's video version of "Juke Box Jury" gets an 18-station hookup shortly, on which kinescope recordings of his local KRCA-NBC show will be shown. NBC affiliates in the East and Midwest are to have first refusal on similar kinnies of the Potter show.

LOWE TO EMSEE LIVE JAZZ SEG

NEW YORK — Deejay-singer Jim Lowe, of WCBS here, will emcee a new weekly live jazz show, "Saturday Night Upbeat," over the CBS radio network from 8:30-9 p.m., starting June 16.

Lowe's local Pulse rating has increased from a 3.6, when he started his 9:05-9:30 a.m. WCBS show three months ago, to a 4.1 in the current Pulse study, which spotlights him as the third highest rated jockey among Manhattan's four network flagship stations.

MUSIC AS WRITTEN

DUSTPROOF DISKS

M-G-M'S LATEST . . . M-G-M Records is now producing "dustproof" 12-inch LP's. According to company execs, the disks now being produced are given a special treatment which effectively eliminates dust attraction by static electricity.

WALLBERG ANNOUNCES NEW FOREST LABEL . . .

Formation of a new label, Forest Records, Inc., was announced recently by President Murray Wallberg. Initial sides released are by Larry Wagner and ork, with sides

by chanter Norman Atkins upcoming. Plans for an album line are set, with first release scheduled in July. Distributors in key areas have been set, and Buzzy Katzen has been named promotion manager.

TIFFANY TO ENTER CLASSICAL FIELD . . .

Tiffany Records, Chicago firm headed by Henry E. Doney, will make its entry in the classical LP field this week. The diskery has signed the well-known conductor-pianist Rudolph Ganz, who has cut a "Two Piano Concert" set with Parthenia Vogelback. Tiffany's 12-inch LP's will sell for \$3.98. The outfit formerly cut only country and pop material.

RCA NAMES BATES TO INTERNAT'L SALES POST . . .

Ralph E. Bates last week was named manager, Instrument Sales and Merchandising of the RCA International Division. As such, Bates will be responsible for sales on RCA radio and TV receivers, along with other home instruments sold thru RCA's associated companies outside of the United States. He formerly was merchandise manager for RCA Victor Distributing Corporation in Chicago.

DAN TERRY JOINS GAC FOR JAZZ PITCH . . .

General Artists Corporation is latest booking office to jump into the growing jazz business. Dan Terry, until recently an orchestra leader on Columbia Records, has joined the outfit to organize a jazz wing. His first job will be round up salable talent.

RED CAPS BOOKED SOLID INTO NEXT YEAR . . .

With only the week of December 17 open, Steve Gibson and the Red Caps, along with their songbird, Damita Jo, have been booked solidly into the coming year by Jolly Joyce, their exclusive booker and manager who heads the Jolly Joyce Theatrical Agency here and in New York. Joyce only recently returned the Red Caps to his agency's stable.

POLLY BERGEN CUTS FIRST CAMDEN DATE . . .

Thrush Polly Bergen recently cut her first date of several contracted for by Camden, RCA Victor's low-price subsidiary label. Altho Miss Bergen is now an exclusive RKO-Unique artist, she still has several pending dates to fulfill a prior commitment made with Camden's Ben Selvin. Camden specializes in cover versions of hit tunes.

HARRY FOX ELECTED V-P OF CASH, MONEY RECORDS

Harry Fox, veteran West Coast distributor, has been elected a vice-president of Cash and Money Records, with Fox taking over national distribution for both firms. Fox previously handled distribution for the now defunct Musicraft and National labels, and later was an independent distributor here. He is scheduled to embark on a coast to coast tour of disk jockeys and distributors shortly in behalf of the Cash and Money firms.

New York

Sherm Feller, Boston deejay, cleffer, music publisher and columnist, is managing warbler Bill St. Claire, who now is with M-G-M Records. . . Jackie Lee, Coral pianist, is booked for the Casa Loma, Montreal, from June 18-24. From there he goes to Charlie Johnson's, Wildwood, N. J., from June 29-September 8.

film); a couple of songs from Hitchcock's Doris Day-Jimmy Stewart picture, "The Man Who Knew Too Much"; "Railroadin' Man" and "Sons of Old Aunt Dinah," featured in Walt Disney's new full-length film, "The Great Locomotive Chase," etc.

Cricket Line Aimed at Kids

• Continued from page 17

disks at 25 cents, and 10-inch longer play 78's at 49 cents. All seven-inch platters have playing time equal to a normal 10-inch 78. All disks are listed in the company's first complete catalog, which is to be made available to record shops thru their regular distributors.

For record shops, and also for the toy trade, which requires a similarly priced and packaged product, Cricket is pushing its 49-cent line. This will be based increasingly on TV-promoted characters and toys. For example, the outfit has an exclusive arrangement for use of "Lassie," and will get plugs on that popular show. Also, it has a tie-up with Ideal Toys and Fisher-Price, which gives the disk firm the use of such name toys as Snoopy Sniffer, Betsy Wetsy, Robert the Robot and Buzzy

Bee. This material will be heavily featured in the annual American Toy Promotion, serviced by the Gray Agency, which will include ads in Life in October 8 and November 26, plus radio and TV spots, and features in 104 newspaper rotogravure sections.

Along with these, with a special slant also at department stores, the company will push six different "albums," called the Cricket Record Library, which retail at \$1 each. These include four seven-inch 78's plus a long life needle in a gift package.

Berson intends to bolster his push on the above items by signing up more regular record distributors in uncovered portions of the country.

For the "impulse shopping" areas, including the racks and variety outlets, Cricket will continue to add new pop titles to its "kiddie pop" line at 25 cents. Different racks and pre-packs are made up for each type of outlet. For the mail-order houses, the feature is a promotion pack of either 10 or 15 records with a teakwood record rack for the home. This year the label is listed with all of the major mail houses including Sears, Ward's, Spiegel's, Alden's and John Plain.

Cricket has redesigned all packages with full-color process art.

disk jockey support seems to be the only drawback to producing more big instrumental hits with greater frequency in the next months. It has been demonstrated that the demand — and the merchandise—is there.

Instrumental R&B Boom

• Continued from page 17

and roll instrumental sound in the preceding 15 months. Prysock and Buddy Johnson last fall seemed to be most successful in achieving this. The big band that Count Basie had organized the previous year also seemed to have the fundamental beat that the kids were looking for, and in December last year, his "April in Paris" clicked for a big one. "Every Day" and "All Right, Okay, You Win" had vocals, but the instrumental contribution of the Basie band was major in the success of the disk. This was also apparent in Jay McShann's hit, "Hands Off."

Consistent Hit-Maker

Ernie Freeman has developed as the most consistent instrumental hit-maker in the past months. In January, his "Jivin' Around" on the Cash label made a big splash; more recently, on Imperial, his "Lost Dreams" has also been an important chart record. Currently "Rainy Day" backed with "Funny Face" is getting a good send-off.

Taking a cue from Freeman's success, record companies have been issuing a proportionately larger number of instrumentals this spring, and some are selling very well. B. B. King's "Dark Is the Night," has been showing on territorial charts. Others include "Titanic" by Sil Austin, "Last Call" by George Jenkins, "Bo-Do Rock" by Earl Bostic and Bill Doggett, "After Hours Express" by Frank Culley and "Buddy's Boogie" by Buddy Johnson. The flip side of Jimmy Reed's "Can't Stand to See You Go" is "Rockin' With Reed," an instrumental, and is giving a potent assist to the disk's present success. The "down home," or deep Southern sound, is coming in for more concentrated exploitation in records like Billy Stewart's "Billy's Blues" and Hal Singer's "Crossroads."

Dealers feel that despite this trend, instrumentals with the new sound have not yet dug more than superficially into their potential market. Eddie Portnoy, of the

Record Shack, New York, commented: "The instrumental sound is what has sold many hit vocal records. In other cases, including that of Elvis Presley, Bill Haley, or Chuck Berry, the sound in the background is regarded as having at least equal importance to the vocal."

Rock and roll has retired some of the formerly popular instrumental groups and some of the dance styles that had an almost traditional appeal. New bands and new dance steps have taken their place; some of the veterans are converting successfully. Lack of consistent

Broadway-Hollywood Tunes

• Continued from page 17

Fiedler. The Fiedler disks will also be released as an EP.

Meanwhile, several single-versions on tunes from both shows are coming up, including Sylvia Sym's "I Could Have Danced All Night," from "Lady," Jo Stafford's "Big D" from "Fella," and the DeJohn Sisters' new waxing of the pro-Dallas song. Frank Loesser has withheld recording permission on several "Fella" tunes, so the trade can expect another rash of "Fella" platters shortly, when the songwriter okays waxing of the rest of the score.

Counterpoint Trend

The presence of "Picnic" on the singles chart, the McGuire Sisters' lyric version and instrumentals by Stoloff and George Cates, spotlights another interesting trend in the pop record field—that of counterpoint. Both the Cates and the Stoloff disks utilize the technique blending "Moonglow" and the movie title theme together as they were on the sound track. Counterpoint was also employed on a couple of singles (released last month) blending two themes from the forthcoming Broadway show, "Shangri-La."

Cates continues the trend on his new disk, which features a blend

job on two themes from the new Deborah Kerr-William Holden movie, "The Proud and Profane"—"The Ballad of Colin Black" and the title tune. Another illustration of counterpoint was offered by Dick Jacob's recording of the theme from "The Man With the Golden Arm," blended with "Molly-O," another tune from the film which only recently dropped off the charts.

The list of up-coming single releases, featuring tunes from movie and show scores, is tremendous. In addition to tunes from the Broadway musicals and pictures mentioned in previous paragraphs, there are many, many films (mainly in the dramatic category) which will only be represented in the singles field via special title tune disks.

Current picture themes on wax include "Away All Boats" (Al Hibler's new one); "The Searchers," the new John Wayne movie; "Lovers and Lollypops," "The Proud Ones," Leslie Caron's "Gaby," "Alexander the Great," "The Conqueror," "Forbidden Planet," "A Kiss Before Dying," "The Solid Gold Cadillac" (the Judy Holiday movie); "Intrigue" (title of a TV film series and a new Bob Mitchum

\$ GYRATIONS

Presley on Pan But Cash Keeps Rolling

NEW YORK — Back in TV's salad days, the critics blasted video's plunging-neckline gals regularly, but this year their sights are set on a fully clothed male—Elvis Presley.

Presley's appearance on the Milton Berle NBC-TV show last week drew some explosive comments from the local press the following day. The New York Times' Jack Gould described him as "a rock and roll variation on one of the most standard acts in show business, the virtuoso of the hootchy-kootchy."

The Journal-American's Jack O'Brien commented: "Elvis Presley wiggled and wiggled with such abdominal gyrations that burlesque bombshell Georgia Sothern really deserves equal time to reply in gyrating kind. . . He can't sing a lick, makes up for vocal shortcomings with the weirdest and plainly planned, suggestive animation short of an aborigine's mating dance."

Disk jockey Jerry Marshall of WNEW, here, got into the act Thursday (7) when (immediately prior to playing a Presley record) he told his "Make Believe Ballroom" audience: "I think that Elvis and the people handling him should be interested in his future and building his popularity into something more lasting than a present-day craze. If the future is important, Elvis will have to drop the 'hootchy kootchy' gyrations or end up as 'Pelvis' Presley in circus side shows and burlesque, where he will not find the biggest crowds and financial rewards."

Meanwhile, NBC reported that Presley's controversial appearance on Berle's show had resulted in the comic topping Phil Silver's ratings (in the competitive time slot on NBC-TV) for the first time in several months.

RODGERS & HAMMERSTEIN
—1956—

— On the Screens —

"OKLAHOMA!" IN TODD A-O

"CAROUSEL" IN CINEMASCOPE 55

"THE KING AND I" IN CINEMASCOPE 55

— On Broadway —

"PIPE DREAM"

— In Stock Presentation —

"SOUTH PACIFIC" **"THE KING AND I"**

"OKLAHOMA!" **"CAROUSEL"**



RODGERS & HAMMERSTEIN **NIGHT CONCERTS**
by leading symphony orchestras

RCA Intros Tape Phono Set

Continued from page 15

jacks can also be used for additional speakers or tape recorders.

Distributors will be demonstrating the new tape units at dealer open houses thru Wednesday (20) but the players will not be marketed until fall.

For several months, Victor has been releasing stereophonic tapes of existing disk catalog material, which gave rise to trade speculation on possible introduction of popular priced playing units. The firm now plans regular release of two new stereo tapes per month.

Following the pattern set by various other phono firms earlier, Victor is now equipping all new

hi-fi units with four-speed turntables.

James M. Toney, vice-president and general manager of the division, described the fourth speed 16 2/3 r.p.m. as the "talking book speed" and "not satisfactory for music." Toney averred that the speed was being added to "meet competition."

Unveiling of a new two-speaker hi-fi 45 r.p.m. table model player is in line with executive thinking on future disk market expansion. "New buyers," spokesmen said, "are the life blood of the market, and the bulk of the new buyers are the kids." They believe that most of the untapped potential is in the teen market for 45 r.p.m. disks and players.

In line with this, a tremendous push is believed to be in the offing on the current low-price (\$29.95) 45 r.p.m. player, which probably will involve tie-in offers with disks.

Toney also introduced what was called "the most extensive line of multi-speaker high fidelity music systems ever offered by any company." The sets will consist of eight models ranging in price from \$79.95 to \$1,600. An extensive national ad campaign will promote the line as "New Sensations in Sound by RCA Victor."

Copy'r't Protection

Continued from page 16

at its first meeting will be to adopt rules of procedure and set up precedents for its future activities. There are now 18 parties to the Universal copyright convention: the United States, France, Federal Republic of Germany, Japan, Spain, Switzerland, Monaco, Pakistan, Haiti, Holy See, Costa Rica, Chile, Cambodia, Laos, Liberia, Luxembourg, Andorra and Cambodia.

Lack of Funds

Continued from page 16

national Studio representative Phil Fischer voiced the opinion that Local 47's quota system, which restricts the employment of musicians in this area, be turned over to the Local and taken out of the Federation's jurisdiction. The Local 47 quota law is the only one of its kind in existence within the AFM framework and was originally instituted in 1937 to spread the work among all musicians here.

Number of Releases This Week

Label	Pop	C&W	R&B
ABBOTT	1	1	1
ABC-PARAMOUNT	2	1	1
ALL-STAR	1	1	1
ATCO	1	1	3
BARCLAY	2	1	1
BATON	1	1	1
CADENCE	1	1	1
CAPITOL	2	1	1
COLUMBIA	1	1	1
CORAL	1	1	1
CHART	1	1	2
CHECKER	1	1	1
CHESS	1	1	1
CHOICE	1	1	1
DIAMOND	1	1	1
EPIC	2	1	1
FEDERAL	1	1	1
FRATERNITY	2	1	1
HERALD	1	1	2
IMPERIAL	1	1	2
KING	1	1	1
KNOTTY	1	1	1
MERCURY	4	2	1
M-G-M	6	2	1
MODERN	1	1	2
OLD TOWN	1	1	2
PANART	1	1	1
PRINCESS	1	1	1
SAVOY	1	1	1
SKYWAY	1	1	1
SOLID GOLD	1	1	1
SPINIT	1	1	1
STARLITE	1	1	1
SUNSET	2	1	1
TEEN-AGE	1	1	1
TIP TOP	1	1	1
VICTOR	2	1	1
VIK	2	1	1
TOTAL	38	9	22

LP Bandwagon

Continued from page 16

son's "Midsummer Night's Dream," "Kern and Rombert Selections," Dvorak's "New World" Symphony, "Scheherazade," "Hi-Fi Mambo," "Sarah and Dizzy" (Vaughan and Gillespie), "Strauss Waltzes," Strauss' "Fledermaus," Tchaikovsky's "Romeo and Juliet" and "Nutcracker Suite," "The Merry Widow" and "One Night in Venice" coupled, and "Can-Can." There will be one special extra in the seventh week, of "Eight Top Hits."

According to a GU spokesman, if the drive is successful, it will be extended beyond August 22. Spot checks the first day were reported as indicating "Excellent acceptance."

Similarly, Little and Ives reported their Boston "experiment" a success. Last week, it was reported here that the Stop and Shop stores have been averaging about 250 disks each per week of the jazz material.

C.&W. Stars

Continued from page 15

"Grand Ole Opry" is presented live over ABC-TV on Saturday nights.

In addition to the new "All-Star Country Show," ABC is readying a 10 p.m. to midnight across-the-board disk series, which will feature lush mood music, with Milton Cross as emcee. Platters are also featured on the web's "National Juke Box" show on Saturday night, and, of course, on Martin Block's daily afternoon "Make Believe Ballroom."

Oistrakh Trio

Continued from page 15

symphonies will have been recorded by one conductor, Erich Leinsdorf and coupled in order. The chamber music will include the complete set of piano sonatas played by Reine Gianoli; the piano trios by Paul Badura-Skoda, Antonio Janigro and Jean Fournier, and all of the string trios, quartets, quintets, divertimenti and serenades performed by the Barylli, Amadeus, Parennin and Vienna Konzerthaus quartets and the Vienna Philharmonic Wind Group.

Bally Pacts

Continued from page 15

turns shortly to the Coast to open a stand at the Coconut Grove in Los Angeles. Bally prexy, Jimmy Hilliard, with conductor Lew Douglas will cut an album with Miss Paige on the Coast early in July. The package, to feature intimately-styled pop material, will be titled, "It's Always Jan."

The label also announced the pacting of Chicago pop singer, Bob Anderson, formerly on the Wing label.

AFM to Hear Loc. 47 Appeal

Continued from page 16

rectors May 25 for presentation at the convention by the local's convention delegates, John te Groen, Maury Paul and Phil Fisherm. Ironically, Groen and Paul were deposed by the Local 47 membership at a recent meeting, only to have Petrillo issue an order a couple of weeks ago calling for both to be reinstated with retroactive pay.

The 14 resolutions include: (1) Amendments to the AFM constitution and bylaws which will deprive Petrillo and the IEB of "their present arbitrary powers; (2) the grant to local associations and Local 47 the right to participate in all negotiations of contracts; (3) resolutions of enforcement of payments of residual rights to musicians; (4) enactment of laws to amend the copyright laws and enforce proprietary rights of musicians; (5) reversal of the policy requiring compulsory contributions to the trust fund, and (6) reversal of the expulsion orders against Read and the 10 others.

New Jersey Gov. Robert Meyner was scheduled to make the opening address at the convention this week. Meanwhile the IEB held

Tin Pan Alley

Continued from page 16

skedded cities—air the interview on their own show, and wind up the seg with an invitation to their listeners to be their guests at Tin Pan Alley when they are in New York.

Coca-Cola, which sponsors the Eddie Fisher TV'er is distributing two million "two-fers" in the New York metropolitan area, all local retail outlets for "Coke" will stock the invites which will admit two to the club for the price of one. Gammon is associated in the business with Milton Blackstone, Fisher's manager.

Continued disk kick for the club was emphasized by the use of Fred Norman's M-G-M record of "Cherry Coke" as theme song. Joni James, Betty Madigan Laverne Baker, the Orioles and the Rover Boys have already appeared at the club.

BMI Holds Final Clinic Sessions

NEW YORK — Final trio of Broadcast Music, Inc.'s, 1956 Clinic Series takes place this week at Salt Lake City, Monday (11); Sheridan, Wyo., Wednesday (13), and Estes Park, Colo., Friday (15). Clinic teams are headed by Glenn Dolberg, BMI vice-president in charge of station relations, and Al Marlin, field rep. Keynote talks are on subjects of local news, programming for the woman's audience, program and station promotion, small market radio and radio's obligation to the rural audiences.

special sessions here Thursday (7) and Friday (8) in reference to items earmarked on the agenda for discussion at the convention this week, including a report on the congressional fight in re the cabaret tax.

'THE SEARCHERS'
4
BIG RECORDS
M. WITMARK & SONS, NEW YORK

- Watching the World Go By
 - Ticky-Ticky-Tic
 - Bonjour Paris
 - Who's Gonna Take You to the Prom
 - While the City Sleeps
 - Maruzella
- Bourne, Inc.** 136 W. 52nd St., N.Y.C., N.Y.

The everglowing standard
MOONGLOW
Sensationally featured in the Columbia Picture "Picnic"
MILLS MUSIC, INC.

From the 20th Century-Fox Film "THE REVOLT OF MAMIE STOVER"

IF YOU WANNA SEE MAMIE TONIGHT

MILLER MUSIC CORPORATION

America's New Girlfriend

GLENDORA

PERRY COMO
RCA Victor
JACK LEWIS
Crest

AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

Once Heard, Never Forgotten

Heart of Paris

Recorded by: DON COSTA on Am-Per
EDDIE BARCLAY on Mercury
RICHARD MALTBY on Vik
ROBERT CLARY on Epic
and more on the way.

B. F. WOOD Inc. 1619 Bway, NYC

THE POOR PEOPLE OF PARIS

(Jean's Song)

Recorded by:

- Larry Clinton Bell
- Les Baxter Capitol
- Phillippe Clay Columbia
- Sammy Kaye (Album) ... Columbia
- Lawrence Welk Coral
- Russ Morgan Decca
- Winifred Atwell London
- Roger Roger MGM
- Les Anthony Tops
- Chef Atkins Victor

*Records listed alphabetically by companies.

REG. CONNELLY MUSIC, INC.

ANOTHER **BMI** "PIN-UP" HIT

"FIVE HUNDRED GUYS"

Recorded by **FRANK SINATRA** Capitol

Published by **MELLIN MUSIC, INC.**

CARL PERKIN'S SMASH!

BLUE SUEDE SHOES

Recorded by:

- BOB ROUBIAN & CLIFFIE STONE Capitol
- SID KING Columbia
- LAWRENCE WELK Coral
- ROY HALL Decca
- JIM LOWE Dol
- BOYD BENNETT King
- SAM TAYLOR M-G-M
- JERRY MERCER Mercury
- CARL PERKINS Sun
- PEE WEE KING Victor
- ELVIS PRESLEY (album) ... Victor

*Records listed alphabetically by companies.

HI LO MUSIC, INC.
HILL & RANGE SONGS, INC.

"RATTLE MY BONES"

JODIMARS

Capitol 3436

MYERS MUSIC, INC.
122 N. 12th St., Philadelphia 7, Pa.

SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one full year (52 issues). I enclose \$12 payment (saves \$1 on single copy rates).

payment enclosed bill me 653

Name _____

Occupation or title _____

Company _____

Address _____

City _____ Zone _____ State _____

the "King" comes calling with another profit maker!

NAT "KING" COLE

RECORD NO. 3456

Capitol
RECORDS

**THAT'S ALL
THERE IS
TO THAT**

and THE FOUR KNIGHTS



**MY
DREAM
SONATA**

*with the music of
NELSON RIDDLE*

Review Spotlight on . . .

ALBUMS

Popular

CASTLES IN SPAIN (1-12)—Michel Legrand and his Orchestra. Columbia CL 888

M. LeGrand has already produced notable profitable musical tours of Paris, Rome and Vienna. This time it's Spain that comes in for the youthful conductor-arranger's brilliant orchestral treatment. Eighteen selections, some familiar, some strange, but all peculiarly Spanish, with castenets and guitars much in the spotlight, provide a vivid portrait of the country. The colorful, handsomely arranged material matches the stand-out cover photo of the treadors. The package is the label's June "Buy-of-the-Month" pop entry and it's a sure bet to rack up solid sales.

STARRING AL HIBBLER (1-12)—Al Hibbler with orchestra directed by Jack Pleis. Decca DL 8328

This Hibbler package contains all newly cut material and it's a sure bet to kick up excitement not only with jocks, but with dealers as well. The smartly selected and arranged group contains a dozen fine tunes, most of them standards of the romantic school. "Stella by Starlight," "Where Are You," "September in the Rain," "There Are Such Things" and the singer's own specialty, "After the Lights Go Down Low," are the headliners.

THAT SENTIMENTAL GENTLEMAN (2-12)—Tommy Dorsey Ork. RCA Victor LPM 6003

The earlier editions of the Tommy Dorsey band had their own special army of fans, and sales of this de luxe, two-LP set of Dorsey airchecks, with crowds cheering and clapping, announcers and Tommy himself introducing numbers, should prove there are still plenty of them around. There are 27 numbers, including "Song of India," "Marie," "Yearning," "Hawaiian War Chant," "I'll Take Talullah," "Swanee River" and many others to help exercise the memories. Featured artists include Frank Sinatra, Jo Stafford, the Pied Pipers, Ziggy Elman, Bunny Berigan, Buddy Rich, Sy Oliver, Dick Haymes and Joe Bushkin. With this line-up, there's something happening every minute and dealers should be ready to fill the orders.

Classical

RACHMANINOFF: PIANO CONCERTO NO. 2 IN C MINOR (1-12)—Eugene Istomin, Piano; Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5103

Columbia's "Buy-of-the-Month" gives the label a long-needed powerhouse in this important repertory slot. Victor has dominated the situation for years with its readings by the composer himself, by Rubinstein and by Kapell. These should continue to be outstanding sellers, but Istomin injects a strong competitive element into the picture. The new Columbia disk certainly surpasses these in sound qualities. Istomin's performance is technically clean, lucid

and vigorous. While not as impassioned as Kapell, perhaps, Istomin still is one of the best interpreters of this concert perennial to come along in quite a while.

Folk

MARCHING ALONG (1-12)—Eastman Symphonic Wind Ensemble; Frederick Fennell, Cond. Mercury MG 50105

As an example of faithfully recorded martial material, this fourth disk for the Ensemble is close to the top. One side is entirely from the Sousa rep, while the flip has a half dozen others — "American Patrol," "On the Mall," "Lights Out," etc., of all-time favorite caliber. Currently, foreign-cut slicings of march music on Angel and London will share in the market, but this disk should do well for itself, with top-notch recording, colorful cover photo and voluminous, informative notes by conductor Fennell.

March

THE WAYFARERS (1-12)—RCA Victor LPM 1213

There's an unusual—and individual—quality in the performances by this group of folk singers. Paul Bain, operatic baritone; Silka Sylvern, soprano, and Lee Schaefer, pop and jazz vocalist, and their guitars make up the combination. The tunes derive from many lands and include Australian, English, Mexican, American and Israeli material. Well-recorded. Should be a profitable package. The LP is Victor's big push item this month.

DOWN TO THE SEA IN SHIPS (SAILING, WHALING AND FISHING SONGS) (1-12)—Burl Ives. Decca DL 8245

There is hardly a disk shop in the country that would want to pass up this choice item by the popular folk singer. The 18 tunes are done in fairly authentic style with lead chanting by Ives and refrains by the Ralph Hunter Singers—a sturdy, salty crew. Highly attractive cover labels the period as that of the Yankee Clipper ships, and the collection will be tied in with Ives' new book of Sea Songs, published by Ballentine. Not all of the verses are suitable for moppet, or even adult radio, but there is spinworthy stuff here. And it's great home entertainment. Highlight: "Wrap Me Up in My Tarpaulin Jacket."

Children's

PINOCCHIO (1-12)—Sound track. Disneyland WDL 4002

One of Disney's greatest efforts of all was "Pinocchio." It has been released on three separate occasions—as early as 1940 and as late as 1954. The sound track contained many memorable moments: "When You Wish Upon a Star," "Give a Little Whistle," "Cricket Theme," etc., and all those are recaptured in this finely waxed job. The cover, showing Geppetto's little shop in cartoon style, is a natural for dealers to display prominently. This can hardly miss.

BREAK SALES RECORDS!
with **RECOTON**

• phonorecords
• cartridges
• accessories

for satisfied customers,
for satisfying profits,
sell **RECOTON!**

RECOTON CORPORATION
12-35 Barnet Ave.,
Long Island City 4, N. Y.

WEB RECORDS—55c

HOT RHYTHM "JITTERBUG" DANCE INSTRUMENTALS Receiving FAST PLAYS in boxes! FAST RETAILERS! ALL 45 RPM Singles—Times: 2:00 to 2:20 Each.

"Woodchoppers Ball" b/w "Runnin' Wild," 1053-5; "Twelfth St. Rag" b/w "Limehouse Blues," 1057-9; "Dancing Tambourine" b/w "Dizzy Fingers," 1061-3; "Dead I Do" b/w "Jazz Pizzicato," 1071-3.

VOCALS—ALSO FAST PLAYERS & SELLERS: Ray Rivers, "Handle My Love With Care" b/w "Will I Be the One?," 1058-60; "Jill," the Teenagers' Thrill, with her First! "S.O.S." b/w "Live! Laugh! Love," 1062-4.

55c per record if 25 per record ordered. Or 40c per record if 25 assorted ordered. Remit with order TO NEAREST OFFICE, plus postage per carton of 25 of 35c for zones 1 & 2; 39c for zone 3; 45c for zone 4. If 100 ordered (4 cartons of 25 per 100 carton) add 63c for zones 1 & 2; 75c for zone 3; 93c, zone 4. 90-day return (unused) credits! Title Strips.

WEB DISTRIBUTING CO.
MAIN OFFICE: 149 W. 46th St., N. Y. 36.
Tel.: JUdson 4-9039. BRANCH OFFICE: Waterloo, Indiana. Tel. 2131.

Best Portable Hi-Fi!

V-M 556

by Voice of Music

THE MODERN ART OF JAZZ is big on DAWN

Vol. 1 ZUT SIMS DLP 1102
Vol. 2 MAT MATHEWS DLP 1104

DAWN RECORDS
39 W. 60 St. N. Y. C.

SEMI-FLEX 10" or 45 RECORDS PRESSED-15c-INCLUDING labels, carton sleeves, etc.

Write for full particulars **BEST PRESSING DEAL ANYWHERE**

ROYAL PLASTICS CORP.
1540 Brewster Ave., Cincinnati 7, Ohio

Reviews and Ratings of New Popular Albums

BLUE STARS OF FRANCE (1-12) 85
EmArcy MG 36067

The French group, which scored heavily with the "Lullaby of Birdland" single in Gallic tongue last year, has the makings of another hit. The distinctive Blue Stars harmony stylings are applied to a brace of pleasing tunes like "Speak Low," "Heart of My Heart," "That's My Girl," "Mister Sandman," etc., all in French. Jockeys are likely to spin this aptly, which could lead to healthy counter action.

HIGH FI AND WIDE (1-12) 84
The Three Suns (1-12)
Victor LPM 1249

The Three Suns make musical stop-offs in 18 different lands via songs like "Sorrento," "In a Persian Market," "Lady of Shangri-La," "Song of Old Hawaii," "Mexican Hat Dance," "Son of India," etc. The trio is augmented by a full orchestra, and in some tunes, a high-pitched mixed vocal chorus as well. Not a new idea, but the listening is lush, and the package, with attractive cover, should be a profitable addition to the long line of "Suns" hits.

SAX IN SATIN (1-12) 80
Bobby Dukoff Ork (1-12)
Victor LPM 1167

Dukoff's earlier entry, "Sax in Silk" had a measure of success and this figures to be a happy follow-up. The album has the same approach—spotlights on Dukoff's tenor sax with lush, listenable backing by the Ray Charles Chorus and a smooth instrumental ensemble. "Tea for Two," "I Thought About You," "This Love of Mine" and "Stardust" are samples of the fare, which has dual potential as background and as dancing material. In addition to counter appeal, there is much here of interest to jocks. Set was Victor's coupon-plan selection last month.

Intimate Music



ELECTRONE RECORD CO.
Santa Ana, California
A FEW TERRITORIES OPEN

COLD FIRE (1-12) 77
Kitty White (1-12)
EmArcy MG 36068

This package has several sure-fire attributes. Foremost, Miss White flashes a particularly rich and creamily intimate style. Secondly, she's got a smart dozen of mood and blues songs. Practically all are new (no standards) and one, "The Other Woman" has just been released as a single by Sarah Vaughan. Miss White's powerful "low lights" delivery is handsomely showcased in the quiet, tasteful backing by the Hal Mooney ork. Cover has an eye-stopper color photo of the gal, which won't hurt sales.

BARBERSHOP BALL (1-12) 76
The Schmitt Brothers (1-12)
Decca DL 8280

The Schmitts were named international barbershop champs in 1951 by the famous SPEBSQSA (Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America). The lads are tops in the style and the fans of this rapidly growing sport will certainly eat the package up. It has a great selection of typical barbershop numbers like "Sunshine of Your Smile," "Alabama Jubilee," and "Shine." Should be a good attention getter in stores and in the long pull it can be a most successful retail package.

ORGAN MELODIES IN HI-FI (1-12) 75
Shay Torrent, Organ (1-12)
Mercury MG 20139

Organist Torrent plays the hefty pipe organ in Chicago's Aragon Ballroom and he brings out practically all the possibilities inherent in such an instrument. In fact, the multiple nature of the effects indicates that the disk was cut with the hi-fi bug in mind. Dealers who focus on equipment would do well to spotlight this package as an impressive hi-fi test set.

BUDDY RICH SINGS JOHNNY MERCER (1-12) 73
Verve MG V 2009

Here's a set that's bound to get plenty of attention from jocks, and moderate sales should result from curiosity. Ace jazz drummer Rich turns out to be a pleasant-voiced, swingy singer whose idol, obviously, is Fred Astaire. He has a little more voice, albeit, less charm and affability than Astaire, and many will like the way he handles the ingratiating, generally well-known Mercer songs. Backing is straight-pop provided by Buddy Bregman's ork. Rich sounds especially good on "Day In Day Out."

THROUGH THE MIST (1-12) 73
Ernestine Holmes, Pipe Organ (1-12)
Victor LPM 1250

The pipe organ, a favorite instrument among hi-fi fans, is both a subtle and powerful instrument. In this package Ernestine Holmes, playing a dozen standards, evokes a dreamy mood while carrying along an undertone of tremendous musical resources. Selections include "Summertime," "The Boy Next Door," "Moonlight in Vermont," "Over the Rainbow," etc. A welcome addition to the long line of mood music packages.

DELTA RHYTHM BOYS IN SWEDEN (1-12) 72
Jubilee 1022

The group has enjoyed a marked success overseas and this disk was cut on a recent junket in Sweden. The vocal harmonies are in the group's familiar style, but the Swedish musicians give the whole package a moderately modernized tone. The material is strictly Stateside—"Lullaby of Birdland," "Shadrack," "Wiffenpoof Song," etc. The readings are pleasant and full. Devotees of the group and the style should like the package.

SANTIAGO (1-12) 69
Capitol T 10020

Another in the "Capitol of the World" series, this package of Chilean folk material has the authentic

(Continued on page 40)

SPEED OF LIGHT (1-12) 78
Ben Light, Piano (1-12)
Capitol T 670

In Light's third Capitol album, he shows his lightning talents on the piano, with help now and then from an electric organ, banjo, guitar and bass. It doesn't make too much difference what he's playing, (the tunes are light, well-known standards) but it's the rapid fire right-hand that makes the treatment distinctive. It adds up to bubbly, attractive listening.

Best Selling Popular Albums

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

1. ELVIS PRESLEY RCA Victor LPM 1254
2. BELAFONTE—Harry Belafonte RCA Victor LPM 1150
3. SONGS FOR SWINGIN' LOVERS—Frank Sinatra Capitol W 653
4. MY FAIR LADY—Original Cast Columbia OL 5090
5. CAROUSEL—Sound Track Capitol W 694
6. BUBBLES IN THE WINE—Lawrence Welk Coral CRL 57038
7. FOUR FRESHMEN AND FIVE TROMBONES Capitol T 683
8. PICNIC—Sound Track Decca DL 8320
9. GENTLEMEN, BE SEATED (Minstrel Show) Epic LN 3238
10. OKLAHOMA!—Sound Track Capitol SAO 595
11. THE MAN WITH THE GOLDEN ARM—Sound Track Decca DL 8257
12. NIGHT WINDS—Jackie Gleason Capitol W 717
13. WALTZES OF IRVING BERLIN—Mantovani Orchestra London LL 1452
14. CALYPSO—Harry Belafonte RCA Victor LPM 1248
15. SERENADE—Mario Lanza RCA Victor LM 1996



NEW on
Bally



Bob Anderson "FOR ONLY YOU"
c/w
"YOU'VE GOT THE LOVE"
BALLY 1012

"HELL'S BELLS"
c/w
"CHAMPS ELYSEES"
BALLY 1011

Lou Breese
And His Orchestra



Ted Weems "OH MONAH"
c/w
"THE MAN FROM THE SOUTH"
And His Orchestra
BALLY 1009

Thurl Ravenscroft
"OH YOU SWEET ONE"
c/w
"I AIN'T AFRAID"
BALLY 1008



Bally RECORDS THE HOME OF LIVING PERFORMANCE
203 N. WABASH AVE. ANDOVER 3-4677
CHICAGO 1, ILL.

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending June 6

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Moonglow and Theme From Picnic	1	10	6. Hot Diggity	5	14
By Hudson, Delange & Mills (Dunning)—Published by Mills Columbia Pictures Music Corp. (ASCAP) BEST SELLING RECORDS: M. Stoloff, Dec 29888; G. Cates, Coral 61618.			By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.		
2. Ivory Tower	2	11	7. I'm In Love Again	11	6
By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: C. Carr, Fraternity 734; G. Storm, Dot 15458. RECORDS AVAILABLE: Four Hues, Coral 61617; L. Guerrero, Real 1310; O. Williams, DeLuxe 6093.			By Domino & Bartholomew—Published by Reene (BMI) BEST SELLING RECORD: F. Domino, Imperial 5386. RECORD AVAILABLE: Fontane Sisters, Dot 15462.		
3. Wayward Wind	4	7	8. On the Street Where You Live	17	6
By Stan Lebusky-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORD AVAILABLE: T. Ritter, Cap 3430.			By Lerner & F. Lowe—Published by Chappell (ASCAP) BEST SELLING RECORD: V. Damone, Col 40654. RECORDS AVAILABLE: E. Fisher, Vic 20-6529; L. Welk, Coral 61644; F. Wayne, Epic 9153.		
4. Heartbreak Hotel	3	15	9. Picnic	12	6
By Axton, Durden & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985.			By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: McGuire Sisters, Coral 61627. RECORDS AVAILABLE: S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; R. Marterie, Mercury 70836.		
5. Standing On the Corner	5	7	9. Walk Hand In Hand	10	7
By Frank Loesser—Published by Frank (ASCAP) BEST SELLING RECORD: Four Lads, Col 40674. RECORDS AVAILABLE: N. Hefti, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.			By J. Cowell—Published by Republic (BMI) BEST SELLING RECORD: T. Martin, Vic 20-6493. RECORDS AVAILABLE: D. Vaughn, Kapp 143; A. Williams, Cadence 1288.		
Second Ten					
11. Happy Whistler	12	7	15. Long, Tall Sally	14	10
By Don Robertson—Published by Birchwood Music (ASCAP) BEST SELLING RECORD: D. Robertson, Cap 3391.			By E. Johnson—Published by Venice (BMI) BEST SELLING RECORDS: Little Richard, Specialty 572; P. Boone, Dot 15457. RECORD AVAILABLE: M. Robbins, Col 40679.		
11. Magic Touch	8	11	15. Poor People of Paris (Jean's Song)	9	18
By Buck Ram—Published by Panther (ASCAP) BEST SELLING RECORD: Platters, Mercury 70819.			By La Goulante de Pauvre-Jean Marguerite Monnot—Jack Lawrence—Published by Reg Connelly Music (ASCAP) BEST SELLING RECORD: L. Baxter, Cap 3336. RECORDS AVAILABLE: W. Atwell, London 1628; L. Anthony, Tops 276; C. Atkins, Vic 20-6366; P. Beltran, Vic 20-6498; P. Clay, Col; L. Clinton, Bell 1122; R. Morgan, Dec 29835; R. Roger, M-G-M 12188; C. Powell, Groove 0144; J. Hansen, Remington 25035; P. Terrace, Tico 351; L. Welk, Coral 61592.		
13. Blue Suede Shoes	7	15	18. A Tear Fell	-15	15
By Carl Perkins—Published by Hi-Lo Music, Inc.-Hill & Range Songs, Inc. (BMI) BEST SELLING RECORD: C. Perkins, Sun 234. RECORDS AVAILABLE: B. Roubian, Cap 3373; B. Bennett, King 4903; R. Hall, Dec 29980; P. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercèr, Mercury 70805; E. Presley, Vic EPA-747; EPB-1254; S. Taylor, M-G-M 12197; L. Welk, Coral.			By Dorian Burton & Eugene Randolph—Published by Progressive (BMI) BEST SELLING RECORD: T. Brewer, Coral 61590. RECORDS AVAILABLE: A. Carter, Vic 6482; I. J. Hunter, Atlantic 1086.		
14. Graduation Day	16	4	18. Transfusion	-	1
By Joel Sherman & Noel Sherman—Published by Sheldon Music (BMI) BEST SELLING RECORD: Rover Boys, ABC-Paramount 9700. RECORDS AVAILABLE: Four Freshmen, Cap 3410; Lemmon Sisters, Coral 61648.			By Jimmy Drake—Published by Paul Barrett (BMI) BEST SELLING RECORD: N. Norvus, Dot 15470.		
15. I Almost Lost My Mind	30	2	20. Can You Find It In Your Heart?	24	6
By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Boone, Dot 15472. RECORDS AVAILABLE: I. J. Hunter, M-G-M 10578.			By Stillman & R. Allen—Published by Witmark (ASCAP) BEST SELLING RECORD: T. Bennett, Col 49667.		
Third Ten					
21. I Want You, I Need You, I Love You	20	2	26. I Want You to Be My Girl	18	5
By Maurice Mipelf & Ira Kosloff—Published by Elvis Presley Music (BMI) RECORD AVAILABLE: E. Presley, Vic 20-6540.			By Goldner & Baret—Published by Kohl (BMI) RECORD AVAILABLE: Teen-Agers, Gee 1012.		
22. Church Bells May Ring	22	6	26. Why Do Fools Fall In Love?	19	17
By Willows & Craft—Published by Ray Maxwell-Hill & Range (BMI) RECORDS AVAILABLE: Cadets, Modern 985; Diamonds, Mercury 70835; Willows, Melba 102.			By Lyman-Goldner—Published by Patrica Music (BMI) RECORDS AVAILABLE: Diamonds, Mercury 70790; G. Mann, Dec 29832; G. Storm, Dot 15448; Teen-Agers, Gee 10002.		
22. I Could Have Danced All Night	26	4	28. Main Title Molly-O (Man With the Golden Arm)	22	12
By Frederick Loewe & Allen Jay Lerner—Published by Chappell (ASCAP) RECORDS AVAILABLE: C. Applewhite, M-G-M 12220; F. Carle, Vic 20-6460; R. Clooney, Col 40676; A. Lon-L. Welk, Coral 61644; D. Shore, Vic 20-6469; S. Syms, Dec 29903.			By Sylvia Fine and Elmer Bernstein—Published by Dena Music (ASCAP) RECORDS AVAILABLE: E. Bernstein, Dec 29869; L. Elgart, Col 40664; Gaylords, Mercury 70778; T. Heath, London 1644; D. Kaye, Dec 29904; R. Maltby, Vik 0196; B. May, Cap 3372; Naturals, M-G-M 12158; D. Jacobs, Coral 61606; B. Morrow, Wing 90063; R. Young, Dec 29833.		
24. Born to Be With You	-	1	29. My Blue Heaven	28	4
By D. Robertson—Published by E. H. Morris (ASCAP) RECORD AVAILABLE: Chordettes, Cadence 1291.			By G. Whiting & W. Donaldson—Published by Leo Feist (ASCAP) RECORD AVAILABLE: F. Domino, Imperial 5386.		
24. It Only Hurts for a Little While	24	3	30. My Baby Left Me	28	2
By Mack David & Fred Spielman—Published by Advanced Music (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6481.			By Arthur Crudup—Published by Elvis Presley Music RECORD AVAILABLE: E. Presley, Vic 20-6540.		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

headed for a million sales again!

NELSON RIDDLE

and His Orchestra

DEAN MARTIN

With Orchestra Conducted by
DICK STABLE

THEME FROM 'THE PROUD ONES'

(From the 20th Century-Fox Picture, "The Proud Ones")

c/w **THE LOVE OF GENEVIEVE**
(L'Amour de Geneviève)

I'M GONNA STEAL YOU AWAY

with **THE NUGGETS**

c/w **STREET OF LOVE**
(Rue de Mon Amour)



Record No. 3472



Record No. 3468



the big movie hits are on 

Away All Boats

Based on a theme from the UNIVERSAL-INTERNATIONAL PICTURE

Away All Boats!

COLOR BY TECHNICOLOR IN VISTAVISION

JEFF CHANDLER · GEORGE NADER · JULIE ADAMS · LEX BARKER
 KEITH ANDES · RICHARD BOONE · JOCK MAHONEY · WILLIAM REYNOLDS
 CHARLES MCGRAW · JOHN MCGINTIRE

arranged and conducted by

GEORGE

61655



CORAL RECORDS

America's Fastest Growing Record Company

the big movie hits are on 

THE PROUD AND PROFANE

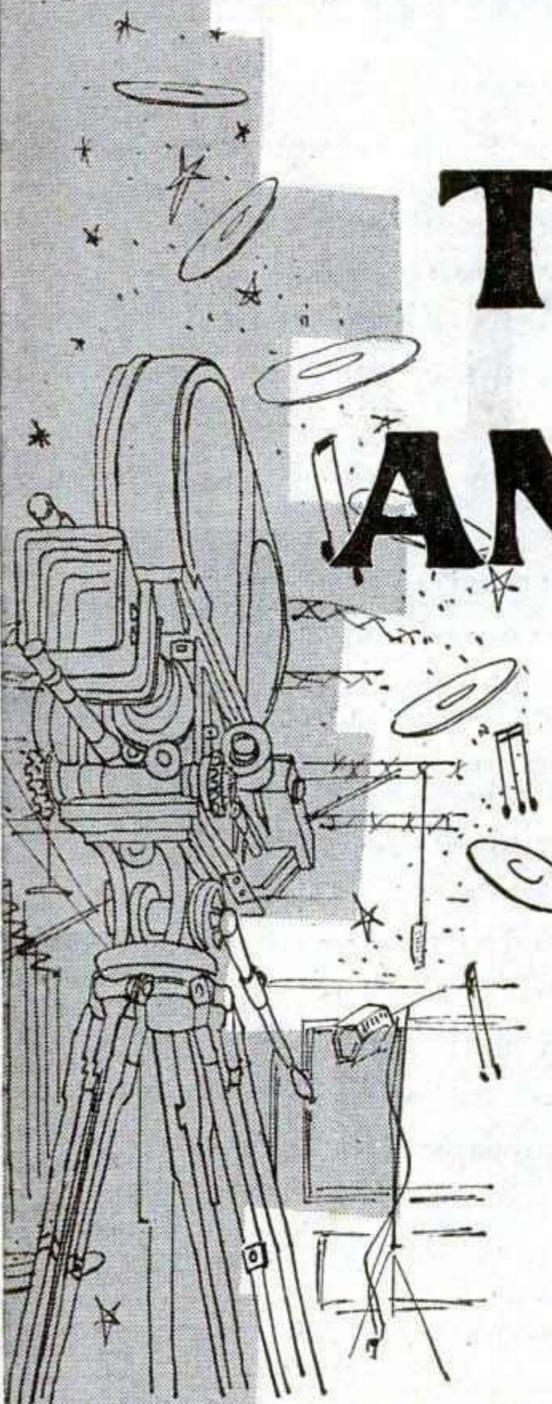
(BALLAD OF COLIN BLACK)

and
LOVE THEME

TO LOVE YOU

(I ONLY LIVE TO LOVE YOU)

From Paramount Picture
"THE PROUD AND PROFANE"



CARTER

with his orchestra

61655

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, Inc.)

• Best Sellers in Stores

For survey week ending June 6

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record
1.	3	7	WAYWARD WIND (BMI)—G. Grant... No More Than Forever (ASCAP)—Era 1013
2.	2	9	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff... Theme From "Picnic" (ASCAP)—Dec 29888
3.	1	15	HEARTBREAK HOTEL (BMI) E. Presley... I Was the One (BMI)—Vic 20-6420
4.	4	8	STANDING ON THE CORNER (ASCAP)—Four Lads... MY LITTLE ANGEL (BMI)—Col 40574
5.	5	7	I'M IN LOVE AGAIN (BMI)—F. Domino... MY BLUE HEAVEN (ASCAP)—Imperial 5386
6.	7	9	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Gates... Rio Batucada (ASCAP)—Coral 61618
7.	8	10	IVORY TOWER (ASCAP)—C. Carr... Please, Please Believe Me (ASCAP)—Fraternity 734
8.	6	15	HOT DIGGITY (ASCAP)—P. Como... Juke Box Baby (ASCAP)—Vic 20-6427
9.	11	7	HAPPY WHISTLER (ASCAP)—D. Robertson... You're Free to Go (ASCAP)—Cap 3391
10.	—	1	I ALMOST LOST MY MIND (BMI)—P. Boone... I'm In Love With You (BMI)—Dot 15427
11.	23	2	TRANSFUSION (BMI)—Dig (BMI)—Dot 15470
12.	9	3	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley... MY BABY LEFT ME (BMI)—Vic 20-6540
13.	20	2	ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone... We All Need Love (ASCAP)—Col 40654
14.	9	12	MAGIC TOUCH (BMI)—Platters... Winner Take All (ASCAP)—Mercury 70819
15.	16	4	PICNIC (ASCAP)—McGuire Sisters... Delilah Jones (ASCAP)—Coral 61627
16.	24	7	CAN YOU FIND IT IN YOUR HEART? (ASCAP)—T. Bennett... Forget Her (ASCAP)—Col 49667
17.	18	6	CHURCH BELLS MAY RING (BMI)—Diamonds... Little Girl of Mine (BMI)—Mercury 70835
18.	15	4	IVORY TOWER (ASCAP)—G. Storm... I Ain't Gonna Worry (BMI)—Dot 15458
19.	14	6	I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers... I'm Not a Know-It-All (ASCAP)—Gee 1012
20.	21	3	IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers... If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
21.	—	1	GRADUATION DAY (BMI)—Rover Boys... I Hear Music (BMI)—ABC-Paramount 9700
22.	13	11	LONG, TALL SALLY (BMI)—Little Richard... Slippin' and Slidin' (BMI)—Specialty 572
23.	—	1	MORE (ASCAP)—P. Como... GLENDORA (BMI)—Vic 20-6554
24.	17	18	POOR PEOPLE OF PARIS (ASCAP)—L. Baxter... Theme From "Helen of Troy" (ASCAP)—Cap 3336
25.	12	15	BLUE SUEDE SHOES (BMI)—C. Perkins... Honey, Don't (BMI)—Sun 234

• Most Played in Juke Boxes

For survey week ending June 6

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record
1.	1	12	HEARTBREAK HOTEL (BMI)—E. Presley... I Was the One (BMI)—Vic 20-6420
2.	4	7	IVORY TOWER (ASCAP)—C. Carr... Please, Please Believe Me (ASCAP)—Fraternity 734
3.	3	13	HOT DIGGITY (BMI)—P. Como... JUKE BOX BABY (BMI)—Vic 20-6427
4.	2	13	BLUE SUEDE SHOES (BMI)—C. Perkins... Honey, Don't (BMI)—Sun 234
5.	6	3	WAYWARD WIND (BMI)—G. Grant... No More Than Forever (ASCAP)—Era 1013
6.	7	5	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff... Theme From "Picnic" (ASCAP)—Dec 29888
7.	4	10	MAGIC TOUCH (ASCAP)—Platters... Winner Take All (ASCAP)—Mercury 70819
8.	8	6	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates... Rio Batucada (ASCAP)—Coral 61618
9.	9	4	STANDING ON THE CORNER (ASCAP)—Four Lads... My Little Angel (BMI)—Col 40674
10.	11	5	IVORY TOWER (ASCAP)—G. Storm... I Ain't Gonna Worry (BMI)—Dot 15458
11.	12	13	A TEAR FELL (BMI)—T. Brewer... Bo Weevil (BMI)—Coral 61590
12.	15	5	I'M IN LOVE AGAIN (BMI)—F. Domino... My Blue Heaven (ASCAP)—Imperial 5386
13.	13	3	HAPPY WHISTLER (ASCAP)—D. Robertson... You're Free to Go (ASCAP)—Cap 3391
14.	10	7	LONG, TALL SALLY (BMI)—P. Boone... Any Place in Heaven (ASCAP)—Dot 15457
15.	17	2	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley... MY BABY LEFT ME (BMI)—Vic 20-6540
16.	17	16	WHY DO FOOLS FALL IN LOVE? (BMI)—Teen-Agers... Please Be Mine (BMI)—Gee 1002
16.	—	1	I ALMOST LOST MY MIND (BMI)—P. Boone... I'm In Love With You (BMI)—Dot 15472
18.	14	17	POOR PEOPLE OF PARIS (ASCAP)—L. Baxter... Theme From "Helen of Troy" (ASCAP)—Cap 3336
19.	16	6	LONG, TALL SALLY (BMI)—Little Richard... Slippin' and Slidin' (BMI)—Specialty 572
20.	19	2	PICNIC (ASCAP)—McGuire Sisters... Delilah Jones (ASCAP)—Coral 61627

• Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart	Record
1.	1	8	Ivory Tower (E. H. Morris)...
2.	2	6	Walk Hand in Hand (Republic)...
3.	4	8	Standing On the Corner (Frank)...
4.	9	3	Wayward Wind (Warman)...
5.	4	8	Moonglow (Mills-Columbia Pictures)...
6.	7	8	Picnic (Shapiro-Bernstein)...
7.	3	14	Hot Diggity (Roncom)...
8.	11	6	On the Street Where You Live (Chappell)...
9.	8	9	Heartbreak Hotel (Tree)...
10.	13	2	Graduation Day (Sheldon)...
11.	6	17	Poor People of Paris (Connolly)...
12.	10	12	Mr. Wonderful (Laurel)...
13.	15	9	I Could Have Danced All Night (Chappell)...
14.	—	20	Rock and Roll Waltz (Sheldon)...
15.	12	10	Blue Suede Shoes (Hi-Lo)...

• Most Played by Jockeys

For survey week ending June 6

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

This Week	Last Week	Weeks on Chart	Record
1.	1	9	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff... Theme From "Picnic" (ASCAP)—Dec 29888
2.	2	6	WAYWARD WIND (BMI)—G. Grant... No More Than Forever (ASCAP)—Era 1013
3.	4	7	STANDING ON THE CORNER (ASCAP)—Four Lads... My Little Angel (BMI)—Col 40674
4.	3	15	HEARTBREAK HOTEL (BMI)—E. Presley... I Was the One (BMI)—Vic 20-6420
5.	5	14	HOT DIGGITY (ASCAP)—P. Como... Juke Box Baby (BMI)—Vic 20-6427
6.	6	7	HAPPY WHISTLER (ASCAP)—D. Robertson... You're Free to Go (ASCAP)—Cap 3391
7.	10	4	I'M IN LOVE AGAIN (BMI)—F. Domino... My Blue Heaven (ASCAP)—Imperial 5386
8.	7	9	MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates... Rio Batucada (ASCAP)—Coral 61618
9.	12	3	ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone... We All Need Love (ASCAP)—Col 40654
10.	8	6	IVORY TOWER (ASCAP)—G. Storm... I Ain't Gonna Worry—Dot 15458
11.	9	10	MAGIC TOUCH (BMI)—Platters... Winner Take All (ASCAP)—Mercury 70819
12.	11	8	IVORY TOWER (ASCAP)—C. Carr... Please, Please Believe Me (ASCAP)—Fraternity 734
13.	18	3	HOW LITTLE WE KNOW (ASCAP)—F. Sinatra... Five Hundred Guys (ASCAP)—Cap 3423
14.	13	8	IVORY TOWER (ASCAP)—O. Williams... In Paradise (BMI)—De Luxe 6093
15.	23	2	BORN TO BE WITH YOU (ASCAP)—Chordettes... Love Never Changes (ASCAP)—Cadence 1291
16.	15	4	PICNIC (ASCAP)—McGuire Sisters... Delilah Jones (ASCAP)—Coral 61627
17.	—	1	I ALMOST LOST MY MIND (BMI)—P. Boone... I'm In Love With You (BMI)—Dot 15472
18.	15	4	WALK HAND IN HAND (BMI)—T. Martin... Flamenco Love (ASCAP)—Vic 20-6493
19.	21	5	GRADUATION DAY (BMI)—Rover Boys... I Hear Music (BMI)—ABC-Paramount 9700
20.	—	1	I COULD HAVE DANCED ALL NIGHT (ASCAP)—S. Syms... World in My Corner (ASCAP)—Dec 29903
21.	—	1	TRANSFUSION (BMI)—Nervous Nervus... Dig (BMI)—Dot 15470
22.	20	13	BLUE SUEDE SHOES (BMI)—C. Perkins... Honey, Don't (BMI)—Sun 234
23.	14	18	POOR PEOPLE OF PARIS (ASCAP)—L. Baxter... Theme From "Helen of Troy" (ASCAP)—Cap 3336
23.	—	1	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley... My Baby Left Me (BMI) (ASCAP)—Vic 20-6540
25.	19	2	GRADUATION DAY (BMI)—Four Freshmen... Lonely Night in Paris (ASCAP)—Cap 3410
25.	—	1	PORTUGUESE WASHERWOMAN (ASCAP)—J. (Fingers) Carr... Lucky Pierre (ASCAP)—Cap 3418

**On Their Way Again With
A Doubled Barreled Smash!**

"My Prayer"

AND

"Heaven On Earth"

THE PLATTERS

MERCURY 70893

BILLBOARD PICKS THE HITS!



**PATTI
PAGE**

"Allegheny Moon"

AND

"THE STRANGEST ROMANCE"

MERCURY 70878

THIS WEEK'S BEST BUYS

The singer has a fast starter in this ballad. Boston, Providence, Philadelphia, Baltimore, Buffalo, Cleveland, Milwaukee, Detroit and St. Louis are among the cities reporting immediate take-off. Flip is "The Strangest Romance" (Lear, ASCAP). A previous Billboard "Spotlight" pick.



**THE
DIAMONDS**

"Love, Love, Love"

AND

**"Every Night
About This Time"**

MERCURY 70889

Review Spotlight on...

The group is riding high on the charts right now and their new disk is another two-sided hit.



**CREW
CUTS**

"Tell Me Why"

AND

"REBEL IN TOWN"

FROM THE MOTION PICTURE OF THE SAME NAME!

MERCURY 70890

Review Spotlight on...

The boys blend with warm, appealing harmony on the attractive ballad.



IMPORTANT NOTICE TO DEALERS

For January in June traffic, take part in Mercury's 1¢ Premium Sale. For all details contact your Mercury distributor NOW!

MGM Records

BREAKING FAST!

THE FOUR JOES

THESE ARE THE THINGS

(I Remember) AND SOMETIMES

MGM 12259 • K12259

DAVID ROSE & His Orch.

"THE CATERED AFFAIR" THEME

(From MGM film)

and **COOL TANGO**

MGM 12270 K12270

Joni James

I WOKE UP CRYING

and

THE MAVERICK QUEEN

(From the Republic picture)

MGM 12213 • K12213

CHARLIE APPLEWHITE

ON SULLIVAN CBS-TV SHOW, JUNE 17

MORE MORE AND MORE

AND **MY HEART WILL STILL BE YOURS**

MGM 12272 • K12272

Dick Hyman Trio

WHEN YOU'RE SMILING

Billboard Pick

IT'S GOT "THAT" WHISTLE

ROLLIN' THE BOOGIE MGM 12258 • K12258

Art Mooney and his orch.

DAYDREAMS

Billboard, Variety Pick

SOMEBODY STOLE MY MUCHACHA
MGM 12277 • K12277

LEROY HOLMES & His Orch. & Chorus

THEME FROM "THE PROUD ONES"

AND **WOULDN'T IT BE LOVERLY**

MGM 12275 • K12275

(THE MAN) **TAYLOR**

A KISS BEFORE DYING

and **BLUER THAN BLUE**

MGM 12249 K12249

SHEB WOOLEY

YOU CAN DO IT

and **DO I REMEMBER**

MGM 12260 K12260

Barry Gordon

10 YEARS TO GO

HOW DO WE LOOK TO THE MONKEYS?

(Cha-Cha-Cha)

Orchestra conducted by Art Mooney

MGM 12276 • K12276

Betty Madigan

CRYING 'CAUSE I LOVE YOU

and

A PERFECT UNDERSTANDING

MGM 12273 • K12273

Connie Francis

FORGETTING

SEND FOR MY BABY

MGM 12251 • K12251

ON "STAGE SHOW," CBS-TV, JUNE 16

DANNY KNIGHT

THE SEARCHERS (RIDE AWAY)

AND

THE SOMEWHERE VOICE

MGM 12252 • K12252

FRED NORMAN and His Orch.

TIN PAN ALLEY THEME CHERRY COKE

MGM 12231 K12231

AUDREY WILLIAMS

Livin' It Up and Havin' a Ball and Ain't Nothing Gonna Be All Right No How

MGM 12210 K12210

Territorial Best Sellers

For survey week ending June 6

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. On the Street Where You Live V. Damone, Col.
3. Wayward Wind, G. Grant, Era
4. Heartbreak Hotel, E. Presley, Vic.
5. Be Bop a Lula, G. Vincent, Cap.
6. Look Homeward, Angel Four Esquires, Lon.
7. I'm In Love Again, F. Domino, Imp.

Baltimore

1. I'm In Love Again, F. Domino, Imp.
2. I Almost Lost My Mind, P. Boone, Dot
3. I Want You to Be My Girl Teen-Agers, Gee
4. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
5. Wayward Wind, G. Grant, Era
6. It Only Hurts for a Little While Ames Brothers, Vic.
7. My Little Angel, Four Lads, Col.
8. Hot Dog, Buddy Buddy, B. Haley, Dec.
9. Heartbreak Hotel, E. Presley, Vic.

Boston

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Graduation Day, Rover Boys, Pmt.
3. Wayward Wind, G. Grant, Era
4. Heartbreak Hotel, E. Presley, Vic.
5. Born to Be With You, Chordettes, Vic
6. On the Street Where You Live V. Damone, Col.
7. More, P. Como, Vic.
8. Transfusion, Nervous Norvus, Dot
9. Hot Diggity, P. Como, Vic.

Buffalo

1. Heartbreak Hotel, E. Presley, Vic.
2. Hot Diggity, P. Como, Vic.
3. Magic Touch, Platters, Mer.
4. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
5. My Blue Heaven, F. Domino, Imp.

Chicago

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Heartbreak Hotel, E. Presley, Vic.
3. Standing On the Corner, Four Lads, Col.
4. Wayward Wind, G. Grant, Era
5. Ivory Tower, P. Como, Vic.
6. Hot Diggity, P. Como, Vic.
7. Can You Find It in Your Heart? T. Bennett, Col.
8. Happy Whistler, D. Robertson, Cap.
9. On the Street Where You Live V. Damone, Col.

Cincinnati

1. Wayward Wind, G. Grant, Era
2. Standing On the Corner, Four Lads, Col.
3. I'm In Love Again, F. Domino, Imp.
4. Church Bells May Ring, Diamonds, Mer.
5. Hot Diggity, P. Como, Vic.
6. Heartbreak Hotel, E. Presley, Vic.
7. Moonglow and Theme From "Picnic" G. Cates, Cor.
8. Transfusion, Nervous Norvus, Dot
9. Moonglow and Theme From "Picnic" M. Stoloff, Dec.

Cleveland

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. On the Street Where You Live V. Damone, Col.
3. I Almost Lost My Mind, P. Boone, Dot
4. Picnic, McGuire Sisters, Cor.
5. Treasure of Love, C. McPhatter, Atl.
6. Ivory Tower, C. Carr, Fty.
7. Transfusion, Nervous Norvus, Dot
8. Heartbreak Hotel, E. Presley, Vic.
9. Standing On the Corner, Four Lads, Col.

Dallas-Fort Worth

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. It Only Hurts for a Little While Ames Brothers, Vic.
4. I'm In Love Again, F. Domino, Imp.
5. Happy Whistler, D. Robertson, Cap.
6. I Want You to Be My Girl Teen-Agers, Gee

Denver

1. Ivory Tower, O. Williams, Del.
2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
3. Wayward Wind, G. Grant, Era
4. My Baby Left Me, E. Presley, Vic.
5. Church Bells May Ring, Diamonds, Mer.
6. Heartbreak Hotel, E. Presley, Vic.
7. I Want You, I Need You, I Love You E. Presley, Vic.
8. Ivory Tower, G. Storm, Dot
9. I Want You to Be My Girl Teen-Agers, Gee

Detroit

1. Wayward Wind, G. Grant, Era
2. Moonglow and Theme From "Picnic" G. Cates, Cor.
3. Picnic, McGuire Sisters, Cor.
4. My Baby Left Me, E. Presley, Vic.
5. Heartbreak Hotel, E. Presley, Vic.
6. I Almost Lost My Mind, P. Boone, Dot
7. Treasure of Love, C. McPhatter, Atl.
8. Portuguese Washerwoman J. (Fingers) Carr, Cap.
9. I'm In Love Again, F. Domino, Imp.

Kansas City

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. Heartbreak Hotel, E. Presley, Vic.
4. Standing On the Corner, Four Lads, Col.
5. It Only Hurts for a Little While Ames Brothers, Vic.
6. Happy Whistler, D. Robertson, Cap.
7. I'm In Love Again, F. Domino, Imp.
8. Can You Find It in Your Heart? T. Bennett, Col.
9. Transfusion, Nervous Norvus, Dot

Los Angeles

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Wayward Wind, G. Grant, Era
3. Hot Diggity, P. Como, Vic.
4. Heartbreak Hotel, E. Presley, Vic.
5. Standing On the Corner, Four Lads, Col.
6. Happy Whistler, D. Robertson, Cap.
7. On the Street Where You Live V. Damone, Col.
8. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
9. Poor People of Paris, L. Baxter, Cap.

Milwaukee

1. Standing On the Corner, Four Lads, Col.
2. Wayward Wind, G. Grant, Era
3. Heartbreak Hotel, E. Presley, Vic.
4. How Little We Know, F. Sinatra, Cap.
5. Free, T. Leonetti, Cap.
6. Born to Be With You, Chordettes, Cdc.
7. I Almost Lost My Mind, P. Boone, Dot
8. Moonglow and Theme From "Picnic" G. Cates, Cor.
9. Can You Find It in Your Heart? T. Bennett, Col.

Minneapolis-St. Paul

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. I'm In Love Again, F. Domino, Imp.
3. Wayward Wind, G. Grant, Era
4. It Only Hurts for a Little While Ames Brothers, Vic.
5. Standing On the Corner, Four Lads, Col.
6. Rock Island Line, L. Donegan, Lon.
7. On the Street Where You Live V. Damone, Col.
8. Can You Find It in Your Heart? T. Bennett, Col.
9. Heartbreak Hotel, E. Presley, Vic.

New Orleans

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Treasure of Love, C. McPhatter, Atl.
4. I'm In Love Again, F. Domino, Imp.
5. Wayward Wind, G. Grant, Era
6. Ivory Tower, O. Williams, Del.
7. Standing On the Corner, Four Lads, Col.
8. Hot Diggity, P. Como, Vic.

New York

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Wayward Wind, G. Grant, Era
4. Standing On the Corner, Four Lads, Col.
5. Poor People of Paris, L. Baxter, Cap.
6. Hot Diggity, P. Como, Vic.
7. Graduation Day, Rover Boys, Pmt.
8. Lisbon Antigua, N. Riddle, Cap.
9. Ivory Tower, C. Carr, Fty.

Philadelphia

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Hot Diggity, P. Como, Vic.
4. Standing On the Corner, Four Lads, Col.
5. Wayward Wind, G. Grant, Era
6. On the Street Where You Live V. Damone, Col.
7. Ivory Tower, C. Carr, Fty.
8. My Blue Heaven, F. Domino, Imp.
9. Blue Suede Shoes, C. Perkins, Sun

Pittsburgh

1. I Almost Lost My Mind, P. Boone, Dot
2. It Only Hurts for a Little While Ames Brothers, Vic.
3. Standing On the Corner, Four Lads, Col.
4. I'm In Love Again, F. Domino, Imp.
5. Transfusion, Nervous Norvus, Dot
6. Heartbreak Hotel, E. Presley, Vic.
7. Picnic, McGuire Sisters, Cor.
8. On the Street Where You Live V. Damone, Col.

St. Louis

1. Wayward Wind, G. Grant, Era
2. Standing On the Corner, Four Lads, Col.
3. Moonglow and Theme From "Picnic" G. Cates, Cor.
4. Transfusion, Nervous Norvus, Dot
5. Lost John, L. Donegan, Mer.
6. Walk Hand in Hand, T. Martin, Vic.
7. Ivory Tower, C. Carr, Fty.
8. Dallah Jones, McGuire Sisters, Cor.
9. Graduation Day, Rover Boys, Pmt.

San Francisco

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Hot Diggity, P. Como, Vic.
4. Poor People of Paris, L. Baxter, Cap.
5. Ivory Tower, C. Carr, Fty.
6. Standing On the Corner, Four Lads, Col.
7. Blue Suede Shoes, C. Perkins, Sun
8. Wayward Wind, G. Grant, Era
9. Happy Whistler, D. Robertson, Cap.

Seattle

1. Wayward Wind, G. Grant, Era
2. Church Bells Are Ringing Diamonds, Mer.
3. I'm In Love Again, F. Domino, Imp.
4. Transfusion, Nervous Norvus, Dot
5. Moonglow and Theme From "Picnic" G. Cates, Cr.
6. It Only Hurts for a Little While Ames Brothers, Vic.
7. Little Girl of Mine, Clefstones, Gee
8. You're the Apple of My Eye Four Lovers, Vic.
9. Standing On the Corner, Four Lads, Col.

Toronto

1. Heartbreak Hotel, E. Presley, Vic.
2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
3. Hot Diggity, P. Como, Vic.
4. Standing On the Corner, Four Lads, Col.
5. Ivory Tower, C. Carr, Fty.
6. My Blue Heaven, F. Domino, Imp.
7. Poor People of Paris, L. Baxter, Cap.
8. Magic Touch, Platters, Mer.
9. Long, Tall Sally, P. Boone, Dot

BUDDY MORROW

AND HIS ORCHESTRA

A NEW SOUND!

THEME FROM

“THE PROUD ONES”

From The 20th Century Fox Picture "The Proud Ones"

AND

“PARADISE LOST”

WING 90079

MARIE KNIGHT

STRONGER EVERY DAY!

“TELL ME WHY”

AND

“AS LONG AS I LOVE”

WING 90069

IMPORTANT NOTICE TO DEALERS

For January in June traffic, take part in Mercury's 1c Premium Sale.
For all details contact your Mercury distributor NOW!



WING RECORDS

A SUBSIDIARY OF MERCURY RECORD CORPORATION

MUSIC AS WRITTEN

New York

Charles A. Wall, president of Associated Music Publishers and vice-president of Broadcast Music, Inc., returns this week from a six-week business trip abroad. . . . Saturday (16) marks the golden wedding anniversary of Mr. and Mrs. Mack Stark. Stark, an executive with Mills Music, Inc., for 22 years, has been in the music business 40 years. A cocktail party at Toots Shor's will mark the golden wedding.

The official Adlai Stevenson campaign song, "Believe in Stevenson," has been grabbed for publication by Bob Lissauer's Mode Music firm, an ASCAP affiliate. The tune was written by Anne Crosswell and Ed Scott. . . . Frank Stanton, former contact man with Roxbury Music and with the Southern-Peer firms, has formed his own record company, Caprice Records. He has signed thrush Rosanne June to an exclusive contract. Stanton is cutting several of his own tunes.

Harry Wuest has taken over personal management of the Richard Maltby band. He also handles Buddy Morrow. . . . Gig Records' Greg Harris, artists and repertoire chief, has produced the label's first LP, featuring the Jonnie Pate Trio. . . . Tony Scott and his jazz quartet, RCA Victor recording group, are back at Minton's Playhouse for an indefinite stand. . . . Jack Dunn, former Coral Records promotion man, with with Disneyland Records, married up with Kathy Livingston Sunday (10). The bride is with Music Corporation of America. . . . Myers Music, after 10 years at the same Philadelphia address, has purchased its own building. New offices will be opened early in July. This is the firm that published "Rock Around the Clock."

Hecky Krasno, head of the children's disk department at Columbia Records, lost his father last week. . . . Panart Records, the Cuban-based diskery represented here by Stan Steinhaus, has signed arranger-orkster Chico O'Farrill. The one-time Stan Kenton cleffer cut 14 sides for the label in Havana. . . . NBC has installed a wire in the Composer and will make regular Sunday night pick-ups from the jazz club for "Monitor." . . . Pianist Hal Schaefer, Victor jazz artist and one-time vocal coach to

Marilyn Monroe, opened Friday (8) at the Cafe Bohemia for at least two weeks. . . . Vocalist Tommy Martin has signed with RKO-Unique. . . . Dimitri Tiomkin cleffed the score for RKO's recently completed "Tension at Table Rock." Full ork scoring begins June 22.

Seeco Records has acquired South American distribution of Dot Records. Sid Siegel, Seeco president, is currently touring Europe with Mrs. Siegel on a combined business and pleasure trip. . . . Jack Bregman's mother passed away last week in Richmond, Va., after a long illness. Burial was in New York. . . . Eddie Heller, of Rainbow Records, has signed Melino and his ork, whom he describes as "the cha cha king from Grossinger's," and also thrush Dottie Forbes. . . . A new diskery, Coronation Records, has been formed in Los Angeles by Stanley W. Matthews. Outfit also has its own publishing firm.

Songwriter Fanny Wolff has signed vocalist Danny Raymond to a personal management pact. The young Jamaican has signed with RCA Victor. . . . Two more new labels: Miracle, of Wheaton, Ill., and Tally, of Bakersfield, Calif. . . . Pat Boone, Dot's hot warbler, will sing a special tune behind the main title of the new Allied Artist flick, "Friendly Persuasion," which stars Gary Cooper and Dorothy McGuire. . . . Orkster Art Mooney recently finished a nine-minute featured segment for the flick, "The Opposite Sex," newest film adaptation of "The Women."

Sheldon Music topper Goldie Goldmark and his wife, Florence, are proud parents of a son, Robert Frederick Goldmark. The new arrival checked in at St. Vincent's Hospital. . . . Abe Schleger's daughter wed Sunday (20) to Food Fair exec, Ronald Ravitz. . . . Stella Gluszk, secretary to Decca Record promotion chief Mike Connor, was married Saturday (9) to John Mlec. . . . Margaret Murphy, formerly secretary to Columbia Records' Dick Linke, is now heading up the New York office of Shribman, music pubber and manager of Rosemary Clooney. Linke's new gal Friday is Esta Feldman, formerly of Capitol Records.

Sammy Davis Jr. is soliciting all jockeys for a title for his new Decca LP. Winner will receive a hi-fi set. . . . Comic Buddy Hackett has been elected to membership in the American Society of Composers, Authors and Publishers.

Sidney Bechet, the American jazz clarinetist in Paris, has composed an operetta, "Countess Lulu," in which he plans to play a role. . . . Ray Ventura, well-known radio, recording and dance-band leader, recently suffered head injuries in an auto crash while driving near the town of Luc, on the French Riviera.

Al Hibbler and Carl Perkins will headline another rhythm and blues show which is scheduled for the Municipal Auditorium, San Antonio, on August 2.

Hollywood

British pianist Ralph Sharon has signed drummer Tom Albering and bassist Don Payne to work with him during his engagement at the Castle Restaurant here. . . . The Singing Coronados cut four Latin American sides for RCA Victor's International Division here last week. . . . Bobby Hammack has three jazz albums due out shortly on Liberty, Audiophile and ABC-Paramount. . . . Meg Myles set for an engagement at the Gay Haven, Detroit, for two weeks beginning July 9.

COMING UP STRONG

A listing of newer pop records which have shown solid trade response during the past week. Compiled thru a survey of all major markets, these records figure strongly as potential entries on the National Best Seller Chart.

1. **Treasure of Love** *Clyde McPhatter*
(BMI) Atlantic 1092
2. **Born to Be With You** *The Chordettes*
(ASCAP) Cadence 1291
3. **Be-Bop-a-Lula** *Gene Vincent*
(BMI) Capitol 3450
4. **A Sweet Old-Fashioned Girl** . . . *Teresa Brewer*
(ASCAP) Coral 61636
5. **Portuguese Washerwoman** *Joe (Fingers) Carr*
Capitol 3418
6. **Allegheny Moon** *Patti Page*
(ASCAP) Mercury 70878
7. **Hot Dog, Buddy Buddy**
Rockin' Through the Rye *Bill Haley*
(ASCAP); (ASCAP) Decca 29948
8. **Second Fiddle** *Kay Starr*
(ASCAP) RCA Victor 6451
9. **Never Turn Back** *Al Hibbler*
(BMI) Decca 29950
10. **Sweet Heartaches** *Eddie Fisher*
(ASCAP) RCA Victor 6529

THIS WEEK'S BEST BUYS

According to sales reports in key markets, the following recent releases are recommended for extra profits:

BE-BOP-A-LULA (Lowery, BMI)—Gene Vincent—Capitol 3450—Not many of those trying to move in the money-making tracks of Elvis Presley are succeeding. Vincent is a notable exception; his Capitol record has shown much of the sales excitement that Presley stirs up, and is already listed on Atlanta's and Pittsburgh's top ten lists. Other cities reporting very good sales include Nashville, Durham, St. Louis, Milwaukee, Cleveland, Minneapolis, Baltimore and Boston. It is selling to customers in all categories. Flip is "Woman Love" (Central, BMI), which is also sparking good action.

NEVER TURN BACK (Springfield, BMI)—Al Hibbler—Decca 29950—Sales reports on this disk show considerable scope. Out of 24 markets checked, almost all indicated fast turnover, with early chart action a good possibility. A minority of cities indicated preference for "Away All Boats" (Northern, ASCAP), but considerable potential lies there, too. A previous Billboard "Spotlight" pick.



LITTLE WILLIE JOHN
FEVER
b/w
LETTER FROM MY DARLING
King 4935

OTIS WILLIAMS AND HIS
CHARMS
IVORY TOWER
DeLuxe 6093
ONE NIGHT ONLY
b/w
IT'S ALL OVER
De Luxe 6095

JAMES BROWN WITH THE FAMOUS FLAMES
PLEASE, PLEASE, PLEASE
Federal 12258
I DON'T KNOW
b/w
I FEEL THAT OLD FEELING COMING ON
Federal 12264

EARL BOSTIC and BILL DOGGETT
MEAN TO ME
b/w
THE BO-DO ROCK
King 4930

MAC CURTIS
IF I HAD ME A WOMAN
b/w
JUST SO YOU CALL ME
King 4927

THE MIDNIGHTERS
OPEN UP THE BACK DOOR
b/w
ROCK, GRANNY, ROLL
Federal 12260

EARL BOSTIC
BUGLE CALL RAG
b/w
I'LL STRING ALONG WITH YOU
King 4905

BILLY GAYLES
IF I HAD NEVER KNOWN YOU
b/w
I'M TORE UP
Federal 12265

KING RECORDS

Arts Festival Opens 16-Day Run in Hub

BOSTON — The fifth Boston Arts Festival opened Saturday (9) for a 16-day run, with a crowd of at least 750,000 expected to attend. Last year's event drew more than half a million persons, but new facilities and a stepped-up program is expected to boost that total.

Scheduled for opening night will be "The Saint of Bleecker Street," with many from the original cast. The opera will be played on three other evenings. Tuesday (12) will find jazz rocking the staid Public Garden, which has been fitted with a new stage and seating capacity for 6,000 with visibility for 15,000. The jazz concert will feature Herb Pomeroy and his band and Japanese pianist Toshiko Akiyoshi.

The New York City Ballet Company will perform, Archibald MacLeish will read an original poem and Robert Sherwood's "Abe Lincoln in Illinois" will be given on other nights. There will also be exhibitions of painting, sculpture and other arts. Admission is free.

The "Magic Touch"
of BUCK RAM...
..the 4th in a row-

'HEADIN' HOME'

mod. 989

Shirley Gunter

Modern
RECORDS
9317 W. Washington Blvd.
Culver City, Calif.

Published by
PANTHER MUSIC CORP.
Sole Selling Agents
SOUTHERN MUSIC PUB. CO., INC.

★
Personal Management
PERSONALITY PRODUCTIONS, INC.
Buck Ram



...they're all talking about

ELLA ELLA ELLA

The Billboard "Review Spotlight on..." "The great silken pipes get a fine workout on these two listenable sides. Jocks will do their audiences a big favor by slotting both efforts prominently. Her smartest disc so far on the label."

The Cash Box "Record Reviews"... "... Queen of the vocal world..." "...smooth and beautiful song..." "Should whet the palates of the dee jays" "...invitingly styled..." "glides along smoothly."

Ella Fitzgerald—
 "A BEAUTIFUL FRIENDSHIP"
 b/w
 "STAY THERE"
 orchestra conducted by Buddy Bregman
 V-2012—V-2012 x 45
 451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.



451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

THE TOP 100

For survey week ending June 6

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

Pos.	Song	Artist	Label	Last Week
1.	HEARTBREAK HOTEL	E. Presley	Victor	1
1.	WAYWARD WIND	G. Grant	Era	2
3.	MOONGLOW AND THEME FROM "PICNIC"	M. Stoloff	Decca	2
4.	HOT DIGGITY	P. Como	Victor	4
4.	STANDING ON THE CORNER	Four Lads	Columbia	5
6.	IVORY TOWER	C. Carr	Fraternity	8
7.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	6
8.	I'M IN LOVE AGAIN	F. Domino	Imperial	12
9.	HAPPY WHISTLER	D. Robertson	Capitol	9
10.	MAGIC TOUCH	Platters	Mercury	7
11.	IVORY TOWER	G. Storm	Dot	10
12.	I ALMOST LOST MY MIND	P. Boone	Dot	25
13.	PICNIC	McGuire Sisters	Coral	15
14.	BLUE SUEDE SHOES	C. Perkins	Sun	11
15.	TRANSFUSION	N. Norvus	Dot	29
16.	I WANT YOU, I NEED YOU, I LOVE YOU	E. Presley	Victor	19
17.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	25
18.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	13
19.	IVORY TOWER	O. Williams	De Luxe	16
20.	BORN TO BE WITH YOU	Chordettes	Cadence	27
21.	IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers	Victor	20
21.	A TEAR FELL	T. Brewer	Coral	14
23.	GRADUATION DAY	Rover Boys	ABC-Paramount	23
23.	LONG, TALL SALLY	Little Richard	Specialty	18
25.	CAN YOU FIND IT IN YOUR HEART?	T. Bennett	Columbia	21
26.	CHURCH BELLS MAY RING	Diamonds	Mercury	22
26.	I WANT YOU TO BE MY GIRL	Teen-Agers	Gee	17
28.	WALK HAND IN HAND	T. Martin	Victor	24
29.	MY BLUE HEAVEN	F. Domino	Imperial	31
30.	MY LITTLE ANGEL	Four Lads	Columbia	33
31.	MY BABY LEFT ME	E. Presley	Victor	34
32.	STANDING ON THE CORNER	D. Martin	Capitol	30
33.	GRADUATION DAY	Four Freshmen	Capitol	38
34.	SWEET OLD-FASHIONED GIRL	T. Brewer	Coral	70
34.	TREASURE OF LOVE	C. McPhatter	Atlantic	37
36.	LONG, TALL SALLY	P. Boone	Dot	27
37.	ALLEGHENY MOON	P. Page	Mercury	—
38.	ROCK ISLAND LINE	L. Donegan	London	32
39.	TOO CLOSE FOR COMFORT	E. Gorme	ABC-Paramount	50
40.	KISS ME ANOTHER	G. Gibbs	Mercury	39
40.	PORTUGUESE WASHERWOMAN	J. (Fingers) Carr	Capitol	55
42.	LISBON ANTIGUA	N. Riddle	Capitol	35
43.	HOW LITTLE WE KNOW	F. Sinatra	Capitol	52
44.	I'M IN LOVE AGAIN	Fontane Sisters	Dot	54
45.	I COULD HAVE DANCED ALL NIGHT	S. Syms	Decca	60
45.	MORE	P. Como	Victor	—
47.	IN A SHANTY IN OLD SHANTY TOWN	S. Smith	Epic	71
48.	TOO YOUNG TO GO STEADY	N. (King) Cole	Capitol	41
49.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	R. Maltby	Vik	46
49.	MR. WONDERFUL	P. Lee	Decca	41
51.	I COULD HAVE DANCED ALL NIGHT	R. Clooney	Columbia	80
51.	WHY DO FOOLS FALL IN LOVE?	Teen-Agers	Gee	36
53.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	48
54.	GLENDORA	P. Como	Victor	99
55.	I'LL BE HOME	P. Boone	Dot	40
56.	WILD CHERRY	D. Cherry	Columbia	53
57.	TO LOVE AGAIN	Four Aces	Decca	48
58.	SLIPPIN' AND SLIDIN'	Little Richard	Specialty	43
59.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	E. Bernstein	Decca	58
60.	DELILAH JONES	McGuire Sisters	Coral	45
61.	CORRINE, CORRINA	J. Turner	Atlantic	47
62.	YOU'RE THE APPLE OF MY EYE	Four Lovers	Victor	78
63.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	61
64.	ROVIN' GAMBLER	T. Ernie	Capitol	79
65.	WALK HAND IN HAND	A. Williams	Cadence	66
66.	BLUE SUEDE SHOES	E. Presley	Victor	68
66.	NO, NOT MUCH	Four Lads	Columbia	77
68.	LITTLE GIRL OF MINE	Cletones	Gee	—
69.	ON THE STREET WHERE YOU LIVE	E. Fisher	Victor	97
70.	I'VE GROWN ACCUSTOMED TO YOUR FACE	R. Clooney	Columbia	—
71.	SECOND FIDDLE	K. Starr	Victor	90
72.	R-O-C-K	B. Haley	Decca	44
73.	BLUE SUEDE SHOES	B. Bennett	King	—
73.	FREE	T. Leonetti	Capitol	73
75.	MAIN TITLE MOLLY-O ("MAN WITH THE GOLDEN ARM")	D. Jacobs	Coral	63
75.	NEVER TURN BACK	A. Hibbler	Decca	—
77.	OOBY DOOBY	R. Orbison	Spn	—
78.	LITTLE LOVE CAN GO A LONG, LONG WAY	Dream Weavers	Decca	51
78.	MR. WONDERFUL	S. Vaughan	Mercury	65
78.	BE BOP A LULA	G. Vincent	Cap	—
81.	STANDING ON THE CORNER	Mills Brothers	Decca	92
82.	HOT DOG BUDDY BUDDY	B. Haley	Decca	—
82.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	B. May	Capitol	94
84.	CHURCH BELLS MAY RING	Willows	Melba	—
84.	SWEET HEARTACHES	E. Fisher	Victor	75
86.	PORT-AU-PRINCE	N. Riddle	Capitol	89
87.	LOST JOHN	L. Donegan	London	58
88.	LOST IN THE SHUFFLE	J. P. Morgan	Victor	69
89.	LOOK HOMEWARD, ANGEL	Four Esquires	London	83
89.	POOR PEOPLE OF PARIS	L. Welk	Coral	—
91.	LOVELY ONE	Four Voices	Columbia	62
92.	EDDIE, MY LOVE	Fontane Sisters	Dot	84
93.	MONEY, HONEY	E. Presley	Victor	—
94.	CRAZY LITTLE PALACE	B. Williams	Coral	—
95.	I'M IN LOVE WITH YOU	P. Boone	Dot	85
95.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	L. Elgart	Columbia	—
97.	JOEY, JOEY, JOEY	P. Lee	Decca	—
97.	JUKE BOX BABY	P. Como	Victor	63
97.	POOR PEOPLE OF PARIS (JEAN'S SONG)	C. Atkins	Victor	—
100.	ROCK AND ROLL WALTZ	K. Starr	Victor	86

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

Cadence

is

HOT

The Chordettes

BORN TO BE WITH YOU
#1291

Bill Hayes
I Know an Old Lady
Das Ist Musik
#1294

Andy Williams
Walk Hand in Hand
#1288

Archie Bleyer
The Rockin' Ghost
Sleep, Sleep, Daughter
#1293

The Barry Sisters
Intrigue • Till You Return to Me
#1295

Marion Marlowe
The Hands of Time
Ring, Phone, Ring
#1292

CADENCE LP's

Donald Shirley

Tonal Expressions—CLP 1001
Piano Perspectives—CLP 1004
Orpheus in the Underworld
CLP 1009

Julius La Rosa
CLP 1007

The Chordettes
Close Harmony—CLP 1002

The Mariners
Sing Spirituals—CLP 1008

Billy Maxted
Hi-Fi Keyboard—CLP 1005
Jazz at Nicks—CLP 1012
Dixieland Manhattan Style
CLP 1013

Pee Wee Erwin
At the Grandview Inn—CLP 1011

Ernie Englund
Sweet
CLP 1014

Grusse Aus Der Heimat
Recorded in Germany
CLP 1006

Nicola Paone
CLP 3001

Beryl Booker
CLP 1000



THE CASH BOX BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

"EVERY SUNDAY MORNING"

"ONCE AGAIN"

"... the same superb simplicity and charm that made 'Mission of St. Augustine' a hit for Sammy Kaye ...

COULD BREAK WIDE OPEN ..."

A Billboard Rave

"... SHOULD GET PLENTY OF SPINS ..."

"... Could Break Wide Open!"

Sammy Kaye

and his swing and sway orch.

EVERY SUNDAY MORNING

and

"ONCE AGAIN"

COLUMBIA 4-40698 (40698)



**BONUS PLAN
FOR DEALERS**

Effective June 4th thru July 31st

10%

DISCOUNT

**On All Purchases of
12" Long Playing Albums!**

CLEF RECORDS

NORGRAN RECORDS

DOWN HOME RECORDS

STAN GETZ
BUDDY DE FRANCE
ILLINOIS JACQUET
JOE SULLIVAN
TAL FARLOW
LU WATTERS
CLANCY HAYES
MEADE LUX LEWIS
LAWRENCE BROWN
BENNY CARTER
FLIP PHILLIPS
COUNT BASIE
BUDY RICH
LOUIS BELLSON
JOHNNY HODGES
ANITA O'DAY
DIZZY GILLESPIE
AL HIBBLER
JOHN LEWIS
HERB ELLIS
BOB SCOBEE
CHARLIE VENTURA
BEN WEBSTER
LESTER YOUNG
ROY ELDRIDGE
STAN WILSON
HARRY CARNEY
GENE KRUPA
OSCAR PETERSON
CHARLIE PARKER
BUD POWELL
LIONEL HAMPTON
ART TATUM
CHARLIE BARNETT
ARTIE SHAW
FRED ASTAIRE
BILLIE HOLIDAY
TEDDY WILSON

Contact Your Distributor for the Greatest Triple-Threat Album Situation in Distribution Today!

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

- Alleghany Moon (R)—Oxford—ASCAP
- Believe in Love (R)—Robbins—ASCAP
- Big D (R) (M)—Frank—ASCAP
- Birds and the Bees (R)—Gomalco—ASCAP
- Born to Be With You (R) — Mayfair—ASCAP
- Can You Find It in Your Heart? (R)—Witmark—ASCAP
- Charleston Parisien (R)—Duchess—BMI
- Cimarron (R)—Peer—BMI
- Glendora (R)—American—BMI
- Graduation Day (R)—Sheldon—BMI
- He Loves Me, He Loves Me Not (R)—Broadcast—BMI
- Hot Diggity (R)—Roncom—ASCAP
- How Little We Know (R)—E. H. Morris—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- It Only Hurts for a Little While (R)—Advanced—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Ivory Tower (R)—E. H. Morris—ASCAP
- Maggie Touch (R)—Panther—ASCAP
- Moonglow (R) (F)—Mills—ASCAP
- Moonglow-Picnic Theme (R) (F) — Mills-Columbia Pic—ASCAP
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Picnic (R) (F)—Columbia Pic—ASCAP
- Portuguese Washerwoman (R) — Remick—ASCAP
- Searchers (R) (F)—Witmark—ASCAP
- Somebody Somewhere (R) (M) — Frank—ASCAP
- Standing On the Corner (R) (M)—Frank—ASCAP
- To Love Again (R) (F)—Columbia Pic—ASCAP
- Wayward Wind (R)—Warman—BMI
- Without You (R)—Broadcast—BMI

Television

- A Tear Fell (R)—Progressive—BMI
- Augustine (R)—Weiss & Barry—BMI
- Blue Suede Shoes (R)—Hi-Lo-Hill & Range—BMI
- Dance If You Want to Dance (R)—Herbert—ASCAP
- Give Me a Carriage and Eight White Horses (R)—Paxton—ASCAP
- Happy Whistler (R)—Birchwood—ASCAP
- Heartbreak Hotel (R)—Tree—BMI
- Hot Diggity (R)—Roncom—ASCAP
- How Little We Know (R)—E. H. Morris—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Want You, I Need You, I Love You (R)—Presley—BMI
- In a Little Spanish Town (R) — Feist—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Ivory Tower (R)—E. H. Morris—ASCAP
- Lisbon Antigua (R)—Southern—ASCAP
- Moonglow (R) (F)—Mills—ASCAP
- Moonglow-Picnic Theme (R) (F) — Mills-Columbia Pic—ASCAP
- Mr. Wonderful (R) (M)—Laurel—ASCAP
- My Little Angel (R)—Maple Leaf—BMI
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- Picnic (R) (F)—Columbia Pic—ASCAP
- Poor People of Paris (R) — Connelly—ASCAP
- Port-au-Prince (R)—E. B. Marks—BMI
- Standing On the Corner (R) (M)—Frank—ASCAP
- To Love Again (R) (F)—Columbia Pic—ASCAP
- Too Close for Comfort (R) (M)—Laurel—ASCAP
- Too Young to Go Steady (R)—Robbins—ASCAP
- Wayward Wind (R)—Warman—BMI
- Without You (R)—Broadcast—BMI

Best Selling Sheet Music in Britain

(For Week Ending June 2)

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.

- No Other Love—Chappell (Williams)
- My September Love—Bron
- The Poor People of Paris—Berry (Connelly)
- You Can't Be True to Two—Dash (Joy)
- Out of Town—Kassner (Kassner)
- It's Almost Tomorrow—Macmelodies (Northern)
- A Tear Fell—Robbins (Progressive)
- Rock and Roll Waltz—Maddox (Sheldoh)
- Hot Diggity—Peter Maurice (Roncom)
- Memories Are Made of This—Montclare (Montclare)
- Theme From "The Three Penny Opera"—Arcadia (Harms)
- Willie Can—Frank (Acuff-Rose)
- I'll Be Home—Box & Cox (Arc)
- Only You—Sherwin (Wildwood)
- The Ballad of Davy Crockett—Disney (Disney)
- Don't Ringa Da Bell—Michael Reine (Regent)
- The Dambusters' March—Chappell (Chappell)
- The Happy Whistler—Bron (Birchwood)
- Mister Cuckoo—Macmelodies (Peter Maurice, Ltd.)
- Zambez!—Fields (Shapiro-Bernstein)

Best Selling Pop Records in Britain

(For Week Ending June 2)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

Last Week	This Week
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.
11.	11.
12.	12.
13.	13.
14.	14.
15.	15.
16.	16.
17.	17.
18.	18.
19.	19.
20.	20.

New Lieberson Appointments

Continued from page 15

been considered one of their duties—that is, the acquisition of artists. Rather, the intent is to co-operate with a.&r. execs and acquire for the label such artists as a.&r. chiefs recommend.

The thinking behind the creation of the Lorber post is predicated on the fact that artists' contracts have grown increasingly complicated, owing to tax problems, the growth of the foreign market, etc.—all of which demands wide business training. Lorber, in participating in contract deals, would have several aspects in mind, including a proper balance between protection of both the artist and the company.

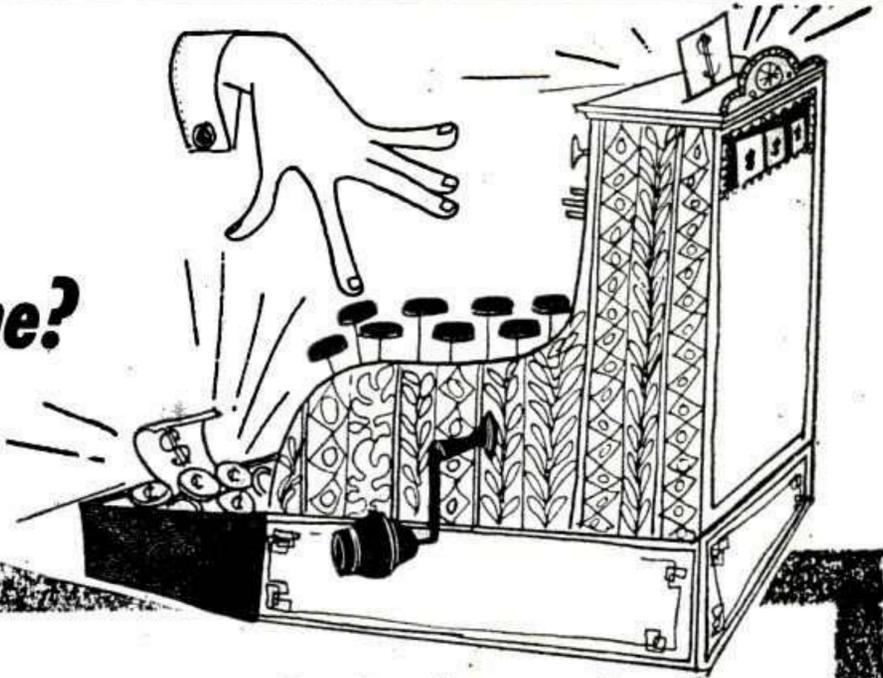
The new organizational structure at Columbia forecasts no immediate changes in the a.&r. set-up. It is to be noted that nobody has

been named to take over the top a.&r. supervisory post. Goddard Lieberson had always exercised this function and is expected to continue doing so. Too, Epic Records is no longer in the Electronics Products — as it was when Paul Wexler was in charge. The Epic execs report directly to Lieberson. This highlights the fact that Electronics Products is now more clearly specialized. Sparling, heading up this division, will report to Greenspon. A push on phonographs in July is expected, as well as the development and marketing of other products.

In a message to the Columbia organization, Lieberson noted that the industry in certain areas was still in its infancy and that a period of greater expansion and challenge may be expected.

DEALERS!

- do you want to increase your sales dollar volume?
- do you want more profit?



750 Record-Phono Dealers are already investing in these Billboard Merchandising Services **THEY PAY OFF!**

Sell him extra records when he gets there!

Get the customers into your store!

TODAY'S TOP TUNES

That extra service to customers which competition demands. A reliable and authentic purchase recommendation your customers can depend on. You can profit by.

Printed as a 4-page folder (7x8 1/2 per page), it carries The Billboard HONOR ROLL OF HITS to 35 places with the best selling records of each tune.

Also shows hit R. & B. and C. & W. records with the top classical and packaged albums as well.

With your store name, address and phone number imprinted free, Today's Top Tunes becomes your good-will ambassador or counter give-away item.



AVAILABLE WEEKLY . . .
TWICE A MONTH . . .
OR ONCE A MONTH

DISK DERBY KIT

For extra single record sales . . . based on Billboard's authentic national weekly surveys . . . for your window and at the point of sale . . . much more effective than the "Pushpop" Posters.



2 BIG SPLASH COLOR POSTERS

17 1/2" x 22 1/2", with the week's top 10 tunes in giant type . . . plus the 10 up-and-coming hits, all based on Billboard's famous coast-to-coast surveys. These are for window and counter displays.



3 FULL-SIZE AD REPRINTS

Colorful posters to build bigger sales for the "coming up strong" disks.

Plus 5 COPIES OF "THE NATION'S TOP TUNES"

AVAILABLE EVERY OTHER WEEK

THE BIG PLAY KIT

For extra album sales . . . you dealers asked for this; also for your window and point of sale . . . watch it increase your sale of popular and classical albums



2 BIG SPLASH COLOR POSTERS

Each 17 1/2" x 22 1/2", one containing the 10 top popular albums for the month, the other the 8 top classical albums for the month. Perfect for window and counter display. Based on Billboard's coast-to-coast surveys.



FULL SIZE AD REPRINTS

Colorful posters featuring packaged records and phonographs. An invaluable aid in promoting these items.

FREE SERVICE

One each month to users of either or both of the other services.

USE THIS HANDY ORDER BLANK TODAY TO START YOUR MERCHANDISING SERVICES

MERCHANDISING SERVICES THE BILLBOARD PUBLISHING CO.
2160 PATTERSON ST., CINCINNATI 22, OHIO

856

TODAY'S TOP TUNES

Please print and mail Today's Top Tunes as follows:

- 1 week trial Twice a month 50 copies..\$1 250 copies.\$3.50
- Weekly Monthly 100 copies..\$2 500 copies.\$5.50

Store name, address and phone printed as shown:

Name _____ (please print)
Address _____
City and State _____
Phone _____ Ordered by _____

DISK DERBY PROMOTION KIT

- Please send me 10 every-other-week DISK DERBY promotion kits plus 1 extra kit free (introductory offer)
 - \$5 payment enclosed Bill me
- Send me _____ kits @ 50c every-other-week
 - I enclose \$ _____ Bill me

NAME OF COMPANY _____
Attention _____
Address _____
City _____ Zone _____ State _____

this is it!!

MONITOR

b/w

THIS IS IT

(Written by
Dr. David Shapiro)

DECCA 29899 • 9-29899

TEDDY PHILLIPS

and his orchestra

Current Decca Album Release
"CONCERT IN THE SKY"
DL 5554 • ED 715

Personal Management

AL TRACE



• Review Spotlight on . . .

RECORDS

THE PLATTERS . . . Mercury 70893 . . . MY PRAYER
Shapiro-Bernstein, ASCAP

HEAVEN ON EARTH . . . New World, ASCAP
Here are two sides from the Platters' new LP which should take off big in the singles field. The group offers a moving rendition of the poignant oldie, "My Prayer," with a stand-out performance by the lead singer. The flip spotlights another solid vocal treatment on an appealing theme with a deft beat.

DON CHERRY . . . Columbia 40705 . . . GHOST TOWN
Cromwell, ASCAP

Don Cherry delivers a sock vocal on a haunting, lilting ballad, with clever lyrics and attractive backing. The warbler clicked big with "Band of Gold" a few months ago, and this one could be another chart-maker for him. Flip is "I'll Be Around" (Regent, BMI).

NELSON RIDDLE . . . Capitol . . . THEME FROM "THE PROUD ONES"

Nelson Riddle has a highly effective follow-up here to his past best-selling disks. He hands a moody instrumental treatment to the dramatic movie theme, augmented by an excellent whistling solo. The tune has also been cut by Leroy Holmes and Buddy Morrow, but this one sounds like the version to beat. Flip is "The Love of Genevieve."

BILLY WARD AND HIS DOMINOS . . . Decca 29933 . . . ST. THERESE OF THE ROSES . . . Dennis, BMI

Ward and the boys wrap up a moving ballad with a strong spiritual flavor in a warmly, sincere reading. Ward is a particular standout on the solo. Disk should pull plenty of jockey and juke play. Flip is "Home Is Where You Hang Your Heart" (Ward, BMI).

LITTLE RICHARD . . . Specialty 579 . . . RIP IT UP
Venice, BMI

READY TEDDY . . . Venice, BMI

See listing under Review Spotlight on R.&B. Records.

DISK JOCKEY PROGRAMMING

SARAH VAUGHAN . . . Mercury 70885 . . . THE OTHER WOMAN
Favorite, ASCAP

Daytime spinners should have a ball with this one. It's a natural lead-in for human-interest chatter aimed at the long-suffering housewife. The canary sings with rich intensity on an unusual ballad, with imaginative lyrics. Flip is "Fabulous Character" (Vlando, ASCAP).

PEARL BAILEY . . . Sunset 2017 . . . SOLID GOLD CADILLAC
Columbia Pictures, ASCAP

HIT THE ROAD TO DREAMLAND . . . Famous, ASCAP
The gal comes up with two solid efforts that spell good news for jocks. The first is a typical humor-packed job from the pic, "The Solid Gold Cadillac," with plenty of those sly asides. The flip song is featured in Miss Bailey's own current pic, "That Certain Feeling." The Arlen-Mercer oldie gets one of her rare straight readings, and a warm and convincing job it is. Great programming wax either way.

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 40-49, Poor

DE JOHN SISTERS

Big D . . . 88

EPIC 9172—Here's the most commercially slanted dinking so far of the rousing Dallas booster number from "The Most Happy Fella." It's a boisterous, razzle-dazzle rendition with the girls' usual hiccuppy phrasing lending special spice. Great opener for spin shows. (Frank, ASCAP)

In My Innocence . . . 80

Production of this somewhat unusual lament is in the r.&r. idiom, with lazy, driving rhythm and groups shouting back and forth. Has a cornball appeal that could make out in all markets. (Evans, ASCAP)

THE FOUR COINS

This I Offer You . . . 85

EPIC 9171—The boys style this one in the triplet-backed r.&b. pattern. Fem help is there again to sustain the romantic mood. With a solid push, this side could move. (Picadilly, BMI)

One Kiss

(Is Worth a Thousand Words) . . . 79
Lilting sopranos back the Coins in this touching sentimental ballad. Pretty melody has a way of sticking and the boys put it over nicely as they keep the decibel level well up. Break-out strength is here. (Southern, ASCAP)

THE GAYLORDS

One Night Only . . . 83

MERCURY 70891—A melodic rhythm-ballad is handed a spirited vocal interpretation by the Gaylords, with a catchy

beat and interesting guitar work in the background. (Jay & Cee, BMI)

First Row Balcony . . . 76

The boys warble with enthusiasm and charm on this cover-job of an appealing ballad with strong teen-age appeal. (E. B. Marks, BMI)

KAY BROWN

Run-Away Boy . . . 82

SUNSET 2015—This tune by the composer of "Nature Boy" (eden abbez) has some of the wistful quality of the great hit, and it is read very expressively by Miss Brown. Both the singer and the tune deserve attention. (Ah Bez, ASCAP)

Teen-Age Love . . . 69

Another tune by abbez: simple and sincere, but with an engaging lilt. The intimate feeling of the lyric is captured nicely by the singer. Teen-agers, of course, will be attracted. (Ah Bez, ASCAP)

DON COSTA

Lullaby to an Angel . . . 7

ABC-PARAMOUNT 9717—Ginny Gibson handles the vocal job on the attractive, slow-motion ballad. The side has a strong melodic appeal which jocks may find worthy of spins. (Monument, BMI)

Magic Melody . . . 68

Miss Gibson recites a tale that might be out of a nature-keyed cartoon film. You can almost see the little animals frisking thru the woods. After the spoken bits, the gal sings the sprightly tune with Costa's tasty backing. (World, ASCAP)

(Continued on page 39)

By Popular Demand—
'Heavenly Polka'
 and
'FIFTH AVENUE WALTZ'
 by
Franz Schermann
 and
The Alpiners
 Bowery #209
 Contact your nearest Distributor or order direct from:
Bowery
 P. O. BOX 713, Del Mar, Calif.

ABC-PARAMOUNT
 LATEST RELEASE
Graduation Day
 THE ROVER BOYS
 9700

DOT'S HOT HOTTER THAN EVER
PAT BOONE
I ALMOST LOST MY MIND
GALE STORM
TELL ME WHY
NERVOUS NORVUS
TRANSFUSION
DOT RECORDS
 Gallatin, Tenn. Phone: 1600

The Song From
THE SEARCHERS
 and
Portuguese Washerwoman
 by
JOE SHERMAN
 His Orchestra and Chorus
 Kapp 149
KAPP RECORDS

JAMES DEAN
 (THE GREATEST OF ALL)
 His life story in song on phonograph records. From his boyhood in Indiana, to New York to Hollywood and his tragic death. A collector's item for all James Dean fans. Free James Dean Memorial Ribbon with each record. Price one dollar. We pay postage. Available 45 and 78 RPM. State speed desired. Order today!
MAIL ORDER RECORD CO.
 106 CROMWELL DRIVE
 SAN ANTONIO, TEXAS

RECORD PRESSINGS
 Shellac—Vinylite—Flex
 78 RPM—45—33 1/2
 Test Pressings Free
 Small or Large Quantity
 Labels—Processing—Masters
SONCRAFT, INC.
 1650 Broadway New York 19, N. Y.

• Reviews of New Pop Records

• Continued from page 38

THE FOUR JOES
 These Are the Things (I Remember) . . . 77
 M-G-M 12259—Good male group, styled somewhere between the Four Lads and the Ames Brothers, gets off an attractive ballad in the mood of "Moments to Remember" and "Graduation Day." It's not different enough, but could do okay if pushed strenuously.
 Sometimes . . . 76
 A similarly attractive side: another ballad with a beat, mostly of the light shuffle variety.

LaDELL SISTERS
 Rockin' Robert . . . 77
 MERCURY 70888 — Sock thrashing by the sister duo on personable rock and roll rhythm ditty. (Cedarwood, BMI)
 You Don't Owe Me a Thing . . . 70
 The girls sing sweetly on a moving ballad, with expressive lyrics. (Acuff-Rose, BMI)

ROSEMARIE RAND
 Lies! Lies! Lies! . . . 76
 VIK 0206—A well-made disk. Rosemarie Rand chants this rhythm number to a pop-style r.&b. backing. Side moves briskly, with a good sound. (Veronique, ASCAP)
 Gimme . . . 75
 Another nice one—a blues with a lyric of novelty value, and Miss Rand chanting to a smart instrumental arrangement. (Roosevelt, BMI)

LILLIAN BROOKS
 She Boodle Dee, Boodle Dee . . . 74
 KING 4934 — A side with rocking rhythm and a cute novelty lyric. Merits exposure. (Brandom, ASCAP)
 For Only You . . . 74
 Lillian Brooks chants this song with emotion. Good backing. (Frederick, BMI)

DICK SHAWN
 Rockin' the Scale . . . 74
 CORAL 61652—Novelty lyric with a melody which moves up the scale. Comedian Shawn's vocal is backed with a driving instrumental arrangement. (Hill & Range, BMI)
 Sweet Dreams Sweetheart . . . 73
 Nostalgia-flavored side is worthy of deejay exposure. (Schwartz, ASCAP)

RAY STANLEY
 Let's Get Acquainted . . . 74
 CAPITOL 3451—Songwriter Stanley, in his disk debut as a rock and roll warbler, sounds like a male Lillian Briggs. This rocker side makes the stronger impression, tho it could get lost in the deluge of similar material.
 Common Sense . . . 72
 This is an r.&r. blues slice, rendered in the same semi-satirical vein. (Simon House, BMI)

THE BARRY SISTERS
 Intrigue . . . 72
 CADENCE 1295—The gals render a soft, minor-keyed piece of material with a slow and sultry Latin rhythm. Tune, all about back-street, clandestine romance, is from the film, "Foreign Intrigue," which could help get exposure for the side. (Leeds, ASCAP)
 Till You Come Back to Me . . . 68
 Here's a slow, romantic pleader. Ballad is handled in gentle, soulful style which gives it a sincere quality. (Dorsey Bros., ASCAP)

CHICO O'FARRILL ORK
 Love Is a Many-Splendored Thing . . . 71
 PANART 21304—A big band styling of the recent hit in bolero rhythm, good potential for the domestic and South-of-the-Border Latin market.
 Frenesi . . . 70
 Another hit, but of another decade, hammered out with a strong cha cha cha beat. This makes an appropriate coupling for the flip.

ROSEMARY MITCHELL
 I'll Always Love You . . . 71
 SOLID GOLD 711—A rock and roll style ballad with a bright swing to it. The singer has one of those low, warm-toned voices (a little like Kay Starr) that gives a glow to the material.
 Indiana Waltz . . . 68
 Miss Mitchell is fine on this side, too. A charming lilter in the "Tennessee Waltz" family.

CHARLIE APPLEWHITE
 My Heart Will Still Be Yours . . . 70
 M-G-M 12272—The lad sings appealingly on an attractive ballad, with excellent backing provided by Leroy Holmes. (Glenbrook, ASCAP)
 More, More and More . . . 69
 A solemnly paced, lushly backed version of the lyrical oldie, sung with feeling by Applewhite. (Leeds, ASCAP)

RENATO CAROSONE
 Ciribiribin . . . 69
 CAPITOL 3453—Italian import is in the vein of Carosone's previous release, with gimmicked piano, guitars and multiple speeded voice tracks. Good for novelty spins, tho this sort of stuff is becoming less and less novel. (Carish, ASCAP)
 And the Boat Came Back Alone . . . 67
 Gimmicky Italian novelty with satirical elements of the mambo and rock and roll could be great for those who know the language. (Savini-Zerboni, BMI)

BARRY GORDON
 10 Years to Go (3 Feet to Grow, Gee But the Time Is Passing Slow, Blues) 69
 M-G-M 12276—The young man wants to grow up but bad. Somehow, the blues pattern doesn't click when the wailing is handled by a pink-cheeked lad, tho the clique of followers will no doubt grab the side. (Hampshire, ASCAP)
 How Do We Look to the Monkeys (Cha Cha Cha) . . . 66
 This time the slotting is in the cha-cha groove with a message designed for kicks. Idea is cute and even some chimps may get a laugh at the expense of us humans. (Hampshire, ASCAP)

ANAMORENA
 Touche . . . 68
 FRATERNITY 739—Both of the sophisticated songs on this disk were clefted by Lois Steele and Jack Fulton. The thrush has an intriguing accent and a husky, whispered sound. This will register with a few jocks who are looking for something off-beat. (Randolph, ASCAP)
 I'll Go Quietly . . . 68
 As above. (Randolph, ASCAP)

THE VIKINGS
 The Riderless Horse . . . 68
 BARCLAY 1309—The quartet gives a robust account of a legend-like, folkish tale. Tune moves at a snappy pace and the basso lead gives an enthused performance. Vocal know-how should make the group a top-notch sight act. (Kohn, ASCAP)
 Three Little Monkeys . . . 66
 The group engages in a happy bit of philosophy that's full of life's little lessons. Boys obviously enjoy themselves, which can help sell them. (Kohn, ASCAP)

DON (MR. BUTTER) VIRGIL
 Please Don't Talk About Me When I'm Gone . . . 68
 ABC-PARAMOUNT 9686 — "Mr. Butter" gives an animated reading of the standard. The version moves along in up-paced style with swinging piano and drum brushes setting the beat. (Remick, ASCAP)
 I Cried for You . . . 64
 Another oldie gets the peppy Virgil treatment. Singer's habit of repeating certain phrases and staying close to a single note gets to be distracting. (Miller, ASCAP)

JACK FASCINATO ORK
 I Love to Sing . . . 68
 FRATERNITY 740—Lively chant is based mainly on "How Dry I Am." Side should have some value to show builders to intro certain types of vocal segs. (Windy City, ASCAP)
 Fifty Fathoms . . . 60
 Lively, nautical theme is warbled well by the Mellowmen. An unlikely entry. (Windy City, ASCAP)

THE PARTYGOERS
 Sleepy Time Talk—4:20 a.m. . . . 67
 SUNEI 2013—Those with long memories may recall David Rose's instrumental version of this tune back 10 years or more. Here it is for the first time with words, pleasantly warbled by mixed vocal group. (Bregman, Vocco & Conn, ASCAP)
 I'm a Lazin' . . . 66
 Another pleasant oldie, this one also taken at a relaxed, easy-going tempo. Two listenable sides, capably handled, but a little weak in commercial vitamins. (Bradford, ASCAP)

DICK SMITH
 There Ain't No Sales Tax on It in Idaho . . . 67
 CHOICE 849—The warbler never does tell what "it" is, but this is a catchy rock and roll novelty with some country accent. Will have a tough battle for national recognition. (Shelter, BMI)
 Sweet Rain . . . 59
 Smith warbles in a more serious, big-voiced bari vein on this fancy ballad. Not much here. (Shelter, BMI)

ALAN LOGAN
 Portuguese Dance . . . 66
 M-G-M 12271—Flashy pianistics on an exotic instrumental. Exotic theme has a Latin-American tempo. (Wells & Barry, BMI)
 Boulevard of Broken Dreams . . . 66
 Tasteful solo work on piano and guitar is the highlight of this pleasant instrumental treatment of the haunting oldie. (Remick, ASCAP)

BOB JAXON
 The Secret of Johnny No-Name . . . 66
 BARCLAY 1310—This is a weepy tale of the wrong guy who showed up at the wedding. It's in waltz time and the ballad's distinction ends right there. Given the right showcase, Jaxon's emotion would hit the mark. (Kohn, ASCAP)
 My Angel of Mercy . . . 65
 Jaxon lets go on a slow and plodding effort that has a rhythm and blues framework. The singer tries hard but the stereotyped material has little to make it last. (Alroy, BMI)

GINA GENARDI
 Bless My Daddy . . . 65
 PRINCESS 101—Gina Genardi has a fresh, youthful voice. This side is geared to Fathers' Day. It's a simple
 (Continued on page 45)

Buy Your
RECORDS
 at
ONE STOP
2626 OLIVE, ST. LOUIS, MO.
 Now Offering These Services
PRINTED TITLE STRIPS
 (Furnished at No Charge)
 With All Best Sellers and Top New Releases
SHIPMENT SAME DAY ORDER IS RECEIVED
 By Express, Parcel Post, Truck, Bus, Air Express, Air Mail
PROMPT HANDLING OF SPECIAL REQUESTS
NEEDLES
 "Permo Needles" Complete Stocks
 For Operators For Home Phonographs
 Cobra Cartridges
COIN WRAPPERS
COMPLETE STOCKS
 Capitol — Columbia — Coral — Decca — Dot
 Epic — Victor — X — and all other Labels
OPERATORS and DEALERS
 Buy From One Source—Save Freight Charges
 Eliminate Delays
RECORDS
 Over
5c Regular
 Wholesale
 Albums, Etc.—10% Over
 Write or Telephone for Further Information
ONE STOP
RECORD SERVICE
2626 OLIVE, ST. LOUIS, MO.
 Phone: (Jefferson 5-4172)
 Order From Billboard Music Popularity Charts

SMASH RELEASE ON X-TRA
REMEMBER ME
TO MY DARLING
 b/w
COLLY BOO
THE SWENSONS
 X-TRA #100
X-TRA RECORDS
 1650 Broadway, Room 510, N. Y. C.

SO. CALIFORNIA'S NEWEST
 AND MOST COMPLETE
ONE STOP
 45's 60c
 78's 65c
 E.P.'s \$1.05
 L.P.'s 2.98
NORTY'S MUSIC CENTER
 2775 W Pico Blvd., L. A., Calif.
 Phone: RE 1-7250, 1-7258, 1-7259
 OPEN 7 DAYS A WEEK

over **67,000 ACTIVE BUYERS** read
 The Billboard Classified columns each week

VOX JOX

By JUNE BUNDY

PALLAN'S PICTURE: Art Pallan, new deejay at KDKA, Pittsburgh, has a unique answer to the record hop. Instead of playing records for the kids, Pallan will screen a special movie (spotlighting himself and other KDKA jocks) at school assemblies and for women's clubs and civic affairs. The film was originally made by the Westinghouse station as a means of selling the jockey to sponsors. The station premiered the movie here last month for a special group of advertising agency time buyers and media directors. It features a tour of Pittsburgh, plus intros (by Pallan) of KDKA jocks Rege Cordic and Company, Bill Nesbit and Ed Schaughency. Narration was written by KDKA's publicity chief Jack Williams.

CHANGE OF THEME: Organist Jack Loos, program director of WKTL, Kendallville, Ind., and accordionist Sylvia Marie, also on WKTL, have a weekly TV show over WINT-TV, Waterloo, Ind. . . . Manhattan indie WOV has hired two new fem spinners—Evelyn Robinson and canary Dolores Parker—as a team for

its three-hour "Life Begins at Midnight" show. Miss Robinson is (Sugar) Ray Robinson's sister. . . . Mort Nusbaum, aired over WBBF, Rochester, N. Y., for the two years as a nighttime deejay, has switched to the station's morning slot from 7 to 10 a.m. . . . Frank Roberts has left KXGI, Fort Madison, Ia., to join KWWL, Waterloo, Ia. . . . "Arkansas Trooper" Bill Cason has switched from the baton to a deejay emcee spot on WWL, New Orleans. He spins both pop and country platters.

Bob Wayne, who retired from radio a year and a half ago to establish a new location for his parents' record shop, is back in the business, spinning 'em from 10 p.m. to 6 a.m. over WLEU, Erie, Pa. . . . Johnny Anthony, formerly with WFOX, Milwaukee, has joined Milwaukee's new TV station, WITI-TV, the world's first all-color indie TV station. . . . Ed Webb, KVMA, Magnolia, Ark., has expanded his "Record Shop" from 55 minutes to two hours. Now in its seventh week, the show is pulling around 50 letters a day. . . .

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JUNE 15, 1946

1. The Gypsy
2. Laughing on the Outside (Crying on the Inside)
3. They Say It's Wonderful
4. Prisoner of Love
5. Sioux City Sue
6. All Thru the Day
7. I Don't Know Enough About You
8. Full Moon and Empty Arms
9. Shoo-Fly Pie and Apple Pan Doydy
10. Cement Mixer
11. Doin' What Comes Natur'llly
12. Do You Love Me?
13. In Love in Vain
14. Oh! What It Seemed to Be
15. Come Rain or Come Shine

JUNE 16, 1951

1. How High the Moon
2. Too Young
3. On Top of Old Smoky
4. Mockin' Bird Hill
5. Jezebel
6. Sound Off
7. Rose, Rose I Love You
8. Mister and Mississippi
9. Loveliest Night of the Year
10. My Truly, Truly Fair

John Candler, ex-WISE, Asheville, N. C., has joined WDVA, Danville, Va. . . . Dean Wickersham has a new pop show over WRDW, Augusta, Ga. from 5 to 6 p.m. across the board.

PRESLEY AND THE MATRONS: Another testimony as to Elvis Presley's appeal for older fans is submitted by Ken Rowland, KSAL, Salina, Kan., who runs a tune-survey contest, whereby listeners are asked to nominate five disks out of the new releases each week for "future hitdom" (meaning the platters will hit the top five on The Billboard's Honor Roll of Hits). A breakdown of votes on Presley's "Heartbreak Hotel" revealed that 53 per cent were from teen-agers and 47 from married women. Interestingly enough, "Why Do Fools Fall in Love?" was a 50-50 split vote-wise. While teen-age votes predominated on "Ivory Tower," the house frau ballots had a slight edge on "Poor People of Paris."

THIS 'N' THAT: Dick Reddick, WFBC, Altoona, Pa., is doing record hops and pulling about 600-dancers per hop. . . . Barry Kaye, WJAS, Pittsburgh, and his pretty frau, Gerri, will visit Manhattan June 30. . . . Harry Jordan, KING, Seattle, won the station's "Klunker Karavan" race (a safe driving campaign for Decoration Day) driving a 1941 Studebaker. Liberace presented the trophy. . . . Deejay Jack McPherson, a staffer at WMIK, Middlesboro, Ky., for the last three years, graduates from Lincoln Memorial University, Harrogate, Tenn., this month. . . . Pat Hurley, ex-KYA jock, San Francisco, who recently replaced Bob and Ray in the morning 6-9:30 a.m. slot over WINS, New York, notes: "I'm looking forward to being the first 'radio tranquilizer,' you know, kind of an early morning Milton."

Reviews and Ratings New Popular Albums

Continued from page 22

sound and instrumentation of this musical people. The songs are wonderfully melodious, and include several—such as "Ayl! Ayl! Ayl!"—which are familiar to North Americans. A moderate sale is indicated.

appeal, but is a sound addition to collections by devotees of international minstrelsy. Okay item for specialty shops.

THE WAYNE KING STYLE 68

(1-EP)
Camden CAE 327
There's a heap of nostalgia packed into these budget priced EP sides from the Victor vaults. This re-issue of the waltzes "When I Lost You," "Apple Blossom Time," "Waiting for Ships That Never Come In" and "I'd Love to Live in Loveland" should have a strong appeal particularly with the members of the Serutan set.

SPRINGTIME IN THE TYROLS 65

Preinfalk Choir and Folk Orchestra (1-10")
Vanguard VRS 7037
A delightful collection of German-language folk songs, peasant dance tunes and yodels with appropriate instrumental accompaniment. Recorded in Austria, this anthology includes "Her Ueber d'Alm," "Der Wald-baur," "Heidi Poppeidi," "Spinner-lied," "Der Rauhe Winter," "Im Fruh Jahr, Wann's Gruen Wird" and other Tyrolean favorites. Good sales in German neighborhood shops.

Jazz

VIBES ON VELVET 84

Terry Gibbs (1-12")
EmArcy MG 36064
In this album of familiar ballads, the vibist has an unusually strong commercial entry. He makes his instrument speak in gentler tones than is customary for him, and so even though he sounds a bit suppressed jazz-wise, he has some beautifully styled tunes here that will have pop as well as jazz sales potential. Included are "Mood Indigo," "Smoke Gets in Your Eyes," and "It Might as Well Be Spring." The "velvet" background is provided by five saxes, guitar and the regular rhythm members of the Gibbs Quartet. If one could wish for more vitality in the ensemble and more variety in the writing, this still does not obscure the appeal this LP will have for the crowd in the bleachers.

LORD ADRIAN FOLEY AT THE PIANO 66

With Orchestral Accompaniment (1-12")
M-G-M E 3358
Via its overseas connections, the label has brought out this disk of pianistics by Adrian Gerald Lord Foley, a 32-year-old peer of the realm and member of Britain's House of Lords. The playing bears a striking resemblance to that of the late Eddy Duchin and the light, society-band type of backing is close to the Duchin tradition. The material itself consists of familiar tunes clefted by Porter, Carmichael, Rodgers and Hart, Kern, Gershwin and Rome. Makes for easy listening.

WHY DO I LOVE YOU? 60

Helen Carr (1-12")
Bethlehem BCP 45
In an almost little-girlish quality, Miss Carr works with jazz backing in a selection of romantic tunes, including "Be Careful, It's My Heart," "You're Getting to Be a Habit With Me," "Then You've Never Been Blue," etc. Gal's obvious lack of experience will be a serious handicap in an album market that currently flooded with strong female performers in both pop and jazz categories.

DRUMS OF TRINIDAD 80

(1-12")
Cook Laboratories 1045
Here's another of Cook's interesting experiment in sound, matchlessly recorded for the hi-fi enthusiast. Six Drummers congregated in a theater in Port of Spain, Trinidad and various other West Indian isles. The range of sounds is great and only the true hi-fi unit can do the disk full justice.

AN ACTOR'S HOLIDAY 70

Theodore Bikel (1-12")
Elektra EKL 105
Actor Theodore Bikel's excursion in folk singing offers a similar holiday for the folklore devout. Waxing includes 22 items, sung in 10 languages, to Bikel's own guitar accompaniment. Multiple recording permits novel effects, and application of acting techniques to vocalizing dramatizes changes of pace. Occasional use of accordion and drum background is likewise effective. Material not likely to spark heavy over-all

JAZZ AT THE COLLEGE OF THE PACIFIC 82

Dave Brubeck Quartet (1-12")
Fantasy 223
The 10-inch LP by the same title (Fantasy 3-13) has been standard inventory for all dealers that handle jazz. The material offered here is precisely the same as on the 10-inch with the single addition of "I Remember You," a previously unissued take from that December 1953 concert at Stockton, Calif. Even with a dollar added to list price, this should continue to be a good commercial offering.

RITMO CALIENTE (HOT RHYTHM) 81

Cal Tjader Mambo Quintet (1-12")
Fantasy 216
This is a re-issue of the material on the 10-inch LP, "Cal Tjader Plays Afro-Cuban" (Fantasy 3-17), with three additional selections. Virtually the same personnel is involved in the new numbers: "Cubana Chant," "Buhutu" and "Lamento de Hodi." Besides Tjader, Jerome Richardson is heard on flute, Al McKibbin on bass, Armando Peraza on conga and bongo drums. Manuel Duran plays piano. This colorfully arranged and rhythmically exciting material has been successful commercial in the past, and Tjader should continue to do well sales-wise with this set.

IT'S NO SECRET—THESE ARE BIG HITS

CHESS #1626

"ROLL OVER BEETHOVEN"

by

CHUCK BERRY

CHECKER #837

"A KISS FROM YOUR LIPS"

by

THE FLAMINGOS

CHESS-CHECKER RECORD CO.

4750 So. COTTAGE GROVE AVE.

CHICAGO 15, ILL.

Phone: Kenwood 8-4342

WANTED for DISTRIBUTION!

A LINE OF POPULAR AND CLASSICAL RECORDS AND ALBUMS
ESPECIALLY INTERESTED IN PACKAGED MERCHANDISE

by **JAY-KAY** DISTRIBUTING CO.

- Covers all of MICHIGAN and the TOLEDO, OHIO, area.
- Four aggressive Salesmen.
- Own promotional man.

Now handling:
DOT, ATLANTIC,
CLEF-NORGRAN, BETHLEHEM,
RPM and MONTILLA.

CALL JOHN S. KAPLAN JAY-KAY DISTRIBUTING CO.
OR OF 8731 Woodward
WRITE JIM WILSON Detroit, Michigan
Phone: Temple 2-1830

SINGER ONE-STOP

1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS

(ALL PHONES: Humboldt 6-5204)

MIDWEST'S LARGEST ONE-STOP

5¢ ABOVE COST

FREE-TITLE STRIPS TO OPERATORS!



LONDON RECORDS

Reviews and Ratings of New Classical Releases

STRAVINSKY: APOLLO MUSAGETES; RENARD (1-12")—Hugues Cuenod, Tenor; Michel Senechal, Tenor; Heinz Rehfuss, Baritone; Xavier Depraz, Bass; Istvan Arato, Cimbalum; O'Orchestre de La Suisse Romande; Ernest Ansermet, Cond. London LL 1401 . . . 77

An important issue for Stravinsky fans, Ansermet's authority with the modern master's works generally dwarfs the competition, altho in the case of the comic opera-ballet "Renard," there is no competition currently available. It's an artful, fanciful piece of the post-"Petrouchka" and "Sacre" period, sung with appropriate humor. "Apollo," the 1928 ballet score, for string ork, offers fewer hi-fi effects, but is an absorbing evocation of the archaic spirit, not difficult to take for the average longhair listener.

MOZART: SYMPHONIES NOS. 35, 26 AND 37 (1-12")—Philharmonic Symphony Orchestra of London; Erich Leinsdorf, Cond. Westminster WN 18146 74

This is Volume 10 of the projected survey by Leinsdorf of all the Mozart symphonies. The "Haffner" (Symphony No. 35) and the "Lin" (No. 36) are especially congenial works for Leinsdorf's particular temperament and musicianly bent. While his readings may lack the final stylistic touches of Beecham or Walter, they have all the requisite spirit and charm. The orchestral sound is clean and crisp. Symphony No. 37 has a doubtful place in an all-Mozart survey, since only the first movement was written by Mozart. The recording itself is valuable since there is only one other version available, which this surpasses.

THE ENGLISH MADRIGAL SCHOOL, VOL. 2 (1-12")—The Deller Consort; Alfred Deller, Dir. Vanguard BG 554. 79

This LP follows by two months a collection of Elizabethan madrigals by the same singers, that not only garnered effusive critical praise, but enjoyed unusually wide sale for such repertoire. The same musical interest—and high standards of performance—attaches to this volume, which ranges from the simple but expressive songs of Edwards and Tallis (mid-16th century) to the rich polyphonic masterpieces of Weelkes and Wilbye at the end of the 16th century. The earlier volume proved that this can sell, if pushed even slightly.

MOZART: PIANO CONCERTO NO. 13 IN C MAJOR (K. 415); PIANO CONCERTO NO. 20 IN D MINOR (K. 466) (1-12")—Julius Katchen, Piano; New Symphony Orchestra of London; Peter Maag, Cond. London LL 1357. 73

Julius Katchen has valid claim to the mantle of the late William Kapell for his success with the dramatic bravura concertos. Turning to Mozart, he delivers a surprisingly cold performance of these

(Continued on page 45)

LYRIC WRITER

Wishes to collaborate with song writer of pop music. Write

MRS. LENA T. GATHRIGHT
Sabot, Virginia

Best Sellers in Stores

For survey week ending June 6

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 on top.

This Week	Week	Chart	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL (BMI)—E. Presley	1	16		
I Was the One (BMI)—Vic 20-6420				
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	18		
Honey, Don't (BMI)—Sun 234				
3. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	6	3		
MY BABY LEFT ME (BMI)—Vic 20-6540				
4. YOU AND ME (BMI)—R. Foley & K. Wells	3	21		
No One But You (BMI)—Dec 29740				
5. LITTLE ROSA (BMI)—R. Sovine & W. Pierce	7	7		
HOLD EVERYTHING (BMI)—Dec 29876				
6. YES, I KNOW WHY (BMI)—W. Pierce	5	15		
'Cause I Love You (BMI)—Dec 29805				
7. I WALK THE LINE (BMI)—J. Cash	8	2		
Get Rhythm (BMI)—Sun 241				
8. BLACKBOARD OF MY HEART (BMI)—H. Thompson	10	11		
I'm Not Mad, Just Hurt (BMI)—Cap 3347				
9. CRAZY ARMS (BMI)—R. Price	12	2		
You Done Me Wrong (BMI)—Col 21510				
10. SO DOGGONE LONESOME (BMI)—J. Cash	9	18		
Folsom Prison Blues (BMI)—Sun 232				
11. I TAKE THE CHANCE (BMI)—M. & J. E. Brown	—	2		
Goo Goo Dada (BMI)—Vic 20-6480				
12. WHY, BABY, WHY? (BMI)—R. Sovine & W. Pierce	—	25		
Missing You (BMI)—Dec 29755				
13. I DON'T BELIEVE YOU'VE MET MY BABY (BMI)—Louvin Brothers	14	21		
In the Middle of Nowhere (BMI)—Cap 3300				
14. I'VE GOT FIVE DOLLARS (BMI)—F. Young	4	11		
You're Still Mine (BMI)—Cap 3369				
15. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley	11	40		
Mystery Train (BMI)—Vic 20-6357-Sun 223				
15. HOPING THAT YOU'RE HOPING (BMI)—Louvin Brothers	15	2		
Childish Love (BMI)—Cap 3413				

Most Played in Juke Boxes

For survey week ending June 6

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Week	Chart	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL (BMI)—E. Presley	1	14		
I WAS THE ONE (ASCAP)—Vic 20-6420				
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	15		
Honey, Don't (BMI)—Sun 234				
3. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	7	3		
MY BABY LEFT ME (BMI)—Vic 20-6540				
4. YES, I KNOW WHY (BMI)—W. Pierce	3	13		
'CAUSE I LOVE YOU (BMI)—Dec 29805				
5. I'VE GOT FIVE DOLLARS (BMI)—F. Young	4	7		
You're Still Mine (BMI)—Cap 3369				
6. SO DOGGONE LONESOME (BMI)—J. Cash	4	14		
FOLSOM PRISON BLUES (BMI)—Sun 232				
6. HOLD EVERYTHING (BMI)—R. Sovine & W. Pierce	8	5		
LITTLE ROSA (BMI)—Dec 29876				
8. YOU AND ME (BMI)—R. Foley & K. Wells	6	12		
No One But You (BMI)—Dec 29740				
9. BLACKBOARD OF MY HEART (BMI)—H. Thompson	9	8		
I'm Not Mad, Just Hurt (BMI)—Cap 3347				
10. FOR RENT (BMI)—S. James	—	1		
My Stolen Love (BMI)—Cap 3357				

Most Played by Jockeys

For survey week ending June 6

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	Week	Chart	Last Week	Weeks on Chart
1. HEARTBREAK HOTEL—E. Presley	1	16		
Vic 20-6420—BMI				
2. YES, I KNOW WHY—W. Pierce	2	16		
Dec 29805—BMI				
3. CRAZY ARMS—R. Price	4	4		
Col 21510—BMI				
4. I TAKE THE CHANCE—J. E. & M. Brown	3	8		
Vic 20-6480—BMI				
5. YOU AND ME—R. Foley & K. Wells	5	18		
Dec 29740—BMI				
6. BLUE SUEDE SHOES—C. Perkins	10	17		
Sun 234—BMI				
6. I WALK THE LINE—J. Cash	12	2		
Sun 241—BMI				
8. HOPING THAT YOUR HOPING—Louvin Brothers	15	4		
Cap 3413—BMI				
9. HONKY TONK MAN—J. Horton	9	6		
Col 21504—BMI				
10. FOR RENT—S. James	8	10		
Cap 3357—BMI				
11. LITTLE ROSA—R. Sovine & W. Pierce	11	9		
Dec 29876—BMI				
12. YOU'RE STILL MINE—F. Young	7	9		
Cap 3369—BMI				
13. YOU DONE ME WRONG—R. Price	13	2		
Col 21510—BMI				
14. UNCLE PEN—P. Wagoner	14	3		
Vic 20-6494—BMI				
15. I WANT YOU, I NEED YOU, I LOVE YOU—E. Presley	—	1		
Vic 20-6540—BMI				

Republic Picture Star

FARON

YOUNG

the Young Sheriff and his Country Deputies

Review Spotlight on . . . RECORDS

FARON YOUNG
Sweet Dreams (Acuff-Rose, BMI)
Until I Met You (Lancaster, BMI)—Capitol 3443—Here's a potent entry for deejay and juke coin. Young warbles with effective sadness on "Sweet Dreams," a moving ballad with tender lyrics. The flip spotlights another winning reading on an appealing song.

The Billboard, May 26

This Week's Best Buys

SWEET DREAMS (Acuff-Rose, BMI)
UNTIL I MET YOU (Lancaster, BMI)—Faron Young—Capitol 3443—Another fast seller in the traditional country vein. Both sides of the disk are getting an excellent reception, territories being almost evenly divided in their side preference. Atlanta, Durham, Nashville, Birmingham and New Orleans reported very good sales in the first two weeks. A previous Billboard "Spotlight" pick.

The Billboard, June 2

Really hits with his latest...

SWEET DREAMS

and

UNTIL I MET YOU

Republic Picture
DANIEL BOONE
starring
FARON YOUNG
BRUCE BENNETT
LON CHANEY

JULY, '56 NATIONAL RELEASE

CAPITOL #3443

Exclusive Management
FARON YOUNG, INC.
HUBERT LONG V.-P., General Manager
319 7th Ave. N. Nashville, Tenn. Phone Alpine 5-4154

• Best Sellers in Stores

For survey week ending June 6

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Title	Label
1.		9	I'M IN LOVE AGAIN (BMI)—F. Domino MY BLUE HEAVEN (ASCAP)—Imperial 5386	
2.	4	5	FEVER (BMI)—Little Willie John Letter From My Darling (BMI)—King 4935	
3.	2	11	LONG, TALL SALLY (BMI)—Little Richard SLIPPIN' AND SLIDIN' (BMI)—Specialty 572	
4.	3	7	I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers I'M NOT A KNOW-IT-ALL (ASCAP)—Gee 1012	
5.	6	4	TREASURE OF LOVE (BMI)—C. McPhatter When You're Sincere (BMI)—Atlantic 1092	
6.	5	7	CORRINE, CORRINA (BMI)—J. Turner Boogie Woogie Country Girl (BMI)—Atlantic 1088	
7.	7	10	HEARTBREAK HOTEL (BMI)—E. Presley I Was the One (BMI)—Vic 20-6420	
8.	—	1	HALLELUJAH, I LOVE HER SO (BMI)—R. Charles What Would I Do Without You? (BMI)—Atlantic 1096	
9.	11	10	IVORY TOWER (ASCAP)—O. Williams In Paradise (BMI)—De Luxe 6093	
10.	—	1	I WANT YOU, I NEED YOU, I LOVE YOU—E. Presley MY BABY LEFT ME (BMI)—Vic 20-6540	
11.	14	2	CASUAL LOOK (BMI)—Six Teens Teen-Age Promise (BMI)—Flip 315	
12.	9	9	PLEASE, PLEASE, PLEASE (BMI)—J. Brown Why Do You Do Me? (BMI)—Federal 12258	
13.	12	11	MAGIC TOUCH (ASCAP)—Platters Winner Take All (ASCAP)—Mercury 70819	
14.	8	5	LITTLE GIRL OF MINE (BMI)—Cleftones You're Driving Me Mad (BMI)—Gee 1011	
15.	13	14	BLUE SUEDE SHOES (BMI)—C Perkins Honey, Don't (BMI)—Sun 234	

• Most Played in Juke Boxes

For survey week ending June 6

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Title	Label
1.		7	I'M IN LOVE AGAIN (BMI)—F. Domino My Blue Heaven (ASCAP)—Imperial 5386	
2.	3	7	CORRINE, CORRINA (BMI)—J. Turner Boogie Woogie Country Girl (BMI)—Atlantic 1088	
3.	—	1	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—F. Domino MY BABY LEFT ME (BMI)—Vic 20-6540	
4.	6	2	TREASURE OF LOVE (BMI)—C. McPhatter When You're Sincere (BMI)—Atlantic 1092	
5.	—	1	ROLL OVER, BEETHOVEN (BMI)—C. Berry Drifting Heart (BMI)—Chess 1626	
6.	4	2	FEVER (BMI)—Little Willie John Letter From My Darling (BMI)—King 4935	
7.	2	10	LONG, TALL SALLY (BMI)—Little Richard Slippin' and Slidin' (BMI)—Specialty 572	
8.	—	3	I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers I'm Not a Know-It-All (BMI)—Gee 1012	
9.	10	2	WE GO TOGETHER (BMI)—Moonglows Chuckie Um Bah (BMI)—Chess 1619	
9.	5	8	MAGIC TOUCH (ASCAP)—Platters Winner Take All (ASCAP)—Mercury 70819	

• Most Played by Jockeys

For survey week ending June 6

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	Title	Label
1.		9	I'M IN LOVE AGAIN—F. Domino Imperial 5386—BMI	
2.	4	10	SLIPPIN' AND SLIDIN'—Little Richard Specialty 572—BMI	
3.	2	11	LONG, TALL SALLY—Little Richard Specialty 572—BMI	
4.	11	9	CORRINE, CORRINA—J. Turner Atlantic 1028—ASCAP	
5.	8	2	TREASURE OF LOVE—C. McPhatter Atlantic 1072—BMI	
6.	3	5	FEVER—Little Willie John King 4935—BMI	
6.	9	7	MY BLUE HEAVEN—F. Domino Imperial 5386—ASCAP	
8.	10	10	MAGIC TOUCH—Platters Mercury 70819—ASCAP	
9.	—	1	PLEASE, LISTEN TO ME—S. Lewis Imperial 5389—BMI	
10.	—	1	LOST DREAMS—E. Freeman Imperial 5381—BMI	
11.	5	5	I WANT YOU TO BE MY GIRL—Teen-Agers Gee 1012—BMI	
12.	6	9	PLEASE, PLEASE, PLEASE—J. Brown Federal 12258—BMI	
13.	7	10	IVORY TOWER—O. Williams De Luxe 6093—ASCAP	
14.	—	1	I WANT YOU, I NEED YOU, I LOVE YOU—E. Presley Vic 20-6540	
15.	—	1	CAN'T STAND TO SEE YOU GO—J. Reed Vee Jay 186—BMI	

Rhythm & Blues Notes

By BILL SIMON

During the past couple of weeks, the real, full-time r.&b. record companies have displayed an inclination to go back to r.&b. type material. Can this mean that rock and roll, the adulterated product, is being surrendered to the country and pop performers? It may be too early to determine a definite trend, but among the disks that have made the strongest impressions recently are the new issues by Little Willie John, Billy Bland, Bobby Tuggle, Guitar Slim, Sonny Terry and Brownie McChee, Billy Stewart, etc., all of which have that Deep South funky flavor.

But that rock and roll hill-billy, Elvis Presley, pulled off the unprecedented stunt, for an essentially c.&w. artist, of landing two records on the r.&b. chart in the same week. "Heartbreak Hotel" has been on that list for 10 weeks, and this week it was joined by the new one, "I Want You, I Need You," with considerable help from the flip side, "My Baby Left Me," which also polled an impressive number of votes. . . . Almost as impressive is the performance of Ray Charles' "Hallelujah, I Love Her," which, in its first week on the money list, showed up in No. 8 spot. This side, of course, is in the great artist's favorite spiritual pattern.

The r.&b. public received two rude shocks last week. First came the news that Roy Hamilton was the victim of pneumonia and tuberculosis, and that he had been forced to retire from show business. Fortunately, the TB was detected in the early stages, and some optimists figure that his retirement won't last more than a year or two. According to Hamilton's manager, deejay Bill Cook, the singer is fixed financially well enough "to live comfortably for 10 to 15 years." The one-time amateur boxer plans to spend a lot of time at his hobby, painting.

The other shock was the death of the erstwhile star of "Blackbirds" and other revues, Valaida Snow. The thrush recorded her last disk for Chess, and several years ago she was an active artist on National.

Ewart Abner Jr., of Vee-Jay Records, informs us that he has signed the Orioles, group that had the smash, "Crying in the Chapel" on Jubilee. Vee-Jay will push the boys as a pop act. . . . Last Friday (8), Station WWRL, New York, did a full 30-minute show based on the Vanguard LP, "A Night at the Apollo," which is the on-the-spot recording of the Harlem Theater's stage show and amateur hour.

The National Jazz, Rhythm and Blues Disk Jockey's Association, which recently held its first annual convention in Chicago, now has scheduled another national meet for this August in New York. Purpose of the added gathering is "to check effects of an extensive membership drive which has been launched in every section of the country." More than 100 jocks attended the Chicago bake, but the outfit points out that there are more than 3,000 spinners that are eligible for membership. The NJRBDJA aims to acquire a treasury so that money "can be invested in some enterprise connected with industry." Members will become stockholders. Job security insurance for members also is listed among the stated aims of the fraternity.

Now going pop!

**BIG
MAYBELLE**

**LITTLE
ESTHER**



**2
RECORDS
4
HITS!**

"CANDY"

b/w

**"THAT'S A PRETTY
GOOD LOVE"**

on

SAVOY 1195

**"TAIN'T WATCHA
SAY"**

b/w

"YOU CAN BET YOUR LIFE"

on

SAVOY 1193

SAVOY

RECORD CO., Inc.
NEWARK, N. J.

BREAKING WIDE OPEN

**CHERRY
BLOSSOM**

G/4G-0152

Varetta Dillard

GROOVE
A PRODUCT OF RADIO CORPORATION OF AMERICA
MADE IN U.S.A.

155 East 24th Street
New York 10, N. Y.

**HEADED
FOR THE TOP!
Clyde McPhatter
singing
THE TREASURE
OF LOVE**

ATLANTIC 1092

ATLANTIC RECORDING CORP.

157 West 57th St., New York 19, N. Y.

Sensational New Star

ELMORE MORRIS

singing

"DARLING, DEPEND ON ME"

b/w

"Don't Let It End This Way"

Peacock #1660

PEACOCK RECORDS, Inc.

2809 Erastus St. Houston 26, Texas

THE TRADE PICKS

Della Reese

**HEADIN'
HOME**

b/w

DAYBREAK SERENADE

Jubilee #5247

The Four Tunes

**DANCING WITH
TEARS IN MY EYES**

b/w

FAR AWAY PLACES

Jubilee #5245

JUBILEE RECORDS

1650 Broadway New York City

when answering ads . . .

Say You Saw It in The Billboard

R & B Territorial Best Sellers

For survey week ending June 6

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. I'm in Love Again, F. Domino, Imp.
2. Fever, L. W. John, Kng.
3. I Want You to Be My Girl, Teen-Agers, Gee
4. Treasure of Love, C. McPhatter, Atl.
5. Love, Love, Love, Clovers, Atl.
6. Long, Tall Sally, Little Richard, Spe.
7. Roll Over, Beethoven, C. Berry, Chs.
8. It's Too Late, C. Willis, Atl.
9. Hallelujah, I Love Her So, R. Charles, Atl.
10. Slippin' and Sliidin', Little Richard, Spe.

Charlotte

1. I Want You to Be My Girl, Teen-Agers, Gee
2. I'm in Love Again, F. Domino, Imp.
3. Fever, L. W. John, Kng.
4. Ivory Tower, O. Williams, Del.
5. Treasure of Love, C. McPhatter, Atl.
6. It's Too Late, C. Willis, Atl.
7. Love, Love, Love, Clovers, Atl.
8. Corrine, Corrina, J. Turner, Atl.
9. Your Tender Lips, Clovers, Atl.
10. Roll Over, Beethoven, C. Berry, Chs.

Chicago

1. I'm in Love Again, F. Domino, Imp.
2. Why Do Fools Fall in Love?, Teen-Agers, Gee
3. Fever, L. W. John, Kng.
4. I Want You to Be My Girl, Teen-Agers, Gee
5. Blue Suede Shoes, C. Perkins, Sun
6. Church Bells May Ring, Diamonds, Mer.
7. I Want You, I Need You, I Love You, E. Presley, Vic.
8. Heartbreak Hotel, E. Presley, Vic.
9. Roll Over, Beethoven, C. Berry, Chs.

Cincinnati

1. Hallelujah, I Love Her So, R. Charles, Atl.
2. I Want You to Be My Girl, Teen-Agers, Gee
3. Fever, L. W. John, Kng.
4. Candy, Big Mabelle, Sav.
5. I'm Not a Know-It-All, Teen-Agers, Gee
6. Lost Dreams, E. Freeman, Imp.
7. Why Do Fools Fall in Love?, Teen-Agers, Gee
8. Up on a Mountain, Magnificents, VJ

Detroit

1. Fever, L. W. John, Kng.
2. I'm in Love Again, F. Domino, Imp.
3. Heartbreak Hotel, E. Presley, Vic.
4. Ruby Baby, Drifters, Atl.
5. Please, Please, Please, J. Brown, Fed.
6. Who? Little Walter, Che.
7. Roll Over, Beethoven, C. Berry, Chs.
8. Dark Is the Night, B. B. King, RPM
9. Corrine, Corrina, J. Turner, Atl.

Los Angeles

1. Casual Look, Six Teens, Flp.
2. Fever, L. W. John, Kng.

3. Long, Tall Sally, Little Richard, Spe.
4. Corrine, Corrina, J. Turner, Atl.
5. My Blue Heaven, F. Domino, Imp.
6. Blue Suede Shoes, C. Perkins, Sun
7. Please, Please, Please, J. Brown, Fed.
8. Heartbreak Hotel, E. Presley, Vic.
9. Ivory Tower, O. Williams, Del.
10. I'm in Love Again, F. Domino, Imp.

New Orleans

1. Treasure of Love, C. McPhatter, Atl.
2. Fever, L. W. John, Kng.
3. I'm in Love Again, F. Domino, Imp.
4. Pleading for Love, L. Birdsong, Exc.
5. Little Girl of Mine, Clefones, Gee

New York

1. Treasure of Love, C. McPhatter, Atl.
2. My Blue Heaven, F. Domino, Imp.
3. Fever, L. W. John, Kng.
4. Heartbreak Hotel, E. Presley, Vic.
5. Blue Suede Shoes, C. Perkins, Sun

Philadelphia

1. Hallelujah, I Love Her So, R. Charles, Atl.
2. Casual Look, Six Teens Flp.
3. Long, Tall Sally, Little Richard, Spe.
4. My Blue Heaven, F. Domino, Imp.
5. Treasure of Love, C. McPhatter, Atl.
6. I'm in Love Again, F. Domino, Imp.
7. I Want You to Be My Girl, Teen-Agers, Gee
8. Slippin' and Sliidin', Little Richard, Spe.

St. Louis

1. Fever, L. W. John, Kng.
2. Forty Days and Forty Nights, M. Waters, Chs.
3. I'm Tore Up, Midnighters, Fed.
4. Heartbreak Hotel, E. Presley, Vic.
5. I'm in Love Again, F. Domino, Imp.

Washington, D. C.

1. I'm in Love Again, F. Domino, Imp.
2. Long, Tall Sally, Little Richard, Spe.
3. Treasure of Love, C. McPhatter, Atl.
4. I Want You to Be My Girl, Teen-Agers, Gee
5. Corrine, Corrina, J. Turner, Atl.
6. Magic Touch, Platters, Mer.

This Week's Best Buys

IT'S TOO LATE (Rush, BMI)—Chuck Willis—Atlantic 1098—Willis' first Atlantic release is proving to be the artist's most successful disk in a long time. Already it appears on the Atlanta and Charlotte territorial charts, and is also reported selling well in New Orleans, St. Louis, Chicago, New York, Baltimore, Cleveland and Detroit. The chances for its making the national listings are excellent. Flip is "Kansas City Woman" (Rush, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

LITTLE RICHARD

Rip It Up (Venice, BMI)
Ready Teddy (Venice, BMI)—Specialty 579—Here's a tremendous two-sided follow-up to "Long, Tall Sally." Little Richard grooves it up on both sides with wild, rip-roaring abandon that's sure to excite the fans. The exceptional band backing keeps up the frantic swinging pace thru both sides. Both have big potential in the pop field as well.

THE PLATTERS

My Prayer (Shapiro-Bernstein, ASCAP)
Heaven on Earth (New World, ASCAP) — Mercury 70893 — See listing under Review Spotlight on Pop Records.

BOBBY TUGGLE

I Wonder (Leeds, ASCAP)—Checker 840—Tuggle has a top-notch piece of commercial wax here in his new conception of the mid-1940's hit. The church sound quality and the emotional build-up recall some of the best Ray Charles efforts and that can spell success in big helpings. Flip is "I Know She Loves Me," a happy, hand-clapper. (Arc, BMI).

THE TRADE PICKS

The Cadillacs

WOE IS ME

b/w

BETTY MY LOVE

Josie #798

Jimmy Ricks

and his Rickateers

SHE'S MINE—

SHE'S FINE

b/w

THE UNBELIEVER

Josie #796

Josie RECORD
 1650 Broadway, New York City

BREAKING BIG!

PLEASE LOVE

A FOOL

DON JULIAN'S
MEADOWLARKS #394

CRY SOME BABY

ROY MILTON #398

DOOTONE RECORDS
 1014 THE MELLOW KEYS
LISTEN BABY
 b/w
I'M NOT A DECEIVER
 1015
ANNE KAYE
DILLY-DALLY DARLING
 b/w
EVERY FORTUNE TELLER TELLS ME
GEE RECORDS
 220 West 42 St. New York

Going Pop!
HEADIN' HOME
SHIRLEY GUNTER
 MOD 989
Modern RECORDS
 9317 W. Washington Blvd., Culver City, Calif.

Reviews of New R & B Records

GUITAR SLIM
Down Through the Years84
 ATCO 6072—A powerful blues, with Guitar Slim's shouting registering solidly. Slim's performance is loaded with church sound and emotion. Watch it. (Progressive, BMI)
Oh, Yeah79
 Guitar Slim chants a piece of uncommon material which will add plus value to any deejay show. Side has a smart backing, and relaxed feeling. Watch it. (Progressive, BMI)

THE SPIDERS
A-1 in My Heart82
IMPERIAL 5393—This one moves right along with a relaxed feeling. Spiders are backed up by nice instrumentation. (Reeve, BMI)
Dear Mary80
 The lead singer is very effective in this three-beat song. It's entirely pop in style, and done with a simple, melodic backing. (Reeve, BMI)

SONNY TERRY
AND BROWNIE MCGHEE
Uncle Bud81
OLD TOWN 1023—Solid performance here. The chanter's material is strong and it is delivered with tremendous heart and deep South style. Side has a driving beat, too. Watch it. (Maureen, BMI)
Climbing on Top of the Hill78
 A slow, satisfying blues with Deep South flavor. The vocal delivery has a church feeling. Should do well territorially. (Maureen, BMI)

BILLY STEWART
Billy's Blues, Parts 1 and 280
CHESS 1625—While Stewart's vocalizing on this blues is effectively handled, it is the instrumental portions of the disk that make the deepest impression. The band fuses the "down" guitar sound of the Deep South idiom with the beat, typical percussion and mouthed jungle sounds of the Afro-Cuban style—and makes a powerful impact. The r.&b. field needs something different, and this could start a new trend. A "dangerous" disk. (Arc, BMI)

FAYE ADAMS
Takin' You Back79
HERALD 480—"You're a small operator, so I got somebody new," chants Faye Adams. The thrush belts out this material in grand style. Merits deejay play. (Danby, BMI)
Don't Forget to Smile78
 Here's a full-voiced, happy side with a marked pop flavor and a swingy backing and chorus. (Angel, BMI)

ANITA TUCKER
Handcuffed Heart78
CAPITOL 3452—The canary sings with heart and sock showmanship on an effective ballad, which should pull considerable spins. (Planetary, ASCAP)
Hop, Skip and Jump75
 Exuberant thrashing on a brightly paced rhythm item with a deft, danceable beat. (Brown, BMI)

HAL SINGER
Movin' and Groovin'78
SAVOY 1194—Singer, who clicked with "Cornbread," gets things charged up with this swinging instrumental. It's got a mob-scene flavor of excitement with cheers and shouts of "go go go" backing up the tenor

sax soloing. Meat for the boxes. (Crossroads, BMI)
Crossroads74
 This one is a slow, groovy instrumental, attractive for its strong beat and wailing tenor solo. Great strip-tease accompaniment, but the flip is a better bet for the spins. (Crossroads, BMI)

BILLY GAYLES
Let's Call It a Day77
FEDERAL 12272—Warmly expressive warbling stint with a strong church flavor on a moving ballad. (Jay & Cee, BMI)
Take Your Fine Frame Home75
 Uninhibited reading of a good humored rhythm novelty with funny lyrics and a catchy beat. (Armo, BMI)

THE CASTELLES
Happy and Gay76
ATCO 6069—The Castelles, formerly on the Grand label, sing out with style and verve on this bouncy rhythm item, which should pull plenty of spins. The platter is highlighted by an effective scat-ology gimmick at the opening and close. (Progressive, BMI)
Hey, Baby, Baby75
 An exuberant reading by the quartet on a jauntily paced rhythm item. (Progressive, BMI)

THE SUBURBANS
I Remember76
BATON 227—The boys swing up a storm on this outstanding upbeat ballad. The counter-rhythms whipped up by the groups and by the band have a terrific kick, and the lead rides it expertly. An unusually potent commercial entry for a debut disk. (Dare, BMI)
TV Baby74
 Relaxing the tempo here, the lead sails handsomely thru an appealingly melodic tune, reinforcing the strong impression made on the flip. The material is not quite so powerful, however. (Dare, BMI)

THE ROCKETS
Be Lovey Dovey76
MODERN 992—Personable group blend job on an attractive rhythm tune with a contagious beat. (Roosevelt, BMI)
You Are the First One73
 The boys warble persuasively on an appealing pop-ish ballad. Lead singer registers strongly. (Roosevelt, BMI)

BILL DOGGETT
What a Difference a Day Made75
KING 4936—An up-tempo instrumental wrap-up of the lovely standard, with excellent organ and sax solo contributions. Sure to get a big play juke-wise. (Marks, ASCAP)
Stella By Starlight75
 Leisurely paced instrumental treatment of the poignant oldie, with standout organ solo work. Fine juke wax. (Famous, ASCAP)

FRANKIE MARSHALL
Fanny Lou75
ATCO 6070—This ode to Fanny has a solid, primitive quality with deep-down driving chants by Marshall. Strong Southern appeal here. (Tiger, BMI)
Why, Oh Why?70
 Marshall wails a blues plaint with sock enthusiasm. This one, too, has the flavor of the Southern traditional

but things happen faster on the flip. (Tiger, BMI)

LONG TALL MARVIN
Have Mercy, Miss Percy74
MODERN 993—Marvin shouts and blusters excitement into this driving up-tempo opus despite the familiarity of the material. Funny, in a rather crude way, it should fare rather well commercially. (Modern, BMI)
Tell Me, Darling71
 Marvin shouts out his love in this blues ballad and sells the material for more than it's worth. (Modern, BMI)

THE NUTMEGS
Gift o' Gabblin' Woman73
HERALD 475—The Nutmegs chants a blues of fair caliber. (Angel, BMI)
Key to the Kingdom73
 This side is a ballad in the refined, celestial groove, garnished with a few ecstatic sighs. (Angel, BMI)

THE CHAMPIONS
The Same Old Story72
CHART 620—Nice blues material. The Champions have an unusual arrangement—giving the song a touch of church feeling. Watch it. (Pelican, BMI)
Pay Me Some Attention69
 This side is just a fair blues. (Pelican, BMI)

THE FOUR JOKERS
Transfusion71
DIAMOND 3004—Nervous Norvus' version of the this wild tale of the corpuses has a long head start. However, this is the original, and if the tune stands up, this could share in the loot. (Barrett, BMI)
You Did62
 The Jokers hardly get a workout with this unison-sung, moderately paced and completely innocuous bit of material. Flip has all attention value here. (Viking, ASCAP)

PICCADILLY PIPERS
A Lonely Lovers Prayer70
CHART 619—The Pipers do a ballad on the popular teen-age love theme. A nice sound, rather pop-ish. (Sherlyn, BMI)
Mr. Butterball70
 A cute novelty lyric showcases the attractive voice of the Pipers' lead singer. Backing has satisfying horns. Again rather pop styled—but a strong side. (Sherlyn, BMI)

MONTEREYS
Someone Like You67
TEEN-AGE 1001—A slow ballad, in a smooth reading by the Montereys. (Sylvia, BMI)
Train Whistle Blues66
 Routine blues. Performance is just adequate. (Regent, ASCAP)

SONNY BROOKS
Rocka Rolla Rock63
TIP TOP 1007—Brooks tries to work his band and vocal group (the Savoy) up to a Bill Haley kind of frenzy. They don't quite achieve another "Shake, Rattle and Roll," hard as they try. (Rod Jon, BMI)
Here Am I61
 A blues ballad that has Brooks wailing against the slow-beat backing of vocal group and band. The material has no originality, and little commercial potential. (Red, White & Blue, BMI)

Reviews of New Childrens Records

HUGO PERETTI ORK
Showboat Paris 1 and 286
MERCURY MC 61—This is the Creator and Peretti "Showboat," not the Kern and Hammerstein, but it's a most child-worthy production embodying a tuneful minstrel show. Lively, colorful and familiar fare that can serve as a highlight on any children's show. Title and cover also lend counter appeal. (Favorite, ASCAP)

HUGO PERETTI ORK
The Wedding of the Painted Doll80
MERCURY MC 62—Vocal and ork production of the standard has a clickety rhythm that will appeal to tots. Side is a natural for TV use with cartoons, puppets, etc. (Miller, ASCAP)
The Owl and the Pussy Cat79
 Altho the cover ignores this side, it's a delightful little musical adaptation of the fanciful story-poem. Also has TV potential. (Favorite, ASCAP)

Spiritual Records
That Sell
 Vee-Jay #193
"SIGNS OF THE JUDGMENT"
 by
The Maceo Woods Singers
 Vee-Jay #194
"I NEVER HEARD A MAN"
 by
The Original 5 Blind Boys
 Vee-Jay #195
"HE LIFTED MY BURDEN"
 by
The Highway QCs

VEE-JAY Records, Inc.
 2129 S. Michigan Ave. Chicago
 Phone: CAumet 5-6141

BREAKING POP!
BOBBY MITCHELL
GOIN' ROUND IN
CIRCLES
 #5392

Imperial Records
 6425 Hollywood Blvd. Hollywood 28 Calif

Reviews and Ratings of New Classical Releases

Continued from page 40

concerti, in a seemingly over-careful effort to achieve "classic" style. His technical strength is over-balanced by weak expression. The D Minor Concerto is very popular, and Katchen fans will want this for their collections. Most other buyers will find more compelling versions available, like the Gieseking, for example.

SHOSTAKOVICH: SYMPHONY NO. 5 (1-12)—Leningrad Philharmonic Orchestra; Eugene Mravinsky, Cond. Vanguard VRS 6025 72
There is no shortage of acceptable versions of this popular work, but Mravinsky and his forces leave little doubt that this is their native musical language. The recording is surprisingly good for a Russian-made tape, and the work is excellent. Also other versions sell for a dollar less, some collectors will go out of their way for this reading. The majority may be less discriminating, however.

MOZART: 24 SONGS (1-12)—Anny Felbermayer, Soprano. Vanguard VRS 481 66

MOZART: 12 CANONS (1-12)—Norddeutscher Singkreis. Archive ARC 3044 65

Two interesting albums illustrating Mozart's use of the voice in other than operatic form. The Vanguard LP contains all but two of the songs written by the composer for solo voice and keyboard accompaniment. Anny Felbermayer is a fine lieder singer; these songs are somewhere between the operatic aria and the lied, however, and a more forceful delivery (compare Schwarzkopf, for example) would have been desirable. The canons for mixed a capella choir (recorded for the first time by Archive) are a connoisseur's treat. They range from an "Ave Maria" of unearthly beauty to several secular items so down-to-earth in their humor that it is just as well they are not translated from the German. The Archive set is rounded out with Mozart's Adagio and Rondo for Glass Harmonica.

KODALY: SONATA FOR UNACCOMPANIED CELLO; REGER: SONATA NO. 2 FOR UNACCOMPANIED CELLO (1-12)—Zara Nelsova, Cello. London LL 1252 62

Appeal of this set will be mainly to cellists. The Kodaly is the more original and interesting work, although Mme. Nelsova's gorgeous, full tone manages to invest some interest in Reger's dullish, Bach-patterned opus. Fanciers of the

Reviews of New C & W Records

Continued from page 42

Yaney spins out a rhythmic tale of the lady's charms. It's a robust reading and the entry could stir some juke spins. (Acuff-Rose, BMI)

STANLEY BROTHERS
Baby Girl 72
MERCURY 70886—Sincere warbling on a sentimental tune with a happy country styled beat. (Acuff-Rose, BMI)

Say You'll Take Me Back.... 72
Same comment. (Cedarwood, BMI)

CARSON ROBISON
Hand Me Down My Walkin' Cane 69
M-G-M 12266—Here's a great standard swinger and Robison and the Pleasant Valley Boys give it a happy upbeat rhythm treatment. Fans will keep it in the profit class. (Old Homestead, ASCAP)

Rockin' and Rollin'
With Grandma.... 65
Lyrics about Grandma and Farmer Grey having a big rockin' Saturday night have some humorous angles but the old rickety-tick "razzmatazz" idiom is strictly old hat. Little chance here. (Old Homestead, ASCAP)

LAFAWN PAUL
Can't Get You Out of My Mind 68
ABBOTT 3023—Low down, rockin' country blues here has the gal attempting to emulate the quavering, echo-laden, Presley style with doubtful results. (Dandellon, BMI)

You've Turned Off the Music.... 65
He's turned off the music of her big amour, sings Miss Paul. Reading has a weepy, melancholy quality. Appeal seems slight. (Dandellon, BMI)

RED MANSEL
Would You Ever Believe It's True 66
ALLSTAR 7160—Mansel offers a standard piece of country fare in acceptably twanging style. Has passable terp appeal but retail chances look slim. (Allstar, BMI)

Johnny on the Spot.... 62
This one spotlights more of the country rock and roll rhythm, with echo chamber effects tossed in with some pretty tiresome lyrical repetition. Lightweight material can't go very far. (Allstar, BMI)

Kodaly as a piece of music have had earlier, satisfactory versions, but connoisseur shops may still find a few customers for this fine performance.

Semi-Classical

MUSIC IN THE NIGHT (1-12)—Montini Ork. Westminster WP 6005 78
Moored precisely to the title—a highly restful, mellifluous package for insomniacs. Montini has culled 10 melodies from Tchaikovsky, Schubert, Mendelssohn, Strauss, Raff and Martini, and woven them into a pattern to make sheep-counting a pleasure, and sound-gaited to iron out mental kinks. Recording is provocative and engagingly shaded for almost subconscious listening. Should get a play by late evening deejays for listeners who crave a lush melody bath.

Reviews of New Sacred Records

THE SPEER FAMILY
It'll Be Me 77
VICTOR 6533—An earnest, sincere reading of the Homer Rodeheaver hymn. The harmonizing is solid with tasteful solos by each of the members of the group. The wide following of the Speers will be glad to get this disk. (Rodeheaver, BMI)

When the Lord Comes A-Knockin'.... 76
A bright "goin' to jubilee" type of song that lifts the spirit with its upbeat rhythm and clever lyrics. (Danby, BMI)

PAUL MICKELSON
I'll Walk With God 76
VICTOR 6531—This vocal from the film "The Student Prince," ought to find wide appeal. Set to full orchestral accompaniment (including strings, harp, flutes, etc.), it is an impressive production. (Harms, ASCAP)

(Prayer Is the Key to Heaven)
Faith Unlocks the Door.... 73
Another pretty inspirational tune set in a lush orchestral arrangement. It is carried all the way by the Mickelson chorus, and they do a good job conveying its message of encouragement and uplift. (Duchess, BMI)

THE MASTERS
I'm Gonna Have Supper With My Lord 75
CHOICE 848—Excellent male group harmonizes an optimistic sacred item in jubilee spiritual style. A good bet for spinners and stores in the Bible Belt. (Shelter, BMI)

He Didn't Go Back on Me.... 74
Another potent performance that builds up a fair amount of excitement. (Shelter, BMI)

THE MELODY FOUR QUARTET
Leave Your Heavy Burdens at the Cross 72
MIRACLE 1204—A happy, bouncy toe-tapper with a rickety-tic piano backing that is most attractive. The group is excellent and should sell well in pop and country sacred markets. (BMI)

Travel On.... 70
This is an adaptation of a well-known spiritual and is tastefully set forth. It is slow and melodic, making a good contrast to the flip. (BMI)

Reviews of New Pop Records

Continued from page 39

item, pleasant enough. (Broadway, ASCAP)

High School.... 65
Another simply-produced side, about a tender love which began in high school. (General, ASCAP)

FREDDIE RAISER ORK
Rock and Roll Rhinelander 65
M-G-M 12269—In spite of the title, this spirited instrumental is strictly German beer garden material with a robust, cheerful tempo. Should get spins in its specialized market.

Bumped Fender Rhinelander.... 65
Same comment.

BILL NORVIS
Here I Am 65
STARLITE 1376—This tune is known in its instrumental version as "Midnight Blues." Norvis gives a tasteful vocal styling to this pretty material. (Gayles & Gayles, BMI)

Some Folks Have Got It.... 62
A jump tune with a bit of cracker barrel philosophy thrown in. Norvis has a knowledgeable way of phrasing lyrics; it would be interesting to see how he would style stronger material. (Madrigal, ASCAP)

FOLK TALENT & TUNES

Continued from page 42

burg, Va., with his radio show billed as "Bill Bailey and His Skyline Boys," a daily 15-minute shot. Bill also carries on on the "Skyline Barn Dance" each Saturday night at Kite's Skating Arena, Elkton, Va., airing directly from the arena for 30 minutes by remote control. Featured with Bailey are Eddie Michaels, fiddle; Lawrence Frazier, guitar, and Retha Smith, singer. Bill handles bull fiddle and mandolin.

Varona Lake Ranch, new hill-billy park operated by Thurston Moore and Smokey Warren at Varona, Ky., on Route 16, five miles west of Walton, Ky., got off to a bang-up start Decoration Day with Ernest Tubbs, and pulled fair business in face of cool weather on its first Sunday, June 3, with Porter Wagoner the feature. The 100-acre fun spot, which is equipped with a fishing lake, kiddie rides, refreshment stands and picnic areas, is using c.&w. names each Sunday. Homer and Jethro and the Esco Hankins band, of Lexington, Ky., were last Sunday's (10) feature, with Lulu Belle and Scotty and the Hilo Brown band set for next Sunday (17). Smokey Warren and His Varona Ranch Boys play every Sunday. In addition, Jim Williams does a broadcast from the park each Saturday, 10 a.m. to noon, via WNOP, Newport, Ky.

Lafawn Paul has a new one on the Abbott label coupling "Can't Get You Out of My Mind" and "You've Turned Off the Music." . . . Sonny James (Capitol) threw the front end of his car out of line in Canada recently when he ran over a deer. . . Tommy Duncan gustars with "Big D Jamboree," Dallas, next Saturday (16), with Warren Smith occupying the same slot June 23. . . Sheree Davis, formerly with Lawrence Welk, made her "Big D" debut Saturday (9). She's featured in several of Ed McLemore's TV productions on KRLD, Dallas.

Wilma Lee and Stony Cooper, of WWVA, Wheeling, W. Va., are on an extended trek thru Southern Ontario on bookings arranged by Dan Bass, of the Country Music Center, Hamilton, Ont. A number of local c.&w. artists are with the unit. . . Gene Vincent, whose "Be-Bop-A-Lula" on Capitol is drawing more than the usual amount of interest, is a protege of Sheriff Tex Davis, deejay-promoter of WCMS, Norfolk, Va. "Be-Bop-A-Lula," published by Hill and Range Songs, is controlled by Bill Lowery, Atlanta deejay and head of Bill Lowery Enterprises, that city. . . Simon Crum's

any deejay, Republican or Democrat, could air it without riling up the voting public. Musically, little is offered here. (Skyway, BMI)

(Did the Mambo Come From Ireland)
Irish Mambo.... 63
The girls toy around with the theory that the mambo came from the "ould sod." The setting of familiar Irish airs to Latin beat is not very convincing. (Greenbrier, BMI)

BOBBY MAY AND THE KNOTTY FOUR
Put on Your Hat 60
KNOTTY 5641—Old-timey flavor characterizes this side. The vocal performance is just fair. (BMI)

Have Yourself a Ball.... 60
This is a rhythm side. (BMI)

THE NICKABOBS
You Are My Heart 60
SPINIT 103—Tunesmith Nick Terry turns in an okay demo on an attractive ballad. (Dennis, BMI)

I Never Believed (In Make Believe).... 55
An "Oh, Look at Me Now" type tune is warbled by clefter Nick Terry and group. Pleasant work all around, but somewhat below commercial standards. (Dennis, BMI)

(Ferlin Husky) newest on the Capitol label is rock 'n' roller titled "Mucky Rucky."

Charline Arthur left Seattle, Wash., early this week via Alaska Airlines for Fairbanks, Alaska, where she appears June 13-17, to be followed by Anchorage, Alaska, June 18-19. From June 21-23, she plays White Horse in the Yukon Territory and then returns to Alaska for a five-day stand at Juneau starting July 4. From there Charline returns to "Big D Jamboree," Dallas. Alaska Airlines is flying her around the circuit gratis.

Johnny Bond, of "Town Hall Party," Compton, Calif., makes his second appearance on Red Foley's "Ozark Jubilee" TV-er July 28, after which he flies to Oklahoma for a vacation. "Town Hall Party" is now doing 14 hours of TV a week on two channels. Regulars in the cast are Tex Ritter, Johnny Bond, Merle Travis, Joe Maphis and Rose Lee, Bonnie Sloan, Skeets McDonald, Freddie Hart, Bobby Charles, Gary Williams, Mary Lou, Texas Tiny, Doreen Dare and Fiddlin' Kate. Joe Maphis and Rose Lee are working together again after a brief separation to permit them to become the proud parents of a new daughter, Torrie Ann.

Webb Pierce, Aaron Young, Minnie Pearl and Rod Brasfield head up a "Grand Ole Opry" unit set for Richmond, Va., June 24. . . Hazel Oberfelder, veteran Denver concert promoter, has signed Tex Ritter, Merle Travis, the Sons of the Pioneers, Carolina Cotten, Webb Pierce and Tex Williams for a summer appearance at Centennial Race Track, near Denver, where she is presenting her annual summer musical series. Package is reported to be one of the most expensive c.&w. layouts ever imported into the territory for a one-night stand.

Pee Wee King and his TV unit, following a recent appearance at the Mount Laurel Festival, Pineville, Ky., entertained Gov. and Mrs. Happy Chandler and members of the governor's staff. The King combo will take a summer layoff from its weekly TV show over WBBM, Chicago. Presently the unit is engaged in filming a new TV series for fall distribution. . . L. D. Keller and the Promenaders, square dancers who appear regularly with Red Foley on "Ozark Jubilee," this week conclude a fortnight's stand at the Shamrock Hotel Houston.

Jack Kingston has left the "Main Street Jamboree," Hamilton, Ont., to tour Canada with a Western show headed by Wilf Carter (Montana Slim). Others in the unit, which started its tour Monday (11), are Ward Allen old-time fiddler; Joe Brown, Tony Weston, and Carter's daughters, Carol and Sheila. Group swings first thru Eastern Canada. Several American dates are carded for later on. Kingston signed recently with Quality Records and has cut his first session in Nashville.

ACTIVE BUSINESS MANAGER TO INVEST

I have been showing a 50-minute daytime Show very successfully for the past 20 years in schools. I want to build it up to a 2 hour show, add a Musical Act, two people musical act and 2 people Magic Act, total four people on the stage, makes the nut about \$75.00 a day. Need a Partner to act as Business Manager to help finance and get the show on the road. Need Special Tack Cards, Scenery, Advance Tickets, four big Illusions. Need around \$5,000.00 to put it out right. Showing all towns under auspices, children 50c, adults \$1.20. We take first \$100.00, divide 50-50. Must meet me in Cincinnati for personal interview. Advance starts July 15. Show opens September 15. Quick action necessary.

PAUL HUBBARD
c/o The Billboard Pub. Co. 2146 Patterson St., Cincinnati 22, O.

Unsurpassed in Quality at any Price

Genuine 8" x 10" Glossy Photos

5 1/2¢ EACH

Copy Negs \$1.50

in 5,000 lots \$23 per 1,000. Mid. Enlargement, (20" x 30") \$2.50 (30" x 40") \$4.85

6 1/2¢ in 1,000 lots \$8.99 per 100

Negatives, 8x10, \$1.50. Postcards, 90c.

3 & 24 HOUR SERVICE AVAILABLE

A Division of JAMES J. KRIEGSMANN

COPYART Photographers

165 West 46th St. New York 19, N. Y.

WE DELIVER WHAT WE ADVERTISE

3 REGIONAL OFFICES UNDER 1 OWNERSHIP

providing EXCLUSIVE NATIONAL GRASS ROOTS COVERAGE of newspapers, daily and weekly; national consumer and business publication and literally every periodical on your schedule.

Write or phone for complete details

LUCE PRESS CLIPPING BUREAU

157 Chambers Street New York 7, N. Y. BR 4-17-2096

406 West 34th Street Kansas City 11, Mo.

715 Harrison Street Topoka, Kansas

CLOWN COSTUMES AND ACCESSORIES

Circulars Free

DANCE & CLOWN COSTUMES

For all other occasions Get in touch with THE COSTUMER

238 State St. Schenectady, N. Y.

HAIR GOODS

by America's Leading Authority M. L. GOLDSTEIN

wigs - toupees - falls - chignons - braids

Transformations

Everything in Real Human Hair

Write for Catalog and Price List

CHICAGO HAIR GOODS COMPANY
428 S. WABASH AVE. CHICAGO 5, ILL.

WHEN IN BOSTON It's the HOTEL AVERY

Avery & Washington Sts. Radio in Every Room

The Home of Show Folk

SCENERY

Dye Drops, Flat Sets, Cyclorama Draw Curtains, Operating Equipment.

Schell Scenic Studio
581 S. High Columbus, O.

Latest Comedy Material for MC's, Magicians, Entertainers, etc. Send for our latest price list of great ORIGINAL gagfiles, monologs, dialogues, parodies, skits, etc. Written by show biz top gagsmen. Or send \$10 for \$50 worth of above. Money back if not satisfied. LAUGHS UNLIMITED, 106 W. 45 St., N. Y., N. Y. JU 2-0373.

GIVE TO DAMON RUNYON CANCER FUND

FUN AT FACTORIES

Amusement Projects Air Firms' Relations

• Continued from page 1

tional taste of virtually every member of an employee's family. Talent-wise industrial recreation offers the possibility of an expanding field for the use of live performers. While the money spent for talent also is untabulated, no one questions the million-dollar-plus market now largely handled by area bookers. The new president of NIRA, Ben Kozman, activities manager of Thompson Products, Cleveland, favors the use of live talent.

Millions Spent

The potential impresses the bookers. With money available for and spent on recreational programs running into the millions and the need for diversification evidenced by the continual study and search, it may be that the advantages of using live talent has been barely explored.

Joe Higgins, of GAC-Hamid, a General Artists affiliate, which exhibited with another talent biggie, Music Corporation of America, examined closely the nationwide potential. The possibility of establishing routes in certain seasons would lead to big work for big talent and, by way of sampling reaction, Higgins had the Mariners topping the banquet show.

The Al Dvorin Agency, a Chicago firm, also exhibited. Ringling Bros. Circus also had a booth for the purpose of interesting recreation directors in buying show performances outright.

Travellure

The aims and resources of some of the groups was shown by the presence in the exhibit area of overseas flight representatives. Conceivably, employees of the nation's industrial firms, aided in some way by their recreation programs, will one day be junketing around the world en masse.

Permanent, costly installations, including golf courses and swimming pools, have been set up by some companies. Professional talent is in immediate demand with

this kind of set-up, which invariably includes club house facilities.

The financing of recreational activities may take several forms. Companies sometimes foot the whole cost, and employee groups sometimes share. Earnings from plant vending services — a sometimes considerable sum — are dumped into the kitty. Coin-operated amusement devices located in lounges also help swell the bank at some firms.

While the effort and expenditure of money for industrial recreational purposes is already vast, there is no apparent ceiling. W. H. Edmund, director of recreation, Goodyear Tire and Rubber Company, represents eight plants — a formidable number until matched with Ford's 35 installations and the multiple units which house General Motors' several hundred thousand workers.

Ralph Clawson, Circus, Carnival Staffer, Dies

FITCHBURG, Mass. — Ralph Clawson, 56, circus and carnival trouper for more than 40 years, died here Monday (4). He had been in poor health since last winter and became seriously ill Thursday (31). Burial was in Fitchburg on Tuesday (5).

Clawson was with Cristiani Bros. Circus as business manager and adjuster this season. Surviving is his widow, Rose Clawson, who will continue with the show, where she is in charge of downtown ticket sales.

A native of Lincoln, Neb., Clawson rose to be manager of the Hagenbeck-Wallace Circus, a Ringling Bros. and Barnum & Bailev adjuster, and manager of such shows as Wallace Bros., Clyde Beatty and Sparks.

He came to circus business as a (Continued on page 52)

R-B CONVENTION BOOTH SELLING TO INDUSTRY

NEW YORK — Rather than send a man legging around to individual bulk ticket buyers, the Ringling Circus has seized on the National Industrial Recreation Association convention here as a good way to hit them all at once.

Hastily conceived but successful in its short period of operation, the Big Show's new industrial relations department was a surprise late exhibitor at the Hotel Statler. Manning the booth are Ralph Allan, long with the show in various departments, and Dick Banahan, local promotion man. They are operating out of Harry Dube's Rockefeller Plaza office until separate office space can be set up.

The booth here was decorated simply, with half-sheet paper on the backdrop and table. Future exhibits will be more lavish. No definite commitments for ticket purchases was obtained, but Allan and Banahan got a large number of inquiries and a solid list of contacts for follow-ups.

Low-Cost Entertainment

"This department," a circular bearing John Ringling North's name states, "has been created in order to offer to industry a low-cost yearly employee entertainment activity of national scope."

Industry is offered three plans: Buy the show outright as an annual outing, buy bulk tickets at discount and either give or sell them to employees, or let employees purchase in blocks, the bulk-buying discount fee to be passed on to the workers' benefit fund or some other fund.

NIRA Incident Emphasizes Show Troubles

NEW YORK — A spurt of unasked-for, page-one publicity for the National Industrial Recreation Association this week pointed up the difficulties faced by shows and conventions in New York.

Only recently, the new Coliseum's opening week was marred by labor difficulties which discouraged many exhibitors. Conditions are constantly improving but the difficulties are always present.

During the week of its run in the Hotel Statler, the NIRA convention was addressed by a speaker who deplored the fact that two firemen assigned to keep a safety eye on the exhibit booths were tipped \$20 apiece for their services. The money was paid the two by the association. Fire Commissioner Cavanaugh said a sales official of the hotel had suggested the payment to the NIRA. The money was returned and both firemen are under suspension awaiting departmental trial, altho there was no indication they had initiated a money request.

Peace Committee

Coliseum exhibitors reported numerous abuses by unions, resulting in excessive charges and feather-bedding. Succeeding shows in the Coliseum have benefited from the ensuing labor peace plan consisting of a labor-management "peace committee" made up of both management and union representatives. Exhibitor costs have gone up steadily as an indirect result of inter-union disputes over jurisdiction.

Members of labor on the committee are Milton Weintraub, Asso- (Continued on page 50)

Silas Green From New Orleans In 71st Annual Tour of South

REIDSVILLE, N. C. — Silas Green from New Orleans Negro tent show, played to a half house here May 31, with opposition from high school graduation services.

Show was founded in 1885 and owners have included S. H. Dudley Sr., Eph Williams, Charles Collier and the present owner, Wilbur P. Jones. It plays the same Southeastern territory annually, and last year toured 30,000 miles in 14 States.

It moves on five trucks with one in advance. Agent is T. C. Morrison, with one billposter. Show uses two types of cards and several styles of paper. Top is a 70 with several middles and seats about 3,000 on blues along the sides and reserves down the middle. Admission is \$1.20, and reserves are 25 cents more.

Staff includes Jones, owner; Mrs. Jones, secretary; S. H. Dudley Jr., manager; Fred Durrah, treasurer; Louis Douglas, boss canvasman; Floyd Fisher, mechanic; Cal Fisher, electrician; Mary Ann Carter, wardrobe mistress; Nathan Blevan, bandmaster.

Performance is a musical comedy type of production, with S. H. Dudley as producer. In the cast are Dudley, straight man; Dinah Scott as Silas; Snookem Nelson, who had his own minstrel, as Savannah; Chuck Smith, Benny Williams, Maybell Willamin, and Table Red, juggler. Chorus has nine girls. Wardrobe is good and includes two strobolite numbers. Visitors were Rex M. Ingham and Jimmy Waynick.

Blue Water Fete Sets Attractions

PORT HURON, Mich. — The Blue Water Festival, to be held here July 9-16, has signed World of Pleasure Shows for its midway attraction, Floyd Walters, president, announced. Ricky the Clown, Detroit television performer, several parades and a series of giveaways are also planned.

Sked 98 Dates, 105 Days For Holter Animal Show

NEW YORK — B. Ward Beam has set 98 fairs and still dates with a total of 105 days of bookings for the Gene Holter Camel Races and Wild Animal Show. The 105 days set for the grandstand attraction are contained in a period of 19 weeks. The potential in the period is only 126 days.

The still dates are all sold on

guarantee without percentages. The fair dates are booked straight and on percentage. The still dates were sold to speedways, mostly, a field in which Beam has a wide acquaintance by virtue of his years of operating an automobile thrill show.

A number of fairs had to be turned down, Beam said, because of conflicting dates. The routing is compact—remarkably so—in view of the number of fairs. The maximum jump is 240 miles.

Beam Associates will pick up the show in Western Iowa on June 17 and close it at the North Carolina State Fair, Raleigh, in late October.

The number of dates booked in by States are: Iowa, 6; Illinois, 5; Wisconsin, 3; Indiana, 6; Ohio, 9; Michigan, 4; Pennsylvania, 8; New York, 16; Massachusetts, 7; Connecticut, 4; Maine, 2; New Hampshire, 3; Vermont, 3; Rhode Island, 1; Virginia, 5; North Carolina, 7; South Carolina, 3; West Virginia, 3.

Beam said he plans five additional dates to take the show from its North Carolina finale to its West Coast headquarters. The show will be making its first multiple appearances in the East.

B-C Revue Pacted Again for Milwaukee

MILWAUKEE — The Barnes-Carruthers Theatrical Enterprises, Chicago, again will supply the night grandstand revue at the Wisconsin State Fair here this year. Formal contracts were closed recently, with Sam J. Levy Sr. signing for the B-C office. The revue will be in for eight nights.

Harry Golub Sets Rodeo At San Diego

SAN DIEGO — Harry Golub will produce the two-day rodeo to be staged here during the celebration of the Fiesta Del Pacifico to be held from July 18 thru August 19.

Golub, as general manager of the Cavalcade of Western Sports, will produce the rodeo in Lane Field August 4-5 with \$2,500 being offered in prize money.

A queen contest will also be featured during the Fiesta with the winner to be the guest of the Flamingo Hotel in Las Vegas, attend the Pendleton (Ore.) Round-Up, Sheriff's Rodeo in Los Angeles and enter the national contest for the Rodeo Queen title in Chicago. Fourteen rodeos in the United States and Canada will also vie for the crown.

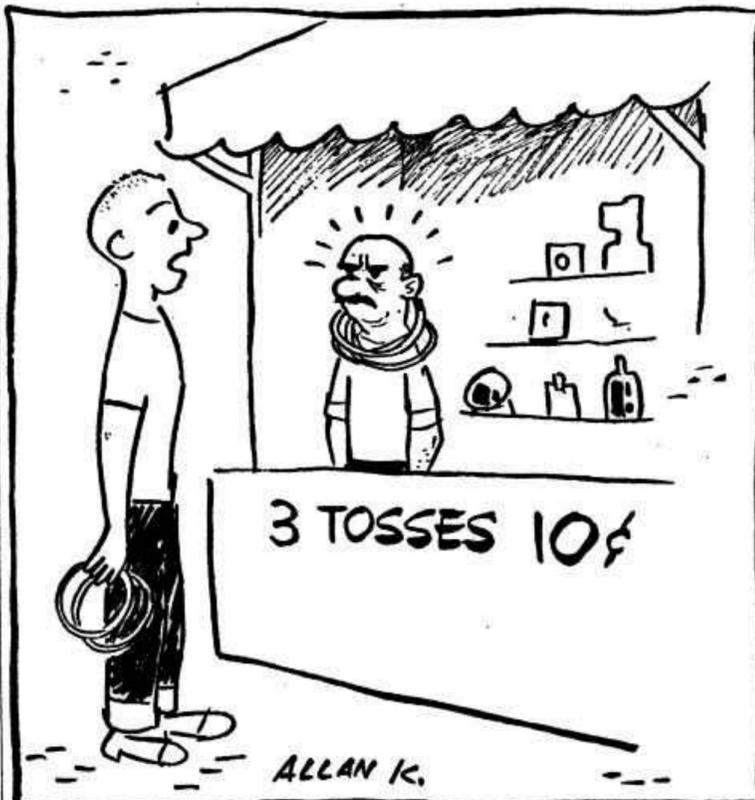
Stock for the Lane Field event will be provided by Manuel Cordoza Jr. Scheduled to participate in the event are Verne Goodrich, Buff Grady, Pat North, Donna Hall, and the Buss Carson Troupe.

Fla. Sea Zoo Adds to Stock

DAYTONA BEACH, Fla. — The Sea Zoo, located just south of this city on U. S. Route 1, has enjoyed consistent business during the past year with a daily gate said to average between 400 and 500 paid. Performances of the Sea Circus are continuous from 8:30 a.m. until dark.

Under the management of Steve Loughman, the show here is worked by trainers Jack Pitts and Gene Williams. Featured spots go to the performing sea cows and the acrobatic porpoises supported by clowning sea lions, diving otters and wrestling 'gators. Also on exhibit include a large variety of birds, reptiles and aquatic creatures. Two new sea elephants have been added.

On an adjoining lot is the Museum of Speed owned by William Tuthill and managed by Miss Sandy Wright. Accent here is on the historical, and exhibits cover a range of famous record-breaking vehicles of air, land and water, including modern guided missiles. Interest here reaches a peak during the annual Speed Weeks at which times the area becomes a mecca for the mechanical-minded.



"Now what?"

Gross Over \$100.00 PER HOUR WITH "THE HEBELER" THE CUSTOM BUILT COTTON CANDY MACHINE



"As Precise as a Fine Watch"

OUTSTANDING FEATURES

110/220 Volt: Reversible for left-handed operators. Stainless Steel Pan, Special engineered rheostat, GE Precision voltmeter. Open leaf type brush holders which permit contact from below instead of sides, preventing sugar on brushes and permit automatic contact of conductors when "INSTANT CHANGE HEAD-SHAFT" is inserted. "INSTANT" change headshafts are complete with Automatic Clutch, Double Bands and Ribbons, ready to insert. Can be washed and back in production in 60 seconds. All models are equipped with the "HEBELER" FLOATING HEAD GEAR. Noiseless, no vibration even when head is overbalanced with 1-lb. weight. Case is formed from 1/8" Aluminum Plate. All models are equipped with "FORM-A-STAND" Legs. Junior Model is equipped with one headshaft. Standard Model is equipped with two headshafts. Senior Model is equipped with two heads and mechanical variable speed controls. All models are equipped with "TOLEDO" Bands and Ribbons, the finest known.

PRICES

Junior...\$295.00 Standard...\$375.00 Senior...\$475.00

... THANKS ...

To the many operators who have assisted us during the past 8 years by testing our machines on the job, whose honest reports and suggestions have enabled us to produce "THE FINEST COTTON CANDY MACHINES ON EARTH."

WRITE FOR COMPLETE LITERATURE

Shops: THE HEBELER SHOPS
 Lowes Airport P. O. Box 691
 Orient Rd. Sarasota, Florida
 Phones: Ringling 3-7801, 6-2970, 7-1955

Wilson Opens In San Juan To Big Crowds

SAN JUAN, P. R.—Jerome O. Wilson's Gran Circo Americano, having completed a five-month tour of Central American countries, is playing a one-month stand in San Juan. Show will tour smaller cities in Puerto Rico after closing here June 19.

Wilson reported that the show pulled full houses for the first several days and show seems assured of a successful run. For the first time, his show includes an animal side show, selling at 25 cents. It has animals that perform in the show plus a collection of tropical birds and penguins.

Performance includes Janet's Dogs and Ponies, Prince El Ki-Gordo's Lions, Munns' Chimps, McNeece Elephant, Renee's Spitz Dogs, the Geraldos, the Flying Siegrists, Fermin Fernandez High Wire act, Bob Johnson's one-finger stand, and clowns Mel Henry, Pepino, Chaulapin and Compar-sito.

Joan Brandon 'Hypnotism' Off the Press

NEW YORK—"The Art of Hypnotism," by Joan Brandon, has been published by Fawcett Publications as one of their "How-To" series. The 98-page illustrated booklet is adapted from Miss Brandon's "Successful Hypnotism," published by Stravan Publishers.

The first print order is for 125,000 copies, 25,000 more than originally planned. The 75-cent edition will be distributed thru several thousand retail outlets, with a heavy concentration in the East.

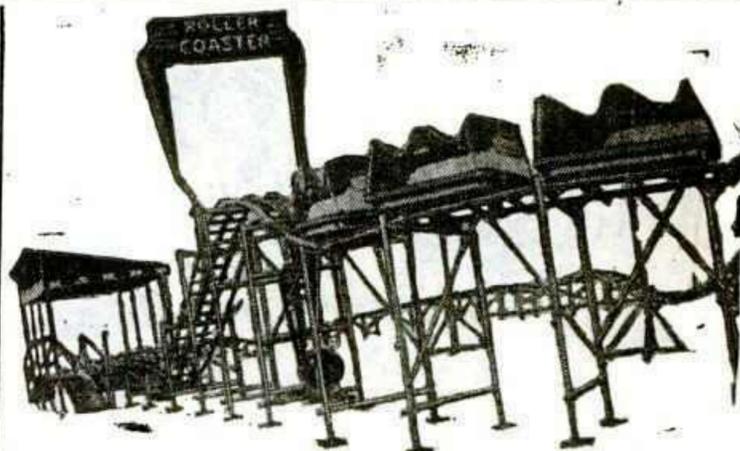
Miss Brandon, stage hypnotist and magician, will play a number of Eastern fairs. Publication of the booklet at this time is regarded as an excellent promotional vehicle. Also helpful is an article on Miss Brandon in the July issue of Cavalier, a man's Fawcett magazine.

Home Show Held Under Big Top

SALT LAKE CITY—For the first time in its nine years the Utah Home Show this year was conducted outdoors.

A big top housed most of the major exhibits of appliances and building materials altho some larger displays were shown under the skies.

Featured attraction was "Miracle Fountain," water spec, which was free after a front gate tab of 50 cents. Show was sponsored by the Utah Home Builders' Association.



"BEST INVESTMENT I'VE EVER MADE"

So says John R. Lewis, Zelenople, Pa., who adds:

"The Roller Coaster was my top ride this season. Four men put it up in four hours at every date."

Frank and Martin Walsh, Maple Springs, N. Y., report:

"The Allan Herschell Roller Coaster was our biggest money-maker this summer, even beating every other ride in the park. Forty percent of the riders were adults."

Bernie Arent, Bernard & Barry Shows in Canada, says:

"Best Roller Coaster I've seen. The new pick-up is fast and smooth. And the cars are really comfortable for adults."



Talk with men like these three successful operators. Discover for yourself the pride, pleasure and profit to be derived from owning a money-making Allan Herschell Roller Coaster. Two sizes: 36'x102' and 81'x107'.



- MERRY-CO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • ROADWAY RIDE • RODEO • TWISTER • TANK RIDE • BUGGY RIDE • GASOLINE SPORT CARS • 18-CAR CAT • RECORD PLAYERS • MERRY-CO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS.

ALLAN HERSCHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"
 104 OLIVER ST. PHONE: LUDLOW 4300
 NORTH TONAWANDA, NEW YORK

TUBS-O-FUN RIDE

48-passenger, kiddie-adult ride. Your biggest value in rides today. We carry these rides in stock and crated for immediate shipment. Can ship same day order is received. Only \$2,750.00.

STAGE COACHES

For mechanical or live pony drawn operation. Cast aluminum bodies with all the details of the finest stages of the Old West. Mechanical—\$2,750.00; pony drawn, \$1,595.00.

HAMPTON AMUSEMENT CO.

PORTAGE DES SIOUX, MO. (Phone: Skyline 3-2381)

ROLL TICKETS

PRINTED TO YOUR ORDER
Keystone Ticket Co. SHAMOKIN, PA. DEPT. B
 10,000 \$11.85
 20,000 14.70
 50,000 23.25
 Send Cash With Order, Stock Tickets—\$28.00 per 100,000

YOU CAN PLACE YOUR CONFIDENCE IN "NATIONAL" RIDES

Rides built by National over 40 years ago are still in operation and considered too good to replace.

National Is Famous for...

- ★ Complete Kiddielands
- ★ Century Flyer (Miniature Train)
- ★ Trackless Train (No Rails Needed)
- ★ Comet Jr. (Roller Coaster)
- ★ Kiddie Buggy Ride (10-Horse De Luxe)
- ★ The Pony Trot (10 or 20 Ponies)
- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for Your Coaster)
- ★ Funhouses (Designed for Big Profits)
- ★ Mirror Mazes (An Old Favorite)
- ★ Laughing Mirrors (Requires Little Space)
- ★ Old Mills & Mill Chutes

Write for Descriptive Circulars

NATIONAL AMUSEMENT DEVICE CO.

BOX 488, VAF Phone MEIrose 2646 DAYTON 7, OHIO

5 POPULAR...PROFITABLE...PREFERRED

MINIATURE TRAINS

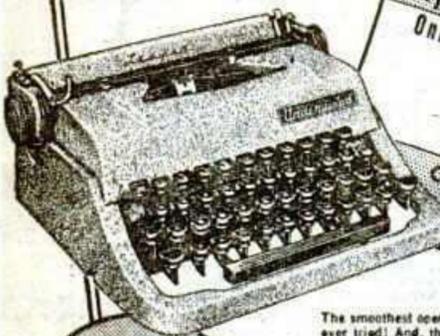
For Parks and Kiddielands — Capacities 14 Children to 240 Adults!

Write for FREE details

MINIATURE TRAIN CO. Rensselaer 1, Indiana

over **67,000 ACTIVE BUYERS** read The Billboard Classified columns each week

EXTRA! EXTRA! SEE THE NEW
VALUE LEADER
UNDERWOOD "Leader"



America's Favorite Portable Typewriter Priced at
Only \$72.50
 PLUS TAX
CARRYING CASE INCLUDED

The smoothest operating portable you've ever tried! And, think of it! A standard keyboard plus arithmetic sign! Truly, a sensational value!

DESIGNED FOR THE WHOLE FAMILY
 Perfect for Dad's business homework, Mother's club notes, student's homework.

Underwood Corporation
 One Park Avenue
 New York 16, N. Y.

Herb Dotten

More Than a Challenge

AWARD for the understatement of the year should go to J. Dan Baldwin, manager of the Kentucky State Fair at Louisville. Discussing the problem of filling both the 21,200-capacity Stadium and the 18,000-seat Coliseum of the new \$16,000,000 fair plant each afternoon and night of this year's nine-day fair, Baldwin says: "I regard it as a challenge."

The combined seating capacity of the two structures will be 39,200. Multiply that by 18 (two shows daily each of the nine days) and the total possible capacity for the fair's full run will be 705,000.

Stack that against the fair's past outside gate attendance—roughly 360,000 in '55—and you've got some idea of the job that confronts Baldwin. Add the fact that the fair this year is switching to an "everybody pays" gate policy and you've got a clearer idea.

Even with a tight gate—and Baldwin insists it will be air-tight—he believes the fair, if given weather, should pull 700,000 this year. And that would be a whopping increase over '55, the record year to date.

"After all," Baldwin explains, "we will be opening our new plant . . . one of the South's finest. And we will be using our Coliseum . . . the largest of its kind in the South."

"We will be offering the greatest variety in entertainment features and the strongest attractions ever presented at a Kentucky fair. We have, moreover, doubled our advertising budget and are greatly increasing our promotional efforts."

A run-down of the attractions already set leaves no doubt that Kentuckians will be offered the most varied and strongest attractions ever dished up for them by the fair.

Attraction Smorgasbord

Ice Cascades International will be in for six performances; a rodeo, starring Gene Autry, is to be in for four shows; Super Circus is scheduled for as many performances, the Barnes-Carruthers No. 1 revue will be in for three shows, and a pro football game—the Philadelphia Eagles vs. the Baltimore Colts—is slated for Sunday afternoon.

In addition, there will be the traditional horse show, always the dominant feature of the fair in the past, plus many special events brewed up and executed by L. (Doc) Cassidy, and a huge one-night fireworks show.

Offering so much is, indeed, a switch at Louisville. For many years the only major attractions were a horse show, held in the small Coliseum on the old grounds, and a grandstand show, offered free after it was concluded the folks just wouldn't pay for attractions served up in front of the down-at-the-heels grandstand.

For the past several years the outside gate price was 60 cents. But this year, with the elimination of a free grandstand show, the price is being dropped to 50 cents.

Fellow fair men are quick to recognize the tremendous problem Baldwin faces in trying to build respectable-looking crowds in such big capacity structures as the new Coliseum and stadium. Most of them just as quickly admit they wouldn't tackle the job.

But these fellow fair executives fairly drool over some aspects of the new Louisville plant, particularly its facilities for parking. The 375-acre plant at completion will provide parking space for 27,000 cars—10,000 on hard-surfaced areas, 17,000 on well-drained grass.

Abundance of Exhibit Space

Some drool, too, over space for exhibits. Both wings of the Coliseum have five acres of floor space. One of these wings will be used to house livestock, the other for 4-H, FFA, a women's department, school and college exhibits and for hundreds of commercial exhibit booths.

Baldwin is enthused over the way exhibits are shaping up. Already, he says, 80 per cent of the space in the wing to be devoted to them has been allocated. And many firms which hereto did not exhibit are taking bulk space.

The farm machinery show will be the biggest in the fair's history. Already more space has been contracted by manufacturers of farm machinery and equipment than was ever used for a farm machinery show at the old fairgrounds.

Baldwin has done much to tie in the State's educational institutions with the fair and, with more and better space available for exhibits this year, school and college exhibits are expected to far surpass those of the past.

Every major college in the State will be represented, Baldwin points out, adding, "And this will continue the fair's distinction of having more major colleges represented with exhibits than any other fair."

By background, it is understandable why Baldwin succeeded in building up participation of educational institutions. He was an ag student at Kentucky's Western State College, took advance work in the same field at the University of Kentucky and then served 10 years as a vocational ag teacher on the high school level.

Baldwin, however, did more than teach before he became fair manager. He organized and managed the Kentucky Sorghum Co-Operative Association and he also clicked as a manager of several private businesses before moving into the fair post in '50.

In that spot he has hiked the fair's net profit each year. He jumped it to \$61,000—\$10,000 more than the previous year—in 1950, his first year as manager. And he upped the net to \$130,000 last year, his fifth as manager.

With the new fairgrounds, the operational set-up at Louisville has been changed. Clyde Reeves, former assistant to the president at Stephens College, Columbia, Mo., is the over-all head, with the title of executive consultant. Under him are Baldwin, a promotional director and a Director of the fair's facilities.



BALDWIN

Cape Cod Group Sets July 4 Cele

FALMOUTH, Mass.—The Portuguese-American Association will hold its first Cape Cod Fiesta here July 3-4, Theophilus N. L. Nunes, general chairman, announced. Activities will center in Governor Fuller Field and will include special events, dances, midway attractions, races, baseball and a television giveaway. The Mashpes Indians are scheduled to hold a tribal dance in conjunction with the event.



The New GARBRICK WHEEL

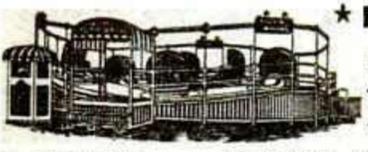
All-steel constructed, stands an impressive 42 feet high with 12 seats. Easily portable, three hours' set-up time. All parts interchangeable with our original 36-foot 10-seat lever control, folding platform, one by Ford Industrial Motor, mounted on 600x9 tires. Also manufacturers of trailer-mounted Kiddie Fire Truck Ride and other Major Rides. Financing can be arranged for reliable people.

GARBRICK ENGINEERING
 LEWIS H. & LEWIS A. GARBRICK
 Centre Hall, Penna.
 Phone: EMpire 4-1403

The TLT-A-WHIRL Ride

Standard Equipment Features for 1956

- * FLUORESCENT LIGHTING
- * Fiberglas Car Tops
- * Enclosed Reduction Gears
- * Steel Fence Rails



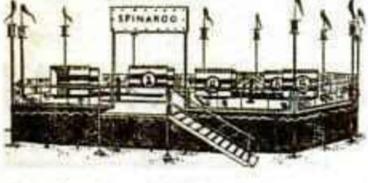
P. O. Box 306
 Phone: 4-6362

SELLNER MFG. CO. Faribault, Minnesota

WORLD'S FASTEST THRILL RIDE

THE SPINAROO

Sensational new adult ride requiring space 30x42, eight tubs have a total capacity of 48, requires only one man to operate. This large, elaborate portable ride suitable for either park or carnival operation. Write today for complete information.



KING AMUSEMENT CO. Mt. Clemens, Michigan

AMERICA'S QUALITY FIREWORKS

FIREWORKS FOR ALL OCCASIONS

Best prices, best quality of Fireworks and Service, for your Celebration, Park, Fair or Drive-In Theater. Established in 1922. Write for free catalog.

VITALE FIREWORKS MFG. CO., INC.
 P. O. Box 3 Phone Oliver 4-9841 New Castle, Pa.

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL or FOLDED TICKETS

DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES ---
 1000 \$10.00 100 \$1.50 - ADDITIONAL 100'S SAME ORDER, \$2.00

Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS
 1 ROLL \$1.75
 EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL

WELDON, WILLIAMS & LICK
 FORT SMITH, ARKANSAS

FINEST KIDDIE RIDES

- * MERRY-GO-ROUND 3 abreast-children & adults
- * ROLLER COASTER
- * WATER BOAT RIDE
- * WHIRL-A-ROUND
- * FERRIS WHEEL
- * LOCOMOTIVE TRAIN
- * ROCKET FIGHTER
- * 4-IN-ONE RIDE
- * JET AEROPLANE
- * CHAIR-O-PLANE
- * ELEPHANT RIDE
- * TANK RIDE
- * BUGGY-PONY RIDE

All rides complete, including fences, electric signs, ready to operate. Terms arranged. Illus. circular free.

STANDARD KIDDIE RIDES MANUFACTURING CO.
 201 E. Broadway, Long Beach, L.I., N.Y.
 Phone: General 2-7361, 9463

THE ORIGINAL GARBRICK MAJOR FERRIS WHEEL

TALLER THAN A 3 STORY BUILDING

12" Square Towers, Interchangeable Spokes and Rim Irons; easily loads 3 to a seat; set-up time 2 hrs.; loads on an 18-ft. truck. Precision built. 25 years' experience. Write for circular.

Ph.: EMpire 4-1489
GARBRICK'S WELDING & MACHINE WORKS
 V. H. GARBRICK, Centre Hall, Pa.

CAROUSELS—ORGANS

KIDDIE RIDES—TRAINS

Complete line. Write for catalog and terms.

H. E. Ewart Company
 707 East Greenleaf Street
 Compton, California

NEW! KIDDIE RIDES

- * Merry-Go-Rounds
- * Choo Choo Ride
- * Speed Boat Ride
- * Kiddie Auto Ride
- * Rocket Ride
- * Pony Cart Ride
- * Army Tank Ride
- * Miniature Trains
- * Roller Coasters

SHOOTING GALLERIES

KING AMUSEMENT CO.
 Mt. Clemens, Mich.

TURN TO THESE RIDES FOR 1956

- ADULT FERRIS WHEEL
- ADULT CHAIRPLANE
- KIDDIE SPACE PLANE
- TRAILER-MOUNTED AUTO RIDE
- ATOMIC JET FIGHTER
- SPEED BOAT RIDE
- KIDDIE CHAIRPLANE

WRITE FOR CATALOG

SMITH AND SMITH, INC.
 SPRINGVILLE, ERIE CO., NEW YORK



Crazy Eights

ROCK-O-PLANE
 BOLL-O-PLANE
 FLY-O-PLANE
 OCTOPUS
 MIDGE-O-RACER
 BULGY THE WHALE

ILLINOIS FIREWORKS

World's Largest Manufacturers and Exhibitors
 "Known Everywhere"
 Catalogue mailed upon request—Write or Call
 Box 792, Danville, Ill. Phone 1716

Complete and Timely Coverage . . .

*...assuring you **BIGGER and BETTER RESULTS!***

Here's Guaranteed Readership and Extra Distribution!

Following are just some of the features that will appear in the 1956 Summer Special that will surely accelerate reader-interest for many weeks after publication:

- "Outlook for 1956 Business"—A comprehensive evaluation of every branch of Outdoor Showbusiness for this year.
- "Major Highways—Source of New Outdoor Installations"—How the new highway program will greatly help to increase the Outdoor Market.
- "Piggy-Back—Nearer for Show Business"—Value of the new trend in railroading on Show trains and truck Shows.
- "Cinerama Under Canvas"—The how and why of this new feature.
- Special articles on Candy Floss, Popcorn and several major Food and Drink Concession items.
- Coming Events List of all Celebrations and Centennials, etc., for the balance of the summer.
- Revised, more complete listing of the 1956 Fair Dates.
- PLUS ALL THE LATEST NEWS, ROUTES AND OTHER REGULAR WEEKLY FEATURES.

All of This

BOUND IN AN EYE-CATCHING THREE-COLOR SLICK COVER COMMANDING GREATER ATTENTION, LARGER READERSHIP AND BIGGER RESULTS FOR ADVERTISERS!

SUMMER SPECIAL
dated **JUNE 30**



MAIL YOUR ADVERTISING COPY EARLY • AD DEADLINE JUNE 20

CINCINNATI 22, OHIO
2160 Patterson St.
DUbar 1-6450

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

CHICAGO 1, ILL.
188 W. Randolph St.
CEntral 6-8761

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOLlywood 9-5831

Plant Management, Operators Thrash Out Trade Problems

NIRA Forum Discusses Commissions, Vandalism, Need for Single Contractors

NEW YORK — Industrial and automatic merchandising management got together Tuesday (5) at a "Vending Problems in Industry" panel at the annual convention of the National Industrial Recreation Association (see separate stories).

Thrashing out such problems as commissions, vandalism and subcontracting were: Fred Clarke, panel chairman, of the General Electric Company, New York; William Ziegenfus, Sun Oil Company, Marcus Hook, Pa., and John Leslie, Minnesota Mining & Manufacturing Company, St. Paul, Minn.

Also Gilmer Weston, Coca-Cola; George Hass, Pepsi-Cola; Doug Moore, Davidson Brothers, Los Angeles operator; Vern Vaught, Continental Steel Corporation, Koko-

mo, Ind.; Tom Cawley, vending supervisor of the Republic Aviation Corporation, Farmingdale, L. I., N. Y.; Morris Auerbach, Rowe Manufacturing Company; C. J. Ritzgen, Automatic Canteen Company, and John O'Shea, Seven-Up.

Minimum Guarantee

Vaught launched the discussion with a statement that, from the location viewpoint, service is more important than commission. Ziegenfus said at Sun Oil's Marcus Hook plant, management gets a minimum guarantee from the operator and the gross had always topped this guarantee.

Speaking from the operator viewpoint, Auerbach countered that if there is a floor on what the location should get, there should

also be a ceiling. He added that if a location gets a minimum guarantee, and normal commissions are below that figure, then the operator needs help and co-operation on the part of the location.

It was generally agreed minimum guarantees may be all right if the plant's personnel is constant in numbers, but that in industries where the number of workers varies from season to season and from year to year, it may be unfair to the operator.

Insurance Plans

Leslie advised location representatives to get full details of the operator's insurance plans before allowing him to place equipment in the plant.

He added the operator should be asked to submit in writing his service procedure and that procedure should be checked by the firm's medical department for a sanitation opinion. After the procedure is approved, he said, the individual servicemen should be checked to make sure they do what the plan calls for.

Cawley said that vending machines often cause employee discipline problems. The shop super-

(Continued on page 77)

Coast Firm Offers Ops Financing Plan

By SAM ABBOTT

LOS ANGELES—A new vending machine industry type of financing, which is said to offer operators a more flexible method of obtaining equipment, is now available thru the International Leasing Corporation with offices here, San Francisco and Phoenix and with representatives in New Jersey.

The financing program by the company will be handled entirely thru the local office with Robert L. Colver, veteran coinman, serving as an assistant vice-president. Oper-

ators contacting other offices and representatives will be referred to this office, Colyer said.

According to Colyer, the financing company will buy the equipment outright on the basis of the operator's purchase order, paying the manufacturer cash for the machines. Operators will lease the equipment on one of two plans, depending upon credit standing.

No Deposit Lease

One, a no deposit lease providing for a repurchase agreement with the manufacturer. This, a limited

(Continued on page 76)

Self-Brew, Hot Food, Pre-Mix Venders Displayed at NIRA

NEW YORK—The exhibit floor of the National Industrial Recreation Association convention at the Hotel Statler here took on the aspects of a miniature NAMA show Sunday thru Wednesday (3-6), as three new vending machines were exhibited and various suppliers to the trade displayed their wares.

The Automatic Canteen Company of America showed its new self-brew coffee and hot food venders, while Coca-Cola displayed the new Glasscock single and dual selection pre-mix drink machines.

Canteen's self-brew unit has a cup capacity of 500 and has four selections of coffee and a hot chocolate. C. J. Ritzgen, Canteen assistant vice-president, said the unit is being made by Canteen for exclu-

sive use on its own operations. No further details about the machine can be made public, he added.

The hot food machine has six selections of canned soups and such canned items as stew, spaghetti and franks and beans. Capacity is 20 cans per column, with 120 cans in the pre-heat compartment and 240 cans in an unheated

(Continued on page 84)

Smokeshops to Be Sold Thru Factory Reps

NEW YORK—The Smokeshop Corporation, a division of Apco, Inc., is launching a major drive on behalf of its new V-18 cigarette vender.

In line with the sales push, Mel Rapp, Apco executive vice-president, announced that Smokeshops will now be sold to operators thru the firm's 19 regional representatives operating from Apco's five company-owned branch offices. Sales thru distributors have been discontinued.

The new sales set-up will be similar to that of SodaShope and CoffeeShope, with the same parts and service facilities available to

(Continued on page 84)

W. Europe Presents Growing Market for Drink Machines

Cole Units Being Made in Germany; Sirups and Cups Present Problem

NEW YORK—Western Europe is a tremendous untapped market for American manufacturers of cup drink vending equipment, according to Arnold Cortell, president of the Ameropa Trading & Shipping Company.

Ameropa, which acts as export agent for American coin machine manufacturers thruout the world, currently represents Cole Products in Europe and is actively building up the market for cup drink machines.

While most drink machines on location in Europe are of American manufacture, a German plant,

Schwelmer Eisenwerk Muller & Company in Westphalia, last February began production on a three-flavor Cole machine.

The unit has been exhibited in the International Fairs at Geneva, Brussels and Frankfurt, and will be shown at a Barcelona fair this month. It is the first selective cup drink machine ever manufactured in Europe.

4,500 Machines

Since Ameropa began shipping U. S.-made Cole machines to Europe, Cortell estimates that nearly 500 have been placed on location, only a few of which have been of

NAMA TO DISCUSS CODE FOR VENDER SANITATION

CHICAGO—The new proposed Standard Sanitation Ordinance of the U.S. Public Health Service will be discussed at a meeting of the sanitation committee of the National Automatic Merchandising Association Wednesday and Thursday (13 and 14) at the Hotel Lexington in New York City.

Copies of the proposed ordinance have been sent to selected representatives of the vending industry—operators, manufacturers and suppliers—for comments and suggestions which will be studied by the committee, Arthur Nolan, Dixie Cup Company, Easton, Pa., committee chairman, disclosed.

Future sanitation research to be carried on at the Michigan State University under the direction of Dr. W. L. Mallman will also be reviewed.

Wednesday's session will be devoted to separate meetings of the Sanitation Committee's sub-section groups. Findings and recommendations will be studied by the full committee on Thursday.

Nolan stated that the new proposed ordinance has been forwarded for review to sanitation officials thruout the country.

Apco Readies Sales Campaign in Europe

400 Hot, Cold Drink Machines Delivered; German Plant to Get in Production Soon

NEW YORK—Apco, Inc., is eyeing the European market for its line of hot and cold drink machines. Mel Rapp, Apco executive vice-president, disclosed this week that more than 400 SodaShoppes and CoffeeShoppes have been shipped to Europe in the last six months, with units currently on location in France, Germany, Belgium, Switzerland, Holland and the United Kingdom.

The French distributor is the Societe Commercial des Pays D-Outre-Mer in Paris, and the German distributor is Waren-Automaten-Gesellschaft in Weisbaden.

George Holzman, Apco service engineer, has returned from a European trip. Holzman has been organizing service and parts facilities for the Apco distributors and had been training European operators.

German Plant

The U. S. Hoffman Machinery Corporation, of which Apco is a subsidiary has built an 18,000-square-foot plant in Cologne, Germany, for the exclusive manufacture of Apco vending machines.

Rapp said that production in Cologne should get under way in

(Continued on page 84)

Variety, Key to \$\$ In Florida Vending

VERO BEACH, Fla.—Vending machines are becoming more popular in Florida, but about the only type of vending that will succeed in the Sunshine State today is a one-man diversified operation.

That is the belief of Albert A. Weidman, a 30-year veteran in the field, who for the past three years has covered Florida extensively as a representative for a number of vending equipment manufacturers.

"This means close personal attention to the route and not absentee ownership," Weidman declared. "There are opportunities for the working operator, but you cannot retire to Florida and expect the machines to work for you."

Florida may be the pleasure seeker's paradise, he agrees, but because it is a vacationland, local businessmen are on their toes to please vacationers with prompt, adequate and diversified service, he explained.

Sparsely Settled

With few exceptions — Miami, Jacksonville, Tampa, St. Petersburg and military reservations—Florida as a whole is too sparsely settled to permit typical route operations.

The ideal locations for one-man operation are the 24-hour-a-day filling stations, garages and truck

(Continued on page 75)

NAMA Study of Op Problems

CHICAGO—An intensive survey to determine how to overcome problems facing the vending industry has been launched by the public relations committee of the National Automatic Merchandising Association.

The nationwide study of some 20 points is being made by Selvage & Lee, a New York public relations firm, Alex Izzard, of the Vendo

(Continued on page 85)

Ohio Tobacco Distributors Meet

CLEVELAND — The National Association of Tobacco Distributors held its first pilot conference Friday and Saturday (8 and 9) at the Hotel Statler here. Ohio distributors from Cleveland, Lorain, Canton and Springfield attended.

According to Joseph Kolodny, NATD managing director, the reg-

(Continued on page 76)

\$25 DOWN
Balance \$10 Monthly
400 DELUXE PENNY FORTUNE SCALE
NO SPRINGS
Largo Cash Box Holds \$85.00 in Pennies

WEIGHT 165 LBS.
 Invented and made only by
WATLING Manufacturing Company
 4650 W. Fulton St. Chicago 44, Ill.
 Est. 1889-Telephone: Columbus 1-2772
 Cable Address: WATLINCITE, Chicago

3 NAMA REGIONS NAME CHAIRMEN

SAN FRANCISCO—New chairmen were elected for Regions 10, 11 and 12 of the National Automatic Merchandising Association at a combined meeting of the three groups attended by 190 representatives here June 2.

Harold A. Steuber, Steuber Service Company, Long Beach Calif., was elected chairman of Region 10; Mervyn D. Worth, Russel Vending Service, Inc., Santa Cruz, Calif., was named chairman of Region 11, and Richard Estey, Automatic Cigarette Service, Portland, Ore., was selected chairman of Region 12.

Hosts of the cocktail party following the business session were Tenco, Inc., Linden, N. J., and Curtiss Candy Company, Chicago.

Vending in Major Role At N. Y. NIRA Conclave

NEW YORK—The emphasis on automatic merchandising at the National Industrial Recreation Association show which ended its three-day run at the Hotel Statler here Wednesday (6) was considerable.

Various vending manufacturers and suppliers reported considerable interest at their exhibit booths, and one afternoon session was devoted to vending problems (see separate stories).

The conventioners were largely representatives of major manufacturing firms who are charged with responsibility for employee recreation programs.

Interest High

As a large part of the recreation program financing comes from vending machine commissions, the

delegates showed more than passing interest to new developments in hot food and self-brew vending equipment.

While little business was transacted, operating firms such as Automatic Canteen were given the opportunity to cement relations with locations and do missionary work for new business.

Also, machine manufacturers like the Interstate-United Coffee Corporation introduced their equipment to top location prospects. And sirup companies were able to promote their products in bottle and pre-mix vending machines.

Variety Key to \$\$ in Fla.

Continued from page 74

stops along the State's main highways, and all-night snack stands in small towns and villages.

These choice spots, Weidman reported, usually demand a battery of venders, including coffee, cookies, candy, cigarettes, ice cream and beverage machines, depending upon their type of business.

"These businessmen are very profit-conscious of transit trade and demand well-served, trouble-free vending machines that will bring the highest returns for the space they occupy," he stated.

Therefore, he reported, an operator in Florida's so-called "hinterlands" must be capable of operating virtually everything within reason in the vending machine field, plus providing regular service and quality products.

Operators, Weidman said, working on the basis of operating small batteries of machines have found they did not require a lot of locations to earn a comfortable living. By concentrating on fewer locations, but with a diversified line, have built up a profitable one-man operation.

One firm that has a State-wide network of gasoline stations is now organizing its own vending division, Weidman disclosed. It is placing vending machines in its 24-hour-a-day stations and plans to install venders—coffee, candy and cigarettes—in the others.

Vending in Florida today, Weidman said, consists largely of small operators relatively new in the field but diversified. Routes are

extensive as few towns offer many profitable locations, forcing operators to extend their outlets along highway stops.

Coffee, carbonated and non-carbonated and ice cream vending were introduced in Florida outside of big cities within the past few years and are meeting with unusual success, he said.

Many business offices, including banks, have installed coffee machines which have proved so successful that venders are being placed in the halls of the buildings.

With new light industry growing in importance in Florida, the future of automatic vending offers many profitable opportunities in the Sunshine State if properly planned, Weidman concluded.

Keeney's 3 VENDERS
SOUP
COFFEE
SNACKS

BRING 3-WAY PROFITS!

★ Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drink machine!

New! Keeney's HOT SOUP VENDER
 300-Cup Capacity ALL-AUTOMATIC with 3 Selections of Hot Soup USING ALL DRY INGREDIENTS
 Red or Gold Hammerloid

SIZE: 19 1/4" W. x 15 1/2" D. x 52" H.

Keeney's HOT COFFEE VENDER

Keeney's SNACK VENDER

Neutral Gold Color SIZE: 10" W. x 10" D. x 36" H. Attach to or set beside any hot or cold drink vender.

Write FOR FREE CIRCULARS TODAY!
J. H. Keeney & CO. INC.
 2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

SPECIAL SUMMER OFFER!
FREE
 With every purchase of 4 NEW ACORN MACHINES...
 25 LBS. BALL GUM (Any Size) or
 10 LBS. PISTACHIOS (Queen) or
 10 LBS. CASHEWS (450's) or
 1,000 RAKE CHARM MIX
 1c or 5c
ACORN
 All Purpose Vendor
\$14.95 ea.
\$14.00
 in lots of 100
Rake Coin Machine Exchange
 609 A Spring Garden St., Philadelphia 23 Pa. LOMbard 3-2676

VICTOR'S TOPPER
 1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more
 more AMERICA'S FINEST BALL GUM VENDOR
 VICTOR'S FIVE STAR BABY GRAND
\$13.25 each
 1/2 Deposit on All Orders
 Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS
H.B. Hutchinson Jr.
 860 North Ave., N.E. Atlanta, Ga.
 Phone: EMerson 4300

TWO BIG MONEY-MAKERS!
NOW Victor's Famous BABY GRAND
 Equipped With **PICTURE CARD VENDOR**
 Vending beautiful, interesting cards simultaneously with ball of gum.
LARGE CAPACITY—1200 CARDS • 1200 BALLS OF GUM
 Don't overlook the fact this is the same highly popular BABY GRAND which opened thousands of locations never before available to bulk vendors. And requires no more space than the regular model.
 Write for complete details and prices... Also ask for prices on outstanding CHARM VALUES.
VICTOR VENDING CORP.
 5701-13 W. GRAND AVE. CHICAGO 22, ILL.

DUD FIRECRACKERS
 A Real Action Gimmick
 Now made small enough for vending at real money-making prices. Good for 1¢ Rocket and Capsules; prepaid shipment.
1 M, \$12.00 M—3 M, \$9.00 M
10 M and over Dist. price of \$6.95 M
WILSON MANUFACTURING CO.
 604 E. First St. Portales, N. Mex.

METAL PLIERS that work
 They OPEN & CLOSE Like Real Pliers.
 Like our Metal Scissors that Cut, these cute miniature PLIERS that MOVE are equally charming and equally successful.
\$12.50 per 1,000
 f.o.b. Jamaica, N. Y.
 Or: At Our Distributors.
SAMUEL EPPY & CO., INC.
 91-15 144th Place Jamaica 35, L. I., N. Y.

CIGARETTE MACHINE CONVERSIONS
IMMEDIATE DELIVERY
 on 25c and 30c Coin Mechanism Conversions for
ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS NATIONAL 930, 950 750, 9A
UNEDA ALL MODELS
 Also • ROWE PRICE DIFFERENTIAL BARS
 Available: • NEW CIGARETTE MAGAZINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.
 TERMS ARRANGED—WRITE FOR INFORMATION
CIGARETTE VENDORS
 National Model 9A, 9 Cols., 370 Cap. \$125.00
 National Model 750, 7 Cols., 270 Cap. 110.00
 Lehigh PX, 10 Cols., 300 Cap. 125.00
 Lehigh PX, 8 Cols., 240 Cap. 115.00
 DuGrenier Model W, 9 Cols., 270 Cap. 85.00
 National 950, 9 Cols., 370 Cap. 115.00
 Rowe Crusader 8 Cols., 340 Cap., 25¢ & 30¢... 135.00
 Rowe Crusader, 10 Cols., 425 Cap., 25¢ & 30¢... 145.00
 Rowe President, 10 Cols., 425 Cap., 25¢ & 30¢... 135.00
 All Equipment Unconditionally Guaranteed. COMPLETELY RECONDITIONED AND REFINISHED
 Trade Prices, 1/3 deposit, balance C.O.D.
Uneda VENDING SERVICE, INC.
 "The Nation's Leading Distributor of Vending Machines"
 250 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295

DuGRENIER CHAMPION
 11 Cols., 420 Cap.
SPECIAL!!!!
 Only **\$99.50**



FRANK Du GRENIER, center, and Richard E. Gibbs, third left, play host to foreign vending and trade commission executives at the opening of the Du Grenier offices in New York. To the left of Du Grenier is Arnold Cortell, Ameropa Trading & Shipping Company, Du Grenier export agent. Third right is Ken Cole, Cosdel Amusement Machine Company, which distributes equipment from Tokyo throught the Orient.

120 at Opening Of Du Grenier Sales Offices

NEW YORK—More than 120 trade representatives attended the official opening of the general sales and advertising offices of Arthur H. Du Grenier, Inc., Friday (1) at 250 W. 57th Street.

Equipment displayed was the new 14-column Smokemaster, the 12-column Smokemaster, the Candy-mart, Sandwich-mart-Pastry-mart Snack-Pair, and the Multi-Pack Cigar unit.

Representing the firm's main office in Haverhill, Mass., were Mr. and Mrs. Francis C. Du Grenier and Arthur A. Du Grenier. From the New York office were Mr. and Mrs. Richard E. Gibbs and Mr. and Mrs. Edward Cohen.

Company Reps
Company representatives were Robert Kline, Pennsylvania and New Jersey; Charles M. Suesens, New England; Maurv Auerbach, Ohio; Louis Tardell, cigar machine division manager; E. J. Klein, New York field service representative.

Also attending were Helen Cohn; Gene Raymond and Stanley Koler, Cigar Institute of America; Dewey Pinkser and Arthur L. Lippman, E. T. Howard Advertising Agency; Mr. and Mrs. Dean Alfange and Philip Friedman, Alfange & Friedman law firm, and George McCandless, American Chic Company.

And Arnold Cortell, Ameropa Trading & Shipping Company; Ken Cole, Cosdel Amusement Machine Company, Tokyo distributor; M. J. Stammelman, Atmos Products Corporation; Julius Bronfman; Mr. and Mrs. Julius A. Levv, Alexander P. Aderer, Frank Wheeler, Mr. and Mrs. Harry Weil, Mr. and Mrs. Joseph Blitz; Benjamin K. Landeck, Arnold Davis and George Cunningham.

Coast Firm Offers

Continued from page 74

recourse type purchase agreement with the manufacturer, will show as a negotiated contingent liability but not as a full contingent liability on the manufacturer's books. The other type lease requires a 10 per cent deposit, which is applied to the tail end of the lease.

Under the International set-up, the company will buy as directed by the individual operator and then lease the equipment to him for terms ranging from one to five years. The length of the lease depends upon the type of equipment. No leases will be made for less than \$2,000.

Colver pointed out that a lease of four years on the deposit plan would call for a down payment of \$100 per \$1,000 involved. On this, the operator would pay \$30.56 a month for the first 36 months. As the down payment had been made, there would be nothing paid during the fourth and expiring year.

If an operator wanted to sell his business during the time of the lease, the title for the remaining time could be passed on to the new purchaser, Colver continued.

Renewal Choice
Operators at the end of their lease term will have the choice of renewing and continuing the use of the original equipment on the basis of 2 per cent on equipment costing less than \$25,000 at the time of purchase. On equipment which cost over \$25,000, the rate is 1 per cent. Should the operator desire all new equipment, then the arrangement would be as originally negotiated.

Colver declared that where operators lease on the no deposit deal, his monthly lease payments would be extended to cover interest charges.

The lease deal, Colver added, includes sales taxes, freight and insurance on equipment. Personal taxes are paid by the lessor unless otherwise stipulated and covered in the regular monthly payments.

The plan, Colver stated, facilitates the operator's bookkeeping, for he pays the leasing agreement rates and is not bothered by figuring depreciations. The leases run one to five years, longer than most banks are likely to extend terms.

VICTOR'S SUPER MART



The most versatile bulk vendor ever designed! It's a combination ball gum and capsule vendor... Or vend, in combination, 210-count gum and jumbo 15/16" (62 count) gum.

Price \$29.50 each

P.O.B. Chicago.

Minimum Packing: 3 to the case.

Sold on time payment in lots of 4 or more. Write for details.

ROY TORR Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

GIANT DIAMOND SPARKLER



They look like the real thing... will empty your machines. The kids will be dazzled by their brilliance. For all types of vending. IMMEDIATE DELIVERY!

\$17.75 per M

55 Leonard St., N. Y., 13, N. Y. - GOrtland 7-5147-R

NEW! NEW! NEW!

SPECTACLES
GENIE LAMP
RUBBER FINGERS
LARGE BABY SHOE
OWL WITH JEWEL EYES
SKULL WITH JEWEL EYES

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER

World's Largest Selection of Miniature Charms

PENNY KING COMPANY
2538 MISSION STREET PITTSBURGH 3, PA.

the new **OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

oak's "400" capsule vendor

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1c coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vendor!

oak MANUFACTURING CO., INC.
11411 Knightsbridge Ave. Culver City, Calif.

contact your DISTRIBUTOR Pacific Coast Distributor OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles East & Midwest Gen. Sales Mgr. M. J. ABELSON - Phone: AT 1-6478. 2033 Fifth Ave., Pittsburgh

Ohio Tobacco

Continued from page 74

ional conference was held to permit wholesaler top management and sales staffs to discuss the newest and most efficient operating methods.

Ohio distributors account for gross sales or more than \$267,000,000, according to Harden E. Goldstein, NATD associate director, who was in charge of Friday's management session. Warehouse operation, salesmen's compensation and pension plans were discussed.

Cleveland Coin Machine Exchange, Inc.
HARMON MACHINE CO., INC. DISTRIBUTORS
2029 Prospect Ave., Cleveland, Ohio
Tel. 1-6715
Write for prices.

amco®
SINCE 1900

COMB VENDOR

People are always losing comb! You sell them new ones at 10c a vend—making yourself a neat profit.

This sturdy unit has a mechanism that's trouble free. It's easy to service. A separate lock on the cash box helps protect your earnings.

write for CIRCULAR AND NAME OF NEAREST DISTRIBUTOR

HARMON MACHINE CO. INC.
BOX 147, WICHITA, KAN.

DESIGNERS AND MANUFACTURERS OF QUALITY VENDING MACHINES

CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN CANDY, 160 capacity, prewar model... \$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
NATIONAL 9-18 CANDY, 162 capacity... 75.00
ROWE 8-COLUMN CANDY, 120 capacity... 60.00
DUGRENIER CHAMPION CIGARETTE, 11 column, king size... 65.00
DUGRENIER "V" CIGARETTE, 7 column, king size... 50.00
UNEEA 6-COLUMN CIGARETTE, king size... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y. TRiangle 5-1857

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$8.
(Foreign rate, one year, \$8) 854

Name

Address

City..... Zone..... State.....

Occupation

GUGGENHEIM'S MONOGRAM WATCHES

Inlaid Hamilton Gold or Silver **10.75** per thousand

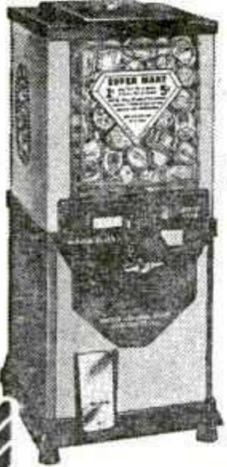
AN ITEM WITH DOUBLE APPEAL

One side is a watch face—what kid doesn't love watches? The other side has an Old English lettered monogram, and the whole piece is finished in an exciting inlaid finish.

AT YOUR DISTRIBUTOR OR...
Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

INTRODUCTORY OFFER



VICTOR'S New SUPER MART
 FILLED TO CAPACITY WITH
6 lbs. Ball Gum plus 250 Capsules
 Each machine takes in approx. \$15.50 when empty.

TOTAL COST \$35.45!

Cash With Order or 1/3 Dep., Bal. C.O.D. Money Back in 30 Days if Not Satisfied.

PIONEER VENDING SERVICE

Syd. Rubenstein
 590 Albany Ave., Brooklyn 3, N. Y.
 PResident 4-5358

Terrific Money-Making Possibilities
 for Distributors and Operators of our NEW
COIN-O-MATIC KOOL PACK ROOM CONDITIONERS

Fills a long-felt want in hotels, motels, guest and tourist houses, hospitals, institutions and apartment houses.



COIN-O-MATIC KOOL PACK ROOM CONDITIONER

A quarter operated, plug-in 1/4 H. P. Portable Room Conditioner. No installation required; no special wiring; no piping or plumbing. Operates on 110 volts A. C. for less than 1/2¢ an hour. Filters, purifies, washes, cleans and cools air automatically. 16" deep, 24" wide, 35" high. Weighs 90 lbs. One to fourteen quarters can be inserted at a time. Two consecutive hours of operation for each quarter. Keeps rooms delightfully cool. No maintenance problems or costs.

5-Year factory warranty

With the perfection of this new pry-proof welded steel 25¢ COIN-O-MATIC KOOL PACK Room Conditioner distributors and operators have the opportunity of a lifetime to cash in on the really BIG money. Profits are limitless.

Spare time or full time.

Only 2 or 3 hours a week needed for big cash income. Requires no mechanical experience. This is a dignified and highly profitable business for men and women.

Units are sold to persons who will operate them on commission basis, or to distributors who will set up operators. Valuable and protected DISTRIBUTORSHIPS still available. Operators make collections regularly once a week. One stop, weekly, and collections are made from 10 to 50 units. It's as simple and easy as that.

CONVERTS AIR INTO PROFITS



Sales Manager
U. S. A. - Canadian Industries Corp.
 1170 Broadway New York 1, N. Y.
 MURRAY HILL 6-2422

Industry Problems Studied

Continued from page 74

visor, he continued, is usually responsible to see that men do not congregate around the machines and that they do not litter the area.

Remove Machine

When discipline is poor, he added, the employees are warned. After the warning, the machine is removed temporarily, and the employees are told the reason. This usually works wonders, he concluded.

Ritzen described new Canteen pre-brew coffee and hot food equipment (see separate story). He explained that canned hot foods insure uniform quality and quantity.

Sanitation, he continued, is still a major problem in canned hot foods. He said that Canteen is working with the University of Michigan in developing a self-atomizing can opener which sterilizes itself automatically after each use.

Cart Service

Weston said in most cases vending machines were superior to cart service. He pointed out that carts are too erratic and often come around when the employee is neither hungry, nor thirsty, and aren't around when he is.

The primary use for cart service, according to Weston, is in isolated areas of the plant where the installation of vending equipment is economically unfeasible.

Hass outlined a merging of functions between the vender and the caterer. He said that rising costs have forced caterers into vending,

while the demand for full-line food service has caused many vendors to go into non-automatic food selling. He said the plant food concessionaire of the future will of necessity be a combination of the two.

Refund System

Vaught said his plant provides for refunds when a machine fails to deliver by providing slips of paper beside the machine. The employee notes the machine and the amount and turns the slip into the recreation office. In this manner management has permanent records of malfunctions.

Ritzen said that Canteen usually gives a designated employee \$3 to \$5 for refunds and brings the figure up to the \$3 or \$5 every week or so.

Vaught pointed out that in one instance employee vandalism was curbed by switching servicemen. It seemed the second serviceman got along better with the employees and that much of the vandalism was caused by a "getting even" complex on the first serviceman, who wasn't too well liked.

Auerbach said that in one case of persistent vandalism—breaking into the cash box—the box was sprinkled with an indelible purple powder and the culprit was apprehended without too much trouble.

Panel members generally agreed that it is better to have one operator run the entire feeding set-up. The reasoning is that instead of a hodge-podge of machines, one operator can either install a common front and have a uniform color scheme.

Also it makes a refund system more workable, the panel pointed out. Ritzen added that when one operator has the entire location he is on the spot and is more apt to give efficient service. An operator with one or two machines isn't as interested in the stop.

Auerbach pointed out that on items like sandwiches the operator may take a loss which he has to make up on other foods. He added that in many cases the only way a location can get a full line is to contract with one operator.

Lee Koken, representing RKO Theaters, asked the panel if per capita sales studies were made to determine what equipment should be installed and how much volume the locations should be doing.

Ritzen answered that Canteen and most other larger operating firms make exhaustive studies on the matter. He said they can usually figure how much each employee has to spend for food, and knows the point where the addition of equipment will account for diminishing returns on the operator's investment.

Beech-Nut and Life Savers Set Merger Plans

NEW YORK—The Beech-Nut Packing Company, Canajoharie, N. Y., and the Life Savers Corporation, Port Chester, N. Y., have announced merger plans. The consolidated company will be known as Beech-Nut Life Savers, Inc. Stockholders and directors of both firms must approve the merger.

Terms of the proposed merger are that holders of the 1,531,334 outstanding Beech-Nut shares will receive for each of their shares 1.2 shares of the consolidated company.

Holders of Life Savers' 1,375,038 outstanding shares would get for each of their shares one share of the new stock.

Beech-Nut makes gum for the vending trade. Life Savers makes confections and cough drops for the trade.

Last year Beech-Nut sales were \$91,083,636, with net income of \$3,746,592. Net income for the first quarter this year was \$1,087,730, compared with \$668,325 for the first quarter of 1955. In 1955 Life Savers sales were \$20,381,929 and net income \$2,751,617. First quarter profits this year were \$597,858, about \$10,000 more than 1955 first quarter profits.

Cleveland Coin Machine Exchange, Inc.
 Northwestern Corporation
 Distributors
 2029 Prospect Ave., Cleveland, Ohio
 Tel. 1-6715
 Write for prices.

Northwestern
 VENDING EQUIPMENT BRINGS GREATER PROFITS
 Get Your Share With NORTHWESTERN
5c Package Gum Vender
 This amazing vender is a sure bet for big gum profits. A rotating merchandising drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales. Write for complete details of this and other NORTHWESTERN money makers today.
THE NORTHWESTERN CORPORATION
 26166 East Armstrong St., Morris, Ill.

Heller Ups Quarterly Dividend to 25 Cents

CHICAGO—Walter E. Heller & Company Wednesday (6) announced it raised the regular quarterly dividend from 20 to 25 cents per share—on the \$1 par common stock.

Directors also declared quarterly dividends of \$1 per share on the 4 per cent cumulative preferred stock, and \$1,375 per share on the stock. All payments will be made June 30 to stockholders of record June 20.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #29 1c Porc.	7.95
N.W. #35 1c Porc. B.G.	4.50
Columbus 5c Bulk	4.50
Silver King 1c B.G. or Mdse.	7.45
ABT Guns	30.00
Acorn 1c or 5c	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Large Tulip	.72
Pistachio Nuts, Vendor's Mix	.65
Pistachio Nuts, Sheik	.57
Cashew Whole	.61
Cashew Butts	.59
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M. & M.), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
 1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices. Write

THERE ARE BIG PROFITS IN
NUTS
 GET YOUR SHARE WITH
Northwestern
49 NUT VENDER
 Interchangeable SANI-CARRY globe for faster servicing.
 Displays merchandise to best advantage.
 Also available in Hot Nut.
NORTHWESTERN SALES AND SERVICE CO.
 MOE MANDELL
 446 W. 30th St., New York 18, N. Y.
 LOngacre 4-6467

\$1.00 FOR 3,000 PLATED CHARMS. VALUE \$15.00.
 With purchase of 4 Victor Vendors. Any Quantity.

VICTOR'S TOPPER
 1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more
 AMERICA'S FINEST BALL GUM VENDOR
 VICTOR'S FIVE STAR BABY GRAND
\$13.25 each
 1/3 Deposit on All Orders
 Write for free 32 page coin machine catalog.
PARKWAY MACHINE CORP.
 715 Ensor St. Baltimore 2, Md.

SCHOENBACH STAMP VENDORS
 Folder Type

ATTRACTIVE OUTSTANDING
 Built to last for years Perfect slug detection. Mechanism Closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vender (as illustrated) **\$24.50 ea.**
 3 Col. Vender **\$32.50 ea.**

STAMP FOLDERS Very Low Prices.
 1/3 With Order, Balance C.O.D.
J. SCHOENBACH
 Distributors of Advance Vending Machines
 1647 Bedford Ave., Brooklyn 25, N. Y.

VICTOR Standard TOPPER
 1c BALL GUM VENDOR
\$13.25 Each
\$12.75 Each 100 or more
 30 day money-back guarantee if not satisfied
 Write for lowest prices on filled capsules. Immediate delivery.

1/3 deposit on all orders

SPECIAL TRADE-IN OFFER
 As High As \$6.00 Per Machine On VICTOR TOPPERS
 Send Us Your List.

VEEDCO SALES CO.
 2124 Market St., Philadelphia 3, Pa.
 Phone: LOcust 7-1448

MAKE MORE MONEY IN VENDING!
 Read The Billboard Every Week
 For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!
 Fill out this coupon and mail today.
 Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
 Yes Please send me The Billboard for one year at \$12. (Foreign rate, one year, \$24) 851

Name.....
 Address.....
 City.....Zone...State.....
 Occupation.....

Rock-Ola Makes It Unanimous; Announces 200

Distributors Receive Invitations To Attend Advance Showing in August

CHICAGO—Mounting speculation among traders about new model plans of Rock-Ola Manufacturing Corporation ended last week with the firm's announcement of a 200-selection music machine.

Ed Ristau, Rock-Ola sales director, in an announcement Wednesday (6) said that the company's world distributor organization had already received invitations to attend the advance showing of the "Rock-Ola 200" in Chicago early in August.

Elect Carlson Pres. of UMO; Norton Is V-P

Association Calls Meeting June 18 To Discuss Taxes

DETROIT—Edward L. Carlson, of Carlson Music Company, was elected president of the United Music Operators of Michigan Monday (4) night. He succeeds James M. Jeffrey, of Jeff's Music Company.

Other officers elected for the coming year are Harry Norton, Lincoln Vending, vice-president; Louis Fisher, Fisher Music, secretary, and Anthony Siracuse, Circle Music, treasurer.

Elected to the board of directors (Continued on page 87)

Wurlitzer 200 Showings Pull Big Turnout

CHICAGO — Wurlitzer distributors continued to draw large crowds of operators at showings of the firm's new 200-selection juke boxes this past week.

The operator showings actually got under way two weeks ago (The Billboard, June 9), distributors continued to hold informal presentations last week.

In Minneapolis, music operators packed the showrooms of Sandler Distributing Company on Monday and Tuesday (4-5). Irving Sandler and Solly Rose reported enthusiastic operator reaction to the new model. They said that more orders were written than machines on hand.

One of Tennessee's largest distributors, Rock City Amusement Company, of Nashville, introduced the phonographs there without staging formal showings.

Rock City headed by Kenneth L. Brake, sent invitations to all operators for informal viewing of the new phonograph.

In Cincinnati, T&L Distributing Company showed the new 200-selection phonograph to large crowds of operators all week long. (Continued on page 89)

HIGH SCHOOL GRAD DANCE IS JUKE MARATHON

FAYETTESVILLE, W. Va. — Graduation night at Fayetteville High turned out to be a teen-age dance and juke box marathon here last week.

Parents of the graduating seniors staged an all-night party for the youngsters, consisting of dancing to dawn, refreshments for all, breakfast, and a score of amusement machines to wile away the hours.

When the West Virginia Music Operators' Association heard about the planned program, an offer to supply coin machines and a juke box for the event was immediately sent.

Public relations-wise, the co-operation extended to the high school by the association more than made up for the inconvenience and cost to operators. In a letter to the association, Robert Kent, Fayetteville Memorial Auditorium manager, said: "Much credit is due your organization, for the program could not have been planned and executed without your generous contribution."

Details of the new phonograph are not yet available.

Ristau pointed out in his invitation to distributors that both operator and location reaction to 200-selection equipment was "sought and studied" and that a "cross-section poll of operators was made to find out the features operators want most."

Rock-Ola will thus become the fourth major coin-operated phonograph manufacturer to produce a 200-selection model. The J. P. Seeburg Corporation announced a 200-selection unit—the "Dual Music System" V-200—less than a year ago in September, 1955. AMI, Inc., premiered its G-200 at the Music Operators of America convention in Chicago early last month. The Rudolph Wurlitzer Company also unveiled its 200—the Centennial Model 2000—at the MOA show.

WORLD'S LARGEST TERRITORY

Cosdel Hdqr's in Tokyo, Offices Cover Okinawa, Korea, Hong Kong

NEW YORK—Kenneth L. Cole, president of the Cosdel Amusement Machine Company, has one of the largest territories of any jobber in the world. His trade area covers Okinawa, Formosa, Hong Kong and Japan, with headquarters in Tokyo.

Winding up a three-month visit to the States—his first in four years—Cole is probably one of the foremost authorities on the Far Eastern coin machine business in the world.

Cole first saw Japan 11 years ago as a U. S. Navy flier, liked it and decided to settle down there. Early this year he became associated with the Ameropa Trading & Shipping Company. He recently visited New York to discuss the Far East market with Arnold Cortell, Ameropa president.

Military Clubs

But Cole's experience in the coin machine business goes back to 1933 when he became an agent for the Mills Sales Company. Backbone of the operation is the sale of coin-operated amusement devices and juke boxes (Cosdel is the Wurlitzer distributor in Japan) to officers and enlisted men's clubs at U. S. military installations.

While Japan has a population of 86,000,000, the American juke

box, amusement game and vending machine is virtually unknown to the civilian population.

The progress has been non-existent, Cole feels the potential for American coin equipment is tremendous. Biggest obstacles to building up an export business for the Japanese civilian population are the duties and taxes. Japan's economy is such that no dollars are available for items that are not deemed essential, and conditions will have to get a lot better before such dollars are available.

Cole feels that juke boxes in particular have a bright future in Japan. The people are musically inclined; manufacture of both 45 and 78 r.p.m. disks of superior quality is well advanced, and the nation abounds with coffee and tea shop locations, most of which have hi-fi phonographs on location.

The Japanese paper money creates a problem in military installations. There are few metal coins and none that are good for coin-operated machines. So the service clubs sell tokens, the size of U. S. nickels, dimes and quarters, and no coin mechanism adjustments are required on machines.

Pinballs are the big favorite, and bowling games do well. Pool tables have just been introduced and seem

\$ Shortage Easing In Europe: Bond

Boston Distrib Takes 11-Country Tour; Sales Licenses the Biggest Problem

BOSTON—The availability of more American dollars in many European countries promises a brighter future for U. S. automatic phonograph exports. That is the opinion of David S. Bond, president of Trimount Automatic Sales Corporation, who just returned from a tour of 11 European countries.

The big problem, Bond said, is getting export permits and licenses. However, this problem will gradually be reduced as economic conditions in these countries continue to improve, he asserted.

He believes there is a tremendous market waiting for coin machine exploitation, particularly in Austria, Turkey and Yugoslavia. There is even a chance of shipping equipment to Russia in the near future, Bond said. In Austria, the juke box business is just beginning to take hold. "The potential is enormous," he said.

All these signs point to an expanding market for U. S. equip-

ment, says Bond. But adds: "There is a steady volume of business in U. S. coin machines in Europe, there are still key nations whose doors are closed to our goods."

License Problem

Bond found that, with the exception of West Germany, licenses are very difficult to obtain in Europe, with Great Britain, France, Spain and Portugal barring coin machine imports from the U. S. altogether. In Holland and Belgium, where exports are possible, the problem is finding currency to trade—a situation which is rapidly improving.

Because no licenses are necessary in Holland, Belgium and Switzerland, these three countries have become clearing houses for equipment from all over the world. Many nations have agreements among themselves for free

(Continued on page 86)

AMI Distribs In Minn., Tenn., Introduce 200

CHICAGO — Tho no formal showings of the new AMI G-200 were held by distributors, at least two outlets held informal introductions and invited operators to see the new model this week.

Low Rubin and Sid Levin, of Lieberman Music Company, Minneapolis, played host to a large number of operators at the firm's showrooms Monday and Tuesday (4-5). "Operators were pleased with the new model, especially with the new mechanism," said Levin. Both Levin and Rubin said that shipments are being made.

In Nashville, Hermitage Music Company staged an informal showing of the new 200 at its headquarters.

"We found it inadvisable to stage a special showing, President C. V. Hitchcock said, "tho we did invite all operators in the area to attend. We have had the machine on display, however, for several weeks."

Scott-Crosse Gets Rock-Ola Line in Philly

PHILADELPHIA—The International Scott-Crosse Company here has been named Rock-Ola distributor for Eastern Pennsylvania, Southern New Jersey and New Castle County, Delaware.

Scott-Crosse gets the Rock-Ola franchise which belonged to Herman Scott's and Al Katz's S&K Distributing Company.

The agreement was concluded between Abe Witsen, of Scott-Crosse, and David Rockola, the juke box manufacturer. International has its own five-story building in Philadelphia and a Scranton, Pa., branch.

Parker Named Eastern Mgr. At Wurlitzer

NORTH TONAWANDA, N. Y. — The appointment of Ted Parker as Eastern district sales manager of the Rudolph Wurlitzer Company was announced here last week by Robert H. Bear, phonograph sales manager.

Parker has been associated with Wurlitzer's distributor organization for more than 13 years, Bear said. In 1943 he was named field sales representative for the Wurlitzer distributorship in Detroit, was promoted to the position of sales manager of that firm in 1944.

In 1947 he moved to Louisville to manage the distributorship in that city. Two years later he returned to Detroit as sales manager of Angott Distributing Company, Wurlitzer distributor, where he remained until his appointment with Wurlitzer's sales staff.

Parker is married and will continue to make his home in Detroit.

500 Operators Attend Associated Amuse. Affair

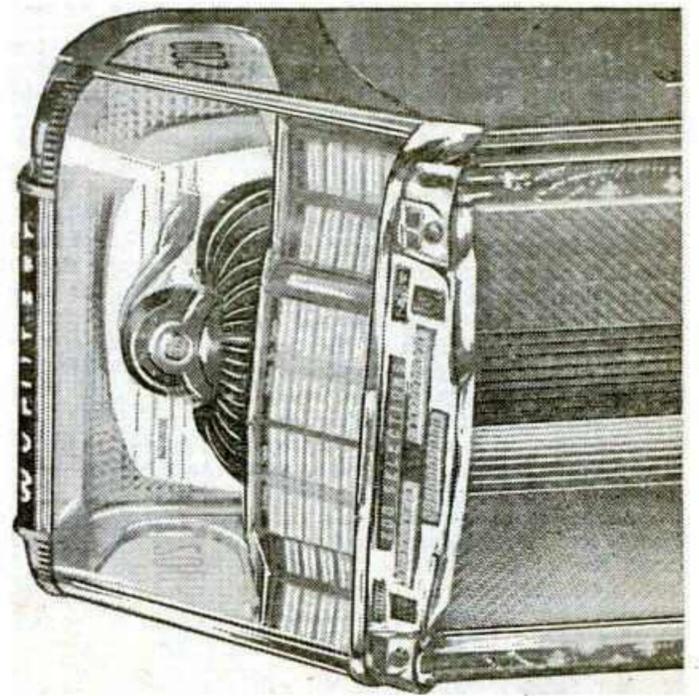
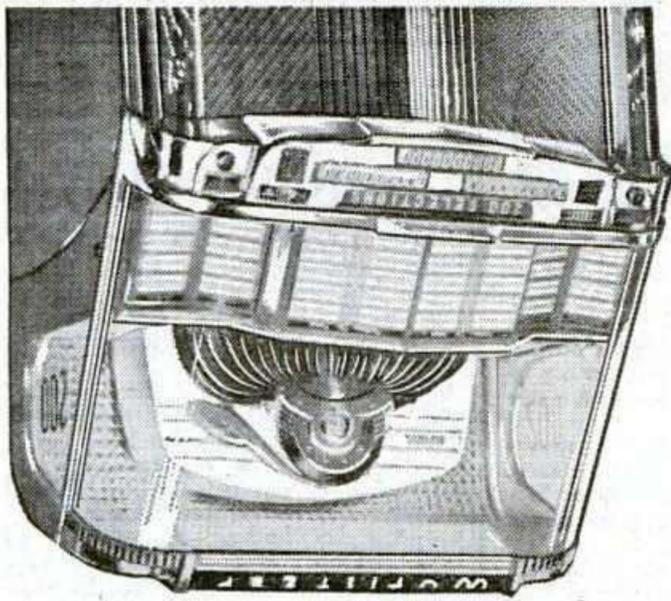
BOSTON — Edward W. Ravreby, president of Associated Amusements, Inc., played host to nearly 500 operators and their guests Sunday, Monday and Tuesday (3, 4 and 5) at the new address, 8 Rugg Road, Allston.

The big, airy plant was decorated for the occasion and bedecked with flower pieces from well-wishers. The colors of Rock-Ola are carried out in the decor in

red, black and gold. Associated also handles United in the area. A. ingenius stage was set up in the midst of a large display of juke boxes, games and kiddie rides.

A buffet and bar were set up and gifts were distributed—monogrammed ballpoint pens for the men and plastic rain hats for the ladies. Entertainment was furnished by Singer Harry Snow, currently

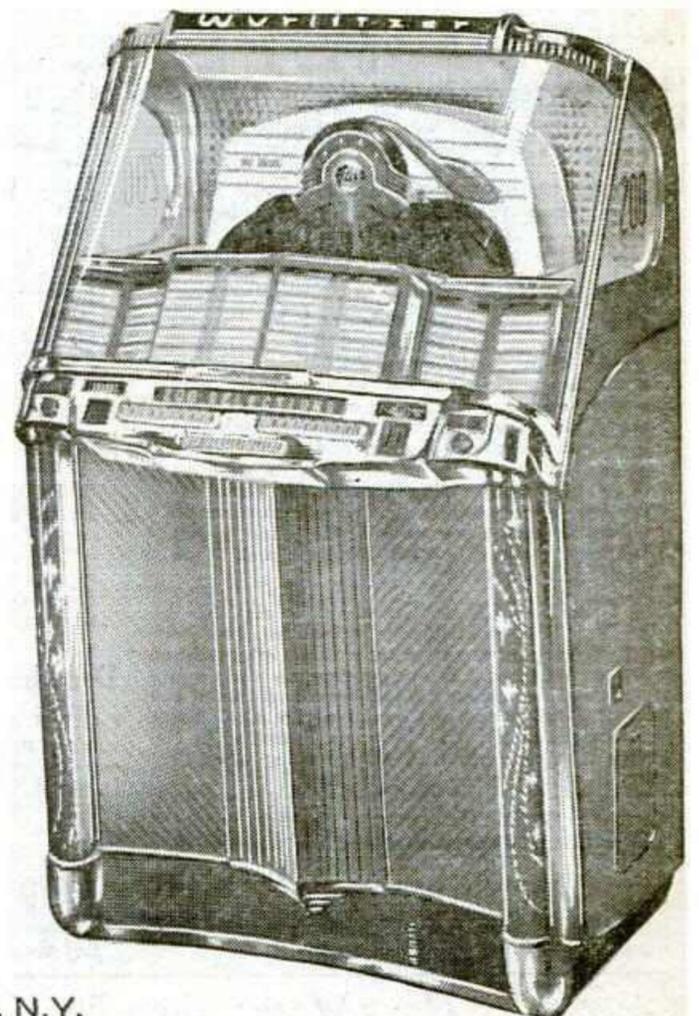
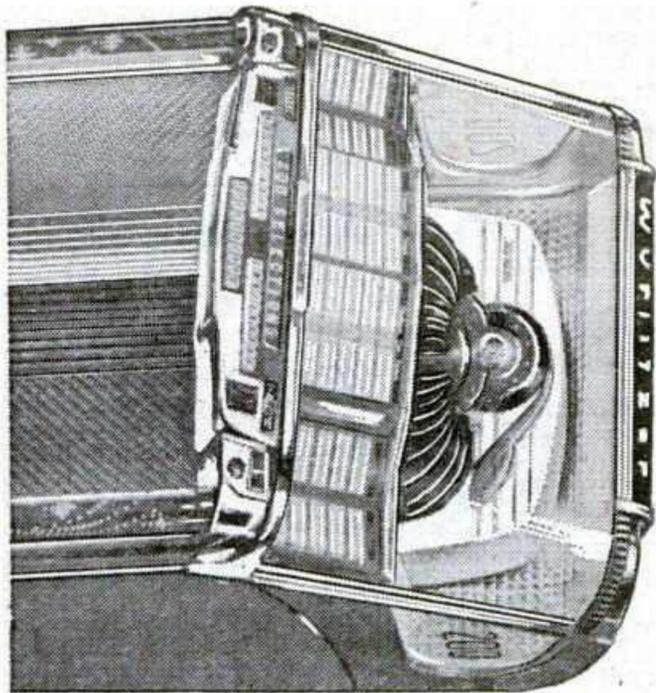
(Continued on page 82)



ANY WAY YOU
LOOK AT IT

YOU SEE GREATER
EARNING POWER

The best advertisement for this phenomenal phonograph never appears in any magazine. It shows up in the well filled coin bag every time the cash box door is opened for collection. There's no substitute for earning power. The Wurlitzer Centennial Model 2000 has that power...and is proving it every day.



HIGHLIGHTING 100 YEARS OF
MUSICAL ACHIEVEMENT

THE 200-SELECTION
WURLITZER

CENTENNIAL MODEL 2000

SEE IT, HEAR IT, BUY IT AT
YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.

MUSIC OPERATOR FORUM

Rural Dime Growth: A Location Problem



(Editor's Note: This is the third in a series of Music Operator Forums covering dime play. This week's Forum concerns itself with rural and small town operations only. Next week the Forum will spotlight the urban situation.)

The problems confronting operators in rural areas and in small towns are not unlike those confronting operators in larger cities when it comes to converting juke box equipment to dime play. Both groups, according to the Music Operator Forum, rate location owned co-operation and operator competition as the two most important factors when going to dime play.

There is one big difference, however. Rural operators find it is harder to build location owner co-operation than to reduce operator competition. The opposite is true in metropolitan areas, as will be shown next week.

According to operators this difference accounts for the slow dime play progress in rural areas thruout the country. This week's Forum points out that nearly 34 per cent of all rural operators participating are still solid nickel play, another 27 per cent have less than one out of four machines on dime play.

As the accompanying chart shows, the chances of many of these solid nickel play routes going to dime play are slim. Only one out of 10 plan to start changing this year.

Other factors in going to dime play pulled about the same percentages from rural operators as metropolitan operators. These factors in order of importance were equipment changes (different machines but not brand new), brand-new equipment, publicity and advertising campaigns, and written contracts.

Because location owner co-operation proved to be the biggest hurdle facing rural routes, most operators discussed how to get this co-operation when asked for their opinions on the best methods to convert to dime play. Methods cited ran the gamut. The most popular: "Get out and talk with them."

Other methods included persuading location owners to give dime play a trial run, sending owners cost comparison figures, getting at locations thru customer publicity, telling stops that all locations are going to be changed, promising better equipment and service when on dime play. Naturally, the location owner's profit increase is a strong selling point, nearly every operator said.

It is interesting to note the pattern set by rural and small town operators when converting to dime play. The first spots to get dime play are always the best spots. It is usually safe to

say that a route with less than one out of four machines converted has only changed to dime play in the best stops.

By the time the route approaches the 50 per cent mark, average stops are also beginning to be converted. However, marginal stops are still nickel play only.

When the three-quarter mark is reached, nearly all of the best stops are changed, half of the average stops and even a few marginal stops. The latter when equipment featuring 40-selections or more is used.

The 75-100 per cent bracket sees all the best stops and average stops converted, as well as most of the marginal stops. Most operators admit that when starting to go to dime play they had no thoughts of ever changing the marginal locations.

How They Voted

1. What percentage of your phonographs are on dime play?

% of Units On a Dime	Percentage
None	33.8%
Under 25%	27.4%
25-50%	4.9%
50-75%	11.3%
75-100%	22.6%
	100.0%
2. If "none," when do you plan to begin converting?

When	Percentage
In 3 Months	5%
In 1956	5%
Unable to say	80%
Never	10%
	100%
3. If you do operate some equipment on dime play, what percentage of the machines in each of the following three types of locations have been converted?

% of Route On a Dime	Best Stops	Average Stops	Marginal Stops
Under 25%	Under 25%	None	None
25-50%	25-50%	Under 25%	None
50-75%	50-75%	25-50%	Under 25%
75-100%	100%	75-100%	75-100%
4. Please rank in order of importance the following factors in successfully converting to dime play (percentages show number of operators who voted the "most important" classification for each factor).

28.6% Operator-location owner relations	
27.0% Relations among operators	
15.8% Equipment change (a different machine but not brand-new)	
14.3% Brand-new equipment	
8.3% Operator publicity-advertising campaign	
6.0% Written contracts	
	100.0%

Problems and Solutions . . .

VERN RAW, Vern Raw Enterprises, Inc., Seaside, Ore.: "When we converted to dime play three or four years ago, the locations themselves were the hardest to convince that a price increase was needed. One of our sales points was the comparison between today's prices and those of five years ago."

JAMES W. MANNING, Manning Music Company, West Palm Beach, Fla.: "Our biggest problem in converting to dime play was convincing the location owners of the advantages to be gained. This was accomplished by frank and honest discussions with the location owners. After the facts were understood by location owners, and they were assured that conversions would be made in every stop, there was no opposition. We also showed them how they would receive better equipment as time went on. This campaign began about six months before actual conversion time, and by "D" day, at least 30 per cent of the locations were on dime play at their own request. Without exception, the locations showed an increase in collections and since news of this kind travels fast, our task with other locations was made considerably easier."

ELI GREENFIELD, I. Greenfield & Son, St. Albans, Vt.: "The most important problems in changing to dime play are operator and operator-location owner co-operation. If all operators are made aware of the need for dime play and convinced that it can be done, locations can also be sold on the idea. Some locations, naturally, will be more receptive to the change than others, but all will go along when they know all machines are being changed."

HARRY G. SUTTON, Bossier Novelty, Bossier City, La.: "Co-operation is the big problem in going to dime play—both among operators and location owners. The changeover should be made like the phone companies handled their increase in price: Just change it as quickly as possible."

Still Other Solutions . . .

JIM CHILELERS, Walla Walla Music Company, Walla Walla, Wash.: "First get your locations to allow you to try dime play for 100 days. When they see the added profits from 10-cent play, they won't let you reconvert. The big job is to get your locations to work with you."

L. A. LORANG, A.A. Amusement, Yuma, Ariz.: "We converted about 20 of our best locations to get the ball rolling. Then, we had plugs on radio and television explaining why we had to go to dime play. Today, we would have more trouble going back to nickel play than we had when we started going to dime play. If operators are interested in samples of what was said on the air, they can write Pat Kerrick, KIVA-TV, Yuma."

ALFRED LA CAMERA, La Camera Music Company, Sharon, Pa.: "Change from nickel play to two tunes for a dime, going to straight dime play later."

SEYMOUR POLLAK, Tarrytown, N. Y.: "To be successful in converting to dime play, operators must: 1. Be convinced that he needs it. 2. Be willing to take time out to convince location owners that it is necessary. 3. Be ready to buy some new equipment, making about five changes with each new machine purchased."

Drawbacks Aired . . .

CARL H. PEARSON, Pearson Music Company, Anacosta, Mont.: "There are about four operators here and several locations own their own equipment. It would be impossible to convert to straight dime play, three tunes for a quarter. However, dime play, four tunes for a quarter might be possible if all operators changed."

LLOYD L. KIESTER, Frontenac, Minn.: "To go to dime play now, I'd have to buy a lot of equipment. I just can't see the investment at this time."

Next Week: Dime Play in the City

RUN BY MUSIC OP

Mail Disk Sampling Equals Busy One-Stop

SALT LAKE CITY—A mail-order record sampling service is the main attraction of a bustling, three-month-old one-stop owned and operated by a seasoned music operator.

Mrs. Mary A. Royer, a music operator 10 years, opened the Rhythm Record One-Stop here just three months ago to answer an operator need: Cut time in buying records by cutting travel time. She and her husband—Walter—head up Empire Music Company, a local music operating company.

Here's how Mrs. Royer's mail-order system works:

Each week she picks packages and mails to each customer from five to eight records. From this number an operator makes his selection, notifies Rhythm Records. Ordered records are then shipped. A charge of 5 cents over cost for all records is made for package and bulk orders. There are no other charges for the service.

For specialty records, the one-stop sends as far away as Mexico to fill a customer request. A large stock, however, is not kept on hand. "I try for a fast turnover so my customers will never have to take out-of-date disks. I am close enough to a central distributing point here in Salt Lake City to make this possible."

The One-Stop now serves operators in Utah, Colorado, Wyoming and Idaho.

Mrs. Royer entered the one-stop

business when she began noticing the great distances that some operators had to travel to buy records. She said: "Often operators traveled as far as 500 miles into Salt Lake City to fill record stock needs, only to find the records wanted were out of stock."

NO COMMENT

Red Prelates Get 1st View Of Juke Box

CLEVELAND — A Soviet clergyman Thursday (7) got his first view of an American juke box, but he refused to comment on the suitability of the automatic phonograph as an addition to Red culture.

The event took place at the YMCA-YWCA in Mansfield, O., when a visiting delegation of Russian clergymen were taken on an inspection tour of the building.

The juke box attracted the attention of Archpriest Mikhail Slavitsky, who asked what it was. Efforts to explain the phonograph were of no avail, so he was given a nickel, told to place it in the coin chute and await results.

When asked what he thought of the machine, he gave a noncommittal smile.

N. W. Fla. Ops Push Dime Play

GAINSVILLE, Fla. — Music operators here are beginning to speed up conversion to dime play, three tunes for a quarter.

At a meeting at the Whitehouse Hotel here last week, operators discussed methods to reduce dime play opposition and the effect dime play has had on collections.

Heading the meeting was D. J. (Joe) Barton, manager of Bush Distributing Company, Wurlitzer distributor. Barton said he called the meeting because he felt operators could learn more from other operators' experiences than by trial and error conversions on their own.

The group is not represented by an association. Conversions had been made on a sampling basis prior to the current all-out effort.

Present were E. B. Sapp, Sapp Music Company; A. J. Harvey, Harvey Music Company; Ed Hill, Hill Amusement Company, and Ralph Scherouse, Eli Will & Company.

All operators reported the results of dime play to date have been satisfactory.

Display Wurlitzer Line in Brussels

NORTH TONAWANDA, N. Y. — Elspor-Belge, Inc., Wurlitzer distributor in Brussels, Belgium, added its weight to Wurlitzer's Centennial celebration a few weeks ago when it exhibited Wurlitzer pianos, organs and phonographs at the music trade fair in that city.

Arthur C. Rutzen, export sales manager, said: "The Brussels Fair is one of the highlights of the European trade year, drawing many distributors, manufacturers and buyers from around the world. We were proud to have a part in this exposition thru our distributors, Elspor-Belge, Inc."

Atlas Music Skeds 4 Ill. Operator Service Schools

CHICAGO—Atlas Music Company, Seeburg distributor, launched the first of four planned operator service schools in Illinois last Thursday (7) when it invited operators from the Rock Island area to a session held at the Ft. Armstrong Hotel.

Heading the instruction was Ed Husky, Seeburg sales engineer. Atlas staffers included Nate Feinstein and Harold Schwartz.

Other service schools are scheduled to be held at the Leland Hotel in Springfield, June 12; the Jefferson Hotel in Peoria, June 19, and at the Faust Hotel in Rockford, June 26.

Tokyo Offices

Continued from page 78

ways, and, given a free hand, American businessmen can build up a profitable market.

The cup drink vending market, Cole believes, has a great potential in Japan. Bireley's Orange, for example, has extensive operations in Japan, while Japanese sirup manufacturers are making cola drinks similar to those sold in the United States.

Service, Repair
Cosdel general manager John Nelson, who arrived in Japan with the first elements of the Army moving up from the Philippines, manages the service and repair departments.

Bob Wynn, director of sales, an ex-Marine and former sax player for the Henry Busse orchestra, is a former record shop owner. On the Tokyo sales staff are Ken Watts, E.H.P. Leriou and Johnny Fujino, who sell machines to club managers at military installations.

Williams International, managed by Kiyu Nakamoto, is Cosdel's exclusive agent in Okinawa, while Jim Driscoll manages the Korea branch.

Ben Chemers Resigns L. A. Op Assn. Post

LOS ANGELES—Ben Chemers resigned as business representative of the Los Angeles Division of the California Music Merchants' Association Tuesday night (5) at a meeting of the board of directors.

Chemers has served in the post since the local branch of the association was formed nearly three years ago. Prior to coming here he was associated with a juke box operating firm in Chicago. He will continue to represent the CMMA for another month, at which time he will announce his future plans.

Lull on Juke Expansion Front

Continued from page 15

Kilgore anti-juke exemption bill out of committee and up for a vote is possible, but it is viewed here as extremely unlikely. Congress is too busy making feverish plans for adjournment by mid-July, and a number of burning national issues are yet to be settled on the Hill.

Music Operators of America, and other industry groups who strongly objected last July to the Library of Congress copyright study as "biased" under Dr. Mumford, and copyright office head Arthur Fisher, can now focus their attention on the Kilgore bill—the sole legislation with action possibilities. A spate of House bills proposed last session and largely duplicating the Kilgore bill, together with a bill proposing a copyright fact-finding commission, offered by Rep. Frank Thompson (D., N. J.), have shown no signs of life in this session.

Altho the juke box angle will be bypassed for now, by the copyright office experts, the subject can come up for study at a later date. Meanwhile, the copyright office study plans have been blueprinted, and an outline of over 35 "questions for study" in copyright law been submitted to representatives of groups interested in copyright "for their information and comment." These groups include "some government and some industry" members; also members of the long-monickered "Committee of the American Bar Association on Program for General Revision of Copyright."

The study outline itself explicitly lists "The Juke Box Exemption" among subjects not included in current consideration since they are "now under consideration by Congress as the subject of pending bills." The study is proceeding steadily, spokesmen report, in spite of the temporary absence of copyright office head Arthur Fisher, who is representing the U. S. at an international conference on copyright, meeting in Paris. (See separate story.)

ROCK-OLA
MODEL 1448
 Worth More When You Buy It
 Worth More When You Trade It

... insure Billboard readers of a high standard of useful editorial services

COINMEN YOU KNOW

Twin Cities

By JACK WEINBERG

ALL'S FINE WITH SANDLER. Irving Sandler is a proud father these days—his son, Warren, 22, of Des Moines, was graduated last week from Grinnell college with a Bachelor of Arts degree. The young man now is waiting to enter military service. Sandler's younger son, Bonnie, 15, came to Minneapolis with his father last week and worked in the shop while Dad set up the showing of the new Wurlitzer 200 for operators here. . . . Tony Trucano, owner of Black Hills Novelty Company, Deadwood, S. D., has recovered from a hernia operation and is back on the job, good as ever, he insists.

Jack Jeffries, of Osceola, Ia., bought out the music-games operation of Basil Dale, of Leon, Ia. . . . Vera Foster, of Acme Music Company, says hottest sellers to juke box operators at her one-stop are Gogi Grant's "Wayward Wind" on ERA, Cathy Carr's "Ivory Tower" on Fraternity, Ames Brothers' "It Only Hurts for a Little While" on RCA-Victor and Pat Boone's "I'm in Love With You" on Dot. . . . Avis Fike, Sandler bookkeeper, is back at her desk here after several days in Des Moines and Spirit Lake, Ia., attending the funeral of an uncle.

Sid Levin, of Lieberman Music Company, is shedding business worries for the next few days as he joins a party going fishing near Ely, Minn., over the weekend in search of the bigger ones. . . . Jim Melichar, of Black River Falls, Wis., who recently bought out part of the route operated by Guy Loomis in Merrillan, Wis., came to the Twin Cities this week to get acquainted and to view the new 200-record phonographs. . . . Solly Rose, of Sandler Distributing Company, spent several days in Southern Minnesota on business and reported operators are heading into the summer season with considerable confidence that the yield will be good from the vacation-tourist trade.

Among operators who stopped in both at Lieberman Music Company and Sandler Distributing Company to see AMI at the former and Wurlitzer at the latter during the 200-record machine introductions this week were Lloyd Schimke, of Minot, N. D.; Jim Stearns, Minot, N. D.; Ben Jahnke, Hutchinson, Minn.; Leonard Anderson, Hudson, Wis.; Lloyd Keister, Frontenac, Minn.; John Czerniak, Duluth, Minn.; T. P. Clifford, Gilbert, Minn.; Ted Lawn, Sol Stone, Amos Heilicher, Ed Rodseth, Marty Kantor and M. M. (Doc) Berenson, of Minneapolis; Jack Lowrie, of Lake City, Minn.; Chet LeDoux, of Virginia, Minn.; Cecil Terveer, of Winona, Minn.; Mr. and Mrs. Arnold Tessmer, St. Paul; Leo DeMars Jr., Ashland, Wis.; Frank Phillips, Winona, Minn.; Art Hagness, Grand Forks, N. D.; Phil Stang, Jordan, Minn.

Washington

By DELORES NEWCOMB

HIRSH BUYS ROUTES. Hirsh Machines acquired two more routes—McManus Music Company and Band Box Music Company—reports Treasurer Roger Squitiero. McManus has joined Hirsh as a special representative. Squitiero adds that summer business is expected to be good this year, and that Hirsh will buy some 200's.

Evan Griffith, owner of Pioneer Novelty Company, wishes the weather would warm up so his summer spots would pick up. Ev will buy some 200's, but he believes location is far more important than machine style or the number of records offered.

Michael Bushdid, Game Room operator at Washington National Airport, says travelers are keeping the room busy. His venture into background music continues to be successful. Bushdid now supplies background music to nearly 20 locations.

Kwik Kafe of Washington is presently "between the coffee and milk seasons," according to Manager James Bowen. Bowen has purchased two Heinz hot food machines and will place them on location on an experimental basis. If successful he will expand into other hot food categories.

Miami

By RAOUL SHAPIRO

NEW FACES. Congratulations to Eloise and Joe Mangone, of Mangone & Mangone. Eloise presented Joe with a boy May 29. Hear Joe almost charged his way into the delivery room in his anxiety. They sure waited a long time for that little fellow, so if he's spoiled, we will understand why. . . . Another couple anxiously awaiting their first baby is Joyce and Larry Finn. Larry is routeman for Mellow Music Company and Joyce is the daughter of Willy Levey, of the same company. The event is expected any hour.

Congrats to Jean and Oscar Garcia, of Garcia Music-Company, in Key West. They celebrated their 16th wedding anniversary a couple of weeks ago. Oscar reports collections down a little but credits dime play with holding the average way above last year's at this time. . . . Ken Willis, of Bush Distributing Company, back from a two-week vacation to the far Northwest and California, hardly had time to catch up on his mail before he was off on another trip up the West Coast of Florida. Ken is making this trip in style, as he just got delivery on his new Oldsmobile, and air conditioned, no less.

Ozzie Truppman, of Bush Distributing Company, off on a fast trip to Cuba to visit Bush's Havana office. . . . Lucky Skolnick, of Music Makers, Inc., flying up to New York with his family to attend a wedding recently. . . . Another guy flying around these days is Steve Brookmire, of Mercury Records here. Steve flew to Chicago,

then to New York, and back to Miami, all in a few days. Flying around, but not in a plane, is Marvin Novak, of King Records. With a half a dozen records hitting at one time, Marvin is really jumping to keep everybody satisfied.

Sorry to hear that Lou Lehrman, of L&L Amusement Company in Hollywood, had to give up his route. . . . Henry Stone, of Chart Records, has finally given in to public opinion and shaved off his beard. That guy really had nerve. And it was a red beard no less. . . . Doris Shapiro, of Music Makers, Inc., back from her New York vacation. . . . Buddy Smith, mechanic for Music Makers, back from his West Coast vacation.

(Continued on page 84)



SANDLER



LEVIN

COIN MACHINE **NEWS QUIZ**

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD-AND ONLY IN THE BILLBOARD-LAST WEEK?

200 PLAY DISK BUYING. PROGRAMMING. A check in nine cities across the nation discloses current thinking on buying and programming disks for 200-selection machines. Agreed: Programming—with 200's—is more important than ever. (Page 77, The Billboard, June 9.)

NEW COIN GAME ON WAY. Manufacturers say new amusement items are on the way. Ideas for new games mentioned, altho nationally engineering plans remain closely guarded secrets. (Page 84, The Billboard, June 9.)

DIME PLAY — IT'S PROBLEMS. Music Operator Forum reports that competition among operators and relations between operators and location owners are important factors in successful conversion to dime play. (Page 80, The Billboard, June 9.)

THEATER TO KIDDIELAND. Chicago restaurateur heeds plea of shopper—"tough to shop with three children in tow"—takes bold steps to transform neighborhood movie house into an indoor kiddieland in heart of business district. (Page 1, The Billboard, June 9.)

KNOW CUSTOMERS: KEY TO JUKE BOX OPERATION. Operator of one of the nation's largest independent music operating firms reports that once an operator knows the fans who play his machines, record buying and programming "comes naturally." Page 80, The Billboard, June 9.)

INFORMAL SHOWINGS PULL CROWDS. Distributors' informal exhibition of new 200-selection AMI, Inc., and Rudolph Wurlitzer Company around the country draw record crowds. (Page 77, The Billboard, June 9.)

IF YOU MISSED READING THE JUNE 9 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF

Leadership in Action

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

Table with columns: HIGH, LOW, Mean Average. Rows include BALLY (Atlantic City, Beach Club, Beauty, etc.) and EVANS (Saddle & Turf Club).

Table with columns: HIGH, LOW, Mean Average. Rows include GENCO (400, Golden Nugget) and GOTTLIB (Diamond Lil, Guys & Dolls, etc.).

Table with columns: HIGH, LOW, Mean Average. Rows include UNITED (Havana, Hawaii, Mexico, etc.) and WILLIAMS (Army & Navy, Times Square).

Table with columns: HIGH, LOW, Mean Average. Rows include WILLIAMS (Army & Navy, Times Square) and WILLIAMS (Army & Navy, Times Square).

Table with columns: HIGH, LOW, Mean Average. Rows include WILLIAMS (Army & Navy, Times Square).

ARCADE EQUIPMENT

Table with columns: HIGH, LOW, Mean Average. Rows include ABT Challenger, Advance Shockers, Baseball, Basketball, etc.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated June 9, 1956)

Table with columns: ARCADE EQUIPMENT, MUSIC MACHINES. Rows include SEEBURG-Coon Hunt, GENCO-Basketball, etc.

Table with columns: SHUFFLE GAMES, VENDING MACHINES. Rows include CHICAGO COIN-Hollywood, UNITED-Leader Shuffle Alley, etc.

PINBALL MACHINES

(Manufacturers with ten or more games listed below)

Table with columns: BALLY, GOTTLIB, UNITED, WILLIAMS. Rows include Variety, Gayety, Skill Pool, Pin Wheel, etc.

Table with columns: HIGH, LOW, Mean Average. Rows include Heavy Hitter, Hockey, Home Run, Jet Fighter, etc.

Table with columns: HIGH, LOW, Mean Average. Rows include SEEBURG (M-100-A, M-100-B, etc.), WURLITZER (1500, 45-78 RPM Mix).

Table with columns: HIGH, LOW, Mean Average. Rows include VENDING MACHINES (Electro, National 950, etc.), SHUFFLE GAMES (Ace Bowler, Advance Bowler, etc.).

Table with columns: HIGH, LOW, Mean Average. Rows include MUSIC MACHINES (AMI Model A, Model D-80, etc.), ROCK-OLA (1432, 1436 A).

Table with columns: HIGH, LOW, Mean Average. Rows include Diamond (K), Feature (CC), Fireball (CC), Flash (CC), Gold Cup (CC), etc.

Explanation of Coin Machine Price Index

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.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated.

Dime-A-Disk Gets Under Way Thruout Utah

By STAN BOWMAN SALT LAKE CITY—Dime play is no longer wishful thinking in Utah. It is rapidly becoming a reality. The transition from nickel to dime play began early this month thruout the northern portion of the State.

No Problems Seen The only deterrent to the change, according to operators currently converting equipment, will be time needed for labor and availability of parts and materials.

As recent as a month ago, operators were looking at the future of the business here without enthusiasm because of rising costs and little chance of dime play.

Reports indicate that meetings will be continued and will cover other mutual problems facing operators. No formal organization is intact here at this time.

Federal Agents Hit New Orleans Pinball Locations

NEW ORLEANS — Federal agents extended action against pinball game operations in the Southland last week, hitting more than a dozen locations in the New Orleans area.

Edward M. Elliott, chief of the Treasury Department's intelligence unit, said the move against the machines, entailing their confiscation, marked the culmination of an investigation into alleged pay-offs on winning scores.

Warrants were issued for establishments in New Orleans, Marrere, Westwego, Bridge City, Paradise, Lafayette, Alexandria and Baton Rouge, all in Louisiana.

Huffine, Nastasi To Handle Bally, Gottlieb, Rock-Ola

NEW ORLEANS—Albert Huffine announced here last week that he and Jake Nastasi have formed the Huey Distributing Company, a new coin machine distributing organization.

According to Huffine, the new firm will handle the coin game lines of Bally Manufacturing Company and D. Gottlieb & Company, and the juke box line of Rock-Ola Manufacturing Corporation.

'Wind' Holds Lead On MOA Program

NEW YORK—"The Wayward Wind," with Cogi Grant on Era, remained top selection on "National Juke Box," ABC radio network show prepared by the Music Operators of America.

Regional favorites on Saturday night's (9) show were, West Coast, "Ivory Tower," with Cathy Carr on Fraternity; Midwest, "The Stars and Stripes Forever Merengue," with Gloria Parker on Gloro, and East, "My Lady Fair," with Lou DeMarco on Ferris.

Voted most promising were "Happy Whistler," with Don Robertson on Capitol, and "Remember When," with Cab Calloway on Ampa.

500 Operators

Continued from page 78

at Blinstrub's Village; Lou Donovan, blond pianist from the Darbury Room, and N. P. Casasanta, an operator from Milford, who gave selections on his violin as well as accompanying with the piano for the singing.

7,500 Square Feet Located almost across the street from the old quarters, the new plant has a space of more than 7,500 square feet, nearly three times the size of the former place.

Mae Mandell, wife of Associated's general manager, Richard Mandell, who was also in line to welcome guests. Also Al Levine, sales manager; Don Morrell, service manager; Irving Berman and Henry Factoroff and Raymond Davis, who acted as bartender, and receptionists Christine Kane and Mrs. Sally Siegel. Ed's brothers, Al, an operator, and Jack, of Owl Mint, were also on hand.

From Rock-Ola came Jack Barabusch, Les Rieck and Frank Schultz, and from United there was Al Thoeke. Among operators attending were Max Cohen of Brookline; Joe Shaporo of Quincy; Al Mosko of Newton; Robert Goodman of Brookline; Mitzi Levine, Bob Miller, Al Wolfson, all from Brookline; Leo Glosband of Lynn; Andrew Pico and Biff Alekel

of Lawrence, and Walter Adams of Woonsocket, R. I.

Other Guests Also Steve Pielock and Ray Shea of Worcester; Pat D'Amico of Methuen; Ralph Ridgeway of Springfield; Earl Graham of Salisbury; Tom Libbey of Haverhill; Lawrence Bennencourth of Danvers; George Jones of West Roxbury; Mike Zellermyer and Charles Kraft of Brighton; Cyrus Jacobs of Allston; Ed Coriston of Clifford Park, N. Y.; Mary Giazzi, Albert Kramer, Jake Bork, Ben Ross, Ed Rowan and Ralph Slobodkin, all of Boston.

Among others were Judge Frank Omase'lo, William Smith of the First National Bank as well as Mr. and Mrs. Ed Condon; Mr. and Mrs. W. B. Wight of the Pilgrim Trust Company.

Gov't Renews Action Against Tenn. Pinballs

NASHVILLE—U. S. Revenue agents renewed their anti-pinball campaign here June 6 with seizure of machines at six eating establishments in the city-county area.

This marked first pinball seizure action here since machines were confiscated May 7—alho Gerald Wallwork, of the Revenue Service's Intelligence Division, has warned that strict enforcement will continue.

He said machines were poked up after agents had secured evidence that the units were being used for gaming purposes, and did not bear the \$250 federal gambling stamp.

No personal arrests were made, and Wallwork explained the government must prove "willful intent" to evade payment of the federal tax before an operator is arrested.

Possible Prosecution

He warned, however, that "if our investigation shows that owners or operators entered into a conspiracy to keep from paying the tax, then we can recommend prosecution."

The agents served notice on operators that they were seizing the machines, and removed them to a privately operated moving van place.

Agents said the confiscated machines automatically become the property of the federal government and cannot be reclaimed by owners.

This contention does not jibe, however, with expressed belief of an attorney who represents several owners of machines. He contends the seizures are unwarranted—in principle—and will probably be covered by a court ruling expected about July 13.

Federal Judge Elmer Davies, of the Middle Tennessee U. S. District Court, will consider at that time the government request for right to dispose of machines confiscated almost three years ago. Also docketed for consideration is contention of the owners' attorney that pinballs operated for amusement and requiring skill of players, are not covered by the federal gambling stamp statute.

There are indications an appeal to higher court will be taken by the owners if Judge Davies rules against them anew. He ruled more than two years ago that pinball machines are subject to the \$250 tax if used for gaming purposes.

The government has asked him to rule if machines can be seized and disposed of by the government. In an informal ruling six weeks ago the judge said his

(Continued on page 88)

Dairy, Kid Ride Spots Team Up for Extra \$\$

CHICAGO — Bowman Dairy, large Chicagoland dairy products firm, has joined forces with six local coin-operated kiddie ride locations, with hopes of boosting business for all concerned.

Purchasers of Bowman milk and other products, simply save parts of the Bowman containers as "play money" for the kiddies.

Kiddies take this "play money" to any of the six kiddie parks and present it at the ticket booth. For every four Bowman bottle caps or carton tops turned in, the tot is en-

COIN GAME COLD WAR OVER NOW

WASHINGTON—At long last the U. S. Department of Commerce has sanctioned the shipment of coin-operated machines to Russia.

Until now coin phonographs, games and vending machines had been on the "verboten" list, along with mallets, pencil plugs and Easter-egg dyes.

There are no indications that coin machine firms have jumped to the opportunity to talk rubles with the Russians. Who can blame them for being a bit wary?

Raise \$40,000 For UJA, See 600 at Dinner

NEW YORK—With only a few days to go before the annual United Jewish Appeal Banquet of the Coin Machine Division here, Chairman Lou Boorstein announced that the coinmen's quota of \$35,000 has been passed.

In a committee meeting at the Henry Hudson Hotel Wednesday (6), Boorstein announced that \$38,639 had been raised prior to the session and by the time the meeting ended, new donations pushed this figure to more than \$40,000.

Al (Senator) Bodkin, guest of honor at the affair which will be held Wednesday (13) at the Sheraton-Astor, notified UJA officials that he would like the quota raised to \$45,000.

Meanwhile, Boorstein announced that 409 tickets have already been sold, and he expected that banquet attendance would be around 600.

While the entertainment slate

(Continued on page 91)

SHIFTING SANDS

Coin Game Past History Filled With 'New Ideas'

CHICAGO — History repeats itself in the world of coin-operated amusement games, as well as in the course of international events.

Many of the same types of games have popped up here and there thru the decades of amusement history, sometimes drawing little or no response; other times skyrocketing in popularity.

Scouring the pages of back issue of The Billboard, the seeker can find a host of "new ideas" that could conceivably be turned into fresh game models for today's hungry market.

titled to a 4-ride ticket for 25 cents.

The kiddie ride locations in the deal are Fun Fair Kiddie Park, Kkokie, Ill.; Kiddie Town, on the South Side; Lincoln Park Amusements, at Lincoln Park, Chicago; Fairyland Park, Lyons, Ill.; Kiddie town, on the West Side, and Sauzer's Kiddiland, Dyer, Ind.

Bowman products are on sale thruout the Chicago area, making it possible for kiddies all over the city to reap the entertainment benefits of the arrangement.

Used Game Market Active As Ops Buy at Faster Pace

Pins, Bowlers, Arcade Units Move; Both U. S. and Foreign Demand Good

CHICAGO — Altho summer traditionally spells a slower pace in the coin-operated amusement game industry, Chicago game distributors last week reported late-model used game sales increasing.

Affecting the upswing in used game sales is the current need for a new-type location game on the market. Right now operators are generally doing the bulk of their purchasing in the late-model used game category.

Combined with this buying trend on the domestic scene is a similar demand for used games by

world markets, especially strong now in Asia.

Bowlers Come Back

While used pinball games in the year and two-year-old class have been selling well for some time, interest has been renewed to some extent in the used shuffle bowler games, and Arcade-type units are moving steadily to locations in resort areas and summer play spots.

Distributors in Chicago, heart of the coin machine industry, were generally buying up fairly large quantities of good used games which they expected to sell in relatively quick order.

O. High Court Rules Out Free Play Pins

Ban Ends Cincy Test Case, 5-Year Legal Battle; Ops, Locations Expect Heavy Loss

COLUMBUS, O.—The Ohio State Supreme Court Wednesday (6), ruled that pinball games offering free replays are illegal.

The State Liquor Board moved later in the day to enforce the ban. Liquor Director William G. Bryant said that orders were to go out to permit locations a few days to remove all such pinball games.

The 6-0 decision came in a test case appeal to the Supreme Court by Westerhaus, Inc., located in Cheviot, O., Cincinnati suburb. The company operates about 200 ma-

chines in the city. The ruling by the Supreme Court is apparently the end of a court battle which started five years ago.

Await Opinion

In the original action the Common Pleas Court of Hamilton County handed down a decision favoring Westerhaus. The city then carried the case to the 8th District Board of Appeals, which reversed the lower court. Officials of Westerhaus said Wednesday they would not comment until they had seen the written opinion of the Supreme Court. Attorneys for pinball interests in Cincinnati also said they did not know what action to take until they had read the opinion.

The city treasurer, who licenses the machines in Cincinnati, said there are 1,450 pinballs in the city. Ban of the city's pinballs will mean a loss of about \$80,000 a year in tax revenue. The tax fee had been \$50 per machine plus a \$3 tax on exhibitors of each machine.

Attorney Loyal S. Martin, representing some pinball operators, said there is a possibility the free game feature might be taken from the machines.

May Appeal Case

He hinted a possible appeal to the United States Supreme Court. Meanwhile, many cafe operators were alarmed at the Supreme Court action. Some said it might put them out of business. One owner estimated that some Cincinnati and neighboring Norwood, O., restaurants collect as much as \$300 to \$400 a week from the machines. The same owner said the ruling could force as many as 20 per cent of the cafes to close. Other cafe owners said they would cut expenses by laying off employees to make up for lost income from the pinballs.

In Columbus, it appeared unlikely the high court ruling will have much of an effect. Columbus ordinances, now being challenged in Franklin County Common Pleas Court, outlaw all pinballs, whether they have free replays or not.

The ruling did appear to settle, however, problems of some Ohio cities in banning or regulating various types of coin-operated amusement devices which provide for free replays.

Joe Kline, First Coin Machine Exchange, reported selling more shuffle bowlers in the past six weeks than the firm had sold in the previous six months. He said a demand also exists now for used coin pool tables.

Sam Kolber, of First, said the used bowlers were selling in the price range from \$100 to \$295. He reported Arcade equipment moving well, and good used five-ball pins "hard to find." Demand for used in-line pins, he said, is "fairly good."

Exports Increase

Biggest sales increase for Empire Coin Machine Exchange has come in the used game export market. The firm is buying up pinballs for both export and domestic sales. "These games can be purchased now at a good price," said Joe Robbins, sales manager.

Robbins said gun games, pins, shuffles, and Arcade equipment are all moving steadily. In contrast, he said, the new game market was not up to par.

Herb Perkins, Purveyor Distributing Company, called the used bingo pin market "very active," with distributors buying these games at relatively low prices. He said operators had held off buying new games six months ago, and now were in need of equipment in many areas.

Guns Move Good

Gun games, he said, are also selling well now. These pieces are moving into Arcades and resort areas for the summer season, and taking the place of other equipment, including pool games in some spots.

Summing it up, Perkins figured prices on late used equipment is down about 10 per cent in the past few months, with equipment three years old or more, down about 40 per cent.

Donan Distributing Company finds the in-line pin market unsteady, due to increasing adverse legislation in many areas of the country. However, used pins in the

(Continued on page 88)

United Names New Distrib In Mid-South

MEMPHIS — Sammons-Pennington Company was last week appointed distributor in a Mid-South territory for United Manufacturing Company, Chicago.

Sammons-Pennington will handle the full amusement game line of United for the State of Arkansas, West Tennessee and North Mississippi.

The Memphis firm has been in business since July, 1951, when a partnership was formed between George Sammons and Cotton Pennington. Sammons is president and Pennington secretary-treasurer. The firm is the local Seeburg phonograph distributor.

Sammons travels the North Mississippi and Arkansas areas. Besides selling Seeburg phonographs, he will now build up sales of games thruout the territory.

The company also handles Seeburg background music and in recent years has installed the wired-in music in dozens of plants, banks, hotels, restaurants and other buildings in the Mid-South.

Vender Displays

Continued from page 74

compartment. Each column may be set at a different price.

In addition to Ritzen, the Canteen booth was manned by Walter Coleman and Richard K. Zeigler.

The Coca-Cola pre-mix machines, both single and dual selection, have capacities of 800 cups. Donald H. Cowan, company representative, said the units are now in full production and are being used by nearly 500 bottlers throughout the nation.

Others at the Coca-Cola booth

were Victor L. Johnson, Wayne B. McConnell, Walter Smith and Gilmer.

Interstate-United Coffee Corporation exhibited its self-brew Perk-O-Fresh machine. At the booth were Paul Rosenbaum, Ronald Wolff, Clifford Nelson, Alex Ungar, Olof Muten, David Goldman, James Slater and Fred Bloomfield.

Displaying lines of bottle drink machines were Pepsi-Cola and Seven-Up. The Pepsi contingent consisted of John H. Williams and Paul Little, while John O'Shea, Robert Britton and Mrs. Susan Malaney represented Seven-Up.

KANSAS DISTRIBUTOR-WURLITZER

WURLITZER 1700—CONVERTED TO DUAL TITLE STRIPS ... \$550.00	WURLITZER 1100 \$ 65.00
WURLITZER 1800 725.00	WURLITZER 1400 195.00
WURLITZER 1650-45 RPM HI-FI 325.00	AMI D-40—45 RPM 195.00
	AMI MODEL B 45 RPM 165.00

UNITED DISTRIBUTORS, INC.
902 W. SECOND WICHITA 12, KANSAS HO 4-6111
HO 4-3504

ARCADE EQUIPMENT BUYS!

Completely Refinished Throughout!

BALLY HEAVY HITTERS \$ 49.50	WESTERN BASEBALL \$ 85.00
CHICAGO COIN HOCKEY 65.00	TEXAS LEAGUER (5c Play) 50.00
CHICAGO COIN GOALEE 65.00	SEEBURG COON HUNT GUN 125.00
MUTOS. SKY FIGHTER 125.00	CHI. COIN BASKETBALL CHAMP. 135.00
BALLY UNDERSEA RAIDER 125.00	EVANS TEN STRIKE 75.00
BAT-A-BALL JR. (1c Play) \$35.00	

ZODIAC VENDOR

The Year Round Money Maker! Complete With 1,200 Fills.

\$395

CHARLEY PIERI

Get Our List, New-Used Games, All Types

Monarch Coin Machine, Inc. Lincoln 9-3996-7
2257 N. Lincoln, Chicago 14, Ill.

Slightly Used

JUNIOR SIZE POOL TABLES \$125

Slightly Used

SENIOR SIZE POOL TABLES \$150

READY TO OPERATE! IMMEDIATE DELIVERY!

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

PHONOGRAPH BARGAINS

reconditioned, guaranteed, ready to operate

ROCK-OLA	AMI
1436A (45 RPM) \$275.00	C (45 RPM) \$165.00
1438 495.00	D-80 325.00
1442 (50 Sel.) 495.00	E-120 475.00
1446 HI-FI 595.00	
	WURLITZER
SEEBURG	1400 \$225.00
M100C \$575.00	1550 295.00

J. ROSENFELD Co.

4701 WASHINGTON • ST. LOUIS 8, MO.
FOrest 7-6730

in our 25th YEAR! Authorized ROCK-OLA CHICAGO COIN Distributors

COINMEN YOU KNOW

Continued from page 81

Chicago

By KEN KNAUF

WOLBERG BACK FROM EUROPE. Sam Wolberg, Chicago Coin Machine Company co-head, returned last week from an extended European trip. . . . Joe Schwartz, National Coin Machine Exchange chief, also due back this week from Cuba. . . . United roadman John Casola in New Orleans, with Al Thaelke traveling the New England territory. Visitors at United last week were Lou Wolcher, Advance Automatic Sales, San Francisco, and Leo Weinberger, Southern Automatic Music, Louisville.

Wally Finke, First Coin Machine Exchange, says he's finally discovered how his partner, Joe Kline, maintains boundless energy. Finke claims Joe has at least 10 eggs for breakfast every Sunday morning. Betty Haaglund, First's switchboard sweetheart, in New York last week. First's Fred Klein entertaining visiting operators Matt Pohl, Hammond, Ind., and Lou Bilow, Chicago.

Herb Perkins, Purveyor Distributing Company, back from Montreal, says he had a good visit with Larry Dobkin, coinman there. . . . Gil Kirt, Joe Robbins and Jerry Bremner, Empire Coin Exchange, all basking under the breezes of the new air conditioning system installed at the offices. . . . John Vitek, American Resin Corporation, out with a new liquid lubricant spray for coin machine operators. . . . Tom King, King & Company, recovering at home in Oak Park following a hernia operation.

New Orleans

By JACK DEMPSEY

BOASBERG BACK IN TOWN. Louis Boasberg, popular and hard-working head of the New Orleans Novelty Company, is back in town with his nose to the grindstone after a recent vacation trip to the big town. . . . New York. Lou who was accompanied by Mrs. Boasberg, said it was "strictly a vacation," and reports they both had a wonderful time.

Frank King, coin machine operator, has been remodeling his fishing camp at nearby Hopedale—and, of course, getting in a bit of fishing on the side. . . . T. E. Odder, Slidell, La., operator-distributor, is now selling lots for homesites in St. Tammany parish. . . . in the event some of you "turriners" are interested in relocating in "God's country." Seriously, St. Tammany parish, which abounds in tall pine trees, is considered one of the "best health areas" in the nation.

Hilliard Bach, manager of the Canal St. Penny Arcade, says he has been getting repeated offers—"all generous"—from collectors who would like to buy his 1910 automatic piano, one of the show pieces at the Arcade. It's a Seeburg piano, and the crowds love it. . . . Joe Isaacson, chief engineer and a partner of the N. O. Novelty Company, is recuperating from a recent operation at Hotel Dieu—and should be back in harness within another week or two. . . . Nick Carbajal's 13-year-old daughter, Darlene, participated in a dance revue marking the formal summer opening of City Park last week. In addition to being a fine tap dancer and ballet artist, Darlene is also an accomplished accordionist. . . . all of which makes the genial owner of the Crown Novelty Company, one proud father.

Bob Nims and his attractive wife, Jerry, are still talking about that Kentucky Derby trip. They flew to Louisville for the fun, and are still moaning that they should have brought along their portable TV in order to get to see the big race. Nims has extended his phonograph route by purchasing the routes of several operators. . . . John (Tac) Elms is once again sponsoring a kid baseball team in the city's American Legion baseball program. He has long been identified here as a leader in the war against juvenile delinquency. . . . Pete Nastasi, the demon distributor, has a good slogan: "Early to work and late to leave makes a man wealthy at least."

Little Rock

OPS MAKE SWITCH. A number of Arkansas music ops are diversifying, acquiring new businesses, selling their music routes and changing field or expanding these days. H. B. McCord, former service manager for Baker Music Company at Pine Bluff, Ark., is now in the cigarette and candy vending business. He recently purchased 50 new Rowe cigarette machines to expand his growing route.

Apco Readies

Continued from page 74

60 days and that the plant will have a production capacity of 25 CoffeeShoppes and 40 SodaShoppes a day.

Meanwhile, one of the major tasks is to educate the public about the use of drink machines. Apco has displayed its line in recent trade fairs in Frankfurt and Hanover, Germany, and at the Salon de la Vie Collective in Paris. All three shows were primarily consumer affairs.

Rapp said that Apco hot and cold drink machines are being used extensively in Army bases throughout Europe and that Europe an civilians are influenced by the habits of American troops.

He added that automotive plants

and theaters account for a high percentage of SodaShoppe and CoffeeShoppe locations in Europe. The European distribution and sales organization was set up by Rapp in a survey he made in a 1955 trip to the Continent.

Smokeshop Sale

Continued from page 74

Smokeshop operators. A finance plan is also available.

Full Production

Rapp added that full production on the 18-column machine is under way. The unit lists for \$279.50 and has a 486-pack capacity. Each column is capable of vending at any one of five prices.

The console, with automatic push-button selection, is illuminated by fluorescent lighting and

is available in five decorator colors. It vends regular, king-size, filter-tip, box regular and box-king sizes.

The machine has three display bubbles for subsidy arrangements between the operator and cigarette manufacturers. Rapp said that the operator can earn back the cost of the machine in 30 months on subsidies.

In one case, he added, an operator sold the space to Anheuser-Busch for a beer display at \$90 a machine a year, he added.

It's crazy, man

...but how they like to play it!



See ROCK 'N ROLL On Display At Your Distributor or write to

INTERNATIONAL MUTOSCOPE CORPORATION
44-02 Eleventh Street, Long Island City 1, N. Y.
Stillwell 4-3800

ARCADES—OPERATORS

Games Reconditioned the Munves Way—Look and Work Like New

Muto, Drivemobile	\$425.00
Rocket	275.00
X-07 Rocket	450.00
Mars Boat	295.00
Memphis Large Horse, metal	300.00
Bally Horse	345.00
Exhibit Silver Bullets	125.00
Exhibit Jet Gun	125.00
Williams Jet Fighter	175.00
Seeburg Coon Hunt	175.00
Genco Sky Gunner	125.00
Genco Champion Baseball	350.00
Evans Bat-A-Score	100.00
Bally Big Inning Baseball	100.00
Scientific Pitch 'Em and Bat 'Em	125.00
Williams World Series	95.00
Williams Deluxe Baseball	125.00
Williams Pennant Baseball	150.00
Mutoscope Drivemobile	150.00
Set Shot Basketball	250.00

New Machines—Closeouts

Mutoscope Drive Yourself, new	\$650.00
Air Hockey Football, new	295.00
Sidewalk Engineer, floor sample	195.00
Sidewalk Engineer, new	Write
Williams Jet Fighter, new	275.00
Genco Quarterback Football, new	Write
Genco Quarterback, floor sample	375.00
Whip, Kiddie Ride, new	325.00
Palomino Horse, new	245.00
Grandmother, Mystic Swami, floor samples	595.00
Lane Goldie Horse, new	Write
Lane Fire Engine, new	Write
Williams 4 Bagger, Baseball, new	Write
Mutoscope Rock 'N' Roll, new	149.50
Lee Horse (mechanical inside)	Write

FREE 1956 Catalog—325 Illustrations

MIKE MUNVES
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
44 YEARS SERVICE • EST. 1912

Rotation POOL BALLS

5 OZ.—PHENOLIC FINEST QUALITY

Pep up your pool table locations—revive your collections with these newest ROTATION POOL BALLS. Phenolic—not composition. A trial set will convince you.

SAMPLE SET \$20.00 OF 10 BALLS. . . .

Check With Order—No C.O.D.'s.

ORDER TODAY!

WRITE—WIRE—PHONE

Seacoast, Inc.

1200 North Avenue
Elizabeth, New Jersey
Blgelow 8-3524

GIVE TO DAMON RUNYON CANCER FUND

W. Europe a Growing Market

Continued from page 74

persons, is contemplating a 150-machine cup drink installation.

Cup Problem

Cups are another problem. Most popular European disposable cup is the Tetra-Pack made in Switzerland. This is a cone-shaped container, and, as yet, no methods has been devised to dispense these cups in a vending machine.

As European distributor for Lily-Tulip, Ameropa is able to offer cup drink dispensers a complete package—Cole machines, Canada Dry sirups and Lily-Tulip cups.

Cortell feels that most European-manufactured cups are of such poor quality that even with freight and duties, U. S.-made cups can offer a superior product at about the same money. All European manufacture is in cold cups—hot cups are imported from the States.

10 Per Cent Commission

On drinks, 10 per cent is the normal commission. Vending prices are the equivalent of 5, 10 or 15 cents, depending on type location and country.

While a dime is the most common price for both hot and cold drinks, many factories will not allow drinks to be vended at more than 5 cents. Some motion picture houses and many factories get 10 cents a drink and some movies—mostly in Switzerland—get 15 cents.

Vending distributors are chosen largely from the ranks of juke box representatives, generally well established and stable firms.

Coffee Blends

For hot machines, American powdered coffees are imported, but

most Europeans like lighter blends than Americans are accustomed to.

Cortell feels that full-line feeding in European industrials will follow the development of cup drink vending. Ameropa is optimistic about the Du Grenier line which it handles on the Continent. The line includes candy, sandwich and cigarette machines.

Some German cigarette machines are being manufactured, but Cortell thinks that they have a long way to go before they can compete with the American product.

50-Lira Coin

Cup drink vending has received a shot in the arm in Italy where a new 50-lira coin has been introduced. The new coin is the equivalent of 12 American cents and is a natural for a cup drink vend. The Ixrea typewriter plant near Milan, with 6,000 employees, has installed 25 machines.

The U. S. armed forces in Europe has done a lot to cultivate civilian tastes for soft drinks. Colas are the favorite, with orange and strawberry next.

One major problem in Europe is the dollar shortage, but it's not as acute a problem for vending manufacturers as it is for game and music machine makers. Most European governments look more kindly toward merchandise venders, and many officials are hoping that a European vending machine industry can be created.

In the meanwhile, American vending machine manufacturers can look forward to a profitable and expanding market in Western Europe.

Game History

Continued from page 83

a tap dance to the music. The player could pick his favorite record and see it tapped out by the dancing dolls. It hit the market in 1949.

Robot Opponent

Still another unusual coin machine was developed by A.B.T. Manufacturing Company in 1947. It had players competing in a game of cards—bridge, no less—with a mechanical robot.

There is no record of whether or not this game actually went on the market, but the production model was to consist of a regulation bridge table with folding legs and card symbols, controls placed on the surface. Card symbols were to light up when the player pressed corresponding buttons. The game was timed for 5-minute play.

A different twist to the shooting gallery-type game was bowed in Detroit in 1947 by Ernest Gonzer, Gonzer Products Company. It was a "slingshot shooting gallery" with an attachment that dispensed pellets for the sling via coin deposit. Converted penny bulk vending units were used to dispense the pellets.

Another game that utilized the merits of the bulk vending machine was the Lindy Striker, produced by B. Madorsy, Brooklyn. It was a "take-off" on the exploits of the popular airplane pilot, Charles Lindbergh.

The Lindy Striker was a counter model featuring a miniature airplane that climbed to varying heights along a vertical route up the machine. The plane could get as far as Paris as "Lindy" did or soar on to new records—to Italy, Germany, possibly even the Moon.

It was good fun to the coin amusement game player of that day, and the machine delivered ball gum, as well as amusement at the drop of the coin.

Problem Study

Continued from page 74

Company, Kansas City, Mo., committee chairman, stated.

In order to determine what procedures to use in solving the problems, Izzard stated the public relations firm's representatives are interviewing NAMA members—operators, manufacturers and suppliers.

Members' views are being sought on such problems as unfair legislation; "blue-sky" promotional ads; acquisition of vending industry statistics; plans for working more effectively with local civic and service organizations to gain greater prestige within the community; securing better means of financing new equipment; prevention of abuse of machines on public and industrial locations, and misleading editorials.

Results of the survey and specific recommendations on action

to be taken are to be presented at the next meeting of the NAMA's board of directors scheduled for September 25 at White Sulphur Springs, Va.

Problems confronting the automatic merchandising industry and plans for the country-wide study were discussed at a meeting of the association's public relations committee and five representatives of Selva & Lee here May 22.

COIN MACHINE SERVICE, INC.

VALLEY MFG. CO. DISTRIBUTORS

422 Wilson St., Santa Rosa CALIFORNIA

Phone: Paul Speer Santa Rosa 1498 or write for prices

ROCK-OLA COMET 1438 . . . \$495.00

ROCK-OLA WALL BOXES—120 Sel., Chrome . . . \$49.50
ROCK-OLA STEPPERS for 1436, 1438, 1446 . . . 29.50

ROCK-OLA

1448, 45 rpm, used . . . Write
1446, 45 rpm . . . \$595.00
1442, 45 rpm . . . 500.00

SEEBURG

M-100-BL . . . \$425.00
M-100-B . . . 395.00
M-100-C . . . 525.00
AMI-A . . . 69.50

All Machines Guaranteed . . . Reconditioned Like New
WRITE FOR COMPLETE LIST AND QUANTITY PRICES
Terms: 1/2 down, balance C.O.D.

S & K DISTRIBUTING CO.
808 N. Broad St., Philadelphia 30, Pa.
PO. 5-6384

ROCK CITY'S BEST BUYS

PIN BALLS

BIG TIME . . . \$240.00
GAYETY . . . 125.00
GAYTIME . . . 200.00
MIAMI BEACH . . . 250.00
VARIETY . . . 145.00
BROADWAY . . . 450.00

UNITED

MANHATTAN . . . \$160.00
PIXIE . . . 300.00
TRIPLE PLAY . . . 200.00
CARAVAN . . . WRITE
STARLET . . . 325.00

MODEL 9 AUTO PHOTO MACHINE . . . WRITE

Rock City Amusement Co.

108 LAFAYETTE ST.
NASHVILLE, TENN.
Phones: 6-8371 or 42-4353

NEW ADVERTISING RATES

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.

CASH WITH ORDER

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:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

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.

Business Opportunities

EARRINGS, PINS, CAN BE PUT IN CAPSULES, \$6 per gross only, plus postage, e.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I. je30

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors. Installations made in hotels & motels; write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J. ch-aull

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Lucust 7-1446. je30-ch

Routes for Sale

ESTABLISHED BULK VENDING ROUTE in Central New York. 36 Cigarette Vendors, 332 Bulk and Gum Vendors. Price \$11,000. Box M-174, c/o Billboard, Cincinnati 22, Ohio.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES. \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill. je30

CHARM MACHINES FOR SALE—VICTOR Baby Grands and Northwesterns at \$5 per machine; limited supply. Call or write, Howard R. Howe, 440 Porter Ave., Buffalo 1, N. Y. SU 6566.

CIGARETTE—CANDY—COFFEE—CIGAROMAT

—Factory Distributors—

U-Select-It, Candy & Coffee, Lehigh, PX, Royal "17" Cigarette, Watling Scales, White's Comb Vendor & Combs. Write for complete details, prices, installment terms.

TEXAS ASSOCIATED ENTERPRISES
P. O. Box 1068, Amarillo, Texas, Dr. 3-8022

FOR SALE—A FEW VERY NICE PANORAMA, 40 Arcade Machines, Panoram Projectors. H. E. Loebsock, 1438 N. Emporia, Wichita, Kan. je23

NEW BUMPER POOL TABLES FOR SALE. G-5339 South Saginaw Road, Flint 7, Mich. Phone: Owens 4-6112. jy7

SCALES FOR SALE—ALL MAKES, CHEAP. Write G. H. Scale Service, 208 Roemer Blvd., Farrell, Pa.

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1¢ Hersheys, 320 or 520 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 Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. je30

100 1¢ VICTOR VENDORS FOR ANY KIND of bulk merchandise, \$7.95 each; 40 Vending Machine Stands for 2 and 3 machines, \$3 each; 3 Advance Stamp Machines, \$6 each. Al Hoff, 1920 Rose, Baltimore 13, Md.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. je30

VENDING MACHINES WANTED—4 OR 5 Jack's, Northwestern 49's, Silver Kings, Acorns, Toppers, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-17n

SUMMER SALE

All machines cleaned, checked, ready for operation

BINGOS

Palm Springs . . . \$90.00
Ice Frolics . . . \$90.00
Beauty . . . \$50.00
Beach Club . . . \$75.00
Yacht Club . . . \$55.00
Palm Beach . . . \$40.00
Coney Island . . . \$35.00
Spot Life . . . \$35.00
Circus . . . \$45.00

GUNS

Un. Carinval deluxe . . . \$195.00
Seeb. Bear . . . \$ 95.00
Ex. Shooting Gallery . . . \$100.00

FIVE-BALLS

Skillpool . . . \$ 57.50
Diamond Lil . . . \$147.50
Twenty Grand . . . \$ 47.50
Hong Kong . . . \$ 42.50
Sky Way . . . \$114.50
Jolly Joker . . . \$130.00

KIDDIE RIDES

Bally Moonride . . . \$115.00
King Choo Choo . . . \$195.00
Ex. Boaf . . . \$195.00

MISC.

Am. character 1c scale . . . \$ 97.50
Rockola Lo-boy scale . . . \$ 59.50
Mills Health scale . . . \$ 64.50
U. S. 2 col. stamp vendors, ea. . . \$ 14.50
U-Select-It Candy Vendor . . . \$ 65.00
Superior Cigarette Vendor . . . \$165.00

Special—2 new Bert Lane Dead Zero Dard Games

T & L Distributing Co.

1663 Central Parkway
Cincinnati 14, Ohio
Phone: MA 1-8751

GIVE TO DAMON RUNYON
CANCER FUND

POOL GAMES

Largest and Most Diversified Stock in The Country . . .

99.50 up

We Specialize in Conversions

TOPS from \$35.00

DAVID ROSEN

Exclusive A-M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

PURVEYOR'S SPECIALS

POOL GAMES

Keeney Fascination \$120.00
Chi Coin Crown Pool (Hinged Top) . . . 135.00
Valley Bumper Pool 135.00
Keeney Fascination (Hinged Top) . . . 135.00
Un. Leader . . . 115.00
Exhibit Skill Pool . . . 120.00



POOL TABLES \$90 and up

SHUFFLE GAMES

Keeney Speedlane . . . \$275
Keeney American . . . 225
Keeney Century . . . 195
Keeney Diamond . . . 160
Keeney Carnival . . . 85
Keeney 10 Player . . . 70
Un. Targette . . . 175
Un. Comet . . . 195
Un. Mars . . . 195
Un. Team . . . 125
Un. Leader . . . 115
Un. Imperial . . . 100
Un. Chief . . . 110
Un. Royal . . . 90
Un. Olympic . . . 70
Genco Match Pool . . . 95
Genco Shuffle Pool . . . 75

C. C. Criss Cross Target . . . \$150
C. C. Advance . . . 100
C. C. Gold Cup . . . 110
C. C. Triple Score . . . 75

SUPPLIES

Cue Sticks, Ea. . . \$ 2.50
Chalk, Gr. 3.50
10-Minute Cement
Tube 20
Cue Clamps, Ea. 25

Plastic Cups, red or white, Ea. \$.50
Coin Chutes, Ea. 10.80
Playfield Cloth 9.50
Set of 10 2 1/2" Pool Balls 12.00
Set of 8 Pucks 12.00
Shuffle Game Wax 3.50

BINGOS

Night Club . . . Write
Broadway . . . \$445.00
Beach Beauty . . . 395.00
Miami Beach . . . 295.00
Big Time . . . 260.00
Gay Time . . . 240.00
Variety . . . 160.00
Pixies . . . 295.00

4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER 8-1814



Joe Ash says...

When you compare quality with price, Active is never undersold!



Joe Ash says...

Los compradores en el extranjero encontrarán estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolos (pin games) y veloneras (music machines) nuevas o reconstruidas listas para operacion.

EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTlieb & CO. in S. Jersey, Del. and E. Pennsylvania.

ACTIVE
AMUSEMENT MACHINES CO.
YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

666 N. Broad St.
FRemont 7-4495 Phila. 30
Write or wire for prices

BINGOS		BOWLERS	
Un. Starlet	\$450.00	Un. Deluxe Super Bonus Bowlers Write	
Un. Pixie	425.00	Un. Deluxe Top Notch Bowlers	
Un. Triple Play	295.00	(New) Write	
Un. Manhattan	275.00	Un. Venus Targette	\$295.00
Un. Nevada	125.00	Un. Deluxe 5th Innings	240.00
Un. Hawaii	125.00	Un. Deluxe Comet Shuffle	
Un. Mexico	125.00	Targette	195.00
Un. Rodeo	125.00	Un. Team Shuffle Alley	150.00
Un. Tahiti	95.00	Un. Star Regulation Shuffle Alley	125.00
Un. Cabana	95.00	Ba. Jet Bowler	195.00
Un. Leader	95.00	Ba. Victory Bowler	175.00
Un. Rio	90.00	C.C. Star Lite Bowler	175.00
Un. Tropics	75.00		
Ba. Miami Beach	325.00	ARCADE EQUIPMENT	
Ba. Big Time	265.00	K. O. Champ	\$150.00
Ba. Gay Time	225.00	Un. Deluxe Carnival Gun	275.00
Ba. Palm Springs	195.00	Un. Deluxe Jungle Gun	225.00
Ba. Surf Club	150.00	Un. Deluxe Derby Roll	125.00
Ba. Dude Ranch	110.00	See, Coon Hunt	95.00
Ba. Hi-Fi	110.00	See, Bear Gun	95.00
Ba. Beach Club	85.00	Ex. Space Gun	95.00
Ba. Yacht Club	75.00	Ex. Gun Patrol	95.00
Ba. Coney Island	50.00	Ex. Dale Gun	50.00
Ba. Palm Beach	50.00	Photo-Matic	175.00
Ba. Spotlight	35.00	Mu. Drivemobile	125.00
		Mu. Ace Bomber	95.00
FIVE BALL GAMES		Mu. Baffing Practice	50.00
Wms. Jolly Jokers	\$150.00	Regal Score Board	75.00
Wms. Times Square	75.00	Ba. Heavy Hitter w/stand	35.00
Wms. Hayburner	50.00		
Un. Sheepie Chase	95.00	CIGARETTE MACHINES	
Ge. Golden Nugget	45.00	Rowe Cig. Machine (8 col.)	\$140.00
Ge. "400" Machines	50.00	Fecco Cigarette Machine	95.00
		MUSIC	
		1438 Rock-Ola Comet Phone	\$550.00
		1436 Rock-Ola Phonograph (78)	195.00

We Are Now Delivering United's New South Seas, Star Slugger and All Current Models of United, Exhibit and Williams Games.
One-Third Deposit With Orders.
DAN STEWART COMPANY
148 East 2nd South Street Phone: DAVis 2-2473 Salt Lake City, Utah

\$ Shortage

Continued from page 78

shipment of goods within Europe, and with Belgium as the focal point, much U. S. equipment is finding its way into Europe via this avenue.

Bond also observed a big acceleration in the manufacture of juke boxes in West Germany, where the government is free with licenses. Competition there was sparked when occupation troops popularized the juke box, and the electronic-wise Germans lost no time in getting into production to meet the demands of this growing business.

With Italy's tight control on U. S. imports, Bond found it probably most limited as far as doing business. While there were a good many music machines in the outlying areas, in the big cities the appeal of orchestras, which are everywhere, has kept juke boxes down to a minimum. Most of the Italian imports are bought thru Holland and Belgium.

Used Equipment

But despite all the restrictions and the difficulties of doing business abroad, Bond feels the export market is a great boon to the American operator, since the brisk demand for used equipment helps to avoid excess equipment on the U. S. market.

American coin games, he found, were also everywhere and appeared to have a high acceptance. He also observed that games which are popular in the U. S. seemed to have the most appeal for Europeans. There are also many Arcades in Italy and France doing good business with U. S. equipment.

Bond found the Europeans highly conditioned to food vending machines, and he feels that Europe has gone farther ahead with the use of these vendors than the U. S. The store-front machine is common place in Switzerland, Germany, and Holland, and a tremendous trade is done after the stores close. The machines are simple with usually from six to 10 columns

Michigan Laundry Assn. Elects Bryan President

DETROIT—Phillip K. Bryan, owner of Joyfield Launderette here, was elected president of the Michigan Self-Service Laundry Association at the annual convention in Dearborn. He also heads the Detroit chapter.

Other officers are: Estelle Hershberg, Evergreen Washomat, Detroit, vice-president; Dick Ritchie, secretary, and Harvey Ritchie, treasurer. The Ritchie brothers are with the Northville Launderette, Northville.

and practically every kind of merchandise is stocked.

Many stores have a complete restaurant set-up along the lines of the Automat, and people of all classes use the machines to a much larger extent than similar ones in the U. S.

FOR SALE
AUTOMATIC MUTOSCOPES
8 post-war deluxe models. All in good shape. Make offer. Write
AUTOMATIC AMUSEMENT COMPANY
728 Fourth Ave. San Diego, Calif.

★★★ **ROYAL** ★★★
DISTRIBUTING, INC.

GAYETY\$135.00 VARIETY\$150.00
MIAMI BEACH 325.00 Holiday Match Bowler 165.00

CLEANEST GAMES YOU'VE EVER SEEN!
1/3 DOWN, THE REST "SIGHT DRAFT"

Ask For Ben Mackie or Harold Hoffman
3726 KESSEN AVE. CINCINNATI, O. MONTana 1-5004

ATLAS . . . More MUSIC for the Money!

A.M.I. MODEL A	\$ 95
A.M.I. MODEL D-40	225
SEEBURG 100C	595
WURLITZER 1500	275
ROCK-OLA COMET (120)	495
ROCK-OLA FIREBALL (120)	275
ROCK-OLA 1432 (50 Sel.)	175

RECONDITIONED—REFINISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.

ATLAS MUSIC COMPANY
A Quarter Century of Service
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

BINGO SPECIALS!

MIAMI BEACH	\$360.00	DUDE RANCH	\$85.00
BIG TIME	290.00	PALM SPRINGS	85.00
GAY TIME	275.00	BEACH CLUB	75.00
VARIETY	175.00	FROLICS	75.00
GAYETY	175.00	YACHT CLUB	70.00
ICE FROLICS	100.00	PALM BEACH	60.00
SURF CLUB	100.00	ATLANTIC CITY	60.00
HI-FI	100.00		

All equipment very clean and ready for location
Immediate delivery
1/3 DEPOSIT
FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.
7855 Stony Island Ave. Chicago Bayport 1-1616

"PLA-POOL" for Big Profits

SENSATIONAL BUMPER-TYPE POOL GAMES..... 2 SIZES

Center Hole Has Removable Plug for 2 or 3 Hole Play!

- 5-Oz. Phenolic Balls
- Pocket set in from end permit rebound action
- Dimensions: Deluxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Table Top on Hinges with 2 Locks
- Cash Box inside, also with Lock
- ABT Double 10c Chute Bumper Posts
- New Plastic Light-Up
- Anti-Warp Adjusters included
- Repair Kit included

POOL SUPPLIES
Set of 10 2 1/4" Balls...\$12.00
Set of 10 5-oz. 2 1/4" Balls 16.50
ABT 20c Coin Chute... 8.00
Overhead Light w/bkrt. 15.00
48" Cues... 1.95
Cue Chalk, gross... 3.50
Anti-Warp Adjusters... 8.95
Set of 2... .75
Billiard Rail Brush... 4.95
Cue Repair Kit... .75
Write for complete list of parts.

Pool Game Playfields
Novoply—complete, ready for installation.
3-hole models, center hole equipped with plug for 2 or 3-hole play. Each. \$35.00
Large size tops. Each... 45.00
Tops with lights in bumpers... \$10.00 addl.
2369 Milwaukee Ave. Chicago 47, Ill.
MIDSTATE CO. Tel.: Dickens 2-3444

WOW!

HAVE WE BEEN SELLING GAMES! STILL SOME TERRIFIC DEALS LEFT, TOO (UNITED VENUS, \$140, AND UNITED MARS, \$125). WE'VE GOT POOL GAMES AT LOW PRICES: WMS. STAR-POOL, WMS. KLIK-POOL, UNITED BIG HIT and UNITED ROTO-POOL! CALL US.

REX
COIN MACHINE DISTRIBUTING CORP.
821 So. Salina St. Syracuse 3, N.Y. Phone 2-8255

BINGO BARGAINS

AJAX (8 COL.) ELECTRIC CIGARETTE MACHINE
All Col., Regular or King Size—320 Capacity
USED\$40.00

SURF CLUBS	\$89.50	DUDE RANCH	\$69.50
PALM SPRINGS			
YACHT CLUB	\$49.50	BEACH CLUB	Each
PALM BEACH			
SPOT LIGHT			
CONEY ISLAND			
ATLANTIC CITY		HAWAII	

All Used Games Shopped—Ready for Location
Terms: 1/3 Deposit With Order. WRITE, WIRE OR CALL

Mayflower Distributing Co.
2218 University Ave. St. Paul 4, Minn. Midway 6-7901

LARGE SELECTION RECONDITIONED POOL TABLES

LIKE NEW!

New Playfields—New Mushroom Bumpers!

Only \$125 EACH

- Gott. SPOT POOL
- Wms. BANK POOL
- Bally PIN POOL
- Gen. TOURNAMENT POOL
- Valley BUMPER POOL

N. ILLINOIS & IOWA OPERATORS!
Gottlieb's New 2-Player
TREADOR
WILL HELP YOU MAKE A BIG KILLING!
ORDER NOW—IMMEDIATE DELIVERY!

20 ROCK-OLA SHUFFLEBOARDS
22 ft., with Genco Scoring Units, Lights and Climatic.
\$295 EA.

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKingham 1-6466) CHICAGO 14

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

POOL GAME OPERATORS!

DO YOU HAVE ANY DEAD LOCATIONS? GIVE YOUR TABLES A TRANSFUSION! It's the hottest thing since the tables were produced. For a small investment you can triple the take.

ORDER NOW!

2 1/2" Rotation Pool Balls supplied, same colors, numbers and quality as the regular pool tables have. Balls are numbered 1 to 10 inclusive. Take advantage of your present equipment by purchasing Rotation Ball Sets. In addition to playing Fascination, you can use the tables for Rotation, Kelly and numerous other games. Write for your FREE rules and instructions for new pool games adapted for Bumper Pool Tables.

ROTATION POOL BALL SETS, 2 1/2", numbered 1 to 10 inclusive \$18.50

CUE BALLS, 2 1/4", Ea. 2.50
Cue Balls used for breaking stays on table in the event of scratch or foul shot or when game is over.

Kelly Pool Bottles, Ea. \$1.50; Per Doz. \$16.75

Tally Ball Sets, No. 1 to 10. Per Set 65¢; Doz. Sets 7.00

RECONVERSION PLAYFIELDS—top quality 24.50
Novoply Beds covered with Imperial Rubberback Billiard Cloth, Plastic Bumper Posts lined for three or four-sided play.

SPECIAL! 48-in. Cues, stained butts, good quality. Per Doz. \$19.50

SPECIFY STYLE

Regular Playfield—2 hole, holes close to cushions.
Special Playfield—3 hole, holes away from cushions, with center hole plus.

For Top Quality Bumper Pool Supplies—Every Item You Need

... Write for Our Complete Price List

Pick up your phone—for fast service, ask for Charlie

MARVEL BILLIARD SUPPLY COMPANY

1604-06 W. Lake Street, Chicago 12, Illinois Phone: MOnroe 6-8855

Elect Carlson

Continued from page 78

tors are Everett Watson, Ray Music; Gordon Fruitman, Gordon Music; Sam Sam Willens, Willens Music; Sam Sapienza, Eagle Music; G. M. Patton, Pat's Music; Sam DiNoto; Vince Meli, Melitone Music, and William Meldrum, Meldrum Music.

Special Meeting

A special meeting was set for Monday, June 18, at the Fort Wayne Hotel, when association members will discuss the problem of local taxation. Heading the discussion agenda are:

1. The possibility of a State tax on juke boxes. A special session of the State Legislature has been called by Gov. G. Mennen Williams in an effort to raise new funds for the State. Trade sources indicate that juke boxes are being considered.

2. Changes in Detroit's juke box regulations are reported being considered.

3. High suburban license fees recently imposed.

ALWAYS BEST BUYS ALL WAYS

SHUFFLE ALLEYS

Ace Bowler	\$125.00
Capital	295.00
Clipper	285.00
Chief	170.00
Cascade	87.00
Clover	65.00
Classic	85.00
DeLuxe	50.00
Imperial	75.00
Leader	125.00
Olympic	70.00
Rainbow	125.00
Royal	95.00
10th Frame	60.00
4-Pl. Original	50.00
League Bowler	120.00
C.C. 10th Fr. Dbl.	45.00
C.C. 10th Fr. Tr.	75.00
C.C. Hi Speed Triple	95.00
C.C. Fireball	245.00
C.C. Hollywood	250.00
C.C. Super Frame	125.00
Blue Ribbon	350.00
Victory	165.00
Regulation	450.00
Top Notch Deluxe	450.00
Bally ABC	450.00

POOL TABLES

10 Late Used \$110.00

UPRITE & SPECIAL GAMES

Saddle & Turf (3)	\$275.00
(club model)	
Hunters (2)	295.00
Genco 400 (25)	49.00
Genco Gold Nugget	59.00
Circus	299.00

NEW—10 DERBY ROLLS ... \$250.00

CIGARETTE MACHINES

LEHIGH 12-COL. NEW

All-Coin Combinations \$235.00

(mechanical)

National 930, used \$ 95.00

National 950 110.00

PX 10 Col. 115.00

Electro 8 Col. 95.00

Keeney 9 Col. Elec. 135.00

Electro 10 Col. 165.00

All used equipment shipped and refinished with 25¢ and King size.

BINGOS

Please call or wire us your requirements for lowest prices.

ZODIAC VENDOR,

complete with 1,200 folders—\$395.00.

Liberal Trades Accepted.

POOL TABLES

All makes—all models—new and used. Trades accepted—call for the best deal.

RIDES

Lane's Fire Engine \$495.00

Bally Space Ship .. 295.00

Ex. Space Patrol .. 175.00

Sci. T.V. Ride 295.00

Bally Moonride ... 295.00

Bally Hot Rod Write

Drive Yourself .. 825.00

COUNTER GAMES

Kicker & Catcher, new .. \$ 42.50

Advance Shockers, 10 or more 19.50

ABT Challenger ... 30.00

Smiley 15.00

Three of a Kind .. 18.00

Pop Up 15.00

Ship, Wizard 19.50

Whiz Basketball .. 18.00

Got. 3-Way 120.00

Grippers 20.00

VENDING MACHINES

Andico Hot Coffee (4) \$495.00

Andico Hot Coffee, F.S. 375.00

Coca-Cola Cup Drink 150.00

Revco Ice Cream (15) 85.00

Craig Ice Cream .. 85.00

Kleenix, brand new 20.00

Adv. Sanitary Nap. (25) 15.00

N.W. Jet Capsule, 5¢ (50) 10.00

Victor's Rocket Capsule (50) 10.00

Victor's Baby Grand, 1¢ 7.00

ARCANE EQUIPMENT

Bally Big Innings .. \$ 85.00

C.C. 4-Pl. Home Run 175.00

Pitch'm & Bat'm .. 175.00

Wms. DeLuxe Baseball 135.00

Wms. World Series Wms. Pennant 99.00

Baseball 150.00

Life-a-League 75.00

Evans Bat-a-Score, 145.00

Heavy Hitter 39.00

Star Super Slugger, new Write

Coon Hunt 150.00

Sbs. Bear Gun 125.00

Carnival Bally Defender 250.00

C.C. Pistol 125.00

Dale Gun 50.00

Ex. Sportland 29.00

Ex. Gun Patrol 95.00

Ex. Six Shooter .. 95.00

Genco Sky Gunner Silver Bullet 125.00

Ex. Jet Gun 125.00

Genco Rifle Gallery Ex. Shooting Star .. 185.00

Champion Hockey, C.C. Hockey 125.00

C.C. Goalie 95.00

C.C. Basketball K.O. Fiter, new .. 295.00

K.O. Fiter, F.S. 350.00

Telequiz 100.00

Vibrators, F.S. 150.00

Shoe Brush-Up 95.00

Midget Movies 150.00

Mut. Card Vendors 50.00

Phil. Toboggan (10) 475.00

Genco Bingo Rolls 50.00

Sidewalk Engineer 195.00

Muto. Photomat .. 350.00

Auto Photo, newest Write

Balloonomat, new \$395.00

Balloonomat, F.S. 245.00

Keeney Targ. Gun 195.00

Rock-N-Roll 145.00

Stand, Metal Typewriter, FS 375.00

Voiceograph 325.00

4 Latest Model Mut. Duo Photomatics, 2 years old. Offer wanted.

FIVE BALL PIN GAMES

Army & Navy \$ 65.00

Rose Bowl 65.00

Skill Pool 75.00

Oklahoma 35.00

Gun Runny 35.00

Madison Sq. Gar. .. 50.00

Peter Pan 175.00

C.O.D. 95.00

Buffalo Bill 35.00

WURLITZER DISTRIBUTORS

Cleveland Coin MACHINE EXCHANGE, INC.

2029 PROSPECT AVE., CLEVELAND 15, OHIO

All Phones: Tower 1-6715

Terms: 1/3 deposit with all orders, balance C.O.D.

WE NEED ROOM OUT THEY GO

- Bally Broadways
- Bally Knight Club
- Bally Miami Beach
- Bally Variety
- Bally Hi-Fi
- Bally Yacht Club
- Bally Dude Ranch

WRITE FOR PRICE OR CALL NEW AND USED POOL GAMES BEFORE YOU BUY CALL ALpine 4-8571

FRANK SWARTZ SALES CO.

515-A Fourth Ave., S. Nashville 10, Tenn.



THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.

Thanks for your response to our

SLATE TOPS

Having found our 3/4" SOLID SLATE TOPS to be the most practical, we are DOUBLING PRODUCTION to give you faster service on all orders!

- NO PLYWOOD BACKING
- NO GLUING
- EASY TO INSTALL
- FINEST RUBBER-BACKED CLOTH
- LOCKED-IN PLASTICS

There is Absolutely No Substitute for SLATE!

Telephone: NYack 7-2464 NOW!

NYACK SLATE CO., INC.

80 SO. FRANKLIN ST.

NYACK, NEW YORK

SPECIALIZING IN ALL KINDS OF SLATE POOL TABLE TOPS



SEEBURG

M100A	\$295.00
M100B	480.00
M100C	575.00
HF100G	750.00
HF100R	845.00

WURLITZER

1500	\$275.00
------	----------

WALL BOXES

3W1 Wall-a-Matic	\$ 69.50
------------------	----------

AMI

Model A	\$100.00
Model B	135.00
Model C	135.00
Model D-80	265.00
Model E-120	425.00

ROCK-OLA

1436	\$250.00
1432	150.00

All equipment is steam cleaned and completely reconditioned. Guaranteed ready for location.



We are exclusive distributors for A. P. Seeburg Corp., Bally Mfg. Co. Our references: Dun and Bradstreet, Bank of America.

SAN FRANCISCO SALT LAKE DENVER PORTLAND SEATTLE

NOW IN PRODUCTION and ON DISPLAY AT YOUR

Williams DISTRIBUTORI

Williams PICCADILLY 2-Player 5-Ball

Williams CRANE The Greatest Novelty Game Ever Built!

Williams DE LUXE 4-BAGGER BASEBALL GAME

Williams KLIK BILLIARDS Entirely Different Concept of a Pool Table

Williams "Magic Top" 2-Way Deluxe BANK POOL Guaranteed No-Warp Playfield

Williams STAR POOL Scoring in the End Rails

Williams 2-Way Deluxe BANK POOL

Williams Imperial Pool Larger Balls Giant Bumpers

Williams 2-Way Special Deluxe BANK POOL

WILLIAMS MANUFACTURING CO. 4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

**WANTED
BINGO MECHANIC**

Write
The Billboard
BOX 853
Chicago, Ill.

GIVE TO DAMON RUNYON
CANCER FUND

Tenn. Pinballs

Continued from page 83

earlier ruling had covered that question, and indicated he would

**Cleveland Coin
Machine Exchange, Inc.**

Valley Manufacturing Distributors
2029 Prospect Ave. Cleveland, Ohio
Tel. 1-6715
Write for prices.

issue a decree to that effect July 13.

Attorney for some owners contends, however, that an entirely new hearing will develop—based in part upon new legislation enacted by Congress to re-define its "slot" machine statutes.

In Tennessee there is an anti-gambling law, and local enforcement officials say they will confiscate any machine bearing a federal gambling stamp, and proceed with criminal action against the operator of such.

Used Game Mart

Continued from page 83

year-and-one-half old and up category are fairly stable in price, reports Mac Brier. Operators find they can buy games in this category at a relatively low price, and make good grosses, he said.

Brier stressed the export market—especially in Asia—as very good at present.

As in the pin field, the good late model used bowlers, principally the models with regulation-type play, are moving well, Brier stated. The market for older bowler models is quiet, he said.

Need Arcade Units

Demand for Arcade equipment is sharp, Brier reported. He feels that there is not enough equipment of this type on the market to satisfy operators in this field.

Mort Levinson, National Coin Machine Exchange, reported a shortage of used five-ball pins. "We can sell all we can get," he asserted.

He noted a big traffic in used pool games, and said the firm is currently reconditioning used pool games and adding new tops to the games. National is also shipping quantities of Arcade equipment to out-of-city spots, and large export orders to Asian markets.

CUE CLOSEOUTS

\$11.90 PER DOZEN!

Quality cues below cost. 48" smooth finished Northern hardwood cues, with genuine fiber point, chrome leather tip, lacquered butts, rubber bumper. Beautiful balance and taper. Slight imperfections that do not affect their service. 11 and 12 tip sizes. Limit—one dozen per order. Send check and we pay the freight. Quantities limited to stock on hand. Send check, we ship immediately and pay the freight. Satisfaction guaranteed.

STATE CUE CO.

924 State Street Racine, Wisconsin

**GILT-EDGE
INVESTMENT!**

**VALLEY'S
SLATE TOP
BUMPER POOL**



World's Finest Playing Surface—1-1/16-Inch Slate!

Rugged, Quality Construction—Most Service-Free Table Built!

Conventional Play—Top Appeal for Long-Life Earnings!

Write, Wire or Phone Now for Information!



VALLEY MANUFACTURING CO.

333 MORTON ST. BAY CITY, MICH
PHONES 8587 or 8588

We are proud to announce our appointment as

**EXCLUSIVE DISTRIBUTOR
for ROCK-OLA**

In Eastern Pennsylvania, Southern New Jersey and New Castle County in Delaware

We are particularly pleased to take on this representation because we are convinced that the new Rock-Ola Model 1454 is the finest music machine made today. It will get and hold the best locations and will make money for our operator customers. We have the new models on display in our showrooms in Philadelphia and Scranton and have ample stock on hand to assure immediate delivery.

See the great Model 1454 today!

SCOTT CROSSE COMPANY

INTERNATIONAL SCOTT CROSSE COMPANY

1423 Spring Garden Street, Philadelphia 30, Pa. RIttenhouse 6-7712
Branch: 819-821 Lackawanna Ave., Scranton, Pa.

**COIN MACHINE
SERVICE, INC.**

ROCK-OLA DISTRIBUTORS FOR
NORTHERN CALIFORNIA

422 Wilson St., Santa Rosa
CALIFORNIA

Phone Paul Speer
Santa Rosa 1498
or write for prices

**STANDARD
METAL TYPER**

Uses Only
18"x18" Space

Brings in Dimes
Instead of
Pennies or
Nickels

Practically
Service Free



Aluminum
De-Greased

DISCS

FOR PRICES, WRITE

Standard Metal Typer, Inc.
1318 N. Western Av., Chicago 22, Ill.

BULLETIN

HARVARD CUSTOMERS—We have purchased from Harvard Automatic Machine Co., of Lorain, Ohio, the Harvard Typers, Parts and Discs. These will be manufactured and sold exclusively by us, effective immediately.

NEW ARCADE

Williams Crane—Bert Lane Fire Engine—Chi. Coin Steam Shovel—
Bert Lane Goldie Horse—Chi. Coin Twin Hockey—Bert Lane Relaxator
—Genco Hy Fly Baseball.

NEW POOL GAMES

Ex. Spanish Pool—Wms. Magic Top Pool—Ex. Slate Pool—B. L.
Corner Pool—Genco Marklite Pool—B. L. Tic-Tac-Toe Pool.

GENCO		WILLIAMS	
INVADER	\$109.50	ARMY & NAVY	\$ 49.50
GOTTLIEB		DEALER "21"	89.50
CHINATOWN	\$ 69.50	DISK JOCKEY	74.50
DIAMOND LIL	165.00	FAIRWAY	64.50
GRAND SLAM	110.00	FOUR CORNERS	79.50
GREEN PASTURES	119.50	HAYBURNER	49.50
GUYS & DOLLS	79.50	HONG KONG	45.00
HAWAIIAN BEAUTY	149.50	LAZY Q	109.50
JOCKEY CLUB	134.50	PETER PAN	164.50
LADY LUCK	144.50	REGATTA	195.00
LOVELY LUCY	134.50	THUNDERBIRD	124.50
MARBLE QUEEN	99.50	TIMES SQUARE	69.50
TWIN BILL	174.50	TWENTY GRAND	59.50
WISHING WELL	220.00		

ARCADE

BASKET BALL	\$150.00	SIDEWALK ENGINEER	\$169.50
BERT LANE MERRY-GO-ROUND	325.00	SPACE SHIP	249.50
EXHIBIT DALE GUN	34.50	SPORTSMAN	215.00
JET FIGHTER	175.00	RECORDIO	69.50
KING OF SWAT	345.00	ZOO RIDE	195.00
QUARTERBACKS	295.00		
RIFLE GALLERY	175.00		



Miller-Newmark distributing company

42 Fairbanks, N. W.
Grand Rapids, Michigan
GL 6-6807

5743 Grand River Avenue
Detroit, Michigan
TYler 82230 — 82231

when answering ads . . .
Say You Saw It in The Billboard

For Quality and Service you can Count on—Depend on WORLD WIDE!

ARCADE

- SUPER BIG TOP\$475
- DLX. BONUS GUN 295
- DLX. CARNIVAL GUN 235
- BIG LEAGUE BASEBALL . 95
- DELUXE BASEBALL . 95
- GENCO 2-PL. BSKBL. . 195
- WMS. POLAR HUNT. 345

BINGO GAMES

- | | |
|--------------------|-------------------|
| MIAMI BEACH \$345 | STARLET . WRITE |
| GAYTIME 255 | PIXIE\$345 |
| GAYETY 155 | TRIPLE PLAY. 265 |
| BIG TIME 295 | TROPICANA .. 125 |
| VARIETY 175 | NEVADA 85 |
| SURF CLUB ... 115 | HAWAII 85 |
| PALM SPRINGS 95 | SINGAPORE ... 125 |
| DUDE RANCH. 90 | CABANA 75 |
| BEAUTY 75 | TROPICS 75 |
| BEACH 75 | ICE FROLICS.. 110 |
| FROLICS 85 | HI-FI 95 |

SHUFFLE GAMES

- HOLLYWOOD\$295
- DLX. CAPITOL 295
- DLX. CLIPPER 275
- DLX. LIGHTNING 255
- DLX. MERCURY 195
- DLX. 11TH FRAME ... 175
- ACE 155
- BANNER 155
- LEADER 145
- IMPERIAL 125
- CLASSIC 75

POOL TABLES

WMS. BANK POOL—DLX. BANK POOL—SENIOR — SR. ROYAL — CHI COIN CLOVER POOL—CROWN—EX. SKILL POOL—KEENEY FASCINATION—VALLEY BUMPER POOL.

ALL HAVE NEW STICKS AND BALLS!
FROM \$95 CALL NOW!

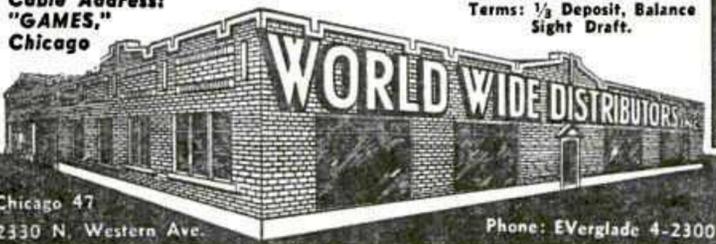
5-BALLS

- DLX. DUETTE\$245
- TOURNAMENT 275
- MARATHON 310
- GLADIATOR 335
- JUBILEE 325
- EASY ACES 245
- PETER PAN 175
- STAR POOL 135

WANT TO BUY LATE 5-BALLS MUSIC CASH OR TRADE!

Cable Address: "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Wurlitzer

Continued from page 78

Leonard J. Goldstein said the new model pulled more enthusiasm than any previous Wurlitzer model.

Music operators from four Southern States jammed F. A. B. Distributing Company, Inc.'s showrooms in New Orleans last week for a look at the new model. Representatives from firms scattered thruout Louisiana, West Florida, Southern Alabama and Mississippi attended.

Greeting visitors at the F.A.B. offices were Fletcher A. Blalock, general manager; R. G. Dupuy, assistant manager, and sales representatives Larkin Ethridge, Sam Winkler and Lynn Conner.

Showing of the new Wurlitzer 200-selection phonograph in Philadelphia was stretched over a 10-

day period by the Active Amusement Machines Company. Joseph Ash, owner, estimated that over 200 operators stopped in to look at the new line during the week-and-a-half long showing.

BALLY

Exclusive Distributor For

ROCK-OLA

SHUFFLE ALLEYS

- Bally Gold Metal\$300.00
- Bally Jet Bowler 175.00
- Bally Magic Bowler 275.00
- Keeneey Pacemaker 50.00
- Keeneey Bonus 75.00
- Keeneey Bikini 150.00
- United Imperial Bowler 45.00
- United 6-Play Star 45.00
- United Deluxe Comet Targette .. 125.00

PINBALLS

- Beach Beauty\$500.00
- Variety 195.00
- Tropics 60.00
- Atlantic City 60.00
- Bally Night Club Write
- Bally Broadway 525.00
- Miami Beach 325.00
- Gaytime 195.00
- Palm Springs 65.00
- Yacht Club 75.00
- Hi-Fi 100.00
- Surf Clubs 65.00
- Ice Frolic 99.50
- Coney Island 50.00
- Tahiti! 50.00
- Dude Ranch 45.00
- Beauty 50.00
- Big Time 325.00
- Four Bells 145.00
- Pin Wheel 95.00
- Super Jumbo 295.00
- Watch My Line 35.00

MUSIC

- Rock-Ola 1448 Hi-Fi, 120 Select. . Write
- Rock-Ola 1446 Hi-Fi, 120 Select. \$695.00
- Rock-Ola 1438 Comet, 120 Select. 499.50
- Seeburg M-100-C, 100 Select., 45 RPM 550.00
- Seeburg M-100-BL 425.00

WALL BOXES

- Seeburg 3W1 Hammerloid\$ 49.50
- Seeburg 3W1 Chrome

ARCADE

- Bally Bull's-Eye Kiddy Gun Write
- Bally Hot Rod Write



Calderon

Distributing, Inc.
450 Massachusetts Ave.
Indianapolis, Indiana
MElrose 4-8468

BANK-A-BALL

THE SMALLEST ADV. PROFIT OPPORTUNITY
Orms only mfr. in United States with 9 years' experience making Belgian Pool.



Terms: Low as \$10.00 per week

ORMS MFG. CO. 2814 MAIN DALLAS, TEXAS

GIVE TO DAMON RUNYON CANCER FUND

SHAFFER BIG SPECIALS RECONDITIONED PHONOGRAPHS

SEEBURG		WURLITZER	
M100-C.....\$595.00	1900..... Write	1800.....\$695.00	1700..... 495.00
M100-B..... 475.00	1800.....\$695.00	1700..... 495.00	1500..... 299.50
M100-A..... 249.50	1700..... 495.00	1500..... 299.50	1250..... 129.50
148-ML 95.00	1500..... 299.50	1250..... 129.50	5205 Wallbox.... 39.50
3W1 Wallbox ... 59.50	1250..... 129.50		
Seeburg Shoot the Bear 89.50	5205 Wallbox.... 39.50		
AMI		ROCK-OLA	
G-80 Write	1438.....\$495.00	1436..... 195.00	
E-120\$465.00			
D-80 299.00			
D-40 165.00			
C-40 109.50			

SEND FOR ILLUSTRATED CATALOG

Shaffer MUSIC COMPANY

In the Coin Machine Business Over 25 Years

- | | | |
|---|--|---|
| COLUMBUS, OHIO
849 N. High St.
AXminster 4-4614 | CINCINNATI, OHIO
1200 Walnut St.
MAIn 1-6310 | INDIANAPOLIS, IND.
1327 Capitol Ave.
MElrose 4-3571 |
|---|--|---|

when answering ads . . . Say You Saw It in The Billboard

DAVIS Rebuilt and Reconditioned Equipment is FULLY GUARANTEED

Operators at home and abroad buy from Davis with complete confidence. Davis 6-point Guarantee insures location-ready equipment. Phonographs available pre-set for 10¢-play if requested. Write, wire or phone us collect about the following equipment . . .

SEEBURG

- 148ML\$ 99
- M100BL 475
- M100C 575

AMI

- B\$150
- D-40 195
- E-80 375
- F-120 569

WURLITZER

- 1600-1650\$375
- 1700 575
- 1800 695

ROCK-OLA

- 1428\$ 99
- 1432 169
- 1434 45 R.P.M. 225
- 1436 Fireball 120, 45 R.P.M. 259

WALL BOXES

- ★ SEEBURG 3W1 Hammerloid\$55.00
- ★ SEEBURG 3W1 Chrome 75.00
- ★ SEEBURG 5c, 20 selection, 3-wire or wireless 4.95
- ★ SEEBURG 5c, 10c, 25c, 20 selection, 3-wire or wireless 14.95
- ★ SEEBURG 5c, 20 selection 4.95
- ★ WURLITZER 5207, 3-wire 104 selection 59.00
- ★ WURLITZER 5205, 3-wire 104 selection 55.00
- ★ WURLITZER 5204A, 3-wire 104 selection 50.00
- ★ WURLITZER 4820, 3-wire 48 selection 15.95
- ★ WURLITZER 3020, 3-wire 24 selection 9.95
- ★ WURLITZER 210 Stepper 9.95
- ★ AMI-120, 120 selection 55.00

Our Address in Europe

Holland - Belgie - Europe

403 Ave. Louise, Brussels, Phone 47.66.63

All currencies accepted: Francs, pound sterling, guilders, lire, marks, etc.

WORLD EXPORT WESTERN-EXPORT Corp. DISTRIBUTING
Exclusive Seeburg Factory Distributors
738 Erie Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 75-1631

Davis Guarantee
• Mechanisms Steam Cleaned
• Worn Parts Replaced
• Amplifier Reconditioned
• Speaker Inspected
• Tonehead Renewed
• Cabinet Professionally Refinished

Private Western Union Wire Cable Address: "DAVDIS" 1/3 Dep. Required

REDD-HOT CLOSEOUTS!

All Machines—**GUARANTEED!!**

- BALLY NIGHT CLUB—New
- INTERNATIONAL PEEK SHOW—New
- UNITED STAR SLUGGER—New
- ROYAL CIGARETTE MACHINE—New
- EXHIBIT SPANISH POOL—New
- BALLY MAGIC POOL—New
- BALLY BOOSTER POOL—New

DISTRIBUTORS: Call us and name your own price for these clean UNITED BINGOS.

- 7 RIOS
- 3 TROPICS
- 6 TAHITIS
- 2 NEVADAS
- 2 SINGAPORES
- 2 TROPICANAS

KIDDIE RIDES

- World's Largest Stock
- Beautifully Reconditioned
- 100% Guaranteed

- BALLY CHAMPION HORSE
- EXHIBIT BIG BRONCO
- SPACE SHIPS
- MERRY-GO-ROUNDS



WRITE FOR NEW LIST!

Redd

DISTRIBUTING CO., 298 LINCOLN ST.
ALLSTON 34, MASS.-AL 4-4040

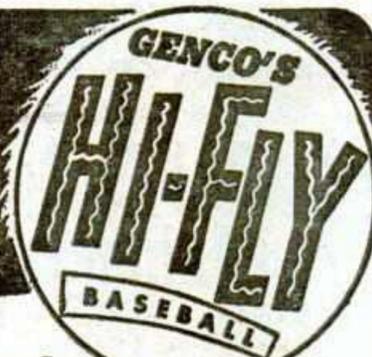
Exclusive distributor for

WURLITZER — BALLY — EXHIBIT — CHICAGO COIN

IT'S NEW... IT'S BASEBALL

BALLS SOAR

4 FEET THROUGH THE AIR
WITHOUT THE USE OF RAMPS!



It's different

NEW! 4 STAR FEATURES

- KING-SIZE
- 1 1/2" BALLS
- Solid — Break-Proof!

1 or 2 CAN PLAY

- ADJUSTABLE HOLD-OVER PENNANT FEATURE

- COMPACT CABINET PIN-GAME SIZE
- FORMICA PLAY FIELD.

See your GENCO Distributor NOW!



GENCO'S New POOL GAMES

now feature the genuine (Magnesium)

MARKLITE TOP 100% WARP-PROOF!

PLAYS LIKE SLATE...
LESS THAN HALF THE WEIGHT!

IT'S "STRONG AS STEEL"



Hand rubbed walnut cabinet

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue
Chicago 14, Illinois

Mich. Tobacco Assn. Names 2 Ops to Board

LANSING, Mich.—Recognizing the importance of the growing automatic merchandising industry in the State, members of the Michigan Tobacco & Candy Distributors Association, Inc., elected two operators to its board of directors, Michael R. Spaniolo, executive, announced.

Operators named to the board were Warren Ayers, Vendo Cigarette Company, Detroit, and Percy Levinson, Valley Vending Service, Saginaw. Also elected to the board of directors was Jerome Levy, Auto City Candy Company, Detroit.

SALES MGR.

23 yrs.' comprehensive mgmnt. administration with mfrs. and distribs. Extensive experience in direct selling, field organization, sales planning and promotion, asstn. supervision and training, dealing with mfr. reps and nat'l. agents. Excellent bkgrnd. in juke boxes, mchdse. vending and other diversified products. Seasoned, early forties, personable, energetic. Available.

BOX 58

BILLBOARD

1564 B'WAY, NYC, NY

EXCLUSIVE FACTORY DISTRIBUTORS
AMI-CHICAGO COIN-GENCO-EXHIBIT

Write or Call for BEST DEALS on:

BINGOS, BOWLERS, MUSIC, ARCADE.
All Type POOL GAMES—KING SIZE, REGULAR,
AUTOMATIC FRONT PLAYING, FOUR-SIDED
ELECTRIC.

WE WILL ACCEPT TRADES ON ANY OF THE ABOVE

MONROE

COIN MACHINE EXCHANGE INC.

2423 Payne Ave. Cleveland 14, Ohio SUPERIOR 1-4600



You SHOULD BE DOING BUSINESS WITH

TRIMOUNT

America's foremost exporters of
Reconditioned coin-operated
equipment



- Trimount has New England's largest stock of used Phonographs, 5 Balls and Arcade Equipment
- All equipment is guaranteed mechanically and electrically perfect — all has been completely reconditioned
- Trimount has one of the country's largest parts departments with thousands of parts in stock for immediate delivery
- Trimount has a large Service Department completely staffed with highly trained technicians
- Export Shipping Department specially packs equipment to insure delivery in perfect condition

WRITE FOR NEW PARTS CATALOG, EXPORTS BROCHURE, CATALOG SHEET AND PRICE LIST

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-3880

GIVE TO DAMON RUNYON CANCER FUND

Cleveland Coin Machine Exchange, Inc.
 American Shuffleboard Distributors
 2029 Prospect Ave. Cleveland, Ohio
 To, 1-6715
 Write for prices.

Waukegan, Ill., Votes Out Pins

WAUKEGAN, Ill.—Waukegan city council last week voted to repeal an ordinance under which pinball games were licensed as games of skill.

Henceforth the city will not license the games. They had been licensed at \$200 per year.

The action follows recent federal action against Lake County pinball locations. U. S. Internal Revenue officials said the games were used for gambling, and ordered operators to pay for \$250 federal gambling stamps for the games.

Waukegan mayor, Rober Coulson, said he had become convinced tavern operators were paying off players over the bar.

Raise \$40,000

Continued from page 83

is not yet official, Sammy Davis, currently appearing in "Mr. Wonderful," has announced that he will perform before the coinmen after his regular show. Other top recording artists are expected to appear.

Guest speaker will be Adam Gillon, a native-born Israeli who has served in that nation's air force. Buddy Hackett is scheduled to emcee the affair.

the game that lasts and lasts



In the past twenty years many good games have appeared on the market. Many of these have just been overnight sensations—fads that are popular one day and forgotten the next. The one game retaining constant popularity throughout the years is shuffleboard . . . still the "Bread and Butter" game of operators. An American shuffleboard—bought today—will still be in style . . . and still raking in the profits for you . . . five years from now.

Get the full facts. Catalog and brochures sent on request.



UNION 5-6633

SHUFFLEBOARD COMPANY

210 PATERSON PLANK ROAD, UNION CITY, NEW JERSEY

ATTENTION, OPERATORS!
WILLIAMS KING OF SWAT \$345
Genco BIG TOP GUNS \$350
VALLEY MFG. CO. POOL GAMES
 With Slate Tops NOW ON DISPLAY
NEW and USED WILLIAMS and GOTTlieb PIN TABLES . . .
 Also a Complete Line of GAMES, PINS, ARCADE, BASEBALL, GUNS AND USED MUSIC
 Call Today or Visit Our Showrooms

George Power Company
 123 West Runyon St. Newark 5, N.J.
 Blgelow 3-7422

Now...EXHIBIT Eliminates PLAY KILLERS WITH THE NEW, GENUINE SLATE POOL

Featuring a Playfield of Solid 1-1/16" HIGH GRADE SLATE!



- ELIMINATES**
1. Warped Uneven Playfields
 2. Lined Playfields
 3. Table Jolting

INCREASES PLAY AND REVENUE

Exhibit's genuine SLATE TOP is smooth, true, can't possibly warp, wrinkle, distort, contort or gnarl. Balls roll silently and true. Draw shots, moss'es, follow shots are all possible to a degree never before obtained.

Smooth, felt-covered slate top has no lines to interfere with the roll of the balls.

Heavy, substantial 160 lbs. weight of Exhibit's 1 1/16" thick slate keeps SLATE POOL solidly in place, unmoved by accidental jolting.

DRAWER PULLS OUT FOR EASY SERVICING

Unique, new pull-out drawer eliminates the need for lifting table top, makes servicing quick and easy. All mechanism and cash box drawer is within easy reach.

3 SPOTS TOUCH FLOOR ON EACH END OF TABLE, GIVING TABLE 6 POINTS OF CONTACT, ELIMINATING JOSTLING, JIGGLING AND ACCIDENTAL PUSHING OF TABLE. TABLE STAYS LEVEL!

Exhibit's NEW SLATE POOL is equipped with the highest quality balls, finest rubber rails and a handsome, specially constructed table designed to handle the additional weight of the slate top . . . plus all the other famous EXHIBIT features.

ESTABLISHED SINCE 1901
EXHIBIT SUPPLY
 4218 W. LAKE STREET CHICAGO 24, ILLINOIS

WILLIAMS
DE-L 4-BAGGER
Greater than King of Swat

UNITED
STAR SLUGGER
Great Baseball Action!

GENCO
HI-FLY BASEBALL
Balls Fly Through the Air!

Bottler Show Set for Cleve.

NEW YORK—The 1956 international soft drink industry exposition will be held November 12-15 at the Cleveland Public Auditorium, with more than 9,000 bottlers and industry suppliers expected to attend.

As in the past, it is expected that post-mix vending machines will be banned from the convention floor. However, bottle, can and pre-mix units will be shown. However, post-mix manufacturers have usually displayed their equipment privately while the exhibition was in progress.

BEST IN THE MIDDLE WEST

(USED)

- POOL TABLES \$ 99.50
- Genco RIFLE GALLERY.... 225.00
- Genco QUARTERBACK 225.00
- Exhibit SPORTLAND GUN.. 225.00
- Chi. Coin SUPER HOME RUN 225.00
- Gottlieb 4 BELLS 175.00
- Gottlieb CROSSROADS.... 95.00
- 1 NEW 20' AMERICAN SHUFFLEBOARD with ELECTRIC SCOREBOARD . 595.00

TAM SOLOMONS - HARRY STEWARD
UNIVERSITY Coin Machine Exchange
 858 No. High St. Columbus 8, OHIO
 Tel: AXminster 4-3529

WANTED —Guns
UNITED Clipper
 Capitol
 Super Bonus
 Lightning
 Top Notch
 Late 5-Balls
 Seeburg-AMI
 Phonographs
TERRIFIC TRADE-IN DEALS ON NEW POOL GAMES OR S-P-O-T C-A-S-H

ARCADE

UN. STAR SLUGGER, WMS. DEL. FOUR BAGGER
 WMS. CRANE GENCO HI-FLY BASEBALL

Coin Recordio	\$175.00
Mutoscope Photomatic (Pre-war)	295.00
Heavy Hitter	49.50
Big League Baseball	175.00
Bally Moon Ride	275.00
Sidewalk Engineer	195.00
Genco Quarterback	325.00
Grandma Horoscope, New	695.00
2-Player Basketball	195.00
Telequiz	99.50
AA Gun	99.50
Space Ranger	295.00
Merry-Go-Round	375.00
Muto Football	275.00
4-Player Derby	125.00
Flash Hockey	99.50
Undersea Raider	125.00
Set Shot Basketball	275.00
Flying Saucer	99.50

BINGOS

United SOUTH SEAS	Hi-Fi	\$125.00
Pixies	Surf Club ..	115.00
Triple Play ..	Ice Frolics ..	115.00
Rio	Palm Springs	125.00
Tahiti	Dude Ranch ..	100.00
	Beach Club ..	100.00
	Yacht Club ..	85.00
Bally NIGHTCLUB	Palm Beach ..	85.00
Cay Time	Bright Lights	95.00
Big Time	Bright Spot ..	95.00
Cayety	Evans Saddle &	
Variety	Turf Club ..	195.00
	Miami Beach	345.00

SHUFFLE GAMES

United REGULATION

Clipper, High Score	\$275.00
Capitol, Match Score	295.00
Venus, High Score	275.00
Comet, High Score	175.00
Banner, Match Score	195.00
Ace, Match Score	195.00
Speedy, High Score	175.00
Leader, Match Score	175.00
Chief, High Score	145.00
Rainbow, High Score	175.00
League, High Score	145.00
Mars, High Score	225.00
Chi Coin Fireball	195.00
Chi Coin Flash Bowler	225.00
Crisp Cross	125.00
Team, Match Score	165.00
Royal, High Score	95.00
Olympic, High Score	75.00
Cascade, High Score	75.00
Chi Coin Bowling Team (new)	325.00
Hollywood	295.00

PORTABLE COIN COUNTERS

KLOPP Model D-2—Extremely Light
 STANDARD-RAPID—Made in Germany
 Try either one on a 30-day money-back guarantee

EXCLUSIVE DISTRIBUTOR NEW AUTO PHOTO II

Illinois, Kentucky, Ohio, Indiana, Wisconsin.
 Order Now—for Early Delivery.

1/2 Deposit, Balance Sight, Draft or C.O.D.

Empire COIN MACHINE EXCHANGE
 1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

GOTTLIEB'S

2 PLAYER TOREADOR

1 OR 2 CAN PLAY AT THE SAME TIME

A Proven Fact:
COMPETITIVE PLAY ATTRACTS GREATER PROFITS!

- ★ 4 Alternating-Light Cyclonic Kickers
- ★ Single and 10 Times Value Bonus Scores up to 250 Points
- ★ 5 Contacts Advance Bonus
- ★ "On-Off" Clustered Pop Bumpers
- ★ Single and Double Number Match Feature Scores Specials
- ★ Adjustable 3 or 5 Ball Play
- ★ Multi-Tilt Feature Permits Play to Continue if One Player Tilts
- ★ Chrome Plated Cabinet Guards Around Flipper Buttons

★ Beautiful Deluxe "New Look" Cabinet
 ★ 2 Super Powered Flippers
 ★ Plated Cigarette Holders on Side Rails
 ★ Twin Chutes—10c—3 for 25c

Subject to AMUSEMENT TAX Only!

Amusement Pinballs
as American as Baseball and Hot Dogs!

AVAILABLE AT YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.
 1140-50 N. KOSTNER AVE.
 CHICAGO 51, ILLINOIS

Nyack Slate Ups Top Production

NYACK, N. Y.—Weekly production on the solid slate table top for pool games has been increased from 150 to 300, according to J. W. Van Wyck, president of the Nyack Slate Company.

Van Wyck said he has shipped more than 600 of the three-quarter-inch tops to operators throught the nation.

Canyon State Distributors, Tucson, Ariz., has been named Southwestern distributor for the tops. Van Wyck said he is still seeking Southern distributors.

Blumenthal Names Roth Field Manager

PHILADELPHIA — Appointment of Walter Roth, New York, as field sales manager for the confections division of Blumenthal Bros.' Chocolate Company was announced by Joseph Blumenthal, sales manager confection division.

Roth will direct the entire field operation of the firm's 1, 5 and 10-cent and vending machine merchandise. He will make his headquarters in New York.

WANTED!

LATE SHUFFLE GAMES
LATE BINGOS
5-BALLS

HIGHEST PRICES!
CASH or TRADE

EXCLUSIVE DISTRIBUTORS

CHICAGO COIN

STEAM SHOVEL
TWIN HOCKEY
ROTATION POOL
ADVANCE POOL
CLOVER POOL

EXHIBIT

SLATE POOL
SUPER STAR
SPANISH POOL

INTERNAT'L MUTOSCOPE

ROCK 'N' ROLL
TUNGO
DROP KICK
K.O. CHAMP
MYSTIC SWAMI
MUTOSCOPE MOVIES

Wally 'n' Joe Say:

Better! Cheaper! New or Used! FIRST is where to find it, and Joe 'n' Wally guarantee the Quality behind it!



POOL GAMES

WORLD'S BIGGEST SELECTION!

ALL MAKES—REGULAR AND KING SIZE

FINEST GAMES—LOWEST PRICES!

\$99.50 and up

NEW and "FIRST-Conditioned" IMMEDIATE DELIVERY



FIRST

1750 W. NORTH AVE.

ARCADE

FIRST-Conditioned

Bally MOONRIDE ... \$250
Genco BASKETBALL 195
Wms. BIG LEAG. B.B. 175
Chi. Coin HOME RUN 175
Mut. DRIVEMOBILE. 165
Chi. Coin BASKET BALL CHAMP 145
Mut. SUPER BOMBER 145
Cap. MIDGET MOVIES 135
Evans BAT-A-SCORE 115
Bally BIG INNING 115
Chi. Coin GOALEE 95
TELEQUIZ (w/Film) 95
Evans TEN STRIKE. 85
Scien. BATTING PRACTICE 75
Amuse. BOOMERANG ZINGO 65

BINGO 5-BALLS

FIRST-Conditioned BALLY

BROADWAY ... \$485
MIAMI BEACH ... 345
GAYTIME ... 265
GAYETY ... 160
VARIETY ... 175
SURF CLUB ... 110
ICE FROLICS ... 110
PALM SPRINGS ... 90
DUDE RANCH ... 90
BEAUTY ... 80
PALM BEACH ... 75
YACHT CLUB ... 75
SPOTLIGHT ... 75
CONEY ISLAND ... 65

UNITED

MEXICO ... \$135
HAVANA ... 115
RIO ... 105
TAHITI ... 95

TARGET GUNS

Un. BONUS GUN ... \$275
Un. DL. CARNIVAL ... 225
Ex. SPORTLAND ... 195
Gen. RIFLE GALL'RY 185
Seeburg COON HUNT 165
Mut. SKY FIGHTER. 135
UNDERSEA RAIDER 125
SKY GUNNER ... 115
Exh. SIX SHOOTER ... 95
C.C. PISTOL PETE 75
Ex. SHOOT THE BULL 70
Ex. DALE GUN ... 65

SHUFFLE GAMES

FIRST-Conditioned CHICAGO COIN

BOWLING TEAM ... \$325
*ARROW ... 5
TRIPLE STRIKE ... 275
*PLAYTIME ... 225
FLASH ... 195
FEATURE ... 185
*STARLIGHT ... 175
SUPER FRAME ... 165
CRISS CROSS TRCT. 125
ADVANCE ... 135
*KING ... 120
*GOLD CUP ... 115
TRIPLE SCORE ... 85
CROWN ... 85
DOUBLE ... 75
*NAME ... 65

UNITED

*DeL. CLIPPER ... \$275
*DeL. VENUS ... 250
*DeL. MARS ... 215
*TARGETTE ... 165
*TEAM ... 155
ROYAL ... 90
*CLASSIC ... 85
*CLOVER ... 75
*STAR 10TH FRAME 60

KEENEY

*DIAMOND ... \$175
*BIKINI ... 150
*BONUS ... 125
*PACEMAKER ... 95
*DOMINO ... 75
*CARNIVAL ... 65
10 PLAYER ... 55
6 PLAYER ... 45

BALLY

*JET BOWLER ... \$195
Genco MATCH POOL ... \$ 75
*Indicates Match Play

COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

chicago coin's

Twin HOCKEY

- Scoring value of balls advance as game progresses! (From 10 to 50)
- Two Sided Play! Players face each other at opposite goals!
- Ball Type operating lever for complete operating comfort!
- Exceptionally well lit up with fluorescent lights!
- Formica Playfield and Control Panels!
- 1 or 2 can play!
- 5c or 10c per player! Optional 6 for 25c

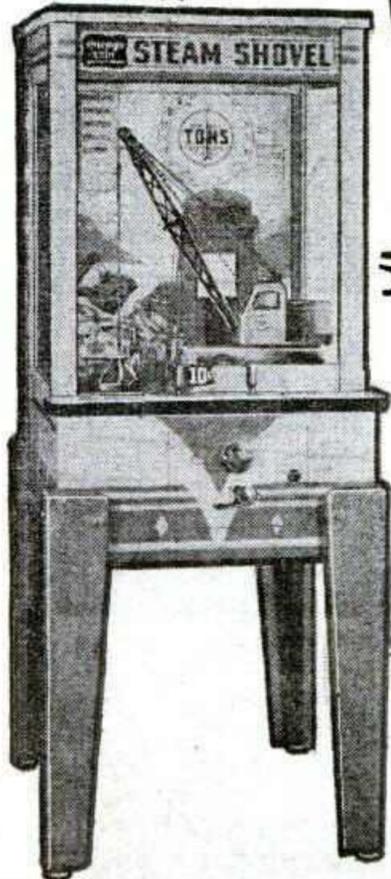


REGULAR OR MATCH MODELS WITH FREE PLAY

chicago coin's

STEAM SHOVEL

- In Free Play or Regular Models!
- A natural attraction for thousands of new locations like retail stores . . terminals . . arcades . . dime stores . . etc.
- Two lever controls for simple operation!
- Special rating panel ranks player at the end either as Beginner — Advance — Qualified — Expert!



A POOL GAME FOR EVERY LOCATION
CHAMPION SENIOR POOL • CHAMPION POOL & Model 35
CLOVER POOL & Model 35 • JUMBO POOL • ROTATION POOL

1725 West Diversey Blvd., Chicago 14, Ill.

chicago coin MACHINE COMPANY

A Bally GAME FOR EVERY LOCATION

NIGHT-CLUB

All the big money-making play-appeal of BROADWAY plus sensational new

BEFORE and **AFTER** feature



Magic Squares
SPOTTED 2 OR 18
Advancing Scores
CORNER SCORES
Extra Balls
BALLYHOLE

press buttons
BEFORE
shooting 4th ball

press buttons
BEFORE
shooting 5th ball

press buttons
AFTER
shooting 5th ball

Double, Triple and **Quadruple** scores

Now players can "second-guess" by shifting Magic Squares after shooting all 5 balls. Result is that Bally NIGHT-CLUB is actually getting bigger play than BROADWAY. For better-than-BROADWAY earnings get NIGHT-CLUB on location now.



Deluxe ABC OFFICIAL SCORING **bowler**

NEW IMPROVED MECHANISM

Now you can get delivery again on the greatest money-maker in bowler class. Order

Deluxe ABC BOWLER from your Bally Distributor today.

Magic Pool

Fastest money-maker in FRONT PLAY pool-table class



Choice of 2 DIMES or 1 QUARTER operation

Booster-Pool Pin-Pool

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

for best deals on biggest money-makers \$ \$ \$ \$ \$
\$ \$ \$ \$ \$ SEE YOUR *Bally* DISTRIBUTOR

UNITED'S
SELECT PLAY
SHUFFLE ALLEY



NEW BONUS FEATURE

**CARRY OVER BONUS
 FRAME TO FRAME**

- SPARES SCORE 10
- STRIKES SCORE 10-20

**COLLECTS
 BUILT-UP BONUS**

in 4th, 7th, 10th
FRAMES

EXTRA SHOTS IN 10th FRAME CAN COLLECT BONUS 1, 2 or 3 Times

3 STRIKE VALUES

EASY SCORES 30
 MEDIUM SCORES 40
 HARD SCORES 50
 PLAYER SELECTS EACH FRAME

**KING-SIZE PINS
 KING-SIZE PUCK
 1, 2 OR 3
 CAN PLAY**

**EQUIPPED WITH
 UNITED'S
 FAMOUS
 SLUG-
 REJECTOR**

**SEE
 YOUR
 UNITED
 DISTRIBUTOR
 TODAY**

ALSO
 AVAILABLE IN
 DE LUXE MODEL
 WITH
 TRIPLE-MATCH
 FEATURE

UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

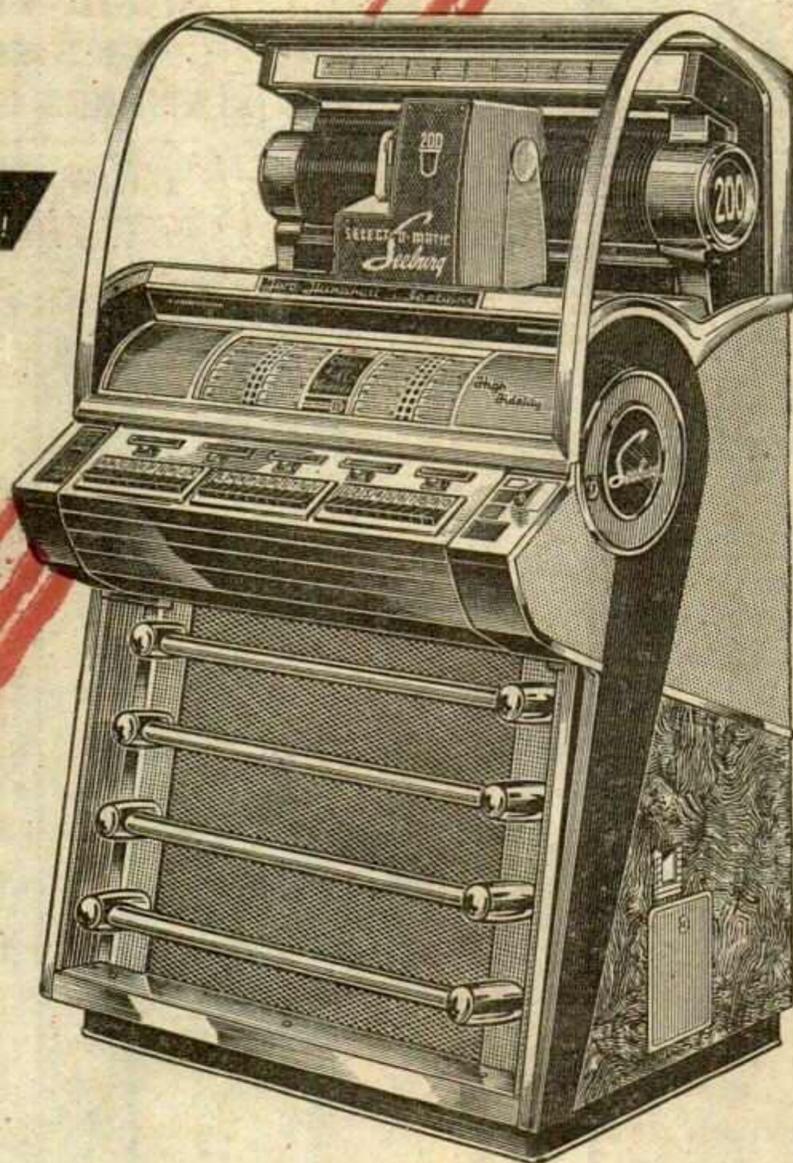
SOUTH SEAS • STAR SLUGGER • REGULATION Shuffle Alley • Complete line of POOL GAMES

**proper programming
is the key to
greater
operating profits**

TWO TUNES PER SIDE!

**ADDITIONAL PLAYING
TIME REQUIRED!**

Proper programming means there's "music for everyone."
This, of course, includes standard music—show tunes,
all-time favorites, light classics and varieties.
This music should be on every phonograph. And,
because this kind of music is available principally
on two-tune Extended-Play records, the V-200
operator should be compensated for the
additional playing time required.



THE SEEBURG V-200...

the world's first dual music system!

The V-200 meets every requirement of modern music merchandising.
Its dual pricing system permits playing single records at one price
and Extended Play records at a proportionately higher price.

America's finest and most complete music systems...

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois