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FEBRUARY 2, 1957 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

## More Jumbo Jukes Spell More Disks

'56 Juke Box Output Dips But 200's To Up Op Record Buys If Need Rises

By BOB DIETMEIER

CHICAGO — The record business can expect to sell more disks to juke box operators in 1957 because of more selections on juke boxes, not because of more juke boxes.

Juke box manufacturers have set their sales sights a little higher for 1957. But basing these goals on 1956 production estimates for the industry, even 5 per cent increase this year over last—which would be considerable—would not change very much the surprisingly steady production pattern of recent years. Nor would such a healthy gain greatly increase disk sales.

However, operators thruout the country have indicated already that they plan to buy more 200-selection machines in 1957 than all other models combined.

Even allowing for heavy programming of tunes from operator libraries and little regular buying for extended play record sections designed for long-term use, the 200-play juke box will mean more record buying for operators.

And 1957 will be the first year that all four manufacturers will be in full production of these jumbo units thruout the year.

The stability of the juke box business as reflected in 1956 production estimates makes it unique in U. S. industry.

Security measures adopted by each manufacturer to safeguard actual production figures would make the Atomic Energy Commission green with envy. But well-informed trade sources indicate 1956 production dipped below 1955. A conservative estimate would place last year's total output at 61,000 units, 4 per cent below 1955's estimated 63,500.

Total industry output in the last four years has varied no more than

## Juke Ops to Back TV Fete

LOS ANGELES — Juke Box Derby, a musical-quiz television show, sponsored by a group of California juke box operators, will debut over KNXT here Saturday (9). The group, California Music Merchants Association, announced the program would start as a local show, with plans for Statewide and eventual network expansion within the year.

Disk jockey Bill Bradley will emcee the 30-minute program with Buddy Bregman and a 12-piece

(Continued on page 80)

## TODD EXPECTED TO JOIN WILE, PAT WEAVER

NEW YORK—Mike Todd is expected to join forces with Sylvester (Pat) Weaver, former chairman of the board of NBC. Weaver and Fred Wile, former NBC vice-president, are now forming a TV consultation and packaging organization for advertising agencies, clients and networks. They are reported to have had talks with Todd about linking forces toward the creation of a firm which might embrace other entertainment media, such as movies and the theater.

With Todd in the organization, the \$5,000,000 loan Weaver has asked from banks for operating capital would be virtually assured. Todd's "Around the World in Eighty Days" is currently one of the biggest film hits on Broadway. He has also reportedly sold a large piece of the picture which features the unusual Todd-AO process to CBS, Inc.

Weaver has also reportedly come to an arrangement with ABC-TV whereby he would submit program ideas. There is talk he is discussing a similar deal with NBC. Gossip also has it that McCann-Erickson may be the first agency to use the consultation services of the Weaver-Todd combine.

4,500 units. Production during that period looks like this: 1953, 59,000 units; 1954, 61,000; 1955, 63,500; 1956, 61,000.

Besides, there are strong indications that the export market continues to bite off an increasingly larger piece of the pie each year. Of the 61,000 figure for 1956, it's believed that exports account for 13,000 to 14,000 machines. A year earlier, this segment was around 10,000 to 11,000 units.

The impressive fact about last year's output is that a steady industry-wide flow of machines was maintained in spite of unusually long interruptions in assembly lines of several manufacturers which started production of 200-selection machines during the year.

Record sales to the juke box market during 1957 should show a good increase over last year as more 200-selection equipment is placed in operation.

How much of an increase, however, will depend on several key factors in the operating business itself. It is known that during 1956, operators changed more records on a 200-play unit than on a machine with fewer selections. It was also

(Continued on page 80)

## TV Lights Up Cigar Business, Smokes Out Critical Cliches

Industry Spends \$15-Million, Revives After Many Years of Bad Comment

By BOB BERNSTEIN

NEW YORK — The accepted stereotype of cigar smokers as fat politicians and gangland chiefs has been shattered, thanks to television TV's fantastic "dimension" has led to a social revolution in America's attitude, according to Eugene L. Raymond, president of the Cigar Institute of America.

The historic, proud cigar is just now recovering, thru \$14,000,000 in annual advertising and \$100,000 in public relations, from the eclipse caused by the success of cigarettes in the 1920's. This success brought with it the firm, unpleasant assumptions that cigars were crude, malodorous, messy evils foisted upon helpless ladies by rich, overbearing slobbers of men.

Drop Cliches

"Television in its fancy continued the tradition," says Raymond, "but happily discarded the cliches with the years. Now TV is our greatest asset in the campaign to teach men good manners in smoking and to show women that

cigars are a blessing." The agenda of Raymond, his staff and Lynn Farnol, CIA's public relations counsel, contains a thousand variations of these two themes.

Item: NBC-TV carried an hour drama, "This Business of Murder," a year ago, in which a man was suffocated by cigar smoke. Letters were promptly dispatched to Producer Fred Coe, President Robert Sarnoff and Board Chairman Sylvester Pat Weaver. Two weeks ago, NBC carried an hour drama, "Top Rung," in which cigars were offered and smoked by attractive young men relaxing in an average home.

Item: Raymond starts his many radio and TV interview appearances by denouncing Rudyard Kipling for poetising: "A woman is only a woman but a good cigar is a smoke." Nothing can replace a woman, as Raymond discovered on a three-year, cigar-filled tour of duty in the Aleutians during World War II.

Wives Safe

Item: No cigar smoker ever beat his wife, Raymond's statistics reveal. The calming effects make cigar-time the wise moment for a wife to report she damaged the fender on the car or has quietly bought a color set. A TV comedy on this aspect will be aired shortly.

Item: The copy slant in TV advertising now includes female viewers. Cigar manufacturers don't want the fair sex to smoke 'em,

(Continued on page 6)

## NEWS OF THE WEEK

### Networks Agree to Keep Rating Information Within Industry . . .

The three networks have come to an agreement to keep ratings an internal matter. They will not send out press releases of any ratings and thus not involve the public in industry affairs. . . . Page 2

### Sponsor Buys Full NTA Web Of 100 Stations for Movies . . .

The NTA Film Network landed a sponsor, it was reported last week. The Warner-Lambert Pharmaceutical Company is buying full sponsorship of the hour-and-a-half movie on the full line-up of over 100 stations. It gets its pick of 20th Century-Fox pictures. . . . Page 2

### Capitol Records Expands Activity In Phonograph Equipment Field . . .

Capitol Records expands its operation in the phonograph equipment field. The disk company last week named William F. O'Boyle, former Columbia Records exec, to an important post, the function of which would be the development of the company's equipment operation. . . . Page 17

### Mercury Records Sets Dealer Discount Plan Thru February . . .

Mercury Records announced a 10 per cent discount to dealers on the label's entire

classical, pop and jazz line. Designed to stimulate restocking of dealers' inventories, the plan will be in effect up thru February 28. Initial reaction has been reported good . . . Page 17

### Pinball Tax Question Goes To U. S. Supreme Court . . .

The U. S. Supreme Court has decided to review a federal tax test case on pinball games. This marks the first time the nation's highest tribunal will act on the pinball controversy. The high court review follows a U. S. Court of Appeals ruling that pinballs do not fall under the Internal Revenue Code's \$250 tax category on gambling devices. . . . Page 85

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NOW...THE TV ROCKET OF THE 20TH CENTURY!

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## FACTS FOR INDUSTRY ONLY

# Webs Okay De-Emphasizing Ratings Data for Public

By SAM CHASE

NEW YORK — The TV networks have reportedly reached agreement on a top-brass level to de-emphasize public excitement over ratings. As the first step of this move, they have jointly decided to cease issuing press releases on the ratings achieved by their programs.

The move in no way will diminish the use made of ratings by the professionals of the business. Its intent is to quiet the public hubbub over who's on top, which has given rise to an atmosphere in which the webs believe that ratings have become virtually the master, rather than a tool of the industry.

A recent article in Time magazine is regarded as having helped crystallize web brass thinking on the subject. Like the weather, everyone was aware of the problem but nobody did anything about it, until the present decision. The Time article labeled the over-emphasis of ratings as exercising a virtual "tyranny" over the conduct of programming affairs.

### Influence Stet

The toppers of the three webs were in agreement that the influence of ratings, properly used, is not likely to be affected. But they also concurred in the thought that programming decisions should not be foisted on them by virtue of a sudden jump or drop in ratings which, in some cases, brought about cases of virtual hysteria

among excitable network, advertiser and agency brass.

The recent battle over the responsibility, if any, of poor ratings for the demise of NBC's Walter Winchell show threw additional light on the poor industry public relations which can result from unconsidered charges made and refuted over rating reliability.

Back of the move, likewise, lies the recognition that TV is, after all, a major advertising medium which is in desperate competition with other media for the advertising dollar. Should past conditions continue, with each network seeking to refute the others with promotion of the particular ratings which best back up its story, the constant public wrangling could cast doubt on

the believability of the potent over-all network story.

### Too Eager

With space in the public prints at a premium, it is felt that these differences too often have been seized on gleefully by the daily gazettes, which sensed a competitive advantage in publicizing the rating variances without simultaneously explaining the differences in survey methods and sampling which could bring about those differences.

As a result, while future ratings will be scanned just as anxiously by network execs responsible for programming success, it is hoped that, as much as possible, this interest can be kept intramural where it can be controlled, and the public will be left to decide its

# Berle Series Interests GF

NEW YORK—General Foods is showing marked interest in the new Milton Berle vidfilm series, "Follow That Man." The price for the half-hour show is estimated at \$60,000. Advance reports are that Berle has put together a strong pilot film. The show is ticketed for an important time period on NBC-TV next season.

Meanwhile, it has been indicated that General Foods will drop "Bengal Lancers" at the end of a 26-week ride in the Sunday 7-7:30 slot, and that Roy Rogers, which precedes it, will also be canceled, but at the end of the current season in June. Both shows are on NBC-TV.

viewing preferences on taste alone, rather than thru any mass stampede to the current TV "best seller."

## DOUBLE PLAY

# Oberon TV Would Show Two Nights

NEW YORK — ABC-TV and CBS-TV Film Sales are lining up a pair of sponsors for "Assignment Foreign Legion," which would be aired on the web in a rare "double exposure" Tuesdays and Thursdays, 10-10:30 p.m. EST.

The dramatic anthology, narrated by Merle Oberon, will afford an attractive cross-ruff pattern for the two advertisers at the price of one telecast a week. Revlon is no longer interested in the series.

# 'Annie' to Give Edsel Big Plug

NEW YORK—The Ford Motor Company for its new car, the Edsel last week made its first network TV purchase, a two hour spectacular on NBC-TV of "Annie Get Your Gun," starring Mary Martin.

The show will be presented after a coast-to-coast theater tour beginning in San Francisco or Los Angeles. It will probably be one of the most expensive buys in TV history, running an estimated \$400,000, and is indicative of the kind of money Ford is willing to spend to get impact. Foote, Cone & Belding is the agency.

# Warner-Lambert Buys Full NTA Line-Up for Features

NEW YORK—The NTA Film Network has a sponsor. According to reliable trade reports last week, the Warner-Lambert Pharmaceutical Company is buying full sponsorship of the hour-and-a-half feature film on the full line-up of over 100 stations.

The deal is said to be extremely favorable for Warner-Lambert.

NTA, according to the reports, will pay half the cost of promoting and advertising the program.

Warner-Lambert will get its pick of the top 20¢ Century-Fox pictures remaining in its backlog. The list from which the sponsor will make its choice is said to include "Alexander's Ragtime Band," "Gentleman's Agreement," "The Grapes of Wrath," "Winged Victory," "Come to the Stable," "The Razor's Edge," "Mother Wore Tights," "Guadalcanal Diary," "The Eve of St. Mark," "Lloyds of London," "Forever Amber," "Blood and Sand" and "The Ghost and Mrs. Muir."

The show will be used to advertise all the toiletries manufactured by the Lambert-Hudnut division of Warner-Lambert. The agencies on the deal are Sullivan, Stauffer, Colwell & Bayles for the DuBarry and Richard Hudnut products and Lambert & Feasley for the Listerine Products.

### \$3 Cost-Per-M

Trade sources report the movie program will have to get a national average rating of about 11.0 to get a cost per thousand per commercial minute of \$3, which would make it a better than average buy.

It will have to get a rating of about 16.0 to get cost per thousand per commercial minute of \$2, which would make it an exceptionally good buy.

These ratings are, of course, not unusually high. Whether or not the NTA Network can achieve this level with the time slots assigned to it is at the moment anybody's guess. Conceivably with the Lambert deal in its pocket NTA could improve its time in some markets where it needs to. The ratings it has been getting in the past four months actually have little bearing on its future, since the pictures it has been playing don't begin to compare with those Lambert will be sponsoring.

In any event, the deal is history making in a number of respects. It puts a fourth network into the business again on a paying basis. That NTA was able to make the deal in a softening network market and with the various pressures upon it is itself remarkable. W-L becomes the all-time biggest sponsor of feature films on TV in the recently emerging trend in which Bristol-Myers, Revlon and a few others have bought all or part of movies in selected markets.

## FULL TILT

# NBC 'Twenty-One' Wages 'Lucy' Fight

NEW YORK—One of the more interesting programming battles shaping up in TV today is that between "Twenty-One," the new NBC-TV entrant on Mondays 9-9:30, and CBS-TV's all-powerful "I Love Lucy," TV's top stanza for a half dozen years.

In the last three weeks the Trendex rating of the time period on NBC has been increased from 7.6, which was achieved with "Call to Freedom" on January 7, to a 22.3 on January 21, the second week that "Twenty-One" has been programmed. And "Lucy's" share of audience has dropped from a 66.6 to a 52 in the three weeks.

Spearheading the sharp audience interest in "Twenty-One" is the showing made by Charles Van Doren, who last week brought his winnings up to \$104,500. Van

Doren has had the kind of press coverage reminiscent of the early days of "The \$64,000 Question." In addition to a fantastic number of stories in the nation's dailies, he has already been covered by Newsweek, Time and TV Guide, with a piece in "Life" upcoming.

### NBC All Out

NBC also is sparing no expense to capitalize on the opportunity to upset the CBS appletart. It has thrown a huge advertising campaign behind the show. In addition, NBC has arranged for continued appearances by Van Doren on its shows. He was on the Steve Allen show Sunday (27). And Monday Van Doren will be seen on "Today," "Home," "Tic Tac Dough" and "Price Is Right," as a prelude to his evening appearance on "Twenty-One" when he challenges the fates again.

# GM Due for Great Web TV Re-Entry

NEW YORK—Indications are that General Motors will be back into network TV on all fours next season. The company has already started shopping for several properties. Buick division is on the prowl for spectaculars this spring to beef up its advertising. It was to co-sponsor Judy Garland on CBS-TV before the show conked out.

Reports are, however, that GM has been under considerable pressure from its dealer organizations to step up its use of the medium as soon as it can. Chevrolet is the exception, since it is now well represented on TV. Ford is currently giving Chevrolet a real battle in the fight for the No. 1 sales position in the industry.

Plymouth, too, with its com-

pletely revamped hot model, has shown a surprising sales resurgence and may possibly wrest the No. 3 position from Buick. Of the other GM division, Oldsmobile, which owns half of the NBC-TV Saturday spectacular, and Pontiac, which is not in network TV, will probably be represented with at least one half-hour show of their own next season.

Ford, of course, is shopping for a regular stanza for its new car, Edsel (see other story). If its prior TV advertising strategy is at all indicative, it will probably mount a terrific saturation campaign in the broadcast media to introduce the vehicle. Chrysler, now a heavy network spender, may be forced to buy even more network TV to compete with the others.

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## Lever at 8:30 Tues. on CBS

NEW YORK—Lever Brothers last week purchased half of the Tuesday 8:30-9 time slot on CBS-TV. It is expected to continue with "The Brothers," which now occupies the slot, at least for the present.

The time slot has been eagerly sought after by many clients because of the strong lead-in given by the Phil Silvers show which precedes it. Another advertiser is close to picking up the other half. J. Walter Thompson is the Lever Brothers agency.

The purchase of the CBS slot by Levers may indicate that it will bow out of its alternate week sponsorship of "Lancelot," Monday, 8-8:30 on NBC-TV, at the end of its current commitment.

## GAC PROBLEM: TILT VS. COMO

NEW YORK — The General Artists Corporation has a problem. The talent agency's Perry Como show has been doing exceedingly well on NBC-TV, Saturdays, 8-9. It's done so well that it is one of the major factors responsible for the expected departure of Jackie Gleason from the hour opposite him on CBS at the end of this season.

But among the shows being considered by CBS-TV to replace Gleason is "The Big Record," a show featuring Patti Page and another General Artists package. The question is: What should GAC do if it gets the slot? Let Patti Page and Perry Como worry?

## McCadden Back To 'Panic' Pix

HOLLYWOOD — McCadden will resume filming the "Panic" series after completing the first five half-hour segments with the \$1,250,000 budgeted show scheduled to debut March 5 (8:30-9 p.m.) via NBC-TV. The series will be sponsored alternately by Chesterfield (Liggett & Myers thru McCann-Erickson) and Max Factor (thru Doyle, Dane & Bernbach).

Al Simon, the show's producer-creator, will rely on suspenseful scripting to appeal to viewers and will not use a continuing cast or top name actors. The show was called "Impact" originally.

Westbrook Van Voorhis, of "The March of Time" newfilms, will narrate the series.

## Accas, of TvB, to Join ABC's Grid Squad as Aide to Treyz

NEW YORK—After wholesale denials, it has been confirmed that Eugene Accas will return to ABC-TV from Television Bureau of Advertising (The Billboard, October 27). He will serve as administrative assistant to web chief Ollie Treyz, joining the newly-created "backfield team" in which Treyz plays quarterback.

Accas and programming veepee James Aubrey will be "halfbacks," and Al Beckman, director of station relations; Buzz Chapin, network sales veepee, and Don Coyle, director of sales development and research, will function as "fullbacks." The "currently in play line" is expected to stay in the game.

The Treyz concept is designed to develop greater interplay between web departments, exchange

of ideas before decisions rather than after mistakes and more individual initiative among the brass. The six men are to be a "planning board," with Leonard (Coach) Goldenson, who has already moved his office back to American Broadcasting-Paramount Theaters headquarters, taking a less active role.

It is reported that Norman (Pete) Cash, who succeeded Treyz as TvB head, will join ABC later this year, as soon as "it is not detrimental to the health of TvB."

## SG Mulls 'Hudson Bay' With Telford Directing

NEW YORK—Screen Gems is mulling "Hudson Bay," an outdoor adventure series to be directed by Frank Telford. The half-hour films, to be shot on location in Canada, would be aimed for a fall network debut.

Billboard



## THE TOP 20 FOR DECEMBER

The Top Network Programs in Class A Time Ranked by Cost Per Thousand Per Commercial Minute

This chart is the TV industry's only guide to the comparative monthly efficiency of Class A time network programs in delivering audiences to their sponsors. It is the only source for the comparative analysis of costs for reaching men, women and children viewers. Each week, comparisons are made of shows of the same program type and of shows airing for advertisers in the same sponsor category.

The figure shown for each program represents the sponsor's cost for reaching 1000 TV homes, men, women or children per minute of commercials. These figures were reached by dividing each show's total program and net time costs by the total number of homes, men, women and children under 16 reached by the program, as determined by American Research Bureau. These results then were divided by the allocated commercial minutes in the program. Net time and program costs used are estimates made by The Billboard after extensive research.

Based on U. S. TV audience research of the AMERICAN RESEARCH BUREAU

### COST PER THOUSAND

### HOMES

PER COMMERCIAL MINUTE

- LAWRENCE WELK (Dodge, ABC).....\$1.18
- ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.51
- \$64,000 QUESTION (Revlon, CBS)..... 1.79
- I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 1.92
- I LOVE LUCY (Procter & Gamble, CBS)..... 1.94
- WHAT'S MY LINE? (J. Montener, CBS)..... 1.99
- GODFREY'S TALENT SCOUTS (Lipton, CBS)..... 2.09
- ALFRED HITCHCOCK (Bristol-Myers, CBS)..... 2.10
- BEAT THE CLOCK (Hazel Bishop, CBS)..... 2.10
- LAWRENCE WELK'S TOP TUNES (Dodge, ABC)..... 2.11
- CLIMAX! (Chrysler, CBS)..... 2.17
- \$64,000 CHALLENGE (Revlon, CBS)..... 2.20
- DISNEYLAND (American Dairy, Derby Foods, ABC)..... 2.22
- PEOPLE ARE FUNNY (Toni, NBC)..... 2.26
- LASSIE (Campbell Soup, CBS)..... 2.26
- YOU BET YOUR LIFE (De Soto, NBC)..... 2.31
- WYATT EARP (General Mills, ABC)..... 2.33
- PERSON TO PERSON (Time, CBS)..... 2.35
- DECEMBER BRIDE (General Foods, CBS)..... 2.37
- ROBIN HOOD (Johnson & Johnson, CBS)..... 2.40

### COST PER THOUSAND

### MEN VIEWERS

PER COMMERCIAL MINUTE

- LAWRENCE WELK (Dodge, ABC).....\$1.11
- ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.50
- \$64,000 QUESTION (Revlon, CBS)..... 2.15
- LAWRENCE WELK'S TOP TUNES (Dodge, ABC)..... 2.15
- WHAT'S MY LINE? (J. Montener, CBS)..... 2.24
- ALFRED HITCHCOCK (Bristol-Myers, CBS)..... 2.37
- I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 2.39
- BEAT THE CLOCK (Hazel Bishop, CBS)..... 2.49
- PEOPLE ARE FUNNY (Toni, NBC)..... 2.54
- CLIMAX! (Chrysler, CBS)..... 2.57
- I LOVE LUCY (Procter & Gamble, CBS)..... 2.60
- YOU BET YOUR LIFE (De Soto, NBC)..... 2.66
- GODFREY'S TALENT SCOUTS (Lipton, CBS)..... 2.71
- STEVE ALLEN (Brown & Williamson, Jergens, Polaroid, NBC)..... 2.72
- WYATT EARP (General Mills, ABC)..... 2.72
- PERRY COMO (RCA Whirlpool, Gold Seal, Kleenex, NBC)..... 2.72
- JACKIE GLEASON (P. Lorillard, Bulova, CBS)..... 2.77
- G. E. THEATER (General Electric, CBS)..... 2.88
- ERNIE FORD (Ford, NBC)..... 2.91
- YOU ASKED FOR IT (Best Foods, ABC)..... 3.01

### COST PER THOUSAND

### WOMEN VIEWERS

PER COMMERCIAL MINUTE

- LAWRENCE WELK (Dodge, ABC).....\$ .87
- ED SULLIVAN (Lincoln-Mercury, CBS).....1.26
- WHAT'S MY LINE? (J. Montener, CBS).....1.35
- \$64,000 QUESTION (Revlon, CBS).....1.56
- I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 1.67
- LAWRENCE WELK'S TOP TUNES (Dodge, ABC)..... 1.68
- I LOVE LUCY (Procter & Gamble, CBS)..... 1.76
- GODFREY'S TALENT SCOUTS (Lipton, CBS)..... 1.87
- \$64,000 CHALLENGE (Revlon, CBS)..... 1.89
- PEOPLE ARE FUNNY (Toni, NBC)..... 1.92
- CLIMAX! (Chrysler, CBS)..... 1.98
- BEAT THE CLOCK (Hazel Bishop, CBS)..... 2.02
- PERRY COMO (RCA Whirlpool, Kleenex, Gold Seal, NBC)..... 2.03
- YOU BET YOUR LIFE (De Soto, NBC)..... 2.04
- DECEMBER BRIDE (General Foods, CBS)..... 2.11
- NAME THAT TUNE (Whitehall, CBS)..... 2.17
- PERSON TO PERSON (Time, CBS)..... 2.17
- THE MILLIONAIRE (Colgate, CBS)..... 2.28
- JACKIE GLEASON (P. Lorillard, Bulova, CBS)..... 2.30
- ERNIE FORD (Ford, NBC)..... 2.40
- LASSIE (Campbell, CBS)..... 2.40

### COST PER THOUSAND

### CHILDREN VIEWERS

PER COMMERCIAL MINUTE

- DISNEYLAND (Derby Foods, American Dairy, ABC).....\$1.35
- LASSIE (Campbell Soup, CBS).....1.69
- LONE RANGER (Swift, ABC).....1.75
- ROBIN HOOD (Johnson & Johnson, CBS).....1.91
- RIN TIN TIN (National Biscuit, ABC).....1.94
- BEAT THE CLOCK (Hazel Bishop, CBS).....2.26
- LAWRENCE WELK (Dodge, ABC).....2.41
- ED SULLIVAN (Lincoln-Mercury, CBS).....2.46
- WYATT EARP (General Mills, ABC).....2.48
- ROY ROGERS (General Foods, NBC).....2.51
- CIRCUS BOY (Reynolds Metals, NBC).....2.57
- I LOVE LUCY (Procter & Gamble, CBS).....2.70
- ADVENTURE OF JIM BOWIE (Chesebrough-Ponds, ABC).....2.75
- CIRCUS TIME (Hartz, Seven-Up, Remco, Amer. Metals, ABC)..... 2.81
- PEOPLE ARE FUNNY (Toni, NBC).....2.82
- JACKIE GLEASON (P. Lorillard, Bulova, CBS).....2.92
- STEVE ALLEN (Brown & Williamson, Jergens, Polaroid, NBC).....2.99
- BOB CUMMINGS (R. J. Reynolds, CBS).....3.19
- MY FRIEND FLICKA (Colgate-Palmolive, CBS).....3.23
- OH! SUSANNA (Nestle, CBS)..... 3.24

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3 1/2 million people

WGAL-TV LANCASTER, PENNA.,

NBC and CBS 316,000 WATTS

917,320 TV sets  
989,605 families  
3 1/2 million people  
\$5 3/4 billion annual income  
\$3 3/8 billion retail sales

### Channel 8 Multi-City Market



316,000 WATTS

STEINMAN STATION  
CLAIR MCCOLLOUGH, Pres.

Representative  
the MEEKER company, inc.

New York Chicago Los Angeles San Francisco

QUICK SUB

'Bank' Breaks; 'Note' Tuned Up in 4 Days

NEW YORK—How to create a network show in four days was demonstrated last week by Wold Associates, when "Hold That Note" was conceived and delivered to replace "Break the Bank" at the request of sponsor Lanolin Plus.

The sponsor's desire for "something musical" to fill its NBC-TV Tuesday 10:30-11 p.m. slot was communicated to President Ed Wold at an emergency meeting in Chicago on January 17.

KTAL Buys 120 Warner Films; Ups Pic Sked

HOLLYWOOD—This market's TV diet, already heavy on the movie, gets still another hefty helping of flicker fare with KTAL's purchase last week of an additional 120 Warner Bros. pre-1948 productions.

To handle its new acquisition, KTLA will extend its movie premiere schedule to Monday nights at 7:30. The station heretofore featured its first-run product in its "Sunday KTLA Movies" slot.

KTAL has been programing its initial batch of 52 WB films in the Sunday night slot. Now that it will use the 120 films for its Monday night movies, the station will be featuring WB first-run product on both Sunday and Monday nights.

IBM to Sponsor WBZ's '2000 AD'; WRCA Has Spec

BOSTON—International Business Machines will sponsor "2000 A.D.," the WBZ-TV science and engineering series seen here Sundays at 1:30 p.m.

In another public service show development, WRCV-TV in Philadelphia will launch a local "spectacular" series called "Spectrum" February 2 in the Saturday 5-6:30 p.m. time period.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

Many Interested in Caulfield Series

NEW YORK—Advertiser interest in "Molly," the new Joan Caulfield series produced by Frank Ross, continues high.

NBC is also said to be interested, but the Caulfield-Ross combo would rather make a deal with an advertiser.

CBS Puts Montagne In Charge of All Film

NEW YORK — CBS-TV last week named Edward J. Montagne executive producer in charge of all film operations.

SG Continues 'Ranch Party'

NEW YORK — Screen Gems will go ahead with production of 11 more half hours of its new "Western Ranch Party," a half-hour vidfilm series.

Produced by Bill Wagnon, the show will feature Tex Ritter as host. The variety show will use country and western artists who have appeared in movies and have strong recording background.

ABC Seeks Live Hour for Sun. 7:30

NEW YORK—ABC-TV is seeking a live hour show to fill the Sunday 7:30-8:30 p.m. gap which will be created when "Amateur Hour" moves to the 9-10 p.m. slot in April.

The 8:30-9 p.m. time will house "Open Hearing," formerly called "Story of the Week," starting February 3, with ABC Washington bureau chief John Secondari as moderator.

"Party" touring units are expected to be sent out to take advantage of the tremendous personal drawing power of many of the artists.

Wagnon has been producing a three-hour show of the same nature on KTTV, Los Angeles, Saturday nights, where he packs 3,000 customers in for music and dancing at \$1.50 per head.

Billboard



Based on U. S. TV audience research of the AMERICAN RESEARCH BUREAU

BY PROGRAM TYPE FOR DECEMBER

The Top Network Programs in Class A Time Ranked by Cost Per Thousand Per Commercial Minute

This chart is the TV industry's only guide to the comparative monthly efficiency of Class A time network programs in delivering audiences to their sponsors.

The figure shown for each program represents the sponsor's cost for reaching 1,000 TV homes, men, women or children per minute of commercials.

Quiz, Panel & Audience Participation Shows

COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

- 1. \$64,000 QUESTION (Revlon, CBS).....\$1.79
2. I'VE GOT A SECRET (R. J. Reynolds, CBS).....1.92
3. WHAT'S MY LINE? (J. Montener, CBS).....1.99
4. BEAT THE CLOCK (Hazel Bishop, CBS).....2.10
5. \$64,000 CHALLENGE (Revlon, CBS).....2.20
6. PEOPLE ARE FUNNY (Toni, NBC).....2.26
7. YOU BET YOUR LIFE (De Soto, NBC).....2.31
8. NAME THAT TUNE (Whitehall, CBS).....2.59
9. TREASURE HUNT (Mogen-David, ABC).....3.28
10. DO YOU TRUST YOUR WIFE? (Liggett & Myers, CBS).....3.45

COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

- 1. \$64,000 QUESTION (Revlon, CBS).....\$2.15
2. WHAT'S MY LINE? (J. Montener, CBS).....2.24
3. I'VE GOT A SECRET (R. J. Reynolds, CBS).....2.39
4. BEAT THE CLOCK (Hazel Bishop, CBS).....2.49
5. PEOPLE ARE FUNNY (Toni, NBC).....2.54
6. YOU BET YOUR LIFE (De Soto, NBC).....2.68
7. NAME THAT TUNE (Whitehall, CBS).....3.22
8. \$64,000 CHALLENGE (Revlon, CBS).....3.27
9. DO YOU TRUST YOUR WIFE? (Liggett & Myers, CBS).....4.28
10. TREASURE HUNT (Mogen-David, ABC).....4.77

COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

- 1. WHAT'S MY LINE? (J. Montener, CBS).....\$1.35
2. \$64,000 QUESTION (Revlon, CBS).....1.56
3. I'VE GOT A SECRET (R. J. Reynolds, CBS).....1.67
4. \$64,000 CHALLENGE (Revlon, CBS).....1.89
5. PEOPLE ARE FUNNY (Toni, NBC).....1.92
6. BEAT THE CLOCK (Hazel Bishop, CBS).....2.02
7. YOU BET YOUR LIFE (De Soto, NBC).....2.04
8. NAME THAT TUNE (Whitehall, CBS).....2.17
9. TREASURE HUNT (Mogen-David, ABC).....2.93
10. DO YOU TRUST YOUR WIFE? (Liggett & Myers, CBS).....2.99

COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

- 1. BEAT THE CLOCK (Hazel Bishop, CBS).....\$2.26
2. PEOPLE ARE FUNNY (Toni, NBC).....2.82
3. NAME THAT TUNE (Whitehall, CBS).....4.34
4. TREASURE HUNT (Mogen-David, ABC).....4.44
5. I'VE GOT A SECRET (R. J. Reynolds, CBS).....5.57
6. YOU BET YOUR LIFE (De Soto, NBC).....5.64
7. \$64,000 QUESTION (Revlon, CBS).....6.64
8. WHAT'S MY LINE? (J. Montener, CBS).....9.94
9. \$64,000 CHALLENGE (Revlon, CBS).....10.80
10. GIANT STEP (General Mills, CBS).....11.74

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Comedy, Variety & Music Shows

COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

- 1. LAWRENCE WELK (Dodge, ABC).....\$1.18
2. ED SULLIVAN (Lincoln-Mercury, CBS).....1.51
3. GODFREY'S TALENT SCOUTS (Lipton, CBS).....2.09
4. LAWRENCE WELK'S TOP TUNES (Dodge, ABC).....2.11
5. DISNEYLAND (Derby Foods, American Dairy, ABC).....2.22
6. PERRY COMO (RCA Whirlpool, Kleenex, Gold Seal, NBC).....2.50
7. ERNIE FORD (Ford, NBC).....2.59
7. JACKIE GLEASON (P. Lorillard, Bulova, CBS).....2.59
9. RED SKELTON (S. C. Johnson, CBS).....2.81
10. YOU ASKED FOR IT (Best Foods, ABC).....3.01

COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

- 1. LAWRENCE WELK (Dodge, ABC).....\$1.11
2. ED SULLIVAN (Lincoln-Mercury, CBS).....1.50
3. LAWRENCE WELK'S TOP TUNES (Dodge, ABC).....2.15
4. GODFREY'S TALENT SCOUTS (Lipton, CBS).....2.71
5. STEVE ALLEN (Brown & Williamson, Jergens, Polaroid, NBC).....2.72
5. PERRY COMO (RCA Whirlpool, Kleenex, Gold Seal, NBC).....2.72
7. JACKIE GLEASON (P. Lorillard, Bulova, CBS).....2.77
8. ERNIE FORD (Ford, NBC).....2.91
9. YOU ASKED FOR IT (Best Foods, ABC).....3.01
10. JACK BENNY (Amer. Tobacco, CBS).....3.05

COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

- 1. LAWRENCE WELK (Dodge, ABC).....\$ .87
2. ED SULLIVAN (Lincoln-Mercury, CBS).....1.26
3. GODFREY'S TALENT SCOUTS (Lipton, CBS).....1.87
4. PERRY COMO (RCA Whirlpool, Gold Seal, Kleenex, NBC).....2.03
5. JACKIE GLEASON (P. Lorillard, Bulova, CBS).....2.30
6. ERNIE FORD (Ford, NBC).....2.40
7. STEVE ALLEN (Brown & Williamson, Jergens, Polaroid, NBC).....2.43
8. RED SKELTON (S. C. Johnson, CBS).....2.63
9. YOUR HIT PARADE (Warner-Lambert, NBC).....2.75
10. JACK BENNY (Amer. Tobacco, CBS).....2.81

COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

- 1. DISNEYLAND (Derby Foods, American Dairy, ABC) \$1.35
2. LAWRENCE WELK (Dodge, ABC).....2.41
3. ED SULLIVAN (Lincoln-Mercury, CBS).....2.46
4. CIRCUS TIME (Hartz, SevenUp, Remco, Amer. Metals, ABC).....2.81
5. JACKIE GLEASON (P. Lorillard, Bulova, CBS).....2.92
6. STEVE ALLEN (Brown & Williamson, Jergens, Polaroid, NBC).....2.99
7. PERRY COMO (RCA Whirlpool, Gold Seal, Kleenex, NBC).....3.35
8. YOU ASKED FOR IT (Best Foods, ABC).....3.93
9. JACK BENNY (American Tobacco, CBS).....3.96
10. GODFREY'S TALENT SCOUTS (Lipton, CBS).....4.71

## NBC Coverage 96% of U. S. Homes—NCS

NEW YORK — NBC-TV claimed victory on the second Nielsen Coverage Service, which was surveyed last spring and just released. According to NCS, NBC is viewed by more than 96 per cent of all U. S. TV homes in an average week. Its 34,087,610 homes coverage beats the next network by 217,000.

In nighttime viewing, NBC was the leader any way you break it down. On an average single evening, NBC had 81 per cent coverage. Over the course of a month NBC covered 97 per cent of all TV homes, which was better than the next network by 220,000.

The second NCS reveals that NBC circulation has doubled since the first NCS, made in the spring of 1952.

NBC also had statistical cause for rejoicing over its daytime programming. A special Trendex study on the new 11 a.m.-1 p.m. block gave the network its highest average Trendex ever for that time. For the noon-1 p.m. hour, the ratings of "Tic Tac Dough" and "It Could Be You" were a record high. In the 11 a.m.-Noon hour the ratings of "The Price Is Right" and "Truth or Consequences" were exceeded only by the premiere of "Home" in 1954.

The special Trendex was taken January 14-18.

## Altho WBBM Fluffs, 'Tokyo' A Blockbuster

CHICAGO—When WBBM-TV showed—or more correctly, showed most of—"Thirty Seconds Over Tokyo" Saturday (5), it racked up a reeling 43.2 against a set-in-use figure of 59.8 for the 10 p.m. starter. Figures are ARB, released Thursday (24).

Reeling is the apt adjective, for that was the fateful night that a studio employee left the last reel of the film locked in a time vault, so the whopping audience was left stranded in mid-air. So next night the station (after firing the bewildered employee) ran the amputated closing reel at 10:15, plus an entire rerun of the film at a cost of \$20,000 in canceled commercials.

But a bewitching sidelight is the fact that the final reel brought back a nail-biting audience worth an impressive 27.6. Not only that, but the rerun earned an 11.3 out of a 34.3 set-in-use. It even topped the established first-run "Courtesy Theater" on WGN-TV which came in with a 10.7.

## WMUR Into Hub Office

BOSTON — WMUR-TV, Manchester, N. H., has opened a regional sales office here to meet the sales volume from Boston accounts. The two-year-old station overlaps into the Boston market.

**DAMON RUNYON THEATRE**

ANOTHER TOP RATED SYNDICATION SERIES

FROM **SCREEN GEMS**

## Goodyear Eyes Half of Young

NEW YORK — Goodyear has been offered half of "Father Knows Best," the Robert Young NBC-TV 8:30-9 Wednesday evening property, for sponsorship next season. It is expected that Scott Paper, the sole sponsor this season, would retain the other half.

Goodyear will most likely curtail its sponsorship of the Sunday night 9-10 dramatic hour on NBC which it shares with Alcoa. If, however, it remains with the show, it would be for full summer sponsorship, which is the company's strong selling season, plus a few hour shows during the fall.

Alcoa will remain on with the Sunday dramatic show. NBC however, will present 26 Dinah Shore

## GROUCHO SHOW FAMILY AFFAIR

CHICAGO — Groucho Marx's "You Bet Your Life" has become a family affair, thru its new co-sponsor. From home permanent, and their agency, North Advertising. On Thursday's (24) show, the filmed commercial was delivered in characteristic dialect by brother Chico, and pantomimed by brother Harpo, complete with harp and blondes. A series of these brotherly commercials, designed to integrate product with entertainment, is now in production.

hours in the Sunday time period which are to be sponsored by Chevrolet, Miss Shore's current bankroller.

## AX HANGS HIGH

# Quiz, Panel Shows Under Pressures

NEW YORK — In a network video season already marked by numerous cancellations, quiz and panel shows as a program classification have been under tremendous pressure. Three such shows—"High Finance," "Can Do" and "Giant Step"—have already felt the sponsor's ax, tho the third, "Giant Step," may be granted a reprieve by General Mills. It is on CBS-TV, Wednesdays 7:30-8 p.m.

Two more quiz shows last week got the boot when Hazel Bishop canceled "You're on Your Own," its Saturday 10:30-11 CBS-TV property, and Lanolin Plus dumped

the veteran "Break the Bank" from its Tuesday 10:30-11 NBC-TV time period and substituted "Hold That Note."

None of these shows lasted more than 26 weeks, and "Can Do" didn't finish a 13-week cycle. Both "You're on Your Own" and "Can Do" were attempts to build variations on the standard money giveaways which did not come off as evidenced by their ratings.

Virtually every one of these shows were programmed in marginal prime time periods, except for "Can Do" and that was up (Continued on page 7)

# YOUR Q FOR COLOR



The big news in Chicago today is News in big **WNBQ** cameras focus on Len O'Connor for 5-minute late news digests (7:25, 7:55, 8:25 and 8:55) every morning during the NBC Network TODAY program. Now, WNBQ adds the thrill of living to the compelling draw of local news and Len O'Connor's authoritative reporting.

It's a doubly effective combination, for Len O'Connor is, traditionally, first on the scene of action in Chicago. And a recent BBD&O-NBC study found that **take your "Q" from WNBQ and make your own headlines in Chicago with Len O'Connor!**

more than doubles the impact of commercial messages! Number of viewers? Len O'Connor averages a 50.6 share of audience, reaching an average of 200,000 viewers per program... at an average cost per 1,000 of just \$1.39. And they're the kind of thousands you want most to reach. They're 95% adults.

In compatible **and black and white, a complete Len O'Connor 5-minute news program costs only \$265. And since the big news in advertising is News in big**

# WNBQ

**Television leadership station in Chicago SOLD BY SPOT SALES**

This One



WGXE-9ER-F5G3

\$15-MIL REVIVAL

TV Strikes Match To Cigar Industry

Continued from page 1

but they want them to let 'em be smoked.

Top Salesmen

Raymond names George Burns, Mitch Miller and Ernie Kovacs as TV's greatest contributors to good cigar public relations.

CIA goes after writers, producers, directors, prop men and all members of the industry who have something to say about what the public sees on its screens.

One hand washes another, to quote Kipling, and cigar manufacturers in this same period have quadrupled their TV advertising budgets.

Butt droppers are the bane of Raymond's existence and twice as shocking on-camera.

A radio-TV director for CIA before becoming president, Raymond employs his experience in the medium to win friends and influence celebrities for his industry's cause.

Bon Ami, Bauer-Black Buy Into 'Circus Time'

NEW YORK — Bon Ami and Bauer & Black have bought participations in "Circus Time" Thursdays, 8-9 p.m., over ABC-TV.

Advertisement for MCA-TV Film Division featuring a wreath and the text "a top quality film show for Every Product, Every Market, Every Budget".

New Vigor for 'Lux Theater,' Ford Ratings

NEW YORK — Thursday (24) Trendex ratings revealed a resurgence of strength on the part of NBC-TV's Tennessee Ernie Ford show and "Lux Video Theater" in their battle against CBS-TV's "Playhouse 90."

"Lux Video Theater" averaged 20.6 for the 10-11 hour, as against "Playhouse's" 20.1. The 10-11 margin is a slim one, but a considerable improvement for "Lux Video," which has been down in ratings on some weeks as many as five points or more.

Harrison and Fisher Named

NEW YORK—The new CBS-TV president, Merle Jones, last week made his first appointments. They are W. Spencer Harrison, who was named vice-president and business manager of talent and contract properties, and Thomas K. Fisher, vice-president and general attorney, both of CBS-TV.

No decision has been made on the executive vice-president's slot at the web, a position formerly occupied by Jones.

WNBF Stations Hire Cal Tinney

BINGHAMTON, N. Y. — Cal Tinney, news commentator, author, lecturer and humorist, has been appointed director of the newly

TPA Nears Rights To 'Lion-Hearted' For Eng. Shooting

NEW YORK—Television Programs of America is reportedly close to acquiring "Richard, the Lion-Hearted" from its owners and producers, the Danziger Brothers.

A pilot film of the program was made in England by the Danzigers for CBS-TV Film Sales, but they ran into production problems. Filming of new product for the series is expected to be started in England shortly.

created news department of WNBF and WNBF-TV, the Triangle Stations here.

Tinney is perhaps best known as the owner of the show, "Stop Me If You've Heard This One," and for his network commentating.

Billboard



Based on U. S. TV audience research of the AMERICAN RESEARCH BUREAU

BY SPONSOR GROUPS FOR DECEMBER

The Top Network Programs in Class A Time Ranked by Cost Per Thousand Per Commercial Minute

This chart is the TV industry's only guide to the comparative monthly efficiency of Class A time network programs in delivering audiences to their sponsors.

Food and Beverage Sponsors

COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

- 1. PROCTER & GAMBLE (I Love Lucy, CBS).....\$1.94
2. LIPTON (Godfrey's Talent Scouts, CBS)..... 2.09
3. DERBY FOODS, AMERICAN DAIRY (Disneyland, ABC) ..... 2.22
4. CAMPBELL SOUP (Lassie, CBS)..... 2.26
5. GENERAL MILLS (Wyatt Earp, ABC)..... 2.33
6. GENERAL FOODS (December Bride, CBS)..... 2.37
7. SWIFT (Lone Ranger, ABC)..... 2.47
8. KRAFT (Kraft Theater, NBC)..... 2.69
9. GENERAL MILLS (Burns and Allen, CBS)..... 2.85
10. BEST FOODS (You Asked for It, ABC)..... 3.01
10. NATIONAL BISCUIT (Rin-Tin-Tin)..... 3.01

COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

- 1. PABST (Wednesday Night Fights, ABC).....\$2.41
2. PROCTER & GAMBLE (I Love Lucy, CBS)..... 2.60
3. LIPTON (Godfrey's Talent Scouts, CBS)..... 2.71
4. GENERAL MILLS (Wyatt Earp, ABC)..... 2.72
5. BEST FOODS (You Asked for It, ABC)..... 2.94
6. CAMPBELL SOUP (Lassie, CBS)..... 2.97
7. GENERAL FOODS (December Bride, CBS)..... 3.27
8. KRAFT (Kraft Theater, NBC)..... 3.36
9. DERBY FOODS, AMERICAN DAIRY (Disneyland, ABC) ..... 3.66
10. SCHLITZ (Playhouse of Stars, CBS)..... 4.15

COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

- 1. PROCTER & GAMBLE (I Love Lucy, CBS).....\$1.76
2. LIPTON (Godfrey's Talent Scouts, CBS)..... 1.87
3. GENERAL FOODS (December Bride, CBS)..... 2.11
4. CAMPBELL SOUP (Lassie, CBS)..... 2.40
5. KRAFT (Kraft Theater, NBC)..... 2.63
6. GENERAL MILLS (Wyatt Earp, ABC)..... 2.63
7. GENERAL MILLS (Burns and Allen, CBS)..... 2.72
8. BEST FOODS (You Asked for It, ABC)..... 2.86
9. MOGEN-DAVID (Treasure Hunt, ABC)..... 2.93
10. SCHLITZ (Playhouse of Stars, CBS)..... 3.30

COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

- 1. DERBY FOODS, AMERICAN DAIRY (Disneyland, ABC) .....\$1.35
2. CAMPBELL SOUP (Lassie, CBS).....1.69
3. SWIFT (Lone Ranger, ABC).....1.75
4. NATIONAL BISCUIT (Rin Tin Tin, ABC).....1.94
5. GENERAL MILLS (Wyatt Earp, ABC).....2.48
6. GENERAL FOODS (Roy Rogers, NBC).....2.51
7. PROCTER & GAMBLE (I Love Lucy, CBS).....2.70
8. SEVEN-UP (Circus Time, ABC).....2.81
9. NESTLE (Oh! Susanna, CBS).....3.24
10. QUAKER OATS (Sgt. Preston of the Yukon, CBS)....3.55

Cigarette & Tobacco Sponsors

COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

- 1. R. J. REYNOLDS (I've Got a Secret, CBS).....\$1.92
2. P. LORILLARD (Jackie Gleason, CBS).....2.59
3. BROWN & WILLIAMSON (Steve Allen, NBC).....2.79
4. LIGGETT & MYERS (Dragnet, NBC).....2.98
5. AMERICAN TOBACCO (Jack Benny, CBS).....3.05
6. R. J. REYNOLDS (Bob Cummings, CBS).....3.20
7. LIGGETT & MYERS (Do You Trust Your Wife? CBS) ..... 3.45
8. AMERICAN TOBACCO (Navy Log, ABC).....3.68
9. R. J. REYNOLDS (Crusader, CBS).....3.82
10. AMERICAN TOBACCO (Stanley, NBC).....5.04

COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

- 1. R. J. REYNOLDS (I've Got a Secret, CBS).....\$2.39
2. BROWN & WILLIAMSON (Steve Allen, NBC).....2.72
3. P. LORILLARD (Jackie Gleason, CBS).....2.77
4. AMERICAN TOBACCO (Jack Benny, CBS).....3.05
5. LIGGETT & MYERS (Dragnet, NBC).....3.48
6. R. J. REYNOLDS (Crusader, CBS).....4.15
7. AMERICAN TOBACCO (Navy Log, ABC).....4.20
8. LIGGETT & MYERS (Do You Trust Your Wife? CBS) ..... 4.28
9. R. J. REYNOLDS (Bob Cummings, CBS).....4.33
10. AMERICAN TOBACCO (Stanley, NBC).....7.40

COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

- 1. R. J. REYNOLDS (I've Got a Secret, CBS).....\$1.67
2. P. LORILLARD (Jackie Gleason, CBS).....2.30
3. BROWN & WILLIAMSON (Steve Allen, NBC).....2.43
4. AMERICAN TOBACCO (Jack Benny, CBS).....2.81
5. LIGGETT & MYERS (Dragnet, NBC).....2.89
6. LIGGETT & MYERS (Do You Trust Your Wife? CBS) ..... 2.99
7. R. J. REYNOLDS (Bob Cummings, CBS).....3.57
8. R. J. REYNOLDS (Crusader, CBS).....4.04
9. AMERICAN TOBACCO (Navy Log, ABC).....4.45
10. AMERICAN TOBACCO (Stanley, NBC).....6.05

COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

- 1. P. LORILLARD (Jackie Gleason, CBS).....\$2.92
2. BROWN & WILLIAMSON (Steve Allen, NBC)..... 2.99
3. R. J. REYNOLDS (Bob Cummings, CBS)..... 3.19
4. AMERICAN TOBACCO (Jack Benny, CBS)..... 3.96
5. LIGGETT & MYERS (Dragnet, NBC)..... 4.73
6. AMERICAN TOBACCO (Stanley, NBC)..... 4.99
7. AMERICAN TOBACCO (Navy Log, ABC)..... 5.04
8. R. J. REYNOLDS (I've Got a Secret, CBS)..... 5.57
9. R. J. REYNOLDS (Crusader, CBS) ..... 6.85
10. LIGGETT & MYERS (Do You Trust Your Wife? CBS) .....15.83

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# COMMERCIAL CUES

## PUBLIC KNOWS WHAT IT LIKES

The American Research Bureau at the end of last year surveyed the country, town and farm, to find out which commercials were the most popular. Two regional blurbs led the pack on per cent of mentions: Piel's Beer, 8.5; Hamm's Beer, 6.0; Dodge, 3.7; Jello, 3.3; Winston, 3.2; Alka-Seltzer, 3.1; Ford, 2.9; Ipana, 2.8; General Electric, 1.8; Snow Drift and Rheingold Beer, 1.7, followed by Maypo, Lucky Strike, Mum, Gillette, Peter Pan, Lincoln, Old Gold, Seven-Up, Ivory and Plymouth. Piel's and Hamm's were also one and two in May and August of last year.

## TALK ABOUT COMMERCIALS

Lever Bros. first industry seminar on January 7 went so well that the idea is being expanded with a larger invitation list. More seminars will be held sometime in late February. The committee planning the panel discussions on commercials is being expanded as well, and those who wish to contribute are asked to contact Wally Ross at the Film Producers' Association of New York. The purpose of these seminars is to create better understanding of industry problems and bring about some unification of action. . . . In a different area of clarification of the commercials business, Rex Coston, radio production manager of Ogilvy, Benson & Mather, was guest lecturer before Arthur Hanna's American Theater Wing commercials class last Monday (21). Said Coston, employment of announcers and actors in blurbs would rise 20 per cent this year over last.

## ID'S . . .

The National Carbon Company's new blurbs have silhouettes of live actors, against miniature scenery, telling a full story of how Eveready flashlights come to the rescue. . . . Popular Mechanics' February issue takes readers behind the scenes at Transfilm. . . . The J. Walter Thompson Agency has commissioned Playhouse Pictures for six more 30-second openers for the Tennessee Ernie Ford show. At Playhouse, Paul Frees, Bud Hiestand and Herschel Bernardi are doing voice-overs for Mobilgas blurbs. . . . THOSE SPOKESWOMEN: Fab has hired Virginia Graham for commercials on "Big Pay-Off" and "Strike It Rich." Also it has picked up Marie Worsham's contract for 13 more weeks. Miss Worsham has just completed two Campbell Soup films, Dorothy Lovett will plug Gold Medal flour on "Giant Step" Wednesday (30).

# • 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
<b>TRANSPORTATION</b>			
<b>Automobiles, Accessories, Equipment</b>			
Du Pont, Car Wax, Batten, Barton, Durstine & Osborn	2 (60), 1 (30)	SA	Transfilm
Van Daam Motors, Automobiles, Weill & Eby	1 (20), 1 (10)	SA, LA	Filmack
De Soto Div. Chrysler Corp., 1957 De Soto, Batten, Barton, Durstine & Osborn (Groucho Marx)	1 (30)	FA	Playhouse
<b>New Departure Division of General Motors, Coaster Brakes, Ball Bearings, D. P. Brother (Wide, Wide World)</b>			
General Motors, Oldsmobile, D. P. Brother (Saturday Spectacular)	—	LA (C)	Video
Ford Trucks Div. Ford Motor Co., 1957 Ford Trucks, J. Walter Thompson	1 (20)	FA	Playhouse
<b>Gasoline, Lubricants, Other Fuels</b>			
Stewart Warner Corp., Alemito, MacFarland Aveyard & Co.	5 (60)	NA	Roland Reed
<b>DRUGS AND TOILETRIES</b>			
<b>Toiletries and Toilet Goods</b>			
Lanvin Perfumes, My Sin, Arpege, North Adv.	2 (8)	FA	Playhouse
Carter, Rise Shaving Cream, Sullivan, Stauffer, Colwell & Bayles	—	LA	Video
Bristol-Myers, Ban, Batten, Barton, Durstine & Osborn	2 (60)	LA, SE	Vidicam
Trusay, Batten, Barton, Durstine & Osborn	1 (60)	M, SA	Filmways
Ban, Batten, Barton, Durstine & Osborn	2 (60), 1 (20)	M, SA	Vidicam
Ipana Tooth Paste, Doherty, Clifford, Steers & Shenfield (Alfred Hitchcock Presents)	1 (60)	FA	Paul J. Fennell
Charles Antell, Hair Spray, Joseph Katz	1 (60)	LA	Dynamic Films
Set 'n' Forget, Joseph Katz	1 (60)	LA	Dynamic Films
Shampoo, Joseph Katz	1 (60)	LA	Dynamic Films
Lever Bros., Hum Detergent, Sullivan, Stauffer, Colwell & Bayles	1 (30)	LA	Sound Masters
<b>Drugs and Remedies</b>			
Vic Chemical, Cough Syrup, Batten, Barton, Durstine & Osborn	1 (60)	SA	Elliot, Unger & Elliot
Jones Apothecary, Drugs, Gulf State Adv.	2 (10)	SA	Filmack

## Costello May Solo On New Quizzer

NEW YORK—With Bud Abbott ailing, ABC-TV is reported to be dropping "The Penny for Your Thoughts" for the daily 5-5:30 p.m. slot leading into "Mickey Mouse Club." Abbott's partner, comic Lou Costello, will probably go it alone in a revamp of "Choose Up Sides," a similar quiz. The debut date is still set for April.

## Bill Thall Joins WKRC

CINCINNATI — Bill Thall, a Crosley radio-TV star here for many years, has joined WKRC-TV as emcee of a new variety series. He rose to fame on "National Barn Dance" and "Midwestern Hayride," pioneering when TV came to Cincinnati in 1947. His greatest popularity was attained on Ruth Lyons' "50-50 Club," popular WLW-TV show, on which he served seven years as emcee and straight man.

# MARTIN CLOSE TO NBC PACT

NEW YORK — Former partners Dean Martin and Jerry Lewis are expected to slug it out on NBC-TV this year. Martin is close to signing a pact to act as host on an hour show to be presented sometime in April on the web.

Martin reportedly wants to go on TV to show up Lewis for some of the remarks he has made since their split. He is said to be particularly incensed over Martin's recent article in Look magazine which he believes discussed matters between them best left unpublicized.

## MOTIVATION

# ABC Word For Buyer Persuasion

NEW YORK — ABC-TV has coined a new word, "Motivation," to describe the power of TV to create motivation in consumers to buy the products of automation. In one of the opening guns of its campaign to line up advertisers for the 1957-'58 season, the web has marshaled some potent statistics in a presentation which first sells the medium and then points up ABC's steady progress.

The average evening web show has a \$1.70 cost per thousand viewers per commercial minute, as against \$10.02 per 1,000 noters of a half-page ad in Life, \$9.13 in Ladies Home Journal, \$6.86 in Colliers for an average of \$8.74 for the three. ABC notes that its own billings quadrupled from 1953 to 1957. Competitively, the web claims that in the past year, its cost per thousand per commercial minute has decreased 16 per cent, while NBC has increased by 18 per cent.

# FCC May Hear Allocations Feb.

WASHINGTON—Hearings on the allocation progress made by the Federal Communications Commission may be scheduled "early in February" by the Magnuson Interstate and Foreign Commerce Committee. Speculation runs high as to whether official confirmation of FCC's "leaked" decisions to allocate VHF's in key markets (The Billboard, January 26) will be made official by the time Senate committee hearings get underway.

A sub rosa conflict between Pastore and William Purtell during last session's TV hearings went on over which State would get Channel 3 in the commission's interim de-intermixture proposals. Leaked information that FCC will leave Channel 3 in Hartford, Conn., instead of carrying out its original proposal to move it to Providence, will dim the elation of Pastore, who had hoped for a third VHF in Providence.

The FCC is not expected to hold formal meetings confirming its recent straw votes on the key market allocations until February 6 or later.

## Ax Hangs High

Continued from page 5

against "I Love Lucy," a tough competitor.

"Giant Step" is in a 7:30 slot, as mentioned, but the others were in 10:30 on various days. If Hazel Bishop can find a more satisfactory time period for "You're on Your

# SYLVANIA AWARDS JUDGES EVALUATE INDUSTRY IN '56

NEW YORK—The committee of judges which selected the Sylvania Award winners for 1956 called for what it termed public service "standby" sponsorship system. The pointing out of this need was part of the committee's prepared opinion on the standing of the TV industry during last year.

The responsibility of full, on-the-spot coverage of crucial events, said the judges, lies with the sponsors as well as the networks. Such a stand-by system, they felt, should be set up to enable proper coverage, if pre-empted sponsors do not wish to take on the emergency program.

This suggestion was one of several made to contract industry failings during 1956. The judges deplored the "poor speech patterns" on children's programs and the "misuse of the English language" in commercials. They felt that violence and sadism should be reserved for the adults.

TV can do more to foster a popular acceptance of the equality of opportunity regardless of race, color, creed, etc., they said. Also on the adverse criticism line, the judges warned the industry of too much concern with "formula" programming and felt that this tightened formula patter, coupled with deep and disturbing preoccupation with ratings, could drive viewers from their sets.

Aside from the great color strides, the industry did not grow during 1956, they said in summation. Instead, TV reached a plateau during the year, and at a much too early age. Their prediction for 1957 was "a much more exciting year of viewing."

## BECKMAN VIEW

# 'Block' Concept, FCC OK Key ABC Daytime

NEW YORK—The success of ABC-TV's upcoming re-entry into daytime programming will be helped immeasurably by its "block" concept and by station affiliations to be approved by the Federal Communications Commission February 6, according to Al Beckman, the web's director of station relations.

Affiliations to be approved are in Boston, St. Louis, New Orleans and Pittsburgh which, coupled with new ABC openings in San Antonio and Norfolk, will increase general clearance from 85 per cent of total U. S. homes to 95 per cent and clearance from the basic network of 72 stations (five owned and 67 primary affiliates) from 76.5 per cent to 88.

If current clearance for prime evening time were better, Beckman maintains, the web's big shows would automatically have better ratings. As it is, they are forced into weak time periods in two-station markets, lowering the national ratings.

Tho the web has 138 affiliates in addition to the basic 72, they add no more than 15 per cent clearance. For equal network competition, ABC would need upwards of 50 more secondary affiliates if no new primary affiliates could be signed this year. The FCC rulings are fortunately breaking just before ABC goes before the industry with its February 13 presentation of fall plans.

The "island" programming which found the Don Ameche-Frances Langford series of 1950-'51 and the Don McNeill show of 1955 failing is being replaced with the "block" technique of working backwards from the 5:30-6 p.m. "Mickey Mouse Club" a half-hour at a time,

## ABC Denies Swift 'Disneyland' Nix

NEW YORK — ABC-TV last week denied reports that Swift was canceling its alternate half hour of "Disneyland," Wednesday 7:30-8:30. The network pointed out that Swift has a firm contract thru the season.

Trade speculation is that Swift may have given notice of cancellation once its contract is finished next summer.

Own," it may change its mind about continuing with it. CBS is considering "Two for the Money" as a replacement for "Own" in its Saturday 10:30 slot.

to allow stations to re-program their local shows and sponsors gradually.

When the 3-6 p.m. hours are fully network, ABC will attack the 9:30-12:30 p.m. morning network option time, starting with the early morning time. "Some TV brass thinks lining up stations is like shooting fish in a barrel," Beckman says, "but they're dead wrong. Station managers are among our elder statesmen, and they know darn well what's right for them."

## RESTLESS PEOPLE

David Lowe, producer-director, will head up NBC's educational television project. Lowe will supervise production of the five programs which NBC will produce under its plan to provide live programming produced exclusively for educational TV stations on a nation-wide basis. . . . Martin M. Heller has joined the legal department of ABC. He was formerly with RKO Radio Pictures. . . . Bob Daubenspeck, NBC-TV research supervisor, became a father for the second time. . . . Thomas W. Lapham, associate copy supervisor of Young & Rubicam has been named a vice-president.

Dick Day has resigned as NBC-TV art director. . . . Martin Schneider, for the past year a member of the WCBS-TV, New York, production staff, has been moved up to producer of the station's "Right Now" series, and Lee Polk, producer-writer, has joined the station as a staff director. His first assignment will be "Eye on New York." . . . James E. Conley and Fred L. Nettore have joined CBS-TV Spot Sales as account executives. Conley was formerly with the Chicago office of Spot Sales and Nettore, with NBC Spot Sales.

## KTEN'S STOCK SOLD ON AIR

ADA, Okla.—"The KTen Story," a half-hour show aired by KTen here and starring its president, Bill Hoover, sold \$32,700 worth of preferred stock for the station in one week following the January 11 telecast. KTen chose the unusual method to raise money to liquidate its debts for equipment, displaying its physical assets and discussing its plans on the program.



# WARNER BROS. RATINGS

## START BIG

## AND GET BIGGER!

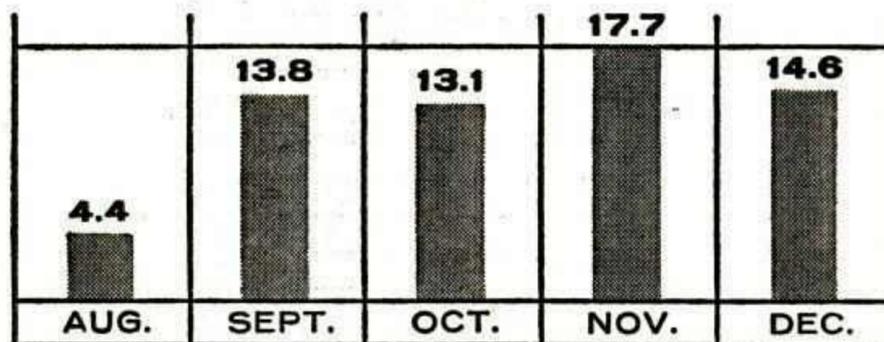
14.8

4-month average with Warner Bros.

On WBZ-TV's "Boston Movietime", (5:00-6:30 P.M., Mon.-Fri.) ratings shot up with the start of programming Warner Bros. features from the previous month's 4.4 to a rousing 13.8. Succeeding months saw ratings go even higher, and stay up!

13.8

first month of Warner Bros.



These ARB Ratings Demonstrate Not Only The Tremendous Audience PULL... But Also the Solid STAYING-POWER Of These History-Making Warner Hits!

4.4

before Warner Bros.

write or call **d.a.p.** Inc.

345 Madison Ave., N. Y. C. MUrray Hill 6-2323

CHICAGO  
75 E. Wacker Drive • DEarborn 2-4040

DALLAS  
1511 Bryan Street • RIVERSIDE 7-8553

LOS ANGELES  
9110 Sunset Boulevard • CREstview 6-5886

**DENVER DEBUT**

**KBTV to Air Uninterrupted Monthly Film**

DENVER — KBTV, the ABC outlet here, this week will launch a new type of film showing once a month. Using the 20th Century film package as its weapon for drawing bigger audiences in the highly competitive four-station market, KBTV will present an uninterrupted movie beginning at 8:30 on the last Saturday of each month. A short intermission approximately one third of the way thru the movie will give viewers a chance to "get a snack, pour another drink or just stand up" and will be utilized by the station to plug upcoming programs. The movie is sponsored by American Beauty products and will have the commercials at the beginning and end of the show. Among the films slated for early showings are "Dragonwyck" and "Black Swan." "TV Reader's Digest," on a local rerun basis, has been sold by KBTV to Broadway Estates and Nutrena Foods and slotted for the 9 p.m. Friday spot. The package was a good puller on its first time around and is pitted against "Life of Riley," "Dr. Hudson's Secret Journal" and an M-G-M film package.

**Liebeskind Named Sterling Gen. Mgr., Elected to Board**

NEW YORK — Nat Liebeskind has been named general manager of Sterling Television and has also been elected to the board of directors. He reports to Saul Turell, president.

Liebeskind in the past has worked in Latin-American distribution for Universal, Warner Bros. and RKO. He has also headed Times Television, whose product is distributed by Sterling.

**NBC Films Adds 5 'Victory' Marts; Tally Now at 155**

NEW YORK — NBC Television Films has sold "Victory at Sea" to Shamrock Oil for five markets, Albuquerque, N. M., and Amarillo, Lubbock, Midland and Wichita Falls, Tex., putting the hardy documentary perennial in 155 markets. "Victory" remains the seventh ranked syndicated show in New York, according to American Research Bureau figures for November, where it just began its eighth run over WPIX.

**Plenty of First-Run Pix Still Available for N. Y.**

NEW YORK — There is still plenty of first-run film product yet to be bought for New York, the largest market in the country. Five of the syndicated series that were put on the market this season are still not bought here: "Frontier Doctor," "Captain David Grief," "Men of Annapolis," "Errol Flynn Theater" and "Hawkeye."

With the sale of the "Rocket 86" package to WATV, all of the feature film packages on the market have customers in New York. Nevertheless, it is not a sold-out situation. Associated Artists Productions still has about 480 Warner Bros. pictures available, having

**La Coca May Get New Show**

NEW YORK — Imogene Coca will probably get a crack at another TV stint. What began as a nine-minute turn on an Ed Sullivan telecast will probably end as a half-hour comedy series, with Imogene Coca and Sullivan prepping a pilot of "The Gibson Girls."

Comedienne Coca scored a hit with the segment several weeks ago, and Sullivan offered to finance an expansion of the idea. A producer is currently being sought.

**Crabbe to Do New Series**

NEW YORK — Buster Crabbe is on his way to Hollywood to start work on a new show for Cambria Productions.

It will be an underwater adventure, with Crabbe playing a frogman. Crabbe recently finished all work on "Captain Gallant of the Foreign Legion" in Italy.

**BMI to Hold 2-Day TV Clinics in Five Cities**

NEW YORK — Broadcast Music, Inc., will hold five two-day regional TV clinics to enable station personnel to exchange ideas in program and operational problems. The dates: March 4-5, New York and Fort Worth; March 7-8, Chicago and Atlanta; March 11-12, San Francisco.

**Series Stand Up Vs. Features—Keever**

NEW YORK — Syndicated films are more than holding their own against the new feature film libraries, despite alarmist talk, according to a survey just completed by Jake Keever, director of sales for NBC Television Films.

Using American Research Bureau figures for five metropolitan markets—Boston, Los Angeles, Chicago, Detroit and New York—in December, Keever reports that most syndication properties outranked the best feature films when programmed in the same time periods. In addition, when all ratings were averaged, syndicated films scored a 13.1 against features' 6.4.

In Boston, where syndicated films took nine out of the top 10 places on the list, "Superman" walloped Warner Bros. "Million Dollar Baby" by 22.6 to 7.0, while "Wild Bill Hickok" beat Warner's "Here Comes the Navy" 15.5 to 9.1. Those movies ranked second and

**SYNDICATION PARADOX**

**More Production Continues In Spite of Time Roadblocks**

NEW YORK — TV film syndication this year seems to be working itself into an incredible paradox. The better things get, the worse it is.

For both distributors and syndication sponsors the major problem is time clearance. While the clearance situation by and large has not been deteriorating, it has certainly shown no significant improvement. Syndicators continue to find this acutely troublesome.

Yet in the face of this continuing

squeeze, the major distributors aver they will make a bigger output for syndication this year than last. Indeed, if present plans materialize, more new series will be put into first-run syndication this year than in the past three.

In 1956 four major distributors attacked the Washington front in an attempt to get time relief. Since stating its case before the Barrow Committee and the Celler Committee, the Association of TV Film Distributors, which the four had

formed for the purpose, has been inactive. Some of the members now say privately that they regard the Washington effort as hopeless. Others say that having made their pitch, they can now do nothing but wait until the reports come in. (Barrow's final report is due in June.)

**Marginal Gains**

To be sure, marginal improvements occur in one market or another, and there is some slight circumstantial hope on the horizon. NBC-TV has vacated the 10:30 p.m. slot on Sunday and Wednesday. But it did not have too many markets, and in New York the Sunday situation has been filled by a feature film. The features have eaten into good marginal time in other important markets, such as Philadelphia. An occasional prime time period opens, of course, but syndicators regard it as nervous time. Since such slots can be recaptured by a network, a long-term syndication deal cannot be made there.

The expected opening VHF stations in such important markets as Boston and New Orleans is also hopeful for syndicators.

But all these marginal improvements do not on the face of it seem to measure up to the optimism of the distributors. Ziv-TV, with "Men of Annapolis" on the air and "Harbor Command" already sold for the fall, will certainly premiere three new shows in syndication in 1957. In addition it might put "Highway Patrol" into a third year of production or possibly shoot to get a fourth show on the market, which would be more than it ever turned out in a single year.

**TPA 'Hawkeye'**

Television Programs of America has just put one new show on, "Hawkeye," and seems likely to move with another, "Tugboat Annie," in the spring. There seems *(Continued on page 15)*

**NEAR BREAK-EVEN**

**'Whirlybirds' Spin In Over 100 Marts**

NEW YORK — "Whirlybirds," the new Desilu show syndicated by CBS-TV Film Sales, has been sold in over 100 markets, which is understood to put it close to the break-even mark. Here in New York, R. J. Reynolds has bought it for Winston cigarettes on WPIX. The station has scheduled the show Thursday, 7:30-8 p.m. beginning next week.

The Southern Spring Bed Company has bought it for a South-

eastern spread that includes Atlanta and Baltimore. In Philadelphia, where it is booked on WCAU-TV, it will be co-sponsored by Nansco and Sylvan Seal Milk. The Michigan Baking Company bought it for up-State Michigan.

Coca-Cola will sponsor "Whirlybirds" on WEWS-TV, Cleveland. Pepsi-Cola will sponsor it in Montgomery, Ala., and will co-sponsor on KHJ-TV, Los Angeles.

"Whirlybirds" had its world premiere in Omaha last week and pulled a special rating of 42.5, which was 40 per cent higher than the last rating for the time period. The show was given a big send-off in Omaha, with an air show and a beauty contest. The winner of the beauty contest was in New York last week for personal appearances.

**M-G-M Films In 29 Marts; Series Due**

NEW YORK — MGM-TV has now sold its feature film library to 29 stations for gross sales of over \$31,000,000. The latest buyers are the Texas State Network, which consists of four stations (KFJZ, Fort Worth; KCBD, Lubbock; KFDA, Amarillo, and KRBC, Abilene), WCHS, Charleston, W. Va.; WMT, Cedar Rapids, Ia., and KVHV, Honolulu.

Among the properties that MGM-TV has under consideration for conversion into a half-hour TV series are "The Thin Man," "Scaramouche," "Min and Bill" and "Andy Hardy."

fourth in the Boston feature film ratings.

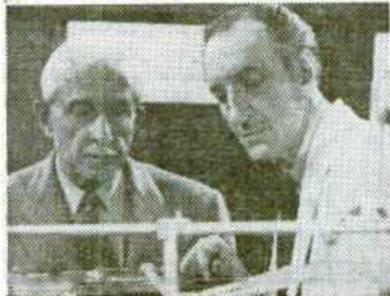
In Los Angeles, where syndicated films took eight out of the top 10 places, "Hopalong Cassidy," "Superman" and "Badge 714" all ran well ahead of J. Arthur Rank's "Genevieve." "Badge 714" outdrew "Princess O'Rourke," and "Victory at Sea" in its fifth rerun outrated "Too Late for Tears." The aforementioned movies ranked second, third and fourth among features in the market.

In many cases, the syndicated shows which topped the highest rated features were not numbered among the highest rated syndicated properties in the market.

Keever points out that those full-length pictures which scored best had not been programmed opposite syndicated films but against network live, network film and local live stanzas.

**ZIV HAS THE HOT SHOWS!**

**"SCIENCE FICTION THEATRE"**



**#1** SYNDICATED SHOW IN ATLANTA

21.7

**#2** SYNDICATED SHOW in same survey

**"I LED 3 LIVES"**

21.5

PULSE, May, 1956

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

sold 150 out of the library to WCBS-TV and another to WABD.

WRCA-TV has been buying individual pictures for its new Sunday 10:30 p.m. movie show. This apparently has been quite costly. "The Roaring Twenties," which it aired this Sunday, is said to have cost about \$15,000 for a short-term contract.

**More Features**  
The stations here don't seem worried about where their next features are coming from. In addition to the Warner availabilities, Screen Gems is expected to put out another Columbia package *(Continued on page 15)*

# WATV Set to Board NTA's 'Rocket 86'

NEW YORK—WATV here last week was set to sign for National Telefilm Associates' "Rocket 86" package for \$1,000,000, which is over \$11,600 per picture. Last summer WATV paid NTA about \$10,000 per picture for the first 20th Century-Fox package, which it used to establish its 16-play "Famous All-Star Movie."

The bidding was fairly open. WCBS-TV was reported to have offered \$10,000 apiece for the 71 first-run 20th pictures in the package. (The 86 includes seven 20th

pictures that have already played the NTA Film Network plus eight independent productions. WOR-TV was also reported to have put in a bid about the same as WCBS'. With this deal "Rocket 86" is sold in about 50 markets. Among the stations that bought it most recently are KNXT, Los Angeles; WTOP-TV, Washington; WBAL-TV, Baltimore; WDSU-TV, New Orleans; WKRC-TV, Cincinnati; KWTU, Oklahoma City; KCMO-TV, Kansas City, Mo.; WOW-TV, Omaha; KPHO-TV, Phoenix, Ariz., and KLIX, Twin Falls, Idaho.

# 'Harbor' Held; New Ziv Pix Due in Spring

NEW YORK—In view of the fact that Hamm's Beer will not introduce "Harbor Command" until October, it is unlikely that any other regional buyer will be able to get this show on the air before then. (See separate story.) Nevertheless, Ziv-TV is still expected to have a new show in syndication in time for a spring debut.

Ziv's main choice for a spring bow now seems to be "I Love a Mystery." At least Ziv salesmen recently have been reported to have been pushing this property.

Ziv's last spring start was "Science Fiction Theater," which made its air debut in April, 1955, and went into second-year production in 1956. Its principal sponsors are Bromo-Seltzer, Olympia Brewing and Continental Oil.

# AAP May Get M-G-M Shorts For Distrib

NEW YORK—Associated Artists Productions may wind up distributing the M-G-M short subjects, including the "Tom and Jerry" cartoons. Negotiations, which have been going on for a long time, are said to be reaching a head. AAP sources do not confirm or deny that a deal is imminent.

AAP has made a big hit with the "Popeye" and Warner Bros. cartoons. But it has still not put anything else of the big Warner short collection into distribution.

# CBS Pix Sets 'Grey Ghost,' 'Flack' Pilots

NEW YORK — CBS-TV Film Sales is preparing to make two new pilot films of properties. They are "The Grey Ghost" and "Col. Humphrey Flack."

"The Grey Ghost" breaks new programming ground in that it concerns itself with the career of Gen. John Singleton Mosby, a famous Civil War Confederate guerrilla fighter. The show will give both the Southern and Northern points of view, and scrupulously refrain from taking sides. Lindley Parsons will produce.

"Colonel Flack" was seen on TV on the Du Mont network. It will star Allan Mowbray and feature Frank Jenks, the team that played it on TV. It is a mystery-adventure and will be produced by Stark-Layton.

# Milland to Star in 'Congressman' Pix

NEW YORK — Ray Milland will star in a new film series, "Mr. Congressman," a half-hour comedy-drama packaged by Harry Ackerman.

ABC-TV is mulling the series for its fall schedule, having discarded two other formats based on adventures of U. S. Congressmen.

# Hamm's Buys Autumn Programming in Jan.

NEW YORK—The show that Hamm's Beer has bought from Ziv-TV will not make its air debut until the fall. It is one of the earliest program buys in the recent trend toward early buying. Negotiations were started in December, and the deal was closed in January.

The title of the show is "Harbor Command." It stars Wendel Corey. Hamm's has bought it for 55 markets thru the Midwest, Southwest and Mountain States. Its area includes Chicago, Minneapolis-St. Paul, Milwaukee, Dallas - Fort Worth, Omaha, Denver, Des Moines, Kansas, Mo., and Albuquerque.

In making this buy, Hamm's is establishing more uniform program identification over its entire territory. Hamm's is a big TV user, and its animated commercials have been winning awards, surveys and audiences the past two years. But its programming has followed a crazy-quilt pattern. In different

markets it has used baseball, wrestling, bowling, "This Week in Sports," local news, "Playhouse 15," feature film participation, "I Led Three Lives," "Federal Men," "Mr. District Attorney" and "Grand Ole Opry." I have also used "Person to Person" on a regional CBS-TV hook-up.

Maybe More Hamm's may wind up putting "Harbor Command" in more than the planned 55 markets. It has been expanding its distribution area steadily, and is expected to use the new show to spearhead its ad drive in each new market it opens. It is also expected to tie in a big merchandising - promotion campaign with this show.

Ziv is due to start full-scale production of "Harbor Command" early in the spring. Dealing with the harbor police and its fight against waterfront crime, the series will have location scenes shot at various coastal cities.

# NOT YET RELEASED

# 80 Movies in UA's Post-'48 Stockpile

The following list contains 80 feature films released theatrically by United Artists between 1949 and 1954. As far as could be determined none of the pictures in this list has as yet been released to TV. Presumably the next package that UA puts into TV distribution will consist chiefly of pictures in this list.

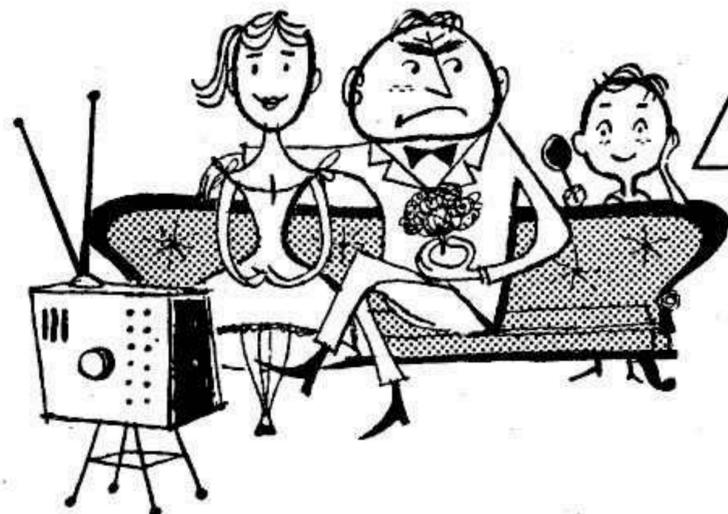
Many of UA's post-1948 releases have already found their way into TV since, being the work of independent producers they are not so restricted by talent guilds' repayment claims. UA itself is distributing 39 post-1948 pictures in TV. And thru producer deals and foreclosures recent UA releases have been brought into TV by such independent TV distributors as Associated Artists Productions, National Telefilm Associates, Hygo Television Films and M&A Alexander.

## UNITED ARTISTS

- THE ADMIRAL WAS A LADY—1950  
Wanda Hendrix, Edmond O'Brien
- THE AFRICAN QUEEN—1952  
Humphrey Bogart, Katherine Hepburn
- ANOTHER MAN'S POISON—1952  
Bette Davis, Gary Merrill
- BABES IN BAGDAD—1952  
Paulette Goddard, John Boles
- BADMAN'S GOLD—1951  
Johnny Carpenter
- THE BANDITS OF CORSICA—1953  
Richard Greene, Paula Raymond
- BEACHEAD—1954  
Tony Curtis, Frank Lovejoy
- BEAT THE DEVIL—1954  
Humphrey Bogart, Jennifer Jones, Gina Lollobrigida
- THE BIG WHEEL—1949  
Mickey Rooney, Thomas Mitchell
- BORDER OUTLAWS—1950  
Spade Cooley
- BUFFALO BILL IN TOMAHAWK TERRITORY—1952  
Clayton Moore
- CAPT. JOHN SMITH AND POCAHONTAS—1953  
Anthony Dexter, Jody Lawrence
- THE CROOKED WAY—1949  
John Payne, Ellen Drew
- CYRANO DE BERGERAC—1951  
Jose Ferrer, Mala Powers
- THE DARING CABALLERO—1949  
Duncan Renaldo, Leo Carrillo
- DAVY CROCKETT, INDIAN SCOUT—1950  
George Montgomery, Ellen Drew
- DRAGON'S GOLD—1953  
John Archer
- THE GIRL FROM SAN LORENZO—1950  
Duncan Renaldo, Leo Carrillo
- GO, MAN, GO—1954  
Harlem Globetrotters, Dane Clark
- GOLD RAIDERS—1951  
George O'Brien
- THE GOLDEN MASK—1954  
Van Heflin, Wanda Hendrix
- THE GREAT JOHN L.—1949  
Linda Darnell, Greg McClure
- THE GREAT PLANE ROBBERY—1950  
Tom Conway
- GUERRILLA GIRL—1953  
Helmut Dantine, Mariana
- GUN BELT—1953  
George Montgomery, Tab Hunter

- GUN CRAZY—1950  
John Dall, Peggy Cummins
- HIGH NOON—1952  
Gary Cooper, Grace Kelly
- THE HOODLUM—1951  
Lawrence Tierney, Allene Roberts
- HORSIE—1951  
Phyllis Avery
- I KILLED GERONIMO—1950  
Jack Ellison
- IMPACT—1949  
Brian Donlevy, Ella Raines
- IROQUOIS TRAIL—1950  
George Montgomery, Brenda Marshall
- JIGSAW—1949  
Franchot Tone, Jean Wallace
- THE JOE LOUIS STORY—1953  
Coley Wallace, James Edwards
- JOHNNY HOLIDAY—1950  
William Bendix
- JOHNNY ONE-EYE—1950  
Pat O'Brien
- KANGAROO KID—1950  
Jack Mahoney
- KANSAS CITY CONFIDENTIAL—1953  
John Payne, Coleen Gray
- A KISS FOR CORLISS—1950  
Shirley Temple, David Niven
- KOREA PATROL—1951  
Richard Emory
- LIMELIGHT—1953  
Claire Bloom, Charles Chaplin
- THE LONE GUN—1954  
George Montgomery, Dorothy Malone
- LUXURY GIRLS—1953  
Susan Stephen
- THE MEN—1950  
Marlon Brando, Teresa Wright
- MR. UNIVERSE—1951  
Jack Carson, Bert Lahr
- THE MOON IS BLUE—1953  
William Holden, David Niven, Maggie McNamara
- MOULIN ROUGE—1953  
Jose Ferrer
- MUTINY—1952  
Patric Knowles, Angelo Lansbury
- MY OUTLAW BROTHER—1951  
Mickey Rooney, Wanda Hendrix
- THE NEANDERTHAL MAN—1953  
Robert Shayne
- NEW MEXICO—1951  
Lew Ayres, Marilyn Maxwell
- 99 RIVER STREET—1953  
John Payne, Evelyn Keyes
- OVERLAND PACIFIC—1954  
Jack Mahoney, Peggy Castle
- PHANTOM FROM SPACE—1953  
Ted Cooper
- PREHISTORIC WOMEN—1950  
Laurette Luez
- THE PROWLER—1951  
Van Heflin, Evelyn Keyes
- QUICKSAND—1950  
Mickey Rooney, Jeanne Cagney
- RAIDERS OF THE SEVEN SEAS—1953  
John Payne, Donna Reed
- RETURN TO PARADISE—1953  
Gary Cooper, Roberta Haynes
- THE RING—1953  
Gerald Mohr, Rita Moreno
- SATAN'S CRADLE—1949  
Duncan Renaldo, Leo Carrillo
- THE SECOND WOMAN—1951  
Robert Young, Betsy Drake
- SON OF THE RENEGADE—1953  
John Carpenter
- SOUTHWEST PASSAGE—1954 (3D)  
Rod Cameron, Joanne Dru
- THE STEEL LADY—1953  
Rod Cameron, Tab Hunter
- STRANGE WORLD—1952  
Angelica Hauff
- SUN SETS AT DAWN—1951  
Sally Parr
- THREE HUSBANDS—1950  
Evelyn Williams, Eve Arden
- TIMBER FURY—1950  
David Bruce, Laura Lee
- TWO GALS AND A GUY—1951  
Janis Paige, Robert Alda
- TWO LOST WORLDS—1950  
Laura Elliott, Jim Arness
- THE TWONKY—1953  
Hans Conried
- THE UNDERWORLD STORY—1950  
Dan Duryea, Gale Storm
- UNTAMED WOMEN—1952  
Lyle Talbot
- THE VALIANT HOMBRE—1949  
Duncan Renaldo, Leo Carrillo
- VICE SQUAD—1953  
Edward G. Robinson, Paulette Goddard
- WAR PAINT—1953  
Robert Stack
- WHEN I GROW UP—1951  
Robert Preston, Bobby Driscoll
- THE WICKED CITY—1951  
Maria Montez, Lilli Palmer
- WICKED WOMAN—1954  
Beverly Day, Franchot Tone

# Two's Company



# 3's a crowd

In Greater Cleveland, Channel 3 always draws a crowd. It's the result of progressive programming and lively promotion. It's the reason your advertising campaign will do best on KYW-TV. Get the facts from Al Krivin, Sales Manager, or from your nearest PGW Colonel.

In Cleveland, No Selling Campaign is Complete Without the WBC Station...

# KYW 3 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

# Filmaster to Do 3 '90' Pix for CBS

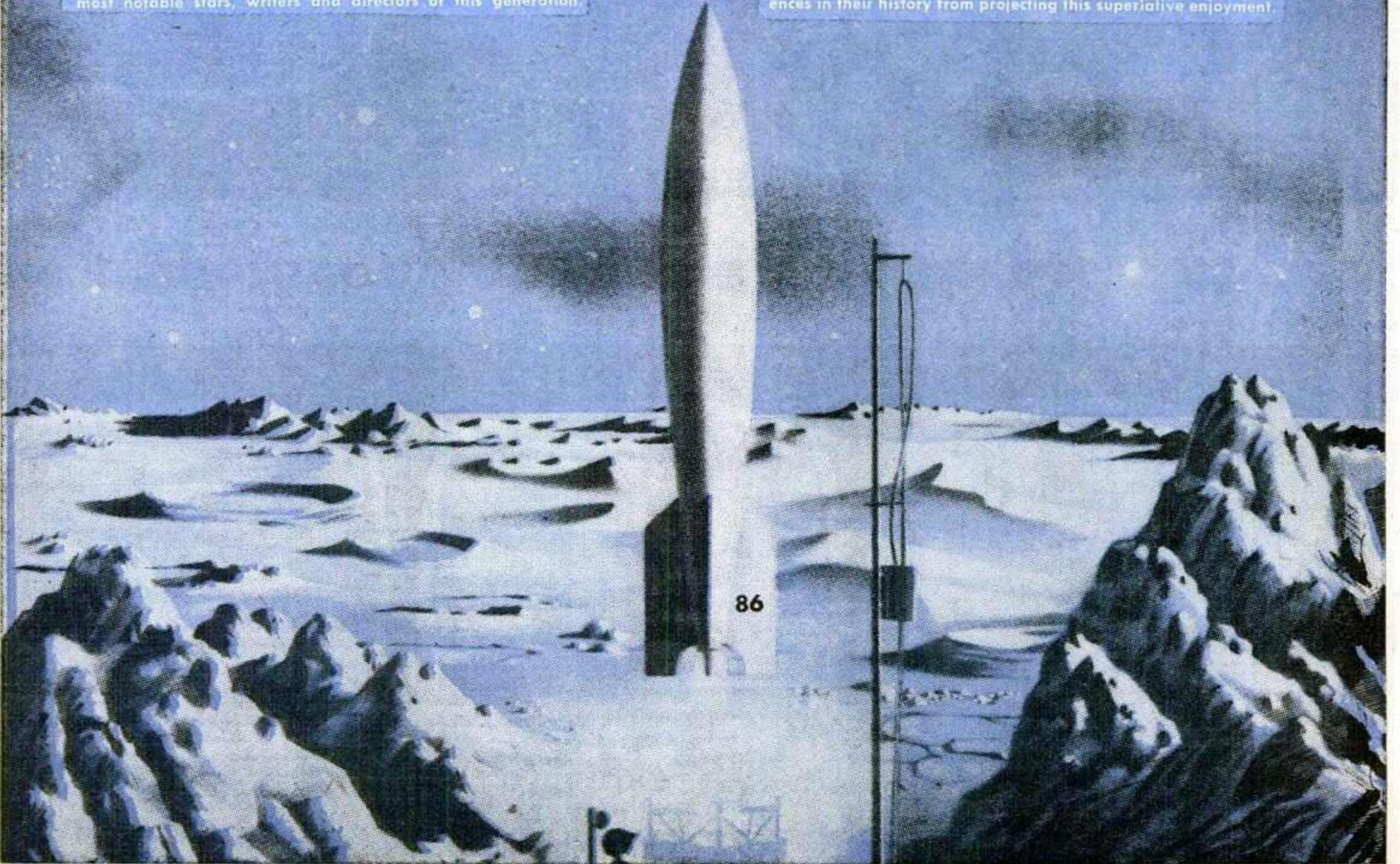
HOLLYWOOD — Filmaster Productions last week was signed by CBS-TV to film three "Playhouse 90" shows. This makes the first "Playhouse 90" films to be produced by CBS. The network bought five shows produced by Screen Gems under its agreement with the Columbia Pictures subsidiary to air one of the SG 90-minute films at four-week intervals.

# NOW...THE TV ROCKET OF THE 20TH CENTURY!



TWENTIETH CENTURY-FOX has produced some of the most outstanding entertainment of our time. Entertainment that represents the positive peak in quality, as created by some of the most notable stars, writers and directors of this generation.

NATIONAL TELEFILM ASSOCIATES, INC., makes this fabulous entertainment available to all of America's 476 TV stations. Stations which can look forward to the largest viewing audiences in their history from projecting this superlative enjoyment.

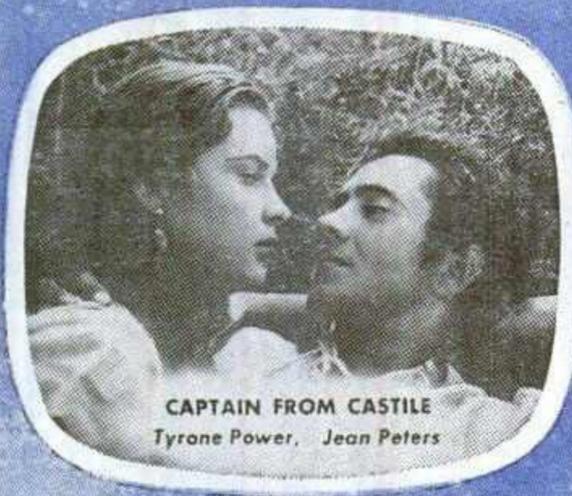


86

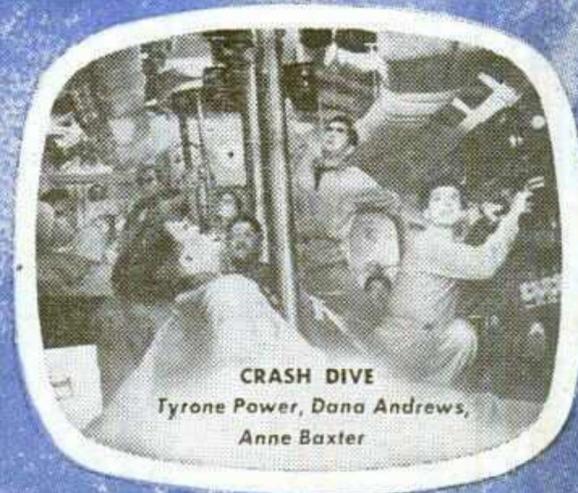
a few of the guided missiles...to stratospheric



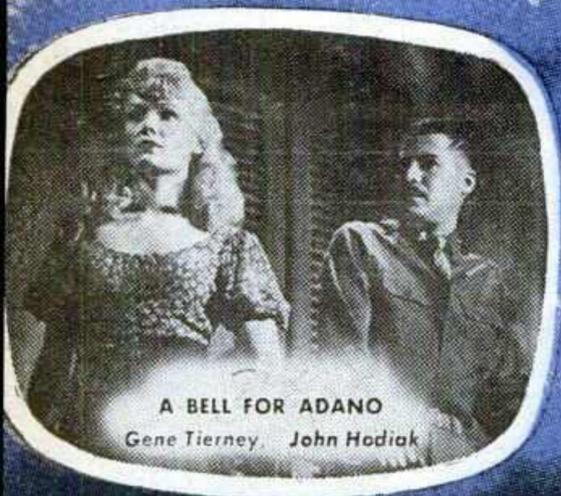
of feature film masterpieces... produced by



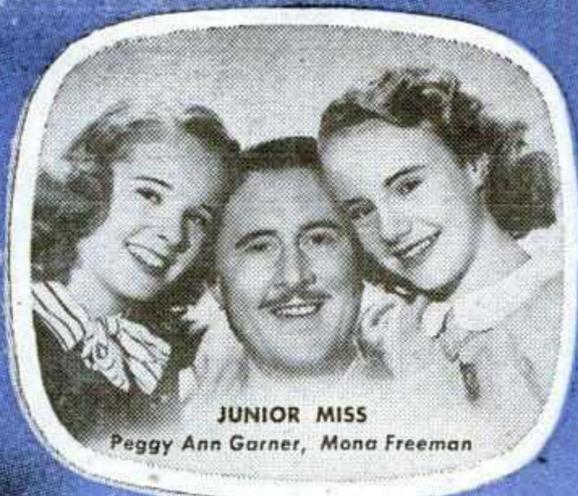
to all TV stations and all TV sponsors...from



ratings...from the "ROCKET 86" group...



**A BELL FOR ADANO**  
*Gene Tierney, John Hodiak*



**JUNIOR MISS**  
*Peggy Ann Garner, Mona Freeman*



**JANE EYRE**  
*Joan Fontaine, Orson Welles*

20<sup>th</sup> CENTURY-FOX... and available now...



**SOMETHING FOR THE BOYS**  
*Phil Silvers, Vivian Blaine,  
Perry Como*



**SUN VALLEY SERENADE**  
*Sonja Henie, John Payne, Milton Berle*



**SWANEE RIVER**  
*Don Ameche, Andrea Leeds*

NATIONAL TELEFILM ASSOCIATES



**THE MAGNIFICENT DOPE**  
*Henry Fonda, Don Ameche, Lynn Bari*

...plus 62 more  
fabulous features  
from 20th Century-Fox

...and 8 other  
outstanding successes  
from major producers!

**YOU, TOO, CAN CONQUER  
TIME AND SPACE  
...with astronomical ratings!**

**TIME:** You'll own the time that these outstanding 20th Century-Fox successes appear on TV, insofar as your competition is concerned. Feature films of this calibre have commonly caused station ratings to skyrocket from 600% to 700%.

**SPACE:** You'll own that precious 21-inch space on your viewers' TV screens, leading stations and sponsors to the greatest sales opportunities they've ever known.

**So mount these assured blockbusters... while there's still time and space to accommodate you.  
Climb aboard the TV Rocket of the 20th Century... now!**



*Today, Phone, Wire, Write, or Radar:*

**Harold Goldman, V.P. in charge of sales**

**NATIONAL TELEFILM ASSOCIATES, INC.**

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CHICAGO • HOLLYWOOD • MONTREAL • MEMPHIS • BOSTON • MINNEAPOLIS

## Hazlewood, Wiseman to Dot Rep Staff

HOLLYWOOD—In line with its previously announced expansion policy, Dot Records added to its repertoire staff last week, naming Mac Wiseman to head the firm's country and western department, and Lee Hazlewood to the rhythm and blues division.

The addition of Wiseman and Hazlewood, coming on the heels of the appointment of Tom Mack to head Dot's pop album division, will substantially implement the firm's activity in all fields. Dot is expected to increase its output of both c.&w. and rhythm and blues records in the near future.

Wiseman has long been a Dot country artist and a disk jockey at Station WRVA, Richmond, Va. Hazlewood has been an independent producer working out of Phoenix, Ariz. Both will head-quarter here.

## Decca Inks Holliday and Goldman

NEW YORK — Judy Holliday, star of the current Broadway smash, "Bells Are Ringing," and Richard Franko Goldman, conductor of the Goldman Band, have been inked to disk pacts by Decca Records.

Miss Holliday's first release will be the title tune from the upcoming flick, "Full of Life," in which she stars, backed with "These Will Be the Good Old Days."

Goldman, son of the famous conductor, Edwin Franko Goldman, will conduct the band founded by his father, who was under contract to Decca from 1951 until his death last year.

## RCA to Sign Heller Cats

NEW YORK — Eddie Heller, Victor pop album exec, has signed Bobby Brooks to a pop album contract. Brooks was formerly on Rainbow Records, diskery headed up by Heller prior to his recent switch to Victor. It is prognosticated that Heller will very likely bring to Victor other Rainbow artists.

## 'In a Small Hotel By a Wishing-Well!'

By MILDRED HALL

WASHINGTON — Any attempt by performance rights groups to collect royalties from hotel music provided by radio, TV or phonograph records could get its foot caught in the door of some new copyright legislation.

A quiet little bill introduced recently in the house by Rep. Robert Hale (R., Me.) would amend the copyright code to provide that: "Reproduction or rendition of a copyrighted work by means of a radio or television receiver or by phonograph record machine in a

## COUNTRY D. J. ORG ON COAST?

HOLLYWOOD—Plans are afoot to organize a West Coast country music disk jockey association, similar to that of its Eastern counterpart, which would hold its own convention here prior to that of the national convention.

Move is being helmed by Johnny Henderson, president of Talents Unlimited. Henderson has discussed the project with a number of top disk jockeys in this area and reports the response thus far to be satisfactory.

New firm recently set up here has established a set of aims and resolutions in its efforts to start a d.j. association and is soliciting disk jockey support in the 11 Western States.

## Pulley Gets New RCA Post

NEW YORK — A. A. Pulley, veteran RCA Victor exec, at one time the label's chief recording engineer, has been appointed to the newly-created post of Administrators, Sound-Live Recordings. In this function, Pulley will be responsible for developing and maintaining the excellence of sound on classical recordings. He will do this by providing direction of live recording and editing techniques.

## Col.'s 1957 Ads To Cue 'New Look'

NEW YORK — Columbia Records' 1957 consumer advertising program has been revised and expanded. Arthur Schwartz, advertising and sales promotion director, stated that media coverage would be greatly expanded, and that the "new look" would result in greater flexibility in keying the label's "Sound of Genius" program to outstanding product in current release.

The "Sound of Genius" program has always featured one classical artist in each ad, where the "new look" would incorporate distinguished pop artists in its multi-panel presentation.

Magazines to be included on a

## Capitol Girds for Expansion Of Phono Equipment Division

### O'Boyle Named Manager; Hi-Fi Line Possibility; May Distrib for EMI

By JOEL FRIEDMAN

HOLLYWOOD — In a move aimed at expanding the phonograph equipment operation of the company, Capitol records last week named William F. O'Boyle to the new position of manager of the division.

O'Boyle, recently with the Columbia Records instrument division

as sales manager and assistant to Jim Sparling, and before that a branch sales manager for Capitol in their Scranton division, is expected to play an important role in the expansion plans of Capitol's equipment operation, which thus far deals primarily with the distribution of the V-M line of players. Tho not confirmed, reports that

Capitol is making plans to enter the field with a line of high-fidelity equipment nonetheless existed. Ever since the purchase of Capitol by Electric & Musical Industries, Ltd., in January, 1955, there has been industry speculation that Capitol would debut a line of its own, owing to the wide array of equipment manufactured by EMI abroad.

May Handle EMI

Queried as to the possibility that Capitol might distribute EMI phonos here, Capitol President Glenn Wallichs declared that no definite plans had been made, tho

(Continued on page 44)

## Mercury Tees Off LP Bargain Month

Dealers to Get Whole Line at 10% Off in 'Prime the Pump' Move

CHICAGO—Effective immediately and thru February 28, the entire line of Mercury LP's will be sold at a 10 per cent discount to dealers, it was announced late last week by Art Talmadge, Mercury Records vice-president. The deal takes in all Mercury LP's released up to February 28. Dealers will

also be given deferred billing for 60 days from date of invoice. The Mercury offer also includes Em-Arcy product.

Talmadge stated reaction to the plan had been immediate, with dealers writing big orders.

The additional discount is expected to hypo dealer stocking. Outstanding classical packages include Tchaikovsky's "1812 Overture" by the Minneapolis Symphony, conducted by Anton Dorati, and the more recent Chausson's "Symphony in B Flat Major" by Paul Paray and the Detroit Symphony. The Mercury version of the "1812 Overture" topped The Billboard's monthly recap of best selling classical packages published

(Continued on page 25)

## Album Bonanza For Columbia

NEW YORK—Columbia Records last week acquired two choice album properties. These are the sound track of "Pajama Game," starring Doris Day, and the album rights to the CBS-TV spectacular, "Cinderella," starring Julie Andrews. The spectacular will be done in March.

The Warners film of "Pajama Game" was finished about two weeks ago, and is scheduled for a premiere around April 1. In addition to Doris Day, cast includes the original cast of the Broadway show.

## Liberty Signs S-H, Jackson

HOLLYWOOD—Liberty Records continued adding to its talent roster last week, inking the Spencer-Hagen orchestra, pianist Calvin Jackson and trombonist Si Zentner to term recording contracts.

All three will primarily record albums for the diskery. Addition of the Spencer-Hagen band, who previously recorded for Vik Records, brings the number of bands under the Liberty banner to eight.

## M-G-M to Cut 3-LP Gershwin Memorial Set

NEW YORK—M-G-M Records will observe its first decade in the disk business with a special three-LP package release, "The Music of George Gershwin." The deluxe set will also coincide with the 20th anniversary of the composer's death.

The album, which features Sondra Bianca with the Pro Musica Orchestra of Hamburg, will include "Rhapsody in Blue," "Concerto for Piano and orchestra in F," "An American in Paris," "Second Rhapsody," "The Cuban Overture," "Symphonic Scenario of Porgy and Bess," "Variations on I Got Rhythm" and three piano preludes. The package will contain a four-page insert of biographic material and will lead off a special March anniversary release for the label. Suggested list price will be \$11.98.

## 'Lei' Album Marks Kaiser Bow as Disker

HOLLYWOOD — Industrialist Henry J. Kaiser made his formal entry into the disk business last week via the release of the first of a series of albums in his Hawaiian Village Records firm.

Initial album, "Broadway Wears a Lei," by Alfred Apake and Axel Stordahl orchestra, has been packaged in a unique jacket featuring a laminated five-color printing process of aluminum foil. Job was handled by Kaiser Aluminum and the Kaiser Graphic Art Company, Oakland, Calif.

New firm will immediately embark on an extensive promotional campaign, offering TV disk jockeys 16mm. film clips of Hawaii, and aluminum wire album racks, the latter to be sent free to retailers.

Supplementary promotion includes a lyric writing contest in which consumers and disk jockeys will participate. The Kaiser disk line will be distributed thru Mickey Goldsen's Criterion Records.

## Col. Sounds Drumbeat for Polly Bergen

NEW YORK — Columbia Records has signed Polly Bergen to a long term pact and is readying a big promotion campaign on behalf of the artist. Miss Bergen, film and TV personality who has been doing the Pepsi-Cola commercials, will do both albums and singles for the diskery.

Important upcoming Columbia album, starring Miss Bergen, will be "The Helen Morgan Story." This will be based on the CBS-TV show of the same title, to be presented over "Playhouse 90." The star was recently signed by CBS to star in the TV airer.



**JACKIE LEE COCHRAN**  
with  
**JIMMY PRUETT AT THE PIANO**

**"RUBY PEARL"**  
9-30206 - 30206



**DECCA RECORDS**

# Canadian Disk Sales Hit Annual \$25 Million Mark

## Columbia & Quality Hike 78 Price, Cut 45's; LP Market Booms

By HARRY ALLEN

TORONTO — Increased labor, freight and package costs were blamed by two companies for increasing the price of their single 78 r.p.m. disks. Prices for the 45 r.p.m. singles have dropped.

Price changes were announced by Columbia Records of Canada, Ltd., and Quality Records, Ltd. Columbia's new list is effective February 1, while that of Quality will be effective February 4.

In Toronto and Montreal, dealer cost for 10-inch 78's will be 59 cents, with a suggested retail price of 98 cents.

Formerly the seven-inch 45's were 59 cents to dealers. These will now be 54 cents, with a suggested retail price of 89 cents.

This gives the dealer an added incentive with a bonus of .6 of a cent.

In Winnipeg, Calgary and Vancouver, dealers' price will be 65 cents, with the retail set at \$1.08, and the seven-inchers wholesaled at 59 cents, with the retail price at 98 cents.

These prices follow more closely the practice of the U. S. The manufacturers have attempted to hold up these increases, but the market has been such that it has been most difficult.

Ratio of sales of 45 r.p.m. and 78 r.p.m. in Canada has been opposite to the U. S. where sales of 45 r.p.m. take 85 per cent with 78 r.p.m. taking 15 per cent. The opposite is true in Canada, with 78's grabbing 80 per cent and 45's 20 per cent.

The price changes will, it is hoped by manufacturers, bring sales more in line with the U. S. ratio.

Indicative of the picture in Canada are figures released on the record industry by the government's Dominion Bureau of Statistics. These figures are compiled from information submitted by all the record companies, at the request of the companies themselves. Covering the months of Novem-

ber and October, 1956, unit sales of 45 r.p.m. were 193,475 and 218,618, respectively. Sales of 78 r.p.m. were 850,202 and 853,449, respectively.

Sales of 12-inch LP's continue to grow. In October, 1956, 305,841, listed at \$1,279,409, were sold; in November, 312,802 listed at \$1,335,692 were sold. Contrast this with sales at the beginning of the year, in the months of January and February. At that time, 97,030 and 116,198, were sold, respectively. The 12-inch LP market is surely growing in Canada.

In the months of October and November, 1956, the total sales, retail value, of records were \$2,417,954 and \$2,459,491, respectively. This would indicate that record business in Canada is now easily \$25,000,000 annual business.

Bulk of the business is still done in the provinces of Ontario and Quebec. Of a total \$1,328,791 distributor's selling price in November, 1956, Ontario accounted for \$482,984 of it, while Quebec was billed for \$383,996. Lowest sales were accounted for by the Maritime Provinces and Newfoundland, where total billings were \$83,590. These totals, of course, bear out the population figures.

## Cap Issues 21 LP's for Feb.

HOLLYWOOD — Capitol Records continued its heavy output of package goods last week with the release of 21 new LP's for February. Firm held meetings with its sales personnel thruout the country last weekend, with advance orders to be taken on the new merchandise beginning Monday (25).

Included in the firm's new product are 11 pop LP's, six packages in the "Capitol of the World Series" and four classical albums. Highlights of the pop material is a new set by George Shearing titled "Latin Escapades," "Night Dreams" by Gordon Jenkins, "The Andrews Sisters in Hi-Fi," Guy Lombardo's "Decade on Broadway, '46-'56" and "Skins" by Les Baxter.

Tho not announced change in policy, Capitol appears to be increasing the release of jazz works. New packages in this field include "Birth of the Cool" by Miles Davis, an all-star album titled "Session at Riverside" and packages by Serge Chaloff, Woody Herman, Billy May and Red Nichols.

In its international series, new wax features material recorded in Spain, Mexico, Rome, London and Paris, among which is a unique

(Continued on page 24)

## COAST JUKEMEN SPONSOR ON TV

HOLLYWOOD — Aimed at stimulating juke box play, a new musical quiz teleshow, titled "Juke Box Derby," is scheduled to make its bow here February 9 under the sponsorship of the California Music Merchants' Association. Disk Jockey Bill (Silbert) Bradley will emcee the 30-minute program via KNXT, with maestro Buddy Bregman fronting a 12-man orchestra. Guest stars will be featured on each show.

Format basically requires contestants to identify songs played on four juke boxes, for three prizes of \$1,000 each. In addition a grand sweepstakes prize of \$5,000 can be won.

Participants must secure entry blanks at juke box locations to be eligible to get on the show. Program is the first video program to be sponsored by a juke box operators' group in this area.

## Jock Miller Vetoes NCDJ Fund Drive

By REN GREVATT

CHICAGO — Howard Miller, disk jockey operating on the CBS radio network out of WBBM here, tossed a hefty body blow at the National Council of Disk Jockeys for Public Service last week with the announcement that he would refuse to support the Council's move to tap record companies and music publishers for financial support. Miller is listed as a member of the Council's board of directors.

Earlier, the council brass has held meeting with reps of a number of diskeries and publishers. At the diskery meetings, Council President Murray Kaufman, jockey on New York indie, WMCA, outlined a broad program envisioned by the Council to combat juvenile delinquency via public service ac-

tivities of member jocks. At these meetings, it was pointed out that the Council would require financial underwriting to the tune of \$55,000 to get its activities off the ground. This reportedly would cover office, staff, mailings and travelling expenses of members for the first 10 months of operation.

Miller, queried on these moves, made it clear that in the first place, his name was added to the Council's Board of Directors without his prior knowledge and that he had never met Kaufman personally.

"I appreciate the fact that I was included (on the board) but at no time did I think I would be involved in a situation where money was to be solicited at the levels where it is now being sought," Miller declared.

Miller indicated that he felt the initiative for such public service campaigns had to originate at the station management level and not thru jockeys. This would be in keeping with regulations of the Federal Communications System, he indicated.

"I am positively opposed to any solicitation of money by any jockey organization except within its own rank," Miller declared. He con-

(Continued on page 24)

## Presley Sings 10 Tunes in 'Loving You'

HOLLYWOOD — New Elvis Presley picture, "Loving You," will feature the singer airing 10 tunes, with Paramount last week naming Walter Scharf to score the film.

A package of all 10 tunes are expected to be released by RCA Victor, with special attention to be focused on the title song. "Loving You," "Hot Dog" and "We're Gonna Live It Up" were penned by Jerry Lieber and Mike Stoller; "Party" by Jessie Mae Robinson; "Let Me Be Your Teddy Bear" by Kal Mann and Bernie Lowe; "Lonesome Cowboy" by Sid Toper and Roy C. Bennett; "Gotta Lot of Living to Do" by Aaron Schroeder and Ben Weisman; "Dancing on a Dare" by Edward Thoms; "Candy Kisses" by George Morgan; and "Mean Woman Blues" by Claude Demetrius.

## Merc Window Display Drive

CHICAGO — Mercury staged an unusual campaign during January to tie up windows of key record outlets and last week reported it an overwhelming success. Shooting for 500 windows in top shops, Pete Fabri, Merc's manager of displays, claimed Thursday (24) that he had already lined up 450.

The company offered, at no cost

(Continued on page 25)

## EDITORIAL

### Honors Well Deserved

During the past several years the rhythm and blues field has grown impressively—not only as a market in itself, but as one of the main streams of culture contributing to the development of American music.

Therefore it is thoroly fitting—and completely laudatory—that a system of annual awards be set up to honor outstanding writers and publishers in this field. Broadcast Music, Inc., is to be commended for taking this action (see separate story), which complements the organization's awards in the pop and country & western fields.

Today, of course, rhythm and blues stands for much more than is literally meant by any narrow title. Closely allied to the growth of r.&b. is the unparalleled development of much of the indie record field, which has given the record-music business a tremendous competitive impetus.

In the field of a.&r., much that is fresh and ingenious in the current music scene stems directly from r.&b.

The epitaph of r.&b. has been written many times—but never in this publication. We expect r.&b. to thrive and continually enrich American musical product thru the talent of its writers, its publishers, its artists and its recording men.

To BMI: Kudos for a worthy set of awards.

## DISKOPHOBIA

### Speed Battle Thru Telescopic Sights

By RALPH FREAS

NEW YORK — "What's wrong with a 12-inch 45 r.p.m. record?"

This question was directed more than a year ago at members of the trade press gathered at "21" Club. They were bidding bon voyage to several RCA Victor brass who were on their way to survey the European disk market. Manie Sacks, one-time disk mahoff for the RCA Victor firm, was quizmaster on this occasion.

"Can we say Victor is thinking of such a record?" asked one of the group.

Manie ducked.

"Now, don't quote me fellows. We're always thinking up new ideas. I don't say we have anything in the works. After all, we had 45's back in the 1920's. But we didn't bring 'em out till a few years ago. All I say is, what's wrong with a 12-inch 45?"

The idea firmly planted, Manie and his boys took off for Europe. Manie Sacks' statement persists in the memory because, when he

made it, he was fighting the bitterly wearying "battle of the speeds." And in some quarters, the recent EP price reduction is regarded as an extension of this same fight.

It's hardly a secret that EP's have been losing ground to LP ex-

(Continued on page 25)

### Nine Cleffers Hold Quill on 'Tower Trot'

NEW YORK — It's no secret that virtually everyone is—or thinks he is—a songwriter. This is partial explanation for the great number of writer credits on the tune, "The Tower Trot," now the subject of a big hypo by NBC-TV. Hill & Range, the Sid Caesar show, etc. "Trot" was written by no less than nine cleffers: Sid Caesar, Bernard Green (musical director of the Caesar TV show), and the seven men comprising the Caesar Hour writing staff. These are Mel Tolkin, Larry Gelbart, Mel Brooks, Sheldon Keller, Neil Simon, Mike Stewart and Gary Belkin.

Originally done December 8 on Caesar's show as a sequence in the story of "The Dancing Tower," the tune has been reprised many times over the same airer. On February 2, it is again to be presented as a five-minute presentation. On the same day, Coral Records will release a recording of the tune by Dick Jacobs and a choral group. NBC-TV will help in the general promotion with a heavy schedule of spot announcements.

Hill & Range acquired the tune for its Ross Jungnickel firm (ASCAP).

### Strike Snag in Suits Vs. AFM

HOLLYWOOD — Injunctions sought against the American Federation of Musicians and the music performance trust fund, and the appointment of a receiver to handle monies collected in the fund were denied local musicians here last week by Los Angeles Superior Court Judge John J. Ford in the plaintiffs' \$13 million law suits against the union.

Judge Ford refused to grant the

(Continued on page 25)

### B&F Pubbery Loses Melody Infringe Suit

CHICAGO — B&F Music Company, a pubbery operated by Bud Brandon, was the loser last week in one of the rare instances when a lower court has ruled infringement of a melody line in a copyright suit.

Decision was handed down by Federal District Court Justice Walter J. Labuy, who referred the settlement to a master-in-chancery. Tune in question was "While We Dream," listing as its authors George Carle, Lew Williams and Ralph Marterie. The tune was

(Continued on page 24)

### Levitt Forms Novelty and Jazz Labels

SAN FRANCISCO — Al Levitt, president of indie San Francisco Record Corporation, has announced formation of two new labels in the first of a series of moves aimed at expanding the operation of the company.

New labels will be San Fran-

(Continued on page 53)

BMI HOSTS R.&B. WINNERS

Hit Writers and Pubbers of Idiom Get First Accolades

By GARY KRAMER
NEW YORK—The rhythm and blues hit writers and publishers of 1956 were singled out for "citations of achievement" on Wednesday (23) at a luncheon in their honor at the Hotel Pierre, hosted by Broadcast Music, Inc. It was the first conclave of this kind, and supplements the annual dinner given by BMI to pop hit cleffers in December and the awards given country tunesmiths at the folk deejay convention in Nashville in November.

Forty-four tunes received citations. The yardstick used to select these was "best performance on the rhythm and blues charts of the recognized trade papers." These were not all of the chart records

of the year, but the cream of the chart records.

Ten of the tunes had received citations at the pop award dinner, and four had been recognized at the Nashville jockey gathering last year.

Dave Bartholomew emerged as the writer with the greatest number of hit credits. He was co-writer with Antoine (Fats) Domino on five of the latter's big records, and with Pearl King he also wrote another hit, "Witchcraft." The 44 tunes honored at the luncheon were responsible for more than two hits. This emphasized the large pool of writing talent on which the rhythm and blues field draws today (a surprisingly large part of it amateur), and gave an indication

of the strong competitive element existing on the creative level.

Progressive Music, the publishing arm of Atlantic Records, was top publisher of 1956, to judge from their showing in BMI's list of the year's top tunes. Seven of the tunes are theirs exclusively, and two—"Treasure of Love" and "It's Too Late"—are joint property of theirs and another firm. Commodore-Reeve Music, affiliated with Imperial Records, had six hit tunes; Lois (King Records) and Venice (Specialty Records) each had four. The overwhelming majority of the top publishing firms in this field are owned directly by the manufacturer or the artist. The independent publisher had but a small (Continued on page 24)

SHOWCASE

New Disk Talent Featured

NEW YORK — New Eastside nitery preemed (Friday 25) with a considerably novel entertainment idea. Intimate room, located in the Beverly House, is tabbed the International Showcase. Its novelty stems from a policy to sponsor bistro debuts of up-and-coming, young recording artists, rather than booking big entertainment names. Each candidate will come in for a two-week stand.

Tee-off candidate is baritone Mark Milano, who has done a pic for Warner Bros, some radio and TV stints and, most recently, cut his first disk for Flair-X label, "Lights of Paris" and "Marianna." (Reviewed in The Billboard December 29). Singer makes a felicitous floor appearance and adds personal salesmanship to a rep of assorted standard vocals, albeit with a somewhat abortive tendency to go operatic at the drop of a hat—a notion, when outgrown, which will improve his projection percentage-wise. Naturally, opportunity is given to feature the "Paris" side of his new recording, which can make for sharp publicity in all directions. The spotlighting is good for him and for the room as well.

Other features of the Showcase's continuous entertainment include solid dance backing by Jack Corlies and his trio, with Corlies covering the emcee chores and relief pianists by Don Feldman.

This is an extremely sound promotional pitch to spark an attractive room. It can go.

Bob Francis.

DREAMY EYES\*

THE FOUR PREPS—CAPITOL
THE YOUNGSTERS—EMPIRE
THE SQUIRES—ALADDIN
MARGIE RAYBURN—LIBERTY

\*OTHERS FOLLOWING
TAURUS MUSIC PUBLISHERS
—ASCAP—

THE BEAN SONG

Eileen Barton—Epic
Eddie Ames—Victor

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RCA VICTOR

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Elvis Presley Music, Inc.

"ANY WAY YOU WANT ME"

(That's How I Will Be)
Ross Jungnickel, Inc.

Sole Selling Agent:
HILL AND RANGE SONGS, INC.

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AND ALL THROUGH
THE WINTER SEASON

Leroy Anderson's

Sleigh Ride
100% Recorded
MILLS MUSIC

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BABY DOLL

FROM THE WARNER BROS. PICTURE

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REMICK MUSIC CORP.

Theme Melody of the 20th Century Fox
CinemaScope Production

"ANASTASIA"



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ONE STOPS

DAVID SEVILLE

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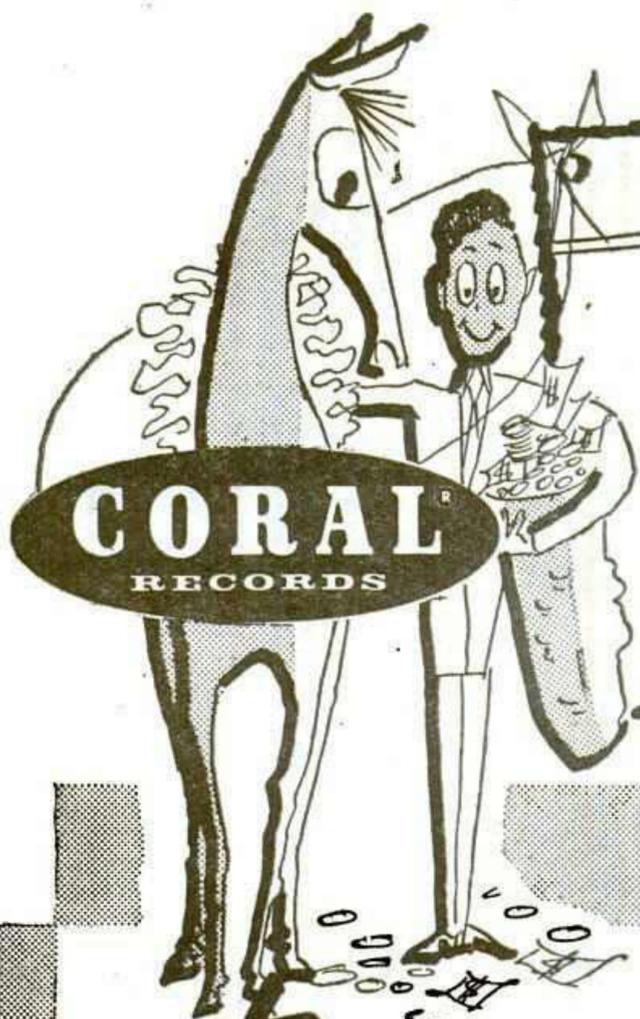
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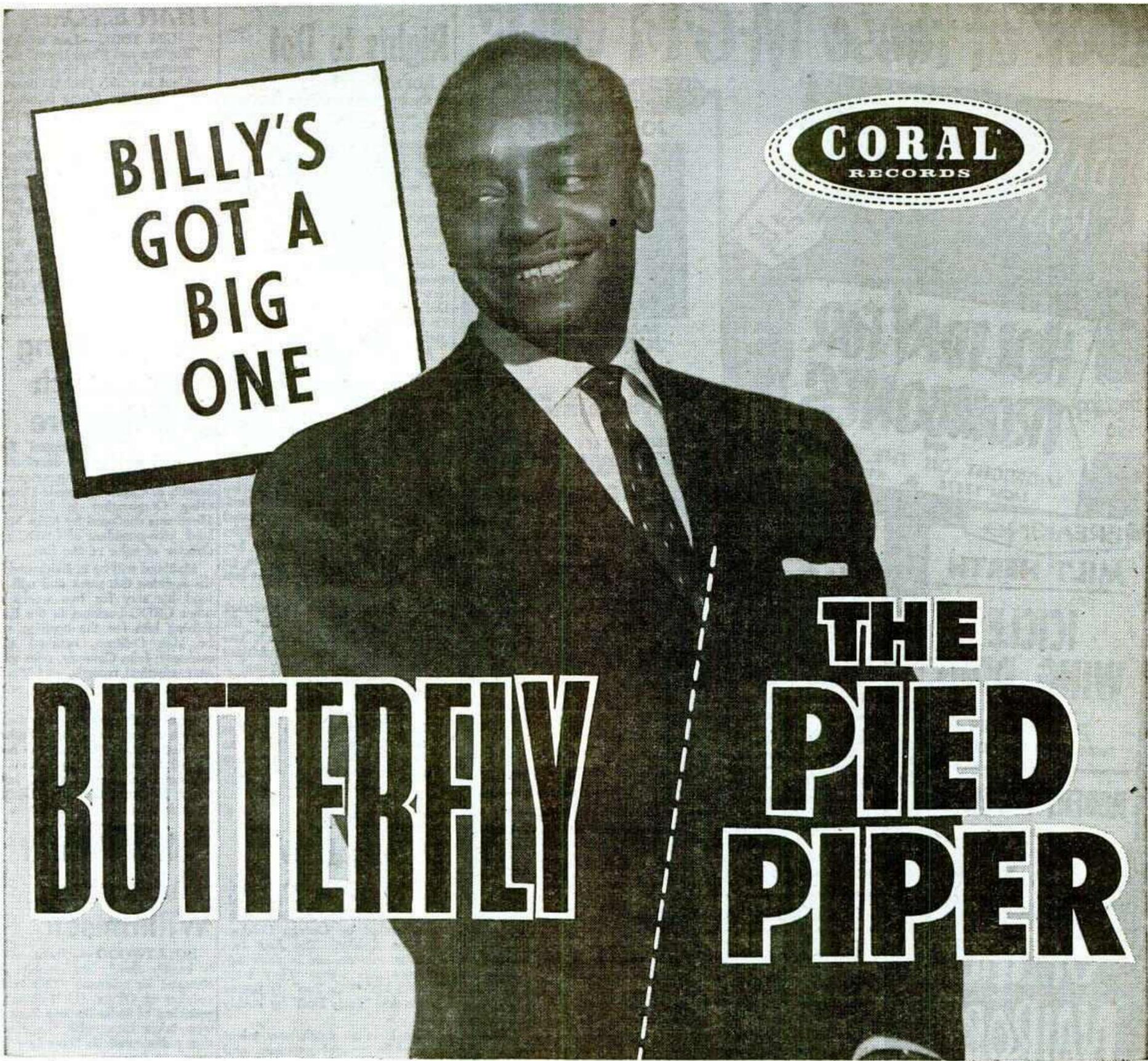
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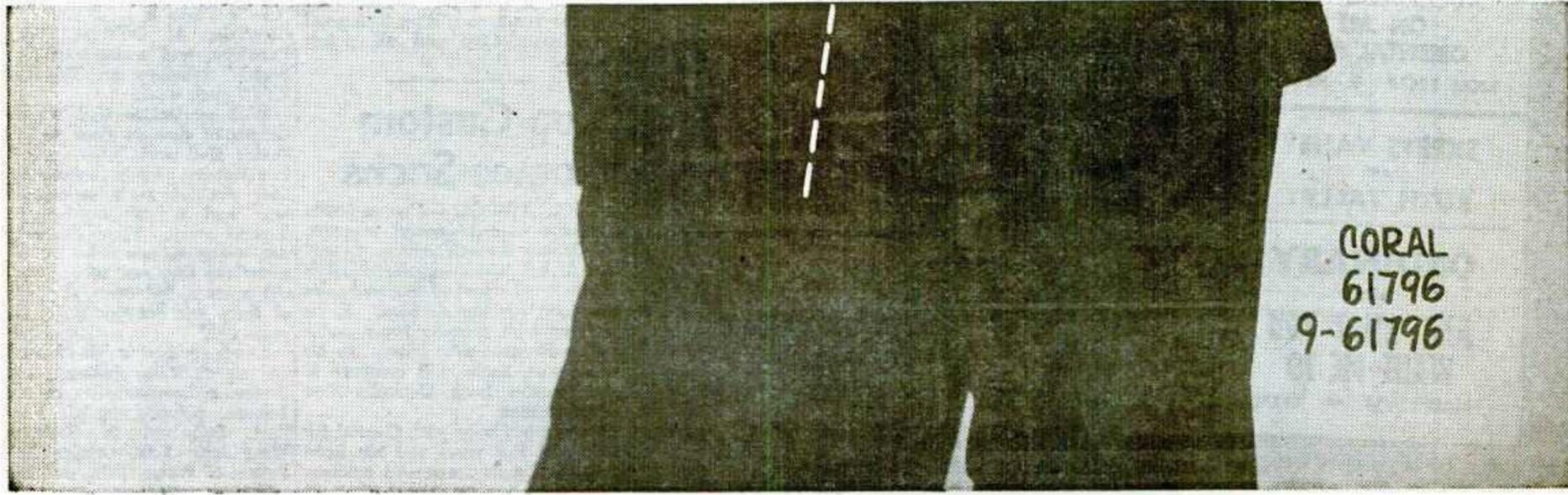
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**THE  
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PIPER**

**BILLY WILLIAMS**



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# LOOK at these M-G-M HITS

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And His Orchestra



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**HOLIDAY FOR TROMBONES**  
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**MIDNIGHT ON THE CLIFFS**  
MGM 12376 • K12376

Breaking Big

**BEST SELLING ALBUMS**

**JONI JAMES**



**JONI SINGS**  
Songs by  
**VICTOR YOUNG and FRANK LOESSER**  
E3449  
X1343 X1344 X1345

**BREAKING**

**MILT HERTH**

**ICICLE WING DING**  
AND  
**SNOWFLOWER**  
MGM 12388 • K12388

**ART MOONEY**  
& His Chorus & Orch.

**SINNER'S TRAIN**  
and  
**WHEELING, WEST VIRGINIA**  
MGM 12403 • K12403

**DICK HYMAN**  
at the  
Harpisichord  
Piano

**THREEPENNY TANGO**  
and  
**THE RED CAT**  
MGM 12415 • K12415

**ROBERT MAXWELL**  
His Harp & Orch.

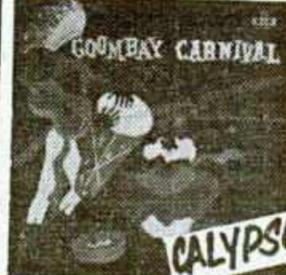
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PLUGGED ON KOVACS NBC-TV SHOW

**LEROY HOLMES**  
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**ORIENTAL BLUES**  
(Theme from The Kovacs' Show)  
and  
**HEY, TAXI!**  
Vocal by  
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**RECORDED IN NASSAU, B.W.I.**  
E3359  
X1252 X1253 X1254

**DAVE BURTON**

**HUNGRY FOR YOUR KISSES**  
AND  
**FEMME FATALE**  
MGM 12409 • K12409

**BETTY MADIGAN**

**CAN'T YOU TELL**  
and  
**EV'RY TIME**  
MGM 12416 • K12416

AND

**ACCIDENTAL SLIP ON AN ORIENTAL RUG**  
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**MARVIN RAINWATER**

**WINTER WONDERLAND**  
RAY CHARLES SINGERS



E3387  
X1287 X1288 X1289

**SKEETS YANEY**  
and  
**RUTH TALLEY**

**ORDINARY**  
AND  
**JUST WHAT YOU WANT ME TO**  
MGM 12406 • K12406

**GONNA FIND ME A BLUEBIRD**  
SO YOU THINK YOU'VE GOT TROUBLES  
MGM 12412 • K12412

POP POTENTIAL

## Commandments Rights to Dot

**HOLLYWOOD**—First results of the marriage between Dot Records and Paramount Pictures gave the diskery soundtrack rights from the score to the widely heralded Cecil B. DeMille production of "The Ten Commandments" here last week. Agreement was consummated by Randy Wood, Dot president; Producer-Director DeMille, and Y. Frank Freeman, Paramount studio topper.

Scheduled to be released this spring, the album will be a two-record, 12-inch LP, and marks Dot's first movie package and also its first entry into the big-ticket package field.

Album rights to the score, composed and conducted by Elmer Bernstein, were known to have been sought by Capitol, Columbia, RCA Victor, Decca and Liberty records. Package is expected to get a class merchandising campaign, with Producer DeMille set to work closely with Wood in the issuance of the album. Promotion at both the theater and music business levels will be co-ordinated between Paramount and Dot. Film has thus far opened in 65 key cities, and is not expected to go into general release for at least two years.

In acquiring the soundtrack rights, Wood declared that the "Ten Commandments" score is "one of the most important acquisitions in record industry history, and it will make a notable contribution to the culture as well as to the listening pleasure of America."

Dot will continue with its plans to release a package from "Ten Commandments" with Charlton Heston, recently signed.

## Roulette Makes Bow

**NEW YORK**—Roulette Records is the designation of the latest addition to the Tico-Gee-Rama diskery operated by George Goldner and Joe Kolsky. The first two Roulette releases made their appearance this week. They were "I'm Stickin' With You" by Jimmy Bowen and "Party Doll" by Buddy Knox.

"We have so much new talent that needs special exposure and promotion that a new label was necessary," Kolsky said. A complete line is contemplated, and pop and rhythm and blues records. Later it will enter the LP field. The distributor set-up is that of Gee Records, primarily. Joe Derashio has been added to the a.&r. staff, and will cut sessions for Gee and Rama as well as Roulette. He will also supervise jazz dates.

Mal Sondock, former Texas disk jockey, has been hired to perform promotion chores thruout the South. His area will be Richmond to Kansas City and all points South.

## Cap Custom Names Sachs

**HOLLYWOOD**—George Jones, recently named general manager of Capitol Records' custom department, last week appointed Herb Sachs to the post of national sales manager for the division. Sachs arrived here recently for a series of conferences with Jones. In his new post, Sachs will continue to headquarter from Capitol's New York studios.

Sachs has been with Capitol for the past five years and has been affiliated with the record business for 17 years.

## BETTER AFTER THAN BEFORE

**NEW YORK**—Last week's "Rhythm and Blues Notes" recounted details of an auto accident in which Paul Williams and the Five Satins figured. A wire from Vee-Jay Records adds this foot note: "Just before the accident, Paul Williams had signed with Vee-Jay, and was, in fact, coming from his first recording session when the calamity occurred. Tune: "Give It Up" and "Pass the Buck" released Thursday (24). We think that an auto wreck is not properly historic and true-blue unless it immediately follows a Vee-Jay record session."

## Cap Opening New Branch In Baltimore

**HOLL. WOOD**—Capitol Records will add to its distributing outlets, opening a company-owned branch of Capitol Records Distributing Corporation in Baltimore. Move was disclosed by Mike Maitland, vice-president of CRDC and director of sales of the firm.

Maitland will be in Baltimore for the opening this week and will extend his stay for two weeks on other CRDC business in the East. Joining him for the opening will be Max Callison, national sales manager; John Coveney, sales manager, classical records, and Manny Kellem, district promotion manager.

George Novak, previously branch sales manager of Capitol's Charlotte, N. C., branch, has been named to helm the operations of the new Baltimore branch, latter under the supervision of District Sales Manager Don Comstock.

## Polkas Went Thataway—Williamson

**HOLLYWOOD**—Polka music is hardly dead, but merely has changed its address. This is the opinion of Oliver H. Williamson, president of indie Bowery Records, who takes issue with the theory that polka music is "decadent and appeared headed for its final resting place."

Williamson maintains that polka music has gone west, and points to Lawrence Welk's eight successful years at the Aragon Ballroom here as a "strong and steady beacon guiding westward migration."

To add to his argument, Williams further avers that TV and radio exposure of polka music has grown considerably in recent years via such shows as Dick Sinclair's "Polka Party" on KFI, Los Angeles; "Chet's Polka Parade" on KIEV, Glendale; Al Williams, KXLA, Pasadena, and a one-hour "Polka Parade" teleshow on TV Station KTTV each week.

Williams declares that "turnaway crowds of dancers flock to Polish Parish Hall and Polka Palace in Los Angeles. Little Bavaria at Del Mar doubled their capacity last year and is still turning polka dancers away. These dancers are not octogenarians who cling to something they remember from the old country, but over 60 per cent of them are between 19 and 35 years old."

Lively competition that has taken up the slack for falling sales of Eastern companies exists, says Williamson, pointing to his Bowery firm, PolkaLand in Sheboygan, Wis.; Artist Life, Orange, Calif.; Potter, of Potter, Wis., and Hummingbird, Houston.

## '50% Equip't Tax Enough,' Says Mason

WASHINGTON—Various segments of the entertainment industry will find themselves on the receiving end of a tax reduction, if a bill introduced by Rep. Noah M. Mason (R., Ill.) becomes law. The bill—already the subject of considerable industry attention because of the sweeping changes it proposes—calls for an excise “uniformly applied to end products of manufacture” and would lower the current levy on television and receivers, phonographs and records.

Under the proposed bill (H.R. 2469) an excise of 5 per cent would be applied to all end products except food and drugs, and would, according to Rep. Mason, “Eliminate discrimination, reduce administrative and compliance costs, and make possible a moderate rate of tax which will provide the necessary revenue without shifting tax burdens among income groups.”

The bill would, however, impose a levy of 5 per cent on tape and wire recorders, which are not now taxed. (A proposal to tax tape and wire recorders, as well as tape and wire players and tape and wire recorder-players at a 10 per cent rate is currently under consideration by the House Ways and Means Committee. (The Billboard, January 26.)

Charles R. Sligh, Chairman of National Association of Manufacturers Executive Committee, told a Ways and Means Excise Tax Subcommittee during November hearings that a uniform manufacturers' tax was preferable to the present system which taxes some products heavily and places no tax at all on others.

Rep. Mason has introduced similar bills in the past, but the Congress failed to act on them before adjournment. Earlier this year, he introduced a bill calling for repeal of the excises on admissions, club dues, communications and transportation.

## O'Brien Feted On Retirement

MILWAUKEE—Over 150 record retailers, distributors, disk jockeys and 4th estate gathered at Miller High Life Inn Friday (25) here to honor John O'Brien, retiring Mercury Record Distributor. O'Brien has been ailing for about a year and has been forced due to health reasons to step out of distributing firm he organized a decade ago as one of Mercury's original staff of salesmen.

In addition to solid complement of local industry people on hand, entire Mercury brass from Chicago came in for event: including Irv Green, president; Art Talmadge, a.&r. chief; Irwin Steinberg; Morry Price and Kenny Meyer.

Irv Green presented O'Brien with gold record bearing specially prepared label with title “Irish Eyes Are Smiling” by Johnny O'Brien and his orchestra.

Surprise party was arranged by Jim Haig, general manager of radio station WRIT; Ben Ollman, The Billboard, and deejay Gene Edwards, who along with Joe Dorsey of WEMP handled emcee chores.

## Cap Inks Sargent To Two-Year Pact

HOLLYWOOD — Veteran singer Kenny Sargent, for almost 10 years a featured vocalist with the Glen Gray Casa Loma Band and more recently a Dallas disk jockey, has signed a two-year re-

## Col. Tees Off New Phono Deal

NEW YORK — Columbia's phonograph division has set a new promotion aimed at more rapid turnover of their console models. The program centers around a tie-in offer of a diamond needle and a “surprise package” of five LP's.

Columbia has made it possible for their distributors to offer the diamonds and LP “surprises” at virtually give-away prices to the dealer. The dealer can offer them in turn to the customer “at greatly reduced prices” tied-in with the sale of the phono console. The actual price to the consumer will be set by the dealer.

The program will be promoted as “The Complete High Fidelity Home Entertainment Package.” Columbia plans some national advertising and is making co-op ad mats available for dealer promotion. In addition, they offer dealers large (18" by 54") streamers, mailing pieces and display cards.

## Pelly Pleads Wipe-Out of Cabaret Tax

WASHINGTON—A misguided federal tax policy is keeping over 200,000 of the country's musicians out of work, Congress was told last week (25). The point was made by Rep. Thomas M. Pelly (R., Wash.) in a plea for an end to the cabaret tax. Pelly's bill to end the tax is one of many introduced this session that would dump the cabaret tax.

Pelly pointed out that it is not only the cabaret musician or entertainer who suffers “under the lash” of the tax policy, but also longhair musicians, who have faded from the live music scene in hotels across the nation. Quoting the National Federation of Music Clubs, Pelly told his fellow congressmen that only 53,000 of 262,500 musicians in the country are fully employed.

In other Congressional music and fine arts promotion, Rep. Celler (D., N.Y.) introduced a bill to provide Federal grants to States, for improving fine arts programs. Uncle Sam would chip in up to 50 per cent on building of “non-profit” projects in music, dance and other art fields. No State would get more than \$100,000 out of a proposed federal fund of \$5.5 million. The Celler bill also reiterated the need for expansion of the present Fine Arts Commission to include representation for musicians and other performing artists.

On the Senate side, William Langer (R., Neb.) optimistically reissued his last session bill to wipe out all excise taxes.

## Pop A.&R. Revamp Cued By Carlton

NEW YORK — Altho late last week no decisions had been definitely reached, it is understood that several changes may be imminent in RCA Victor's a.&r. set-up, such changes would be applicable to the pop department, and would be instituted by pop a.&r. director, Joe Carlton.

Carlton has been studying the brass echelon immediately below him with a view toward tightening the operation in some areas.

cording contract with Capitol Records.

Singer had previously sired two songs for the current “Casa Loma in Hi-Fi” package.

**ROBBIN'S 1<sup>ST</sup> BIG SMASH**

**ROBBIN HOOD**

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A NATURAL FOR MUSIC OPERATORS

**DON'T PROMISE ME** **KISSES**

THE CAN CAN SONG

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A BIG HIT FOR

# RUSTY DRAPER

MERCURY 71039



ASK YOUR MERCURY DIST. ABOUT THE  
10% DISCOUNT PLAN ON ALL ALBUMS

## Miller Vetoes NCD Fund Drive

• Continued from page 18

tinned that if the plan to obtain money was carried out, he would take no further active part in the Council's activities.

Meanwhile, it was learned that the four top record companies, RCA Victor, Columbia, Capitol and Decca, have been asked to contribute \$7,500 each to the Council's cause. Other record firms represented at the original meeting include M-G-M, Cadence, Mercury, Dot, Atlantic and ABC-Paramount and it is understood these firms have been solicited for amounts ranging from \$2,000 up to \$3,500. Requests of publishers ranged up to \$300 each.

In letters received by diskeries and publishers, seeking the funds, it was pointed out that any amount up to the figure stated would be appreciated but that no firm should feel that any lack of contribution would bring about any type of reprisal action. The latter fact was stressed repeatedly at the original meeting and it was pointed out that the average jockey member of the Council would be unlikely to even know the amounts contributed by firms.

At press time, nearly two weeks had elapsed since the original solicitation for "seed money" as it was phrased by one spokesman for the Council, with no known contributions having been made. Diskery spokesmen in general indicated they were moving slowly and studying carefully. Prime questions focussed on how many mem-

bers the Council actually had and why other organizations in existence to help with youth problems could not do the job just as well.

Altho some diskery men said they would be strongly in favor of anything to help with the problem of strengthening youth, and would be willing to contribute, others saw questions needing solid answers before they could go along. There was also some indication that feeling existed that the record companies should act in concert on the matter, whichever way they moved.

## Suit Filed on Sinatra Tune

NEW YORK — Milton Kellern Music, Inc., and Jimmy Craig, songwriter, filed suit in Federal Court Wednesday (23) against Frank Sinatra, Mr. Music, Capitol Records and others, charging that Sinatra's current "Your Love for Me" is an infringement of a copyright of theirs. Kellern alleges that "Your Love for Me" is "copied largely, if not in whole" from a tune clefted by Craig in 1953 entitled "Love Is a Beautiful Thing." This is the tune recorded by Terry and the Macs for ABC-Paramount. The plaintiffs are asking for an injunction against further publishing or recording "Your Love for Me" and that all records and copies of sheet music now extant be impounded. Punitive damages are asked, as well as an accounting of all monies already derived from "Your Love for Me."

## B&F Pubbery

• Continued from page 18

made available to Marterie under an unpublished copyright for recording on Mercury and it sold a reported 20,000 copies. While Mercury was named a defendant in the suit, the diskery is covered by the usual indemnifying clause in publishers' contracts.

Songwriters Homer Cholvin and Norman Stade alleged that the tune's opening and closing eight bars were a lift from their number, "When the Sun Bids the Sky Good-night," unpublished but recorded in the late 1940's on Tower and Broadcast labels. Brandom's lawyer, Robert E. Hess, Milwaukee, brought in Howard Barlow as an expert witness to testify that the disputed melody line had had previous use in still other compositions.

Cholvin and Stade were represented by Morton Schaeffer, Chicago attorney.

Brandom said he did not know if the decision would be appealed.

## BMI Hosts Winners

• Continued from page 19

share in the rhythm and blues pie.

Carl Haverlin, president of BMI, lauded the contribution of rhythm and blues writers and publishers to American music. He emphasized the fine showing of rhythm and blues charts, on the other hand, also showed a generous sprinkling of pop and hillbilly tunes, he pointed out. "The traditional partitions between the music categories is wearing down. The end of these categories, as a matter of fact, may be near. It is to be hoped that we can look forward soon to the end of special functions for pop or country or rhythm and blues writers. There ought to be just one dinner for all the writers and publishers of outstanding popularly accepted music. After all, music is music is music."

Meanwhile, the rhythm and blues award luncheon was well launched as a likely annual gathering of the BMI writer and publisher clan. About 85 persons were present to watch BMI Vice-President Bob Burton and Bob Sauer hand out the awards.

## Music as Written

Tropicana Maps Entry  
South of the Border . . .

Tropicana Records, coast indie, has entered into a distribution agreement with Peerless de Mexico, S. A., calling for the release of Tropicana records under the Peerless label in Mexico. Similar arrangements are being planned by Tropicana in Cuba, the Dominican Republic and other South American countries, according to Oliver Berliner, president of the firm.

Lubinsky Signs Roberta  
Martin Singers

Herman Lubinsky, Savoy Records mahoff, last week signed up the Roberta Martin Singers, noted Chicago gospel group. For years the Roberta Martin Singers were on the Apollo label.

Li'l Wally, who stirred up a li'l splash with a recent release, "I Wish I Was Single Again," has cut an LP for Jay Jay Records titled "Li'l Wally's New Hi-Fi Sound in Polkas." It's due for release February 15.

New York

Mack Martin, former professional manager of Patricia Music, has formed his own publishing firm, Mack Martin Music Company. It's affiliated with Broadcast Music, Inc. . . . Fred Raphael Music has hired Dick Gersh to handle promotion in the East. . . . Coral Records has signed comic Sid Gould to a disk pact. Artist is managed by Directional Enterprises (Fred Amsel and Jerry Levy).

## Cap Issues 21

• Continued from page 18

banjo package by the Big Ben Banjo Band.

Classical material features the Hollywood Bowl Symphony Orchestra, Nathan Milstein, Sylvia Marlowe and a new Hindemith package. Capitol will continue with its extensive disk jockey, dealer and consumer merchandising program and offer dealers a full-line of selling aids on all new albums.

## Speed Battle Thru Telescope

• Continued from page 18

cept in certain marketing areas and in the case of certain artists, such as Presley and Belafonte. And it's hardly a secret that the EP situation has caused Victor some concern. After all, it's Victor's baby.

Perhaps the thinking of the majority of dealers can be summed up in the words of one who spoke to *The Billboard* last week.

"It looks like Victor is trying to compete more with LP," he said, "but frankly, that 20-cent price differential isn't going to swing an LP buyer to EP."

The dealer was half right. The "battle of the speeds" has been given new life. With the EP price reduction, RCA Victor has fired its biggest guns at the LP target. But the guns are long-range. The firm isn't fighting on LP territory. They are not trying to capture the LP buyer and make him want EP's instead of LP's.

RCA Victor has explicitly described its target. It's the customer who buys occasionally. It's the customer who is economy-minded. It's the customer who is EP oriented and is already sold on the seven-inchers. (Sell him more.) It's the young married group and the rapidly growing teen-age group. In other words, the firm is aiming at a new customer group, plus the established EP buyer.

The firm's recent disk-phono pro-

motions — currently they're offering \$15 worth of Belafonte for only \$5 with the purchase of a 45 player—are geared to this thinking. "Get 'em young and train 'em our way" could be their motto. And it's important to keep in mind that RCA Victor has a phonograph division now turning out five 45 phonos, plus 45 attachments.

There is little doubt that the "battle of the speeds" is on again and that RCA Victor has made a move that is important to the future of the industry.

## In a Small Hotel

• Continued from page 17

posed to protection for any special group.

Copyright office would almost surely recommend that royalty on mechanical or broadcast music played in public places be covered by legislation that would not favor hotels, or any one type of public place over another. Also, clearance with their office would safeguard against a head-on conflict in copyright bills. This would occur, if a bill to end all juke performance royalty exemption, and the Hale bill guaranteeing the exemption to hotel owners, were to meet head-on in Congress.

Backgrounding the Hale bill is the increasing outcry from small hotel owners who have reportedly been billed by SESAC for royalty payments on music played via TV, radio or music machine in lobbies. Another worried group are small hotel and tavern owners who have set up their own hi-fi equipment and play their own records, bypassing piped, jukebox or broadcast music. Litigation between them and a hotel owner is under way, and the American Hotel Association has reportedly turned down a suggestion by SESAC that a royalty rate for hotels be set on music played in public rooms.

Should the bill reach a hearing stage, the line-up of opposing witnesses would be about the same as that for and against the juke exemption bill S590. During the O'Mahoney (D., Wyo.) hearings, hotel association and tavern spokesmen joined the automatic phonograph group against the licensing societies. The American Hotel Association told O'Mahoney at that time, that they felt the only fair way for the small entrepreneur to deal with copyright, was to get blanket performing rights coverage, when he rents a jukebox.

## Suit Vs. AFM

• Continued from page 18

injunctions and the appointment of a receiver solely on the grounds of jurisdiction, declaring that except for these grounds, "The exercise of sound discretion would probably require the granting of an injunction and perhaps, the appointment of a receiver."

Jurisdictional grounds arose out of the fact that Samuel R. Rosenbaum, trustee of the music performance trust fund, could not be personally served in the two separate actions involving the alleged diversion of money intended as a wage increase for recording musicians, and other residual payments ostensibly due musicians in the sale of theatrical films to television.

Attorney Harold A. Fendler indicated that the plaintiffs will appeal the decision. A decision in the action filed by Rosenbaum (*The Billboard*, January 19), aimed at determining the legality of the trust fund itself, is expected to be handed down shortly in the New York courts.

## Mercury Tees Off

• Continued from page 17

last week—and, in fact, it was the outstanding classical LP package of the past year. Other strong classical packages are Paray's version of the Ravel Bolero, which is frequently among the classical best sellers, and the various ballet packages, leaders in the field.

Other strong Mercury albums include "The Platters, Vol. 1 and 2"; Sarah Vaughn's "Sassy"; the Clifford Brown-Max Roach "At Basin Street" package; the various "In the Land of Hi-Fi" packages by Patti Page, Sarah Vaughn, Dinah Washington and Georgie Auld. Also Red Prysock's "Rock and Roll" package, Patti Page's "Manhattan Towers," David Carroll's "Percussion in Hi-Fi," etc.

The Mercury move is expected to "prime the pump" and dissipate a tendency on the part of some dealers to be overly conservative in their buying at this time. Factors influencing some dealers towards a conservative approach have been the discount houses and the activities of the racks—which have put a dent in store traffic in some areas.

## Mercury Display

• Continued from page 18

to the dealer, the services of professional window dressers, ABC Display Service of Chicago and its affiliates in other major cities, in exchange for availability of the space. The display centered around a large image of a red-headed model holding a sign, "Mercury Presents Music to Live By." Before her on pedestals and easels, and hanging from spiral tubes on each side of her, are displayed the covers of Mercury's 24 top albums in pops, jazz and classics. Behind the model is a colorful backdrop and the floor of the display area is covered with a day layout of crepe paper.

Part of the deal is the retailer's agreement to carry all of the displayed albums in stock.

Such exchanges of display service-for-space have been engineered successfully in the drug and liquor fields, but Merc claims this is the first time it worked in the record industry.

# SPECIAL NOTICE!

## REVIEW SPOTLIGHT

### BILLBOARD

\* JOE LANE...Mercury 71038...YOUR WILD HEART  
(E. H. Morris, ASCAP)

Newcomer Miss Lane, a 15-year-old, makes a strong bow with this catchy tune. The young chick comes on a bit like Teresa Brewer and gives a definitely sales-wise reading. Tune will have other covers, but this could be the big one. Flip is "Dum, Dum," a baby talk novelty (Teri, ASCAP).

**\* ERRONEOUSLY BILLBOARD MADE A BOY OUT OF OUR NEW GIRL SINGING SENSATION. HER NAME IS JOY LAYNE, NOT JOE LANE...BUT THEY ARE 100% CORRECT ON THE REST OF THE INFO.**

**P.S.—THANKS JOCKS FOR BEING SO SWEET TO HER ON HER RECENT VISITS TO CLEVELAND, PITTSBURGH, BUFFALO, DETROIT AND MILWAUKEE.**

ASK YOUR MERCURY DIST.

ABOUT THE

10% DISCOUNT PLAN

ON ALL ALBUMS



THE BILLBOARD'S WEEKLY

## Record & Equipment Merchandising News & Sales Tips

### 'DREAM' BUY REPORT

## How Dealer Uses Columbia Program

What do dealers do and not do with important disk company projects? How effective are promotion aids? What can dealers do to get the most out of important promotion programs? To answer these and other questions, *The Billboard* will examine several typical record shops to determine the effectiveness of Columbia's current program, "The Buy of Your Dreams."

The Graymat Music Store, Morristown, N. J., is on the fringe of the metropolitan New York area. It is devoted exclusively to the sale of records, phonographs and accessories. Co-owners Gray Gorlin and Matt Carnivale are alert merchants who have cornered the local disk trade with imagination and hard work.

What do they think of the Columbia program? They are sold on it. At the time this report was made (January 22), the program had been in effect for one week. During that period, they sold three times the number of Faith, Weston and Kostelanetz disks than they ordinarily would sell. Their initial order under the program had been conservative, considering what happened, and they had to reorder and much heavier.

"Paul Southard (Times-Columbia Distributor) must have been as conservative as we were," Matt Carnivale explains. "He doesn't have the merchandise either and it's on back-order."

#### How They Promoted

Their promotion began January 17 with a newspaper ad in the Morris County Shopping Guide—10½ inches deep on two columns. They designed and laid out the ad themselves, following the copy treatment Columbia gave the program in their special posters. "A Columbia 12" LP Record for only \$1.98" headlined the ad.

VI has a four-speed changer. "Stereotape" player. 8. The Mark amplifier-speaker unit with a records to tape and using the external speakers, recording from functions — connecting additional in the back of the set has three tape" player. 7. The receptacle set for hooking into a "Stereo-receptor" in the back of the changing cycle. 6. Yes, there is eliminates noise during the any, light oak, maple and black-watts. 4. Four finishes—mahog-twin sapphire styl. 3. 3½ speaker and two 3½-inch tweeters. system consists of a 6½-inch I. The "Panomatic" speaker

In the store, they used everything in the Columbia promotion kit. They set up the sectional pole sign alongside three browser boxes. Each browser contained LP's by each of the three conductors. The three-panel display was separated at the perforations and used in the browsers. A large display rack which accommodates about 40 albums was set up next to the browsers and the special merchandise was displayed so that the album covers would have maximum impact. Above the wall display, they hung the large (4' by 2') banner. The smaller banner (2' by 1') was used on the front window.

#### What Brought Customers In?

The ad in the Morris County Shopping Guide had some effect in bringing customers in. But Matt Carnivale gives a major share of the credit to Columbia spot advertising on local television and to company-sponsored ads in *The Newark News*. Newark is the nearest large city and many commuters pick up the *News* on their way home to Morristown.

It is important to note that the only ad placed by the partners was created by them. Ad mats did not arrive from their distributor until January 22, the day this report was made. They intend to use the mats in both the weekly *Shopping Guide* and in the daily *Morristown Record*.

They consider the weekly *Shopping Guide* the better medium of the two. They know from experience that the *Guide* pulls better than the *Record* altho the circulation of both papers is approximately the same. The *Guide* is a weekly and is held onto by the reader and consulted for several days. The *Daily* is discarded after one reading.

#### Promote on Regular Basis

The Graymat store does not advertise on a "hit-or-miss" basis. Their ads appear 52 times a year in the weekly *Shopping Guide*—a factor which earns them a special ad rate and saves money. When a special disk promotion comes along, they advertise it as part of their regular program. But, says Matt Carnivale, "if there are no specials, we create one."

Next week's two ads will be paid for, in part, out of the co-op funds provided by Columbia. But the partners are hopeful that *Times-Columbia* will also pick up part of the costs for last week's ad.

#### Important Side Issues

Columbia's advertising approach, Matt feels, is misleading to the customers, perhaps delib-



### PHONO QUIZ

## D'Ya Know RCA 7HF5?

The phono above is RCA's Mark VI (Model 7HF5), a model that has been on the market for some time. It should be familiar to every dealer. How well do you know its special sales features? Check your knowledge with the following questions. The answers appear in the lower left hand corner of this page.

1. Describe the speaker system?
2. Describe the needle assembly. How many needles has it and what type?
3. What is the maximum power output of the amplifier?
4. In what finishes is it available?
5. What is the "muting switch"?
6. Can this unit be used with a "Stereotape" player?
7. What are the special uses of the receptacle in back of the set?
8. What speeds will it play?

### 2' x 4' MONEY-MAKER

## Walco Shows New Accessory Clinic

"Up to 20 per cent of total sales volume in only eight square feet of floor space!" That's the prediction made by the Electrovox Company to disk dealers who install their new Walco "Perpetual Profit Builder" needle clinic.

In test stores, where Walco clinics have been operating, centralized selling of needles and accessories has vastly improved the general sales level. In fact, the clinics have accounted for as

erately so. The customers believe that they become eligible for a \$1.98 LP when they purchase any other Columbia LP. Of course, the \$1.98 offer applies only to the Kosty, Faith or Weston disks. It causes a little confusion but not enough to harm the program.

The partners have also encountered some resistance to the purchase of two LP's at a time. To these customers, Matt Carnivale says, "Okay, take one for \$2.98 then." He doesn't care if he sells them one at a time, as long as he sells them and makes the full mark-up.

Next Week: *The Billboard* reports on how the program is accepted in another part of the country. In addition, we will report on Graymat's further progress.

### PRICE CUT REPORT

## How Jersey Dealer Views EP Prices

What's happening with EP sales since the recent price cut? What can dealers do and what are they getting? What help are they getting? *The Billboard* will examine several record outlets to get specific answers to these questions just as we are examining the current Columbia program (see columns at far left-hand side of page).

Irv Rosenberg, owner of the Record Box, Trenton, N. J., has mixed feelings about the recent cut in EP prices. He's very much for anything that will broaden the EP market and he's hopeful that lower prices will have that effect. On the other hand, he's done well with EP's at their old price and he fears that he may get no more volume and have to be satisfied with a lower net profit.

"Before the prices went down," Irv explains, "I'd rather have sold a two-pocket EP than an LP. The EP was worth more to me at a \$2.98 list than a \$3.98 LP because I had to sell the LP at a discount in order to sell it at all."

"I would rather have had the record companies keep the EP prices where they were. Then, if they wanted to, they could have offered us a sliding scale type of discount. The more a dealer orders, the bigger his discount would have been. Some record companies have done this with special programs. Coral, for example, gave as much as an extra 10 per cent discount for heavy orders last fall. Then, the aggressive dealers would have extra money to promote their merchandise."

Irv Rosenberg is in the process

of remodeling his shop. An important change he's making is the removal of an LP display in order to make room for an EP browser. With this change, an entire side of his shop will be devoted to EP self-service display. He planned this before the prices of EP's were lowered. The biggest effect of the price change is to encourage him to order EP's more heavily than ever before.

What effect has the lower price had on his EP sales? So far, he hasn't noticed any appreciable effect, but neither has he promoted the lower prices to his customers.

"Victor ran an ad in *The Trenton Times-Advertiser* on the 13th of January," Irv noted, "and I have to admit it drove customers in. The funny thing was customers thought it was a 'one-shot' sale rather than a permanent price change. They asked me how long the sale would go on."

#### Intends to Promote

During 1956, Irv's major promotion effort was thru the local newspapers. However, the advertising rates are high and he finds it hard to justify the cost. The number of customer-calls when balanced against the cost of the ads was very low.

This year, his concentration will be on direct mail. Over a long period, he has accumulated a list of 2,500 names and he still adds to it. Every customer that comes in is asked a routine question — "Are you on our mailing list?" Direct mail will be his principal means of promoting lower EP prices.

Next Week: How RCA Victor's national advertising affects EP sales.

wall use, contain pegboard display panels, sliding access doors, plenty of storage space, a set-up for the Walco needle inspection microscope and a record accessory bar.

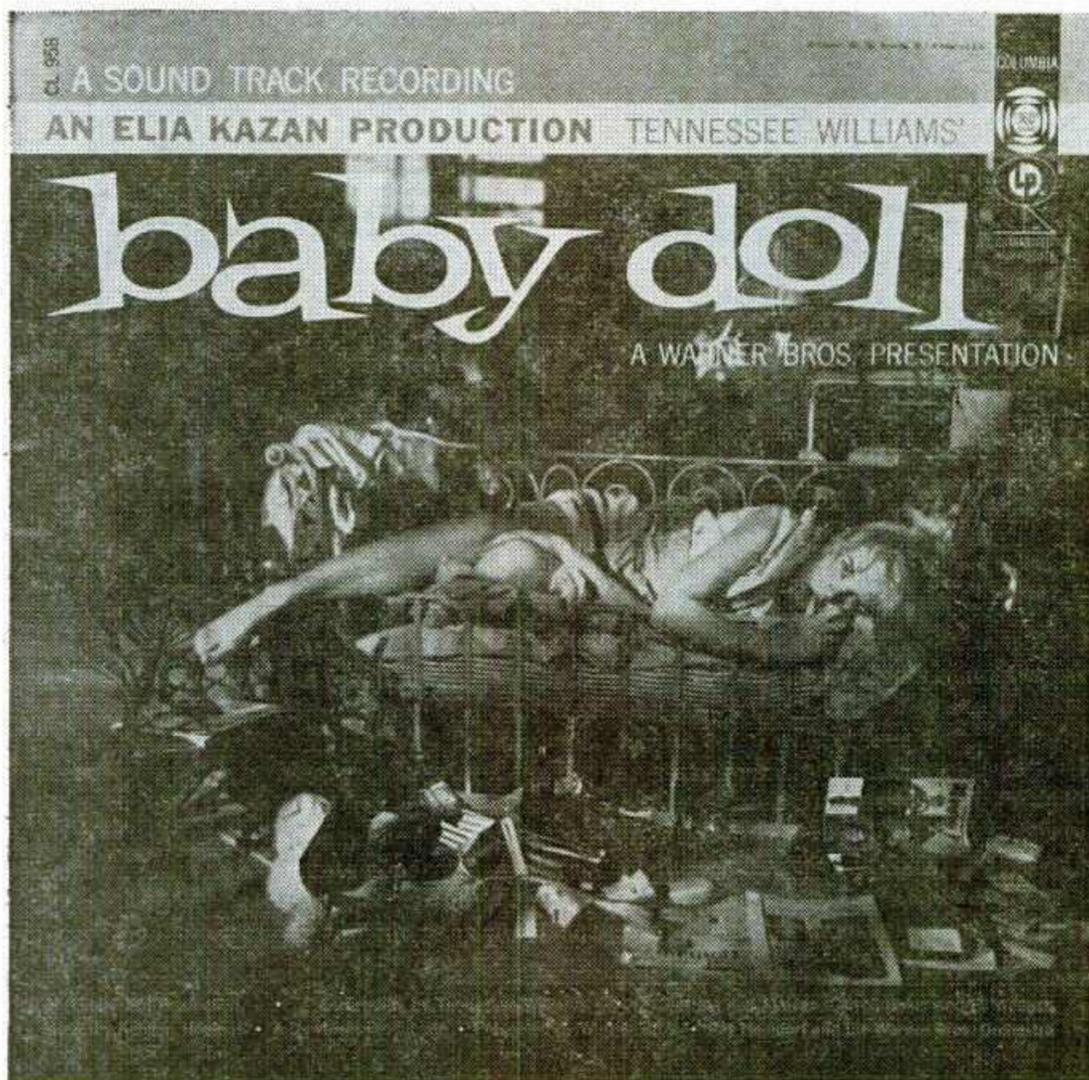
The units will be available to dealers under a special, self-amortizing "spiff" plan. They can pay off the \$150 cost thru the increased sales of needles and accessories.

Surveys have repeatedly shown that most dealers do not think they are getting what they consider to be their share of the needle and accessory business. Proper display and focusing of attention has long been a problem with dealers and may account for the lack of volume in the accessory area. With these thoughts in mind, Walco asked Freedman-Artcraft and Stensgaard to design the units.



Pleasant and easy shopping—the browser bins that run the length of the center traffic area in George Jacques' Music Box (San Francisco) are decorative as well as functional. The top of the browser has been used as a planter for tropical plants. Note the highly legible title strips—a customer can get lost among the LP's. The unit is a little more than waist-high, affording a clear view of the shop from one side to the other. This factor prevents pilferage.

# THIS YEAR'S BIGGEST SOUND TRACK ALBUM!



The haunting music from the sound track of today's most talked-about film...on

**COLUMBIA**  **RECORDS**

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop Albums

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

- 1. CALYPSO—Harry Belafonte . . . . . RCA Victor LPM 1248
2. ELVIS—Elvis Presley . . . . . RCA Victor LPM 1382
3. THE KING AND I—Sound Track . . . . . Capitol W 740
4. MY FAIR LADY—Original Cast . . . . . Columbia OL 5090
5. OKLAHOMA!—Sound Track . . . . . Capitol SAO 595
6. THE EDDY DUCHIN STORY—Sound Track . . . . . Decca DL 8289
7. HIGH SOCIETY—Sound Track . . . . . Capitol W 750
8. THIS IS SINATRA—Frank Sinatra . . . . . Capitol T 768
9. BELAFONTE—Harry Belafonte . . . . . RCA Victor LPM 1150
10. JERRY LEWIS JUST SINGS . . . . . Decca DL 8410
11. HYMNS—Tennessee Ernie Ford . . . . . Capitol T 756
12. ELVIS PRESLEY . . . . . RCA Victor LPM 1254
13. SAY IT WITH MUSIC—Lawrence Welk . . . . . Coral CRL 57041
14. SONGS FOR SWINGIN' LOVERS—Frank Sinatra . . . . . Capitol W 653
15. THE PLATTERS, Vol. 2 . . . . . Mercury MG 20216

Pop Albums Coming up Strong

A listing of new pop albums showing strong trade action, compiled thru a survey of all major markets. These albums figure strongly as potential entries on the national best selling pop albums chart.

- 1. Giant . . . . . Sound Track
Capitol W 733
2. Midnight for Two . . . . . The Three Suns
RCA Victor LPM 1333
3. 'S Wonderful . . . . . Ray Conniff
Columbia CL 925
4. Calendar Girl . . . . . Julie London
Liberty SL 9002
5. Day by Day . . . . . Doris Day
Columbia CL 942

Most Played by Jockeys

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

- 1. CALYPSO—Harry Belafonte . . . . . RCA Victor LPM 1248
2. ELVIS—Elvis Presley . . . . . RCA Victor LPM 1382
3. 'S WONDERFUL—Ray Conniff . . . . . Columbia CL 925
4. SKI TRAILS—Jo Stafford . . . . . Columbia CL 910
5. THIS IS SINATRA—Frank Sinatra . . . . . Capitol T 768
6. SONGS FOR SWINGIN' LOVERS—Frank Sinatra . . . . . Capitol W 653
7. FOUR FRESHMEN AND FIVE TROMBONES—
Four Freshmen . . . . . Capitol T 683
8. JERRY LEWIS JUST SINGS—Jerry Lewis . . . . . Decca DL 8410
9. THE ELGART TOUCH—Les Elgart . . . . . Columbia CL 875
10. DAY BY DAY—Doris Day . . . . . Columbia CL 942

Review Spotlight on . . .

Popular Albums

ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK (2-12") - Verve MGV-4002-2

To paraphrase one of the 34 wonderful songs here, "Wait 'Til You Hear Her . . . You Won't Believe Your Ears," the greatest pop and jazz female vocalist of our time never sounded better and never had such glorious material to sing. Those who thought her "Cole Porter Song Book" the paragon of pop-jazz vocal art will find this one even more satisfying. Buddy Bregman's arrangements, for one thing, are more sympathetic this trip. Miss Fitzgerald's own reading of lyrics is much more communicative than in the past, and these, after all, are Hart's lyrics! Musically, she just gets better and better. The tunes are the same as those in the printed book of the same titles. "Be-witched" may not pass the station censor, but this is the definitive version. There's a short,

rare little waltz called "Wait 'Till You See Her," sung with guitar only that would be worth the \$9.96 all by itself. Stock up, there will be plenty of these sold.

Classical

WAGNER RECITAL (1-12)—Kirsten Flagstad; The Vienna Philharmonic Orchestra; Hans Knappertsbusch, Cond. London LL 1533

Mmr. Flagstad's recital consists of the five Wesendonck Songs, "Elsa's Dream" from "Lohengrin," "Ich sah das Kind" from "Parsifal," and "Der Maenner Sippe" and "Du bist der Lenz" from "Die Walkuere." At 62, Flagstad still possesses a fresh, opulent voice which has no rival among the younger Wagnerian sopranos of the day. To hear her in these favorite arias is as thrilling as ever, and for Wagnerians the nearest treat. Operatic fans of all persuasions will regard this as a "must" and will buy without hesitation. Basic inventory.

Reviews and Ratings of New Albums

Popular

HERE'S HIBBLER . . . . . 83
Al Hibbler (1-12")
Decca D L8420

A fine companion piece to singer's previous album, "Starring Al Hibbler," and set to stir similar sales reaction. The current dozen numbers showcase Hibbler in a sharp variety of approaches from lyrical to satirical. He moves smoothly from "Trees" (his current single), thru a chucklesome imitation of Satchmo on "Because of You" to a moving, direct appeal with "Just a Kid Named Joe." Jack Pleis adds another fine backing assist to build an over-all impressive set that few Hibbler fans will pass up.

SHOW STOPPERS . . . . . 81
Roberta Sherwood (1-12")
Decca DL 8426

You'll find a wide audience for this disk if you demonstrate it. Roberta Sherwood still isn't as well known as she should be outside of cafe society, and the sleeve, while attractive enough, isn't the type to demand that the customer pick it up. So, let Miss Sherwood's honest, somewhat torchy approach to her material sell this one. Try your customers on "I Cried for You" or "Autumn Leaves."

DREAM STREET . . . . . 80
Peggy Lee (1-12")
Decca DL 8411

Intended as a sequel to a previous Peggy Lee package, "Black Coffee," this is a selection of songs which fall into the category of "material" or show tunes. Miss Lee's performances are quite subtle; some have a cool jazz feeling. All of them are sophisticated. "What's New?" "I've Grown Accustomed to His Face," "My Old Flame" are included. None of them are earthy blues, at which Miss Lee excels, but the concept of the album doesn't call for it. A package for those who appreciate a "quality" album.

THE SWEETEST MUSIC
THIS SIDE OF HEAVEN . . . . . 80
Guy Lombardo and His Royal Canadians (4-12")
Decca DXM 154

This is one of the plushiest pop packages to hit the counters this season. Eight sides present some 84 cavalcade cullings from the Lombardo repertoire, spanning 1926 to 1955. Some early ones are from original masters, others recaps or later recordings. Sum is a real musical biog of the maestro and his band. Sound here, even in the very early numbers, has exceptional quality, and the package will have a definite nostalgic appeal for the Lombardo faithful who cherish Roosevelt Grill memories. Packaging with heart inlay candidates it for Valentine's Day trade.

SYMPHONIC SUITE OF THE MUSIC OF COLE PORTER . . . . . 79
Stanley Black Ork (1-12")
London LL 1565

The evergreen quality of the Cole Porter tunes need no additional accolade. What is impressive in this package, however, is how adaptable they are to lush, symphonic arrangement. Black has taken 12 of the great songs—as "Night and Day,"

Classical

BRUCKNER: SYMPHONY NO. 5 IN B FLAT MAJOR; WAGNER: DAWAN, SIEGFRIED'S RHINE JOURNEY & FUNERAL MUSIC FROM "GOTTERDAMMERUNG" (2-12")—The Vienna Philharmonic Orchestra; Hans Knappertsbusch, Cond. London LL 1527-8 . . . 77

To his much-praised readings of the Bruckner 3d and 4th symphonies, Knappertsbusch now adds a stunning interpretation of the 5th. The unity and sustained grandeur of this performance establish him beyond quibble as the Bruckner conductor par excellence. The one other version of the 5th in the catalog pales before this rich realization of the score. Wagner is also a specialty of Knappertsbusch and it will be hard to find his equal on records when it comes to the "Gottterdammerung" excerpts. The balance and luminosity of sound achieved is an engineering triumph.

TANSMAN: ISAIAH, THE PROPHET (1-12")—The Radio Philharmonic Orchestra and Chorus of Hilversum, Paul Van Kempen, Cond. Epic LC 3298 . . . 71

Only one other work by the contemporary composer, Alexander Tansman, is now in the LP catalog. "Isaiah," a symphonic oratorio, is an addition of major importance. It is a vivid, highly dramatic setting of several passages from the book of Isaiah. As in the Biblical text, episodes of furious violence alternate with episodes of almost unearthly calm and serenity. This is a fascinating work, and is very forcefully projected by Van Kempen, the choir being a particular stand-out. A solid buy for customers interested in contemporary works of substance.

CHOPIN RECITAL (1-12") — Philippe Entremont, Piano. Epic LC 3316 . . . 70

Philippe Entremont, a 22-year-old French pianist, makes his disk debut here, showing talents of no mean order. He has concertized extensively in the U. S. in the last three years, and in November, 1956, made an appearance with the Philadelphia Orchestra that was hailed by the critics. He has a fine tone, plenty of technique and a youthful ardor that is an asset in Chopin. His program includes the Scherzo in B minor, the Nocturne in D flat major, the Ballade in A flat major, the Tarantelle in A flat major, etc. All these have been recorded many times, but they have a worthy exponent in Entremont, and he deserves customer exposure.

"Anything Goes," "It's DeLovely," etc.—and has given a new dimension to Porter's art. The engineering, of course, is in the FFRR tradition. There's an infinite amount of Porter's recordings extant, many of them of recent vintage, but this one has a new angle and sufficient appeal to prove a strong item.

SONGS BY DOROTHY COLLINS . . . 79
(1-12")
Coral CrL 57106

The album cover will sell this one. Coral has covered it with the attractive face familiar to so many TV viewers. The songs—familiar and not too familiar show tunes—are delivered tastefully. Dorothy Collins doesn't belt out a lyric the way you might expect some of these songs to be handled. That, in fact, might be

(Continued on Page 30)

Jazz

THE BUDDY DeFRANCO WAILERS . . . 83
(1-12")
Norgran MGN 1085

This probably is the most appealing set clarinetist de Franco has ever produced. He foregoes the usual mechanical exercises and actually comes up with some warm, pensive, graceful modern jazz, especially on the several good show tunes included. Among these are "A Fine Romance" and "How Long Has This Been Going On?" The presence of lyrical trumpeter Harry Edison and brilliant guitarist Barney Kessel helps aplenty. Any clarinet fan will want this, and so will many buyers of smart, suave modern jazz in general.

ENCYCLOPEDIA OF JAZZ ON RECORDS . . . . . 82
Compiled by Leonard Feather (4-12")
Decca DXF 140

Set was compiled from the rich Decca-Brunswick archives by the eminent jazz critic-author, Leonard Feather, whose "Encyclopedia of Jazz" is the outstanding reference book on the subject. Here, instead of following the more arbitrary encyclopedia rule of programming by artists alphabetically, Feather groups his four disks as follows: Jazz of the 1920's '30's, '40's and '50's, and he includes prime material, interesting, enjoyable, enlightening and, for the jock, programmable. This representation is broad, and Feather's notes truly informative. Most of the great names are here, and so are many of the all-time great jazz performances. An expensive post-Xmas package, but should be a perennial seller.

6 PIECES OF SILVER . . . . . 81
Horace Silver Quintet (1-12")
Blue Note BLP 1539

A lot of Horace Silver's work on piano is available on records. This LP of his, however, is something special, and it will be a shame if it gets lost in the shuffle. For the first time he is heard here with a permanently formed combo of which he is leader and which has already begun gigging here and there. The nucleus of the group (Don Byrd, Hank Mobley, Doug Watkins) has been playing with Silver since their Jazz Messenger days. All the material, with one exception, was quilled by Silver, and is consistently original. Beautifully crafted modern jazz that will appeal to any customer with taste.

RHYTHM PLUS ONE . . . . . 78
Conti Condoli, Trumpet; Jimmy Cleveland, Trombone; Seldon Powell, Tenor Saxophone; Gene Quill, Alto Saxophone (1-12")
Epic LN 3297

An interesting, effective presentation idea. The peerless rhythm section emerges as the great asset — Hank Jones, piano; Milt Hinton, bass; Barry Galbraith, guitar; Osie Johnson, drums. Each of the others is featured on three numbers with this section. The mainly "new" stars show to best advantage, with top honors to Bird-man Quill and Condoli. The rhythm men are nigh-flawless in their own solos. Fine, swinging modern jazz. Set has class, tho

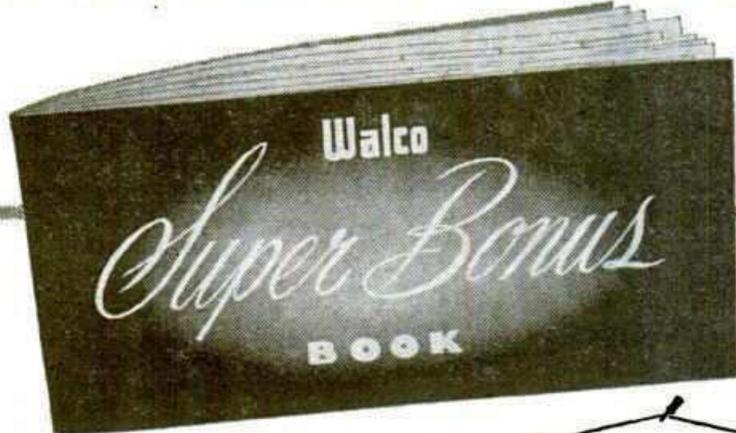
(Continued on page 32)



By Popular Demand From Record Clerks All Over The Country--  
Walco Now Gives Big "SPIFFS" For All Jewel-Tipped Needles\*

in this sensational

# SUPER BONUS BOOK



### Valuable Bonus Stamps Now Given For All Walco Record Accessories and Jewel-Tipped Needles

Here's your opportunity to cash-in on the high-profit needle business with a great new sales incentive idea *guaranteed* to spark record clerk interest and stimulate high-volume needle sales — Walco's sensational new *Super Bonus Plan!*

Developed in answer to demands from record clerks everywhere who have been cashing-in on Walco's fabulously successful accessory "spiff" plan, the new Super Bonus Plan now pays off with bigger-than-ever "spiffs", on both accessories *and* needles — in Walco's new Super Bonus Book!

*Here's how it works!* All you have to do is start stocking fast-moving high-quality Walco needles and accessories. Then, let your clerks start saving the valuable Bonus Stamps you get with each order, in Walco's Super Bonus Book. The more needles and accessories your people sell — the faster they complete the Book and collect their Bonuses; the more needles and accessories your people sell — the higher your *volume* and the bigger your *profit!*

Sell Walco Needles and Accessories and make

**\$5.- \$10.- \$20.**  
in SUPER "SPIFFS"

**\$5**

SAVE \$4.50 in Walco Bonus Stamps in your Super Bonus Book—return the book directly to Walco—and we'll send you **\$5.00**

**\$10**

SAVE \$8.50 in Walco Bonus Stamps in your Super Bonus Book—return the book directly to Walco—and we'll send you **\$10.00**

**\$20**

SAVE \$16.00 in Walco Bonus Stamps in your Super Bonus Book—return the book directly to Walco—and we'll send you **\$20.00**

### Make Money Two Ways—By Selling Walco Accessories, Too!

If you're presently not selling Walco record accessories, you're missing out on the greatest repeat-business builders in record store history! These high-profit products are needed — *and wanted* — by every record customer; they'll build big volume with a small investment and boost unit sales to record highs in no time at all!

*And Walco accessories are "spiffed", too!* Walco packs Bonus Stamps (one for each item)

in every display carton of record accessories — Stati-Clean *anti-static record spray*, Discovers *plastic protective record sleeves*, Disclean *record brushes*, Discloth *anti-static record cloth*, and Balanced Sound Kits.

Let your clerks save *these* stamps — along with those they get with Walco needles — in the Super Bonus Book, to get even bigger "spiffs" — *faster!*



**Walco STATI-CLEAN**  
Anti-Static Record Spray

Most popular anti-static product on the market. Nationally advertised in every major magazine. Praised by critics and fans alike.



**Walco DISCOVERS**  
Plastic Protective Record Sleeves

High profit repeat sales builder. Most practical — and profitable — product you can sell for complete record protection.



**Walco DISCLEAN**  
Clip-On Record Brush

Sable-soft camel's hair record brush. Fastest-selling branded brush on the market. Every phonograph owner a prospect.



**Walco DISCLOTH**  
Anti-Static Record Cloth

Largest, richest, fullest record cloth available. A high-quality, long-discount product you can sell with pride and profit.



**Walco Balanced Sound Kit**  
For Turntable & Tone Arm Accuracy

Only product of its kind on the market. Contains accurate turntable level and precision stylus pressure gauge. A "must" for all serious record collectors.

Cash-In On This Great New, *Double Profit Opportunity* and Start Selling Walco *Needles and Accessories Today!*

Initial Super Bonus Books Available from Your Walco Distributor

See your Distributor or write:

# Walco

TRADE NAME OF

## ELECTROVOX COMPANY, INC.

60-B Franklin St., East Orange, N. J.

\*Exclusive of Diamonds

## Reviews and Ratings of New Popular Albums

Continued from page 28

a fault. Hit Parade fans, however, will not object.

### WHEN YOUR HEART'S ON FIRE . . . .78

Jeri Southern (1-12")  
Decca DL 8394

Miss Southern has an album here that her fans will find in the vein of her last. It's a package of torchy mood material with tasty backing by Camarata. The tunes include "Smoke Gets in Your Eyes," "Little Girl Blue," "My Ship," "Autumn in New York" and the likes. As usual, some of the more sophisticated jocks will give the package a big welcome. Dealers, however, should order on the basis of the gal's past performance. The set is that close to the two previous ones.

### STRINGS AND THINGS . . . . .78

Jack Pleis Ork (1-12")  
Decca DL 8422

Along with the title tune of the package, Pleis has included two more of his own compositions in a set of delightful arrangements of old standards. There's a lot of good listening here with subtle piano naturally in the ascendant, and it makes a mood package of an original sort. Aside from his own pianistics, Pleis makes effective use of choral arrangements over an almost symphonic pattern. Sound is of high quality and set can stir interest among those who want something a little different. Great deejay material.

### DESMO SINGS DESMOND . . . . .77

Johnny Desmond (1-12")  
Coral CRL 57073

Maybe you didn't know that Johnny Desmond is an accomplished cleffer. He offers an imposing program of his original tunes, only three of which were available previously ("Oh My Darlin'," "How Much Will I Miss You?" and "Please Don't Forget Me, Dear"). Some of his tunes are pretty hip, coming close to jazz stylings, as for example, "She's a Good Woman." But most are solid ballads of the kind with which he is usually identified. The LP offers variety of material and interpretation, and is a set that can be recommended to the average pop customer.

### HI-DEE-FI . . . . .77

Lenny Dee (1-12")  
Decca DL 8406

Lenny Dee, the organ virtuoso, sparkles as usual in this bright, rhythmic instrumental package. His program is pleasant and innocuous and, on the engineering end, plenty hi-fi. Should have broad sales appeal.

### IT'S A LONESOME OLD TOWN . . . .76

Kitty Kallen (1-12")  
Decca DL 8397

Thrush brings taste and quality to a dozen sentimental ballads in her latest package. Most are standards, with a couple of show tunes included. Jack Pleis has supplied provocative arrangements for canny showcasing of all numbers. Sound is top-flight throat. Jocks could make use of a half dozen bands—"Autumn Leaves" is a particularly tasty demo.

### MY REVERIE . . . . .76

Alvino Rey (1-12")  
Decca DL 8403

After a long absence, Rey makes his return to the disk fold with a package of mighty pretty mood music. Combination of the liquid electric guitar sounds with the voices of the Jud Conlon Rhythmaires makes for listening that's not only easy on the ears but might even spur some romantic action. Tunes include the likes of "My Reverie," "Yesterdays," "Imagination," etc. Jocks will no doubt play it. Worth stocking, especially on the basis of the maiden and the rose on the cover.

### SHALL WE DANCE? . . . . .75

Warren Covington and the Commanders (1-12")  
Decca DL 8408

Pleasant dance set devoted mostly to slow fox trot tempos. Selections are nearly all standards, with sweet trombones given featured billing. Covington solos for ear-easy effect instrumentally, and similarly and supplies vocals by a group at intervals. There are more kicks here for mom and dad, probably, than for the kids, but enough, in any case, to make a fair seller. Attractive cover.

### JONI SINGS SONGS BY VICTOR YOUNG AND SONGS BY FRANK LOESSER . . . . .74

Thrush devotes one side of this set to cleffings of the late Young, the other to tunes of Loesser. Naturally, nearly all are show or film tunes. Despite some pleasant backing by David Terry and ork, over-all results are no more than adequate. These old standards have received better treatment before, and likely will again. For the singer's ardent admirers.

### I GET THAT LONESOME FEELING . . .73

Ivory Joe Hunter (1-12")  
M-G-M E 3488

Ivory Joe Hunter—now on Atlantic—is currently on the best selling pop charts—a fact which will help to move this package of old sides as he cut for M-G-M. Devotees of the blues will find the performances interesting. Some of them have a distinct Kansas City feeling in the vocal and instrumental arrangements—as with "I Almost Lost My Mind" and "I Can't Resist You Baby."

### HI-FI CALYPSO, ETC. . . . .73

Enid Moiser and her Trinidad Steel-

(Continued on page 32)

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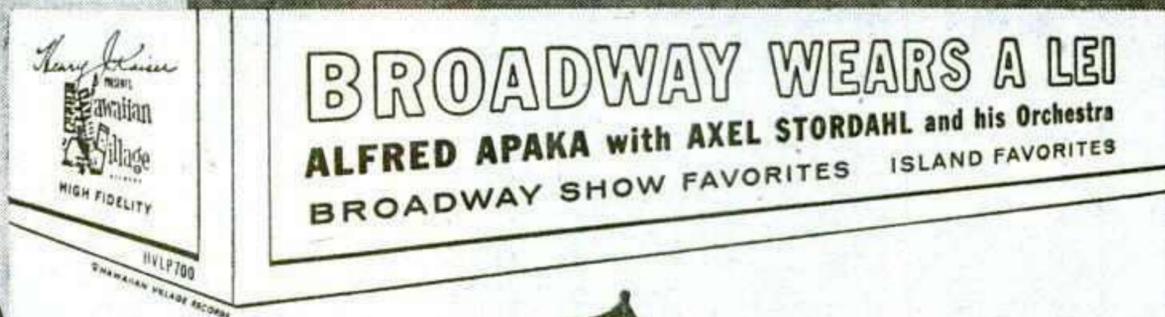
MILES DAVIS	SONNY ROLLINS
THE MODERN JAZZ QUARTET	BILLY TAYLOR
MILT JACKSON	CLIFFORD BROWN
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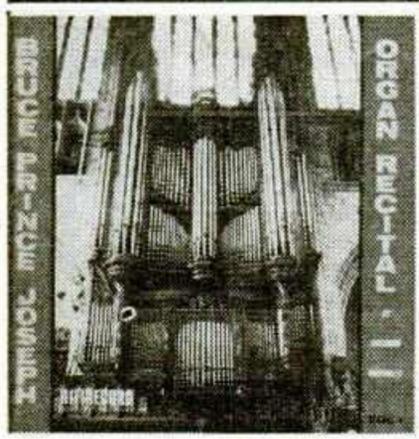
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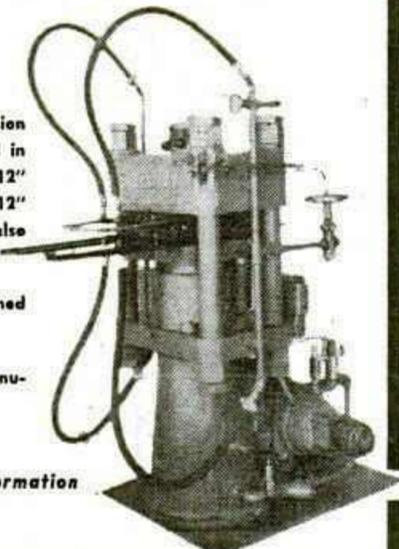
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## • Reviews and Ratings of New Albums

• Continued from page 30

### Popular

band with the Clarence Williams Trio (1-12")  
Columbia CL 928

This is not a calypso record in the strict sense of the word but we can't quarrel with the hi-fi part of the title. Enid Mosier is a versatile stylist and her program on this LP hits all over the lot—part rock and roll, part Broadway show and part Caribbean—all with a calypso flavor. Dyed-in-the-wool calypso customers should certainly hear it, but don't recommend it on its calypso merits alone.

MIDNIGHT AT MABEL MERCER'S 72 (1-12")  
Atlantic 1244

The title, cover and content are perfectly ordered for the Mercer cult. This means that the "sophisticated" shops have another strong item, and most other main-line dealers can move a few copies by placing this where the off-beat buyers can spot it. Some will buy it because the chick is on their special wavelength, others because of the great, little-known songs. Some, who hear her do the immortal Rodgers-Hart melody, "Wait 'Til You See Her," and then hear Ella Fitzgerald's concurrently-released version, may have difficulty rationalizing their taste for Miss Mercer.

DEEP PURPLE .....71  
Harry Farmer's Rhythm Ensemble (1-12")  
London LL 1501

The Harry Farmer quintet consists of Farmer on Hammond organ, backed with piano, guitar, marimba and drums. In an excellent high fidelity pressing, the group indulges in a series of listenable standards like "Moonglow," "A Kiss in the Dark," and "Moonlight Serenade." The material is well played, with lots of highs and lows to tickle the speaker, and it's recorded in a way that brings thru the full depth of the sound. Seaside scene on the cover is a good displayable hunk of color photography.

THE DIXIELAND BALL .....70  
The Lancers (1-12")  
Coral CRL 57100

The Lancers are doing well right now at the single level with the contrapuntal concoction of "Ramona," and "It Happened in Monterey." However, singing Dixieland is something else again and quite another thing from blowing the same. It just doesn't come off with the same boundless drive in the vocal version. This is a good commercial group, on the upswing, but setting them in a framework of famous Dixieland tunes like "South Rampart Street Parade," and "Original Dixieland One-Step," doesn't do them full justice by a long shot.

ITALIAN POPULAR SONGS .....68  
Luciano Virgili (1-12")  
Capitol T 10054

Another in Cap's "Capitol of the World" series, this is an engaging package of Mediterranean type schmaltz. Virgili has a fine lyric voice, and the Italian pop selections are loaded with melody and a dramatic quality which registers even to Americans who do not know the Italian language. The liner notes are very helpful, giving a translation of each of the lyrics. Moderate potential.

THIRD MAN THEME .....67  
Anton Karas, Zither Solo; Fritz and Jacky, Zither Duet (1-12")  
London LL 1560

Album nostalgically re-creates the atmosphere of the Cafe Mozart in Vienna. One side of the LP features the original "Third Man" zither player, Anton Karas, in that celebrated tune, and "Wein, Wein, Wein" and four other Viennese tunes. On the reverse is a lively zither duo who go thru a long repertoire of Continental favorites. Primary target here will be neighborhoods of Central European background.

SPEAK LOW .....66  
Eddie Baxter (1-12")  
Rendezvous 1301

The addition of celeste and electronic piano to this otherwise uninspired

### Folk

A FAMILY TREE OF FOLK SONGS...76  
Sam Hinton (1-12")  
Decca DL 8418

You can recommend this disk without reservation to folk song fanciers. For one thing, Sam Hinton's voice is pleasant, straightforward and unaffected. Engineering-wise, the disk is clean and clear—a "must" for folk songs since the lyrics, more often than not, are unfamiliar to the listener. Hinton has also arranged his material in an interesting fashion, to establish relationships between types of folk songs.

organ album adds slightly to its lure. Tunes offered are all standards and unquestionably have had a much better showcase than this. Album art is provocative and should perk sales somewhat.

ONE LITTLE CANDLE .....65  
David Andrews (1-12")  
Era 20008

Another in the growing list of organ albums to satisfy the demand of hi-fi fans, this package somehow falls short of the mark. All the selections are songs of faith and inspiration, ("I Believe," "Walk Hand in Hand," etc.), and are played on a Wurliitzer theater organ. As the young son of movie actor Dana Andrews, dealers may find some sales from celeb worshippers, tho' the afficiandos will probably shun this.

### Jazz

• Continued from page 28

the name might lead some to think it's an add-a-part set.

TED HEATH AT CARNEGIE HALL...80 (1-12")  
London LL 1566

This Heath package is a disappointment mainly because the American recording, made at his Carnegie Hall concert, is not up to the hi-fi standard of his London Palladium concert tapings. As a result, much of the brilliance and excitement of this great band is dulled. Good trumpeting in modern style by Eddy Blair on "Lullabye in Rhythm" and great band work on up-tempo "Just One of Those Things" make these good demo bands. Good sales likely in towns where Heath played.

WILD BILL DAVIS IN HOLLYWOOD .....79 (1-12")  
Imperial X 9015

One of the originators of the much-copied swing organ technique, Wild Bill Davis serves up some "must" listening on this package. There's a tremendous amount of enthusiasm generated, the sort that lends a "concert" aura to the album. Selections are well-known standards, with Davis glowing on such gems as "Tenderly," "Supposin'," and "Let's Fall in

Love." Floyd Smith on guitar, and Joe Morris on drums lend able assistance.

WILBUR DE PARIS AT SYMPHONY HALL .....77 (1-12")  
Atlantic 1253

Set was cut at a Boston jazz concert and has a good, live sound, plus announcements by the maestro, De Paris and his accomplished musicians recreate the finest qualities of traditional New Orleans jazz, mindful of its origins in French, Spanish and African music, and in the blues and ragtime. The program draws on all of those. Traditional jazz buyers and many with more sophisticated jazz tastes will go for this fine specimen.

KANSAS CITY MEMORIES .....77  
Nat Pierce Ork (1-12")  
Coral CRL 57091

A generally excellent set in an idiom that has become almost too prevalent on disks—small-group Countess Basie. The novelty here is the virile, romantic trombone of Bill Harris, who has been absent from the scene for a couple of years. He's in fine, chatty form. Rhythm is fine, with Jo Jones and Freddie Greene, plus O. Pettiford and Pierce. H. McKusick is uninspired on alto, and Joe Newman plays his usual warm trumpet. The music swings, and Harris could start recouping his once-large fan following.

THE GEORGE WALLINGTON TRIO AND SEPTET .....76 (1-12")  
SAVOY MG 12081

Re-issue of material previously available on Savoy EP's Nos. 8112, 8124 and 8125. The trio selections have pianist Wallington bracketed with Max Roach on drums (with Charlie Perry subbing on several bands) and Curley Russell on bass. Septet selections have Kai Winding, Gerry Mulligan, Jerry Floyd, Brew Moore, Curley Russell and Charlie Perry. Lot of fresh, swinging sounds here, with enough "names" to interest the aficionado of modern jazz with little trouble.

JAZZ OF TWO CITIES .....75  
Warne Marsh Quintet (1-12")  
Imperial 9027

A new group on the jazz scene, the Warne Marsh five definitely show strong possibilities for future fame on the strength of their first album. Most of the material is soft and subdued, yet there is plenty of vitality in evidence. The "I Never Knew" track is an excellent showcase, and more than adequately displays some

(Continued on page 57)

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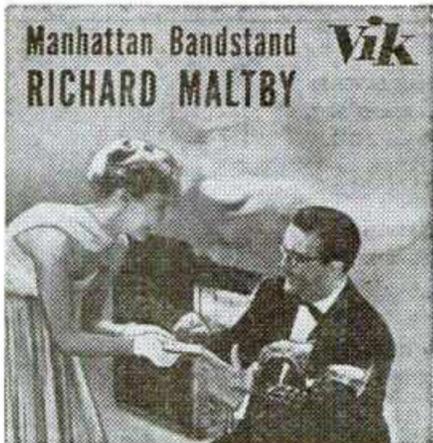
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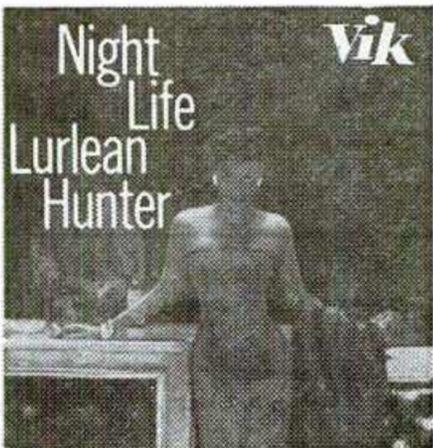
LX-1068; EXA-195, EXA-196, EXA-197



LX-1069; EXA-198, EXA-199, EXA-200



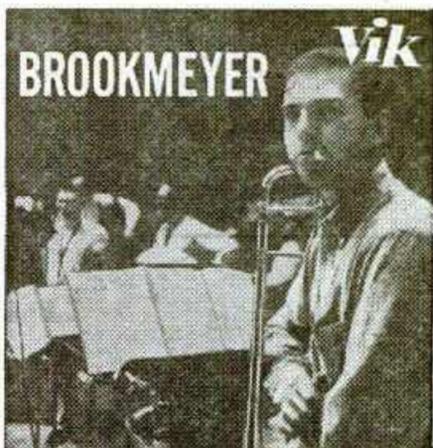
LX-1070; EXA-201



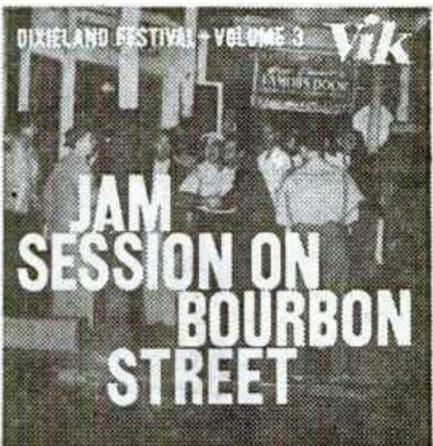
LX-1061; EXA-185, EXA-186, EXA-187



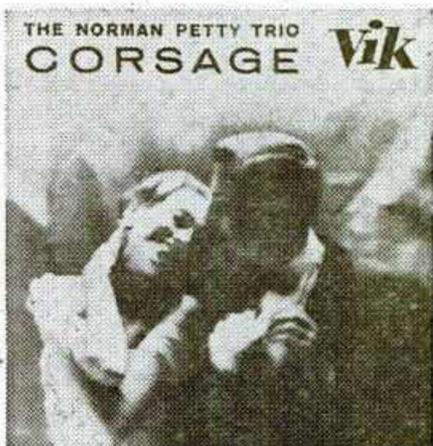
LX-1072; EXA-203, EXA-204, EXA-205



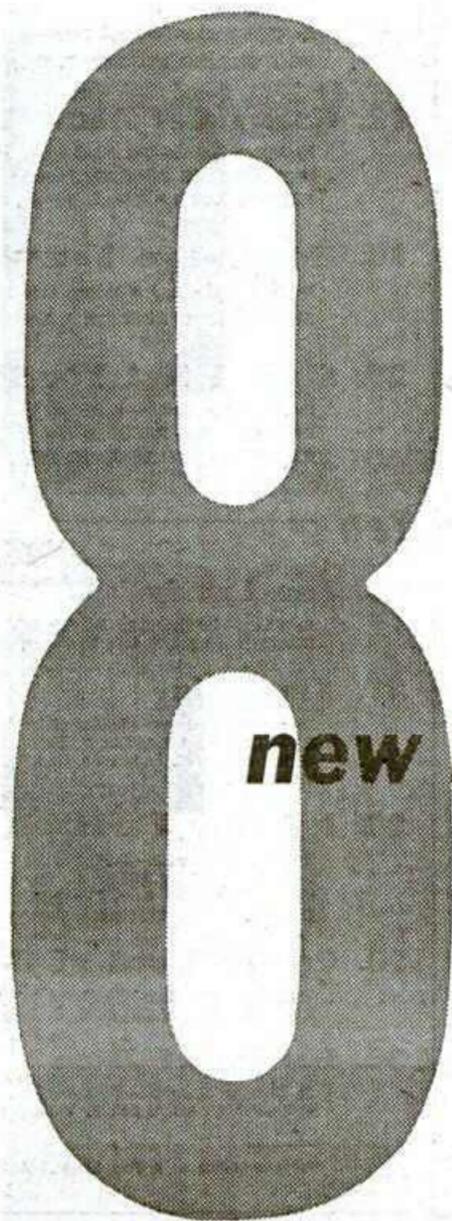
LX-1071; EXA-202



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# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending January 23

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Young Love</b>		<b>2 5</b>	<b>6. Blueberry Hill</b>		<b>5 17</b>
By Carole Joyner-Ric Cartey—Published by Lowrey Music (BMI) BEST SELLING RECORD: S. James, Cap 3602; T. Hunter, Dot 15533. RECORDS AVAILABLE: R. Cartey-Jiva Tones, Vic 20-6751; Crew Cuts, Mercury 71022.			By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752.		
<b>2. Singing the Blues</b>		<b>1 14</b>	<b>6. Moonlight Gambler</b>		<b>9 8</b>
By Eudaley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40769; M. Robbins, Col 21545.			By Hilliard-Springer—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: F. Laine, Col 40780.		
<b>3. Don't Forbid Me</b>		<b>6 6</b>	<b>8. Green Door</b>		<b>4 19</b>
By Singleton—Published by Roosevelt (BMI) BEST SELLING RECORD: P. Boone, Dot 15521.			By Davie & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.		
<b>4. Banana Boat Song</b>		<b>3 6</b>	<b>9. True Love</b>		<b>8 19</b>
By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) BEST SELLING RECORD: Tarrriers, Glory 249. OTHER RECORDS AVAILABLE: Fontane Sisters, Dot 15527; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020.			By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORD: Bing Crosby-Grace Kelly, Cap 3507. RECORDS AVAILABLE: K. Kallen, Dec 29959; J. Powell, Verve 2018; M. Whiting, Cap 3473.		
<b>5. Love Me Tender</b>		<b>7 16</b>	<b>10. Banana Boat (Day-O)</b>		<b>13 3</b>
By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643. RECORD AVAILABLE: H. Rene, Vic 20-6728.			By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) BEST SELLING RECORD: H. Belafonte, Victor 20-6771.		
<b>Second Ten</b>					
<b>11. *Love Me</b>		<b>11 11</b>	<b>16. Rose and a Baby Ruth</b>		<b>14 12</b>
By Terry Leiber-Mike Stoller—Published by Hill & Range (BMI) BEST SELLING RECORD: E. Presley, Vic.*			By Johnny Dee—Published by Broadcast Music, Inc. (BMI) BEST SELLING RECORD: G. Hamilton IV, ABC-Paramount 9765. RECORDS AVAILABLE: Country Gentlemen, Vic 20-6673; R. Flanagan, Vic 20-6719; E. Fontaine, Dec 30108.		
<b>12. Too Much</b>		<b>21 2</b>	<b>17. Hey! Jealous Lover</b>		<b>14 14</b>
By Lee Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6800.			By Cahn-Walker-Twomey—Published by Barton Music (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3552.		
<b>13. Just Walking in the Rain</b>		<b>10 21</b>	<b>18. Gonna Get Along Without Ya Now</b>		<b>19 9</b>
By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORDS AVAILABLE: J. Kileen, Abbott 3024; Prisonaires, Sun 186; D. Richards-E. Zack, Col 21532; J. Wallace, Mercury 70758.			By Milton Kellm—Published by Kellum (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55040. RECORD AVAILABLE: T. Brewer, Coral 60676.		
<b>14. Blue Monday</b>		<b>16 4</b>	<b>18. Rock-a-Bye Your Baby</b>		<b>17 10</b>
By D. Bartholomew-A. Domino—Published by Commodore (BMI) BEST SELLING RECORD: F. Domino, Imperial 5417.			By Jean Schwartz, Joe Young, Sam Lewis—Published by Warock-Mills (ASCAP) BEST SELLING RECORD: J. Lewis, Dec 30124.		
<b>15. Cindy, Oh Cindy</b>		<b>12 16</b>	<b>20. Since I Met You Baby</b>		<b>18 9</b>
By Barron-Long—Published by E. B. Marks (BMI) BEST SELLING RECORD: E. Fisher, Vic 20-6677. RECORD AVAILABLE: V. Martin, Glory 247.			By Ivory Joe Hunter—Published by Progressive (BMI) BEST SELLING RECORD: I. J. Hunter, Atlantic 1111. RECORDS AVAILABLE: M. Bee, Dot 15517; M. Carson, Col 40789.		
<b>Third Ten</b>					
<b>21. Jamaica Farewell</b>		<b>20 7</b>	<b>26. Jim Dandy</b>		<b>- 1</b>
By Lord Burgess—Published by Shari Music (ASCAP) RECORD AVAILABLE: H. Belafonte, Vic 20-6663.			By Chase—Published by Raleigh (BMI) RECORD AVAILABLE: L. Baker, Atlantic 1116.		
<b>22. I Dreamed</b>		<b>21 5</b>	<b>27. Anastasia</b>		<b>- 1</b>
By C. Grean-M. Moore—Published by Trinity (BMI) RECORD AVAILABLE: B. Johnson, Bally 1020.			By Webster-Newman—Published by Leo Feist (ASCAP) RECORDS AVAILABLE: P. Boone, Dot 15521; L. Holmeg, M-G-M 12392; Jones Boys, Liberty 55046; G. Lombardo, Cap 3601; R. Williams, Kapp 169; V. Young-A. Newman, Dec 30164.		
<b>23. Cinco Robles</b>		<b>- 2</b>	<b>28. Friendly Persuasion</b>		<b>21 20</b>
By Dorothy Wright-Larry Sullivan—Published by Warman (BMI) RECORDS AVAILABLE: R. Arms, Era 1026; D. Elliott, RPM 483; L. Paul-M. Ford, Cap 3612; L. Welk, Coral 61765.			By Webster-Tiomkin—Published by Leo Feist (ASCAP) RECORDS AVAILABLE: P. Boone, Dot 15490; L. Busch, Cap 3520; G. Cafes, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336; Bob Graybo, RKO-Unique 355.		
<b>24. Love Is Strange</b>		<b>26 3</b>	<b>28. On My Word of Honor</b>		<b>28 2</b>
By Ethel Smith—Published by Ben Ghaze (BMI) RECORD AVAILABLE: Mickey & Sylvia, Groove 0175.			By Miles & Harrison—Published by Mr. Music and Antler (BMI) RECORDS AVAILABLE: B. B. King, RPM 479; Platters, 71011.		
<b>25. You Don't Owe Me a Thing</b>		<b>25 3</b>	<b>30. Garden of Eden</b>		<b>24 13</b>
By Robbins—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: J. Ray, Col 40803; M. Robbins, Col 40706; La Dell Sisters, Mercury 70888.			By Dennise Norwood—Published by Republic (BMI) RECORD AVAILABLE: J. Valino, Vik 0226.		

\*Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in the RCA Victor 33 1/2 "Elvis" LPM 1382.

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#### POP TALENT

BOB WHALEN....Jubilee 5266...CHAPEL OF THE ROSES (Triangle, ASCAP)

WITH ALL MY LOVE I THEE ENDOW.....(Bregman, Vocco & Conn, ASCAP)

Whalen is an impressive new talent with a big voice and tone quality reminiscent of Tony Bennett. He has a wide range for a baritone, and he handles his pipes with relaxed style. "Chapel of the Roses" (on the order of "St. Therese of the Roses") calls for belted emotion, and Whalen lays it on the line. Flip is a ballad that also shows unusual artistry and feeling.

#### The Cash Box Sleeper of the Week

"CHAPEL OF THE ROSES" (2:33)  
[Triangle Music ASCAP—Harris, Baer]  
"WITH ALL MY LOVE I THEE ENDOW" (2:27)  
[Bregman, Vocco & Conn ASCAP—Harris, Murry]  
BOB WHALEN  
(Jubilee 5266)

Bob Whalen turns in two dramatic readings of two lovely ballads, "Chapel Of The Roses" and "With All My Love I Thee Endow". Lush orchestral and choral effects are rendered by the Marty Gold Orchestra and The Golden Chorus. Whalen sings the beautiful "Chapel Of The Roses" with sincerity and warmth. It has a touch of the tenor, but stays within the commercial limits and the result is a wax of delightful proportions and moving quality. "With All My Love I Thee Endow" can be described similarly. It is another lovely tune handled in the same lush manner and sung hauntingly by Whalen. However, we feel "Chapel" stays closer to the commercial vein. Two beautiful sides.

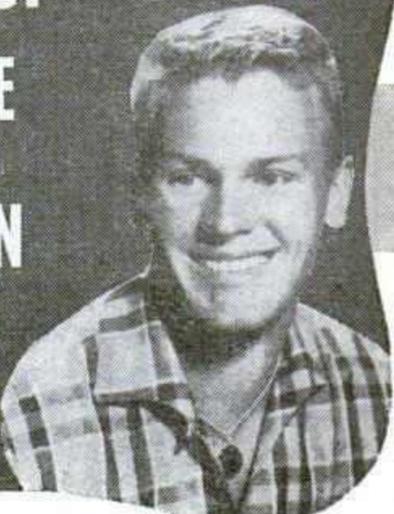
*DJs thanks for the wonderful welcome*

**jubilee RECORDS** 1650 Broadway, N. Y. C. *Bob*

# THE GREAT ARTISTS are on



**Pat Boone**  
**DON'T FORBID ME**  
b/w  
**ANASTASIA**  
#15521



**Tab Hunter**  
**YOUNG LOVE**  
b/w  
**RED SAILS IN THE SUNSET**  
#15533

**THE FONTANE SISTERS**



**THE BANANA BOAT SONG**  
b/w  
**HONOLULU MOON**  
#15527



**"OOO" BABY**  
b/w  
**9 LB. HAMMER**  
#15534

**SANFORD CLARK**

**JOHNNY MADDOX**



**ROCK AND ROLL MEDLEY**  
b/w  
**MOOD INDIGO**  
#15529

OTHER BEST SELLERS	
<p><b>Pat Boone</b> <b>FRIENDLY PERSUASION</b> b/w <b>CHAINS OF LOVE</b> #15490</p> <p><b>Sanford Clark</b> <b>A CHEAT</b> b/w <b>USTA BE MY BABY</b> #15516</p>	<p><b>Jim Lowe</b> <b>I FEEL THE BEAT</b> #15525</p> <p><b>Dell-Vikings</b> <b>HOW CAN I FIND TRUE LOVE</b> b/w <b>COME GO WITH ME</b> #15538</p>

**BEST SELLING ALBUMS**

DLP-3030 "HOWDY"—Pat Boone	DLP-3016 "GOLDEN INSTRUMENTALS"—Billy Vaughn
DLP-3012 PAT BOONE	DLP-3042 "THE FONTANE'S SING"—Fontane Sisters

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# THE BIG HITS DOT

**The Hilltoppers**



**MARIANNE**  
b/w  
**YOU'RE WASTING YOUR TIME**  
#14437

**Jim Lowe**



**GREEN DOOR**  
#15486  
**BY YOU, BY YOU BY YOU**  
#15525

**GALE STORM**



**MY HEART BELONGS TO YOU**  
b/w  
**ORANGE BLOSSOMS**  
#15515



**PENNSYLVANIA WALTZ**  
b/w  
**SUGAR BLUES**  
#15530  
**BILLY VAUGHN**

**LEROY VANDYKE**



**AUCTIONEER**  
#15503

### NEW AND HOT



**JIMMY NEWMAN**  
**THE WAY THAT YOU'RE LIVING**  
b/w  
**I'VE GOT YOU ON MY MIND**  
#1288

**Sonny Knight**  
**CONFIDENTIAL**  
#15507

**Mac Weisman**  
**ONE MINT JULEP**  
b/w  
**WAITING FOR SHIPS THAT NEVER COME IN**  
#15497



### BEST SELLING ALBUMS

DEP-1049 **PAT BOONE**  
DEP-1053 **"PAT ON MIKE"**—Pat Boone  
DEP-1054 **"FRIENDLY PERSUASION"**—Pat Boone

DLP-3023 **"THE BANJO WIZARDRY OF EDDIE PEABODY"**—Eddie Peabody  
DLP-110 **"THE MAN ON THE BANJO"**—Eddie Peabody

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### Best Sellers in Stores

For survey week ending January 23

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	Title	Label
1		14	<b>SINGING THE BLUES (BMI)—</b> G. Mitchell	Col 40769
2		5	<b>YOUNG LOVE (BMI)—S. James</b> You're the Reason (I'm in Love) (BMI)— Cap 3602	
3		3	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533	
4		7	<b>DON'T FORBID ME (BMI)—</b> P. Boone <b>ANASTASIA (ASCAP)—Dot 15521</b>	
5		2	<b>TOO MUCH (BMI)—E. Presley</b> <b>PLAYING FOR KEEPS (BMI)—</b> Vic 20-6800	
6		4	<b>BANANA BOAT (DAY-O) (ASCAP)—</b> H. Belafonte Star-O (ASCAP)—Vic 20-6771	
7		7	<b>BANANA BOAT SONG (BMI)—</b> Tarriers No Hidin' Place (BMI)—Glory 249	
8		8	<b>MOONLIGHT GAMBLER (ASCAP)—</b> F. Laine Lotus Land (ASCAP)—Col 40780	
9		4	<b>BLUE MONDAY (BMI)—F. Domino</b> <b>WHAT'S THE REASON (I'M NOT</b> <b>PLEASEING YOU)? (ASCAP)—</b> Imperial 5417	
10		17	<b>BLUEBERRY HILL (ASCAP)—</b> F. Domino Honey Chile (BMI)—Imperial 5407	
11		19	<b>GREEN DOOR (BMI)—J. Lowe</b> (Story of) The Little Man in Chinatown (BMI)— Dot 15486	
12		16	<b>LOVE ME TENDER (BMI)—</b> E. Presley Any Way You Want Me (ASCAP)—Vic 20-6643	
13		11	<b>★LOVE ME (BMI)—E. Presley</b> Vic EPA 992	
14		12	<b>ROSE AND A BABY RUTH (BMI)—</b> G. Hamilton IV If You Don't Know (BMI)— ABC-Paramount 9765	
15		18	<b>TRUE LOVE (ASCAP)—</b> B. Crosby-G. Kelly Well, Did You Evah (ASCAP)—Cap 3507	
16		22	<b>JUST WALKING IN THE RAIN</b> (BMI)—J. Ray In the Candlelight (ASCAP)—Col 40729	
17		7	<b>JAMAICA FAREWELL (ASCAP)—</b> H. Belafonte Once Way (ASCAP)—Vic 20-6663	
18		4	<b>LOVE IS STRANGE (BMI)—</b> Mickey & Sylvia I'm Going Home (BMI)—Groove 0175	
19		11	<b>ROCK-A-BYE YOUR BABY (ASCAP)—</b> J. Lewis Come Rain or Come Shine (ASCAP)—Dec 30124	
20		1	<b>JIM DANDY (BMI)—L. Baker</b> Tra La La (BMI)—Atlantic 1116	
21		2	<b>YOU DON'T OWE ME THING (BMI)—</b> J. Ray Look Homeward, Angel (BMI)—Col 40803	
22		9	<b>SINCE I MET YOU BABY (BMI)—</b> I. J. Hunter You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111	
23		9	<b>GONNA GET ALONG WITHOUT</b> <b>YA NOW (ASCAP)—Patience &amp;</b> <b>Prudence</b> Money Tree (ASCAP)—Liberty 55040	
23		13	<b>HEY! JEALOUS LOVER (ASCAP)—</b> F. Sinatra You Forgot All the Words (BMI)—Cap 3552	
25		3	<b>I DREAMED (BMI)—B. Johnson</b> If It's Wrong to Love You (BMI)—Bally 1020	

★(Not available as a Pop Single, available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/2 "Elvis" LPM 1382.)

### Most Played in Juke Boxes

For survey week ending January 23

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout 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	Title	Label
1		13	<b>SINGING THE BLUES (BMI)—</b> G. Mitchell Crazy With Love (ASCAP)—Col 40769	
2		16	<b>BLUEBERRY HILL (ASCAP)—</b> F. Domino Honey Chile (BMI)—Imperial 5407	
3		4	<b>DON'T FORBID ME (BMI)—</b> P. Boone Anastasia (ASCAP)—Dot 15521	
4		17	<b>GREEN DOOR (BMI)—J. Lowe</b> (The Story of) The Little Man in Chinatown (BMI)—Dot 15486	
5		15	<b>LOVE ME TENDER (BMI)—</b> E. Presley Any Way You Want Me (ASCAP)—Vic 20-6643	
6		5	<b>MOONLIGHT GAMBLER (ASCAP)—</b> F. Laine Lotus Land (ASCAP)—Col 40780	
7		4	<b>BANANA BOAT SONG (BMI)—</b> Tarriers No Hidin' Place (BMI)—Glory 249	
8		20	<b>JUST WALKING IN THE RAIN</b> (BMI)—J. Ray In the Candlelight (ASCAP)—Col 40729	
9		2	<b>YOUNG LOVE (BMI)—S. James</b> You're the Reason (I'm in Love) (BMI)—Cap 3602	
10		14	<b>TRUE LOVE (ASCAP)—</b> B. Crosby-G. Kelly Well, Did You Evah? (ASCAP)—Cap 3507	
11		8	<b>★LOVE ME—E. Presley</b> Vic EPA-992—BMI	
12		2	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533	
13		2	<b>BLUE MONDAY (BMI)—F. Domino</b> <b>WHAT'S THE REASON (I'M NOT</b> <b>PLEASEING YOU)?—Imperial 5417</b>	
14		5	<b>ROCK-A-BYE YOUR BABY</b> (ASCAP)—J. Lewis Come Rain or Come Shine (ASCAP)—Dec 30124	
15		10	<b>ROSE AND A BABY RUTH (BMI)—</b> G. Hamilton IV If You Don't Know (BMI)—ABC-Paramount 9765	
16		11	<b>HEY! JEALOUS LOVER (ASCAP)—</b> F. Sinatra You Forgot All the Words (BMI)—Cap 3552	
17		12	<b>CINDY, OH CINDY (BMI)—</b> E. Fisher Around the World (ASCAP)—Vic 20-6677	
18		1	<b>BANANA BOAT SONG (DAY-O)</b> (ASCAP)—H. Belafonte Star-O (ASCAP)—Vic 20-6771	
19		1	<b>AUCTIONEER (ASCAP)—</b> L. Van Dyke I Fell in Love With a Pony Tail (ASCAP)—Dot 15503	
20		4	<b>SINCE I MET YOU BABY (BMI)—</b> I. J. Hunter You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111	
20		4	<b>SINGING THE BLUES (BMI)—</b> M. Robbins I Can't Quit (BMI)—Col 21545	

★(Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/2 "Elvis" LPM 1382.)

### 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	Title
1		11	Singing the Blues (Acuff-Rose)
2		16	Love Me Tender (Presley)
3		19	True Love (Buxton Hill)
4		3	Banana Boat Song (E. B. Marks-Bryden)
5		12	Blueberry Hill (Chappell)
6		15	Green Door (Trinity)
7		2	Young Love (Lowery)
8		13	Cindy, Oh Cindy (E. B. Marks-Bryden)
9		17	Just Walking in the Rain (Golden West)
10		3	Don't Forbid Me (Roosevelt)
10		3	Moonlight Gambler (E. H. Morris)
12		3	Gonna Get Along Without Ya Now (Kellum)
13		3	Anastasia (Feist)
14		8	Love Me (Hill & Range)
15		14	Friendly Persuasion (Feist)

### Most Played by Jockeys

For survey week ending January 23

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

This Week	Last Week	Weeks on Chart	Title	Label
1		14	<b>SINGING THE BLUES (BMI)—</b> G. Mitchell Crazy With Love (ASCAP)—Col 40769	
2		5	<b>YOUNG LOVE (BMI)—S. James</b> You're the Reason (I'm in Love) (BMI)— Cap 3602	
3		6	<b>DON'T FORBID ME (BMI)—</b> P. Boone Anastasia (ASCAP)—Dot 15521	
4		3	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533	
5		4	<b>BANANA BOAT (DAY-O)</b> (ASCAP)—H. Belafonte Star-O (ASCAP)—Vic 20-6771	
6		8	<b>MOONLIGHT GAMBLER (ASCAP)—</b> F. Laine Lotus Land (ASCAP)—Col 40780	
7		6	<b>BANANA BOAT SONG (BMI)—</b> Tarriers No Hidin' Place (BMI)—Glory 249	
8		1	<b>LOVE ME (BMI)—E. Presley</b> Vic EPA-992	
9		1	<b>TOO MUCH (BMI)—E. Presley</b> Playing for Keeps (BMI)—Vic 20-6800	
10		8	<b>I DREAMED (BMI)—B. Johnson</b> If It's Wrong to Love You (BMI)—Bally 1020	
11		19	<b>GREEN DOOR (BMI)—J. Lowe</b> (Story of) The Little Man in Chinatown (BMI)—Dot 15486	
12		2	<b>BLUE MONDAY (BMI)—</b> F. Domino What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417	
13		3	<b>YOU DON'T OWE ME A THING</b> (BMI)—J. Ray Look Homeward, Angel (ASCAP)—Col 40803	
14		15	<b>HEY! JEALOUS LOVER (ASCAP)—</b> F. Sinatra You Forgot All the Words (BMI)—Cap 3552	
15		8	<b>JAMAICA FAREWELL (ASCAP)—</b> H. Belafonte Once Was (ASCAP)—Vic 20-6663	
16		18	<b>TRUE LOVE (ASCAP)—</b> B. Crosby-G. Kelly Well, Did You Evah? (ASCAP)—Cap 3507	
17		9	<b>GONNA GET ALONG WITHOUT YA</b> <b>NOW—Patience &amp; Prudence</b> Money Tree (ASCAP)—Liberty 55040	
18		4	<b>BANANA BOAT SONG (BMI)—</b> Fontane Sisters Honolulu Moon (ASCAP)—Dot 15527	
19		16	<b>BLUEBERRY HILL (ASCAP)—</b> F. Domino Honey Chile (BMI)—Imperial 5407	
20		16	<b>LOVE ME TENDER (BMI)—</b> E. Presley Any Way You Want Me (ASCAP)—Vic 20-6643	
21		1	<b>I LOVE MY BABY (ASCAP)—</b> J. Corey Egghead (ASCAP)—Col 40794	
22		4	<b>BANANA BOAT SONG (BMI)—</b> S. Vaughan I've Got a New Heartache (BMI)—Mercury 71020	
23		7	<b>ROCK-A-BYE YOUR BABY</b> (ASCAP)—J. Lewis Come Rain or Come Shine (ASCAP)—Dec 30124	
24		9	<b>SINCE I MET YOU BABY (BMI)—</b> I. J. Hunter You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111	
25		12	<b>ROSE AND A BABY RUTH (BMI)—</b> G. Hamilton IV If You Don't Know (BMI)—ABC-Paramount 9765	

★(Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/2 "Elvis" LPM 1382.)

# SARAH

# VAUGHAN

sings

# GREAT SONGS FROM HIT SHOWS

A Super Deluxe 2-12 inch Long Play  
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MGP-2-100



## SARAH VAUGHAN GREAT SONGS FROM HIT SHOWS

- A TREE IN THE PARK (Peggy Ann — 1926)
- LITTLE GIRL BLUE (Jumbo — 1935)
- COMES LOVE (Yokel Boy — 1939)
- BUT NOT FOR ME (Girl Crazy — 1930)
- MY DARLING, MY DARLING (Where's Charley — 1948)
- LUCKY IN LOVE (Good News — 1927)
- AUTUMN IN NEW YORK (Thumbs Up — 1934)
- IT NEVER ENTERED MY MIND (Higher and Higher — 1940)
- IF THIS ISN'T LOVE (Finian's Rainbow — 1947)
- THE TOUCH OF YOUR HAND (Roberta — 1933)
- HOMEWORK (Miss Liberty — 1949)
- BEWITCHED (Pal Joey — 1940)
- DANCING IN THE DARK (The Bandwagon — 1931)
- SEPTEMBER SONG (Knickerbocker Holiday — 1938)
- A SHIP WITHOUT A SAIL (Heads Up — 1929)
- LOST IN THE STARS (Lost In The Stars — 1949)
- IT'S GOT TO BE LOVE (On Your Toes — 1936)
- ALL THE THINGS YOU ARE (Very Warm For May — 1939)
- POOR BUTTERFLY (The Big Show of 1916)
- LET'S TAKE AN OLD FASHIONED WALK (Miss Liberty — 1949)
- MY HEART STOOD STILL (Connecticut Yankee — 1927)
- HE'S ONLY WONDERFUL (Flahooley — 1951)
- THEY SAY IT'S WONDERFUL (Annie Get Your Gun — 1946)
- MY SHIP (Lady In The Dark — 1941)

HAROLD MOONEY—ARRANGER, CONDUCTOR  
Supervised by ROBERT SHAD

MGP-2-100



SARAH VAUGHAN  
GREAT SONGS FROM HIT SHOWS

CUSTOM HIGH FIDELITY

- A TREE IN THE PARK (Peggy Ann — 1926)
- LITTLE GIRL BLUE (Jumbo — 1935)
- COMES LOVE (Yokel Boy — 1939)
- BUT NOT FOR ME (Girl Crazy — 1930)
- MY DARLING, MY DARLING (Where's Charley — 1948)
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- MY SHIP (Lady In The Dark — 1941)

HAROLD MOONEY—ARRANGER, CONDUCTOR  
Supervised By ROBERT SHAD

Among the 24 tunes included in a beautifully-packaged, two-12" LP set of *Great Songs from Hit Shows* by Sarah Vaughan are some near-forgotten oldies that are wonderfully revived. Things like *Lucky in Love*, *A Ship Without a Sail*, *Comes Love*, *The Touch of Your Hand*, and a delightful *Poor Butterfly* are spun into a glossy sheen by the gorgeous instrument that is Sarah's voice. It is the most satisfying album she has done in a long while, with Harold Mooney's arrangements generally unobtrusive and helpful. This is Sarah's forte these days — lush loveliness — and she of all today's singers has the equipment to produce such a mood. Solidly recommended (Mercury MGP-2-100).

(REPRINTED FROM DOWNBEAT)



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# POPULAR "HIT" SINGLES

LATEST RELEASES!

The BIG Voice for '57!

# brook benton



# THE WALL

b/w

## ALL MY LOVE BELONGS TO YOU

EPIC 9199 & 5-9199



Doin' great!

This one is happening!



## somethin' smith and the redheads

(Orchestra under the direction of O. B. MASINGILL)

## SWEET STUFF

b/w

## I HOPE YOU KNOW WHAT YOU'RE DOIN'

EPIC 9197 & 5-9197



## eileen barton

(Orchestra under the direction of MARION EVANS)

## THE BEAN SONG

(Which Way To Boston)

b/w

## QUE PASA, MY LOVE

EPIC 9198 & 5-9198



## Territorial Best Sellers

For survey week ending January 23

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

### Atlanta

1. Young Love, S. James, Cap.
2. Singing the Blues, G. Mitchell, Col.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Moonlight Gambler, F. Laine, Col.
5. Don't Forbid Me, P. Boone, Dot
6. Jamaica Farewell, H. Belafonte, Vic.
7. True Love, B. Crosby-G. Kelly, Cap.

### Baltimore

1. Young Love, S. James, Cap.
2. Don't Forbid Me, P. Boone, Dot
3. Love Me, E. Presley, Vic.
4. Too Much, E. Presley, Vic.
5. Love Is Strange, Mickey & Sylvia, Grv.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. Blue Monday, F. Domino, Imp.
8. Banana Boat Song, Tarriers, Gly.
9. Young Love, T. Hunter, Dot
10. Singing the Blues, G. Mitchell, Col.

### Boston

1. Young Love, S. James, Cap.
2. Singing the Blues, G. Mitchell, Col.
3. Wonderful, Wonderful, J. Mathis, Col.
4. Banana Boat (Day-O), H. Belafonte, Vic.
5. Blue Monday, F. Domino, Imp.
6. Young Love, T. Hunter, Dot
7. Don't Forbid Me, P. Boone, Dot
8. Moonlight Gambler, F. Laine, Col.
9. Banana Boat Song, Tarriers, Gly.
10. Love Is Strange, Mickey & Sylvia, Grv.

### Buffalo

1. Singing the Blues, G. Mitchell, Col.
2. Young Love, T. Hunter, Dot
3. Too Much, E. Presley, Vic.
4. Banana Boat (Day-O), H. Belafonte, Vic.
5. Blue Monday, F. Domino, Imp.

### Chicago

1. Young Love, T. Hunter, Dot
2. Banana Boat Song, Tarriers, Gly.
3. Don't Forbid Me, P. Boone, Dot
4. Moonlight Gambler, F. Laine, Col.
5. Singing the Blues, G. Mitchell, Col.
6. Rock-a-Bye Your Baby, J. Lewis, Dec.
7. Wringle Wrangle, B. Hayes, Pmt.
8. Banana Boat (Day-O), H. Belafonte, Vic.
9. I Love My Baby, J. Corey, Col.
10. Rudy's Rock, B. Haley, Dec.

### Cincinnati

1. Young Love, S. James, Cap.
2. Banana Boat (Day-O), H. Belafonte, Vic.
3. Rose and a Baby Ruth G. Hamilton IV, Pmt.
4. Too Much, E. Presley, Vic.
5. Singing the Blues, G. Mitchell, Col.
6. Moonlight Gambler, F. Laine, Col.
7. Don't Forbid Me, P. Boone, Dot
8. Love Me, E. Presley, Vic.
9. Rock-a-Bye Your Baby, J. Lewis, Dec.
10. Banana Boat Song, Tarriers, Gly.

### Cleveland

1. Young Love, S. James, Cap.
2. Singing the Blues, G. Mitchell, Col.
3. Jim Dandy, L. Baker, Atl.
4. Love Is Strange, Mickey & Sylvia, Grv.
5. Banana Boat Song, Tarriers, Gly.
6. Young Love, T. Hunter, Dot
7. I Miss You So, C. Connor, Atl.
8. Too Much, E. Presley, Vic.
9. Love Me Tender, E. Presley, Vic.
10. Blue Monday, F. Domino, Imp.

### Dallas-Fort Worth

1. Singing the Blues, G. Mitchell, Col.
2. Young Love, S. James, Cap.
3. Too Much, E. Presley, Vic.
4. Banana Boat (Day-O), H. Belafonte, Vic.
5. Blue Monday, F. Domino, Imp.
6. Don't Forbid Me, P. Boone, Dot
7. Jamaica Farewell, H. Belafonte, Vic.
8. Since I Met You Baby, I. J. Hunter, Atl.

### Denver

1. Don't Forbid Me, P. Boone, Dot
2. Singing the Blues, G. Mitchell, Col.
3. Young Love, S. James, Cap.
4. Blueberry Hill, F. Domino, Imp.
5. Love Me, E. Presley, Vic.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. Love Me Tender, E. Presley, Vic.
8. Too Much, E. Presley, Vic.
9. Young Love, S. James, Cap.
10. True Love, B. Crosby-G. Kelly, Cap.

### Detroit

1. Too Much, E. Presley, Vic.
2. Young Love, S. James, Cap.
3. Banana Boat Song, Tarriers, Gly.
4. Don't Forbid Me, P. Boone, Dot
5. Wringle Wrangle, F. Parker, Dsl.
6. Since I Met You Baby, I. J. Hunter, Atl.
7. Blue Monday, F. Domino, Imp.
8. Love Is Strange, Mickey & Sylvia, Grv.

### Kansas City

1. Don't Forbid Me, P. Boone, Dot
2. Young Love, T. Hunter, Dot
3. Jamaica Farewell, H. Belafonte, Vic.
4. Too Much, E. Presley, Vic.
5. Since I Met You Baby, I. J. Hunter, Atl.
6. Banana Boat (Day-O) H. Belafonte, Vic.
7. Moonlight Gambler, F. Laine, Col.
8. Blue Monday, F. Domino, Imp.
9. Singing the Blues, G. Mitchell, Col.

### Los Angeles

1. Singing the Blues, G. Mitchell, Col.
2. Young Love, T. Hunter, Dot
3. Green Door, J. Lowe, Dot
4. Love Me Tender, E. Presley, Vic.

5. Blueberry Hill, F. Domino, Imp.
6. True Love, B. Crosby-G. Kelly, Cap.
7. Too Much, E. Presley, Vic.
8. Just Walking in the Rain, J. Ray, Col.
9. Hey! Jealous Lover, F. Sinatra, Cap.

### Milwaukee

1. Young Love, S. James, Cap.
2. Moonlight Gambler, F. Laine, Col.
3. Banana Boat (Day-O) H. Belafonte, Vic.
4. Don't Forbid Me, P. Boone, Dot
5. Banana Boat Song, Tarriers, Gly.
6. Rock-a-Bye Your Baby, J. Lewis, Dec.
7. Singing the Blues, G. Mitchell, Col.
8. Wringle Wrangle, F. Parker, Dsl.
9. Young Love, T. Hunter, Dot
10. Gonna Get Along Without Ya Now Patience & Prudence, Lbt.

### Minneapolis-St. Paul

1. Don't Forbid Me, P. Boone, Dot
2. Young Love, S. James, Cap.
3. Moonlight Gambler, F. Laine, Col.
4. Too Much, E. Presley, Vic.
5. Banana Boat (Day-O) H. Belafonte, Vic.
6. Jamaica Farewell, H. Belafonte, Vic.
7. Young Love, T. Hunter, Dot
8. Blue Monday, F. Domino, Imp.
9. Young Love, Crew Cuts, Mer.
10. Singing the Blues, G. Mitchell, Col.

### New Orleans

1. Singing the Blues, G. Mitchell, Col.
2. Young Love, S. James, Cap.
3. Blue Monday, F. Domino, Imp.
4. Green Door, J. Lowe, Dot
5. Don't Forbid Me, P. Boone, Dot
6. Moonlight Gambler, F. Laine, Col.
7. Cindy, Oh Cindy, E. Fisher, Vic.
8. Too Much, E. Presley, Vic.
9. Rose and a Baby Ruth G. Hamilton IV, Pmt.
10. Love Me Tender, E. Presley, Vic.

### New York

1. Singing the Blues, G. Mitchell, Col.
2. True Love, B. Crosby-G. Kelly, Cap.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Young Love, S. James, Cap.
5. Love Me Tender, E. Presley, Vic.
6. Blueberry Hill, F. Domino, Imp.
7. Green Door, J. Lowe, Dot
8. Rock-a-Bye Your Baby, J. Lewis, Dec.
9. I Dreamed, B. Johnson, Bly.
10. Anastasia, P. Boone, Dot

### Philadelphia

1. Singing the Blues, G. Mitchell, Col.
2. Banana Boat Song, Tarriers, Gly.
3. Love Me Tender, E. Presley, Vic.
4. Green Door, J. Lowe, Dot
5. Young Love, S. James, Cap.
6. Gonna Get Along Without Ya Now Patience & Prudence, Lbt.
7. True Love, B. Crosby-G. Kelly, Cap.
8. Banana Boat (Day-O), H. Belafonte, Vic.
9. Rock-a-Bye Your Baby, J. Lewis, Dec.
10. Blueberry Hill, F. Domino, Imp.

### Pittsburgh

1. Young Love, S. James, Cap.
2. Moonlight Gambler, F. Laine, Col.
3. Singing the Blues, G. Mitchell, Col.
4. Too Much, E. Presley, Vic.
5. Banana Boat (Day-O), H. Belafonte, Vic.
6. Young Love, T. Hunter, Dot
7. Love Is Strange, Mickey & Sylvia, Grv.
8. Come Go With Me, D. Vikings, Dot
9. Bad Boy, Jive Bombers, Sav.

### St. Louis

1. Banana Boat Song, Tarriers, Gly.
2. Young Love, T. Hunter, Dot
3. Young Love, S. James, Cap.
4. I Dreamed, B. Johnson, Bly.
5. Singing the Blues, G. Mitchell, Col.
6. Greensleeves, Beverly Sisters, Lon.
7. Rose and a Baby Ruth G. Hamilton IV, Pmt.
8. Don't Forbid Me, P. Boone, Dot
9. Too Much, E. Presley, Vic.
10. Wringle Wrangle, B. Hayes, Pmt.

### San Francisco

1. Singing the Blues, G. Mitchell, Col.
2. Banana Boat (Day-O), H. Belafonte, Vic.
3. Green Door, J. Lowe, Dot
4. Young Love, T. Hunter, Dot
5. Just Walking in the Rain, J. Ray, Col.
6. Love Me Tender, E. Presley, Vic.
7. Blueberry Hill, F. Domino, Imp.
8. Love Me, E. Presley, Vic.
9. Too Much, E. Presley, Vic.
10. Rock-a-Bye Your Baby, J. Lewis, Dec.

### Seattle

1. Young Love, S. James, Cap.
2. Too Much, E. Presley, Vic.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Singing the Blues, G. Mitchell, Col.
5. Don't Forbid Me, P. Boone, Dot
6. Love Is Strange, Mickey & Sylvia, Grv.
7. Love Me Tender, E. Presley, Vic.
8. Blue Monday, F. Domino, Imp.
9. Dreamy Eyes, Four Preps, Cap.
10. True Love, B. Crosby-G. Kelly, Cap.

### Toronto

1. Young Love, S. James, Cap.
2. Singing the Blues, G. Mitchell, Col.
3. Banana Boat Song, Tarriers, Gly.
4. Love Me Tender, E. Presley, Vic.
5. Rose and a Baby Ruth G. Hamilton IV, Pmt.
6. Cindy, Oh Cindy, V. Martin, Gly.
7. Moonlight Gambler, F. Laine, Col.

# Tagged FOR 2 BIG HITS!!



## The Highlights

### "TO BE WITH YOU"

b/w

### "WILL I EVER KNOW"

Bally  
#1027 (7-1027)



## Bob Carroll

### "BUTTERFLY"

b/w

### "LOOK WHAT YOU'VE DONE TO ME"

Bally  
#1028 (7-1028)

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IN CANADA: SPARTON LABEL

# THE TOP 100

For survey week ending January 23

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	This Week
1.	SINGING THE BLUES—G. Mitchell, Columbia	1
2.	DON'T FORBID ME—P. Boone, Dot	2
3.	YOUNG LOVE—S. James, Capitol	3
4.	YOUNG LOVE—T. Hunter, Dot	6
5.	MOONLIGHT GAMBLER—F. Laine, Columbia	4
6.	BANANA BOAT SONG—Tarriers, Glory	8
7.	GREEN DOOR—J. Lowe, Dot	4
8.	BANANA BOAT (DAY-O)—H. Belafonte, Victor	13
9.	BLUEBERRY HILL—F. Domino, Imperial	7
10.	LOVE ME—E. Presley, Victor	8
11.	LOVE ME TENDER—E. Presley, Victor	10
12.	BLUE MONDAY—F. Domino, Imperial	16
13.	TRUE LOVE—Bing Crosby-G. Kelly, Capitol	11
14.	HEY! JEALOUS LOVER—F. Sinatra, Capitol	15
14.	ROSE AND A BABY RUTH—G. Hamilton IV, ABC-Paramount	14
16.	ROCK-A-BYE YOUR BABY—J. Lewis, Decca	17
17.	TOO MUCH—E. Presley, Victor	30
18.	JAMAICA FAREWELL—H. Belafonte, Victor	22
19.	JUST WALKING IN THE RAIN—J. Ray, Columbia	12
20.	GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence, Liberty	18
21.	SINCE I MET YOU BABY—I. J. Hunter, Atlantic	18
22.	YOU DON'T OWE ME A THING—J. Ray, Columbia	28
23.	I DREAMED—B. Johnson, Bally	22
24.	JIM DANDY—L. Baker, Atlantic	28
24.	LOVE IS STRANGE—Mickey & Sylvia, Groove	25
26.	BANANA BOAT SONG—Fontane Sisters, Dot	26
27.	ON MY WORD OF HONOR—Platters, Mercury	31
28.	CINDY, OH CINDY—E. Fisher, Victor	20
28.	CINCO ROBLES—R. Arms, Era	46
30.	BANANA BOAT SONG—S. Lawrence, Coral	35
31.	WHO NEEDS YOU—Four Lads, Columbia	65
32.	GARDEN OF EDEN—J. Valino, Vik	21
33.	YOUNG LOVE—Crew Cuts, Mercury	24
34.	AIN'T GOT NO HOME—C. Henry, Argo	42
35.	POOR BOY—E. Presley, Victor	35
36.	KNEE DEEP IN THE BLUES—G. Mitchell, Columbia	43
37.	LOOK HOMEWARD ANGEL—J. Ray, Columbia	61
38.	I LOVE MY BABY—J. Corey, Columbia	45
38.	WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Presley, Victor	27
40.	ANASTASIA—P. Boone, Dot	37
41.	PLAYING FOR KEEPS—E. Presley, Victor	—
42.	CAN I STEAL A LITTLE LOVE—F. Sinatra, Capitol	47
43.	AUCTIONEER—L. Van Dyke, Dot	34
44.	CINCO ROBLES—L. Paul & M. Ford, Capitol	75
45.	ONE IN A MILLION—Platters, Mercury	31
46.	BY YOU, BY YOU, BY YOU—J. Lowe, Dot	43
47.	WRINGLE WRANGLE—F. Parker, Disneyland	53
48.	SINGING THE BLUES—M. Robbins, Columbia	79
48.	GREENSLEEVES—Beverly Sisters, London	—
50.	WHAT'S THE REASON (I'M NOT PLEASING YOU)—F. Domino, Imperial	50
51.	HONKY TONK—B. Doggett, King	40
52.	BANANA BOAT SONG—S. Vaughan, Mercury	31
53.	TAKE ME BACK BABY—G. Mitchell, Columbia	—
54.	FRIENDLY PERSUASION—P. Boone, Dot	49
55.	SINCE I MET YOU BABY—M. Carson, Columbia	57
56.	DREAMY EYES—Four Preps, Capitol	96
57.	CINDY, OH CINDY—V. Martin, Glory	38
58.	DON'T BE CRUEL—E. Presley, Victor	50
59.	SLOW WALK—S. Austin, Mercury	53
59.	TWO DIFFERENT WORLDS—D. Rondo, Jubilee	39
61.	MAMA FROM THE TRAIN—P. Page, Mercury	41
61.	WRITTEN ON THE WIND—Four Aces, Decca	76
61.	WISDOM OF A FOOL—Five Keys, Capitol	48
64.	BABY DOLL—A. Williams, Cadence	52
64.	WRINGLE WRANGLE—B. Hayes, ABC-Paramount	58
66.	MONEY TREE—M. Whiting, Capitol	60
67.	CONFIDENTIAL—S. Knight, Dot	62
67.	NIGHT LIGHTS—Nat (King) Cole, Capitol	59
69.	BAD BOY—Jive Bombers, Savoy	—
70.	I MISS YOU SO—C. Connor, Atlantic	73
71.	SLOW WALK—B. Doggett, King	56
72.	REPEAT AFTER ME—P. Page, Mercury	—
73.	DANCING CHANDELIER—S. Syms, Decca	78
73.	MONEY TREE—Patience & Prudence, Liberty	96
75.	RED SAILS IN THE SUNSET—T. Hunter, Dot	—
76.	CITY OF ANGELS—Highlights, Bally	65
77.	THOUSAND MILES AWAY—Heartbeats, Rama	98
78.	PARALYZED—E. Presley, Victor	67
79.	LITTLE BY LITTLE—N. Brown, Savoy	82
79.	PARTY'S OVER—Doris Day, Columbia	71
81.	CRAZY WITH LOVE—G. Mitchell, Columbia	74
82.	YOUR LOVE FOR ME—F. Sinatra, Capitol	71
83.	GOODNIGHT MY LOVE—McGuire Sisters, Coral	63
84.	HOLIDAY FOR TROMBONES—P. Faith, Columbia	—
85.	HOUND DOG—E. Presley, Victor	—
86.	WITHOUT LOVE—C. McPhatter, Atlantic	—
87.	MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral	55
87.	WHAT IS A TEEN-AGE GIRL—T. Edwards, Coral	—
89.	ARMEN'S THEME—D. Seville, Liberty	88
90.	ARMEN'S THEME—J. Reisman, Victor	85
91.	I WALK THE LINE—J. Cash, Sun	—
92.	MARIANNE—T. Gilkyson, Columbia	—
92.	TREES—A. Hibbler, Decca	—
94.	TRUE LOVE—J. Powell, Verve	79
95.	AUCTIONEER—C. Miller, Mercury	63
96.	JUST IN TIME—T. Bennett, Columbia	91
97.	BLUE MOON—E. Presley, Victor	—
97.	FRIENDLY PERSUASION—Four Aces, Decca	—
99.	LOVE ME TENDER—H. Rene, Victor	90
99.	ON LONDON BRIDGE—J. Stafford, Columbia	91

### 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.

**OFF THE TOP OF OUR HEAD ITS A SMASH**



**AL SAVAGE**



**HAPPY TEARS**

STILL IN LOVE WITH YOU #494

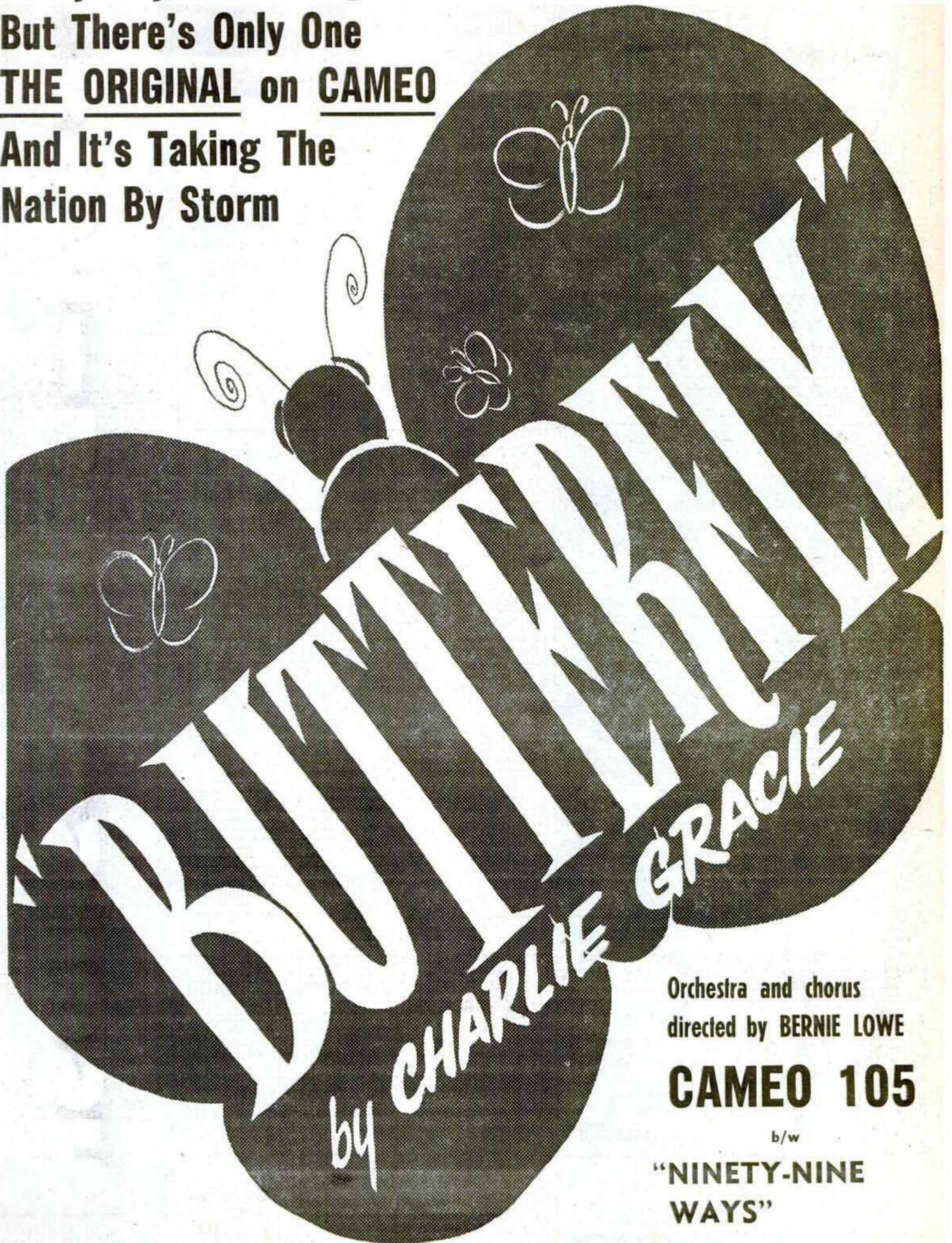
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 THE ORIGINAL on CAMEO  
 And It's Taking The  
 Nation By Storm**



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 directed by BERNIE LOWE

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b/w

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KING 4950

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**HONKY TONK (Vocal)**

KING 5001 - THIS IS A VOCAL VERSION!

**NEW RELEASES**

**BIG DADDY-KING 5013**  
**BACON FAT b/w BAD BOY**

**CHRIS COLUMBO-KING 5012**  
**OH YEAH! Parts 1 & 2**

**KEN McDONALD-DELUXE 6109**  
**ONLY ME b/w GOOD, GOOD, GOOD**

**BEST SELLERS**

**LITTLE WILLIE JOHN-KING 5003**  
**A LITTLE BIT OF LOVING b/w WILL THE SUN SHINE TOMORROW**

**LUTHER AND LITTLE EVA-KING 5010**  
**LOVE IS STRANGE b/w AIN'T GOT NO HOME**

**ANNIE LAURIE-DELUXE 6107**  
**IT HURTS TO BE IN LOVE**

**OTIS WILLIAMS AND HIS CHARMS-DELUXE 6105**  
**BLUES, STAY AWAY FROM ME b/w PARDON ME**

**THE MIDNIGHTERS-FEDERAL 12288**  
**LET ME HOLD YOUR HAND b/w OOH BAH BABY**

**JAMES BROWN AND THE FAMOUS FLAMES-FEDERAL 12289**  
**JUST WON'T DO RIGHT b/w LET'S MAKE IT**

**THE TEAR DROPS**  
**I PRAYED FOR LOVE**  
b/w  
**MY INSPIRATION**  
KING 5004

**KENNY AND MOE**  
(The Blues Boys)  
**CAN'T HELP MYSELF**  
b/w  
**YOU'RE GONNA MISS ME WHEN I'M GONE**  
DE LUXE 6101

**HARLEM NOCTURNE** EARL BOSTIC  
KING 4978

**BONNIE LOU-KING 5009**  
**I WANT YOU b/w EASY LOVE, EASY KISSES**

**MAC CURTIS-KING 4995**  
**THAT AIN'T NOthin' BUT RIGHT b/w DON'T YOU LOVE ME**

**CONFIDENTIAL** BUBBER JOHNSON  
KING 4988

**BILLY GAYLES**  
**I'M TORE UP**  
FEDERAL 12265

**JOE PERKINS**  
**TIME ALONE WILL TELL**  
b/w  
**AIN'T YOU GLAD NATURE DID IT**  
KING 5005

**BIG JOHN GREER**  
**SWEET SLUMBER**  
b/w  
**MIDNIGHT RAMBLE**  
KING 5006

**BILLY GAYLES**  
**JUST ONE MORE TIME**  
b/w  
**SAD AS A MAN CAN BE**  
FEDERAL 12287

**DON RENO - RED SMILEY**  
**COUNTRY BOY ROCK 'N ROLL**  
KING 5002  
**KING - FEDERAL - DELUXE RECORDS**

**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**

- Anastasia (R) (F)—Feist—ASCAP
- Armen's Theme (R)—Bourne—ASCAP
- Baby Doll (R) (F)—Remick—ASCAP
- Ballerina (R)—Jefferson—ASCAP
- Banana Boat Song (R)—E. B. Marks-Bryden—BMI
- Cinco Robles (R)—Warman—BMI
- Don't Forbid Me (R)—Roosevelt—BMI
- Green Door (R)—Trinity—BMI
- Hey! Jealous Lover (R)—Barton—ASCAP
- I Dreamed (R)—Trinity—BMI
- I Love My Baby (R)—Shapiro-Bernstein—ASCAP
- I Thought It Was Over (R)—Remick—ASCAP
- I'd Love to Fall Asleep (R)—Southern—ASCAP
- It Looks Like Love (R)—Paramount—ASCAP
- Just in Time (R) (M)—Stratford—ASCAP
- Like a Brook Gets Lost in a River (R)—Witmark—ASCAP
- Love Me Tender (R) (F)—Presley—BMI
- Marianne (R)—Montclare—BMI
- Money Tree (R)—Frank—ASCAP
- Moonlight Gambler (R)—E. H. Morris—ASCAP
- Mutual Admiration Society (R) (F)—Chappell—ASCAP
- The Party's Over (R) (F)—Stratford—ASCAP
- Singing the Blues (R)—Acuff-Rose—BMI
- True Love (R) (F)—Buxton Hill—ASCAP
- Two Different Worlds (R)—Princess—ASCAP
- Uno Momento (R)—Famous—ASCAP
- Whad'ja Put in That Kiss (R)—Daywin—BMI
- Who Needs You (R)—Corwin—BMI
- Young Love (R)—Lowery—BMI
- Your Love is My Love (R)—Peer—BMI

**Television**

- Ballerina (R)—Jefferson—ASCAP
- Banana Boat Song (R) (M)—Stratford—ASCAP
- Blueberry Hill (R)—Chappell—ASCAP
- Cinco Robles (R)—Warman—BMI
- Cindy, Oh Cindy (R)—E. B. Marks-Bryden—BMI
- Don't Forbid Me (R)—Roosevelt—BMI
- February Brings the Rain (R)—E. H. Morris—ASCAP
- Friendly Persuasion (R) (F)—Feist—ASCAP
- Gonna Get Along Without Ya Now (R)—Kellern—ASCAP
- Goodnight My Love Pleasant Dreams (R)—Quintet—BMI
- Green Door (R)—Trinity—BMI
- Hey! Jealous Lover (R)—Barton—ASCAP
- I Don't Know Enough About You (R)—Porgie—BMI
- I Dreamed (R)—Trinity—BMI
- I Love My Baby (R)—Shapiro-Bernstein—ASCAP
- I've Grown Accustomed to Your Face (R) (F)—Chappell—ASCAP
- Jamaica Farewell (R)—Shari—ASCAP
- Just in Time (R) (M)—Stratford—ASCAP
- Marianne (R)—Montclare—BMI
- Love Me Tender (R) (F)—Presley—BMI
- Money Tree (R)—Frank—ASCAP
- Rock-A-Bye Your Baby With a Dixie Melody (R)—Mills-Warock—ASCAP
- Since I Met You Baby (R)—Progressive—BMI
- Singing the Blues (R)—Acuff-Rose—BMI
- True Love (R) (F)—Buxton Hill—ASCAP
- Two Different Worlds (R)—Princess—ASCAP
- Walking After Midnight (R)—Sage & Sand—BMI
- Wriggle Wriggle (R) (F)—Disney—ASCAP
- Young Love (R)—Lowery—BMI

**Best Selling Sheet Music in Britain**

(For week ending January 19)

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.

- Singing the Blues—Frank (Acuff-Rose)
- True Love—Chappell (Buxton Hill)
- The Garden of Eden—Duchess (Republic)
- Just Walking in the Rain—Frank (Golden West)
- The Green Door—Francis Day (Trinity)
- Friendly Persuasion—Robbins (Feist)
- St. Therese of the Roses—Dash (Dennis)
- Autumn Concerto—Macmelodies (Symphony)
- Cindy, Oh Cindy—Dash (E. B. Marks-Bryden)
- Two Different Worlds—Spier (Princess)
- More—Berry (Shapiro-Bernstein)
- A House With Love in It—Lawrence Wright (Evans)
- Whatever Will Be, Will Be—Melcher-Toff (Artists)
- A Woman in Love—Morris (Frank)
- My Prayer—World Tide (Skidmore)
- A Letter to a Soldier—David Toff (Daywin)
- Come Home to My Arms—Sterling (Chappell)
- When Mexico Gave Up the Rhumba—Feist (Copar)
- I Dreamed—Duchess (Morris)
- You, Me and Us—John-Fields (Roncom)

**Best Selling Pop Records in Britain**

(For week ending January 19)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1.	GARDEN OF EDEN—Frankie Vaughan (Philips)	3
2.	SINGING THE BLUES—Gu, Mitchell (Philips)	1
3.	SINGING THE BLUES—Tommy Steele (Decca)	2
4.	FRIENDLY PERSUASION—Pat Boone (London)	4
5.	ST. THERESA OF THE ROSES—Malcolm Vaughan (HMV)	7
6.	TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	8
7.	JUST WALKING IN THE RAIN—Johnnie Ray (Philips)	6
8.	GREEN DOOR—Frankie Vaughan (Philips)	4
9.	CINDY, OH CINDY—Eddie Fisher (HMV)	9
10.	HOUND DOG—Elvis Presley (HMV)	10
11.	LOVE ME TENDER—Elvis Presley (HMV)	15
12.	DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)	13
13.	BLUEBERRY HILL—Fats Domino (London)	12
14.	RIP IT UP—Bill Haley Comets (Brunswick)	11
15.	MOONLIGHT GAMBLER—Frankie Laine (Philips)	16
16.	TWO DIFFERENT WORLDS—Ronnie Hilton (HMV)	18
17.	ROCKING THROUGH THE RYE—Bill Haley Comets (Brunswick)	—
18.	ADORATION WALTZ—David Whitfield (Decca)	—
19.	GARDEN OF EDEN—Gary Miller (Pye-Nixa)	14
20.	YOU, ME AND US—Alma Cogan (HMV)	—
20.	YOU DON'T OWE ME A THING—Johnnie Ray (Philips)	—

**Capitol Girds for Expansion**

Continued from page 17

he did not deny that this was a possibility. There are many avenues open to Capitol should they enter the equipment arena. As is the general practice in the industry, with the exception of RCA Victor, established manufacturing sources with the facilities, supplies and labor for hi-fi production, produce the bulk of name brand players on the market. This is true of both Decca and Columbia Records, both of whom market a line of high-fidelity equipment under their own names. With respect to distribution, Capitol will have the choice of using their present set-up of company-owned branches and independent distributors, or by-passing these and entering into dual distribution for records and equipment. Wallichs acknowledged Capitol

was very much interested in the phonograph equipment field, having seen the benefits thru the distribution of V-M for a number of years. Capitol does not handle the latter line in five major markets. Wallichs said, and these markets are important to their over-all sales picture. Capitol at one time sold a player of their own which was manufactured for them by Packard-Bell here. In his new post, O'Boyle will make his headquarters in New York, effective February 1, and will report to Lloyd Dunn, vice-president in charge of merchandising and sales. A statement from Mr. Wallichs said: "O'Boyle will concentrate on the efforts of the company to broaden every dimension of the rapidly growing market for high-fidelity players."

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- WALKIN' IN THE RAIN
- NO GOOD LOVER

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**BEST BET IN BILLBOARD  
AND CASH BOX**

**COAST-TO-COAST! THE ORIGINAL!**

## "LITTLE BY LITTLE"

**NAPPY BROWN on Savoy 1506**

**Coming Up Strong** (D. J.'s, write if you haven't received your sample! Savoy 1508)

**"BAD BOY" THE JIVE BOMBERS**

**"RIB JOINT" SAMMY PRICE on #1505**

**SAVOY RECORD CO., Inc.**

**NEWARK, N. J.**

## VOX JOX

By REN GREVATT

The Billboard's first Disk Jockey Quarterly, published last week, has already brought us letters of comment. However, the more opinions in writing from jocks around the circuit that we can get, the more able we'll be to give you the kind of help you need. As you know, these quarterlies will be taking the place of our annual jockey section, formerly published in November. The volume of the record business has grown to a point where The Billboard feels quarterly rather than annual treatment of special jockey interests — programming, problems, new artists, etc.—will better serve jockey readers. Now that you have had a chance to digest last week's first quarterly, please send your frank comments along to this column. We'll be grateful.

Whether Elvis Presley and rock and roll are falling from public favor or maintaining their grip, will be argued for a long time to come. A number of letters each week give us one or the other side. Bud Arkell of WNDB, Daytona Beach, Fla. says his listeners now prefer pop ballads to rock and roll by three to one. Also in a recent poll on the theme "What I like most about Elvis Presley," the jockey declares more fans wrote on what they didn't like about Elvis. Cal Zethmayr of WWGS, Tifton, Ga., says his requests for Presley disks have dropped from 80 to about 15 per cent of his mail in little more than a month. He says there are more letters than ever asking for Glenn Miller and Harry Belafonte. On the other hand, Don Bell of KRNT, Des Moines, is still publicizing Presley via a contest of Presley imitators. Local theater puts up cash, disks and show passes as prizes.

"Slim Jim" Stevens of WLLH, Lowell, Mass., reports things are swinging in his town on the high school record hop front. Stevens with Phil Strates, another jock at the station, conducts a regular "Swing 'n' Hops" for the adolescent cats and chicks. Steven says the kids are requesting a lot of rumbas, polkas and Frank Sinatra disks. He says more and more of the teen-agers are appreciating what he calls, "good music," by

### MONITOR MUSICAL SURVEY

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas.

- Helena, Mont.  
"Blue Monday," Fats Domino, Imperial.
- San Antonio  
"It's So Easy to Forget," Four Lads, Columbia.
- Augusta, Ga.  
"I Dreamed," Betty Johnson, Bally.
- Toledo  
"Too Much," Elvis Presley, RCA Victor.
- Eugene, Ore.  
"Banana Boat (Day-O)," Harry Belafonte, RCA Victor.
- Phoenix, Ariz.  
"Young Love," Sonny James, Capitol.
- Baton Rouge, La.  
"Boy With the Green Sleeves," Pat Kirby, Decca.
- Little Rock  
"Anastasia," Pat Boone, Dot.
- Baltimore  
"Singing the Blues," Guy Mitchell, Columbia.
- Marionette, Wis.  
"Whispering Heart," Chuck Reed, Decca.

### YESTERYEAR'S TOPS—

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

FEBRUARY 1, 1947:

1. (I Love You) For Sentimental Reasons
2. The Old Lamplighter
3. Ole Buttermilk Sky
4. A Gal in Calico
5. Huggin' and Chalkin'
6. Zip-A-Dee Doo-Dah
7. Oh, But I Do
8. Managua Nicaragua
9. I'll Close My Eyes
10. Sonata

FEBRUARY 2, 1952:

1. Cry
2. Slow Poke
3. Tell Me Why
4. Little White Cloud That Cried
5. (It's No) Sin
6. Shrimp Boats
7. Any Time
8. Charmaine
9. Down Yonder
10. Undecided

"well-established singers and by bands that play good music."

In Pittsburgh, WJAS jockey Barry Kaye is doing "something different and exciting," according to a letter from the spinner. Kaye has started a weekly Latin American dance at the nearby Oakland YMHA. Known as the El Mambo Thursday (24) will feature Club, the dance features live, RCA Victor artist, Noro Morales.

College students continue to make the scene as deejays on campus outlets. Ron Leppig, an undergrad at Iowa State, operates a Sunday show on KASI in Ames, Ia., is a consultant to the dorm station, KMRI, and is doing work for WOL-TV in Ames. Fearless Fred Parker, meanwhile, a university of Wyoming student, is on the air two hours a night, five nights a week on KOWB, Laramie, Wyo., spotlighting Billboard selections on his shows.

More than \$7,000 has now been raised as a result of the Jack Clifton memorial show on WCUE, Akron. In memory of the late jockey, a cancer victim, the show was held at the Akron Armory last December 4 and featured Pat Boone and the Teen-Agers. Latest contribution of \$500 from Mrs. Helen Salzborg, Clifton's mother, brought the total to its current peak, all of which is earmarked for the American Cancer Society.

Mike Gavin, WCCM, Lawrence, Mass., is conducting his annual search for the best high school deejay. Winner gets a year's scholarship to the Cambridge School of Broadcasting. . . . Fred Gale, formerly of WPIK, Alexandria, Va., has been added to the jockey staff of WWDC, Leading Washington indie. . . . Jim Loyd,

has moved from KLIK, Jefferson City, Mo., to WOMI, Owensboro, Ky.

Gene Kaye, spinmaster of "Tunes Around Town," on WIEL, Elizabethtown, Ky., gets voice tracks from artists to introduce him and his show and to give a lead-in for their latest release. Recently he obtained tracks of Andy Williams from Cadence and of Steve Allen from the Coral label, in connection with Williams' new album. Kaye, who billed the show as a special, says the mail response was very good and that the record shop which sponsored the special noted a strong upswing in the sale of the Williams album.

**STEPPING UP!**  
**"SHE WALKED ME BY"**  
**LINCOLN CHASE**  
Dawn 221

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**Breaking for a BIG HIT!**  
**Ruth and Al**  
**REAL GONE PARTY**  
#5414

**Imperial Records**  
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**BOTH ORIGINALS—BOTH SMASHES**  
**JIMMY BOWEN**  
**"I'M STICKIN' WITH YOU"**  
b/w  
**"EVER LOVIN' FINGERS"**  
ROULETTE 4001

**BUDDY KNOX**  
**"PARTY DOLL"**  
b/w  
**"MY BABY'S GONE"**  
ROULETTE 4002

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**LUCKY FOR EVERYBODY!**  
**"LUCKY LIPS"**  
**RUTH BROWN**  
Atlantic 1125

**ATLANTIC RECORDING CORP.**  
157 West 57 St., N. Y. C.

Hit Hit

**THE ORIGINAL**  
**"IN THE CHAPEL"**  
by  
**ANN COLE**  
BATON #232

Hit Hit



# Citation of Achievement

## 1956

Awarded to the writers and publishers of these great  
Rhythm and Blues Song Hits of the year

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Mae Boren Axton\*†  
Lavern Baker  
Richard Barnett  
David Bartholomew\*  
Chuck Berry  
Otis Blackwell  
Robert A. Blackwell\*  
Edwin Bocage  
Priscilla Bowman  
James Brown  
Dorian Burton\*  
Billy Butler\*  
Ethel Byrd  
Bill Campbell  
Willis Carroll  
Blanche Carter

Albert Collins  
Eddie Cooley  
Al Curry  
John Davenport  
Sunny David  
Bob Davie\*  
Bill Doggett\*  
Antoine Domino\*  
Tommy Durden\*†  
John Funches  
Henry Glover\*  
George Goldner\*  
Laura Hollins  
Willie John  
Enotris Johnson\*  
James Johnson

Marvin Junior  
Pearl King  
Ira Kosloff\*†  
Dorothy LaBostrie  
Leonard Lee  
Joe Lubin  
Buddy Lucas  
Frankie Lyman\*  
John Marascalco  
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Howard Plummer Jr.  
Elvis Presley\*†  
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Clifford Scott\*  
Shep Shepherd\*  
Ernestine Smith  
James Smith  
Lou Stallman  
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John Terry  
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John Vincent  
Sonny Boy Williamson  
Chuck Willis  
Paul Winley  
Sid Wyche

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Venice Music, Inc.\*

*In recognition of the great national popularity attained by these Rhythm and Blues Song Hits*

AIN'T THAT LOVIN' YOU BABY  
ALL AROUND THE WORLD  
ALL BY MYSELF  
BLUE SUEDE SHOES\*†  
BO WEEVIL  
DEVIL OR ANGEL  
DON'T BE CRUEL\*†  
DON'T START ME TALKIN'  
DROWN IN MY TEARS  
FEVER  
THE GREEN DOOR\*  
HANDS OFF  
HEARTBREAK HOTEL\*†  
HIDE AND SEEK  
HONKY TONK\*

I CAN'T LOVE YOU ENOUGH  
I'LL REMEMBER (In the Still of the Night)  
I'M IN LOVE AGAIN\*  
IT'S TOO LATE  
I WANT YOU, I NEED YOU, I LOVE YOU\*†  
I WANT YOU TO BE MY GIRL  
LET THE GOOD TIMES ROLL  
LONG TALL SALLY\*  
LOVE, LOVE, LOVE  
LOVE ME TENDER\*  
NEED YOUR LOVE SO BAD  
OH, WHAT A NIGHT  
PLAY IT FAIR  
PLEASE, PLEASE, PLEASE  
POOR ME

RIP IT UP  
SEVEN DAYS  
SLIPPIN' AND SLIDIN'  
SO LONG  
SPEEDOO  
STEAMBOAT  
STRANDED IN THE JUNGLE  
THIRTY DAYS  
THOSE LONELY, LONELY NIGHTS  
TREASURE OF LOVE  
TUTTI-FRUITTI  
WHY DO FOOLS FALL IN LOVE\*  
WHY DON'T YOU WRITE ME  
WITCHCRAFT

\* Also winner of National Popularity Citation, 1956

† Also winner of Country and Western Citation, 1956

## BROADCAST MUSIC, INC.

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## THE BILLBOARD'S WEEKLY

**Tips on Coming Tops**

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

**RECENT POP RELEASES****Coming Up Strong**

The Billboard's weekly survey of top volume dealer sales indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard's best seller charts.

1. **Wringle Wrangle** . . . . . **Fess Parker**  
(ASCAP) Disneyland F 39
2. **Wringle Wrangle** . . . . . **Bill Hayes**  
(ASCAP) ABC-Paramount 9785
3. **Knee Deep in the Blues**  
**Take Me Back** . . . . . **Guy Mitchell**  
(BMI); (ASCAP) Columbia 40820
4. **Can I Steal a Little Love?**  
**Your Love for Me** . . . . . **Frank Sinatra**  
(ASCAP); (BMI) Capitol 3608
5. **Marianne** . . . . . **Terry Gilkyson**  
(BMI) Columbia 40817
6. **Who Needs You?**  
**It's So Easy to Forget** . . . . . **Four Lads**  
(ASCAP); (BMI) Columbia 40811
7. **Cinco Robles** . . . . . **Russell Arms**  
(BMI) Era 1026
8. **Little by Little** . . . . . **Nappy Brown**  
(BMI) Savoy 1506
9. **Hold 'Em Joe**  
**I'm Just a Country Boy** . . . . . **Harry Belafonte**  
(BMI); (BMI) RCA Victor 0322
10. **You Are My First Love**  
**Ballerina** . . . . . **Nat (King) Cole**  
(BMI); (ASCAP) Capitol 3619

**This Week's Best Buys**

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

**HOLD 'EM JOE** (Folkways, BMI)

**I'M JUST A COUNTRY BOY** (Folkways, BMI)—Harry Belafonte—RCA Victor 0322—These days, everything with Belafonte's name on it turns to gold. The fact that "Hold 'Em Joe" was previously available has not been a deterring factor in the sales performances of this new offering of it. A wide sampling of retailers in all parts of the country indicates brisk activity and impressive volume. "Hold 'Em Joe" is the more active side, altho the flip is also doing nicely. A previous Billboard "Spotlight" pick.

**YOU ARE MY FIRST LOVE** (Rex, BMI)

**BALLERINA** (Jefferson, ASCAP)—Nat (King) Cole—Capitol 3619—In the last two weeks this has been one of the more prominent disks mentioned by retail and one-stop sources as "coming up strong." Los Angeles, Boston, New York, Providence, Philadelphia, Baltimore, Buffalo, Pittsburgh and St. Louis were among the more important markets giving this verdict. "You Are My First Love" was generally the top-listed side, but "Ballerina," tho an older tune, was also doing surprisingly well. A typical dealer comment was, "His reading has so much class that it almost sounds like a new song." A previous Billboard "Spotlight" pick.

**LUCKY LIPS** (Tiger, BMI) — Ruth Brown — Atlantic 1125—See this week's Rhythm & Blues Best Buys.

**• Review Spotlight on . . .****POP RECORDS**

**BUDDY KNOX** . . . . . Roulette 4002 . . . . . **PARTY DOLL**  
(Jackie, BMI)

**STEVE LAWRENCE** . . . . . Coral 61792 . . . . . **PARTY DOLL**  
(Jackie, BMI)

Buddy Knox was suddenly sprung into national prominence with an exciting new tune that he introduced originally on the Triple-D label. It has country blues and rock and roll elements compounded in a mixture that adds up to commercial nitroglycerine. Knox's styling is an imposing one, and added to his early start, will have most of the odds in its favor. The flip of his record is "My Baby's Gone" (Jackie, BMI). Several covers of the "Party Doll" have come out now, but Steve Lawrence's is the one that seems most likely to give Knox competition. His delivery is smart and the backing original. The flip also helps, for it is a calypso, "Pum-Pa-Lum." The tune appeared originally in a Talbot Brothers' album, and Lawrence's chanting has plenty of humor and charm.

**CHARLIE GRACIE** . . . . . Cameo 105 . . . . . **BUTTERFLY**  
(Mayland-Presley, BMI)

**ANDY WILLIAMS** . . . . . Cadence 1308 . . . . . **BUTTERFLY**  
(Mayland-Presley, BMI)

There will be plenty of action on this tune and this disk, the original, is likely to wind up at the top of the heap. Gracie has a solid rockabilly flavor and he works with a swinging, rollin' arrangement that's with him all the way. Side has been out longest and it bears a lot of watching. Flip is "Ninety-Nine Ways," a satisfying rhythm rocker. (No publisher given.) Of the labels who have jumped on this tune, Cadence has the most imposing contender. Williams has been riding high with a strong disk ("Baby Doll"); constant TV exposure and this very competitive waxing of the new tune put him a few paces ahead of his rivals. Material is smartly handled and jockeys and fans alike are likely to go for it in a big way. Flip is "It Doesn't Take Very Long," an easy, lilting rhythm side (Roxbury, ASCAP).

**TERESA BREWER** . . . . . Coral 61776 . . . . . **HOW LONELY CAN ONE BE**  
(Wemar, BMI)

**I'M DROWNING MY SORROWS** . . . . . (Mills, ASCAP)

The petite chantress has as smart a pair of sides as she has come up with to date. That's saying plenty, but these two definitely country-styled weeper-ballads get a solid treatment that drips with lonely pathos. Interpretations and moods are very much a switch but the top thrushing and great Dick Jacobs arrangement can win new friends and keep all the old ones. Both sides have the power to break.

**JIMMY BOWEN** . . . . . Roulette 4001 . . . . . **I'M STICKIN' WITH YOU**  
(Jackie, BMI)

**EVER-LOVIN' FINGERS** . . . . . (Jackie, BMI)

A combination of "down" Southern guitar sound and the "big beat" makes a memorable impression on both these sides. The first-listed tune is a beat-ballad zeroed in accurately on the current market. "Fingers" is a minor-key blues of the idiom of "Singin' the Blues." The market at present is very susceptible to material of this kind, particularly when it is handled in as original a way as it is here. Juke box possibilities are unusually good.

**DOROTHY COLLINS** . . . . . Coral 61790 . . . . . **BEFORE I DIE**  
(Nash, BMI)

**I MISS YOU ALREADY** . . . . . (Tree, BMI)

A cover of both sides of the current Faron Young record—and what a smart commercial idea this turns out to be! "Before I Die" is a bright, extrovert side with spanking back-beat and smile-provoking lyrics. The flip, a repentant ballad, is chirped with rich sound and sweet sincerity. Has a pretty and memorable melody that lends itself well to pop treatment. Either of these sides could turn out to be big moneymakers.

**JULIE LONDON** . . . . . Liberty 55052 . . . . . **THE BOY ON A DOLPHIN**  
(Robbins, ASCAP)

This is the first tune since "Cry Me a River" that has offered the singer a similar combination of "quality" and sound commercial values. A beautiful tune which Miss London sings in a movie of the same title, "Dolphin," is so artfully read that if there is any justice at all in the world, it has to make it. Her silky tone and sensitive phrasing is a joy to the ear and a satisfaction to the soul. The flip, "Meaning of the Blues" (Northern, ASCAP), is also a lovely thing and will deserve copious deejay play.

NOTE: Sanford Clark's record of "Oo Baby" and "9-Lb. Hammer," a "Spotlight" selection last week, should have been listed as Dot 15534. The Don Cherry "Spotlight" record of "Don't You Worry Your Pretty Little Head" and "The Last Dance" should have carried the listing Columbia 40828. The artist listing for the Mercury record of "Your Wild Heart," also a "Spotlight" last week, should have been Joy Layne.

**Reviews and Ratings \* \*****BILLY WILLIAMS**

**Butterfly** . . . . . 50

**CORAL 61795**—Williams chants a husky-voiced, fervent, extremely commercial cover of the tune that already has multi-disked coverage. This will be a big song and this version should get plenty of attention. (Mayland, Presley, BMI)

**The Pied Piper** . . . . . 78

Here's a strong off-beat blues job with solid Williams vocalizing and a swing-

ing guitar beat. Has an interesting sound and should compete with the flip for plays. (Iris, Trojan, BMI)

**BROOK BENTON**

**The Wall** . . . . . 79

**EPIC 9199** — A fine rock and roll pleader, with far-above-normal content in the lyrics. The talented warbler hands it a real class reading. Label has another excellent chance to crack thru

(Continued on page 50)

**OVERNIGHT**

**SMASH!**

**"BUTTERFLY"**

**ELDORADO #505**

**BILL ALLEN & THE KEYNOTES**

**BILL BUCHANAN & DICK GOODMAN**

**ELDORADO RECORD CORP., 1650 BROADWAY, NEW YORK 19, COLUMBUS 5-4255**

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Merchandising Division **831**  
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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

when answering ads . . .  
Say You Saw It in The Billboard

# Reviews of New Pop Records

Continued from page 48

with this one, pop and r.&b. (Dreyer, ASCAP)  
**All My Love Belongs to You...76**  
This one is at a good-rockin' tempo, and the warbler invests it with potent personality and great beat. A happy effort, with good group arrangement and solo, for a change, by a trombone. (Blackwood, BMI)

**HILLTOPPERS**  
**You're Wasting Your Time...79**  
DOT 15537—Here's another smart chunk of wax with the group on a banjo-backed "Singing the Blues" kick. Tune has the same catchy flavor of the current Mitchell hit and it could do business. (Randy Smith, ASCAP)  
**Marianne...78**  
Terry Gilkyson's and other versions have a head start on this now-famous calypso tune but the Hilltoppers have one of their rare recent entries and it's a solid one. This could still share some of the loot on the tune. (Montclare, BMI)

**DICK HYMAN**  
**The Red Cat...78**  
M-G-M 12415—One of the numerous recent Continental entries and it has plenty of strong commercial flavor. Hyman bangs out some great harpsichord sounds and the melody could catch on. Plenty of potential here. Watch it. (True Blue, ASCAP)  
**Threepenny Tango...75**  
Another theme from "Threepenny Opera," which has an impressive Latin beat and melody that sticks. Alto sax carries melody load alternating with Hyman at harpsichord. Solid wax that could pay its way. (Davis, ASCAP)

**BOB CARROLL**  
**Butterfly...78**  
BALLY 1028—Here's a satisfying, banjo-backed chunk of wax with some mighty stylish and lusty singing by Carroll. One of his strongest disks and a good contender for a share of the chips on this tune. (Maryland, Presley, BMI)  
**Look What You've Done to Me...71**  
Here's an interesting rock and roll styled rhythm slicing by Carroll which is nicely handled. Flip, however, will likely get the action.

**KAREN CHANDLER**  
**Your Wild Heart...78**  
DECCA 30207—Another cover of this on-coming item. Thrush gives it a tasteful projection which ought to put it in the running. Jack Pleis backs it with chorus and ork for happy assist. Rates both jock and counter attention. (Meridian, BMI)  
**It's an International Language...69**  
Novelty tune on a Latin beat comes

off only so-so. Lots of effort here to whip up interest, but results something less than torrid. Pleis and ork again in attendance, but flip carries all the weight. (Michele, ASCAP)

**BETTY MADIGAN**  
**Can't You Tell?...77**  
M-G-M 12416—A cozy ballad which gets the thrush's usual dedicated treatment. Could be this will do something. It's got the melody and the reading to do it. (Weiss & Barry, BMI)  
**Ev'ry Time...75**  
The pretty chick handles this in a warm, glowy style which jocks will like. It's the standard and the gal makes it real nice listening. (Chappell, ASCAP)

**GINNY GIBSON**  
**I Pledge Allegiance to Your Heart...77**  
ABC-PARAMOUNT 9786—Several versions of this tune are now vying for the public's favor. This should be a strong contender, for it has a rhythmic stride and schmaltzy piping that gets into the blood stream after a bit. Bright backing is also an asset. (United, ASCAP)  
**A Pair of Fools...74**  
Most of the way here, the singer is harmonizing with herself (via multi-track taping), giving a pleasant, bouncy styling to this delightful ditty. Smart commercial stuff. (Chappell, ASCAP)

**JIMMY BREEDLOVE**  
**The Sky...76**  
CAPITOL 3626—An interesting new vocalist, with a bit of Eckstine, a bit of Cole and some of himself—adding up to a talent meriting good exposure. Song is quality, with lush orchestra arrangement by Les Baxter. (Zodiac, BMI)  
**Danny Boy...75**  
Unusual arrangement of the noted song. Frankly, a bit far out for this reviewer; but even so, there's plenty in the performance to showcase the chanter's talent. Watch him. (Boosey & Hawkes, ASCAP)

**BILL ALLEN**  
**Butterfly...76**  
ELDORADO 505—Allen offers a plaintive, tearful and spirited version of this oft-disked song. A warm reading that may stack up for some of the plays. (Mayland, Presley, BMI)  
**Oh-We-Baby...73**  
Here's a rockin' country blues job by Allen done in satisfactory commercial style. Still, flip looks like the action side. (Buchanan and Goodman, BMI)

**BILL HENRICK ORK**  
**Tricky...76**  
M-G-M 12418—A strong commercial side has the relaxed instrumental walkin' beat that's bound to get juke box plays. A satisfying sound here. The rhythm Rockers—Chet Atkins version will be hard to beat, however. (Shag, BMI)  
**Spinnin' Rock Boogie...73**  
Mickey (Guitar) Baker is all over this wax and the boogie blues job gets a nice rockin' treatment. Has juke potential. (Ben Ghazi, BMI)

**POLLY BERGEN**  
**Dream Love...76**  
RKO UNIQUE 381—A pretty, soft love tune here and the thrush pipes it out in delicate, touching tones. Joe Leahy backing is one of his better recent efforts. (Jefferson, ASCAP)  
**Ladies and Gentlemen of the Jury...68**  
Miss "Pepsi Cola" chants a slow, pulsing plea to the jury to "give him back." Material has little to make it last. (Ruppert, BMI)

**DON COSTA ORK AND CHORUS**  
**By the Fireside...76**  
ABC-PARAMOUNT 9783—A heart-warming, happy gang-sing on a bright, lilting waltz tune. Good pictorial possibilities here for TV and deejay programming. Should be plenty of air-play, and fair sales. (GH, BMI)  
**C'Est Ca!...68**  
Cute, Frency item first cut by Denny Vaughn's ork on Glory. A competent, but somewhat nervous reading. (World, ASCAP)

**CAESAR GIOVANNINI**  
**Brazilian Rhapsody (Parts I and II)...75**  
BALLY 1026—An exceptional grooving for Latin-American rhythm fans, Giovanni brings keyboard pyrotechnics and orchestra to his own clefting. While mood is blended thruout, one side is paced in rumba tempo, while the other is on the tango beat. Sound is top-drawer. Could tee-off plenty of interest with buyers ear-attuned to the idiom. (Monitor, ASCAP)

**BOB EBERLY**  
**This Much I Know...75**  
GRAND AWARD 1008—Altho well-recorded previously, this "Happy Hunting" ballad has yet to stir. The one-time J. Dorsey warbler does a great job and should get a load of jockey support. (Chappell, ASCAP)  
**Long Before I Knew You...75**  
The same comment applies to another

good ballad, this one from "The Bells Are Ringing." (Stratford, ASCAP)

**WINGY MANONE ORK**  
**Party Doll...78**  
DECCA 30211—Maestro puts across vocal cover of another r.&r. item, also grooved by Steve Lawrence, and makes an over-all good impression. Appeal is geared to adolescent market. (Jackie, BMI)  
**Real Gone...73**  
Manone and lads touch off a solid r.&r. instrumental with boogie over-and-undertones. Good sound, which should have younger set appeal. Could spark considerable attention. The maestro blows trumpet here. (Amber, ASCAP)

**THE FOUR PREPS**  
**I Cried a Million Tears...75**  
CAPITOL 3621—The Preps' "Dreamy Eyes" made some noise, especially on the West Coast. Here again is a rock and roll-ish opus (a cover of the current Mel Williams disk) that makes a strong commercial impression. Should do well with the youngsters. (House of Fortune-Quintet, BMI)  
**Moonstruck in Madrid...71**  
A more conventional pop harmony job. The light Latin touch in rhythm and styling helps give the material an agreeable showcase. Nice, tho no commercial powerhouse. (Criterion, ASCAP)

**RAY CONIFF ORK**  
**Wagon Wheels...78**  
COLUMBIA 40827—An imaginative arrangement with a load of bright sound. Voices used as instruments get in the spotlight for maximum good effect. This can stir interest with jocks. (Shapiro - Bernstein, ASCAP)  
**'S Wonderful...71**  
The Coniff band and chorus that's used like a band have a bright and smartly styled reading of the standard. The side swings and rates juke play. From a recent album. (New World, ASCAP)

**RUSTY DRAPER**  
**Let's Go Calypso...74**  
MERCURY 71039—Clever musical synthesis of the calypso theme. Lyric mentions phrases of various calypso tunes. Draper sings it well. (Southern, ASCAP)  
**Should I Ever Love Again...74**  
A rock and roller with a slow, persuasive beat, and Draper's vocal coming over with a lot of echo. Wynona Carr's Specialty dishing of this was a strong r.&b. seller. (Venice, BMI)

**MONA CAROL**  
**Breaker of Hearts...74**  
ABC-PARAMOUNT 9781—Thrush belts out a brace of rock and roll ballads with power and conviction. The material is not unusual on either side, but if played enough, (Continued on page 52)

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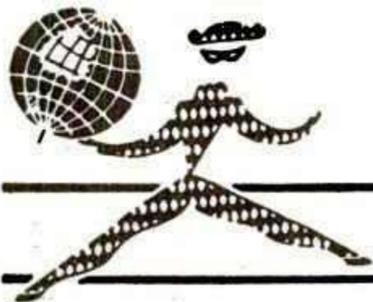


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**• Reviews of New Pop Records**

• Continued from page 50

some action is possible. (Tee Fee, ASCAP)  
Turn the Key...74  
As above. (Dorchester, BMI)

**DON ROBERTSON**  
Fantasy ..... 74  
CAPITOL 3625—Exceptionally smart instrumental blues, featuring piano and drums. A honey of a disk for deejays looking for something tasteful and different. (Birchwood, ASCAP)

Rockaway...73  
Another piano instrumental. Like the flip, loaded with mood and style. Sustains interest thruout by building to a climax. Great for jocks. (Birchwood, ASCAP)

**TOMMY FURTADO**  
Isabella ..... 74  
CADENCE 1305—Better known as a singer on ABC radio, Furtado turns out a cute, slightly offbeat job in which there's conversing back and forth with a female voice. Whole job is set in a bright Latin framework. No pace setter but worthy of some jock spins. (Famous, ASCAP)  
Sun Tan Sam...73  
A calypso tune that has a cute sound. Strictly a commercial version of the form which could get spins on strength of current calypso vogue. (Evans, ASCAP)

**NORRIE PARAMOR**  
Magic Banjo ..... 74  
CAPITOL 3629—Instrumental with a pretty melody and a sprightly beat, plus that classy British sound. Many domestic instrumentals have featured banjo; but this treatment outpaces them. (Beechwood, BMI)  
Every Street's a Boulevard...72  
From Paramor's album, "Impressions of New York," this side features a vocal group with orchestra. It's a relaxed, beautifully recorded version of the Jule Styne-Bob Hilliard tune. (Chappell, ASCAP)

**JO ANN TOLLEY**  
It's Kissin' Time ..... 73  
JUBILEE 5268—Song has the touch of material, Miss Tolley sings it with style, with a bouncing beat. (Wood, ASCAP)  
Her First Corsage...72  
A tender item in waltz time, which offers a contrast to the flip. Miss Tolley sings it with emotion. (Bloom, ASCAP)

**DANNY COSTELLO**  
Like a Brook Gets  
Lost in a River ..... 73  
CARAVAN 15701 — Three beat melody, and a pretty one, with a folk touch. Danny Costello's vocal is simple and powerful, backed with a chorus for climactic effects. (ASCAP)  
Abbracciato...70  
Mediterranean-oriented melody with a fiery Latin beat and a chorus backing Costello's schmaltzy vocal (BMI)

**FAY MORLEY**  
Dónde Esta El Mio ..... 73  
DECCA 30184 — Thrush brings a fresh vocal quality to a languorous, South-of-the-Border flavored ballad. Material is reminiscently old-fashioned, but treatment is ear-easy and appealing. Jocks might give it exposure. (Quintet-Rupert, BMI)  
My Reputation...70  
Another pleasant ballad, an innocuous little love chant, delivered with taste. Nothing inspired here, but vocal quality gives it a lift. Moderate reception indicated. (Vatry, ASCAP)

**APRIL AMES**  
Love Not Subject to Change ..... 73  
SONIC 601—A smart bit of material gets a knowing reading by the chick, Frank Comstock, Hi-Lo's, Les Brown arranger, has another sharp arrangement here. (Mills, ASCAP)  
You Are Mine...67  
Sincere thrushing job on a slow, romantic ballad effort. Flipside has more appeal, however. (Mills, ASCAP)

**ANN LEONARDO**  
The Law of Attraction ..... 72  
CAPITOL 3627—Sprightly delivery of a bright piece of material. Side has a lilting tempo, and a neat, well-bred sound. (Sheriff, ASCAP)  
Now Is the Time...72  
Another item which is in the "material" groove. Song is well-crafted and smartly sung by Miss Leonard, backed by a relaxed orchestral arrangement and a chorus. (Coliseum, BMI)

**THE RAY CHARLES SINGERS**  
I've Got My Love  
To Keep Me Warm ..... 72  
M-G-M 12413 — The great Berlin oldie, done in relaxed fashion by the Ray Charles Singers. The arrangement is plenty smart and stylish. A nice deejay disk (Berlin, ASCAP)  
When Winter Comes...70  
Similar to the flip side. It's a Berlin tune, done with the same smartness and relaxed feeling as "I've Got My Love." For jocks. (Berlin, ASCAP)

**THE ROVER BOYS**  
Little Did I Know ..... 72  
ABC-PARAMOUNT 9779—There's a touch of rock and roll in the backing

and the group belts in fine style. There's also a rushed, somewhat cluttered feeling in the production that could limit the distance for this entry. (Pamco, BMI)

Again and Again...70  
Excellent, stirring singing by the good group on a classy ballad. The nervous, intense quality of the backing suggests the finale of a TV show with time running out. (Empress, ASCAP)

**TALBOT BROTHERS**  
Mary Ann ..... 70  
AUDIO FIDELITY 071 — The famous Bermuda calypso group, known well to Stateside visitors, has an attractive version of the current craze. Some of the followers will buy this rare Talbot disk, but it's very late to hit the market. Taken from an album. (Traditional)  
Sly Mongoose...68  
An upbeat traditional calypso job by the brothers, nicely handled and recorded. However, is likely to center on the flip. (Traditional)

**THE THREE DOLLS**  
The Octopus Song ..... 70  
M-G-M 12417—A novelty about an octopus romance and how they walked hand in hand in hand in hand, etc. Has its cute aspects but doesn't figure to set off any bombshells. (Bourne, ASCAP)  
The Living End...67  
New girl group indulges in some rhythmic praises of a certain gentleman—who keeps repeating "Yeah" on the disk. Group has a certain commercial quality which might show better on later disks. (Mills, ASCAP)

**GRADY MARTIN**  
Somebody Stole My Gal ..... 69  
DECCA 30196—A ricky-tic ragtime instrumental of the oldie served up in Martin's incomparable hokey style. Nice sax and piano solos—all to a rock-solid beat. Territorial juke boxes (also some hillbilly) will find it a good coin-puller. (Robbins, ASCAP)  
Keep It Movin'...68  
Another instrumental in similar vein. Has just about the same commercial possibilities as flip. (Scherer, BMI)

**MICHAEL HOLLIDAY**  
Ten Thousand Miles Away ..... 69  
CAPITOL 3623—A folk-ish ballad of the kind associated with Tony Bennett, the Holliday, an English singer, sounds more like a cross of Vaughn Monroe and Ernie Ford. The arrangement is colorful and set to a catchy gait. Watch it; could happen. (Wood, ASCAP)  
The Runaway Train...65  
Not quite so successful is this Casey Jones type saga. It's also in the same idiom but, outside of the sound effects, doesn't come on too strong commercially. (Shapiro - Bernstein, ASCAP)

**THE SPARROWS**  
Broken Heart Goodbye ..... 69  
REMSEN 102—A highly professional vocal chorus belts this ballad in the exaggerated style of some popular male quartets. Backing is rock and roll-styled, and the side merits some spins. (Remsen, ASCAP)  
Wild Prairie...63  
Writer-publisher-disk Alice Remsen has been less successful with this pseudo-Western ditty. Like the flip, it's well-produced. (Remsen, ASCAP)

**CAROLE BENNETT**  
Play the Music ..... 68  
CAPITOL 3620—A weeper-ballad in a convincingly melodramatic presentation by a thrush who knows how to belt out this kind of material. In stronger material, Miss Bennett could happen. (Southern, ASCAP)  
Miser's Gold...65  
The singer chides her lover for being "afraid to give a little love away." Miss Bennett gives a forceful reading to the material, but it doesn't have the big pay-off sound. (Taylor, ASCAP)

**LARRY BODAS**  
The Girl With the Purple Feet ..... 68  
CRYSTALLETTE 708 — Singer gives this cover of lively, Italian flavor-ballad a good production. Melody is catchy and chorus and ork backing helpful. Well worth an occasional jock spin and could pick up trade juke-wise. (True-Blue, ASCAP)  
Cocktail Tango...63  
Sugary, sentimental love call on a familiar theme. Pleasant delivery and backing helps, but there is little here to stir sales activity. (True-Blue, ASCAP)

**ALAN BLACK**  
Harmonica Rock ..... 67  
ABC-PARAMOUNT 9784 — Black's harmonica sparks a mild rock and roll-type instrumental. Its slow, groovy beat makes for fair juke box programming. (Amco, ASCAP)  
Nola...66  
A jaunty harmonica styling of the oldie to guitar and string accompaniment. Enjoyable listening. (Fox, ASCAP)

**ROBIN ROBINSON**  
I Promise You ..... 67  
ANTLER 4002 — Robinson exercises his pipes for high decibel count. The

ballad is not unattractive, but might have been more strongly sold with some of the fancy trimmings omitted. (Panther, ASCAP)  
Gypsy in My Soul...64  
An up-beat reading of the standard in what approaches a jazz-vocal styling. It's too "far out" for maximum pop impact. A small minority may be intrigued. (Words & Music, ASCAP)

**BOBBY CHANDLER**  
If You Loved Me ..... 65  
O J 1006—Chandler is a balladeer somewhat in the manner of some r.&r. lead singers. Side has some appeal, but will need heavy plugging if it's to cut a wide swath. (Old Judge, BMI)  
I'm Serious...60  
Material and performance are well below the level of the flip. (Old Judge, BMI)

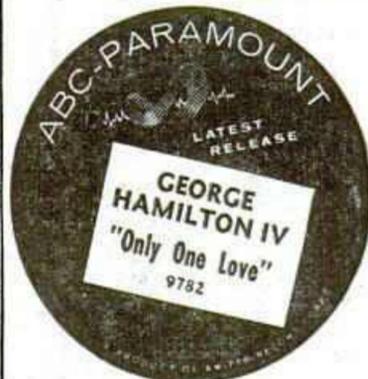
**MARGE CAMERON**  
A Promise Made a Fool of Me ..... 63  
F.A.R. 11—F.A.R., a subsidiary of the Cricket kidskery, bows into the pop field with this record. Miss Cameron has a deep contralto voice of pleasant timber. Material and styling are overly fancy in this exaggeratedly dramatic opus, however, and do not show the singer to best advantage. (Mode, ASCAP)  
A Ring With a Rock...59  
The singer is obviously uncomfortable in rock and roll material, and is badly miscast. Very limited commercial potential. (Michele, ASCAP)

**BOB WINN**  
Don't Let Me Down ..... 60  
IMPERIAL 7003—A rather pale waxing of neo-rhythm and blues material. It's slow and intended to pulse with emotion, but nothing happens. Not much here. (Post, ASCAP)  
All Through the Night...60  
Same comment. (Dig, BMI)

**Spiritual**

**SISTER JESSIE MAE RENFRO**  
Have Your Own Way ..... 6  
PEACOCK 1766—The rich contralto voice of this great singer is heard here in a fascinating gospel tune that takes on increasing intensity and excitement as it progresses. It

(Continued on page 53)



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## • This Weeks C&W Best Buys

**TOMORROW I'LL BE GONE** (Cedarwood, BMI)  
**IF YOU CAN WALK AWAY** (Central Songs, BMI)—Jean Shepard—Capitol 3618—The prominent Southern markets—Richmond, Atlanta, Birmingham, Nashville, Memphis, Dallas, etc.—all report excellent sales figures for this record in its first 10 days of activity. It is definitely shaping up as a chart record. Emphasis now is on "Tomorrow" but the flip is also sparking a lot of sales. A previous Billboard "Spotlight" pick.

## • Review Spotlight on . . . C&W RECORDS

**FERLIN HUSKY**  
**Missing Persons** (Central Songs, BMI)—Capitol 3628—In something of a switch from his usual style, Husky wails and twist out a blue-ballad-with-a-beat, but with a true country message in the lyrics. Well calculated to capture a big hunk of the pop market, too. The flip, "Gone" (Hill & Range, BMI), also has an interesting mixture of rock and roll and folk elements. It is a moving plaint and should have broad appeal.

### C&W DISK JOCKEY PROGRAMMING

**BOBBY HELMS**  
**Fraulein** (Fairway, ASCAP) — Decca 30194 — Both from talent standpoint and material, here is a remarkable platter. It is a weeper that concerns a hillbilly G.I. who loved and left a German gal. Helms' vocal is loud and vibrant, and goes straight to the heart. The flip, "Heartsick Feeling" (Old Charter, BMI), is a traditional country blues, and in it Helms also shows knowledgeable style. The artist is an important "comer" and has all the makings of big money talent. Deejays had better keep an eye on him.

## • Reviews of New C&W Records

**PORTER WAGONER**  
**I'm Day Dreamin' Tonight** . . . 82  
 VICTOR 6803—Bright three-beater is happy and contagious in rich country style. Could be another big one for Wagoner. Excellent opener for deejays. (Warden, BMI)  
**I Should Be With You** . . . 78  
 Wagoner and sides figure out what's missing from the anticipated joys of slippin' around. Flip has readier impact. (Warden, BMI)

**BILL MACK**  
**That's Why I Cry** . . . 80  
 STARDAY 280—Intimate, tenderly-sung weeper has its poignancy enhanced by an almost monotonous, conversational melody. Extremely effective side that could become a blockbuster. (Starrite, BMI)  
**It's Saturday Night** . . . 74  
 Good, but not unusual country blues with brisk, happy feeling. Well chanted. (Starrite, BMI)

**MARVIN RAINWATER**  
**Gonna Find Me a Bluebird** . . . 76  
 M-G-M 12412—Strong country ballad with a touch of poetry in the lyric. Rainwater, backed by chorus, does the pretty melody in the traditional style. Could take off. (Acuff-Rose, BMI)  
**So You Think You Got Troubles** . . . 74  
 A country novelty with a rollicking beat and a lot of funny lines. Will live up many a program. (Montauk, BMI)

**ROY DRUSKY**  
**That's When My Heartaches Began** . . . 73  
 COLUMBIA 40830—Here's a swingy hanjo-backed rhythm job with Drusky showing his usual agreeable style. Whistling bits punctuate the effort. Has a catchy quality. (Lowery, BMI)  
**God Planned It That Way** . . . 70  
 The hand of the Lord creeps into the romantic doings on this side. Drusky offers a fervent rendition of the reflective country ballad. (Lowery, BMI)

**ANITA CARTER**  
**Maybe** . . . 72  
 VICTOR 6805—Not the old standard, but a country pleader in the traditional style. Thrush sings with straightforward, simple, girlish appeal. Not unusual enough to spark broad interest. (Acuff-Rose, BMI)  
**He's a Real Gone Guy** . . . 69  
 Miss Carter goes rockabilly on the Nellie Lucher oldie, but the effort doesn't come off too appealingly. (Criterion, ASCAP)

**WESTPORT SWEETHEARTS**  
**Crazy Dream** . . . 70  
 WESTPORT 135 — Very good girl group, with an especially sweet-sounding soloist, merits spinners' support. They could use stronger material for a kick-off. (Westport, BMI)  
**COWBOY BOBBY**  
**Cap Gun Cowboy** . . . 65  
 Lad is in and on a modified rock and roll kick. Nothing here that's very original or appealing. (Westport, BMI)

**BILL WOODS**  
**Ask Me No Questions** . . . 68  
 BAKERSFIELD 109—The guy's past keeps cropping up here in a fable set to an up-beat country rhythm. Okay chanting. (Chris, BMI)  
**There Goes My Love** . . . 65  
 A slow-moving plaint delivered in satisfactory heart rendering style. Flip

has a brighter sound, however. (Pamper, BMI)

**LESTER WOYTEK**  
**Why Should I** . . . 67  
 LONGHORN 502 — The singer is skeptical about his girl, having been burned once. A fairly good vocal in traditional style. Guitar, strings and piano backing is nice. (Hill & Range, BMI)  
**I Miss My Baby** . . . 66  
 The material here also hits a thoroly explored vein, but it is competently handled by the vocalist. May do well in Texas home territory. (Hill & Range, BMI)

**HAROLD CARTER**  
**The German Waltz** . . . 66  
 EVENT 4260—Another p.d. instrumental. Country jocks will find both the material and the performance out of the usual groove, amounting to novelty. (P.D.)  
**The Hot Mockin' Bird** . . . 65  
 Instrumental version of the p.d. melody. String arrangement using fiddles and pickin' instruments is pleasant. (P.D.)

**JIMMY DALLAS AND CATHY JUSTICE**  
**Eeny-Meeny-Miny-Mo** . . . 65  
 WESTPORT 136—Team socks out a Western novelty that is pleasantly rhythmic, but not outstanding enough to go far beyond the home base, which is Kansas City. (Westport, BMI)  
**Treasured Souvenirs** . . . 63  
 Dallas sings this one alone, and does a competent turn. Again, figures to sell where the artists are known. (Westport, BMI)

**JACK DERRICK**  
**Black Mail** . . . 64  
 LONGHORN 501—He saw thru her double dealing game, and he's wise to her ways. A fair piece of material, done in routine fashion. (Hill & Range, BMI)  
**Waiting for You** . . . 63  
 Routine material. Performance is okay; but basic tune is weak. (Hill & Range, BMI)

### Levitt Labels

• Continued from page 18

cisco Jazz Records and Talking Machine Records, with the former label making its entry via packages by the Salvini Big Band and drummer Mel Lewis. Latter outlet will be a novelty firm with its first release titled "Music for Moochers, Gold Diggers and Cattle Rustlers." January release will be rounded out with Volume 2 of the parent company's "Father's Monstache" series by Albert White and the Gaslight Orchestra.

Levitt averred that the firm's distribution pattern will be strengthened in the coming months via the addition of new distributors. In addition, new studios recently opened here will be made available to custom accounts.

## • Reviews of New Spiritual Records

• Continued from page 52

hits a dramatic peak just near the end. A powerful interpretation like this should be a first-rate seller. (Lion, BMI)  
**Oh, Have You** . . . 80  
 On this side, Sister Renfro testifies of her faith with impressive dignity and power. The backing is slow and quiet, keeping in the spirit of the singer's reading. (Lion, BMI)

**THE SPIRIT OF MEMPHIS**  
**I Found Something** . . . 79  
 PEACOCK 1769—Bledsoe's feverish lead is backed by muffled, dignified group singing, making a terrific side. For deejays with the proper audience, this spiritual makes outstanding programming. (Lion, BMI)  
**If It Ain't One Thing** . . . 74  
 Fine spiritual. Performance is relaxed, with the group's harmonies soaring and wavering as tho guided from beyond. Hinton's lead is backed by a rhythmic, but never extreme, beat. (Lion, BMI)

**THE GOSPEL WONDERS**  
**He's My All** . . . 77  
 J & S 1652—With organ and piano backing, group surges out a slow, rough-hewn gospel chant. The Bronx label may be able to hit a good sale in the metropolitan area. (Zell's Music, BMI)  
**I Want to Live, Live, Live** . . . 70  
 Brighter side has narrower appeal. (Zell's Music, BMI)

**THE CHORA' LEETERS**  
**I've Got to Run On** . . . 75  
 DUKE 214—Paced by the contralto lead, this female group gives a tasty reading of a traditional spiritual. The piano and drums backing is a bit unusual, and certain to arouse interest. (Lion, BMI)  
**Heard My Prayer** . . . 72  
 A quiet, reverent supplication, with the soprano lead fronting the group on this side. It's a pretty, and sincerely intoned effort. (Lion, BMI)

### Polka

**RAY HENRY ORK**  
**Horseback Polka** . . . 85  
 DANA 3244—Henry and the crew get wrapped up in an enthusiastic ballroom opus with shouts in the background. Lots of steam here and this should show up in good sales.  
**Trombone Polka** . . . 82  
 Same bright approach on this side with trombone blowing in the foreground. Good coupling for dancers.  
**WALTER SOLEK AND HIS SIX HICKS**  
**Krakowiak From Boo-Fah-Low Polka** . . . 80  
 DANA 3246 — A rollicking, all-instrumental polka by Solek and the Fine for the terpers.  
 Hicks. The "cats" all take choruses and wind up in a blaze of sound.  
**Little Lamb Oberek** . . . 75  
 Solid dance item as a slow number between the fast moving polka sets.

**EDDIE HABAT ORK**  
**Strolling Eddie's Polka** . . . 76  
 DECCA 30193—Polka maestro introduces one of his own clefting. Sounds like a promising entrant in the idiom and should do well in the field. (Hansen, ASCAP)  
**I Love Everybody—Waltz** . . . 72  
 Schmaltzy waltz tempo with a moderately pleasant projection. Male vocal trio carry the ball thruout. Saleswise the flip will chalk up any score. (Meadowbrook, ASCAP)

### Latin American

**PEREZ PRADO ORK**  
**Mambo Japanese** . . . 79  
 VICTOR 6776—Mambo novelty is mainly instrumental, with brisk tempo, exciting high brass and live bongoes. For expert dancers mostly, but it's also good listening. (Peer, BMI)  
**Hawaiian Cha-Cha-Cha** . . . 79  
 Girl group sings this in English with less bite than one usually associates with this band. Prado officiates from the organ and the side is generally danceable. Not one of the maestro's best. (B. F. Wood, ASCAP)

**PETE TERRACE ORK**  
**Empire State Cha Cha Cha** . . . 78  
 TICO 388—Terrace and his crew beat out a satisfactory rhythm tune of his own composition. Terrace has a big (and growing) following in major L.-A. markets, and they will respond readily. (Patricia, BMI)  
**Times Square Cha Cha Cha** . . . 78  
 Ork works out on another sample of Terrace clefting in same tempo (as title indicates). Also should spark good sales in this market. (Patricia, BMI)

### Sacred

**THE CROSSROADS QUARTET**  
**These Are the Things That Matter** . . . 80  
 M-G-M 12411—The thought expressed in this lyric is unusually compelling. The musical setting is quiet and in very good taste. This should be a

## • C&W Territorial Best Sellers

For survey week ending January 23

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

### Birmingham

1. Young Love, S. James, Cap.
2. I've Got a New Heartache R. Price, Col.
3. I'm Counting on You, K. Wells, Dec.
4. Singing the Blues, M. Robbins, Col.
5. Repenting, K. Wells, Dec.

### Charlotte

1. Singing the Blues, M. Robbins, Col.
2. There You Go, J. Cash, Sun
3. I Walk the Line, J. Cash, Sun
4. Crazy Arms, R. Price, Col.
5. Love Me Tender, E. Presley, Vic.

### Dallas-Fort Worth

1. Singing the Blues, M. Robbins, Col.
2. Train of Love, J. Cash, Sun
3. There You Go, J. Cash, Sun
4. Young Love, S. James, Cap.
5. Crazy Arms, R. Price, Col.
6. Love Me Tender, E. Presley, Vic.
7. I'm Tired, W. Pierce, Dec.
8. I've Got a New Heartache R. Price, Col.
9. Knee-Deep in the Blues M. Robbins, Col.
10. I Walk the Line, J. Cash, Sun

### Houston

1. Am I Losing You? J. Reeves, Vic.
2. Yearning, G. Jones-J. Hicks, Sdy.
3. Young Love, S. James, Cap.
4. Singing the Blues, M. Robbins, Col.
5. Just One More, G. Jones, Sdy.

### Memphis

1. There You Go, J. Cash, Sun
2. Young Love, S. James, Cap.
3. Yearning, G. Jones-J. Hicks, Sdy.
4. I Walk the Line, J. Cash, Sun
5. Too Much, E. Presley, Vic.

### Nashville

1. Young Love, S. James, Cap.
2. There You Go, J. Cash, Sun
3. Singing the Blues, M. Robbins, Col.
4. I've Got a New Heartache R. Price, Col.
5. Am I Losing You? J. Reeves, Vic.
6. I'm Counting on You, K. Wells, Dec.
7. Love Me Tender, E. Presley, Vic.

### Richmond, Va.

1. Young Love, S. James, Cap.
2. Singing the Blues, M. Robbins, Col.

**Berry Singles Sales Head for Epic & Okeh . . .**  
 Frank Berry has been appointed singles records sales manager for the Epic and Okey labels, effective immediately, according to William S. Nielsen, director of sales. Berry will work out of the New York office.

favorite with deejays programming sacred programs. (Lynn, BMI)  
**Coat of Many Colors** . . . 80  
 An interesting paraphrase of the story of Joseph and his brothers in the Bible. A rhythm side with a lively, steady beat to perk up attention. Two good sides here, adding up to the Quartet's best releases in quite a while. (Lynn, BMI)

## • Other Records Released This Week

**Popular**  
 My Love for You; Blow Wind Blow—Junior Gordon, Ace 522  
**Country & Western**  
 My Old-Fashioned Heart; I'd Rather Have You—Pauline Parker and Marilyn Kaye, Pep 108

3. Love Me Tender, E. Presley, Vic.
4. Train of Love, J. Cash, Sun
5. Rose and a Baby Ruth G. Hamilton IV, Pmt.
6. Don't Be Cruel, E. Presley, Vic.

### St. Louis

1. Poor Man's Riches, B. Barnes, Sdy.
2. Young Love, S. James, Cap.
3. There You Go, J. Cash, Sun
4. Don't Be Cruel, E. Presley, Vic.
5. Singing the Blues, M. Robbins, Col.

## • Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	6	—	—
ANTLER	1	—	—
APOLLO	—	1	—
AUDIO FIDELITY	1	—	—
BAKERSFIELD	—	—	1
BALLY	1	—	—
CADENCE	1	—	—
CAPITOL	7	—	3
CARAVAN	1	—	—
COLUMBIA	2	—	1
CORAL	2	—	—
CRYSTALITE	1	—	—
DECCA	4	1	1
DOT	1	—	—
DUKE	—	1	—
EVENT	—	—	1
F. A. R.	1	—	—
GRAND AWARD	1	—	—
HERALD	—	2	—
IMPERIAL	2	—	—
JUBILEE	1	—	—
KING	—	1	—
LONGHORN	—	—	2
MERCURY	1	2	—
M-G-M	5	—	1
O J	1	—	—
OLD TOWN	—	1	—
PEACOCK	—	1	—
REMSEN	1	—	—
ROULETTE	1	—	—
RKO UNIQUE	1	—	—
SONIC	1	—	—
STARDAY	—	—	1
TICO	1	—	—
WESTPORT	—	—	2
WHIRLIN DISC	—	3	—
TOTAL	45	13	13

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**CRYIN' THRU THE NIGHT**

**BABY LOVES HIM**



Record No. 3637



**• C&W Best Sellers in Stores**

For survey week ending January 23

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	Weeks on Chart	Last Week
1. SINGING THE BLUES (BMI)—M. Robbins..... I Can't Quit (BMI)—Col 21545	1	20
2. YOUNG LOVE (BMI)—S. James..... You're the Reason (I'm in Love) (BMI)—Cap 3602	3	6
3. THERE YOU GO (BMI)—J. Cash..... TRAIN OF LOVE (BMI)—Sun 258	2	7
4. I WALK THE LINE (BMI)—J. Cash..... Get Rhythm (BMI)—Sun 241	4	35
5. I'VE GOT A NEW HEARTACHE (BMI)—R. Price.. WASTED WORDS (BMI)—Col 21562	6	12
6. CRAZY ARMS (BMI)—R. Price..... You Done Me Wrong (BMI)—Col 21510	5	35
7. LOVE ME TENDER (BMI)—E. Presley..... Any Way You Want Me (ASCAP)—Vic 20-6643	7	16
8. I'M TIRED (BMI)—W. Pierce..... IT'S MY WAY (BMI)—Dec 30155	8	4
9. DON'T BE CRUEL (BMI)—E. Presley..... HOUND DOG (BMI)—Vic 20-6604	—	26
10. SEARCHING (BMI)—K. Wells..... I'd Rather Stay Home (BMI)—Dec 29956	9	31
11. REPENTING (BMI)—K. Wells..... I'M COUNTING ON YOU (ASCAP)—Dec 30094	10	10
12. SWEET DREAMS (BMI)—F. Young..... Until I Met You (BMI)—Cap 3443	12	33
13. STOLEN MOMENTS (BMI)—H. Snow..... Two Won't Care (BMI)—Vic 20-6715	11	8
13. KNEE DEEP IN THE BLUES (BMI)—M. Robbins.. Same Two Lips (BMI)—Col 40815	—	1
15. AM I LOSING YOU? (BMI)—J. Reeves..... Waitin' for a Train (BMI)—Vic 20-6749	—	1
15. TOO MUCH (BMI)—E. Presley..... Playing for Keeps (BMI)—Vic 20-6800	—	1

**• Most Played C&W in Juke Boxes**

For survey week ending January 23

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout 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	Weeks on Chart	Last Week
1. SINGING THE BLUES (BMI)—M. Robbins..... I Can't Quit (BMI)—Col 21545	1	18
2. CRAZY ARMS (BMI)—R. Price..... You Done Me Wrong (BMI)—Col 21510	3	32
3. YOUNG LOVE (BMI)—S. James..... You're the Reason (I'm in Love) (BMI)—Cap 3602	6	3
4. I'VE GOT A NEW HEARTACHE (BMI)—R. Price.. WASTED WORDS (BMI)—Col 21562	4	11
5. I WALK THE LINE (BMI)—J. Cash..... Get Rhythm (BMI)—Sun 241	2	32
6. THERE YOU GO (BMI)—J. Cash..... Train of Love (BMI)—Sun 258	5	4
7. LOVE ME TENDER (BMI)—E. Presley..... Any Way You Want Me (ASCAP)—Vic 20-6643	9	13
8. DON'T BE CRUEL (BMI)—E. Presley..... Hound Dog (BMI)—Vic 20-6604	7	25
8. STOLEN MOMENTS (BMI)—H. Snow..... Two Won't Care (BMI)—Vic 20-6715	—	6
10. REPENTING (BMI)—K. Wells..... I'M COUNTING ON YOU (BMI)—Dec 30094	8	5
10. I'M TIRED (BMI)—W. Pierce..... It's My Way (BMI)—Dec 30155	—	1

**• Most Played C&W by Jockeys**

For survey week ending January 23

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Weeks on Chart	Last Week
1. YOUNG LOVE—S. James..... Cap 3602—BMI	2	7
2. SINGING THE BLUES—M. Robbins..... Col 21545—BMI	1	20
3. I'VE GOT A NEW HEARTACHE—R. Price..... Col 21562—BMI	3	13
4. THERE YOU GO—J. Cash..... Sun 258—BMI	5	5
5. I'M TIRED—W. Pierce..... Dec 30155—BMI	4	5
6. CRAZY ARMS—R. Price..... Col 21510—BMI	6	37
7. I WALK THE LINE—J. Cash..... Sun 241—BMI	11	35
8. TRAIN OF LOVE—J. Cash..... Sun 258—BMI	8	4
9. STOLEN MOMENTS—H. Snow..... Vic 20-6715—BMI	10	5
10. AM I LOSING YOU—J. Reeves..... Vic 20-6749—BMI	9	3
11. GO AWAY WITH ME—Wilburn Brothers..... Dec 30087—BMI	14	9
12. KNEE DEEP IN THE BLUES—M. Robbins..... Col 40815—BMI	—	1
13. ACCORDING TO MY HEART—J. Reeves..... Vic 20-6620—BMI	13	19
14. WASTED WORDS—R. Price..... Col 21562—BMI	7	12
15. BEFORE I MET YOU—C. Smith..... Col 21552—BMI	—	11

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Four of the best of the 20 sacred songs which Faron Young, with the Anita Kerr Singers and his Country Music Deputies, cut recently for the Sesac transcription library are being made available immediately on a 45 EP for distribution to deejays for their station libraries. Deejays who spin sacred material and who haven't already written to Faron Young are urged to do so immediately to get in on the first shipment. His address is 616 Exchange Building, Nashville.

Lee Rosenberg, co-writer with Bernard Weinman of "Too Much," new Elvis Presley tune currently making its move on the charts, was in Cincinnati Saturday a week ago (19) with Chuck Reed, country singer turned pop warbler, who made an appearance on WCPO-TV's "Coke Time" for the local Coca-Cola distributor. From Cincy, the pair hit out for a deejay tour of Washington, Baltimore, Philadelphia and New York to plug Reed's Mercury release, "Whispering Heart," which Lee also wrote. Miss Rosenberg, who heads up her own music publishing firm, Southern Belle, in Nashville, has split the publishing rights on "Too Much" with the Presley music publishing firm. She is also publishing Jim Reeves' next release, "Don't Ask Me Why." While in New York, Reed will audition for a network TV shot and an appearance at Birdland.

Myrna Lorrie, formerly on the Abbott label, has just completed her first session for RCA Victor in New York under the direction of Steve Sholes, assisted by Short Long. Her initial release, slated to hit the counters next week, is "Die, I Thought I Would" b.w. "That's What Sweethearts Do." . . . The Five Strings, who recently signed a personal-management contract with "Big D Jamboree" boss man, Ed McLemore, are currently on the West Coast working a string of dates for Steve Stebbins. The quintet is making the hops in a revamped Greyhound bus which they recently acquired.

Lulu Belle and Scotty, Colleen and Donna, Dolph Hewitt and the WLS Rangers, with Harry Campbell as emcee, comprise the new early morning live show just inaugurated by WLS, Chicago. Billed as "Smile Awhile," the new program is heard Monday thru Friday, 5-5:45 a.m. In its afternoon programming, WLS offers two of its most popular live-talent shows, "Stumpus," 3:30-4 p.m., featuring Captain Stubby and the Buccaneers, and "Polka Party," 4-5 p.m., highlighting the WLS orchestra under the direction of Lou Klatt. . . . Paul Blunt, sideman with the "Big D Jamboree" band, who sustained serious burns in a fire which destroyed his Dallas home recently, returned to harness last week, two weeks earlier than expected. Sonny James' steel man, Harlan Powell, had been filling in for him.

Carl Stuart, performer-deejay of WAMO, Pittsburgh, did his afternoon platter show from the Auto Show at Hunt Armory there last week. He also did a daily live show from the armory and handled the special events broadcasting each night. . . . Joe Lucas, of Acuff-Rose, and Dick Richards, of Columbia, were Pittsburgh visitors last week. . . . Jim Small, personal manager to Jimmy Copeland, is working as talent scout for Event

Records, which is pushing to boost its c.&w. talent roster. Copeland has just cut two new ditties for Event, one by Nick Kenny, New York columnist, called "Roses and Thorns," and on the flip side an old Carter Family number titled "Jealous-Hearted Me."

Roy Acuff does the guest shot with "Circle Theater Jamboree," Cleveland, February 9. . . . Betty Amos is back on "Louisiana Hayride," Shreveport, after a three-week visit with her family near Roanoke, Va. . . . Faron Young and His Country Deputies, along with Gordon Terry, played for Ramblin' Lou at the State Theater, Niagara Falls N. Y., Sunday (27). On February 3, Young, Johnny Cash, Marty Robbins, Lee Emerson and supporting talent play for Cliff Rodgers at the Armory, Akron. . . . Whitey Pullen, of Anchorage, Alaska, was in Nashville recently to cut a session for Delta Records. He was accompanied by F. L. (Red) Wortham, Delta prevy. During his stay in Nashville, Pullen guested on the WSM "Friday Night Frolics," and the Ernest Tubbs show from the record shop.

Horace Logan, now devoting his full time to booking, promoting and conducting "Louisiana Hayride," Shreveport, lists the "Hayride" personnel as follows: Buddy Attaway, Benny Barnes, Gary Gryant, Hoot and Curley, the Four Diamonds, Tibby Edwards, Werly Fairburn, Jack Ford, Bob Gallion, Betty Amos, Geezinslaw Brothers, Johnny Horton, Jeanette Hicks, David Houston, Jimmy and Johnny, Martha Lynn, Johnny Mathis, James O'Gwynn, King Sterling and Buddy Thompson. A number of the artists do not have managers, Logan typewrites, and there's considerable opportunity for the right man.

The Pee Wee Hunt unit, with Andy Doll and the Iowans, play La Crosse, Wis., February 10; Guttenberg, Ia., February 16, and the Armory, Milwaukee, February 17. King's latest on the RCA Victor label is "Sugar Beet" b.w. "Alone in a Crowd," said to be a sample of his new sound. . . . The Chain Mountain Boys, made up of Marvin Cobb, guitar and voice; Frank Wakefield, mandolin and voice; Carace Hutchins, banjo, and Red Stanley, fiddle, are featured on "All-States Jamboree," Detroit.

Jimmie Osborne, now heard twice daily, 6-8 a.m. and 11 a.m.-3 p.m., over WGRC, Louisville, recently had as guests on his noon program all the cast of the Philip Morris Country Music Show, including Carl Smith, Red Sovine, Goldie Hill and the bossman, Jim Denny. Jimmie originates his noon show from his Jimmie Osborne Record Shop. Jimmie also recently launched his own advertising and artists agency in Louisville.

Hank Snow has a new instrumental just released by RCA Victor, "Carnival of Venice" b.w. "Oh, Wonderful World." . . . Claude Casey, operator of Capri Park, country music spot at Ellenboro, N. C., February 8, begins a 10-day tour of officers' clubs at air forces in Puerto Rico. . . . Jim Denny, of the Jim Denny Artist Bureau, Nashville, is the subject of a two-page spread in the latest issue of Country Song Round-Up. The article, replete with photos, traces Denny's career from the beginning up to his latest venture, the booking of the Philip Morris country music caravan.

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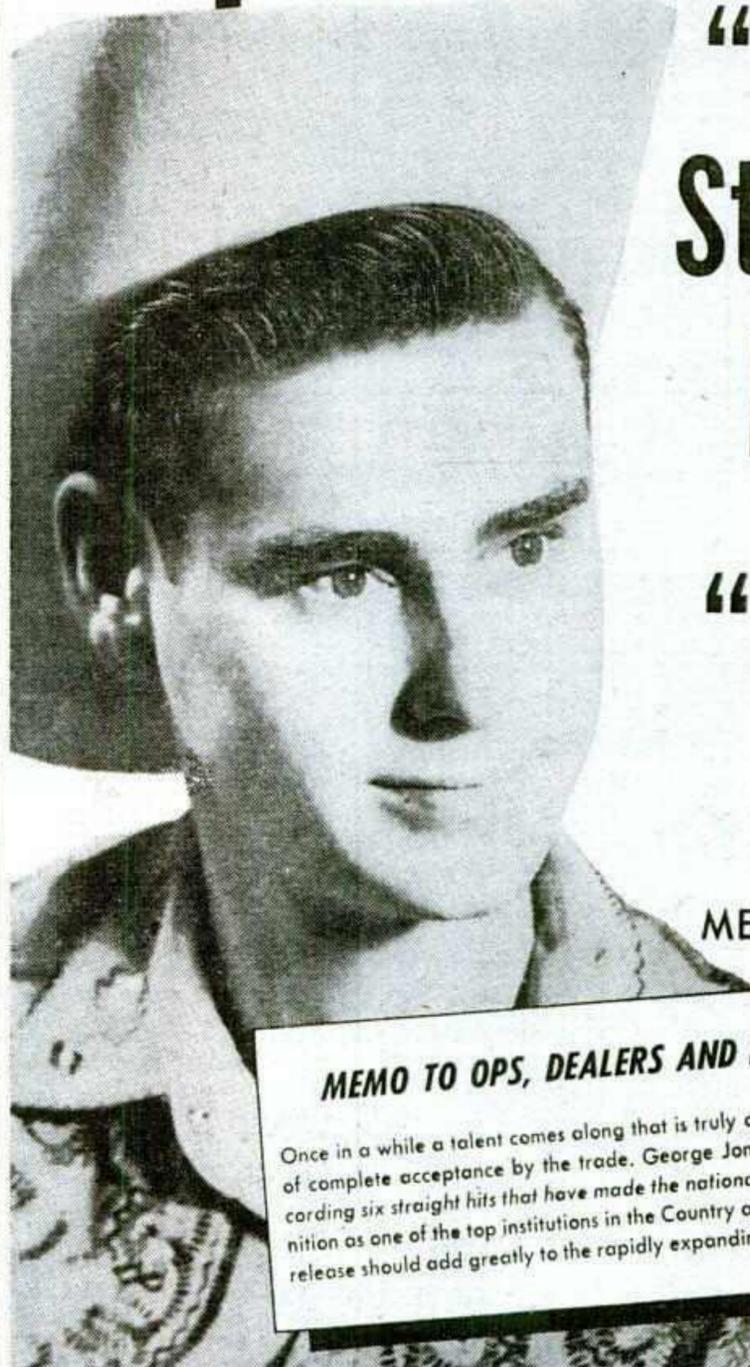
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Once in a while a talent comes along that is truly outstanding and deserving of complete acceptance by the trade. George Jones, by composing and recording six straight hits that have made the national charts truly merits recognition as one of the top institutions in the Country and Western field. This new release should add greatly to the rapidly expanding George Jones following.

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**Review Spotlight on . . .**  
**R&B RECORDS**

**THE TURBANS**

Valley of Love (Angel, BMI) - Herald 495 - A fancy, heavily romantic concoction that has all the ingredients for a big ballad hit. Fine falsetto lead and celeste in the backing contribute a "heavenly" note. Al Banks is the featured singer here and on flip, "Bye and Bye" (Angel, BMI). Latter is an up-tempo romp with a near-spiritual flavor in the group responses.

**THE CLEFTONES**

Why You Do Me Like You Do (Kah!, BMI)-Gee 1031-Despite the plaintive note in the lyrics, this is a cheerful beat-ballad with a real sparkle. The group hits a swingly pace for a delightful effect. The flip, "I Like Your Style of Making Love," has a message that is clear enough in the title. It is also a solid performance right in the teen-age groove. Should be a very good seller, retail and juke-wise.

**SPIRITUALS**

**THE DIXIE HUMMING BIRDS**

Cool Down Yonder (Lion, BMI)-Peacock 1770-A beautifully styled medium-beat spiritual, with lead Tucker embroidering the melody with many an artful touch. This must be added to the Humming Birds' long string of unmatchable interpretations! In "Loving Hand" (Lion, BMI), the flip, the group holds to a steady, brisk beat. The repeated rhythm figure is infectious, and gives a firm foundation to the smartly styled harmonizing of this marvelous group.

**Reviews of New R&B Records**

**AL SAVAGE**

**Happy Tears** . . . 84  
HERALD 494-Savage packs a lot of personality into this well-produced Otis Blackwell rocker. Side has robust potential in pop or r.&b. (Shallmar, BMI)  
**Still in Love With You** . . . 82  
Savage's virile, sincere warbling, backed by polished mixed group, gives a strong pop quality to this blues-ballad. Excellent arrangement with the usual triplets. (Angel, BMI)

**THE CHANNELS**

**Stars in the Sky** . . . 81  
WHIRLIN' DISC 102-A rock and roller, with a high-pitched lead singer and plenty of beat; the group is building a strong following in the New York area, and this will be down their alley. (Spinning Wheel, BMI)  
**The Gleam in Your Eyes** . . . 81  
R.&b. ballad, slow in tempo with typical piano in the backing. Commercially potent blend job. (Spinning Wheel, BMI)

**THE EMPIRES**

**Linda** . . . 80  
WHIRLIN' DISC 104-Not the oldie of the same title. A slow tempo bluesy tune, sung by the vocal group in relaxed, effective fashion. (Spinning Wheel, BMI)  
**Whispering Heart** . . . 79  
The pretty song, which has several pop versions working, gets an adequate performance. (E. H. Morris, ASCAP)

**THE SOLITAIRES**

**Walking Along** . . . 78  
OLD TOWN 1034-Rhythm number, with the Solitaires chanting okay, to a lively backing of percussion and honking horns. Right in the teen-age groove. (Maureen, BMI)  
**Please Kiss This Letter** . . . 78  
A change of pace. This side is a dreamy ballad, slow in tempo and done with vocal schmaltz. (Maureen, BMI)

**PAUL PERRYMAN**

**Yes, I Do** . . . 77  
(Continued on page 57)

**Rhythm & Blues Notes**

By GARY KRAMER

In all the reams of embarrassing publicity with which the daily press surrounds some of the major rhythm and blues artists, it would be refreshing to see an occasional glimpse of the things that these entertainers do to help the community when they are not "leading it to rack and ruin," to quote a recent tabloid editorial. Dinah Washington, for example, currently is serving as co-chairman of a drive to raise funds for the Powell Community Center in New York, which plays a key role in the fight against juvenile delinquency in Harlem. She sang at a recent dinner and is presenting a concert at the Abyssinian Church on February 4 to bring up loot for this worthy cause.

Dooto is the new official name for Dootone Records in Los Angeles. Dootsie Williams, proxy of the firm, explained that the abbreviation is due to a conflict with another music firm with a similar name. Recent additions to Dooto's roster were the Souvenirs and the Cuff Links. In the past weeks, the contracts of Willie Headen, Red Foxx, Vernon Green and the Medallions have been renewed.

"This Is Fats Domino," newest in the Domino LP series on Imperial, has already passed the 50,000 mark, according to Lew Chudd. Domino is being talked of to play the part of Fats Waller in an upcoming film bio of the late jazz great. Lavern Baker has finished recording sessions for a new Atlantic LP. All the material will be new, and created especially for the package. Ivory Joe Hunter also was in Manhattan last week for a recording session with the Atlantic mahoffs.

At the BMI luncheon honoring the writers of the 44 biggest r.&b. hits of 1956, several present offered examples of the amateur songwriter success story. One of them was a charming Floridian, Blanche Carter, who wrote "Devil or Angel," the Clovers' hit. She cheerfully admitted that she has been mailing manuscripts to New York for years, but without getting any place. As is usually the case, the manuscripts were returned without even being opened. Jerry Wexler, of Atlantic Records, said that "Devil or Angel" was about the only unsolicited mailed-in manuscript he can ever remember the firm's picking up and recording. The success of one record, Miss Carter has now found, was an "open sesame" to r.&b. publishers' inner offices. She seemed a little puzzled how one lucky break had changed her overnight from an amateur to a "pro." But after all these years, she's glad that it has.

A tune called "Butterfly" (original by Charlie Gracie on Cameo) has been causing a lot of excitement this past week. Over six covers have already hit the street. To confuse the issue, Bubber Johnson has also just released a "Butterfly" - a different tune completely. . . . Thurston Moore (who publishes the annual "Hillbilly Scrapbooks") is preparing a new Rhythm and Blues Scrapbook to replace the one he issued three years ago. He says he needs bios and pix of artists from the various record companies "but quick." His address is Route 5; Box 285A, Covington, Ky. . . . Billy Ward and the Dominoes are headlining at the Hacienda, newest of the luxury hostleries in Las Vegas, Nev.

**R&B Best Sellers in Stores**

For survey week ending January 23

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
<b>1. BLUE MONDAY (BMI)-F. Domino</b>	1	5
<b>WHAT'S THE REASON (I'M NOT PLEASING YOU)? (ASCAP)-Imperial 5417</b>		
<b>2. LOVE IS STRANGE (BMI)-Mickey &amp; Sylvia</b>	3	4
I'm Going Home (BMI)-Groove 0175		
<b>3. BLUEBERRY HILL (ASCAP)-F. Domino</b>	2	17
Honey Chile (BMI)-Imperial 5407		
<b>4. SINCE I MET YOU BABY (BMI)-I. J. Hunter</b>	6	10
You Can't Stop This Rocking and Rolling (BMI)-Atlantic 1111		
<b>5. JIM DANDY (BMI)-L. Baker</b>	4	8
Tra La La (BMI)-Atlantic 1116		
<b>6. AIN'T GOT NO HOME (BMI)-C. Henry</b>	5	9
Troubles, Troubles (BMI)-Argo 5259		
<b>7. WITHOUT LOVE (BMI)-C. McPhatter</b>	8	3
I Make Believe (BMI)-Atlantic 1117		
<b>8. HONKY TONK (Parts I &amp; II)-B. Doggett</b>	7	25
King 4950-BMI		
<b>9. THOUSAND MILES AWAY (BMI)-Heartbeats</b>	10	9
Oh, Baby Don't (BMI)-Rama 216		
<b>10. YOU GOT ME DIZZY (BMI)-J. Reed</b>	12	8
Honey, Don't Let Me Go (BMI)-Vee Jay 226		
<b>11. ON MY WORD OF HONOR (BMI)-Platters</b>	-	1
ONE IN A MILLION (BMI)-Mercury 71011		
<b>12. GIRL CAN'T HELP IT (ASCAP)-Little Richard</b>	-	1
All Around the World (BMI)-Specialty 591		
<b>13. SLOW WALK (BMI)-S. Austin</b>	-	9
King 4950-BMI		
<b>14. SINGING THE BLUES (BMI)-G. Mitchell</b>	9	8
Crazy With Love (ASCAP)-Col 40769		
<b>15. IN THE CHAPEL (BMI)-A. Cole</b>	14	2
Each Day (BMI)-Baton 232		

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

For survey week ending January 23

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
<b>1. BLUE MONDAY (BMI)-F. Domino</b>	1	6
<b>WHAT'S THE REASON (I'M NOT PLEASING YOU)? (ASCAP)-Imperial 5417</b>		
<b>2. TRICKY (BMI)-G. Jenkins</b>	10	2
You Told Me (BMI)-Flash 115		
<b>3. JIM DANDY (BMI)-L. Baker</b>	6	5
Tra La La (BMI)-Atlantic 1116		
<b>4. BLUEBERRY HILL (ASCAP)-F. Domino</b>	3	17
Honey Chile (BMI)-Imperial 5407		
<b>5. WITHOUT LOVE (BMI)-C. McPhatter</b>	4	4
I Make Believe (BMI)-Atlantic 1117		
<b>6. HONKY TONK (Parts I &amp; II)-B. Doggett</b>	5	22
King 4950-BMI		
<b>7. LOVE IS STRANGE (BMI)-Mickey &amp; Sylvia</b>	8	4
I'm Going Home (BMI)-Groove 0175		
<b>8. YOUNG LOVE (BMI)-T. Hunter</b>	-	1
Red Sails in the Sunset (ASCAP)-Dot 15533		
<b>9. YOU GOT ME DIZZY (BMI)-J. Reed</b>	-	2
Honey, Don't Let Me Go (BMI)-Vee Jay 226		
<b>10. ON MY WORD OF HONOR (BMI)-Platters</b>	7	2
One in a Million (BMI)-Mercury 71011		

**Most Played R&B by Jockeys**

For survey week ending January 23

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
<b>1. BLUE MONDAY-F. Domino</b>	1	5
Imperial 5417-BMI		
<b>2. SINCE I MET YOU BABY-I. J. Hunter</b>	5	10
Atlantic 1111-BMI		
<b>3. JIM DANDY-L. Baker</b>	2	6
Atlantic 1116-BMI		
<b>4. LOVE IS STRANGE-Mickey &amp; Sylvia</b>	7	4
Groove 0175-BMI		
<b>5. BLUEBERRY HILL-F. Domino</b>	3	18
Imperial 5407-BMI		
<b>6. AIN'T GOT NO HOME-C. Henry</b>	4	7
Argo 5259-BMI		
<b>7. WITHOUT LOVE-C. McPhatter</b>	6	2
Atlantic 1117-BMI		
<b>8. GIRL CAN'T HELP IT-Little Richard</b>	-	4
Specialty 591-ASCAP		
<b>9. I FEEL GOOD-Shirley &amp; Lee</b>	-	10
Aladdin 3338-BMI		
<b>10. TOO MUCH-E. Presley</b>	-	1
Vic 20-6800-BMI		
<b>11. YOU GOT ME DIZZY-J. Reed</b>	11	2
Vee Jay 226-BMI		
<b>12. THOUSAND MILES AWAY-Heartbeats</b>	9	4
Rama 216-BMI		
<b>13. HONKY TONK (BMI)-B. Doggett</b>	13	23
King 4950-BMI		
<b>14. ON MY WORD OF HONOR-Platters</b>	-	5
Mercury 71011-BMI		
<b>15. WHAT'S THE REASON (I'M NOT PLEASING YOU)?-F. Domino</b>	-	1
Imperial 5417-ASCAP		

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**Ethel Ennis**

**A PAIR OF FOOLS**

b/w



**GOT IT IN MY BLOOD TO LOVE YOU**

Atco 6086

**ALREADY ON PHILADELPHIA CHARTS**

**RAY-O-VACS**

**PARTY TIME**

b/w

**CRYING ALL ALONE**

Atco 6085

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AN AFFILIATE OF ATLANTIC RECORDS

R&B Territorial Best Sellers

For survey week ending January 23

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. Blue Monday, F. Domino, Imp.
2. Walking By Myself, J. Rodgers, Cha.
3. Without Love, C. McPhatter, Atl.
4. Ain't Got No Home, C. Henry, Ago.
5. Thousand Miles Away, Heartbeats, Rma.
6. Jim Dandy, L. Baker, Atl.
7. You Got Me Dizzy, J. Reed, VJ.
8. Love Is Strange
Mickey & Sylvia, Grv.
9. Girl Can't Help It, Little Richard, Spe.
10. Blueberry Hill, F. Domino, Imp.

Charlotte

- 1. Blue Monday, F. Domino, Imp.
2. Without Love, C. McPhatter, Atl.
3. Since I Met You Baby, I. J. Hunter, Atl.

new BIGHTS!

(1) GUIDED MISSILES Cuff Links 409

(2) DID YOU HAVE FUN Vernon Green 407

(3) LET ME CRY Willie Headen 410

(4) LAFF OF THE PARTY

Redd Foxx, Vols. 1, 2 & 3

—ALSO SELLING BIG—

(5) EARTH ANGEL Penguins 348

(6) BEST VOCAL GROUPS Penguins-Medallions LP 204

(7) THE PENGUINS EP 201

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Chess-Checker-Argo Record Co.

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VEE-JAY #213

"HOOTIE BLUES"

Priscilla Bowman John McShann

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- 4. Jim Dandy, L. Baker, Atl.
5. Blueberry Hill, F. Domino, Imp.
6. Young Love, T. Hunter, Dot
7. Thousand Miles Away, Heartbeats, Rma.
8. Ain't Got No Home, C. Henry, Ago.
9. Girl Can't Help It, Little Richard, Spe.
10. Too Much, E. Presley, Vic.

Chicago

- 1. Slow Walk, S. Austin, Mer.
2. Blue Monday, F. Domino, Imp.
3. Slow Walk, B. Doggett, Kng.
4. Blueberry Hill, F. Domino, Imp.
5. Love Is Strange Mickey & Sylvia, Grv.

Cincinnati

- 1. In the Chapel, A. Cole, Btn.
2. Since I Met You Baby, I. J. Hunter, Atl.
3. Blue Monday, F. Domino, Imp.
4. Without Love, C. McPhatter, Atl.
5. Blueberry Hill, F. Domino, Imp.
6. Slow Walk, S. Austin, Mer.
7. Thousand Miles Away, Heartbeats, Rma.

Detroit

- 1. Jim Dandy, L. Baker, Atl.
2. Since I Met You Baby, I. J. Hunter, Atl.
3. Love Is Strange Mickey & Sylvia, Grv.
4. Should I Ever Love Again? W. Carr, Spe.
5. Blue Monday, F. Domino, Imp.
6. Bacon Fat, A. Williams, Epi.
7. Operator, B. Gaddy, Otn.

Los Angeles

- 1. Blue Monday, F. Domino, Imp.
2. Love Is Strange Mickey & Sylvia, Grv.
3. Blueberry Hill, F. Domino, Imp.
4. Honky Tonk, B. Doggett, Kng.
5. Slow Walk, B. Doggett, Kng.
6. Green Door, J. Lowe, Dot
7. Thousand Miles Away, Heartbeats, Rma.
8. Ain't Got No Home, C. Henry, Ago.

- 9. Love Me Tender, E. Presley, Vic.
10. Singing the Blues, G. Mitchell, Col.

New Orleans

- 1. Blue Monday, F. Domino, Imp.
2. Honky Tonk, B. Doggett, Kng.
3. Without Love, C. McPhatter, Atl.
4. Blueberry Hill, F. Domino, Imp.
5. I Feel Good, Shirley & Lee, Ala.
6. Girl Can't Help It, Little Richard, Spe.
7. Since I Met You Baby, I. J. Hunter, Atl.
8. Ain't Got No Home, C. Henry, Ago.
9. Jim Dandy, L. Baker, Atl.
10. Thousand Miles Away, Heartbeats, Rma.

New York

- 1. Love Is Strange Mickey & Sylvia, Grv.
2. Blue Monday, F. Domino, Imp.
3. Blueberry Hill, F. Domino, Imp.
4. Since I Met You Baby, I. J. Hunter, Atl.
5. Shirley, School Boys, Oke.

Philadelphia

- 1. Love Is Strange Mickey & Sylvia, Grv.
2. Without Love, C. McPhatter, Atl.
3. Blue Monday, F. Domino, Imp.
4. Since I Met You Baby, I. J. Hunter, Atl.
5. Blueberry Hill, F. Domino, Imp.
6. In the Chapel, A. Cole, Btn.
7. Ain't Got No Home, C. Henry, Ago.

St. Louis

- 1. Love Is Strange Mickey & Sylvia, Grv.
2. Walking By Myself, J. Rodgers, Cha.
3. Blue Monday, F. Domino, Imp.
4. Bacon Fat, A. Williams, Epi.
5. Jim Dandy, L. Baker, Atl.
6. Singing the Blues, G. Mitchell, Col.
7. You Got Me Dizzy, J. Reed, VJ.
8. Thousand Miles Away, Heartbeats, Rma.
9. On My Word of Honor B. B. King, RPM

Washington, D. C.

- 1. Love Is Strange Mickey & Sylvia, Grv.
2. Jim Dandy, L. Baker, Atl.
3. Blue Monday, F. Domino, Imp.
4. Singing the Blues, G. Mitchell, Col.
5. Without Love, C. McPhatter, Atl.
6. Honky Tonk, B. Doggett, Kng.
7. In the Chapel, A. Cole, Btn.
8. On My Word of Honor, Platters, Mer.

Reviews of New R&B Records

Continued from page 56

DUKE 3012—Perryman's last record was very successful, particularly in Deep South areas. This also is a reading with a powerful impact. He has good "sound" and fine sense of beat. Excellent sales predicted, if properly exposed. (Lion, BMI)
Just for Your Call...74
The singer belts this out with a lot of force, sparking excitement thru-out. A talent to be reckoned with. (Lion, BMI)

THE PENGUINS
Will You Be Mine?.....75
MERCURY 71033—Group gives fine treatment to a good slow rhythm tune. Their quality and know-how in this get-together could catch plenty of counter interest. (Pera, BMI)
Cool Baby Cool...73
Heavier beat here with lads belting out more solid rhythm. Flip has the edge, but there's quality here, too. (Pera, BMI)

SCREAMIN' JAY HAWKINS
Not Anymore.....74
APOLLO 506—Interesting side by the shouter. Not a wild one like his recent Epic side. Rather, a slow, wailing blues which tells why he can't go on and take his baby's lies. A flavorsome performance. (Simek, BMI)
Please Try to Understand...73
A plea to his baby to understand. It's a slow blues, with the Screamer doing some effective wailing and occasional screaming. (Simek, BMI)

BILLY TATE
Don't Call My Name.....74
PEACOCK 1671—Tate belts out some unanswerable accusations to the lady. An effective blues side with a driving band back-up. Worth spins. (Lion, BMI)
Right From Wrong...69
Billy Tate delivers a wild preachment on a rhythm kick on the difference between right and wrong. Singer has a good blues style, but the material

gets very repetitive and loses effect. (Lion, BMI)

FRANKIE LEE SIMS
Misery Blues.....73
ACE 524—Singer belts out an able brand of Southern blues, that should find easy acceptance in the Southern territories. (Ace, BMI)
What Will Lucy Do?.....72
Another good "down home" blues, with solid vocal delivery and hefty beat. Same sales comment.

SUGAR AND SPICE
Strawberry Shortcake.....73
MERCURY 71034—Duo swings thru an upbeat job that's on a confection kick. Has a cute flavor that makes this definitely the lead side. Can get some spins. (Paulsams, ASCAP)
First Last and Always...68
The couple wall their way thru a slow love opus, extolling each other's attributes. Two slow and too little content to kick up much fuss. (Personality, BMI)

GENE ALLISON
You're My Baby.....72
DECCA 30185—Singer puts some promising vocal licks into a solid rhythm opus by Ted Jarrett, who also backs it effectively. Won't start a conflagration but has good possibilities. (Babb, BMI)
Somebody Somewhere...71
Same set-up on heftier beat, with Jarrett again contributing clefting and backing. Flip has the edge. (Babb, BMI)

THE QUADRELLS
What Can the Matter Be.....68
WHIRLIN' DISC 103—Group kicks off a spirited blues with considerable effect. Over-all is no ball of fire, but has definite appeal. Moderate sales. (Spinning Wheel, BMI)
Come to Me...64
Slow rhythm side with good harmony treatment on toned-down, effective backing. Hasn't the drive of the flip, but has nice quality of its own. (Spinning Wheel, BMI)

Reviews and Ratings of New Albums

Continued from page 32

Jazz

fine talent. Assisting Marsh on tenor are Ronnie Ball, piano; Ben Thacker, bass; Jeff Morton on drums, and Ted Brown on tenor.
INTRODUCING JOHNNY GRIFFIN 74
Johnny Griffin Quartet (1-12")
Blue Note FLP 1533
Griffin is a tenor man who, unhappily for East and West Coast club-goers, sticks very close to the Chicago scene. Those hearing him for the first time here, will discover

a musician with more than enough to say to keep interest high thruout the set. He is backed simply by rhythm section that includes Max Roach, Wynton Kelly and Curly Russell. In the ballads, Griffin has a big, Lester-influenced tone, that sometimes gets real "down" and raucous. In up-tempo items, he spins wild, hair-pin curve lines with calm self-assurance. All in all a relaxed, swinging, modern session that offers generous listening kicks.

THE DUKE AGAIN!.....73
Johnny Guarneri (1-12")

This Weeks R&B Best Buys

WALKING BY MYSELF (Arc, BMI)—Jimmie Rogers—Chase 1643—Southern reports on this disk have been red-hot the past week, and the Atlanta and St. Louis territorial charts show it in high positions. Also outstanding in Memphis, Chicago, Detroit, Nashville and the Carolinas. Certain to spread enough from these markets to make the national list.

LUCKY LIPS (Tiger, BMI)—Ruth Brown—Atlantic 1125—The singer, after a few slow pacers, is coming on like "Gangbusters" this time around. Not only r.&b., but pop action is heavy in cities like New York, Pittsburgh and Baltimore. In two weeks' time, the disk has racked up mighty impressive sales and seems chart-bound. Flip is "My Heart Is Breaking Over You" (Progressive, BMI). A previous Billboard "Spotlight" pick.

RAM-BUNK-SHUSH (Dornix) — Bill Doggett—King 5020 — The fantastic success of Doggett's last two records has made initial action on this new release exceptionally good. Over-the-counter and one-stop activity is going at a pace that makes it clear that this will be one of "the" records to conjure with in the next few weeks. Flip is "Blue Largo" (Billace, BMI). A previous Billboard "Spotlight" pick.

BIRTHDAY PARTY (Danbury, BMI)
THE LAST TIME (Norbay, BMI)—Sil Austin—Mercury 71027—Austin's recent hit is also giving him a strong send-off this time around. Philadelphia, Pittsburgh, Detroit, Nashville, Durham and Buffalo are some of the markets that are moving it out in hefty quantities. Juke box action is unusually good. "Birthday Party" is the favored side; but the flip is also going great guns. A previous Billboard "Spotlight" pick.

Coral CRL 57086
Pianist, backed by an excellent rhythm group (George Barnes and Mundell Lowe, guitar; Wendell Marshall and Arnold Fishkind, bass; Don Lamond, drums) brings happy projection to a dozen Ellington tunes, dating from the Cotton Club era to circa 1938. There is plenty of variety here, with tempos ranging from up-tempo rhythm to languorous ballad. A good package for easy, relaxed listening. Can draw healthy interest at counter level.

Country & Western

SLIM WHITMAN SINGS.....79
(1-12")
Imperial X 9026
One of the better folk singers of our day, Slim Whitman projects admirably on this latest in a long series of albums by him. Some of the selections have been previously issued as singles, and a number are new pieces of repertoire added during Whitman's successful run in England. Among the latter, "I'll Take You Home Again, Kathleen" stands out.

SANTE FE TRAIL.....78
Jimmy Wakely (1-12")
Decca DL 8409
Wakely has been a favorite with pop and country customers for a number of years as a solo and as a duo with Margaret Whiting. Here he works out on a series of numbers very close to the canyons. These are the great standards of the Western field—"Along the Santa Fe Trail," "Take Me Back to My Boots and Saddle," "Carry Me Back to the Lone Prairie," etc., and Wakely sings them in a true traditional cowboy style. Many folks go for this brand of tune and moderate sales should be in the bag.

Latin American

ARGENTINE TANGOS.....74
Alfredo De Angelis and Osvaldo Fresedo Ork (1-12")
Capitol T 10053
This entrant in the label's "Capitol of the World" series spotlights authentic Argentine tango rhythm. Recorded in Buenos Aires, two popular local maestri each gets a side of the set. Both are evidently top-notch stylists, and tango addicts will doubtless enjoy a comparison. The Fresedo selections spark the better listening, but the beat and the know-how is present thruout for aficionados of the idiom. Package, with a sultry gaucho on its cover, should attract attention from the old set.

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## Color TV Called Strong Fair Threat

**John Leahy Warns Mich. Convention; Moxie Mulrooney Elected President**

DETROIT — Color television poses a big threat to fairs, delegates to the annual convention of the Michigan Association of Fairs and Exhibitions here at the Fort Shelby Hotel, Monday and Tuesday (20-21), were told.

John Leahy, manager of Great Danbury (Conn.) Fair, said that color television will have far greater impact on fairs than black-and-white video.

"Kids are getting harder to please—and they'll get harder to please when color television becomes widespread," Leahy declared. "You've got to be alert to the new threat. You've got to improve your show and the appeal of your fair," Leahy said.

"You've got to have plenty of parking space. Cars are getting bigger and there are more and more cars. If you don't have ample parking and can't get more space for parking, you should either get out of business or get a new plant," Leahy added.

With delightful wit, Leahy told of his experiences at Danbury, how by the introduction of many new free features and the use of much color that fair, which operates in the daylight hours only and behind a \$1.50 gate, has prospered.

### Stresses Color

He touched on some of the fair's features—its Gold Town, its daily colorful parade, its week-day free grandstand policy—and concluded

by saying that other fairs can prosper, too, if they will infuse practical imagination into the programming and presentation of events.

Leahy's talk, which was preceded by a showing of colored films of his fair, proved one of the high points of the two-day session.

In its formal action, the association adopted resolutions urging the State to finance 50 per cent of premiums paid out by a fair and also urged necessary legislation which would enable State aid for premium payments for exhibits from outside the State.

Pay-out by the State for premiums in 1956 amounted to about 40 per cent of the sum expended by the county fairs. In the discussion on State aid for exhibits and entries from out of State, it was brought out that the State pays

*(Continued on page 62)*

## BOMB LETTER ASKS PAYMENT OF ELEPHANT

NEW YORK — The mad-bomber situation was finally cleared up last week with the arrest of the confessed attacker, but not before one of the many phony bomb threat letters turned up in the mail of North American Fertilizer & Chemical Company, major importer of zoo and circus animals.

The sender claimed to be an elephant lover who would spirit a bomb aboard the firm's next shipment of elephants unless they gave him one first. "Bombs away," he concluded.

## Corunna Pacts Leo Carrillo

CORUNNA, Mich.—Leo (Pancho) Carrillo will make a two-day appearance at Shiawassee County Fair here.

He was booked by Barnes-Carruthers Theatrical Enterprises, Chicago.

## Mich. State Fair Pacts Rin-Tin-Tin

**TV Canine Troupe to Head Package; Carrillo Signed for Three Days**

DETROIT—Rin-Tin-Tin, Rusty and Lt. Rip Masters, Lee Hendricks' Movieland Animal Stars and Jinx Hoaglan's White Horse Troupe have been signed by Michigan State Fair as its major grandstand attraction.

The three-part package, sold by Val Campbell, Gus Sun Agency, is to be presented eight days of the fair, and will be offered matinee and night of the fair's first Friday, the first Saturday night of the fair's run, and twice daily Sunday thru Friday, for a total of 15 performances.

Leo (Pancho) Carrillo will be an added attraction three days, Tuesday thru Thursday, and will appear both afternoon and night. Carrillo also was booked thru Campbell.

Three days of stock car races will be offered. One of these programs—a 100-mile race—will be limited to convertibles, another—a 100-miler—to hard-tops, and the third—a 150-mile race—will be for all model stocks.

The races are part of a three-year contract, the first such long-term racing contract ever granted by the fair. Under it, Spencer Speedways (Pete Spencer, of Saginaw, Mich., and Johnny Marcum, of Toledo) will also stage three still dates.

On the races during the fair, the fair is to receive 35 per cent of the gate, its share of still date receipts is set at 20 per cent.

Spencer Speedways is to open the tunnel under the race track. This tunnel will provide two lanes of two-way traffic to the infield. The promoters also are to build a new infield fence and a new guard rail around the outer wall of the track.

The fair board acted on the attraction and auto race contracts here Monday (21). In other action, the board gave Donald L. Swanson a two-year contract to continue as fair manager. The contract is the first ever given for more than one year to a fair manager here.

The board also renamed Don

Ridler to head up planning and staging of the shows in the Coliseum during the fair. The plan is to again present recording stars in that building, with such talent to be presented on a three-a-day basis the first four and the last three days of the fair.

Dick Fredericks was again *(Continued on page 63)*

## Supermarket 'Aquarania' For Fair Dates

BOSTON—Danny White, rehearsing his "Aquarama" water show at Sidney Hill Country Club in Newton, is preparing it for engagements at New England fairs. The Al Martin Agency will represent White.

"Aquarama" proved highly successful last season on a tour of supermarkets, which were booked by White on a flat fee basis.

This season he is again booked in metropolitan chain stores, and will begin as soon as weather permits. The show carries a cast of 10, outside of mechanical help, and Rae Nichols at the organ. It has a 25-foot circular pool and an 18-by-20 stage. A 37-foot house trailer is used as a dressing room for the girls.

## Colorado Assn. Meets Feb. 10

LITTLETON, Colo.—The Association of Colorado Fairs will hold its annual meeting February 10 in the Albany Hotel, Denver, Forrest F. Hammes, secretary, announced last week. The meeting will begin at 11 a.m., with the major topic to be "The Promotion of Better Fairs."

Carnival and attraction people are welcome to attend the meeting, Hammes said. Other officers of the association are Ben Naeve, Loveland, president, and Morgan Roberts, Castle Rock, vice-president. Directors are Harry Hughes, Denver; John Holdorff, Akron; Virgil Richardson, Simla, and Ray Breeze, Kremmling.

## Montreal Club Elects Marco

MONTREAL — P. A. Marco was elected president of the Canadian Showmen Association at its annual meeting here Thursday (17). A. Zaen was named first vice-president; O. Drouin, second vice-president; J. Bonders, third vice-president, and R. Genest, secretary-treasurer.

Named to the board of directors were J. Silverman, M. Cohen, G. DeBefre and Y. Monet. Eugene Brouillett, Quebec City, presided at the election, with M. Guinard serving as election secretary. M. Guinard, auditor, read the financial report.

## Va. Dates Vote to Plug for State \$\$

RICHMOND—A heavy attendance, notably among talent agencies, marked the annual Virginia Association of Fairs convention here last week. High on the agenda was a discussion about possible increased State financial interest in the fair business.

More agencies were represented than ever before. Registered attendance was 150, and more than 100 were served at the annual banquet Monday (21) in the Jefferson Hotel. Ten acts, contributed by GAC-Hamid, Cooke & Rose, Gus Sun, Ward Beam, Tom Pumphrey, Richmond, and WDBJ-TV, Roanoke, supplied the banquet entertainment.

President Garland Moss, Chase City Fair, was re-elected, along with all incumbents, and it was voted to hold the 1958 meeting

in Richmond. Other officers are vice-presidents M. W. Renalds, Woodstock; J. A. Mitchell, Richmond; A. C. Walker, Roanoke; J. C. Brickert, Farmville; Russell Nolan, Fredericksburg, and secretary-treasurer W. E. Finch, Danville.

Indications are that the association's stature is slowly on the rise, with more than half the State's 40 fairs holding membership, and more coming in yearly.

### Cite 25G Subsidy

The lead in discussing State financial aid was taken by Dr. L. E. Rayhorn, past president of Southside Virginia Fair, Petersburg. He noted that the \$25,000 subsidy toward premiums of the State Fair in Richmond is the only State allocation at present. It was *(Continued on page 63)*

## Autry Troupe Kicks Off 37-Date Tour

QUINCY, Ill.—The Gene Autry Show opened a tour of 37 one-nighters in 38 days here Friday night (25). The troupe will cover most of the North Central and New England States as well as the Eastern provinces of Canada, closing March 3 in Philadelphia.

In addition to the cowboy star and his horses, Champion and Little Champ, the company includes Carl Cotner and His Melody Ranch Orchestra; Rufe Davis and Vince Barnett, comics; Foy Willing and His Riders of the Purple Sage, vocal group; the Lucky Girls, an all-female acrobatic team; Deiter Tasso, juggler and tight rope; Barbara Bardo, trick roper; the Strongs, roping and bull whip act; Happy Kellums, clown, and Betsy Jones, vocalist.

Because of the winter road conditions, Autry's company is carrying additional crews to assure scheduled performances.

## New Show Set By Frank Paci

PAWTUCKET, R. I. — Frank Paci of Pawtucket has purchased a Merry-Go-Round and Ferris Wheel from Joseph Venditto, of Venditto Bros. Shows.

Paci will take a show out this summer under the title of Lapa Amusements, incorporated in Rhode Island, it is understood.

## Lee Promotions Open in S. Texas; McNeese on Hand

HARLINGEN, Tex.—Lee Bros. Circus has begun promotion of several circus dates booked for cities in this area. Show will play Harlingen March 7 and follow with a number of other dates in that month.

Show is selling u.p.c. It will play in front of grandstands and in stadiums. Heading the show is Louis McNeese, whose elephant act is included in program plans. The bull now is working as a free act with the Catlett Shows & Carnival in Harlingen. McNeese has been with the Aut Swenson Thrillcade in the past.

## R-B Won't Play W. Coast in '57

DEL MAR, Calif.—Ringling Bros. and Barnum & Bailey Circus has dropped plans to play the West Coast this season.

The Southern California Exposition and County Fair here invited the show to rent its fairgrounds. The circus replied that this year is out but that it contemplated the Coast in 1958.

## Hoosier Fairs Seek Tax Relief, State Aid

INDIANAPOLIS — Legislation has been introduced in the House of Representatives here that would exempt Hoosier county fairs from Indiana's gross income tax and would provide the events with State aid to support 4-H Club work at fairs. Also scheduled for early introduction is a bill to permit pari-mutuel betting on harness races at county fairs.

The tax-exemption measure, introduced Friday (18) by Rep. Robert D. Schmidt of Logansport, would lift the 1 per cent excise exacted from the county expositions by the State. Were the proposal to become law, the fairs, now subject to assessment by the county, would be also spared of local property tax payments. Representative Schmidt is a former president of the Indiana Association of County and District Fairs and is now a director-at-large.

### Seek State \$\$

A second bill offered by Schmidt provides for the distribution of certain State funds to county fairs to be used for 4-H Club work. This

plan would allocate 10 per cent of the gallonage tax on all alcoholic beverages and cigarette taxes collected by the State for use by the county fairs.

The latter bill would also create an Indiana County Fair Board that would include the Commissioner of Agriculture, the Director of Agricultural Extension Service of Purdue University and a representative of the Indiana Association of County and District Fairs. The body would have authority to pass upon projected expenditures of the State funds.

Budgeting of these appropriations, probably amounting to millions, would be entrusted to a County Fair Budget Committee, made up of two members of the fair board and one member of the county agricultural extension service. Committee actions would be subject to the review and decisions of the Indiana County Fair Board.

The proposed bill to permit pari-mutuels at fairs has already met with opposition from church and reform elements.

**1957 MODEL BIG ELI RIDES**

will earn profits for Owners

Robinson Amusement Co., Thornton, Colorado, purchased a latest model BIG ELI WHEEL. Upon shipment arrival J. L. Robinson said: "We certainly are proud of the new Wheel and compliment you on many improvements over older models we formerly operated." Another satisfied BIG ELI owner: "Hundreds of users enthusiastically say a genuine BIG ELI WHEEL is Best by Test. Write for information TODAY. Just say: 'Send BIG ELI WHEEL information and price; mail me BIG ELI NEWS.'"

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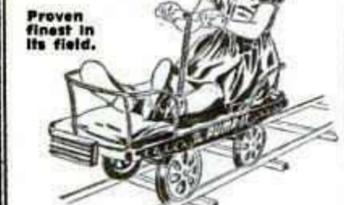
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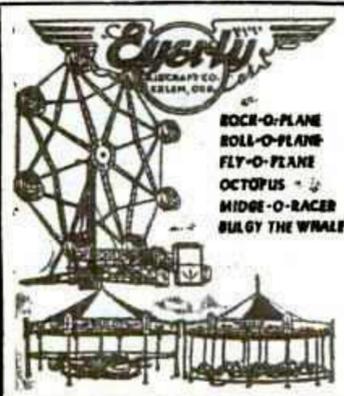
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**OK '56, Banner '57 In Cards for Mass.**

SALEM, Mass.—Close to 200 fair men, concessionaires, suppliers and bookers attended the two-day 37th annual Massachusetts Agricultural Fairs' Association meeting held January 21-22 in the Hawthorne Hotel.

Edward M. Dwyer, Marshfield, was elected president. First vice-president is Richard S. Sagen-dorph, Spencer; second vice-president, Harry Storin, Great Barrington, and third vice-president, Dan Reidy, Weymouth. Paul Corson was named for another year as secretary-treasurer, and outgoing President John P. Tutko was named to head the executive committee.

Elected to the executive committee were Richard H. Campbell, Greenfield; Jack Reynolds, West Springfield; John L. Banner, Northampton; Edward J. Carroll, Great Barrington; Carlton J. Larson, Brockton; Willard A. Pease, Chester, and Chas. J. Thayer, Cummington.

**Outlook Good**  
Speakers emphasized that considering the economy in New England, which is at its highest peak in history, 1957 should be the State's biggest year for fairs. It was felt that the public had money to spend, and by offering creditable features and attractions, fairs would get a greater proportion of the dollars than ever.

State Director of Fairs Leo F. Doherty said total attendance at Massachusetts fairs for 1956 was 974,652, only slightly off the previous year. He stressed the need for more cattle and agricultural exhibits and said the State had contributed \$74,453.45 toward these departments, an 8 per cent increase over last year. Fairs themselves had appropriated \$29,214.13 toward the departments.

The value to fairs in keeping up to date on exhibits generally, and on fair promotions especially, was dealt within a talk by L. Roy Hawes, State commissioner for agriculture. An illustrated movie and talk by Daniel P. Hurd Jr., Essex County agricultural agent, showed the value of activated cattle exhibits. Hurd showed how such an exhibit at Topsfield Fair had drawn huge crowds and increased interest in the event particularly by families. Richard Preston, State commissioner of commerce, pointed out that his department was willing to assist fair men with their industrial exhibits at all times.

**Parking Hike Urged**  
Frank H. Kingman, former manager of Brockton Fair and now secretary-treasurer of the International Association of Fairs and Expositions, urged that fairs elect more women to their directors' boards and stressed the value of the woman's viewpoint in fair exhibits. He also urged that all fairs that can possibly increase their parking facilities do so at once, since parking was a vital point on which a fair could rise or fall.

The opening session Monday (21) was given over to a special meeting of horse-and-oxen pulling contest chairmen, at which time a set of uniform rules was drawn up. The morning session Tuesday (22) heard Paul Corson report on various segments of the fair business as well as the welcoming speech by President Tutko.

About 175 fair men and wives attended the banquet, for which music was provided by Mickey Sullivan, with acts being provided by the Al Martin Agency, GAC-Hamid and Barnes-Carruthers. Acts were the four Arrigonis, acrobats; Valentos, adagio; Grecos, balancing act; Valenti Sisters, singers, and Lott and Joe Anders, tight wire.

A motion was made by Jack Reynolds that future meeting of the association be held in two definite cities, alternating each year, of moving around each year. A committee was instructed to work on the proposal, and it was indicated that next year's meeting would be held in Boston.

**Registration Told**

Fair people and suppliers who registered included the following: Harold B. Nims, Charles A. Farnen, Calvin L. Prink and P. P. Safford, Cheshire (N. H.) Fair Association; William R. Michelson, Henry J. Giguere and William F. McIntyre, Weymouth Fair; Jesse E. Deacon and Paul Hornman, East Blackstone Fair; Lloyd Frisbie, E. Giouhossey, G. M. Thayer, E. M. Dwyer and Charles Langille, Marshfield Fair; Rudolph C. Christenson, Raymond Horton, Ronald Marsden and Ralph O. Perry, Rehoboth Fair.

John L. Banner, Henry H. Snyder, Charles D. Stearns and W. B. Nash, Northampton Fair; Richard Sagendorph, Robert Townsend, Ernest Bolsjoll, Paul Bouley, Howard S. Beebe, Emile Colletti and Philip A. Quinn, Spencer Fair; Tom Senna and Dick Coleman, Middleboro Fair; John P. Tutko, Paul Corson, Nancy Owen, Henry P. Thurlow, Oscar Proud, Walter Lanik, Clyde L. Hennigan, Dudley P. Rogers, Frederick Greenhalge and Warren A. Merrill, Topsfield Fair; Gerard M. Pitz and Harold D. Atwood, Greenfield Fair.

Charles J. Thayer, Katherine T. Keyes, William A. Thayer and Leon J. Kelso, Littleville and Cummington fairs; Harry Storin, E. J. Carroll and A. W. Lombard, Great Barrington Fair; George A. Aiken, Blandford Fair; Nestor A. Aalto, Barnstable Fair; Arthur B. Porter, Ruitand (Vt.) Fair; Philip C. Gruney, Cummington Fair; Jack Reynolds, Eastern States Exposition, Springfield; Carlton J. Larson, Brockton Fair; Tom Lucet, Weymouth Fair; Mr. and Mrs. William P. Suzan, George Jones and Robert B. Emery, Plymouth County 4-H group; Joseph Bartlett, Association of Connecticut Fairs; Charles E. Brown and Carl Bragner, MSPCA.

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**Minn. State Ups Race \$\$**

ST. PAUL — Minnesota State Fair has upped its auto racing budget 13 per cent, with the increase slated to go into purse money for the nine days of the motor sport held during fair week.

Frank R. Winkley, head man of Auto Racing, Inc., which stages all the speed programs, said that this would bring the total to \$45,000 for five days of speedway type events and four late model stock car races that make up the program. This is a \$5,000 hike over 1956. The purse for the motorcycle races will be \$3,000, Winkley disclosed.

The program of auto racing is operated under the banner of the International Motor Contest Association.

**New York State Gets Maple Fete**

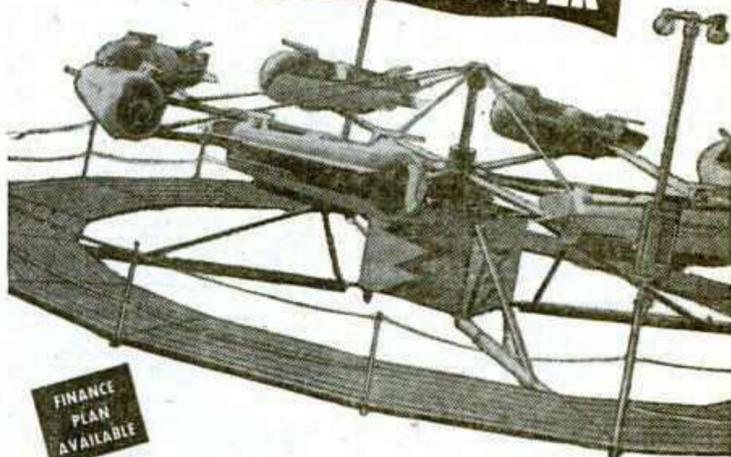
SYRACUSE.—The annual Maple Products Festival will be held on the grounds of the New York State Fair here in May, William F. Baker, fair director, announced last week. The decision to move the event from Cooperstown to the fairgrounds was made at a recent meeting of the board of the New York State Maple Products Association.

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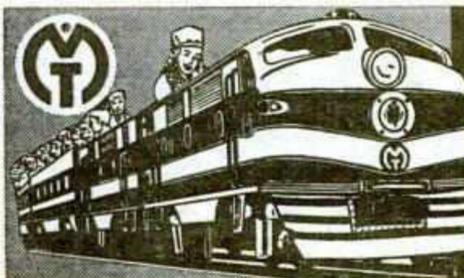
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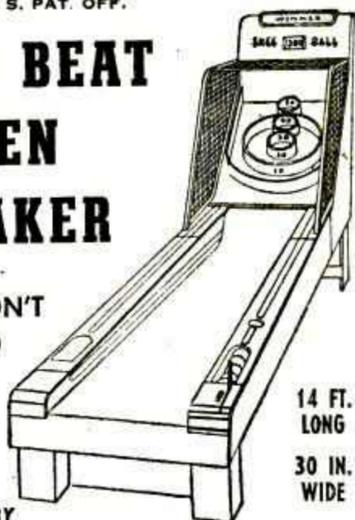
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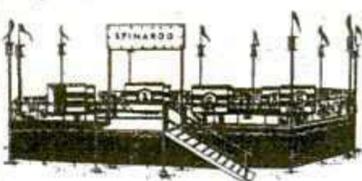
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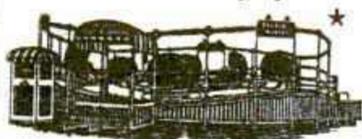
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# CCE Off 15% But Gets Net of 111G

OTTAWA—The combination of rising expenses and poor weather cut the Central Canada Exhibition's net by 15 per cent last fall, General Manager J. Clarke has reported to the Exhibition Association. Even so, it was pointed out, the excess of income over expenditures for the 1956 fair was a healthy \$111,622.

Wilbert Hamilton was elected CCE president, succeeding D. M. Stewart. First and second vice-presidents are Don Reid and Clarke Mansfield.

Clarke, who succeeded the late H. H. McElroy, said the unaccustomed rain cost the fair some \$50,000. He added, however, that the loss would certainly have been greater were it not for improvements such as paved roadways. The fact that patrons were able to walk about the Lansdowne Park grounds immediately after the rains justified the roadway expense, he said.

Plans for the 1957 event are taking shape with the most optimistic outlook in many years, with special emphasis placed on the new dates. The fair has switched from the third to the fourth week in August, to run from Friday (23) to Saturday (31). An advantage of this change is that the great mass of civil service people in Ottawa

are paid in the middle and end of each month. This year checks will be distributed on the last Thursday and Friday, paving the way for a big-spending weekend.

The annual financial statement reveals the non-profit nature of Lansdowne Park, as the full year's excess of expenditure over revenue for the park operation, separate from the fair, was \$5,569.

Comparison of some of the 1956 fair's figures with those of the previous year shows the following: All revenue \$375,844 (was \$378,237), expenditures, \$264,221 (was \$248,864), and the net, \$111,622 (was \$129,373).

Gate income was \$133,757, grandstand \$56,049, midway \$55,200, dream home raffle \$20,000, various exclusives \$29,000, entry fees \$8,526, building concession space \$29,432, ground space \$28,894.

On the expense side of the CCE was a \$49,357 item covering the grandstand performance, bands, stagehands and fireworks.

Non-Fair \$ 110G—

Non-fair operations of the facilities brought in \$110,214 over the year and the outlay was \$115,783.

The many non-fair uses of the park included a springtime Kiwanis Motor Show, Ottawa Springtime

# State Aid Stressed At North Dakota Meet

GRAND FORKS, N. D. — A growing need for State aid was voiced at the annual meeting of the North Dakota Association of Fairs held here Monday and Tuesday (21-22) in the Dacotah Hotel. State aid was not only a main topic of the business sessions but was discussed by informal groups.

Dick Forkner, Langdon, was elected president, succeeding Warren A. Munro, Rolla. R. O. Melland, Jamestown, moved into the vice-president spot vacated by Forkner, and A. D. Scott, Fargo, was again named to the position of secretary-treasurer.

Munro presided at the meetings, with speakers including Mayor Oscar Lunseth, this city. Forkner, Scott and Victor Struellaugson introduced the various fair men. Several attraction people got into the act in a round table discussion on features of other fairs. Included were Ernie Young, Frank Winkley, Leo Overland, Art Briese, Hal Carven, Fred H. Kressmann, Aut Swenson and William Lindemann.

A. F. Baenen and R. O. Melland reported on the annual meeting of the International Association of Fairs and Expositions held last No-

vember in Chicago. A panel discussion on general subjects was conducted by Warren Hartman, Pete Dahl, Lauri Youtz, Forkner, Franklin Page, Albert Stewart, Scott, R. M. Weber, Steve Halling, W. W. Felson, Merrel O. Dahle and A. F. Baenen.

The annual banquet took place Tuesday evening with its usual strong turnout.

Attraction representatives and fair suppliers, in addition to those on the program, included Don Ackerman, William T. Collins, Carl Braaten, Earl Dunn, Bill Ehr, C. M. Fassum, Leo A. Gauthier, H. K. Gullickson, Warren Hartman, Arthur Hotten, L. A. Jackson, Juanita Keldahl, Preston Lambert, Sam Levy Jr., Richard C. Lindemann, J. E. McCawley, H. P. Hill, Carl Marlo, Marion Marlo, Delbert Norton, Bob Rindt, Erwin J. Schmidt, William C. Smith, William D. Stanley, W. L. Taylor, Florence Taylor and Dot Waushu.

## Reithoffer Lists Six Dixie Fairs

DALLAS, Pa.—A half dozen dates in the Carolinas are claimed for the initial Southern tour of the Reithoffer Shows, Pat Reithoffer reports.

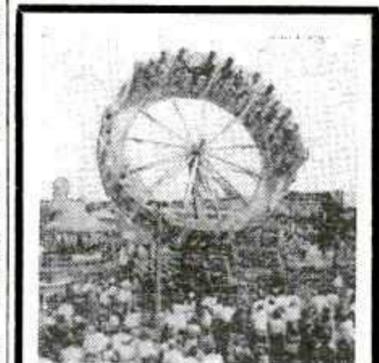
Reithoffer took in several late fairs in the fall and returned for State conventions.

Contracts are reported for the midways at South Carolina fairs in Union, Orangeburg, Newberry, Manning and Walterboro, and for Warsaw, N. C.

Winter quarters' work has been concentrated on development of a larger back end. It is expected that about 10 office-owned shows will be ready for 1957 fairs. The family operation will begin with still dates in May, with two or three units combining for the fair season.

Philharmonic Party, Big Four football, stock car racing, Little League baseball, softball and hockey leagues, and the Progressive Conservative Convention.

The fair has been edging up to the 500,000 attendance figure in recent years, and it was expressed that chances are good for attaining that mark in 1957. The new H. H. McElroy display building will have been completed, there will be a Barnes-Carruthers revue, and two features are being worked on which will be disclosed shortly, Clarke noted. On Wednesday (16) the new building, to cost \$400,000, got under way with Mayor George Nelms turning the first sod.



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# Tenn. Assn Elects Wynne As President

## Vinson Named Secy.; 160 Delegates Turn Out for Meeting

NASHVILLE — Approximately 160 delegates from 60 Tennessee fairs elected G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis, president of the Association of Tennessee Fairs. The election took place at the two-day annual convention of the organization held here Thursday and Friday (17-18) in the Andrew Jackson Hotel.

The turnout was one of the best in recent years and discussion centered on problems of timely interest. Jack Vinson, Newport, Tenn., outgoing president, was named secretary-treasurer of the organization, replacing L. E. Griffin, of the Tennessee State Fair, who vacated the position after five years due to the press of business. Ernest Thurman, T. H. Locke and D. B. Carter were named vice-presidents.

Vinson presided at the regular business sessions. Kenneth C. Lark, attorney for the Mid-South Fair and chairman of the association's legislative and State-aid committee, explained the status of proposed legislation. Vice-President Carter spoke on the system of awards made annually to fairs by the association.

### Brief Talks

A popular feature was the brief addresses that came under the title, "A Dozen Ideas From a Dozen Fairs." Twelve fair executives from that many fairs outlined the successful highlights of their particular events in 10-minute speeches. Participating were Ernest Thurman, Sevierville; R. W. McPee, Decaturville; Pat Kerr, Knoxville; Joe Hilliard, Huntington; James B. Shepard, Waverly; Mrs. Loy Alley, Spring City; Thornton Taylor, Fayetteville; George O. Wilson, Dyersburg; John Stevenson, Pulaski; T. Stanton Hale, Sparta; J. O. Barnes, Gallatin, and A. U. Taylor, Jackson.

Wynne served as toastmaster of the annual banquet Thursday night, with Kerr introducing the guests. Buford Ellington, Tennessee Commissioner of Agriculture, was the key speaker. A floorshow, headed up by Randy Brown and Candy Candido, provided the entertainment.

Attraction and show supply representatives on hand included George B. Flint, Barnes-Carruthers Theatrical Enterprises; Jimmie Downey, Jimmie Downey Attractions; Jack Lindahl, Les Slade, Boyle Woolfolk Agency; E. O. Stacey, Music Corporation of America; Olympia Enterprises; GAC-Hamid Agency, Heth Shows, James H. Drew Shows, Gem City Shows, Gooding Amusement Company, Lawrence Greater Shows, Buff Hottle Shows, Johnny's United Shows, World of Pleasure Shows, Illinois Fireworks Company, Chattanooga Tent Company, Southern Poster Company, and Hatch Show Print Company.

James Bratcher is in the Hospital for Joint Diseases, New York. . . . Irving Shapiro recently lost his father. . . . Visitors to the New York clubrooms include L. James Quinn, Charles Reich, Walter Fried, Harry Mansfield, Seymour Levin, Leo Eichholz, Joseph Welch, Al Baker, Joe Gilbert, Sidney Rifkin, Harry Koretsky, Harry Schwartz, Sam Robbins, Reuben Lippman, Harry A. Fields, Marray Felstein, Louis Kronenberg, Charles Cingolo and Sam Bibring.

# Ray Cox Pacts Publicity Firm

FRESNO, Calif.—Great Western Shows of the Ray Amusement Company has retained John Mette and Associates to handle the 1957 publicity and public relations program, Ray Cox, head of the show organization, announced here last week.

The statewide publicity and promotional firm, with headquarters in Altaville, Calif., has expanded its services to include fair-affiliates as well as the regular fair accounts.

Great Western Shows will utilize a wide variety of publicity materials in conjunction with the bookings.

# Coffey Named Peppers' Secy, Assist. Manager

MOBILE, Ala.—Frank W. Peppers, owner of Peppers' All-States Shows, announced the appointment of Hugh G. Coffey as show assistant manager-secretary for the new season. Coffey, who has been in business at Martinsville, Va., the past two years, arrived at winter quarters here January 19.

Peppers, who again will have one of the choice lots at the forthcoming local Mardi Gras, said he has booked several rides for the event. Recent visitors at quarters were Russell Cooper, Mike Dresden, Johnnie Adams, Walter B. Fox and Mr. and Mrs. George Martin.

# N. C. Seeks Blacklist For Contract Busters

RALEIGH, N. C.—A grievance committee will be formed by the North Carolina Association of Agricultural Fairs, to take action against any fair or carnival operator who breaks contract "without just cause."

The move was voted at last week's annual meeting at the Sir Walter Hotel. Composition of the committee are directors and officers. It was not defined precisely what action could be taken against any contract violators, but the tone was that some form of blacklisting would be pressed for.

Mayor Fred Wheeler welcomed the fairmen and show people to Raleigh. Among the discussions was one by J. Sib Dorton Jr. of Charlotte, on his experiences as a newcomer to the business. Booker Harry Cooke gave pointers on increasing grandstand attendance. John Andrews and W. C. Lackey, of the State Board of Health, spoke on health regulations for fairs.

Agriculture Commissioner L. Y. Ballentine urged fairs to emphasize diversification in agriculture and thereby encourage farmers to depart from one-crop habits, due to tobacco acreage reductions.

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Yes, the OARC Special will "make" them all and with the Biggest Editorial and Sales Story ever!

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BATTING RANGES

MINIATURE GOLF COURSES

# The OARC SPECIAL

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Will bring all these owners a comprehensive report on WHAT HAPPENED IN '56 . . . WHAT IS HAPPENING NOW . . . WHAT TO EXPECT IN '57

Dated February 23, distributed February 18, the OARC Special is perfectly timed, reaching all readers well in advance of the actual opening of the season.

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To make sure every possible prospect is given a chance to know all about your product, The Billboard will mail, FREE OF CHARGE, 10,000 extra reprints of the OARC advertising and editorial section to the managers and owners of every Kiddieland, Drive-In Theater, Miniature Golf Course, Golf Driving Range, State and National Park of record.

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Further interest will be stimulated by regularly scheduled house ads offering the reprint FREE for the asking.

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Large, dominating house ads in previous issues of The Billboard will herald the importance of the 3d Annual OARC Special, and there will also be an intensive "new subscriber" campaign early in February.

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RESERVE SPACE TODAY

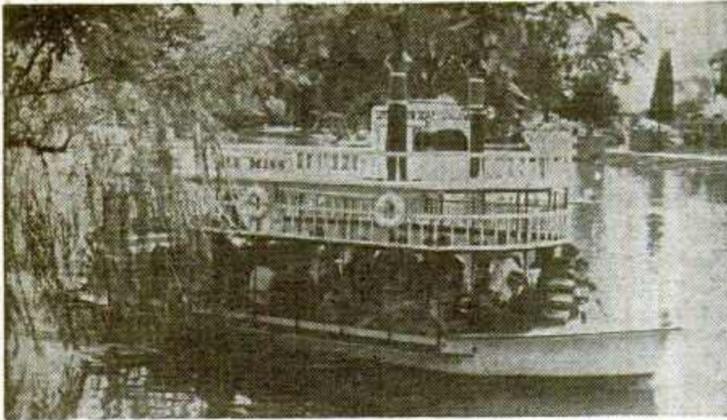
INCINNATI 22, OHIO  
2160 Patterson St.  
Dunbar 1-6450

NEW YORK 36, N. Y.  
1564 Broadway  
Plaza 7-2800

CHICAGO 1, ILL.  
188 W. Randolph St.  
Central 6-8761

ST. LOUIS 1, MO.  
290 Arcade Bldg.  
Chestnut 1-0443

HOLLYWOOD 28, CALIF.  
6000 Sunset Blvd.  
Hollywood 9-5831



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- Replica of an Early American River Boat. Optional side or front loading into plastic-covered foam rubber seats. 30 adult passengers—26' long—8' beam—powered by Gray Marine Sea-scout 91. Boats also available with other types of superstructure to depict African jungle river boats, fantasy-land swan boats, etc., or will build to your specifications.
- The Billboard, November 24, 1956:
- "In contrast to the Monorail with its futuristic look, two little paddlewheel showboats plied a small lagoon during the Dallas Fair. A new attraction, they carried 53,660 persons at 25 cents each during the 16-day run. Manufactured by the Alan Hawes Manufacturing and Display Company, Atlanta, the boats not only did a big business, but added a picturesque touch to the fair."
- Thirty other locations upon request.

**ALAN HAWES** Manufacturing & Display Co.  
30 MILES NORTH OF ATLANTA ON HIGHWAY 31  
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WIRE ROPE  
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B & B SPECIAL AMUSEMENT ROPE FROM BRODERICK & BASCOM ROPE COMPANY  
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- Prompt shipment!
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**SELF-CONTAINED DISPENSER**

Draws two different mixed drinks--  
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Draft arm draws PLAIN CARBONATED WATER (Includes electric carbonator and mechanical refrigeration).

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**COTTON CANDY**

Buying a new Cotton Candy Machine this year? Then be sure you buy a WHIRLWIND—the machine that does everything easier, quicker and better.

At a recent State Fair eleven of the fourteen machines on the lot were WHIRLWINDS—it has to be good to have that kind of acceptance. Before you buy any machine ask for our circular on the WHIRLWIND, the machine you will eventually buy.

**GOLD MEDAL PRODUCTS CO.**  
318 E. THIRD STREET CINCINNATI 2, OHIO

★ **MINIATURE GOLF** ★

A fully equipped 18-hole Miniature Golf Course can be custom built on your location. We are featuring new and modern construction methods for the 1957 season. Be the first in your area to own one of our proven and profitable deluxe courses. Write or phone for information or appointment to

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ROLL OR MACHINE FOLDED. PAD STRIP AND RESERVED SEAT TICKETS ALSO COUPON BOOKS, WAITER CHECKS, PARKING & LAUNDERETTE TAGS AND ALL FORMS OF TRANSPORTATION TICKETS.

**ELLIOTT TICKET CO.**  
409 Lafayette St., N. Y. C.—82 W. Washington St., Chicago—1015 Chestnut St., Phila.

**ARENAS & AUDITORIUMS**

**Mabee Details Campaign To Refill La Crosse Book**

By TOM PARKINSON

WHEN Walter Mabee became manager of Mary E. Sawyer Auditorium, La Crosse, Wis., there wasn't much on the books in the way of coming attractions. The building then was seven months old and the relationship between the board and the first manager had not worked out. Mabee's job was to get some action into the hall.

First thing, he mailed nearly 50 letters to agencies, producers, shows, every possible source of attractions that he had learned of while serving as manager in Minot, S. D. Sixty per cent of these letters brought replies that listed available attractions.

An immediate re-action was the first of a series of dates by "Grand Ole Opry" talent, booked thru the Skarning and Bamford offices. Ray McKinley's Glenn Miller band was booked for later. A letter to Tom Parker set up an Elvis Presley date, which Mabee farmed out to a local auspices. He also brought in the State retail food dealers' meeting.

SIMULTANEOUSLY, Mabee was appearing before as many local clubs as possible. He recalls 10 such talks in the first few weeks, and there were more. The aim was to broadcast the multitude of uses to which various listeners might put the building. Mabee avoided any pitch to win the clubs themselves as tenants, since they already were located and he would not seek to upset business accorded to private enterprise.

But he did sell the wisdom of using the Mary E. Sawyer Auditorium for other events that had never before occurred to his listeners. First booking traceable to these talks was a basketball game for the National Guard, which was a month and three days after he took over. Bookings of sales meetings began to come in. Firms signed up in the weeks that followed for Christmas party time, and these brought 17 commercial parties during the past holiday season.

Further action followed a mailing he made to about 30 local organizations to list availabilities—as to both specific attractions and generalized types of shows. Again, he pointed up several types of events that might be staged but which probably had not occurred to townspeople before. An early result was a flower show. Then came several dances for teen-agers. College dances moved into the auditorium and booked bands listed on his availabilities sheet.

CONTINUED EFFORT PAID off with some more bookings. When Mabee first contracted Josef Mier, the Black Hills Passion Play had no open time. But subsequently a cancellation permitted them to insert La Crosse. A rodeo also was brought in; it proved to be the one unsuccessful event.

Thru the summer Mabee kept busy. One project was his meeting with school officials. He came away the winner of bookings for all basketball games by three high schools and one college, for a total of 40 dates. These were augmented by appearances by pro cagers; the Lakers and the Knickerbockers played La Crosse's first pro game.

There is more to the basketball story, for Mabee learned of the first National Basketball Congress at Phoenix last year. He managed to nail down the second NBC for his auditorium, and that will bring from 36 to 40 State championship basketball teams to La Crosse for the six-day Congress.

MORE EVENTS TO COME include a second appearance by Gene Autry, a sports show or an auto show, the Ted Heath-June Christy show, and more.

In the same period, Mabee was picking up projects already under way. A quartet program was completed, promotion on a Fred Waring date was begun, and the VFW's sponsorship of the Navy Band was carried out. "Holiday on Ice," which had opened the building in August, 1955, came in for its second appearance. Clyde Bros. Circus played the building again.

Results of Mabee's continuous efforts are shown by the box score.

From March 24 until September 1, there were 52 uses of the auditorium, while September thru December brought 65 revenue days.

In January, 1957, alone, the building had 29 days of bookings. That compares with only 24 days of action in the entire first quarter of 1956, just before he arrived. His year marks a quick recovery La Crosse for the six-day Congress.

and continuous growth in a period after the curiosity value of the building had been spent and the auditorium's value might have been dissipated permanently.

**Color TV Strong Fair Threat**

● Continued from page 58

75 per cent of the horse racing purses at fairs and that many out-of-State horses participate in these events. However, out-of-State entries in horse-pulling contests or in livestock classes can only be paid out of the fair's own funds, without any assistance from the State.

**Elect Woman Prez**

Moxie Mulrooney, of the Saginaw Fair, was elected the association's 1957 president. Other officers elected were Sherman Read, Richland, first vice-president; James H. Snow, Allegan, second vice-president; Blair Woodman, Corunna, third vice-president; John Watts, Jackson, fourth vice-president, and Sidney Phillips, Charlotte, fifth vice-president. Harry B. Kelley, Hillsale, was re-elected secretary-treasurer.

Attraction representatives, carnival agents, and fair and show suppliers in attendance included the following:

- P. E. Gooding, John Enright, William J. Goutermouth, Gooding Amusement Company; Glenn Wade, D. Wade, H. L. Anderson, Eddy Ingalls, W. G. Wade Shows; Mr. and Mrs. John P. Reid, Virgil L. Dickey, E. H. Miller, Virginia Blair, Happyland Shows; Mr. and Mrs. Severin Hilo, Victor Ferguson, Gerald Anderson, Ed Burgess, Anderson Amusements, operators of the Glass City Shows.
- Joe Frederick, Jerry Gordon, Frank Dickson, Motor State Shows; C. O. Stewart, Rod Link, World of Pleasure Shows; Charles O. Stapleton, M. Roberts, Fun Fair Shows; Mr. and Mrs. Eugene Skerbeck, Pauline Skerbeck, Skerbeck Great Northern Shows; Mr. and Mrs. A. J. Carl, A. J. Carl Shows; Eddie McKeown, Jimmy Markey, Frank Cook, McKeown Amusement Company.
- Eldred Stacey, Music Corporation of America; Sam J. Levy Sr., Randy Avery, Barnes-Carruthers Theatrical Enterprises; Joe Higgins, Frank Taylor, GAC-Hamid, Inc.; Mrs. Margaret Klein, Mr. and Mrs. Robert Kaitenback, Josef Smiley, Klein's

Attractions; Mrs. Henry Lueders, Violet McAfee, Frank Koffsch, United Booking Agency; Val Campbell, Glenn Jacobs, Gus Sun Agency; Louise Lindahl, Boyle Woolfolk Agency; George Ferguson, WLS Attractions.

Mr. and Mrs. Lee Hendricks, Hendricks MovieLand Animal Stars; Jack Kochman, Bob Conto, Kochman's Hell Drivers; Earl Newberry, Newberry Thrill Enterprises; Jole Chitwood, Chitwood's Thrill Show; Mitchell Robertson, North American Thrill Drivers, Ltd.; Dan Pfenor, Canadian Daredevils; Mr. and Mrs. Bob McKinley, McKinley Rodeo.

Jack Duffield, Thearle-Duffield Fireworks, Inc.; James Sorgi, American Fireworks Co.; A. F. Conway, Atlas Fireworks Co.; A. D. Michele, Hudson Fireworks Co.; Ray Duckworth, United Speedways.

Ned E. Torti, Wisconsin De Luxe Co.; Roy Jones, Jack Repko, John Wallick, Charles Stackman, Pepsi-Cola Co.; Kenny Lee, Fair Publishing Co.; John Anderson, Mr. and Mrs. E. J. Coburn, Enquirer Printing Co.; A. P. Powers, R. B. Powers Trophies; G. V. Fox, E. J. Kiesel, Fox Tent & Awning Co.; R. W. Lohman, Jim S. Pequeen, Wolf Tent & Awning Co.; John H. Foster, trophies; Jack Lampton, Buckeyes Fair Mutuals; John Lempart, show supplies; Jack Kaplan.

**BIG PROFITS**  
with SOFT ICE CREAM

**Sani-Serv** DIRECT DRAW DAIRY FREEZER

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**GENERAL EQUIPMENT SALES, INC.**  
1348 STADIUM DRIVE • INDIANAPOLIS, IND.

**SNOW BALL**  
Ice Shaver

A Style and Size for Every Need  
Write for full particulars  
**CLAWSON MACHINE CO., INC.**  
P. O. Box 5 Flagtown, N. J.

**New Kotton "Kandy King"**

**FLOSS MACHINE**

Makes finer candy faster and gives more production from each pound of sugar.

The Only Floss Machine with PRE-HEAT!  
**CONCESSION SUPPLY CO.**  
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**AVAILABLE SOON!**  
**AMERICA'S MOST DISTINCTIVE AUDITORIUM**  
A Brand New VIEW  
Of Progress In LINCOLN, NEBRASKA

- Opening March 10, 1957
- Bookings Now Being Accepted
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- Complete Information Available On Request

**PERSHING MUNICIPAL AUDITORIUM**  
Lincoln, Nebraska  
Don Jewell, Business Mgr.

# THE FINAL CURTAIN

## ALBERTO,

72, former circus and minstrel performer, January 19 in Thurston Nursing Home, Tipton, Ia., after a lingering illness. In the past he had trouped with the Barnum & Bailey, Sells-Floto, Christy Bros. and Canada Frank's circuses and the Beach & Bowers Minstrels as contortionist. He had also appeared with the Warner Dramatic Company with his wife, Marie Warner, deceased. Burial in St. Mary's Cemetery, Davenport.

## CHANDLER—Samuel O.,

71, owner of a Wild West show until about 10 years ago and since then operator of a mug joint with the Raines Amusement Company, January 20 at his home in Broken Bow, Okla. Survived by his widow, Belle; two sons, Luther and Orville, Broken Bow, and four daughters, Mrs. Charles Caudle, Broken Bow; Mrs. Davis Deams, Borger, Tex.; Mrs. C. L. Kelly, Canyon, Tex., and Mrs. Richard Beddow, Brownwood, Tex. Services at the Coffey Funeral Home, Idabel, Okla., and burial in Broken Bow.

## COLLINS—Robert W.,

74, former rodeo performer known as Texas Slim, who was also well known in the circus field as rider, knife thrower and whip manipulator, January 17 in Hilda, Mo. He retired about five years ago. Surviving are his widow, Pearl; his mother-in-law, Mabel Miller; a stepdaughter, Doris Engel, Kewanee, Ill.; a son by a former marriage; daughters Louise and Gladys, Albuquerque, N. M.; five grandchildren and two great grandchildren.

## DUNNE—Chester A.,

60, veteran concessionaire and ride operator, recently in Miami. A charter member of the Miami Showmen's Association, he was buried at Showmen's Rest in Southern Memorial Cemetery, Miami. Among shows he was on were John Marks and Barney Tassell. There were no known survivors.

## FLANNAGAN—Paul,

retired outdoor showman, January 24 in a Corpus Christi, Tex., hospital. Flannagan left the road several years ago and has operated a restaurant in Beeville, Tex. He was a member of the Showmen's League of America.

## GOODING—Arby W.,

68, retired ride unit operator and brother of Floyd E. Gooding, president of the Gooding Amusement Company, January 22 in a

rest home in Columbus, O. He had been associated with the Gooding ride operations for many years until ill health forced his retirement about 10 years ago. Besides Floyd, he is survived by another brother, Blaine, Newlyne, Ohio.

## HOFFMAN—Al (Heritage),

78, retired circus agent and one-time show owner, at Burlington, N. C., January 12. He was advance man for several circuses and served as 24-hour agent for the Hagenbeck-Wallace Circus for many years dating back to about 1912. In 1926, in association with his brother, he had Heritage Bros. Circus. Survivors include his brother, Arthur, who has been Side Show manager with the Clyde Beatty Circus.

## McDONALD—John,

73, formerly of the Six De-Cardos, teeterboard act, January 22 in Dana, Ind., following a brief illness. Prior to his retirement during World War II, he, along with his wife, had played fairs, had toured Europe and was active in vaudeville. He had made his home in Dana since 1932 and was constable of the town the past five years. Survivors include his widow, Lillian; a son, John; three grandsons and two granddaughters.

## McJUNKIN—Al,

member of the Hot Springs Showmen's Association, January 21. Services January 23.

## MOISANT—John,

veteran concessionaire a Midwest carnivals and amusement parks, January 20 in a Chicago rest home following a long illness. Funeral January 23, with burial in the Showmen's League of America cemetery plot. A son, Dominic, survives.

## PEARL—Sally,

46, daughter of George Michael and the late Sara Jane Barthelme, January 22 in Mount Sinai Hospital, Baltimore, after an illness since October 15. Survived by her husband, Nat, salesman for Kravitz & Rothbard; a son by a former marriage, William F. Fimm; two brothers, James and Edward Barthelme, and four sisters, Mrs. Howard Cubberly, Miami; Mrs. Phillip Smith, Ridley Park, Pa., and Mrs. George Schaeffer and Mrs. Fred Benditt, Hialeah, Fla. Services January 25 and burial in Arlington Cemetery, Upper Darby, Pa.

## ROBERTS—J. R. (Little Doc),

58, veteran medicine showman, recently in General Hospital, Gainesville, Fla. (Details in Pipes section.)

## SCOTT—Oscar Holland,

96, former circus band leader, January 22 at his home in Memphis. A native of Marshall, Ill., he led Neely's Zouave Band in Memphis at the turn of the century and also directed the Memphis Concert Band. Surviving are four daughters and three sons. Burial in Memphis Memorial Park.

## SULLIVAN—Paul M.,

booking agent and circus fan, at Concord, N. H., December 26 after an illness of several weeks. He was associated with the Sullivan Booking Agency. Burial in Concord.

## WELCH—Helen R.,

59, chairman of the Southern Maryland Agricultural Fair Association, January 17 in Capitol Heights, Md. She was general manager of the Marlboro, Md., fair for close to 10 years, was active in horse shows and was chairman of the Associated Women of the Prince Georges Farm Bureau. Mrs. Welch was

# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

## MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

### Parcel Post

- |                       |  |
|-----------------------|--|
| Kiser, Eugene, 55c    | Williams, Johnnie, Colored Stage Mgr., 75c |
| Able, Buck & Ethel    | Blanden, Harold                            |
| Ackly, Jimmy          | Boynston, Blackie                          |
| Adams, Nick           | Boyer, Henry                               |
| Adkisson, Dead-Up     | Bright, James & A.                         |
| Adrien, Geo.          | Brosky, Chas. Z.                           |
| Akins, Anthony        | Brown, Arthur                              |
| Alexander, Ralph      | Brown, Carl                                |
| Alexander, Sam        | Brown, Chas. Wesley                        |
| Allen, Chas. W.       | Brown, Jesse                               |
| Alvitt, Larry         | Brown, Wm. Edw.                            |
| Anderson, Norma       | Brumlow, Doty (Mr.)                        |
| Andos, Wm. L. & June  | Bull, James B.                             |
| Argo, Robt. G.        | Bullock, W. H.                             |
| Bain, Gene            | Burch, Francis                             |
| Baker, Walter         | Burdick, E. R.                             |
| (Buddy)               | Burke, Billie                              |
| Ballas, Richard       | Burke, Capt. Jimmy                         |
| Balsewice, Peter      | Burns, Mrs. Bill                           |
| Barnes, Mrs. Virginia | Burridge, Jewel                            |
| Bazin, B.             | Butler, Clyde                              |
| Beam, Mrs. Ethel      | Calahan, James                             |
| Beardsley, Geo.       | Carr, Mrs. Joe                             |
| Beardsley, Whitey     | Carsey, Jingles                            |
| Beasley, Chas.        | Cassidy, LaVerne (Mr.)                     |
| Bechman, Mike         | Cavalierro, Patricia                       |
| Bengor, Nick          | Chambers, Earl                             |
| Bess, James R.        | Chambers, Robt.                            |
| Betsch, A.            | (Doc)                                      |
| Bierly, D. L.         | Chase, Albert G.                           |
| Blackburn, Bob        | Chase, Hulburd G.                          |
| Blaine, Vernon        | Chavanne, James                            |
| (Roadshows)           | Chemniant, Lee R.                          |
| Blakely, Benton H.    | Chicarella, Jack                           |

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| Childers, Chas.                   | Duran, Martha                     |
| Chidester, Wm. J. (Survivors of)  | Durbin, Richard L.                |
| Chilson, Roy                      | Duval, Jos. F.                    |
| Clark, Delbert                    | Emmert, Eugene G.                 |
| Clark, Lou B.                     | Erwin, L. O.                      |
| Clark, Wesley Harry               | Evans, Bert Mitchell              |
| Clatterbaugh, Lillie              | Evans, Savelly                    |
| Cline, Wilbur                     | Ewing, Burt                       |
| Cobb, Paul Edw.                   | Fagan, Chas. W.                   |
| Cobuccio, Jr., Jos.               | Farnowski, Arnold                 |
| Cody, Betty                       | Fenstino, Tony                    |
| Coffey, Col. Hugh G.              | Fitzgerald, E. S.                 |
| Cole, Cleman D.                   | Flannagan, James T.               |
| Collins, Ernie                    | Forbus, Jos.                      |
| Conley, Billy                     | Llewellyn                         |
| Conlon, Edw. H.                   | Forbus, Jos. L. &                 |
| Conn, Andre Alan                  | Ford, Wm. E. (Eddie)              |
| Cook, Jack (Star City Amuse. Co.) | Foret, John W.                    |
| Cooke, Reno M.                    | Forrest, Wilfred (Boston)         |
| Cooper, Marvin                    | Fossett, Tony (Dorchester Troupe) |
| Courtney, Wilfred J.              | Freese, Tony                      |
| Coyne, Mrs. Thos. J.              | Gable, Jos.                       |
| Crete, Jay Harvey                 | Gallagher, John & A.              |
| Cross, John                       | Gallivan, Robt. W.                |
| Culinger, Curle                   | Gaye, Gloria                      |
| Curran, Eugene                    | George, Mrs. Carl                 |
| Curtis, Harold                    | Gerton, Lee E.                    |
| Howard                            | Gibbs, Arthur J.                  |
| Davis, Julie                      | Gillespie, H. M.                  |
| DeCoste, R. A.                    | Glass, Harry                      |
| DeFann, David                     | Gloth, Louie                      |
| Delano, Buddy J.                  | Golden, Geo.                      |
| Delon, W. M.                      | Golding, Chas.                    |
| Denind, G.                        | Goodwin, Frank H.                 |
| Devoc, Jack                       | Gossett, Thos.                    |
| Dickerson, F. E. C.               | Graham, John T. &                 |
| Andrew Jack                       | Grant, Harold                     |
| Dodson, Jesse                     | Gray, Wm.                         |
| Donald, John Henry                | Greer, Earl (Irish)               |
| Donihan, Robt.                    | Groeizinger, Harry                |
| Dorner, Armond                    | Gunn, Red & Mrs.                  |
| Clarence                          | Hakes, Robt. Lee                  |
| Duchane, Louie & Mrs.             | Hanson, Kenneth                   |
| Duchene, Lewis F. & Mrs.          | (Continued on page 74)            |
| Dunn, Bill & Pauline              |                                   |

## Va. Dates Vote

Continued from page 58

voted, with only one dissension, to urge men, from the State agriculture commissioner to local legislators, to help provide funds for other fairs in Virginia.

Rayhorn said that 23 States have authorized funds for fairs, while in Virginia, some State subsidies for poultry, livestock and breeder associations have been discontinued. These funds, he claimed, or at least part of them, might be used for aid to fairs. Another possibility he raised was that the \$25,000 for the State Fair be "more equitably distributed among local and regional fairs."

Norman Y. Chambliss, North Carolina fair operator, told fairmen that efforts are useless unless agreement of the State agriculture commissioner can be secured.

Dan River Mills, of Danville, provided novel favors at the banquet in the form of packs of hostess napkins.

## Sign Rin-Tin-Tin

Continued from page 58

named advertising-publicity director, and Polly Luers was again picked to head up the home economics department.

A profit of \$35,500 from the 1956 fair was reported.

Plans have been completed for the construction of a new home economics building. The plans were financed by a \$28,000 State appropriation. An additional appropriation of about \$650,000 will be sought for construction. The building would embrace a 600-seat theater. If the funds are made available soon, the board hopes to have the exhibit area of the building completed in time for use at the 1957 fair.

## Fair Assn. Meetings

South Dakota Fair & Exposition Association, Marvin Hughett Hotel, Huron, January 31. Russell Garry, Gregory, president.

also a member of the Order of Eastern Star, past matron of the organization's Patrons and Matrons' Association of Southern Maryland and a member of the Daughters of America. Survivors include her daughter, Mrs. Betty Jean Williams; a son, Donald; a step-daughter, Jane, and four grandchildren.

## Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- |  |
|--|
| All-Valley, Donna, Tex.                              |
| Glades Amuse. Co., Clewiston, Fla.                   |
| Scott, Turner, Rides: Daytona Beach, Fla., 29-Feb. 9 |
| Shop-O-Rama: Marana, Ariz.                           |
| Stephens, C. A.: De Land, Fla.                       |

## Circus Routes

- |  |
|--|
| Davenport, Orrin: Detroit, Mich., 4-17; Cleveland, O., 18-24.  |
| Polack Bros. Western: Hammond, Ind., 30-Feb. 3; Fort Wayne 8-10; Madison, Wis., 15-16; Louisville, Ky., 18-24. |

## Ice Shows

- |   |
|---|
| Holiday on Ice of 1957: Louisville, Ky., 29-Feb. 6; Evansville, Ind., 7-11; Atlanta, Ga., 13-24.  |
| Ice Capades, 16th Edition: Victoria, B. C., 29-Feb. 2; Vancouver 4-9; Edmonton, Alta., 11-16; Calgary, 18-23; Winnipeg, Man., 25-March 2.                 |
| Ice Capades, 17th Edition: New Haven, Conn., 29-30; Washington, D. C., 31-Feb. 13; Hershey, Pa., 14-27.   |
| Ice Vogues of 1957: Asheville, N. C., 29-30; Spartanburg, S. C., 31-Feb. 2; Macon, Ga., 3-7; Augusta, 8-11; Columbia, S. C., 12-17; Orlando, Fla., 18-23. |
| Shipstads & Johnson's Ice Follies of 1957: Toronto, Ont., 29-Feb. 1; Montreal, Que., 3-10; Boston, Mass., 12-24.  |

## Miscellaneous

- |  |
|--|
| Burke's Wild Cargo: (Fair) Tampa, Fla., 29-Feb. 9. |
| Hitler's Armored Car: Fort Worth, Tex., 29-Feb. 3. |

## S. D. State Names Nelson

HURON, S. D.—Adolph Nelson was re-elected president of the South Dakota State Fair and Kenneth E. Balgeman was reappointed manager at the event's annual meeting here last week.

Milo Opdahl, who recently completed the second year of a three-year board term, announced his resignation due to business reasons. Max Oviatt was again named vice-president.

## INSURANCE

IDA E. COHEN  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

## Pockar Co. at New Location

PROVIDENCE—The Samuel B. Pockar Company, jewelry and novelty jobber, has left its Charles Street location for a larger place on the lower floor of the Greene Tobacco Building, at 477 Smith Street, rear. There is a larger parking lot and greater floor space, as well as a post office on the same street, which is designated Route 44.

## FOLLOW THE LEADER!

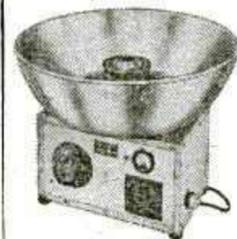
If you want personal service—HOP ON THE LENZ BANDWAGON—join the thousands of Showmen who insure with an Agency that offers only the best.

## CHARLES A. LENZ

"The Showman's Insurance Man"



1492 Fourth St., North  
St. Petersburg, Fla.  
Phones: 5-3121-7-5914



MAKE \$200 A DAY  
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OUR NEW PERFECTION HAS EVERYTHING; write for literature.  
ELECTRIC CANDY FLOSS MACHINE CO.  
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## The Most Beautiful MINIATURE GOLF

Courses Built in America are constructed by ARLAND  
444 Brooklyn Ave.  
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In 43 States, the Caribbean and Overseas.

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"The Showfolks' Insurance Man"  
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Longbeach 1-5576  
24-Hour Service

## OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35c; 8", 50c; 10", 60c. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

## POSTERS DATES CARDS

"Fastest Service in America."  
Write, Wire, Phone:  
NEAL WALTERS POSTER CORP.  
Phones 4111-Nights 7291-2331.  
Eureka Springs, Ark.

## 4"x15" COLORFUL FLUORESCENT BUMPER SIGNS

7¢ Ea. in lots of 2M 8¢ Ea. in lots of 1,000 \$55.00 500 lots  
SUPER-AD SERVICE  
124 N. 35th St. Camden, N. J.

## CHAIRS-TABLES

IMMEDIATE DELIVERY  
138 STYLES • STEEL • WOOD  
FOLDING • NON-FOLDING  
ON CHAIRS MINIMUM ORDER IS 4 DOZ.  
STATE QUANTITY NEEDED—ASK PRICES  
Adirondack Chair Co. Dept. T-4  
1140 BROADWAY (27 St.) N.Y. • MU 3-4834

## IN MEMORIAM



## L. J. HETH

Founder of the L. J. Heth Shows

Who Passed Away  
1 Year Ago Today,  
Feb. 2, 1956

Sadly Missed By All Of Us  
THE HETH FAMILY

## Pa. Aids Stricken Fair; Elects Clark

**Butler Enjoined From New Grounds; Allentown Lands 1958 Convention**

READING, Pa.—A member in trouble won the unanimous support of the Pennsylvania State Association of County Fairs at the annual meeting of the group here Wednesday-Friday (23-25).

The Butler (Pa.) Fair and Agricultural Society asked for and secured the promise of help in the form of an association-appointed attorney, to aid their own lawyer in an effort to reverse a Common Pleas Court injunction which now prevents the operation of its fair.

The 100-year-old society lost its grounds, on which it had operated for 45 years, when they were taken over by the school district as the site of a new high school. The money received was used to purchase 68 acres outright and to secure an option on an adjoining 80 acres for a new site. Butler officials

described the new location as unused farm property bordered by a mere handful of homes. These residents, however, were successful in securing the court order which enjoins the use of the site as a location for a county fair, amusement or recreational park and drive-in theater.

Butler officials said that at least one motion picture organization will help in view of the decision against drive-ins. Backing will also be sought from the International Association of Fairs and Exhibitions, in view of language of the order which said, in part, that fairs "are largely becoming a thing of the past."

Edward A. Clark, Clearfield, was elected president, succeeding John P. Bloom, of Ebensburg. Elected vice-presidents were John S. Giles, Reading; A. J. Richards, Butler, and Dwight B. Hoyer, Port Royal. Charles W. Swoyer, Reading, was re-elected secretary-treasurer.

Other speakers at the affair, held in the Abraham Lincoln Hotel, included Duane Carter, director of competition, United States Auto Club, who outlined the purposes of his sanctioning group; Louis P. Shannon, of the Du Pont Company; Capt. Elmer Faber of the State Police, and Dr. William Henning, Secretary of Agriculture.

More than 650 attended the annual banquet, which featured a three-hour show with talent contributed by several agencies, and the awarding of a plaque to Secretary Swoyer by the United States Trotting Association, which he helped found and has been active in for 18 years.

Talent included the Jean Meixel Girls, six-girl line; Sabos, acro; Eric Bros., accordionists; Doc Mifflin, magician; Lillian Briggs, vocalist, and Paul Seidel, canine specialty, from the GAC-Hamid Agency; Karen Nyce, acro dancers; Judy Lynn, vocalist; Jimmy Staylor Rock-A-Bye band; Jud Frame and Buddy Bright, dancers; Lane's Hawaiians, and Karen Dawn, ventriloquist, from Cooke & Rose; Dr. L. Q., mental banker, from Imperial Artists' Corp.; Eric Badixton, rollo-bollo, from Barnes & Carruthers; Bill Finch, baton twirler, from Willard Alexander, and the Oley Valley Hoedown, from Nunemacker Artists.

**Hamid Bags Reading**  
GAC-Hamid set the talent for the Reading Fair. A non-competitive situation exists at the York Fair, where Frank Wirth has produced the shows for a number of years. The Allentown Fair, booked last year by the Music Corporation of America and by Hamid for many years before that, will not be set until new committees have been appointed, probably next week.

Considerable competition developed for the 1958 meeting with representatives of Harrisburg plugging strong for a return to that city. The Allentown group won, however, with the most thoro campaigning ever seen at an Eastern meeting. Attractive cards, bearing the city seal, carried an invitation from Mayor Donald Hock, who stayed on thruout the meeting, and officers of the Allentown Fair, namely Frank Hausman, president; Reba Schall, secretary, and Ed Leidig, treasurer. A hospitality room was kept in operation around the clock.

Interestingly, Allentown had not sought or harbored the convention in a reported 20 years.

## NEW S. D. ASSN. SETS MEETING

GREGORY, S. D.—A new organization of country fairs, the South Dakota Fair & Exposition Association, will hold its first meeting January 31 in Huron, Russell Garry, of Gregory, president, announced.

The one-day confab will be held in the Marvin Hughett Hotel and carnival and attraction representatives and fair suppliers have been invited to attend. Two business sessions are scheduled. Kenneth E. Johnson, Colome, S. D., will be in charge of registration. If the meeting is successful, it will become an annual event, Garry said.

## Morris N. Y. Signs Holter, Cuts Premiums

MORRIS, N. Y.—Gene Holter's Wild Animal Show will return for a second year at the Otsego County Fair, appearing on opening night, Monday, August 26. Fair President Guy Post cited public demand as reason for the return date.

Post and Secretary Robert Halbert attended the Central New York fair meeting in Syracuse, reporting getting many ideas which it is hoped can be applied to the fair here.

It was announced that the Gilbertsville Fire Company has voted to accept the 10 per cent slash in prize money, usually awarded for the parade on firemen's day, August 30. Fair directors earlier this year voted the cut across the board for all premiums and advertising, "to bring costs into line with the normal operating income of the institution."

## PNE Ticket Deal Delayed Again

VANCOUVER, B. C.—The federal government has turned down a request of the British Columbia Fairs' Association that advance ticket sales involving giveaways be legalized.

V. Ben Williams, general manager of the Pacific National Exhibition, says he has been advised that such legislation will not be considered at the present session of Parliament.

## WINTER FAIRS

- Arizona**  
Mesa—Maricopa Co. Fair & Horse Show (Civic Center), March 27-31.
- California**  
Imperial—Mid-Winter Fair, March 2-10. D. V. Stewart.  
Indio—Riverside Co. Fair & National Date Festival, Feb. 16-24.  
San Bernardino—National Orange Show, March 14-24.
- Connecticut**  
Hartford—Hartford Fair, March 13-17. County Amusement Co.
- Florida**  
Dade City—Pasco Co. Fair Assn., March 6-9. J. F. Higgins.  
De Land—Volusia Co. Fair Assn. March 4-9. Lee Maxwell.  
Eustis—Lake Co. Fair & Flower Show Assn., March 11-17. Karl Lehmann.  
Fort Myers—Southwest Fla. Fair Assn., Feb. 4-9. Robert Hippelheuser.  
Largo—Pinellas Co. Fair Assn., Feb. 26-March 2. J. H. Logan.  
Orlando—Central Fla. Fair Assn., Feb. 18-23. C. T. Bickford.  
Palmetto—Manatee Co. Fair Assn., Jan. 28-Feb. 2. W. H. Kendrick.  
Sebring—Highlands Co. Fair Assn., Feb. 25-March 2. B. J. Harris Jr.  
Tampa—Fla. State Fair, Jan. 29-Feb. 9. J. C. Huskisson.

## FIRST CONFAB:

## Alabama Assn. Meet Gets Strong Turnout

TUSCALOOSA, Ala.—The Association of Alabama Fairs held its first meeting here Monday and Tuesday (21-22) and drew a good turnout of 32 fair executives from 16 of the State's fairs. The meeting was held in the new Hotel Stafford, which opened six weeks prior to the convention.

President J. D. Warren, Childersburg, opened the sessions, with A. W. Todd, State commissioner of agriculture, as the key speaker. Todd told the fair delegates that Alabama fairs, which currently participate in \$35,000 in State aid, should get at least \$100,000 each year.

Tuesday's session was generally taken up by a round-table discussion on buildings and grounds, and during luncheon, James M. Savery, Tupelo, Miss., spoke on "Attendance and Giveaways."

Warren was again elected president for 1957. Other officers include Mike Meany, Tuscaloosa, vice-president, and Christie W. Summers, Jasper, secretary-treasurer. Directors are C. H. Jackson, Florence; Neil Kilgore, Jasper; George Preiss, Montgomery, and Frank Crouch, Athens. George B. Flint, Barnes-Carruthers Theatrical Enterprises, Chicago, was also named to the board representing the associate members.

### Social Side

Mike Meany's Tuscaloosa fair, hosted the delegates and attraction reps at a cocktail party Tuesday night. Karl C. Harrison, a State representative and guest speaker at the banquet, sketched the development of fairs as far back as the eighth century. Entertainment was provided by the Lowry Brothers' Ensemble and George B. Flint, who delivered a 15-minute monolog.

Booking of carnival and grandstand attractions was held up as many of the fairs had not set their dates. Attraction reps, however, were on hand in good force. Included were Mr. and Mrs. H. B. Rosen, Mighty Interstate Shows; Floyd Heth, Al Kunz, Heth Shows; C. S. Peck, Key City Shows; Mr. and Mrs. Sam L. Levy, Robert

## FAIR MEETINGS

- Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 28-30. H. C. McClellan, Arlington, secretary.
- Louisiana Association of Fairs and Festivals, Bentley Hotel, Alexandria, February 3-4. Adolph Netter, Donaldsonville, secretary.
- Oklahoma Association of Fairs, Huckins Hotel, Oklahoma City, February 4-5. Vera G. McQuilkin, P.O. Box 3998, Oklahoma City, secretary.
- Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 7-9. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary.
- Association of Colorado Fairs, Albany Hotel, Denver, February 10. Forrest F. Hammes, Littleton, secretary.
- Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 11-12. Leonard T. Barnes, P.O. Box 907, Little Rock, secretary.
- Midwest Circuit, Continental Hotel, Kansas City, Mo., February 22. Virgil C. Miller, Kansas State Fair, Hutchinson, president.
- Association of Connecticut Fairs, Berlin High School, Berlin, March 9. Joseph C. Bartlett, North Haven, Conn., secretary.

Kline, Lawrence Greater Shows; J. L. Keef, Capitol City Shows; Tom Hickey, Gem City Shows; Earl D. Backer, Blue Grass Shows; Johnny Portemont, Jimmie Bush, Johnny's United Shows; Frank W. Peppers, Peppers' United Shows; James H. Drew, James H. Drew Shows; Bill Dollar, N. L. Creson, H. S. Lee Amusement Company.

Bernie Shapiro, Southern Poster Company; E. B. Henderson, Regalia Manufacturing Company; John Daly, Illinois Fireworks Company; J. Nolan, Chattanooga Tent Company; Jack Norman Jr., Eddie Zaccchini, Olympic Attractions; Jimmie Downey, Jimmie Downey Attractions; Jack Lindahl, Lee Slade, Boyle Woolfolk Agency; George B. Flint, Barnes-Carruthers Theatrical Enterprises; O. E. Bradley, concessions; Maurice Lipsky, concessions.

## Name Lyttle Sec'y-Manager At Santa Rosa

SANTA ROSA, Calif.—James F. Lyttle, a member of the board of supervisors, was named secretary-manager of Sonoma County Fair at a meeting of the fair's directors here last week.

Lyttle's appointment fills the vacancy caused by the death of Kenneth Carter in the crash of a private plane in Arizona last November. Chris Beck, fair board president, and Louis Basso, long-time fair concessionaire, also died in the accident.

The list of 15 applications for the post had been screened to Lyttle and J. E. Whitaker, manager of the Butte County Golden Feather Fair in Gridley, V. G. Garrett, chairman of the candidate screening committee, said.

### Veteran Exec

A member of the Sonoma County Board of Supervisors for the past 12 years, Lyttle is a past board chairman and was president of the California State Association of County Supervisors in 1956 and a director of the National Association of County Officials. Lyttle is expected to submit his resignation from the supervisors to Governor Knight soon.

In applying for the fair post, Lyttle mentioned an annual salary of \$9,000 as against \$8,000 previously paid. Donald Martin, fair board president, said the salary is "subject to negotiation." The job will be on a monthly basis until next January 1, when the board is empowered to make the appointment on an annual basis and at a yearly figure.

Board members serving with Garrett in the screening of the applications were L. E. Castner, Elco McCluskey, Gen. George L. Usher and William H. McConnell.

At the board meeting, Martin presented Western Fairs' Association 20-year awards to Garrett and H. W. Jacobs, present members, and Joseph T. Grace, ex-president and honorary life member who retired from the presidency last year.

Usher was named chairman of the budget and finance committee; L. E. Castner, concessions; McCluskey, entertainment and night shows, and Garrett, tickets and admissions.

## Ky. Delegates Name Messer New President

LOUISVILLE—J. B. Messer, of Crab Orchard, was elected 1957 president of the Kentucky Association of Fairs and Horse Shows at the organization's annual two-day convention which closed Friday (25) at the Kentucky Hotel here.

Herry Berge, Carrollton, was elected first vice-president for a one-year term. L. (Doc) Cassidy, public relations director of Kentucky State Fair, was re-elected secretary-treasurer for a three-year term.

Named to the board of directors were Frank C. Rapier, Waverly; Chester Smith, Harlan, and Terrell Wilson, Russell Springs.

A promotion division to operate under the guidance of association officers was established to sell national advertising in all county fair premium books of the State. R. Willis Stout, past president, was named to head up the division.

The largest attendance in association history attended the banquet Thursday night (24) to see the crowning of "Miss County Fair." Twenty-five entries, representing as many counties, vied for the title, with the winner getting a cash prize of \$100.

## Kahn Anniversary Noted

WAPAKONETA, O.—Harry Kahn, secretary of Auglaize County Fair here, was the subject of a feature article in a recent issue of the local paper, the occasion being the 25th anniversary of his appointment to the fair post.

For Your Fair... Park... Celebration Book

**THE MALKO TROUPE**

Flying Trapeze Artists

MIKE MALKO Bloomington, Ill.

I WANNA SEE THE **Aut Swenson** THRILLCADE JUMBO OF ALL THRILL SHOWS

R.O. BOX 1553 SOUTH SIDE STATION SPRINGFIELD, MISSOURI

## ROLLER RUMBLINGS

### Bonadonna Rollerama Kicks Off in Brooklyn

BROOKLYN — Rollerama, a gaily decorated \$50,000 conversion of the former Stillwell Theater, 24th Avenue and 86th Street, opened for roller skating with a full house of almost 1,000 skaters Friday (18), following a false start two weeks earlier. Bensonhurst Enterprises, Inc., headed by Otto Bonadonna, toy manufacturer, is the operator.

The rink, featuring a 160-by-85 unobstructed surface and exceptionally high ceiling, had joined the Roller Skating Rink Operators' Association of America prior to opening and featured a first night RSROA-sanctioned program of exhibitions by champs.

Assisting Bonadonna are his three brothers. The skate shop is handled by vet wholesale-retail man Mario Giove and brothers, organizer is Maurice Fetchard, A.B.C. has the food-drink concession, and instruction is by former amateur titlists Don and Beverly Maddoloni and Bill Castle, former instructor at now-shuttered Gay Blades. Rink features usual metropolitan area sessions: Nightly, except Monday, with matinees every Saturday, Sunday and holiday. Classes are being formed.

The false start on January 4, following advertising for an opening on that date, resulted from delivery of unsuitable guard railing which did not satisfy license requirements.

#### Chappell Music Files Suit Against Millville, O., Op . . .

CINCINNATI — Chappell & Co., Inc., publisher member of the American Society of Composers, Authors and Publishers, has filed suit for copyright infringement against Mill-Villa Roller Rink, Millville, O., alleging that its copyrighted songs were performed without authorization at the establishment. Songs involved are "Rosalie," by Cole Porter, and "Blueberry Hill," by Al Lewis, Larry Stock and Vincent Rose.

In its complaint, Chappell asked the court to restrain the defendant from publicly performing the songs in the future, and to award statutory damages, together with court costs and attorney fees.

Okey Buell, proprietor of the rink, was named defendant in the suit which was filed in United States District Court for the Southern district of Ohio, Western division.

#### Wal-Cliffe Announces Entries for Marathon . . .

NEW YORK — The following entries have been received at Wal-Cliffe Roller Rink, Elmont, for the third Annual New York Marathon: Donn Calvano and Ernest Bielfeld, Empire Skating Club, Brooklyn, members of the U. S. championship men's relay team; William Baumgardt and Frank Loschiaro, Sanford's Skating Club, Fort Lauderdale, Fla.; Larry Lane, Wilmington, Del., and Charles Wahlig, Wal-Cliffe.

Wahlig is 1953-'55 Northeastern regional intermediate men's speed champ. The event will be held February 23, over 26 miles, 385 yards. Manager Jim Ferris is handling the event.

### Philly Center To Include Kiddie Rides

PHILADELPHIA — An amusement park for youngsters is included in plans for the announced multi-million-dollar commercial development on a 42-acre tract in Southwest Philadelphia. Alfred A. Gilbert and Dr. Henry Spiegel are builders, developers and owners of the project. Located near the International Airport, it will be known as Market City, U. S. A.

The park is planned to include an elevated super highway on which youngsters can drive miniature cars and a simulated Wild West territory.

The shopping center will have a recreation building with facilities for bowling, roller skating and dancing, and a 1,000-car drive-in theater. To be erected at a cost of over \$5,000,000, it is expected to be ready in the spring of 1958.

### Clemen Firm for Ride Operation at Shopping Centers

CINCINNATI — Formation of a chartered Ohio corporation, Fun Spots, Inc., was announced last week by Ferd A. Clemen, owner of Pee Wee Valley, north of Cincinnati on Reading Road, for the purpose of operating portable rides at shopping centers. It is also planned to operate under contract for chain supermarkets and to furnish amusement devices to merchandise groceries.

Clemen stated that leases have been signed to establish Kiddielands at Swifton Center, new local shopping center, and at the Newport (Ky.) Shopping Center. The Swifton unit is scheduled to open April 1 and the Kentucky unit is to open a month later. Four rides will be used at Swifton and six in Newport. Clemen said he placed orders for several rides at the recent Chicago trade show of the National Association of Amusement Parks, Pools and Beaches.

Other members of the corporation are Rosemary A. Clemen, vice-president and treasurer, and Ambrose H. Lindhorst, secretary-general counsel.

### Wildwood Ops Appeal; N. J. Bans Fascination

NEW YORK — Two developments have cropped up which bear on the New Jersey games situation still not resolved altho the 1957 season is fast approaching. One is the New Jersey Superior Court, a trial court, that Fascination and a variation, Pitch Fascination, are gambling and thus not legal.

Reportedly a factor in the ruling was the replacement of judges by State Chief Justice Vanderbilt, an outspoken foe of Sunday business operations. In the days preceding the trial he pulled out Judge Sciortino, Atlantic County justice who has long familiarity with concession problems, and assigned a Newark judge. The later's ruling was that, altho Fascination has a U. S. patent as a game of skill, its lure is that of chance, hence, it is gambling, and not legal.

The other event is the appeal to State Supreme Court by five operators in Wildwood, including the Ramagosa interests, to exempt their concessions from last July's ban since they are not mechanical devices and therefore not gambling.

The units are ring the Coke bottle, scales and age, bear pitch, milk bottle and a dart game.

Attorney for the operators is Marvin D. Perski, who argued that the units are under the prior court decisions which said in effect that if more skill than chance is involved in a game, then it is not gambling. Involved in the appeal are Carl and Ramagosa, Inc.; S. B. Ramagosa & Sons; Martin, Louis and Donald Schwartz; Sol K. Knopman, and Stanley J. Dutkin.

#### Gambling Place?

David M. Staz, deputy attorney general, who argued for the State and for Cape May Prosecutor Albert M. Ash, said that regardless of whether skill or chance is involved, the operators are violating the law which makes it illegal "to keep a place to which persons may resort . . . for gambling in any form. Staz said the games are gambling since players seek a prize worth more than the fee charged to play the game.

Perski pointed out that the operators had a large amount of money invested in games equipment and prizes, and a closing will constitute "immediate, substantial and irreparable injury, loss and damage" not only to them, but to the municipalities of Wildwood and North Wildwood.

The operators seek a permanent injunction against police interference, but Superior Court refused to continue the ban. The appeal is for Supreme Court to reverse the Superior Court stand. Supreme Court took no action on Perski's request, but indicated a decision will be forthcoming.

It is not yet clear what effect the Fascination decision will have on the legality of other group games, which are numerous along the long Jersey shore resort strip.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, SNOWMASHIP

GET THE NEW REVOLVING

### HOLLYWOOD SPOTS-LITE

BETTER 'N A CRYSTAL BALL  
NO MIRRORS TO BREAK  
WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOW MAINSHIP, LIGHTING EFFECTS AND SOUNDTRACK. IT'S DIFFERENT, IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SKATING RINKS, CLUBS, TAVERNS, AMUSEMENT PARKS, HOTELS, RESORTS.

Write For Complete Free Details  
**HOLLYWOOD SPOTS-LITE Co.**  
Dept. 2 3619 No. 16th St. Omaha 10, Nebraska

### SKATING RINK TENTS

42 X 102 IN STOCK  
53 X 122 AT ALL TIMES

NEW SHOW TENTS  
MADE TO ORDER

**CAMPBELL TENT & AWNING CO.**  
100 Central Ave. Alton, Ill.

PORTABLES ARE THE ANSWER

### Porto-Bilt

TENT COVERED SKATING RINKS

Write  
**W. T. SHACKELFORD**  
Box 425, Smyrna, Ga. Phone 5-5978  
Phone: 8-2183, Marietta, Ga.

### CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in clean lines and traction.

**PERRY B. GILES, Pres.**  
Curvecrest, Inc. Muskegon, Michigan  
We invite you to bring your skates to Curvecrest and see for yourself!

### Complete Portable Rinks

FOR SALE

Beautifully designed Tents — Interchangeable floors — no bolts required for rails, light fixtures or office. Place orders now for spring delivery.

**TILLINGHAST MFG. CO.**  
P. O. Box 27 Venus, Texas  
Phone: 79-F-2

We BUY AND SELL NEW and USED RINK ROLLER SKATES

Lowest prices  
Write for quotations — 1-day service.

**JOHNNY JONES, JR.**  
CHICAGO ROLLER SKATE CO.  
51 CHATHAM ST., PITTSBURGH 19, PA.

A Good Deal for Rink Men

## "CHICAGO"

### IMPERIAL—PRECISIONETTE—DELUXE

Sold by Rink Operators Exclusively  
Three Great Custom Line Roller Skates

ORDER A PAIR OF EACH FOR DISPLAY NOW  
CASH IN ON THESE SALES

### CHICAGO ROLLER SKATE CO.

Manufacturers of All Kinds of Roller Skates

4427 W. Lake St. Chicago 24, Ill.

### ZOOLOGICAL GARDEN For Sale

Real place for animal dealer.  
Nice place near Montreal.  
Box 18, Station "N"  
Montreal, Que.

### WANTED

Adult and Kiddie Train Ride Concession on percentage basis, ideal location. Gift Shop Concession also.

**Fairytown U. S. A., Inc.**  
Route 25, Middle Island, N. Y.  
Phone: Yaphank 4-3308

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At R.A.S. Shows Arcade—or Tampa Terrace Hotel Tampa, Fla. Jan. 29 - Feb. 7  
See the Latest in Arcade Equipment

### Participating Sports Group Plans Conclave

FEASTERVILLE, Pa. — Fourth annual convention of the Participating Sports Association, made up of pool and rink operators, will be held here March 24-25. Host will be Vernon Platt and owners of the Somerton Springs Pool.

The organization is pushing for changes in the admissions tax law. The present law exempts tax-supported public pools from collecting the tax but requires commercial tax-paying pools to add the tax to their admission prices. The association seeks to amend the law to eliminate this situation.

Pennsylvania and New Jersey chapters of the association met Monday (28) in Philadelphia.

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## Saginaw Sets Mark; Grand Rapids Good

Davenport Show Starts Strongly; Line-Up for Detroit Stand Announced

GRAND RAPIDS, Mich.—The Shrine Circus here, with Orrin Davenport's production, opened strong to capacity houses and an increased advance.

This followed the Davenport show's appearance in Saginaw, Mich., where it registered a 15 per cent increase in business, for an all-time record there.

Davenport also announced here the line-up for the Shrine show he will have at the State Fair Coliseum in Detroit February 4-17.

### Five Turnaways

Arrival of the Keller wild animal act from Hawaii and additional publicity helped toward the big Saginaw total. From Wednesday thru the Saturday closing there were five turnaways. Visitors included several persons from the Polack Western show, which was assembling at Flint, Mich.

The Grand Rapids date began with a pair of capacity houses on Monday in Civic Auditorium. Tuesday afternoon was filled but the night house was just under capacity. Wednesday's afternoon show broke records when the overflow was seated in aisles. Added to the line-up which appeared at Saginaw were the Kimris, Klausers Bears, Johnson and Owens, the Bokara Troupe and Percy Rademacher.

### Beatty, Wallendas In

Heading the Detroit date again will be Clyde Beatty, with his wild animal act, the Wallenda high-wire act, and others as well as the most of those appearing at Saginaw and Grand Rapids. The full Detroit list includes:

Clyde Beatty; the Roberts, casting; Les Bons, Roman ladders; Ricetta, high-nole; Shyrettos, cycles; clowns, with Otto Griebling; Klausers Bears; Chai and Somay, Yong Brothers and Sister, Young China, acrobatics; clown, with Ernie Burch; Wallenda butterfly number; Roland Tiebor's Seals; Helen Haag's Chimps; Joe Lemke's Chimps; Miss Mara, trapeze; Victor Julian Dogs; clowns, with Irving Romig; Wallenda, ladders; Noble Trio, parallel bars; Johnson and Owens, horizontal bars; Bokara Troupe, teeterboard; Franklin and

## Smarts Deny Sweden Tour

NEW YORK—A denial has been issued to rumors that Billy Smart's New World Circus, British tent show, would play Sweden this year for Kate Bronnet, under her Circus Scott title.

The Smart organization has concluded its bookings in England and Scotland for the coming tour, director J. David Smart reports, and will definitely not play Scandinavia.

## Mills Building Seat Wagons

CLEVELAND HEIGHTS, O.—Mills Bros. Circus will be equipped this year with seat wagons. The show will have three specially equipped semi-trailer trucks, each with 330 chairs affixed to it. The new equipment now is under construction, it was confirmed here by Co-Owner Jack Mills.

## Hawaiian Show Schedule Told By Yee's Agent

HOLLYWOOD—Acts for the third annual Honolulu Shrine Circus to be produced by Wally Yee will fly from here to Hawaii February 16, John H. Billsbury, Yee's Mainland representative and the show's equestrian director, said here last week.

A full-dress rehearsal for the press and crippled children will be presented February 19, with the official opening the following day. Ending its Honolulu schedule March 9, the show will play an additional 19 days, also under sponsorship, on the other islands.

Billsbury will leave February 17 with the Alberto Zoppe Troupe, who will have arrived in Los Angeles that morning. Acts in the first contingent to leave via Pan American Airways will include Capt. Jimmy Jamison, fire diver; Triska Troupe, high wire; the Linares, slack-wire and balancing; Tiny Gallagher, trapeze; the Flying Royals; LaBrac and Bernice, unicyclists; Ala Ming, wire; Dick Clemens, animal trainer; Gerald Soule, trapeze; Rudy Muller, elephant trainer; Charles (Daddy Long-Legs) Danders and Company, and the clowns, Frank Cain, Eddie Dullum, Shorty Hinkle and James Snell. Count Nicolas will be the ringmaster. Music will be divided by George B. Vest, with Victor Robbins, trumpet, and Buddy Thilman, drums. Vest will handle the electric organ and calliope.

Other features of the run include the menagerie, Don Gilbert's Side Show, Sam Houston's "Strange Cargo," and an iron lung. Phil Escalante, wardrobe and prop man, will handle the raising of the 160 by 160-foot orange and blue round top that Yee purchased especially for the date from the O. Henry Tent & Awning Company. Wally Yee's Greater Shows will make up the midway that will be closed on three sides by a Wild West canopy purchased from United Tent & Supply Company here. The ride layout will include six major and four kiddie rides and 30 concessions. Power will be supplied by twin Diesels. Transportation from island to island will be made by truck on barges.

George (Great Keno) Dunn, Side Show magician with Ringling during last year's tour, is wintering at Santa Monica, Calif.

Astrid, balancing; Rebertes, novelty acrobatics; Zavatta Family, bare-back riding; clowns, with the Sherman Brothers; Clyde Beatty's Elephants; clowns, with Jimmy Armstrong and Frankie Saluto; the Wallenda Family, high-wire; Les Kimris, aerial; Liberty horses; the Flying Deislars, and the Sabre Jets, flying return acts.

Orrin Davenport is producer. Other staffers include Harry Thomas, equestrian director; Merle Evans, bandmaster; Charles Marine, props; Clarence Marine, assistant; Harry Haag, transportation; Dorothy Kohler, wardrobe, and Ora Parks, press.

Clown alley at Detroit lists the Sherman Brothers, Griebling, Burch, John Toy, Dick Lewis, Rademacher, Carl Marx, Jimmy Davison, Armstrong, Saluto, Romig, Roy McDonald, Francisco and Joe Lewis.

## Edna Curtis Weds Jorgen Christiansen

CHICAGO—Marriage of Edna Dee Curtis, booking agent for the Minneapolis Shrine Circus, and Jorgen Christiansen, circus trainer of horses and other stock, was confirmed here last week.

The wedding took place January 6 at the Fulton, Ind., home of the Virgil Bakera and was performed by a Lutheran pastor from Rochester, Ind. The couple took a honeymoon trip in the East.

The former Mrs. Curtis has sold her home at Downers Grove, Ill. The Christiansen act has been based at his Fulton farm. The couple will move April 1 to Idaho Springs, Colo., and both will continue their circus activities from there.

## Circo Brasil Plays Caribbean Islands

KINGSTON, Jamaica, B.W.I.—Circo Brasil is appearing here after a tour of British Guiana, Martinique, Guadeloupe, Barbados, Dominican Republic and Haiti.

Show is owned by Antolin Garcia, of Rio de Janeiro, and acts are largely from Europe.

## HIGH-LEVEL PUBLICITY

## Mills Elephants Appear At Inauguration Events

WASHINGTON — Mills Bros. Circus elephants traveled in high places here last week while taking part in inauguration activities. Circus owner Jack Mills headed a delegation of 60 persons that brought two bulls, Miss Burma and Little Miss Burma, to the capital.

Miss Burma was in the inaugural parade and stopped for a brief act in front of the reviewing stand. This won a tip of the Presidential hat in acknowledgment.

Little Miss Burma attended a reception on the 10th floor of the Willard Hotel, where other celebrities included Vice-President Nixon and Secretary of Agriculture Ben-

son. Moving to the Sheraton-Plaza Hotel, the little elephant posed with Secretary of Defense Wilson.

As a special surprise for Dr. William Mann, of the National Zoo, Jack Mills took Little Miss Burma to the home of the veteran circus fan and animal expert. The small bull was taken into the Manns' apartment.

Mills said that the appearances of the elephants garnered much publicity in Washington newspapers and on the air. Magazines also took pictures, and wire services carried numerous elephant pictures, most of them including trainer K. Y. Sagraves.

## POLACK WESTERN OPENS AT FLINT

Rose Gold Returns; Name Acts, Staff; Early Crowds, Advance Equal Last Year

FLINT, Mich.—The 1957 edition of the Western unit of Polack Bros. Circus was launched at Flint's IMA Auditorium Sunday (20).

Opening day drew a turnout afternoon and strong night house. Second day was off, but from Tuesday on it was excellent, with packed matinees the rule. Advance sale indicated the week's run of 15 performances would wind up on a par with last year's. An extra show was scheduled for Saturday morning.

The show's route calls for dates in Hammond and Fort Wayne, Ind.; Madison, Wis., and Louisville before the start of the Chicago engagement, February 27.

First performance was smooth and only one change was made later in the sequence of displays. Timing was to be trimmed by 10 or 15 minutes to give a show of just over two hours' running time.

### Rose Gold Returns

The Polack opening marked the first public appearance of Rose Gold since she received serious injuries in a fall at San Francisco last May. Her comeback had been further complicated by a last-minute switch in partners. Bela Ezias replaced Francesco Rinetti, the partner who returned to France in mid-December.

### Running order of the program

## Beatty, Gaby Tops Ordered

CHICAGO—United States Tent Company confirmed here this week that it is building a new 130-foot round top, with three 50's, for the Clyde Beatty Circus.

It also is building a 150 by 150 European-style top for the Gaby-Fofo-Milki Circus, which that show expects to use on a tour of Puerto Rico. It's now in Cuba.

U. T. Tent has completed a new top for Kelly-Miller and is completing new middle pieces for Hagen Bros.

A Chicago columnist last week reported that Ringling-Barnum had been pricing new canvas, but tent sources said the rumor was without foundation.

## Rumors Stir Sarasota, Fla.

SARASOTA, Fla.—Rumors of circuses for sale and of showmen hoping to buy were flying here last week. Altho it appears no deals were made or seriously considered, several were rumored.

Several prospective buyers stirred to a report, apparently unfounded, that the Beers-Barnes Circus might be for sale. Arthur (Hardtimes) Leonard reportedly was trying to interest possible partners in buying half interest in Leonard Bros. Circus. Also coming in for mention was Ring Bros. Circus.

R. E. McAfee, Arnold Maley and several others were among those said to be interested in circus ventures.

SARASOTA, Fla. — James Grady, president of the International Billposters' Union, and executives of three circuses are meeting here Monday (27). Shows are Clyde Beatty Circus, Cristiani Bros., and Ringling-Barnum.

follows: Hawthorn Wild Animal Fantasy presented by Patricia Jamison, Barquette's Cloud Swing Girls, the Fredonias, clown walkaround, Four Kelroys, Original Cutis, Barquette's Balancerinas, Bertram Mills Chimpanzees presented by Willem Lenz, clown number, Josephine Berosini, intermission, Barquette's Aerialolevies, Three Lorandos, Besalou Baby Elephants presented by Mac and Peggy MacDonald, Rose Gold Trio, clown walkaround, Lacy Troupe, clown number, Paramount Bears presented by Karl Fisers, Barquette's "Extravaganza Espanol" and Flying Palacios.

Costumes were designed under Barquette's direction and executed by Jacks of Hollywood. Choreography for Barquette's numbers was set by Lauretta Jefferson, musical arrangements were done by George Briegel and special props and rigging were built by the Hebelers Shops in Sarasota.

### Name Barquette Girls

Girls working in Barquette's numbers are Joyce Briedenbach, Brenda Brysch, Diane Johnson, Kae Johnson, Brenda Jones, Evelyn Kent, Francesca Kubick, Liliane Kyntana, Dollye Green Lombardi, Peggy MacDonald, Sharon McFarland, Elaine Millar Hester, Irma Palacios, Gisela Seidler, Beryl Smith and Hannalore Walstrom.

Clowns are Gene Randow, Larry Benner, Al Ackerman, Harold Simmons, Jimmy Douglass and Art Gallagher.

Louis Stern's staff remains basically unchanged. Ross R. Paul is manager and announcer; Chester Stanley, assistant manager; Opal M. Paige, auditor; George W. Paige, concession manager; Gwen Carsey, concession auditor; Bee Carsey, musical director; Wally Newbury, organist; Sam Steffant, drummer, and Bernie (Soldier) Longsdorf, superintendent and mail agent. An addition is Lillian Kincaid Harvey as wardrobe mistress.

John and Eloise Cuneo, of the Cuneo-trained Hawthorn Wild Animal Fantasy and Paramount Bears, were on hand for the opening week. Bessie Polack was with this unit for its first week.

Visitors opening day included Nellie Vaughan, Polack talent booker; Viola MacLeod, secretary of Polack's Chicago office; Mickey Blue and Joe O'Donnell, Polack Western promoters; Walter Stebbins, Polack Eastern promoter, and Hans Lederer and Kurt Oranto, booking agents.

Further visitors were performers from Orrin Davenport's Saginaw date that had closed the night before; Buster Melzora, circus "poet laureate" from Saginaw, and Carl H. (Pop) Hausman, circus fan from Lansing, with his camera.

## Packs Unit Books Mont., Ore. Stands, Stevens Announces

LONOKE, Tex.—Bob Stevens, general agent for the Western unit of the Tom Packs Circus, announced here last week that the show has booked a string of stands in the Northwest. The announcement followed a meeting of Shrine officials in that territory.

The towns booked are Billings, Great Falls, Lewistown, Miles City, Glendive, Sydney, Livingston and Kalispell, all in Montana. He also reported the contracting of dates at Portland, Roseburg, Medford, Ontario and Lakeview in Oregon.

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Contracting Promotional Agent, reliable and dependable. Capable of booking good dates and who can properly represent this high type attraction.

Dell O'Dell was the star at Ivar Theater in Hollywood for two months. Following is small part of a two-column review in the Los Angeles Times, Aug. 2, 1956: "They've got a lady Houdini out at the Ivar Theater named Miss Dell O'Dell, one of the very few practicing 'magiciensnes' around, and let it be noted that she takes second place to no man in the legerdemain league."

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602 Georgina Ave., Santa Monica, Calif.

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For DAYTON, OHIO, ANTIOCH TEMPLE SHRINE CIRCUS. 2 1/2 months' solid work. Men must be reliable and sober; will not tolerate drunks or drifters. If interested, I can be reached at the Shrine Circus Office, 107 East 1st St., Dayton, Ohio. Phone: Fulton 0052.  
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6-Truck Circus, 25 Kw. Light Plant; 70 Big Top, two 30's, one 40 Middle. Would consider partner.

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## UNDER THE MARQUEE

Bob and Mae Noell have their Noell's Ark Gorilla Show at the American Palisades Park in Cuba. . . . Visiting at Tony Diano's Diamond O Ranch, Canton, O., Sunday (6) were Happy Powlson and Frank Bland, of Powlson's Amusements, and artist Kay Goff's group, reports Henry H. Varner, secretary of the Diano operation.

The Bokara teeterboard act is set to return to the Ringling show. . . . Dieter Tasso, will work the Toronto Sports Show in March and will play a 39-day route with the Gene Autry show. Also going with Autry will be the Seven Lucky Girls, acrobatics and baton twirling. . . . Nita and Pepi are playing the Dunes, Las Vegas, Nev.

David DeLock is agenting Marie O'Day's Palace Car, currently in Texas. . . . Dick Kriel, of the Kriel family, circus performers, is now in the Armed Forces, and Patricia Kriel is working in a Chicago theater. Lowell and Lois Kriel are headquartering in Comanche, Iowa, and making dates with trained dogs and house cats.

Dowell M. Singer, of Singer Calliope Company, writes that one of his instruments was used by the Sanford Carpet Company in its display at the recent Chicago furniture show to bally a particular carpet pattern. The firm also used his company letterhead in its direct mail promotion of the pattern.

Michael Burke, former executive director of the Ringling show, now is with CBS and is going to Europe for the network. . . . Tom Inabnette, Harlingen, Tex., fan, has been vacationing in Florida. . . . Charles Whitcomb, Glens Falls, N. Y., fan, visited in Sarasota.

From John L. Sullivan's Circus Hall of Fame, Mary Jane Miller reports that Joe Cogozzo and his monkey act worked there a week. Paul Michaels is emcee on Saturdays and Bob Grosvenor on other days. Carol Sullivan is helping out in the ticket department on week-ends. Russ Letourneau, the Hall of Fame's puppet man, is appearing nightly also in a local stage production. Jacinta Lyon and Barbara Keen are teenagers who work on trap and web. Corky Cristiani came to the Hall and had several pictures taken with her horse in the arena. . . . Cosetta Cristiani also visited. . . . Everet Smith, of the Christian Science Monitor, Boston, visited. . . . The Circus Hall of Fame marked its first anniversary last week.

Alex Irwin, Chicago calliope owner, is back in action after an operation. . . . CFA Pettus Brown is at his Hopkinsville, Ky., home recovering from surgery and would enjoy mail. . . . Clint W. Finney veteran general agent for Wild West shows and circuses, was honored at a dinner Monday (28) by the Aurora (Ill.) Shrine Club for his nine years of service as club secretary.

Rudy Rudyhoff Jr. and wife, Beverly, are back in Glen Arm, Md., after a visit with his wife's parents, Mr. and Mrs. Robert Mueller, of Sheboygan, Wis. While in Sheboygan they visited Frank and Joice Kirk, Marcelle and Janis and John and LaVeme Fleck, also home for the holidays. The Rudyhoff family, including Erna and Rudy Sr., are preparing to leave in March for a 25-week tour in the West Coast area.

Jack and Ruby Landrus, midget clowns, will join the Gil Gray Circus for their fifth season after playing the Minneapolis Shrine Circus, February 28-March 9.

Bev Kelley goes ahead of the hall show, "Cat on a Hot Tin Roof," where Allen Lester already

is at work. . . . Ora O. Parks is handling press for Orrin Davenport dates. . . . Jimmy Heron has a grocery store on Route 5 north of Jacksonville, Fla.

Donald Cotton, wire walker, is with the Henson Bros.' Circus. Charles Owen is working with him as a clown. . . . Jose DeLeon, armless wonder, will be with Dick Best's Side Show on Royal American Shows. He is playing clubs in Montreal. . . . Jim Hirschberg is in Manitoba and Saskatchewan booking a hillbilly show for James Edgar, one-time circus owner.

Wintering in the Sarasota-Tampa area are Arthur E. Bitters, agent and press agent; Tom Kennedy, concessionaire; Mae S. Hong, press agent; A. Lee Hinckley, bandmaster, and Mrs. Hinckley; Roland Butler, press veteran; Charles Katz and Walter Kernan.

The Flying Malkos are closing with the Atayde Bros.' Circus two weeks early, as arranged at the outset, so that they can make their commitment to open with the Hamid-Morton Circus. The Malkos have been doing the triple somersault regularly in Mexico.

Mrs. Jeanie Spaeth, formerly of the Kriel Family of circus performers, is mother of a child born recently in Council Bluffs, Ia. Richard Kriel is in the army. Patricia Kriel is working in a Chicago theater. Lowell and Lois Kriel are working in Illinois and Iowa with clowning and trained dogs and cats.

Dale C. Haynes, Mansfield, O., CFA, was in Chicago for a home builders' convention last week. . . . Jack Ogle, who was a bareback rider with the Gainesville Community Circus, has been graduated from East Texas State College. He has been working nights and commuting 50 miles to complete schooling since getting out of military service.

Rene Zaccini, son of Edmondo Zaccini, is practicing law in Tampa. . . . Henry Varner reports visiting the Rube Rays at Canton, O. . . . Don Marcks visited Hubert Castle at the San Francisco Auto Show. . . . Weber Bros.' Circus made several appearances in California.

Mae Noell writes from Cuba that she spotted some small shows on the island in addition to the major ones that play Havana. One was billed as Morales Bros.' Circus. Another, in Batabano, was billing "Buffalo Bill."

Fred Moulton, retired circus press agent, was featured by The Tulsa Sunday World in a two-page spread January 13. . . . In Macon, Ga., recently have been Charles Underwood, Elmer Yates, Slim Lance, Charley Roark, Floyd King, Hugh Hart, Herbert Knight, J. R. Fremont, Doc Holcamp, Elmer Kauffman, Lee Tanguay, Allen Tobbell, Freddie Meyers, James H. Drew Jr., R. E. Miller Jr., R. E. McAfee, Walter D. Nealand, A. F. Maley, Paul M. Conaway, Tom Hart, Ed Hiler, P. Guilano, Jim Hirschberg, Phil Doto and Charlie Blaum.

Malikova, high wire performer, is with England's Bertram Mills Circus until February 2, and was the subject of an enthusiastic review in the staid London Times. Also with Bertram Mills is Meribeth Old, contortionist from Kansas.

### PHONEMEN

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## Detroit Club Burns Mortgage at Party

Fems Install Margie Mansell; Men Honor Six Past Presidents

DETROIT — The Michigan Showmen's Association combined four major events into one at its annual banquet and ball here Sunday night (20) in the Fort Shelby Hotel. Officers of the organization's auxiliary were installed, past presidents were honored, the mortgage on the clubhouse was burned and the club marked its 20th anniversary.

Taking office for the woman's club were Margie Mansell, president; Carrie Dear, Helen Cook and Revele Galo, vice-presidents; Margaret Stapleton, secretary, and Grace Ziegler, treasurer. Directors are Viola Lipka, Edna Burd, Jean Briggs, Rose Schimmel, Ann Stone, Gertrude Quist, Mary Clothier, Lottie Johnston, Tina Weiner and May Price.

Speakers included Mary Beck, of the Detroit Common Council, who at times serves as acting mayor; Jack Dickstein, new MSA president, who also served as toastmaster, and Judge John Ricca of the recorder's court.

### Burn Mortgage

Harry Stahl, six times president of the club, burned the mortgage, recalling that the \$41,500 had been paid off since 1945. Floyd E. Gooding, head of Gooding Amusement Company, was given special recognition for his service to the organization with particular emphasis on his participation in the Christmas party for underprivileged children.

Past presidents honored, in addition to Stahl and Dickstein, included Bob Morrison, L. H. (Doc) Firestone, Ben Morrison and William H. (Bill) Green.

On the platform, in addition to the officers and speakers, were Cal Lovejoy, Cameron D. Murray, Edgar Burge, Irving Rubin, Max Kahn, Paul Greeley, Bob Morrison, Firestone, Pete Norman, Bernie

Mendelson, and Hal Reves, of The Billboard. Guests introduced, in addition to Gooding, were Eugene Skerbeck, John F. Reid, Roscoe T. Wade, Ralph Garber, Michael Nock, and Harry B. Kelley, veteran secretary-treasurer of the Michigan Association of Fairs.

### Moran Installs

Frances Moran served as installing officer for the auxiliary, as (Continued on page 74)

## PCSA Ladies Set Committees, Board Members

LOS ANGELES—Berta Harris, president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, announced the organization's board members and committees at the Monday night (21) meeting.

Marosa Herman was named chairman of the board, which includes all past presidents and Emily Bailey, Raie Banard, Emma Blash, Mabel Brown, Norma Burke, Peggy Butler, Esther Carley, Charlotte Cohen, Mimi Crouch, Dot Cronin, Edna Dauer, Donna Day, Madison Hopes Dew, Bobbie Douglas, Regina Fink, Flossie Fitzgerald, Minnie Ford, Emily Freidenheim, Babe Gardner, Blanche Henderson, Maybelle Hendrickson, Elsie Kennedy, Virginia Kline, Ruth Korte, Lola Krekos, Evelyn Lantz, Clara Little, Gladys Mackey, Eliza Matthews, Maree Rhodes, Marie Mead, Nancy Meyers, Mae Mortensen, Isabel Myers, Fern Redmond, Thora Rickard, Rose Rosard, Stella Shaphron, Elsie Sheldon, Julia Smith, May Snobar, Charlotte Warren, Ruth Wolf Woods.

Trustees are Nina Levine, chairman; Clara Zeiger, co-chairman, and Clara Andersen, Trudi di Santi, Jessie Loomis, Opal Manly and Peggy Steinberg.

Named ambassadors of good will were Ida Chase, Mabel Brown, Ruth Martone and Virginia Kline. Peggy Forstall and Blanche Henderson were named to handle publicity; Clara Little and Thora Rickard, sergeants at arms; Blanche M. Henderson, membership chairman, with all members on the commit-

## Sally Prevost Installed by St. Louis Fems

ST. LOUIS—Sally Prevost was installed as the 27th president of the Missouri Show Women's Club at appropriate ceremonies held here Thursday (17) in the York Hotel.

Also inducted were Marguerite Lohmar, Elsie Wear and Catherine Oliver, first, second and third vice-presidents, respectively; Lotus Francis, treasurer; Nora Gdynia, social secretary; Josephine Germain, sergeant at arms; Virginia Von Brehen, secretary, and Ida McCoy, chaplain, Estell Regan, now residing in Houston, tripped here to serve as femsee.

Other past presidents on hand included Verna Schantz, Rose Brown, Teresa Sidenberg, Ida McCoy, Catherine Oliver and Lotus Francis. Representing auxiliaries of other show clubs were: Peggy Grimm, Showmen's League of America; Joan Kohrs, Caravans, Inc.; Edith Myers, Michigan Showmen's Association; Lotus Francis, Lone Star Showmen's Club of Texas; Arlene Impellezzete, Hot Springs Showmen's Club; Lela Graber, Pacific Coast Showmen's Association; Catherine Oliver, Heart of America Showmen's Club; Ellen Robertson, Greater Tampa Showmen's Association; Florence Creely, Miami Showmen's Association, and Sally Prevost, the St. Louis Women's Club.

The International Showmen's Association, represented by Euby Cobb, Ed Schantz, David Prevost, Red McCoy and Bennie Wear, presented the club with flowers. Floral pieces were also received from Caravans, and auxiliaries of the Showmen's League, Tampa and Miami clubs.

Following the installation, the crowd moved to the clubrooms where a party, including dancing and a buffet supper, was held. John Francis, veteran St. Louis showman, was on hand after a siege in the hospital.

tee, and Dr. Ralph E. Smith, physician.

### Committees Listed

Committees, with chairmen named first and co-chairmen named second, are: Cemetery—Peggy Forstall, Mary V. Taylor, Lucille Dolman, Margaret Farmer, Grace Merkel, Marie Tait, Clara Zeiger, Sick and relief—Emily Bailey, Mary V. Taylor, Mae Mortensen, Fern Redmond, Julia Smith, Entertainment—Lucille Dolman, Mae Mortensen, Emily Bailey, Raie Banard, Edna Dauer, Emily Freidenheim, M. Hoagland, Janet Lee Nelson, Ruth Ostro.

Ways and means—Marie Tait, May Snobar, Clara Anderson, Edna Dauer, Flossie Fitzgerald, Ruth Korte, Evelyn Lantz, Marie Mead, Myrtle Hutt Morris, Isabel Myers, Peggy Steinberg, Charlotte Warren, Gladys Weber, Florence Webber, House—Peggy Butler, Mary Bacigahupi, Emily Bailey, Mary Dierlan, Lucille Dolman, Maree Rhodes, Thora Ricard, Ruth Safro, Julia Smith, Helen Vaughn, Ruth Wolf Woods, Madison Hopes Dew, Jetta Clancy, Nina Levine, Bazaar—Lillian Schue, Opal Manly, Clara Andersen, Raie Banard, Esther Carley, Jetta Clancy, Betty G. Coe, Lucille Dolman, Dorothy Endfield, Margaret Farmer, Regina Fink, Babe Gardner, Clara Little, Eliza Matthews, Thora Richard and Rose Rosard.

## STRATES GETS BEDFORD

# Fairs A-Begging At Pennsy Confab

READING, Pa.—The direction of pursuit was reversed at the Pennsylvania State Association of County Fairs meeting when a number of fairs found themselves in need of a carnival.

At one time as many as a half dozen annuals were desperately reaching out to grab a midway company. This was in sharp contrast with recent past years when the carnival operators were involved in the lobby, elevator, hall and room treadmill in search of spots to fill out their routes.

Conflicting dates occasioned much of the trouble. In at least one instance a carnival company refused to be tempted back to a

second helping of what it termed insufficient business.

### Several Dates Open

At the meeting's end several fairs were reported still unsigned. Their problem, however, was not judged too serious since upcoming weeks will likely see a change in some dates to make contracting possible.

It was officially announced that the James E. Strates Shows, long-time occupier of the midways at the Clearfield and York fairs, had added Bedford, previously held by the Prell organization. Strates also added, according to agent Allan Travers, Hughesville, a date small by comparison with the others on its route. Played only by truck shows in the past, Hughesville became attractive to the Strates organization both because of its early July dates and because of contract considerations which reportedly acknowledged cognizance of the cost of railroading.

Cetlin & Wilson is securely set at the Reading Fair. Allentown will make its award in a week or so following the appointment of new committees. The World of Mirth has played the spot for many years. Others, however, are interested, including the Wade Shows, and the Reithoffer Shows.

### Serfass Satisfied

Most dates represented here, as at other meetings throught the East, were spoken for well in advance. As a consequence, valiant warriors, such as Lloyd Serfass, of the Penn Premier Shows, made the circuit to entertain rather than solicit.

The native Pennsylvanian described the situation as exceedingly pleasing to him and spoke in favor of the continuance of a static booking picture, as long as he found himself in such a favorable position. Serfass, along with Oscar Buck, strengthened his route when John Marks retired his show from the road last fall.

Because of the very light booking possibilities, the attendance of carnival representatives was small by comparison with other years. Booking agents and representatives of other firms with fair interests were numerous, however.

## NON-PRO

# Charge Trio In Theft of Midway \$18G

SALEM, Mass. — Three men were indicted here this week for the kidnap of Salisbury Beach concessionaire, Eugene J. Dean, last September 18. Two armed men went to Dean's home. While one held Dean's 14-year-old son as hostage, the other man forced Dean to go to his office at the Dean Amusement Center and open the safe.

Some \$18,000 was taken, representing receipts from the Rochester, N. H., Fair. About \$12,000 was recovered. Bags of coins were recovered in Florida and about \$5,000 in bills dug up in Wingham, N. H.

Dean's wife and a woman friend, who returned to the house, also were held at gunpoint until the robbery was completed. The indictments named Gordon A. Benjamin Jr., 23, of Peabody; Richard A. Mandile, 19, of Malden, and Elphege J. Horgan, 39, of Salisbury. Police said none of the three had ever worked for Dean or had any connection with the concession business.

## Dallas Club Maps Plans For Fair Meet

DALLAS—The Texas Showmen's Club last week outlined plans for its participation in the annual meeting of the Texas Association of Fairs and Expositions here February 7-9.

The club will have open house in Room 1620 of the Baker Hotel from February 6-9. A free dance is scheduled for the night of February 7, while on February 8 a reception is scheduled in the afternoon.

The club will also meet February 16 for an old-fashioned box supper.

William Pockar has left for Florida winter fairs, and will visit many of his friends and customers, beginning at the fair in Tampa.

**FOR SALE-FOR SALE-FOR SALE**  
**1953 PARKER DELUXE**  
**MERRY-GO-ROUND, \$7,000.00**  
 Complete, loaded in practically new trailer.  
**1953 ELI #5 WHEEL, CAN'T BE TOLD FROM NEW, \$7,000.00**  
 Complete, loaded in late model trailer with Tractor Cat.  
**60 KW. DIESEL ELECTRIC. INTL. 50 KW. DIESEL, \$7,000.00**  
 Both plants loaded in beautiful semi with panel boards.  
 Phone **FRED HOLLINGSWORTH**  
 Bradenton, Florida, 41-793.

**GIRLS GIRLS WANTED**  
 Exotic Strip, Hostess, Waitress. No exp. necessary, don't wire or write, just come on, we'll place you. Top wages, season's work.  
**Margaret "Jerry" Miller**  
 Broken Dollar Club  
 2301 Lake Ave. Pueblo, Colo.

**NOW BOOKING**  
 Kid Rides, Shows, Concessions. Playing 6 Army Air Force paydays before Red Oak, Iowa, July 4. 14 Fairs to follow. Want experienced mechanic with tools, Ride Foreman and Second Men. Winter-quarters open.  
**BOGLE SHOWS**  
 Western Union Tel. Co., Arma, Kansas.

**STOP**  
 and realize that quality is worth the small difference. Junk will not make you money.  
 I have for sale a quality Allan Herschell Merry-Go-Round, 36 foot, 2-abreast, with all-aluminum horses.  
 This is a lifetime investment that you will be proud to own and enjoy trouble-free operation.  
**Cash price is \$8,700.00**  
 Some financing may possibly be arranged to established and qualified persons. Minimum cash required, \$5,000.00.  
**Write Box D270**  
 c/o The Billboard, 2160 Patterson St. Cincinnati 22, Ohio

**BLUE GRASS SHOWS**  
 SOUTHWEST FLORIDA FAIR, FORT MYERS, WEEK FEB. 4-9  
**CAN PLACE**  
 CONCESSIONS: Hanky Panks and Prize-Every-Time Games of all kinds, High Striker, African Dip, Bear Pitch, etc. HELP: Carpenter with own hand tools for immediate placement. Also can place A-1 Foreman for new 12-car Dodgem.  
**All wire C. C. GROSCURTH, BLUE GRASS SHOWS**  
 WESTERN UNION, TAMPA, FLA., OR PHONE TAMPA 749362.  
 P.S.: We are now also booking Shows with own equipment and legitimate Concessions for regular season's route, opening Owensboro, Ky., May 1.

**NOW BOOKING**  
 Rides, Shows and Concessions for the  
**Fifth Annual Civil Defense Exposition**  
 One of the largest spring dates in the country, opening April 10, Indianapolis, Ind.  
**PAUL MILLER**  
 1006 FLETCHER AVE. Phone Melrose 2-1978 INDIANAPOLIS, IND.

# CETLIN & WILSON SHOWS

Winter Quarters, Petersburg, Va.

**WANT WANT**  
**RIDE FOREMEN AND WORKING MEN**  
**IN ALL DEPARTMENTS**

CAN PLACE ANY ATTRACTIONS NOT CONFLICTING.  
 Cetlin & Wilson will be at Tampa Terrace Hotel, Tampa, Fla.,  
 Feb. 3-4-5, or address WINTER QUARTERS, Box 787,  
 Petersburg, Va.



# CONTINENTAL SHOWS

**ROLAND E. CHAMPAGNE, Mgr.**

**PAUL LACROSS, Gen. Agent**

Concessions—First time in many years we are in a position to book Ball Games. Good opening for steady, reliable operators. Also want Photos, Novelties, Glass Pitch, Dart Games, Cork Galleries or other Hanky Panks. What have you?

SHOWS—To reliable Girl Show operator we offer the exclusive on a new low bed trailer mounted front, new top, drapes, etc. A real set-up for this type show. Operator must be ready and willing to guarantee his agreement for the entire season, must have at least two Dancers, and supply New England States licensed tractor trailer driver. We also can supply a new 20x60 top, banner line, new truck, several banners and other equipment, this outfit suitable for 10 in One, Monkey Show or whatever you place your confidence in, and in keeping with our standards.

All parties with agreements please acknowledge this ad

All inquiries to **ROLAND E. CHAMPAGNE, 3 Courtney Lane, Lowell, Mass.**  
 Tel. after 5 P.M.: **Glenview 36594**

## MIGHTY INTERSTATE SHOWS

Now Booking for 1957 Season

Have strong Spring Route, one of the best Fourth of July Celebrations, and 14 choice bona fide Fairs already contracted with a few more pending.

Shows: Side Show with own equipment or will furnish equipment for same. Girl Show with own equipment (Mike Ferrone, get in touch). Want Man to take charge of Monkey Show, must know how to handle monkeys and operate show. Also want Man to operate Snake Show. Want Manager with Riders to take complete charge of Motordrome. Want organized Minstrel Show, must have not less than 12 or 15 people (James Evans, get in touch). Will book any family-type Grind Shows.

Concessions: All legitimate Prize-Every-Time Concessions open. Also Short Range Gallery, Long Range Gallery, Diggers, Glass Pitch, Bear Pitch, Parakeet Pitch, Pottery Pitch, Photos, Novelties, Age & Weight, Jewelry. Will sell "EX" on American Palmistry. Some P.C. still open if you have Hanky Panks to go with it. No flats or gypsies wanted. (Art Brooks, Warren Hams, Les Collier, get in touch.) Will give good proposition to Bingo Manager who can and will produce.

Help: Want Mechanic with tools, you must know your business or you won't last, references required. Want Scenic Artist and Painter, also Show Builder and Carpenter. Want Publicity Man capable of promoting two Kiddie Matinees per week. Want Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Tilt, Octopus, Roller Coaster, Chairplane, must have chauffeur's license and drive semi; we pay top wages. Want Man to up and down Front Gate, sell tickets and take out sound truck. Can use good reliable Working Men in all departments.

Winter Quarters is now open—1329 Sylvester Rd.—Telephone: Hemlock 2-7371.

Replies to:

**H. B. ROSEN, P. O. Box 226, Albany, Georgia**



# GLADSTONE EXPO SHOWS

OPENING APRIL 15 NEAR JACKSON, MISS.

**18 FAIRS HUMBOLDT, TENN., STRAWBERRY FESTIVAL, APRIL 29 - MAY 4 18 FAIRS**  
 SPRINGFIELD, KY. PARIS, KY. RUSSELL SPRINGS, KY. GALLATIN, TENN. CENTERVILLE, TENN. CHARLESTON, MISS.  
 CENTRAL CITY, KY. COLUMBIA, KY. HODGENVILLE, KY. HOHENWOLD, TENN. JACKSON, TENN. MARKS, MISS.  
 SCOTTSVILLE, KY. GREENSBURG, KY. RUSSELLVILLE, KY. PARSONS, TENN. CLARKSDALE, MISS. CANTON, MISS.

WANT CONCESSIONS—Fish Pond, Glass Pitch, Coke Bottle, Ball Games, Hi-Striker, Age and Weight, String, Pitch Tilt U Win, Cork, Balloon Dart, Hoopla, Bear Pitch, Pin Store, Roll-down, Razzle, Diggers, Bowling Alley or Blower. No "X" on Hanky Panks.

WANT HELP on Wheel, Jenny, Tilt, Octopus and new 1957 Roll-o-Plane. Must drive. Winter Quarters open April 1.

SHOWS—Girl, Wax, Snake, Fat, Side, Funhouse, Glasshouse, etc., with own equipment.

Bill Butler wants Agents for Six Cot, Buckets, Foot Long, Short Range, Cork Gallery, Penny Pitch, P.C. Tables, Pea Pool, also Man and Wife for large, flashy Bingo.

CONTACT

Write: **F. O. POOLE, Box 1184, Jackson, Miss.**

Phone 9190: **JACK OLIVER, Cromwell Hotel, Canton, Miss.**

SEE YOU AT THE TAMPA FAIR

## WANTED

Any information concerning the whereabouts of the following concessionaires:

- |                        |                 |                 |
|------------------------|-----------------|-----------------|
| EDDIE BRENNER          | GEORGE B. EDGAR | SAILOR OLIPHANT |
| ARTHUR CHARRON         | SIDNEY GRONER   | R. M. SMITH     |
| RAY CHAULSETT          | OTIS HOWELL     | MIKE STRIEGIL   |
| MIKE CHILLO            | A. C. AL JOLLEY | KAROL TAYLOR    |
| EDDIE DAVIS            | MARVIN LYNGEN   | WHALEN BROTHERS |
| CHAS. "SLIM" DONALDSON | D. H. MANTHEY   | W. N. WOODARD   |

OTHER LISTS TO FOLLOW. Contact us immediately  
**NED, WISCONSIN DELUXE COMPANY**

1902 N. THIRD STREET MILWAUKEE 12, WISCONSIN

## EDDIE MORAN'S SOUTHERN VALLEY SHOWS

OPENING THE 1957 SEASON FEB. 12 AT MONROE, LA. 10 BIG DAYS AND NIGHTS. FOLLOWED BY THE BIG NORTHEAST LOUISIANA DISTRICT LIVESTOCK SHOW, DELHI, LA., FEB. 25 THRU MARCH 2. OTHERS TO FOLLOW.

CONCESSIONS: Want Concessions of all kinds, everything open except Grind Stores. Will sell "EX" on Popcorn and Bingo. Can use capable and sober Agents of all kinds. SHOWS: Can use Athletic Show and Fun House, also other Shows of merit that have something inside.

RIDES: Want to book flashy, up-to-date Pony Ride; have plenty other Baby Rides. Want Ride Men for Wheel, Merry-Go-Round, Tilt, Roll-o-Plane, Octopus & Caterpillar. HELP: Want Man to handle Light Towers; also Man to operate C.E. Searchlights.

WINTER QUARTERS NOW OPEN ON FAIRGROUNDS AT WEST MONROE, LA.

All replies to: **JOE SHARP, GEN. MGR., P. O. BOX 38, MONROE, LA.**

(Phone 5-4221) No collect calls, please.  
 P.S.: Fairs in Louisiana and Arkansas—Have a few open dates.

## AMERICAN BEAUTY SHOWS WANT

Opening at De Soto, Mo., April 26, followed by Fulton, Mo.; the Police Spring Celebration, Ottumwa, Iowa (first in); American Legion Celebration, Muscatine, Iowa; then the Big 7-Day Jaycee Celebration, Clinton, Iowa; Rushville, Ill., July 4 Celebration and Fair. This Show will carry 12 Rides.

CONCESSIONS: High Striker, Short and Long Range Galleries, Fish Pond, Ball Games, Slum Spindles, Jewelry, Six Cats and Buckets, Cook Gallery, Age and Weight, Balloon Darts, Watch-La, Bear and Bird Pitches, Glass Pitch. SHOWS: Can use two more Shows. RIDE HELP: First and Second Men on all Rides, must have chauffeur's license and drive. Also want Cookhouse Help.

All replies to **H. W. BARTHOLOMEW, Mgr.**  
 BOX 29, PERRYVILLE, MO. (Phone: Old Appleton, Mo., 2110)

## SIDE SHOW PEOPLE, NOTICE

Want for 1957 Season With Major Railroad Show  
 Feature Freaks, Oddities, Novelty Working Acts, Ticket Sellers. Want to hear from all our old people. Contact

**T. W. (SLIM) KELLEY or W. B. (WHITIE) SUTTON**  
 at the Fair, or mailing address:

**5800 Nebraska Avenue, Tampa, Florida.**

# ★ STARLITE SHOWS, Inc.

LAST CALL

LAST CALL

JOIN NOW FOR 40 WEEKS OF FAIRS AND CELEBRATIONS. OPENING FEB. 4 AT THOMASVILLE, GA.  
 SPONSORED BY THE SHRINE CLUB; FOLLOWED BY VALDOSTA, GA. SPONSORED BY THE POLICE DEPT.

## WANT

RIDE HELP who are licensed drivers. Second Men on late model, 8-car Mangels Whip, Twin Ferris Wheels, Merry-Go-Round and Whirl Wind. Will book, buy or lease Tilt-A-Whirl, Caterpillar and Octopus.

CONCESSIONS: Can place American Palmistry, Photos, Short and Long Range Galleries, Hanky Panks of all kinds.

SHOWS: Real proposition for Side Show, Monkey Show and Funhouse.

ALL ANSWER

**R. C. McCARTER, Mgr., 2526 Milledgeville Rd., Augusta, Ga.**  
 Phone 6-3505 until Feb. 1; then c/o Western Union, Thomasville, Ga.

# ART B. THOMAS SHOWS

WANT OUTSTANDING ATTRACTIONS FOR THE FOLLOWING FAIR ROUTE STARTING JUNE 27:

- NORMAN COUNTY FAIR, ADA, MINN.
- PENNINGTON COUNTY FAIR, THIEF RIVER FALLS, MINN.
- KITSON COUNTY FAIR, HALLOCK, MINN.
- WILKIN COUNTY FAIR, BRECKENRIDGE, MINN.
- BELTRAMI COUNTY FAIR, BEMIDJI, MINN.
- SAINT LOUIS COUNTY FAIR, HIBBING, MINN.
- INTER-STATE FAIR, LA CROSSE, WIS.

- COLORADO STATE FAIR, PUEBLO, COLO.
- SOUTH DAKOTA STATE FAIR, HURON, S. DAK.
- CLAY COUNTY FAIR, SPENCER, IOWA
- SIOUX EMPIRE FAIR, SIOUX FALLS, S. DAK.
- DOUGLAS COUNTY FAIR, ALEXANDRIA, MINN.
- OTTER TAIL COUNTY FAIR, FERGUS FALLS, MINN.
- NORTHERN DISTRICT FAIR, LITTLEFORK, MINN.

**CONCESSIONS**

Want clean Hanky Panks of all kinds.

**SHOWS**

Especially want large, well framed Circus Side Show with own equipment. Excellent opportunity for Motordrome; also large, well-framed Sit-Down Girl Shows and any new and novel Grind Shows. Liberal proposition.

**RIDES**

Can place Dark Ride, Scrambler and Looper or any Major Ride not conflicting.

**HELP**

Can place Foremen for 1956 16-car Octopus and 1957 Rock-o-Plane. Must drive semi and furnish references.

All contact **BERNARD THOMAS, Mgr., Lennox, S. Dak. (Phone: 118)**  
 P.S.: I will be at the Tampa Fair. Contact me at the Tampa Terrace Hotel.

## FOR SALE OR LEASE

to Reputable Party  
**1-20 HORSE PARKER TEEN-AGER MERRY-GO-ROUND**

and  
**1-EVERLY MIDGO RACER**

Located Western Washington Contact

**A. C. Henderson**  
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## CHARLIE GRIGGS WANTS

OPENING EARLY IN MARCH—HAVE TWO SPRING PAY DAYS

Agents for Pin Store, Count Store, Skillo, Buckets, Hanky Pank Agents, Girls for Girl Show, Men to up and down Concessions and drive trucks. The following people get in touch: Bob Eckles; Bucket Store Shorty that left in Lexington, Tenn.; Paul Bryant, Brownie from Hot Springs, Spooks, Buddy Fisher, Mike Moore, Charlie Goad, Paul Barker. Any capable Agents. Winter quarters now open for concession people. Plenty parking space for trailers, water and lights. David DeHanna, mechanic, get in touch. Crip and Harry, you are welcome back. Ride Men, report to Jackson, Miss., at Trailer Town. Concession People to

**DYERSBURG, TENN., P. O. BOX 293. PHONE ATWATER 5-4015.**  
 P.S.: Everyone works directly under me, no other boss.

# OLSON SHOWS

Opening June 1 with a big money route. Five top still dates, including Milwaukee lake front. Eleven major fairs.

- ★ Anderson Free Fair  
Anderson, Ind.
- ★ Fort Wayne Fair  
Fort Wayne, Ind.
- ★ Northern Wisconsin District Fair  
Chippewa Falls, Wis.
- ★ Illinois State Fair  
Springfield, Ill.
- ★ Iowa State Fair  
Des Moines, Iowa
- ★ Kentucky State Fair  
Louisville, Ky.
- ★ Chattanooga-Hamilton Co. Interstate Fair  
Chattanooga, Tenn.
- ★ Mississippi-Alabama Dairy Show and Fair  
Tupelo, Miss.
- ★ Alabama State Fair  
Birmingham, Ala.
- ★ South Alabama Fair  
Montgomery, Ala.
- ★ South Texas State Fair  
Beaumont, Texas

## WANT:

Shows of merit with own outfit or will furnish outfit. Rides that do not conflict. Science and skill concessions.

Address

● **PAUL OLSON** General Manager

Will be at the Tampa Terrace Hotel, Tampa, Feb. 2-6. Thereafter at 1061 Third Ave., Monroe Heights, Riviera Beach, Fla.

**WANT — WANT**  
MERITORIOUS  
**SIDE SHOW**  
ALSO FUN HOUSE  
WASHINGTON BIRTHDAY  
CELEBRATION  
LAREDO, TEX. FEB. 19 TO  
MAR. 3  
Address: J. GEO. LOOS  
BOX 455 LAREDO, TEX.

## WANTED

### GIRLS

- Dancers ● Waitresses
- Novelty Acts

Good pay

**TOMMY THOMAS**

Club Mardi Gras, 92 Duval St.

Key West, Florida

Phone: CYpress 6-9147 after 9 P.M.

**\$50.00**

CASH REWARD

for location of

### BURT EWING

47 years old. Last with W. F. Dugan Snake Show of Mt. Dora, Fla. For reward, call collect.

**GEORGE TURNER**

Phone: Victor 3-9888

Oklahoma City, Okla.

## WANT CARNIVAL

FOR FIREMEN'S FOURTH OF JULY CELEBRATION

On the streets of Osceola, Iowa, ten to twelve Rides and about thirty Concessions. Reply to

**C. L. SQUIER**

P. O. Box 398 Osceola, Iowa

## WANTED!

Merry-Go-Round, Ferris Wheel, Chair-plane, Kiddie Rides. The only beautifully shaded Oak Grove Lakewood Park on the Niagara Frontier and Shores of Lake Ontario. Under new management. Free Grounds for Commercial Picnics. Will give 5-year lease on percentage basis. No obligations.

**ZYGMUND TYLOCK**

Youngstown, N. Y. Phone 7-2666

## WANTED

Rides, Amusements on percentage. Negro beach 5 miles from National 350th Anniversary Celebration. Attendance over 150,000.

**PAUL L. BROWN**

920 41 St., Newport News, Va.

## GOOD CARNIVAL

With plenty of Rides, wanted for 2 events, Homecoming Celebration week July 1-6, and County Fair, Aug. 26-31. Good Carnival town. Sponsored by American Business Men's Club.

All replies to DR. E. J. TISKO  
Louis, Ky. Phone: Medford 8-4731

## GRAB FOR SALE

16x24, fully equipped, 24 Stools, Indiana Kitchen, etc., ready to go. Price reasonable, act now.

**DICK TAYLOR**

3586 N.W. 41st St. Miami, Fla.

## FOR SALE

One 60 kw. Light Plant, one 40 kw. Light Plant mounted on International Truck; all in good condition. Priced for quick sale.

**ETHEL RALEY**

Phone 5065 Red Fruitland Park, Fla.

## ARCADES

Contact

**JOE MUNVES**

At R.A.S. Shows Arcade—or Tampa Terrace Hotel Tampa, Fla. Jan. 29 - Feb. 7

See the Latest in Arcade Equipment

## SAN BERNARDINO

42nd NATIONAL ORANGE SHOW  
CALIFORNIA'S FIRST BIG FAIR  
MARCH 14 TO 24, 1957. 11—BIG DAYS & NIGHTS—11

Uptown location—plenty FREE parking—300,000 Attendance.

**NOW BOOKING SHOWS AND CONCESSIONS**

ROY SHEPHERD WANTS Ride Supt., Electrician, Truck and Ride Mechanic, Ride Foreman, Ticket Sellers, Truck and Semi Drivers, also useful Carnival Help in all departments.

CRAFTS HAS FOR SALE: One 8-car "Mangels" Whip; one Pretzel Ride, new Tent; one #5 Eli Wheel, one Tilt-a-Whirl. All rides in A-1 condition.

WRITE, WIRE OR PHONE

**CRAFTS 20 BIG SHOWS, INC.**

7283 Bellaire Avenue, North Hollywood, Calif. Phone: Poplar 50909 or 50320

## JAMES H. DREW EXPO. SHOWS, INC.

Wants for the 1957 season which opens early in April. Route includes 18 Fairs and several Spring Celebrations and Special Events.

Can place Shows of all kinds. Especially interested in Girl Show with own equipment, also Mechanical, Monkey, Snake, Animal and other Grind and Bally Shows that are flashy and cater to the whole family. Ride Help wanted. Need capable Wheel Man and experienced Ride Men who are reliable and will appreciate good pay and treatment with long season. Want to buy Minstrel Show complete. Prefer one that loads on one semi trailer unit. Also interested in low semi trailer or trailer framed to load Tilt bull plates on. Will place all kinds of legitimate Concessions. Note, Ride Men! Do not report until notified. Route is bona fide with long season north and south. Wonderful opportunity for legitimate amusements.

Address **JAMES H. DREW EXPO. SHOWS, Inc.**

P. O. BOX 899, AUGUSTA, GA. PHONE 3-3190.

## WANT—G & B SHOWS—WANT

OPENING APRIL 19

Photos, Ball Games, Buckets, Cork Gallery, Water Games, Slum Spindle, Pitch-Tilt-U-Win, P.C. if you have Concessions. Mitt Camp with not over four people. Help on Bingo; Foremen for Wheel, Octopus and Merry-Go-Round. Want Girl Show with own outfit. Also Animal Show for Ten-in-One.

All replies to **GEORGE BROAS**

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Want Dodgem Foreman, Kiddie Ride Foreman and Man for Front Gate and Towers. Can use 4 Second Men on rides. All must be without a car and be able to drive a semi.

Concessions: Exclusive given on Age and Weight, Foot Longs, Long Range, Ice Cream or Custard. All Hanky Panks and Ball Games open. Open April 25, Excelsior Springs, Mo., with 8 Still Spots and balance Fairs and Celebrations.

P. O. BOX 25, CORAL GABLES, FLORIDA

## FOR SALE—CANADIAN CARNIVAL

Booked solid for 1957 season. All first-class rides and equipment. Established routes. Principles only.

**Warren Mead, 4528 Muir Ave., San Diego, Calif.**

## THE TEXAS SHOWMAN'S CLUB

WELCOMES FAIR OFFICIALS AND VISITING SHOWMEN TO THEIR HOSPITALITY ROOM, #1620, BAKER HOTEL, DALLAS, TEXAS, WHILE ATTENDING THE FAIR MANAGERS' CONVENTION, FEB. 6-7-8-9.

Dancing, Eats and Entertainment—ALL FREE.

## SOUTH FLORIDA STATE FAIR

Homestead, Fla., Feb. 1 thru 10—Day and Night

Can place all types of Legitimate Concessions.

Will also book Dark Ride.

## Wanted for Florida's One and Only Colored Fair

Daytona Beach, Bethune Cookman College Grounds—Feb. 4 to 9.

Can use few legitimate Merchandise Concessions except Popcorn and Water. Can use Scrambler and Rolloplane or Coaster. Mark Williams, can use you. All replies to

**EARL MILLER, C. A. Stephens Shows**

DE LAND, FLA., WESTERN UNION

## WANTED FOR CASH

**ROCK-O-PLANE**

Write describing same in full, condition, year, price, etc.

**BOX D-269**

c/o The Billboard Cincinnati 22, Ohio

## WANTED

for **CHARRO DAYS, BROWNSVILLE, TEX.**

Feb. 28, March 1, 2, 3, 1957. Pitchmen and Hanky Panks of all kinds.

**M. G. "Slim" Dennis**

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Phone: LI 2-5080

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Can Place for the 1957 Season

Concessions, Shows with own equipment and Rides that do not conflict. Electrician for plant; Foreman and Second Men for Wheel, Merry-Go-Round, Flying Scooter, Scrambler, Coaster and Kid Rides. All must drive. We have Caterpillar Ride for sale or trade.

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Astoria, Ill.

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Want for cash: Three small Grind Shows or Tops, Banners, Banner Lines, what have you? Six 700x20 10-ply Truck Tires; four 650x16 6-ply Trailer Tires; two 10x12 Tops and Frames. No junk. Help wanted in Winter Quarters. Man to manage 5 Concessions; Man to manage four Grind Shows; Foreman for Schiff Coaster—all must drive. Attn.: Bob Sims, Heavy Gleason, Parada Shows want Foremen for Scrambler, Wheel, Merry-Go-Round, Octopus, Mix-Up. Reply by letter. BOX 122, CANEY, KANSAS.

## MERCHANDISE TOPICS

A midget radio has been introduced by Gardiner Electronics Company, 2545 East Indian School Road, Phoenix, Ariz. Smaller than a pack of cigarettes, it comes with a tiny receiver, precision made to fit the ear like a hearing aid. This is a four-transistor set which operates up to 600 hours by means of a 12-cent battery. It is constructed with a printed circuit, eliminating the possibility of trouble, and is enclosed in an attractive case fitted with switch, tuning dial and tiny aerial. Easily slipped into a pocket, the radio may be used anywhere, and is only heard by the operator. Details and price structure are available on request.

The Acme Parachute Shooter has for the last 24 years been one of the most fascinating and fast-moving toys on the market. It is economically made by Acme Toys, 2333 Abbots Avenue, Cleveland 13, which claims use of proven materials in construction. All the child need do is point the tube upward and blow. A tiny parachute opens and flows gracefully to the ground, bringing with it a toy aviator. The toy is harmless and may be used indoors or outside. It is excellent for demonstration purposes and comes in three offerings: 1-A, a parachute packed in red and green foil tubes; 1-AP, parachute packed in red and green plastic tubes, while 1-APS is a sewed parachute packed in red and green plastic tubes. A post card will get you quantity prices.

Al Zeiger & Son, 706 Sansom Street, Philadelphia, report steady sales volume for its waterproof watches with stretch bands which are offered at \$8.75 each. These

watches are guaranteed to be re-conditioned like new and have a luminous dial and hands with yellow top and unbreakable crystal. You can have your choice of 15 or 17 jewels in Bulova, Benrus or Elgin. Write for the firm's free catalog. The firm also has regular Bulova, Benrus, Elgin and Gruen watches with stretch bands which are offered as a special at \$6.50 each. Fast delivery is promised.

A dancing drummer dog is offered by Kipp Brothers, 240 South Meridian Street, Indianapolis, wholesale distributor since 1880. This is a small toy dog at the end of a long, thin tube to which a bulb is attached. The dog turns his head, beats on a tiny drum and dances when the bulb is squeezed. It comes in bright red and blue trim and each is packed in a polyethylene bag. A dozen may be had for \$2, but if you order a gross, the price is \$21.60. The firm asks that you include postage with your order and asks 25 per cent deposit with c.o.d. orders.

Acme Premium Supply Corporation, 2201 Washington Avenue, St. Louis, says it has the merchandise you are looking for. A catalog is now ready and will be sent free on request. To get the proper listing, state in detail your business and type of goods in which you are interested. Included in the firm's stock are lamps, clocks, enamelware, houseware, aluminumware, decorated tinware, toys, every kind of glassware, blankets, hampers, hassocks, plaster, slum, flying birds, whips, balloons, hats, canes, ball gum and bingo merchandise.

## PIPES FOR PITCHMEN

By BILL BAKER

THE MED SHOW . . . business lost one of its greatest personalities with the January 3 death of J. R. (Little Doc) Roberts in General Hospital, Gainesville, Fla. He was buried in Valdosta, Ga. In writing of Roberts, Clarence Balleras, salesman for the Casey Candy Company, called Roberts one of the last of the old-time medicine men. He worked in modified Western clothes and for 35 years had a show on the road, winter and summer. His casts numbered from six to 20 and he always kept the show in operation, regardless of conditions. "Probably 95 per cent of the med show performers today worked for Roberts at one time, and all present show owners were acquainted with him," said Balleras, "knowing him as the operator of one of the most modern and largest shows on the road. He must have befriended a thousand pitchmen and actors since 1920, when he put his first show on the road, and he never turned one away, whether his show was fat or lean." The show was playing Gainesville at the time of death. It continues in operation under the guidance of his widow, Janie, while his No. 2 unit at Avon Park, Fla., is under the management of J. O. and Mary Stapp. Roberts started in show business in 1913 with the Miller Bros. 101 Ranch show and was on the original Captain Bart's Floating Carnival and the Rice & Dorman Shows. In more recent years he had also spent some time with the Capitol City and D. H. Dudley Shows. In addition to his widow, Roberts is survived by a sister.

BOBBY GRANT . . . of Fort Lauderdale, Fla., would like to know what has happened to J. K. (Jack) Spiegel, the old-time

med showman who operated out of Albany, N. Y., and Cleveland during the 1930's. Grant recalls that he worked two summers with Spiegel and his wife, and if anyone knows of their whereabouts or their activities, he would like to read pipes about them.

Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!

Send \$15 for sample package of 10 items

WRITE FOR FREE 1957 LOUIS WATCH BROCHURE

You may re-order of the individual numbers you desire. Sample package of our 10 Latest Promotions. Each item tested and proven to be "hot" sellers. Our repeat orders prove each number is a winner.

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 Hand Painted • Colorful Design • Seasoned Natural Varnished and Lacquered Hardwood.  
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 Minimum order 4 sets. Sample \$3.00 prepaid. 25% dep. with order, F.O.B. Chicago. Cashier's check or money order.  
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**25" MOUSE DOLL** Rayon Cloth \$9.00 dz.  
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**EASTER SPECIALS!** Min. Order 3 Dozen  
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 This is the original, improved Wonderfoam Ironing Board Cover Pad as advertised in the Jan. 5 issue of The Billboard. Retail for \$1.00—has sold for \$2.00. Sample dozen ppd., \$5.00.  
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 Imported from Jamaica. Made of raffia, real hula.  
 #1 Child's size .....\$ 4.00 doz.  
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 Money back guarantee.  
 Also have authentic Mexican and other native costumes.  
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**\$575** Complete (Sample \$6.95)  
 DELUXE GIFT SET INCLUDES: (ADVERTISED IN LIFE)  
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 TERMS: 25% with order... balance C. O. D. SPECIAL PRICE TO WHOLESALE BUYERS. For Details Dept. 35  
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**AMERICAN MADE PURSES**  
**HAND TOOLED**  
 Genuine Cowhide Leather Lacing. Buy now at this low price.  
**#AA SIZE—10 x 7 1/4 x 2 7/8, \$11.00 EA.**  
 Adjustable Shoulder Straps. 2 inside compartments beautifully lined. For resale only. F.O.B.  
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 3 and 4-Pc. Pearl Sets. Sparkling Pendants and Earrings. Hand-set brilliant stones in Bracelet, Necklace and Earrings Sets! Assorted styles and Colors.  
 THIS IS IT! An amazing money-making assortment at a sensational bargain price! High style sets for every taste . . . Retail priced for phenomenal profits! Minimum order 1 dozen sets assorted. Wholesale only. 25% with order, balance C.O.D. Order a Sample Set today.  
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World's Smallest Pistol



COMPLETE WITH BARROD AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS

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ATTENTION! BRAND NEW FLASHY Clown Suits, \$10; Wigs, Clowns, Minstrel Coats, 15 Blues, \$25. Bargains, Orchestra Coats, Trousers. Eight small Curtains, each \$5; beautiful Gold Curtain (10'x36'), \$75. Free Lists. Wallace, 2453 N. Halsted, Chicago.

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ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh9

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32' (20) Horse Mangel's Merry-Go-Round... \$3,850.00  
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Small Kiddie Rocket Ride, (12) Passenger, home made... 500.00

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Circus Top, olive green, 40 ft. Ball Ring with four 30 ft. middles with 12 foot striped side wall and poles; fire and midew proof. Used just five weeks, A-1 shape. Cost new, \$11,000 will sell or trade for small gentle elephant.  
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Concession trailer with living quarters, 12x16x24 ft. Bingo with tractor trailer, 3 Train Rides, several joints.

**BOX 1017 CRYSTAL RIVER, FLA.**  
PHONE 229

**OTTAWA STEAM TRAIN WITH THREE** Coaches, in perfect condition throughout; sacrifice for \$2,950. R. H. Chance, 1119 George Washington Ave., Wichita 16, Kan. fe2

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**READY FOR THE ROAD, A 20' CALUMET** Pop Corn Trailer, complete, used 4 months. Also a 19' House Trailer with one side open for a joint. John P. Bokowe, 6057, S. Kilbourn, Chicago 29, Ill.

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**TRAINS—ALL SIZES, GAUGES, TYPES;** new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 32B Winthrop, Rehoboth, Mass. fe16

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The Only Flashlight That Utilizes the Keychain While It Beams the Light on the Spot.

**NEW—MODERN—COLORFUL**

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- Modern in design... only 3" long
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MAGICAL APPARATUS NEW 152 PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50c wholesale. Sub-miniature radio phone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 336 South High, Columbus, O. fe2

WORLD'S GREATEST MAGIC PACKAGE, fast 25c seller everywhere; five different easily demonstrated magic items. Sample 10c. Warwick Press, Warwick, R. I.

MISCELLANEOUS COLLECTORS OF RARE AND UNUSUAL photos; send for information. I do not have art photos. Martin, Box 705, Gilroy, California. fe16

MAGNOLIA PARK NOW IN SECOND YEAR of operation. Located Highway No. 337, 1 mile east of Suffolk, Va. Phone 5717. James E. Harris, Mgr., Rt. 2, Box 422, Suffolk, Va.

SOMEONE TO FURNISH RIDES AT NICE public lake with plenty grounds. Contact W. E. Millner, Rt. 2, Box 508, Lynchburg, Virginia.

MUSICAL INSTRUMENTS, ACCESSORIES CALLIOPE HEADQUARTERS, NATIONAL, Tangley, Spare Parts, Whistles. Sales, rentals, restoration, consultation. Literature, no lists. Lee Co., 934 N. Lancaster, Dallas, Tex. fe9

TANGLEY CALLIOPE, CIRCUS WAGON, Diamond Truck, \$2,500 or best offer. R. C. Lambert, Monticello, Iowa.

WANTED - BAND ORGANS, PHONO-graphs, Calliopes, Music Boxes, Mechanical Pianos, Hurdy Gurdies, Musical Instruments. Kuglers, 7 S. 6th St., Minneapolis, Minn.

14 COIN-OPERATED PIANOS, THREE Band Organs, all working. R. C. Lambert, Monticello, Iowa.

PERSONALS \$150 CASH REWARD TO ANYONE KNOW-ing whereabouts of Richard Broderie. Call Cliff Frost, CH 46932, Des Moines, Iowa.

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ATTRACTIVE BUSINESS CARDS, \$2.95 per 1,000; 100 letterheads, \$1; 100 8 1/2 envelope, \$1 postpaid. Taylor, 5103 Forty Third Ave., Hyattsville, Md.

TARGETS FOR SHORT RANGE GALLERY, \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Md.

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100 8 1/2 X 11 LETTERHEADS AND 100 6 1/2 Envelopes, \$2; 1,000 Business Cards, \$2.75; black or blue ink, postpaid. Hickman & Hickman, Box 202B, Coalgate, Okla. fe9

200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Malts Press, 767-B Leith St., Flint 5, Mich. fe2

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ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, nurses, doctors, nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Yorkville Free. Hoover, Dept. B-109, New York 11, N. Y.

GOLDMINE OF 600 MONEY MAKERS-Free copy. Specialty Salesman Magazine desk, 22-E, 307 North Michigan, Chicago 1, ch-17

\$300 FIRST WEEK OR MONEY BACK. NEW glow ad clock unlike any in world. Electric Ad Clock Co., 612-620 Orleans, Chicago 10, Illinois. np

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WANTED TO BUY CASH FOR GOOD USED MERRY TOP FOR 40' Allan Herschell. H. Emerson, 4 Redan St., Kingston, Ontario, Canada.

OLD CALLIOPE, REPAIRABLE. Also other instruments. Describe fully and price. Box C-131, c/o Billboard, Cincinnati 22, Ohio. fe9

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WANTED - CRIME SHOW WITH PROPS. Wax Dummies, etc. Box C-128, c/o Billboard, Cincinnati 22, O. fe9

WANTED - MERRY-GO-ROUND AND EXTRA horses, Roll-O-Whirl, Laughing Mirrors, Kid and Adult Rides, Ground Cable and Junction Boxes. F. Allen, 1400 Brewster Rd., Syracuse 11, N. Y. Phone 54-3000.

WANTED - OLD ARCADE PIECES "AS IS." Grandma Predicts, cast iron Mutoscopes, Nickelodeons, Shooting Galleries. Stage Coach, Shakopee, Minn.

HELP WANTED REGULAR CLASSIFIED ADS... Set in usual first-ad style, one paragraph, no display. Want-line regular 5 pt. caps. RATE: 20c a word-Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

A-1 TENOR SAX, CLARINET; Society combo, good tone, read, fake, vocal. Preferred location only. Mostly Midwest and South. Write or call Charles Drake, Lenox Hotel, Duluth, Minn.

BROOK'S TENT THEATRE WANTS ACTOR and Actresses who can double in band and have specialties. Lowell Kriel, R.R. 1, Comanche, Iowa.

DETECTIVE SERVICE CONTRACT SALESMAN. 50% commission or partnership. Good car essential. Need girl assistant. Manager, 1807 Hedgewood, Charlotte, N. C.

IF YOU WANT TO EARN MONEY FAST I'll send you free sample stocking of newest Stretch DuPont Nylons to sell at only \$1 a pair. American Mills, Dept. 604, Indianapolis 7, Ind. np

MUSICIANS ALL CHAIRS-FEMALE AND Male Vocalists. Traveling band, some location. Guaranteed salary; 50 weeks per year; must read, cut or no notice. Write Box C-130, c/o Billboard, Cincinnati 22, O. fe2

ORGANIST ROLLER SKATING RINK Must be experienced in all phases of rink music. Excellent equipment, modern surroundings. Please write stating age, experience and salary desired. BOX C-133 C/O BILLBOARD CINCINNATI 22, OHIO

SIDE SHOW ACTS - MAGICIAN, BALLY Girl, Keko, Life Show Operators. Old help reply. Kardo, Jada Lynn. Open early. Le-Ola's Variety Circus, 315 2nd St., Portsmouth, O.

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TENOR SAX MAN AND BASS PLAYER for jazz quartet. Young, good appearance. Four weeks in Florida. Send photo and details. Larry Henry, R. 54 (Waukazoo), Holland, Mich.

TENOR SAX DOUBLING CLARINET. MUST have good commercial tone and read well. Commercial style; long locations; no characters tolerated. Prefer doubling vocals. Salary \$80 minimum, tax paid. 24th St., Apt. 22, Billings, Mont., or Phone 24203.

WANTED-ACT TO APPEAR IN FURNITURE store; one week booking. Contact Phil Hayden, Hayden Furniture Co., 4th & Breckenridge Sts., Owensboro, Ky. Must be type to draw crowd.

WANTED-TOP MOUNTER FOR HAND-balancing and Trampoline Acts. Join or partner. Also Girl to do Iron Jaw. Contact Henry Luxen, 102 Elm St., Rolla, Mo.

AT LIBERTY ADVERTISEMENTS 5c a word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

AGENTS & MANAGERS AT LIBERTY - FIRST-CLASS AGENT. Would like to contact musical units of 4 to 8 people capable of doing a 30-minute staghound, also able to play for a dance. Also would like to contact family units for a possible theater dates. I will work on a percentage basis. Write Buck Cathey, care Southern Artists, 115 1/2 West Jefferson St., Dallas, Tex.

MISCELLANEOUS ARRANGER, ANY STYLE. BOB VAN, 2501 Lowry Ave., N. E., Minneapolis, Minn. fe9

AVAILABLE IN GULF STATES, FOR CLUB acts, special events, etc. Win Beaver, comedy magician and emcee; 10 to 40 minute acts for any type or size audience. Box 818, Alceville, Ala., or phone 2364, Carrollton. fe9

HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh30

JUGGLING, MAGIC, ILLUSIONS, ESCAPES. Unicycle, Ropes, Hypnotism, 10 Musical Instruments. Nine to 20 minutes; sober, reliable go anywhere. The McClorys, Box 587, Charlotte, N. C. fe9

MAGICIAN FOR NITE CLUBS, THEATRES, hotels, supper clubs, lounges, parks, fairs, celebrations, etc. Contact Rollin, 2110 Seventh Ave., Altoona, Pa. fe2

ORGAN GRINDER, PERFORMING MONkeys (Ringtails), many tricks. Fast-moving 30-minute act or work as strolling advertisement for all occasions, etc. Available after mid-May. Organ Grinder Parnell, 7358 Chef Meateur Highway, New Orleans, La. Franklin 9522. fe2

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COMMERCIAL LEAD, ALTO OR CLARINET, double flute, ad lib. Clarinet or tenor, read shows well. Name experience. Consider combo or hotel work only. Write or write Eddie Beau, Taycheedah, Wis. fe9

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EXPERIENCED DRUMMER - JOIN IMMEDIATELY, location only considered; dance or show; new equipment, plenty rhythm, reliable voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. fe2

FINE TAKE-OFF GUITARIST DOUBLING Trumpet and Trombone. Jazz, read and arrange. Good vocals, including group. Musician, 777 S. E. Eighth St., Evansville, Ind. Harrison 5-9112.

PIANIST - MALE, SINGLE, GENTLE. Trained musician, classical, popular; lounge alone, accompanist, soloist. Any opening. Agent, teach. Box C-132, c/o Billboard, Cincinnati 22, Ohio.

PIANO - READ, FAKE, SING, SMALL combo. On location preferred. Can work alone. No shows. Male, white, union. Musician, 2260 N.W. 27 Ave., Miami 37, Florida. fe16

PARKS & FAIRS EXPERIENCED MAN - CARNIVAL OR Park. Maintenance, office assistant, lot, overseer, etc. Immediate placement desired. Box C-127, c/o Billboard, Cincinnati 22, O. fe9

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HIGH FIRE DIVING AS FEATURED BY Fox Movietone. A stunt man demon-strates his most dangerous assignment. A wonderful sight to behold. Impressive re-sults wherever shown. A Capt. Mac Production. 456 Lamphere Ave., Warren, O. Tel. 45337. fe16

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WATCH SPECIALISTS FOR 67 YEARS Copy of \$975 Diamond Bracelet Watch \$9.50 Natl. Adv. 9 Piece Watch Sets \$5.95 In quantity can make sets to your price with your own name. Catalog 17J & 7J Very Thin Men's, Women's Watches & Original Watch Sets RESULT SALES (Dept. B) 580 FIFTH AVE., NEW YORK 36, N. Y.

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- I Like Elvis Flasher Buttons .....2.40 per doz.
- Rock and Roll Hats .....4.50 per doz.
- Rock and Roll Girls' Collars .....2.50 per doz.

### 7-PIECE MEN'S WATCH SET

Includes Cuff Links—Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller. Choice of Key Chain or Pen & Pencil Set.

2 Year Service Guarantee  
**\$5.50 per set**  
Sample Set \$6.50



### HARRIS SPECIAL

4 PIECE CAMEO & BRILLIANT STONE JEWELRY SETS  
Necklace, Earrings & Flexible Bracelet to match, 24 Kt. gold plated. Satin lined gift box.

**\$12.00 dozen**  
**\$1.50 sample set**

### LADIES' 5-PIECE GENOVA WATCH SET

Watch & Expansion Band to match. This also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged leaf-like box which can be used as candy dish. \$6.00 Complete Set Sample Set, \$7.00



### FULLY AUTOMATIC CHROME RONSON TYPE POCKET LIGHTER

**\$5.50 per doz.**  
**\$60.00 per gr.**

ENAMEL LIGHTERS  
**\$6.00 per doz.**



### The New MIRACLE CROSS AND CHAIN

With magnified Lord's Prayer in center of Cross. Each Cross in beautiful box. Assorted colored Stones. This makes a beautiful and practical gift.

**\$5.00 doz.**



### SPECIAL OFFER NEW RETRACTABLE BALL POINT PEN

The New, Sensational Retractable Ball Point Pen with no-smear ink. Bankers approved, guaranteed leak proof, large ink supply.

**\$1.75 Dozen**  
**\$16.00 Gr.**  
**\$7.50 per Gr.**



Mercury waterproof, shock-proof, anti-magnetic Men's Wrist Watch with split second hand, stainless steel back and combination leather and metal Expansion Band. Advertised in Life Magazine. Boxed with \$49.75 price tag.  
**\$6.50 each Sample \$7.50**

### Ladies' Gold Tone WRIST WATCHES

With Expansion Band to match.  
**\$4.75 each**  
Add \$1.00 each for sample Watches.

25% Deposit Required—We Ship Same Day We Receive Order

# HARRIS NOVELTY CO.

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1102 ARCH STREET PHILADELPHIA 7, PA.  
(Phones: MA 7-9848—WA 2-6970)  
SEND FOR OUR LATEST CATALOG

# Letter List

Continued from page 63

- |                         |                       |                      |                       |
|-------------------------|-----------------------|----------------------|-----------------------|
| Harrison, Loyd          | Owens, Buck           | Graves, Mrs. Floyd   | Minner, C. C.         |
| Harrison, Harry         | Owens, Ted            | Grubel, Jim          | Miller, Sparior       |
| Harvey, Henry           | Oysoth, Ralph         | Hager, J. E.         | Norwood, M.           |
| Hawkins, Mrs. Bernie    | Palmer, Joe V.        | Hall, Edward L.      | Nelson, Joe William   |
| Hazlewood, Howard       | Parker, Raymond       | Haley, W. B.         | Pierce, Clyde         |
| Heaton, Orval Martin    | Parks, Curley W.      | Hartman, Jack        | Pierce, Patrick       |
| Helin, Hymie            | Parke, Ora O.         | Hastings, Ford       | Pitre, Allen          |
| Helsel, John Fredrick   | Parry, Elizabeth      | Hatfield, Chink      | Quillan, Louis        |
| Hendricks, Cecil        | Patterson, William    | Henderson, Mr. &     | Raas, E. Pete         |
| Henson, Kenneth         | Payne, Eugene M.      | Hewitt, Mrs. Grabo   | Radford, Lela Mae     |
| Henson, Richard         | Perrin, George        | Hill, Monk           | Radford Jr., Ronnell  |
| (Swede)                 | Pierson, Lionel A.    | Hill, Vera           | Rankins, Ray L.       |
| Herbert, Roy J.         | Pike, W. D. & Mrs.    | Ingram, Albert       | Rawlings, Jack A.     |
| Herman, Howard          | Pinelli, Mrs.         | Ingram, Robert       | Reynolds, Duke        |
| Hermes, Chas.           | Preasley, Margaret    | Jones, Willie E.     | Rice, John            |
| Hill, Monk              | Pringie, Prescott     | Johnson, Edward D.   | Rosenberg, Freddie    |
| Himes, Mrs. Vera        | Pugal, Anton B.       | Jordan, Jim          | Rosenfield, Timmie    |
| (Adv. Agent)            | Ramona, Robert E.     | Kerner, James        | Ross, Jack            |
| Holland, E. S. &        | Ray, Yvonne           | Kerner, Dorothy      | Scott, Harold         |
| Hood, Ted David         | Randall, Bill         | King, W. P. (Wally)  | Settle, Thurman D.    |
| Howard, Holly           | Revoit, Paul          | Klassen, Fred W.     | Settle, Joe           |
| Howard, Vern            | Rhoades, Howard       | Klauser, Walter      | Sharp, Wanda          |
| Huffman, James          | Phoades, Paul         | Krieger, Albert W.   | Starnes, Lucky        |
| Humphrey, Wm.           | Rice, Russell         | Krusier, Dean        | Starr, Miss Heddy Jo  |
| Hunt, Al (Whitey)       | Richardson, Jas-Lips  | Lemons, Charles      | Sudduth, William F.   |
| Hurd, Jimmy             | Richardson, Leroy     | Lewis, Samuel        | Switzer, Jackie Swift |
| Ingrams, Albert         | Roark, Diana          | Light, June          | Terrill, Mrs. Gladys  |
| Jackson, Curtis         | Roberts, William      | Littler, James       | Towers, Miss Tomi     |
| Jackson, John           | Robertson, Daniel L.  | Long, Kenneth Eddy   | Turner, V. E. (Ed)    |
| James, Al               | Robinson, Robert      | Loney, Duke          | Turner, A. R.         |
| James, J. Leland        | Rogers, Jelly Cloyd   | Lowe, Thomas Alva    | Whitson, Sam          |
| Jamison, Walter         | Roper, Thomas R.      | Lunecford, Betty &   | Wellkins, Stephen     |
| (Whitey)                | Rose, Kenneth         | McMillan, R. B. Dick | Willis, Thomas        |
| Jandrow, Duke           | Rose, Kenneth         | Mann, Mrs. Bob       | Willis, Cash          |
| Jandrow, Richard        | Rosenfeld, Jimmie     | Mathews, Sport &     | Wisk, Donald          |
| Jeffers, Col.           | Ross, C. H.           | Medlin, James L.     | Winstead, Edwin J.    |
| Jennings, Norris W.     | Russo, Frank A.       |                      | Young, Max B.         |
| Johnson, Charlie &      | Ryser, Herbert        |                      |                       |
| Johnson, Dotty          | Sallee, Ear Cleo      |                      |                       |
| Johnson, Roy            | Saprio, Salvatore J.  |                      |                       |
| Jones, Mrs. Helen       | Schaefer, George      |                      |                       |
| Jones, Mrs. Maggie      | Schuch, Clarence      |                      |                       |
| Ruth                    | Schultheis, Eugene    |                      |                       |
| Jones, Smokey           | Sebres, E. W. &       |                      |                       |
| Jordan, Ernest          | M. E.                 |                      |                       |
| Judd, Wm.               | Sells, Dean           |                      |                       |
| Kaapund, Ernie          | Seevers, Lewis        |                      |                       |
| Kane, Maxwell           | Seevers, Terry        |                      |                       |
| Kast, Mrs. E. J.        | Shelford Sr. Franklin |                      |                       |
| Keller, Prof. George J. | Shelton, Julius       |                      |                       |
| Kelly, Mrs. Andy        | Shemmer, Caesar       |                      |                       |
| Kibler, Keith           | (or Sherner) Jess     |                      |                       |
| King, Flora Mae         | Shoop, Harold         |                      |                       |
| King, William M.        | Showalter, Henry      |                      |                       |
| Kinney, Leo Carl        | Sidwell, Benton       |                      |                       |
| Kiser, Master Paul      | Sims, Walter Frank    |                      |                       |
| Kozes, Robert           | Smallwood, Bob        |                      |                       |
| Krusier, Robert Lee     | Smith, C. C.          |                      |                       |
| Kubal, August           | Smith, Lucky          |                      |                       |
| Land, Warren J.         | Smith, Ray            |                      |                       |
| Landrum W. M.           | Smith, Sid (Sandman)  |                      |                       |
| Lane, Betty             | Smelling, Wm. L.      |                      |                       |
| Lane, Jr. Jake          | Snyder, Eugene        |                      |                       |
| (of Temple, Tex.)       | Spain, Bernis         |                      |                       |
| Langerman, Sol          | Stafford, Ben         |                      |                       |
| Langley, Maynard        | Stafford, Ed          |                      |                       |
| Laren, Frank            | Stanley, George       |                      |                       |
| Lay, Floyd E.           | Stanley, Joseph       |                      |                       |
| Layton, Ralph           | Stash (worked for     |                      |                       |
| Lee, T. Tona            | Arkie)                |                      |                       |
| Leer, Loman F.          | Steffen, Samuel       |                      |                       |
| Leib, Rodrick H.        | Stephan, Gene J.      |                      |                       |
| Lemay, Mrs. Barbara     | Stepro, William D.    |                      |                       |
| Leslie, Doc             | Steuber, H. G. &      |                      |                       |
| Lindeman, Clarence E.   | Mrs.                  |                      |                       |
| Lisinski, Leo           | Summers, James        |                      |                       |
| Little, W. A.           | (Jimmy)               |                      |                       |
| Lloyd, William Edgar    | Sundermann, J. H.     |                      |                       |
| Long, Paul C.           | Sutton, Robert Lee    |                      |                       |
| Lotter, Marie P.        | Swan, Walter          |                      |                       |
| Louis, Joseph           | Swisinsky, William    |                      |                       |
| Lucas                   | Syzdek, Stanly John   |                      |                       |
| Lynch, Eddie William    | Taylor, James R.      |                      |                       |
| Lynd, Ernest            | Taylor, Robert        |                      |                       |
| McBride, Bartow T.      | Taylor, William       |                      |                       |
| McClain, Charles        | (Lanky)               |                      |                       |
| McDermott, William      | Thomas, George        |                      |                       |
| H.                      | Thomas, Jimmie        |                      |                       |
| McGe, T. W.             | Thompson, Mrs. C. F.  |                      |                       |
| (Blackie)               | (Greak Show)          |                      |                       |
| McKiddy, James R.       | Thompson, Jerry       |                      |                       |
| McKlrick, Red           | Toney, Mrs. Pauline   |                      |                       |
| McNeely, Curtis         | Travers, Eugene       |                      |                       |
| McNee, Samuel           | Travis, Emmett        |                      |                       |
| Maas, George L.         | Towers, Toni          |                      |                       |
| Marcum, Jim             | Vance, Ray            |                      |                       |
| Marsh, Diane            | Vinson, Jack          |                      |                       |
| Martens, Alma           | Walker, James         |                      |                       |
| Martin, Bee             | Walsh, Earl           |                      |                       |
| Martinkus, Jack         | Walsh, Effie          |                      |                       |
| Masco, Fred             | Ward, Charles R.      |                      |                       |
| Mason, Tony             | Ward, Harold          |                      |                       |
| Matthews, Henry         | Ward, J. Robert &     |                      |                       |
| Maytok, Lewis           | Weatherman, Jack B.   |                      |                       |
| Meiss, Raymond          | Weaver, Mrs. Lillian  |                      |                       |
| Thomas                  | Webb, William         |                      |                       |
| Menzel, Adolph Paul     | Weiner, Joseph H.     |                      |                       |
| Mercer, Jean            | Welz, Whitey          |                      |                       |
| Meyer, Walter F.        | Westfall, Mary T.     |                      |                       |
| Miles, Rex & Oma        | Whitcher, Don         |                      |                       |
| Miller, George          | Whitmore, Otto        |                      |                       |
| Miller, William L.      | Williams, Boyd        |                      |                       |
| (Bud)                   | Williams, Harriet &   |                      |                       |
| Miller, William Edward  | Rico                  |                      |                       |
| Millsap, M. J.          | Williams, Prof. A.    |                      |                       |
| Moody, Alexander        | Wood, Vernon P.       |                      |                       |
| Moon, Billy             | Wrigglesworth, P.     |                      |                       |
| Morrison, E. R.         | Wyatt, Arthur L.      |                      |                       |
| Mueller, Paul           | Wynn, Bill (candy     |                      |                       |
| Mullins, James &        | butcher)              |                      |                       |
| Mrs.                    | Yawger, Edward        |                      |                       |
| Murphy, Thomas          | Yeager, Eddie         |                      |                       |
| Murray, Cy              | Mrs. Young, Max B.    |                      |                       |
| Napier, Mrs. G. A.      |                       |                      |                       |
| Napier, William L.      |                       |                      |                       |
| Newcome, Jake           |                       |                      |                       |
| Newman, Robert          |                       |                      |                       |
| Edward                  |                       |                      |                       |
| (c/o G. B. Kiser)       |                       |                      |                       |
| Nicholas, John          |                       |                      |                       |
| Norton, Tom             |                       |                      |                       |
| Null, Ernest            |                       |                      |                       |
| O'Kelly, Doc            |                       |                      |                       |
| O'Moore, Jackie         |                       |                      |                       |
| (Satan's Angel)         |                       |                      |                       |
| Oakleaf, O. G. &        |                       |                      |                       |
| Mrs.                    |                       |                      |                       |

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1564 Broadway  
New York 36, N. Y.

MAIL ON HAND AT  
CHICAGO OFFICE  
188 W. Randolph St.  
Chicago 1, Ill.

MAIL ON HAND AT  
ST. LOUIS OFFICE  
390 Arcade Bldg.  
St. Louis 1, Mo.

- |                        |                       |
|------------------------|-----------------------|
| Alden, Clifford J.     | Chidester, Wm.        |
| Allen, H. S.           | Clarkston, Bob        |
| Armstrong, Matthew     | (Jersey)              |
| Ashbury, Howard W.     | Collins, Mrs. Dale    |
| Barnes, Lowell         | Conlon, Pat           |
| Barnes, Mrs.           | Cooper, Ray           |
| Virginia Basinet       | Corey, Barney         |
| Barton, J.             | Cotter, Ernest Leon   |
| Bennett Jr., James T.  | Coulter, J. H.        |
| Benson, Bernis         | Cousins, John J.      |
| Bentley, Claude E.     | Craig, Margo          |
| Biggs, Regina          | Crawley, J. R.        |
| Black, Joe             | Crisely, Raymond      |
| Blankenship, Tom       | Cudney, C. H.         |
| Bowers, L. A.          | Davis, H. T.          |
| Cloodgood, Charles-    | Davis, Scotty (Clown) |
| Boone, G.              | Demetro, Mary         |
| Bowman, Roscoe         | Devreaux, Paul        |
| Bowers, Muri           | Diaz, Ted             |
| Bradford, J. Ronell    | Ditto, Alfred         |
| Brown, Silas           | Eastman, Joe          |
| Brunbelow, Marvin      | Exline, Emmett D.     |
| Bruno, Cichlan         | Fein, Morris          |
| Burgess, David E.      | Fisher, Hal           |
| Cameron, J. W. (Bill)  | Foltz, Russell N.     |
| Carpenter, Clifford R. | Freeland, Colin       |
| Gambler, Earl          | Gambler, Earl         |
| Glass, Dave            | Glover, John P.       |
| Chambers, Ralph        | Goodale, Mr. & Mrs.   |
| Clark, V. S. Jack      | Frank                 |

## Detroit Club

Continued from page 68

sisted by Marion Fodell and Ann Borker. Representing other clubs at the candle-lighting ceremony were Ann Borker, Showmen's League of America; Jean Briggs, Heart of America Showmen's Club; Bernice Stahl, Miami Showmen's Assn.; Edna Burd, Showfolks of America, San Francisco; Mary Clothier, Showfolks of America, San Francisco; Mary Lovejoy, International Showmen's Assn.; Betty Greeley, Regular Associated Troupers, and Lottie Johnston, Rocky Mountain Showmen.

Also Fern Manchenko, Hugo, Okla., Showmen; Rose Morrison, Greater Tampa Showmen's Assn.; May Price, Arizona Showmen's Assn.; Bobby Schutz, Missouri Showmen's Club; Rose Schimmel, Pacific Coast Showmen's Assn.; Lavern Taylor, Canadian Showmen Assn.; Ruby Wedger, Caravans, Inc.; Ann Stone, Lone Star Showmen's Assn.; Joanna Webb, Hot Springs Showmen's Assn.; Tina Weiner, Greater Ohio Showmen's Assn., and Grace Ziegler, who represented show clubs at large.

ONE OF 1,000's  
**RONSON-TYPE CIGARETTE LIGHTERS**  
A \$3.00 value. To sell fast at \$1.00. **\$45.00**  
Dozen \$3.95. CROSS.....  
NEW 1957 CATALOG JUST OFF PRESS.  
SENT WITH ORDER ONLY  
Deposit or payment, F.O.B. N. Y.

**MILLS SALES CO**  
Cut Rate WHOLESALERS Since 1916  
26 West 23rd St., New York 10, N. Y.

**Watch Makers' Special**  
Used Men's and Ladies' Wrist Watches, also Pocket Watches. As is—  
**5 for \$10**  
Wholesale only. 25% with order, balance C.O.D. Immediate delivery.  
**JOSEPH BROS.** 55 Wabash Ave. Chicago 3, Ill.

**SUPER TOOL KNIFE**  
Includes:  
• SCISSORS • SAW  
• REGULAR BLADE • FILE  
• BOTTLE OPENER • FORK  
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• SCREW DRIVER  
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"Write for our FREE VALUE PACKED BROCHURE"  
25% Deposit, Balance C.O.D.  
**NATIONAL DISTRIBUTING CO.** 1751 W. Flagler St., Miami, Fla. Phone: Franklin 1-6473

OUR TWENTY-SIXTH  
**ANNIVERSARY SALE**  
5,000  
FACTORY GUARANTEED  
BRAND NEW BENRUS RHINESTONE WRIST WATCHES  
BEAUTIFULLY BOXED  
FACTORY TAGGED \$49.50  
CLOSING OUT ENTIRE STOCK AT \$14.40  
EACH IN LOTS OF SIX OR MORE  
SAMPLE ORDER \$1.50 EACH  
CASH WITH ORDER OR 25% DEPOSIT  
BALANCE C.O.D.  
**NATIONAL DISTRIBUTING CO.**  
P. O. BOX 261  
OCEAN DRIVE BEACH, S. C.  
IMPORTERS JOBBERS

**ENGRAVERS AND DEMONSTRATORS: ATTENTION!**  
WRITE FOR CATALOG  
Men's Expansion Photo Idents from \$4.75 doz.  
Largest assortment of Plated Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders, include postage with prepaid orders.  
Boys' Girls' Ladies' Expansion Idents from \$4.00 doz.  
**McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.**

THE BILLBOARD INDEX

# Advertised Used Coin Machine Prices

## How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaning when used with mean average listing.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as-is" or "distressed" equipment.

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. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

### MOST ACTIVE EQUIPMENT

(For four-week period ending with issue February 2, 1957)

ARCAD E EQUIPMENT	HIGH	LOW	MEAN AVG.
1. GENCO—Champion Baseball...	\$295.00	\$275.00	\$295.00
1. WILLIAMS—Sidewalk Engineer...	175.00	165.00	165.00
3. SEEBURG—Coon Hunt	175.00	125.00	150.00
3. EXHIBIT—Dale Gun.	55.00	50.00	55.00
<b>MUSIC MACHINES</b>			
1. AMI—Model D-80.	\$350.00	\$150.00	\$225.00
2. SEEBURG—H-100-B.	495.00	395.00	425.00
3. AMI—1436 A-(53).	295.00	179.50	225.00
3. SEEBURG—M-100-C.	575.00	525.00	545.00
<b>SHUFFLE GAMES</b>			
1. UNITED—Royal	\$ 95.00	\$ 75.00	\$ 85.00
2. CHICAGO COIN—Criss-Cross	150.00	110.00	125.00
2. CHICAGO COIN—Fireball	225.00	180.00	195.00
2. CHICAGO COIN—Super Frame	125.00	95.00	100.00
2. CHICAGO COIN—Thunderbolt	275.00	245.00	245.00
<b>VENDING MACHINES</b>			
1. Rowe Diplomat Electric	\$105.00	\$ 95.00	\$ 95.00
2. P X (8 Col.)	90.00	75.00	85.00
3. Du Grenier (7 Col.)	50.00	45.00	45.00
3. Stoner Candy (8 Col.)	165.00	110.00	110.00
<b>PINBALL GAMES</b>			
<b>BALLY</b>			
1. Nite Club	\$450.00	\$425.00	
2. Yacht Club	60.00	35.00	
3. Beach Club	60.00	25.00	
3. Miami Beach	225.00	200.00	
<b>GOTTLIEB</b>			
1. Score-Board	\$315.00	\$250.00	
2. Flying High	85.00	65.00	
2. Mystic Marvel	165.00	110.00	
2. Wild West	325.00	295.00	
<b>UNITED</b>			
1. Cabana	\$ 85.00	\$ 25.00	
2. ABC	425.00	365.00	
2. Caravan	375.00	310.00	
2. Pixie	195.00	195.00	
<b>WILLIAMS</b>			
1. Hayburner	\$ 75.00	\$ 75.00	
1. Quarterback	285.00	275.00	
3. Deluxe Baseball	135.00	110.00	

### PINBALL GAMES

	High	Low	Mean Avg.
<b>BALLY</b>			
Beach Beauty (1/55)	\$345.00	\$335.00	\$345.00
Beach Club (2/53)	60.00	25.00	35.00
Beauty (11/52)	65.00	35.00	49.50
Big Time (1/55)	235.00	200.00	235.00
Broadway (12/55)	375.00	375.00	375.00
Gayety (3/55)	125.00	110.00	110.00
Gaytime (6/55)	195.00	160.00	195.00
Ice Frolics (1/54)	75.00	50.00	65.00
Miami Beach (9/55)	225.00	200.00	225.00
Nite Club (3/56)	450.00	425.00	435.00
Palm Springs (11/52)	60.00	40.00	60.00
Variety (9/54)	135.00	100.00	125.00
Yacht Club (6/53)	60.00	35.00	50.00

	High	Low	Mean Avg.
<b>CHICAGO COIN</b>			
Basket Ball Champ (10/49)	\$195.00	\$145.00	\$145.00

	High	Low	Mean Avg.
<b>GOTTLIEB</b>			
Duette (3/55)	\$225.00	\$195.00	\$215.00
Flying High (2/53)	85.00	65.00	85.00
Guys & Dolls (5/53)	95.00	64.50	95.00
Gypsy Queen (2/55)	185.00	145.00	175.00
Mystic Marvel (3/54)	165.00	110.00	150.00
Pin Wheel (10/53)	120.00	110.00	110.00
Score-Board (3/56)	315.00	250.00	305.00
Skill Pool (8/52)	75.00	75.00	75.00
Sluggin' Champ (4/55)	195.00	185.00	185.00
Southern Belle (6/55)	200.00	155.00	175.00
Stage Coach (11/54)	175.00	149.50	149.50
Tournament (8/55)	300.00	245.00	275.00
Wild West (8/51)	325.00	295.00	295.00
Wishing Well (9/55)	195.00	165.00	165.00

	High	Low	Mean Avg.
<b>UNITED</b>			
ABC (2/52)	\$425.00	\$365.00	\$395.00
Cabana (3/53)	85.00	25.00	39.50
Caravan (1/56)	375.00	310.00	325.00
Pixie (9/55)	195.00	195.00	195.00

	High	Low	Mean Avg.
<b>WILLIAMS</b>			
Deluxe Baseball	\$135.00	\$110.00	\$115.00
Hayburner (6/51)	75.00	75.00	75.00
Quarterback (10/49)	285.00	275.00	275.00

### ARCAD E EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

	High	Low	Mean Avg.
Bat-A-Score Sr. (Ev) (8/48)	\$145.00	\$105.00	\$105.00
Big Inning (B) (47)	95.00	85.00	95.00
Carnival Gun (U) (10/54)	205.00	195.00	195.00
Champion Baseball (G)	295.00	275.00	295.00
Coon Hunt (S) (2/54)	175.00	125.00	150.00
Dale Gun (Ex)	55.00	50.00	55.00
Derby, 4 Player (CC) (3/52)	150.00	125.00	150.00
K O Fighter	350.00	345.00	345.00
Midget Movies (CC)	135.00	125.00	135.00
Rifle Gallery (G) (6/54)	175.00	175.00	175.00
Shooting Gallery (Ex) (6/54)	125.00	110.00	115.00
Sidewalk Engineer (W) (5/55)	175.00	165.00	165.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	295.00	275.00	275.00
Sportsman (K) (11/54)	195.00	195.00	195.00
Telequiz (T) (1/49)	95.00	95.00	95.00
Undersea Raider (2/46)	125.00	125.00	125.00

### MUSIC MACHINES

	High	Low	Mean Avg.
<b>AMI</b>			
Model A (46) 40 sel., 78 RPM	\$100.00	\$ 80.00	\$ 95.00
Model B (48) 40 sel., 78 RPM	125.00	100.00	125.00
Model C-40	150.00	100.00	150.00
Model D-80 (51) 40 sel., 78 RPM	350.00	150.00	225.00
Model E-120 (53) 120 sel., 45 RPM	450.00	375.00	425.00
Model F-120 (54) 120 sel., 45 RPM	695.00	675.00	675.00

	High	Low	Mean Avg.
<b>ROCK-OLA</b>			
1436 A-(53) 120 sel., 45 RPM	\$295.00	\$179.50	\$225.00
1438 (54) 120 sel., 45 RPM	450.00	449.00	450.00

	High	Low	Mean Avg.
<b>SEEBURG</b>			
M-100-B (51) 100 sel., 45 RPM	\$495.00	\$395.00	\$425.00
M-100-C (53) 100 sel., 45 RPM	575.00	525.00	545.00
M100G (54) 100 sel., 45 RPM	695.00	625.00	669.00
M-100-W	795.00	745.00	769.00

	High	Low	Mean Avg.
<b>WURLITZER</b>			
1250 (50) 48 sel., 45 or 78 RPM	\$165.00	\$124.50	\$145.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	174.50	174.50
1500 (52) 104 sel., 45-78 RPM Mix.	325.00	225.00	249.50
1650 (53) 48 sel., 45 RPM	299.50	259.00	275.00
1800 (2/55)	840.00	725.00	825.00

### SHUFFLE GAMES

	High	Low	Mean Avg.
Advance Bowler (CC) (5/53)	\$105.00	\$ 75.00	\$ 95.00
Arrow (CC)	275.00	225.00	265.00
Bonus Score Bowler (CC) (4/55)	275.00	175.00	245.00
Carnival (K) (5/53)	75.00	50.00	55.00
Clipper (U) (5/55)	265.00	235.00	235.00
Criss-Cross (CC) (11/53)	150.00	110.00	125.00
Criss-Cross Targette Regular (CC) (1/55)	125.00	125.00	125.00
Diamond (K) (5/53)	165.00	155.00	165.00
Domino (K) (5/53)	75.00	65.00	65.00
	145.00	115.00	145.00
Fireball (CC) (11/54)	225.00	180.00	195.00
Flash (CC) (9/54)	195.00	185.00	195.00
Holiday Match Bowler (CC) (9/53)	235.00	150.00	175.00
Hollywood (CC) (5/55)	295.00	240.00	275.00
Imperial (U) (9/53)	95.00	95.00	95.00
Lightning (U) (2/55)	225.00	195.00	195.00
Magic (B) (12/54)	225.00	175.00	195.00
Name Bowler (CC) (1/54)	65.00	55.00	65.00
Olympic (U) (8/54)	85.00	75.00	75.00
Pacemaker (K) (9/53)	95.00	85.00	85.00
Playtime Bowler (CC) (10/54)	215.00	195.00	215.00
Royal (U) (8/54)	95.00	75.00	85.00
Score-A-Line (CC) (9/55)	325.00	295.00	315.00
Speedy (U) (8/54)	195.00	125.00	150.00
Super Bonus Deluxe (U)	355.00	295.00	335.00
Super Frame (CC) (5/54)	125.00	95.00	100.00
Team Bowler (K) (10/52)	125.00	75.00	125.00
Tenth Frame (K)	55.00	50.00	55.00
Tenth Frame Bowler (CC)	95.00	65.00	75.00
Thunderbolt (CC)	275.00	245.00	245.00
Triple Score Bowler (CC) (6/53)	95.00	50.00	85.00
Triple Strike Bowler (CC)	275.00	235.00	275.00

### VENDING MACHINES

	High	Low	Mean Avg.
Acorn 5c or 1c	\$ 10.00	\$ 8.50	\$ 10.00
Du Grenier (7 Col.)	50.00	45.00	45.00
Northwestern 39, 1c	7.95	7.50	7.50
Northwestern 33 Ball Gum	7.50	6.50	7.50
Northwestern 49, 1c	12.50	12.00	12.50
P X (8 Col.)	90.00	75.00	85.00
Rowe Diplomat Electric (8 Col.)	105.00	95.00	95.00
Northwestern 39, 1c	7.95	7.50	7.50
Northwestern 33 Ball Gum	7.50	6.50	7.50
Stoner Candy (8 Col.)	165.00	110.00	110.00

## A.&P. Yanks Battery Of Outside Venders

Store Chain Officials Refuse to Divulge Reason for Discontinuing L. I. Experiment

NEW YORK—Last week residents of the Levittown, L. I., area received the following notice in the form of handbills distributed by the local A.&P. supermarket:

"Effective 8 a.m., Monday, January 21, 1957, we will discontinue the outdoor machine food service located in front of this supermarket. These machines were installed as an experiment and we thank you for your patronage at them. We hope you will not be inconvenienced and suggest you buy these items in this supermarket."

This curt notice ended a seven-week experiment with five Vari-Vend units at the Long Island outlet. A similar installation, five Vari-Vends and three Rowe units, is reportedly still doing well after several months of operation at the

Grand Union outlet in East Pater-son, N. J.

An iron curtain of silence about reasons for discontinuing the experiment was imposed on A.&P. executives. From the store manager, to the local headquarters at Garden City, to the Eastern division office in New York, the answer was "no comment."

Frank Tucker, at the New York office, said that the firm will not now and does not intend to make a statement.

However, it was reported that customers had complained of mechanical difficulties. These difficulties did not occur to any degree in the New Jersey installation.

Informed sources feel that the removal of the machines from the Levittown store was due to a combination of factors which would be applicable in few other instances; it is not regarded as a setback for supermarket vending.

## Perkins Heads Vending Sales At J. H. Keeney

CHICAGO — Harold Perkins has been named sales manager of the vending division of J. H. Keeney & Company. Announcement was made by Paul Huebsch, general sales manager of the parent firm. Perkins replaces Bill Coan Jr., who held the post until January 1.

Perkins announced that the vending division is embarking on a sales expansion program. Immediate plans call for establishing new distributor organizations to work with already established outlets in Pennsylvania, Kentucky, Alabama and the Pacific Coast.

Before joining Keeney, Perkins was associated with Superior Vending, distributors of a full line of vending equipment, located in New Jersey. He has also been connected with Cole Products and assisted in the pioneering of the first Bert Mills coffee vender back in 1948.

## CAVA Panel Mulls Vending Sales Tips

LOS ANGELES—Methods of increasing sales thru vending machines were discussed by a panel of manufacturers' representatives at the California Automatic Vendors' Association fifth bi-monthly dinner in the Colonial Room of the Ambassador Hotel here Friday night (18).

The panel members were introduced by B. J. (Bob) Grenier, CAVA president, and included Dick Confer, McCann-Erickson, moderator; Jack Dollaghan, Apco; E. C. McNeil, National Vendors; Robert Hostetter, General Foods; Herman Wittenberg, M. & R. Dietetic Laboratories; Tony Salerno, Nestle's Company; Lyn Hartzler, Dariomatic, Inc., and Pete Pitullo, Sweetheart Cups.

In presenting the panel, Grenier pointed out that the "public's acceptance of vending machines has been great in spite of the little information, publicity and advertising the industry has given it." He emphasized the expansive campaign that had been given to operation of

automats in the East, in pin-pointing the need for promotional material to help individual operators.

### Publicity

Confer, whose advertising agency handles the campaigns for Coca-Cola Company and Nestle's, urged that attempts to publicize vending to consumers should be done after careful study and with the results of surveys at hand.

Wittenberg was the first to speak as a panel member. He showed a clipping from a regional paper in which a feature story on a local operator appeared. He urged that more stories of this type be released to acquaint consumers with vending.

Dollaghan suggested that operators begin by educating the public, making sure that the equipment on location is working properly.

Speaking for General Foods, Hostetter advised that his company spent \$22,000,000 a year in advertising. It is his view that ideas for campaigns must come from vending machine operators to properly approach the field.

Hartzler, of Dariomatic, emphasized that suppliers have the responsibility of letting people know about the items that are to be sold thru vending.

### Operator Ideas

After the panelists had spoken, Confer called upon several members to give their views. Tom Young, of Barvend, advised that it was his opinion that manufacturers are striving to make better machines, and Phil Bowen declared that he agreed with both manufacturers' representatives and operators in accepting charges that the trouble may rest in their backyard.

Ivan Wheaton Jr. agreed with Bowen and proposed that operators look for little items that may cause

(Continued on page 77)

## Exhibit Times Set for NATD

NEW YORK—Merchandise exhibits at the 25th annual convention of the National Association of Tobacco Distributors will open on the initial day of the convention, March 24, and remain open every afternoon until the show ends March 28. The convention will be held in the Conrad Hilton Hotel, Chicago.

No business sessions are scheduled for the first day of the meet-which will be devoted to registration, luncheon for executives and members of the Young Executives Division, exhibits, receptions and entertainment.

This year's program calls for the elimination of convention activities in the afternoons while the exhibits are open.

Philip Morris will hold a reception for the Young Executives, and P. Lorillard will provide the evening's entertainment on opening day.

## Bill Would Outlaw Cigarette Venders In Youngstown, O.

YOUNGSTOWN, O.—Proposed legislation which would outlaw cigarette venders has been referred to city council's committee-of-the-whole for an opinion on its legality.

The measure was introduced after residents complained of minors purchasing cigarettes from convenient vending machines.

The committee was also asked to submit to council a list of ordinances the city has, if any, prohibiting the sale of tobacco to minors.

## Tobacco Research Grant Approved

NEW YORK—A new appropriation of \$700,000 has been approved for the Tobacco Industry Research Committee's scientific studies into the effect of smoking on health.

According to Timothy V. Hartnett, committee chairman, \$2,200,000 has been appropriated to TIRC since its establishment in 1954. More than 60 scientists, he added, are now doing research under TIRC grants.

## Folz Vending Dares Nassau County Police to Pick Up Charm-Gum Units

Stalemate Enters Seventh Month, as Operator Seeks Test Case; Cops Refuse Challenge

NEW YORK—The contest between the Folz Vending Company and the Nassau County police is still stalemated after six months, but the struggle costs the Long Island operating firm money every day.

Harold and Roger Folz, who operate Long Island's largest bulk vending route, with headquarters at Oceanside, have been daring the police to pick up their mixed ball gum-charm machines, and the police have failed to accept the challenge.

The police have been going around to location owners telling them that unless the machines are removed from the premises, the storekeeper will be arrested.

### Bluff Charged

The Folz brothers maintain the police statements are nothing but bluff and that the machines, equipped with look-see viewers to eliminate the possibility of chance, are perfectly legal.

Moreover, they have requested that the police pick up a machine so the courts may determine their legality. To date no machine has been picked up.

Prior to putting pressure on the location owners, the police had told the Folz brothers that unless they removed the mix gum-charm machines, they would be arrested. The Folz brothers refused to heed the warning, telling police they would welcome an arrest and a test case.

When Nassau Chief Inspector

Andrew Kirk had refused to issue summonses to either the operators or any of the location owners, the Folz brothers attempted, and failed, to get a temporary injunction restraining the police from harrasing the locations.

Harold Folz explained that once the storekeepers were warned by police, they invariably asked the operating firm to remove the machine in question.

Actually, the firm hasn't lost any locations because of police pressure. But it has been forced to remove mixed gum-charm machines and substitute either straight charm or straight ball gum units.

With more than 2,000 locations

on Nassau County, Folz figures that the switch has cost the firm at least at the rate of \$2,000 a year. He explained that takes on straight charm or gum machines are less than those on mixed units fill, while costs of straight charm machines run about 40 per cent higher than those on mixed machines.

The firm is still putting out mixed machines at the rate of 10 new locations a week and is about holding its own on new locations in the county.

Meanwhile the firm is studying new avenues to either force a test case, which it feels sure it can win, or prevent the police from pressuring locations.

## Hibben Tells Dairymen Venders Boost Sales

NEW ORLEANS — Delegates to the annual convention of the Louisiana Dairy Products' Association were told here today to stimulate their promotional programs with more vending machine sales.

The advice came from a leading spokesman for the dairy industry and a national authority on ice

cream marketing. He is Robert C. Hibben, executive secretary of the International Association of Ice Cream Manufacturers.

Hibben urged the delegates to establish vending machine sales for their ice cream, a "wholesome product," in schools and other health and educational institutions.

### Industry Revolution

He said the dairy industry is now in a "revolutionary stage and must depend more on automation" in marketing its products. He attributed the advent of the giant supermarkets and package merchandising and the growing use of vending machines for selling merchandise as being responsible for the "revolution."

Hibben noted that 25 per cent of all soft drink sales are made thru venders, also 16 per cent of cigarette sales and 10 per cent of candy sales.

"A variety of outlets for distributing ice cream," he advised, "are not being fully exploited, including vending machine sales, restaurants consuming bulk ice cream, schools and supermarkets."

## C-M Self-Brew Production Set

ELIZABETH, N. J. — Coffee-Mat Corporation will begin production on its new self-brew coffee machine late in February, S. W. Small, Coffee-Mat president, announced last week.

Small added that the firm is meanwhile remaining in full production on its Brewmaster series, which dispenses a liquid concentrate. Even when the self-brew series is in production, he continued, the production rate of the Brewmaster series will not be decreased.

## Paul Price Bows Plastic Heart

NEW YORK—Paul Price, local charm manufacturer, has gone into production on a plastic heart with a rhinestone inset in the center. The charm will come in assorted colors, with loops for placement on chains.

Price said that tho the item has been timed for the Valentine Day market, it is a year-round charm.

## Dun's Review Has Story on Auto. Merch.

NEW YORK—The growth of automatic merchandising as an adjunct to retail operations and the continued expansion of in-plant food vending were cited as the two prime potentials of the vending industry, according to an article in the February issue of Dun's Review and Modern Industry. The article was written by Aaron Sternfield, of The Billboard editorial staff.

According to the article, cigarettes, candy and soft drinks currently account for more than 75 per cent of all vending sales, primarily because they are impulse items, with high turnover and relatively low profit.

"But," the article continues, "with the cost of sales labor at an all-time high, and with automation in distribution failing to keep pace with automation in production, vending experts are beginning to think in terms of planned purchasing."

### Automatic Markets

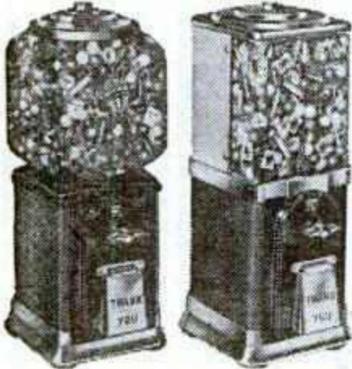
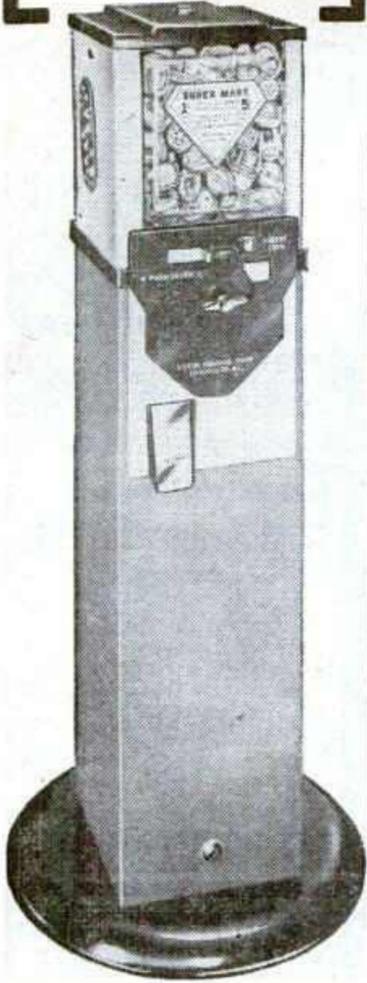
The article goes to describe the experiments at Grand Union, pointing out that most markets operate only 54 hours in 168-hour week, with vending a method of bringing in revenue for the 114 unprofitable hours.

Also outlined in the story is the growth of automatic merchandising in in-plant feeding, its potential and its limitations.

**SUPERMART VENDORAMA CONSOLE®**

by Victor

Truly a beautiful console for those choice Super Market Locations.



TOPPER DELUXE GLOBE STYLE TOPPER DELUXE HALF-CABINET STYLE



The World Famous STANDARD TOPPER



See your nearest VICTOR distributor. **Victor Vending Corp.** 6701-13 W. GRAND AVE. CHICAGO 39, ILL.

**SUPPLIES IN BRIEF**

**Cigar Production**

Cigars manufactured in November, 1956, totaled 527,518,763, a decrease of 3,843,550 from the number produced in November, 1955, according to Treasury Department. For the January-November, 1956, period, cigar manufacture totaled 5,396,417,987, an increase of 41,119,328 over the same period in 1955. Small cigars manufactured in November, 1956, totaled 5,357,083, an increase of 305,493 over the same month in 1955.

**J. SCHOENBACH**

For Victor Vending Corp. Machines, Parts, Globes Charms, Merchandise Supplies 1645 BEDFORD AVE., BROOKLYN 25, N. Y. PResident 2-2900 PHONE or WRITE FOR PRICES

**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
- STONER 8-COLUMN CANDY, 160 capacity, postwar model.. 165.00
- ROWE 8-COLUMN CANDY, 120 capacity..... 60.00
- DUGRENIER "W" CIGARETTE, 9-column, king-size ..... 65.00
- DUGRENIER MODEL S 7-column, king-size ..... 45.00
- UNEEDA 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

**Milk Production High**

Farm production of milk during December totaled 9,278 million pounds, 1 per cent above December, 1955, and 15 per cent above the 1945-'54 December average. Production increased 6 per cent from November, about the same gain for the period as 1955, but larger than the usual increase of 4 per cent. Agriculture has tentatively set 1956 milk production at 127 billion pounds, about 3 per cent more than the previous record high of 123.5 billion pounds in 1955.

**Hershey Boosts 5 Sales Execs**

HERSHEY, Pa.—Five sales executives of the Hershey Chocolate Corporation have been promoted, the company announced last week.

L. H. Harkness, assistant general sales manager, becomes Eastern sales manager, while E. F. Aldous, who had been field assistant to the general sales manager, is now Western sales manager.

J. L. Stahl Jr. moves from sales promotion manager to marketing manager, and M. A. Cameron becomes assistant marketing manager. Cameron had been a district manager in Washington.

H. E. Ingram, who had been field assistant to the general sales manager, is the new sales promotion manager.

**Superior Sales New N. C. Firm**

RALEIGH, N. C.—A certificate of incorporation has been issued to Superior Sales Corporation, Salisbury, N. C., a new firm which proposes to deal in vending machines. Secretary of State Thad Eure issued the certificate, adding that authorized capital stock for the new firm would be \$100,000.

Principals of Superior include J. C. Tate, and others, all of Salisbury.

**CAVA Panel Mulls**

Continued from page 76

trouble. "A dirty coin mechanism, although small, can cause a lot of trouble." Repairing and cleaning such parts should be given more importance, he concluded.

Jim Esposto, an operator of five years, outlined briefly his promotional policy, which includes the sponsoring of three bowling teams and the proposed showing of a machine at a dinner to be attended by customers.

The film, "My Shadow and I," made by the Coca-Cola Company, was shown.

Grenier announced that several new membership applications were under consideration by the organization. At present, the membership stands at 32, 17 operating firms and 15 manufacturers and suppliers.

**Kent Status Defined**

NEW YORK—A recent Billboard story identified Herbert Kent, who recently rejoined the P. Lorillard board, as a board member of Continental Industries. While Kent had been a Continental board member, he resigned that position prior to rejoining Lorillard.

**Boyer Names Agency**

ALTOONA, Pa.—Boyer Bros., Inc., manufacturer of Mello Cup, Cup - O - Coconut, Peanut - Butter Cup and Peanut-Butter Mallo, has appointed Cavanaugh Morris Advertising, Pittsburgh, as its advertising agency.

**Rock 'n' Roll**

with the



Great new charm. Finely detailed—two-tone combinations. Versatility assured with loop for attaching charm.

- Two-tone plastic..... \$6.50 per M
- Vacuum plated & plastic ..... \$8.50 per M

**Jewelled Heart**



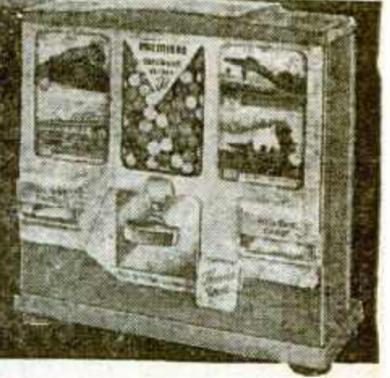
WITH handsome rhinestone inset. An all-time favorite—especially for Valentine's Day!

\$12.50 per M Stickers available at your dist. or

paul a. PRICE co. inc. 59 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

WE HAVE **OAK'S "PREMIERE"**

T. T. VENDING SALES CO. 2659 N. Racine Ave. Chicago 14, Illinois



**POPPERETTE**

Fully Automatic Popcorn Machine

10¢ Hi Profit %

**\$159.00**

TERMS: 1/3 Deposit With Order, Balance C.O.D.

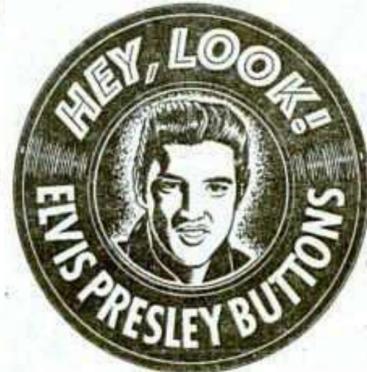
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**Mayflower Distributing Co.**

2227 University Ave. St. Paul 4, Minn. Midway 6-7901

**ELVIS PRESLEY**

PIN-ON BUTTONS



A VICTOR EXCLUSIVE

We have the exclusive rights on Elvis Presley buttons for vending machine use. Presley buttons sold by us are with the understanding that they will be used for this purpose ONLY.

Vending machine operators' price is \$12.50 per thousand, F.O.B. Chicago. Minimum lot is 5,000 and weighs 16 1/2 lbs.; 25 stickers included. Full certified payment is required with order. We are currently making prompt shipments.

WRITE . . . WIRE . . . PHONE

your nearest VICTOR distributor at once for fast delivery.

**VICTOR VENDING CORP.**

5711 W. Grand Ave., Chicago 30, Ill. Phone NAtional 2-0220

**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 \$5.  3 years at \$10.  
(Foreign rate, one year, \$5) E48

Name.....  
Address.....  
City..... Zone.... State.....  
Occupation.....

GIVE TO DAMON RUNYON CANCER FUND

**Ball and VENDING GUMS**  
**LOW Factory Prices**

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-178 & 210 ct. .... 27¢ lb.  
 Chicle Ball Gum, 130 ct. .... 35¢ lb.  
 Chloro-Vend Ball Gum .... 40¢ lb.  
 Chloro-Vend Chicks, 320 ct. .... 40¢ lb.  
 Chicle Chicks, 320 & 520 ct. .... 36¢ lb.  
 Bubble Chicks, 320 & 520 ct. .... 27¢ lb.  
 Tab (short stick), 100 ct. .... 38¢ box  
 5-Stick Gum, 100 packs .... \$1.90

F.O.B. Factory. 150 Lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
 4th & Mt. Pleasant • Newark 4, N. J.

GIVE TO DAMON RUNYON CANCER FUND

# COINMEN YOU KNOW

## Chicago

By NICK BIRO

Herb Perkins, Purveyor Distributing Company, is vacationing in Orlando, Fla., and deep-sea fishing with Al Lively, Florida operator. Herb claims they snagged a fish a minute. . . Charley Pieri, Monarch Coin, is shipping two and four-hole playfield tops for pool games at a brisk pace. . . Isadore Edelman, Edolite Products, Detroit, expected in town on one of his frequent business jaunts.

Ted Rubenstein, Marvel Manufacturing, reports his new coin-operated ticket machines moving at a good clip. . . Still going strong on coin pool games is Bill Weikel, Fischer Sales & Manufac-

turing Company. . . Art Weinand, Williams, has his hands full with orders for the firm's five-ball game, Shamrock.

Ed Levin, Chicago Coin, filling orders for target bowling games, with the firm shipping a new deluxe model Skee Roll game. . . Bill O'Donnell, Bally sales manager, announced a new development. Bally's ABC Bowling Lanes are now being built in three sections to better accommodate operators and locations. . . On the road, Al Thoeke, United Manufacturing Company representative, expected in Los Angeles, San Francisco, Portland and Seattle.

Ed Ristau, Rock-Ola's director of sales on a two-week trip to Boston, Philadelphia, Rochester and Baltimore. . . Also out of the Rock-Ola office is Les Rieck, with service engineer Jack Barabash, making the circuit thru Dallas, San Antonio and Houston, visiting distributors.

Phil Weisman, head of Automatic Phonograph, came back from a combination business-pleasure trip in Florida. . . Jack Mitnick and Bill DeSelm at United were pretty busy with a flood of out-of-town visitors. . . C. A. Robinson, head of the firm bearing his name, dropped in from Los Angeles and chatted with DeSelm in United's "conference room."

Also sampling United's hospitality were Bob Portale and Ed Heinle, Advance Automatic Sales, San Francisco. Portale is also sales manager for Royale Machine Manufacturing Company, of the same city. He and Heinle tell of a new typewriter device developed by Royale for patients afflicted with palsy. The unit utilizes a scanning-screen,

patterned after the scoring fields on coin games.

Mr. and Mrs. George Trambitas, Seattle, United's West Coast distributors, stopped en route to Columbus, Ohio.

## Los Angeles

By SAM ABBOTT

Phil Weinberg, of Wall Box Sales, Dallas, spent a few hours in the city last week en route to San Francisco with George Thompson, operator from Fairbanks, Alaska. Thompson, who was in Dallas on business, joined Weinberg for the trip. Following his stay in San Francisco, where Weinberg visited the Bally distributor, as he did in Los Angeles, he returned home, as did Thompson. . . Art Schelling, of Bishop, was in town on a shopping tour. . . Ed Pharris and wife, Zeta, were shopping for their operation in Avenal.

Paul A. Laymon, Inc., showed the new Rock-Ola phonographs in San Diego at the Grant Hotel Friday (25). Representing the company were Jimmy Wilkins and Don Peters. . . Clyde Dinlinger, Newport Beach, is venturing into the mining business. . . Norman (Dutch) Schue, well-known carnival ride operator, is opening a Kiddieland in El Monte. He was in the city shopping for coin-operated equipment and premiums.

The many friends of Marshall and Don Ames, salesmen for Badger Sales Company, Los Angeles and San Diego respectively, will regret to learn of the serious illness of the father. . . Mac Sanders, veteran coin operator, is raising parakeets and several of them took top awards at a recent show here. . . C. A. Robinson, of C. A. Robinson Company, is back from Chicago, where he contracted the United Manufacturing Company.

Al Bettelman, of C. A. Robinson Company, got hemmed in by a snowstorm at Mount Waterman, where he had taken a group of Cub Scouts. Bettelman has been treasurer of the Cub Scout pack three years. . . Mrs. Lela Smith, of Smith Music, Barstow, was in town shopping. . . Andy Lanzisero, with Minthorne Music a number of years, has

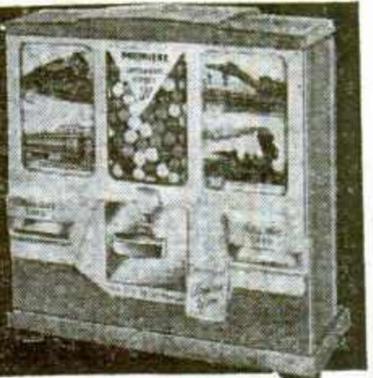
joined Sierra Distributors in the service department.

Phil Robinson, Chicago Coin, is mulling a trip with Mrs. Robinson to the Hawaiian Island to mark their 40th wedding anniversary. . . Jack Simon, Simon Distributing Company here, is continuing his trip thru the Orient. He is traveling with his nephew, Joe Simon, of Chicago. After a visit in Honolulu, they arrived last week in

**"ROCK 'n' ROLL" BUTTONS**  
 10-25 per thousand  
 with "No Stick" safety catches.

AT YOUR DISTRIBUTOR OR  
**Guggenheim**  
 33 UNION SQUARE  
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WE HAVE  
**OAK'S "PREMIERE"**  
 STANDARD SPECIALTY CO.  
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GIMMICKS CHARMS CHARMS GIMMICKS  
 RINGS BEADS BEADS RINGS

**FAMOUS ELVIS RECORDS**  
 The Fourteen BEST SELLERS he recorded, released by RCA Victor.

For Novelty effect—one side is a SONG TITLE, the reverse side of the RECORD an ELVIS SASSY SAYING. Exactly what youngsters want.

5,000 Lots & Up . . . \$10.50 per 1,000  
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Columbus, 5c, New	8.50
Asco Hot Nut	7.50
N. W. Model 39	7.50
N. W. Model 33, Ball Gum	7.50
Du Grenier 6-Col., 1c Tab	14.50
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Mills, 6-Col., 1c Tab	17.50
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Ball Point Pen, New	Write
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OAK'S PREMIERE CARD VENDOR	Write for Price

All machines completely checked and ready for location—Order with complete confidence.  
 1/3 deposit, balance C.O.D.

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ROWE DIPLOMAT, Electric, 8 Cols., 380 Cap., 25c & 30c, King or Reg.	\$ 95.00
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ROWE PRESIDENT, 8 Cols., 340 Cap., 25c & 30c, King or Reg.	90.00
LEHIGH PX, Electric, 8 Cols., 320 Cap., 25c or 30c, King or Reg.	75.00
LEHIGH PX, Manual, 8 Cols., 320 Cap., 25c or 30c, King or Reg.	90.00
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All machines fully reconditioned, refinished in baked enamel finishes, all bases cut.  
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 PICTURE CARD VENDORS  
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 Attractive Fast Selling Picture Cards!  
 \$99.75  
 SALE! 25 LBS. 210 GUM \$8.00  
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 IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for

ROWE Imperials, Royals	NATIONAL 930, 950	UNEDA All Models
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ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MACHINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

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 For vending with 210 Ball Gum. Many designs available. 12 to the box assorted. Lighters are \$2.16 a dozen for 10 dozen or more prepaid. Write for quantity prices.

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Hong Kong. Simon Distributing Company is active in the exporting of coin machines.

**Boston**

By CAMERON DEWAR

James J. Geracos, of National Music Company, Dorchester, isn't resting much since the \$50 tax has been imposed on Boston juke boxes. Jim made a strong radio pitch to annul the levy. He's also been at City Hall, where he

has hopes of finding the thing unconstitutional.

Bob Jones, of Redd Distributors, had sad news from Wales where his father just died. Bob had sent his mother and dad on a trip back to the old country recently. His mother will remain in Wales for the time being. . . . Billy Leona, Boston Record Distributors, doing well after being rushed to the hospital with a bad appendix.

One-stopper Dick Mitchell happy over the visit of Dinah Shore at his place in Allston. The thrush was in town for appearances on the March of Dimes promotion. . . . Al Myers, of Myers & Wells, enjoying an evening in the night spots, expressed satisfaction that the Hub pinball situation is working out all right.

Marshall Caras, assistant general manager at Trimount Automatic Sales Corporation, can't get over the wonder of being a daddy. His daughter, Victoria, has taken over the household, but Marshall had time to say that Gottlieb's Rainbow and Flaesjiv, as well as Williams' Shamrock bowling alleys, are creating a sensation among operators. Sid Redd finds the orders beginning to roll in on the new Wurlitzer 2104 and says operators are especially fond of the 50-cent slot.

Redd also reports enthusiasm for Bally's ABC Bowler,

with coinmen dropping in from as far away as Caribou, Me., to stock up. . . . Barney Blatt, of Atlas Distributors, now that he's thru with a successful service school for AMI's 200 model, is eyeing Florida longingly, but doesn't know if he can make it just yet.

The worst snowstorms in years and frigid temperatures haven't deterred operators in remote sections from beating a path to coin row. Some far-flung representatives seen around town were Guy Durgin, Presque Isle; Romeo Rivard, Lewiston; Martin Oliver, Portland; Eddie Disy, Caribou, and Harry Baker, Portland, all of Maine; Pliney Burrows, Brattleboro, Vt.; Bob Desmarais, Nashua, N. H., and Mrs. George Desnoyers, White River Junction, Vt.

**Detroit**

By HAL REVES

A new coffee vending firm is being organized in suburban Hamtramck by Mitchell B. Kozak under the name of Automatic Vending. A newcomer to vending, he was formerly in the bar, bowling alley and appliance fields. . . . Carleton

C. Gardner, who bought the Co-Op Meter Company from Richard Williams, has renamed the firm the Co-Op Metered Service Company. The firm operated coin-operated washing machines, driers and extractors. The new name will tie in with Gardner's own long-established Metered Service Company, which operates a similar business from the same address.

Tony Milazzo, a partner in the former T. D. Music Company for 10 years, is returning to the business after an absence of several months. He is establishing his own independent firm called Vogue Music Company. He will specialize in juke box operations on the east side of Detroit. The TD

organization discontinued operations last year, selling its juke box route to the Grand Music Company, while the TD Cigarette Company was formed to take over the cigarette operation.

**ELVIS PRESLEY BUTTONS**  
3 Colors  
6 designs  
**\$62.50**  
per carton of 5,000, F.O.B. factory.  
Cash with order.



**VICTOR Standard TOPPER 1c Ball Gum VENDOR**  
**\$13.25 Each**  
**\$12.75 Each**  
100 or More

Sold on Time Payment in lots of 8 or more—25 weeks to pay. Write for details.

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**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.50
N.W. #33 1c Porc. B.G.	6.50
Columbus 5c Bulk	7.45
Silver King 1c B.G. or Mds.	30.00
ABT Gums	8.50
Acorn, 1c or 5c	8.50

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Large Tulip	.74
Pistachio Nuts, Vendor's Mix	.55
Pistachio Nuts, Shell	.66
Cashew Whole	.61
Cashew Butts	.45
Peanuts, Jumbo	.32
Spanish	.57
Mixed Nuts	.32
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 550 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.43

Rain Blo Ball Gum, 60 ct. . . . \$ .28  
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct. . . . .30  
Rain Blo Ball Gum, 100 ct. . . . .32  
200 lb. minimum, prepaid on all Rain Blo Ball Gum.

Adams Gum, all flavors, 100 ct. . . .45  
Wrigley's Gum, all flavors, 100 ct. . .45  
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Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
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**Wyoming May Hike Cig. Tax 1c a Pack**

CHEYENNE, Wyo.—Wyoming State Legislature introduced a bill to raise the cigarette tax from 2 to 3 cents per pack. Representative Sullivan, of Albany, stated the tax would raise revenue by about \$30,000 per month.

The new higher tax is backed by the Wyoming Municipalities Association. Tax receipts would be allocated among cities, towns and counties for use.

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The Teen-Age Craze!



A series of 12 beautifully lithographed Buttons with safety-catch pin. Golden Record theme in 6 bright colors. A natural item . . . with collector's appeal! DO NOT confuse this jewelry-type button with political-type pins.

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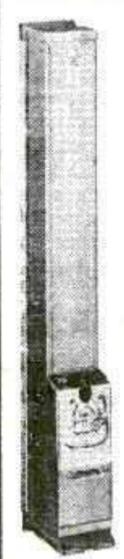
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ROLLED . . . . . \$12.50/M  
Flat (for capsule) . . . . . 8.50/M

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Write for lowest prices on filled capsules. Immediate delivery.



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## Waldor Re-Elected Head of N. J. Guild

Incumbent Slate Named; Levine Warns Operators on Performance Fee Legislation

NEWARK, N. J.—Sam Waldor was elected for his 10th consecutive term as president of the Music Guild of New Jersey at the association's annual meeting at the Essex House here Thursday night (24).

Other officers elected, all incumbents, were Cleo Rosazza, vice-president; Robert Harvey, secretary, and Manuel Ehrenfeld, treasurer.

Elected to the board were Humbert Betti Jr., Edward Burg, Herman Halperin, Harry Goldman and Jules Rusoff. Alternates named were Harold Chasen and Herbert Brauch.

### Levine Talk

Guest speaker at the 20th annual meeting of the group was Sidney H. Levine, national counsel for the Music Operators of America, who spoke on "The Danger of Performance Fee Legislation to Your Business."

Levine said that the operators and manufacturers are working

side by side to combat the ASCAP bill. He added that even if adverse legislation is passed, despite the efforts of MOA, the organization will still be needed to protect the welfare of the industry.

Levine outlined the history of the performance fee legislation, stated MOA's stand on the exemption of juke boxes from performance fees, and spoke of the actions of ASCAP in attempting to remove the juke box exemption.

He also told how MOA is fighting proposed changes to the law, which he termed a serious threat to the livelihood of every operator in the business.

### Ops Join MOA

Levine asked the operators to (Continued on page 81)

### PLAIN TALK

## Nickel Ruining Music Future, Stout Warns

PIERRE, S. D. — "Operators themselves are blocking conversion to the 10-cent play they are crying for." So says Gordon Stout, president of the South Dakota Phonograph Operators' Association, in a recent statement.

While soda pop, beer and coffee, candy bars, phone calls and cigars, to mention but a few, have gone to a dime, he tells that many operators have kept their juke boxes at a nickel.

"Let's quit kidding ourselves," Stout says, "we're not running our business, we're ruining it."

He goes on to say that the nickel (Continued on page 81)

## More Jumbo Jukes Spell More Disks

'56 Juke Box Output Dips But 200's To Up Op Record Buys If Need Rises

• Continued from page 1

learned that a large number of operators with 200's bought slightly more brand-new records.

But along with that, a majority of the early buyers of 200's would program a large portion of these machines with records from their library. Large segments of many machines contain extended play disks designed to be left on the machines for long periods of time, only rarely changed.

The reason these steps were taken by operators was to try to hold record costs somewhat in line, a necessity in cases where operating income was not keeping pace with costs.

Therefore, a key factor in determining how many more records operators buy this year will be in advancing dime-a-tune play and in improving commission arrangements with location owners to secure a larger share of gross collections from the juke box. Either the dime or improved commissions or both will be essential before an operator can increase his costs by buying more records.

And the extent to which some operators are able successfully to charge 15 cents for an EP spin on machines equipped for dual pricing (10 cents for single, 15 cents for an EP) will in large measure determine their EP buying during 1957.

The answer to operators' record buying during the year lies in the success operators have in realizing grosses from 200-play machines greater than that of machines with fewer plays.

The question is not whether a 200-play will gross more than a smaller unit. The question is this: In the same location, how can a 200-play unit earn more?

Specifically, the operator must decide whether placing one or two more brand-new records on a 200-play machine each time he changes records will increase gross takes, or whether a little-changed EP section will help his gross, or whether he's just as well off simply buying the same number of tunes for the 200 as for a smaller machine. In exploring these questions and finding answers to them lies the answer not only to operator record buying this year but for years to come.

## Juke Dispute Causes Tiff In Tavern

HICKSVILLE, L. I., N. Y.—Three local youths were found guilty on malicious mischief and assault charges as a result of a brawl over what disks were to be played in a juke box.

It all started at Sheedy's Bar and Grill here when Dayton Hibbard dropped money in the juke box to play "Allegheny Moon." However, Cornelius Gallagher, Gerald Janickie and George Tappan, also patrons at the bar, are Elvis Presley fans. So every time Hibbard

(Continued on page 89)

## 15-Cent EP Play Slow in N. Y. Area, But It Pays Off for Ops Who Try

Consumer Trend Toward Album Purchases Seen as Factor in Spurring EP's on Jukes

NEW YORK—While only a handful of operators in the New York area are getting 15 cents for EP play on juke boxes, the experience of those who are getting dual pricing might well encourage some of their competitors to follow suit.

The advent of the 200-selection juke box, the availability of dual pricing and the economics of the record industry are three factors which will speed the development of 15-cent play.

The 200-selection box allows the

operator to program an ample EP selection; dual pricing enables him to charge more for an EP than for a single, and shifting consumer tastes might dictate more EP's on juke boxes.

### Production Costs

Production costs of record companies are a prime factor. While an EP will offer twice as much music as a single, the cost of pressing an EP is only slightly more than the cost of pressing a single. Hence, record companies are

concentrating more on albums—due to the greater profit margin—and decreasing the price differential between the two in an attempt to make it more attractive for the retail consumer to buy EP's.

Historically, juke box tastes reflect retail record store preferences. If the trend toward album buying continues on the retail level, it seems logical that juke box operators will be programming more and more EP's.

### 7.5-Cent Play

At straight dime play for EP's, the operator isn't much better off than he was on straight nickel play for singles. At 15-cent play for albums, he is getting the equivalent of 7.5 cents a tune.

Two New York operators who have been reporting satisfactory results on 15-cent EP play are Joe Connors, Connors Automatic Music in Queens, and Harold Kaufman, Brooklyn operator.

Kaufman feels that the best time to get 15-cent play for EP's is when the location is converted from 5-cent to dime play—provided, of course, that the box is capable of dual pricing.

If the operator thinks in terms of one step at a time, said Kaufman, he may find that after he convinces the location owner that straight dime play is in the best interests of both parties, the location owner

(Continued on page 81)

## N. Y. Coin Operators Feel Tavern Slump

Some Marginal Locations May Be Dropped When \$50 License Fee Is Due in March

NEW YORK—Music and game location takes in the New York area are definitely below last year at this time. While January is traditionally a slow month in the industry, this January is even worse than usual.

Moreover, gross receipts during the last six months haven't kept pace with what they were for the period a year earlier. For most operators, the reason is a simple one—the bar business is off.

There are probably no two industries as closely related as the tavern and coin machine industries. When the bistros are doing well, the coin boxes are full. When the oases lack patronage, coin boxes are bare.

### Less Cash on Hand

Several operators offered their own pet economic theories as to why the bars are off, but it all adds up to the fact that the middle-class working man, the backbone of the industry, has less cash to spend at the corner tavern.

That doesn't mean that the operators are really pressed. Actually, most New York operators are making a living and some are doing considerably better than just making a living.

It does mean, tho, that when March rolls around and the \$50 license fees come due, some opera-

tors will drop marginal locations, feeling that it isn't worth the \$50 investment.

### Music Picture

In music, it's a slightly different picture, with only the \$10 federal tax with which to contend.

The number of game operators has remained fairly constant this year. Many smaller operators have sold their routes, but it has generally been to new blood. Larger operators generally won't meet the price asked by the sellers, who can get their asking price, or close to it, from persons entering the business.

## UJA Coin Div. Launches Drive

NEW YORK—The Coin Machine Division of the United Jewish Appeal kicks off its 1957 drive Wednesday (30) in the Bermuda Room of the Henry Hudson Hotel with a meeting of the executive committee. The dinner meeting is scheduled to begin at 6:30.

Lou Boorstein, Leslie Distributors, is chairman of the division for the second straight year. The committee will outline plans for the annual dinner to be held in the spring, set a fund goal and select a guest of honor.

## CMMA Debuts 30-Min. Wkly. TV Quiz Show

Bregman Ork and Bradley to Emcee TV Quiz Show

• Continued from page 1

orchestra. A guest star will be featured on each show that will be televised, starting at 7 p.m. each Saturday. A maximum of \$8,000 has been earmarked for the giveaway.

Six contestants—three in the studio and three in their homes—will compete each week for cash awards by correctly rating the songs played by Bregman and his orchestra, and pressing the corresponding button on one of four juke boxes displayed on the stage.

Contestants will be teamed—one in the studio and one at home—and race against time with the \$1,000 prize diminishing as time elapses. A grand sweepstake cash prize of \$5,000 will also be given. Song will be selected from the 30 numbers rated for the week.

### Entry Blanks

Entry blanks for contestants will be available in juke box locations or by writing the station.

To get the show rolling, locations are being offered 200 tickets free. The service, however, is available to locations for \$10 per week for 13 weeks.

Idea for the show was originated by Dan Holmgren, with Al Silberman, well-known coinman, assisting. Holmgren is now with Selective Music, Inc., which is producing the show to be written by Wally Sherwin.

According to Silberman, contestants will be picked at random for the first show. Contestants not called for one show may redeposit their coupons in the location on the Monday following the show. The stub with name, address and phone number gives the location customer another opportunity to participate.

Sponsor is represented by George Patton Agency with Don Park the KNXT account executive.

## Twin City Ops Cool On EP Price Drops

MINNEAPOLIS—Because EP's have been practically no factor in the local juke box business, one-stops and music operators here are paying little heed to the decision by record makers to cut EP prices.

Vera Foster, of Acme Novelty Company here, said very few operators ask for EP's. Unless they can get straight dime play for such recordings, music men are not interested in installing EP's on their machines, she said.

Murray Kirshbaum, another one-stop operator, echoed this view. He

said that the EP has been absolutely no factor in the juke box business in this territory.

"We had a little flurry with the Elvis Presley EP album, sold about 100 or 150 of them," Kirschbaum said, "but that's a mere drop in the bucket."

"Of course, I'll go along with the others and whatever the price schedule is, I'll follow it for operators. If the operators want EP's, I'll put in a stock, but from the conversation I've had with them, (Continued on page 81)

## W. Bradfield Resigns Post At Rock-Ola

CHICAGO — Rock-Ola Manufacturing Corporation announced the resignation of Wayne T. Bradfield, formerly advertising and sales promotion manager, a post he held since August, 1954.

Rock-Ola spokesmen indicated that the post held by Bradfield would be temporarily absorbed by the sales department.

Prior to joining Rock-Ola, Bradfield served as manager of advertising and sales promotion at the Van-Packer Corporation. He was also connected with Poole Bros., Inc., Chicago printers, and P.W. Pendergast Industries, where he served in sales and management capacities.

## Indiana Operators Hear Fabiano Talk On Copyright Fight

SOUTH BEND, Ind. — The regular monthly meeting of the Music Operators of St. Joseph Valley was held recently at the offices of Carl Zimmer, veteran operator in South Bend.

Frank Fabiano, recently appointed director of the Music Operators of America, addressed the group, giving details of the recent squabble concerning amendments to the copyright laws, whereby operators would be forced to pay performance fees for records played on juke boxes.

Operators expressed their desire to do everything possible to help MOA in their fight to keep this exemption.

## Plain Talk

• Continued from page 80

is forcing operators to provide sub-standard service. Old outmoded machines are still in operation. At nickel play operators cannot afford to buy new equipment. They can't even buy all the records they need to serve public demand.

He points out that 10-cent play would restore for operators, "a living profit margin." Citing his own case, Stout says he converted a dime of his machines, even 78's to a dime, in June of 1955.

"When we started buying new machines, we ended all competition. Today the oldest machines my firm has in operation are 1953 models. The new modern juke boxes have done three things for us: first, the locations are happier; second, our service calls are cut; three, and the most important, we're now making money on our music."

"Juke box operators are small independent businessmen. We take pride in being a part of the American tradition of private free enterprise. But today, the whole industry suffers on account of inaction—a lack of free and independent action."

"Fear of competition," Stout warns, is causing many operators to lose the very independence they pride themselves on. And, as a consequence, the "entire juke box industry is allowed to suffer."

50 120 200  
SELECTION MODELS

A  
**ROCK-OLA**  
FOR  
EVERY LOCATION

## Twin City Ops Cool to EP

• Continued from page 80

that's the last thing the music men are thinking about."

The same reaction about the Presley record was voiced at Acme Novelty. There was a flurry, but little more, altho Acme did sell more EP's in 1956 than the year before. Kirschbaum was not in business during 1955, so he had no way of making comparison.

### Price No Object

Norton Lieberman, of Twin City Novelty Company, large juke box operator in this territory, said his use of EP's is nil and that he has no interest in what the price level is.

"We will not put an EP into our machine unless we can get a straight dime for each play," Lieberman emphasized. "As it is, juke box play needs a complete revamping in this territory if it is to make money for the operator. We're giving away too much in commissions to the location, getting little if any front money."

Another music operator who declined use of his name, just shrugged his shoulders at mention of EP's.

"Give them more than we already are?" he asked. "Not me. Not if I have to shut up shop. Santa Claus has to die sometime. We're all tripping over his over-long beard and we're hurting more than just skinning our knees."

A St. Paul operator said he had tried EP's in several of his boxes set up for dime play, but found that they added little to the business.

"Taverns always have been our best music locations," he explained. "Today walk into a tavern and you can shoot off a cannon without hardly hitting anyone. Taverns are losing their shirts, and our music machines are suffering."

### Play Down

"There's no use in throwing good money after bad. I believe that the use of EP's would be doing

just that. Machines cost far too much these days, with the yield too small for us to add to our expenses. The dime play isn't what it's cracked up to be, even tho my machines are converted. For a while the take was up, but it has sagged terribly.

"I haven't got the answer. Someone said that the public is too busy going into hock for new automobiles, new homes, new gadgets to do this and that, and as result every penny is being watched. Not even an extra beer in a tavern is bought if it can be avoided."

A spot-check of other music operators in the Twin Cities—some four or five—indicated a similar lack of interest in EP's. The same held true with several out-State coinmen.

## Colorado's New Op Group Adopts Association Code

DENVER—The new Colorado Music Merchants' Association accepted a recommended set of by-laws and regulations at the January meeting. President Lou Shulman reported last week.

The by-laws closely resemble those used by the California organization, according to Shulman, and have been set up to stabilize location splits, play rates, location co-operation, and other such problems.

Commenting on the January meeting, members pointed out that it was "the most harmonious" convocation to date.

The next meeting of the association, which has already progressed well beyond expectations of the local industry, will be held at Draco Sales Company, February 13. Resolutions as yet not adopted will be brought up for further study at that time.

## 80 Hoosier Ops See Wurlitzer

• Continued from page 80

may object when the operator comes back in a month or two with a 15-cent EP play proposal.

### Better Buy

In fact, continued Kaufman, if 15-cent EP play is presented properly, the location owner can be convinced that the customer is getting more for his money with two tunes for 15 cents than one tune for 10 cents.

Virtually all of Kaufman's bar and grill locations are on dime play, but most of his luncheonette stops are still on a nickel. Wherever he has a machine capable of dual pricing, Kaufman gets 15 cents for EP's.

Kaufman generally programs 40 sides at 15 cents. Except when a pop number is available only on EP, tho, Kaufman will stick with semi-classical and standards in his EP section.

### Extra Revenue

He feels that this EP section brings in an average of \$3 to \$5 a week per stop. But, he added, it's all plus money, as it doesn't affect the play of pop singles. Kaufman believes that the extra \$3 to \$5 a week can be the difference between a fair stop and a good one, and therefore it's worth the trouble to program properly.

Joe Connors is using dual pricing on six stops, and he reports that revenue from the EP section is above the average of the singles sections.

Connor finds little location or customer objection to 15-cent EP play, and he feels that any attempt to put EP's on a dime basis would be a step backward.

In fact, he said, if he couldn't get 15 cents for EP's, he wouldn't program them, except when a pop hit is not available in a single.

INDIANAPOLIS—Despite Indiana's worst blizzard in years, about 80 music operators attended the Wurlitzer showing at Lew Jones Music Company here January 6-10.

Refreshments and a buffet luncheon were served, with host Jones also providing a Wurlitzer cook book for each woman attending the affair.

Among the operators at the showing were Mr. and Mrs. B. A. Holliday, Lafayette; Mr. and Mrs. Kenzie Swing, Kokomo; Mr. and Mrs. George Reidle, Indianapolis; Mr. and Mrs. John Logan Jr., Lafayette; Mr. and Mrs. J. H. Anderson (Sr. and Jr.), Mattoon, Ill.; Ray Fox, Terre Haute, and Rictor Kirby, Marion.

## Waldor Renamed

• Continued from page 80

contribute to the fight which MOA is waging. At the conclusion of his talk, every MGNJ member who was not an MOA member joined the national organization. Currently, all MGNJ firms are MOA members.

Another guest speaker was Max Gilman, public relations consultant. Gilman spoke on "Successful Organization Practices." He cited the need for a Statewide policy-making body and the need for co-operation between the parent State organization and regional bodies in the solving of local problems.

Sam Waldor was presented with a \$500 United States Savings Bond by the membership in recognition of his 10 years of service to the organization. The presentation was made by Dick Steinberg, MGNJ executive director.

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

January 29—Chicago Independent Amusement Association, monthly meeting, Pine Room, Congress Hotel, Chicago.

February 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

February 4—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ballroom floor, Detroit.

February 5—Washington Music Merchants' Association, monthly meeting, Seattle.

February 5—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

February 6—Summit County Music Operators' Association, monthly meeting, Akron.

February 6—Music Operators of St. Jos. Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

February 7—California Music Merchants' Association, Sacramento division, monthly meeting, headquarters, Sacramento.

February 7—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.

February 12—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

February 12—California Music Merchants' Association, Los Angeles Div., monthly meeting, Headquarters, Los Angeles.

February 12—Automatic Phonograph Owners' Association, Hotel Sheraton-Gibson, Cincinnati.

February 13—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.

February 14—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

February 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

February 20—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.

February 25—Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Peoria, Ill.

February 26—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

March 17—Iowa Music Operators' Association, State-wide meet, Des Moines.

March 26—Music Operators of New York, quarterly meeting, 258 West 57th St., New York, N. Y.

April 1—West Virginia Music Operators, quarterly meeting, State offices, Charleston, W. Va.

## Newell Buys Ormatt Music

MEMPHIS — Ormatt Music Company has been purchased by General Manager Edward H. Newell from former owner R. E. (Buster) Williams. Sale price was not disclosed, but it was revealed that the purchase included several hundred pieces of music and game equipment.

Newell has been a successful operator in the Memphis area for many years, and is currently treasurer of the Memphis Music Association.

Williams, who has wide interests in the amusement field and oil business thruout the country, has been steadily disposing of his juke box holdings. Last year he relinquished his Wurlitzer distributorship which he had held in the territory for many years.

He is currently devoting most of his time to Plastic Products Company, a record manufacturing business he formed several years ago.

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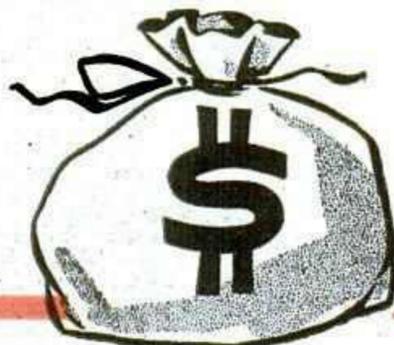
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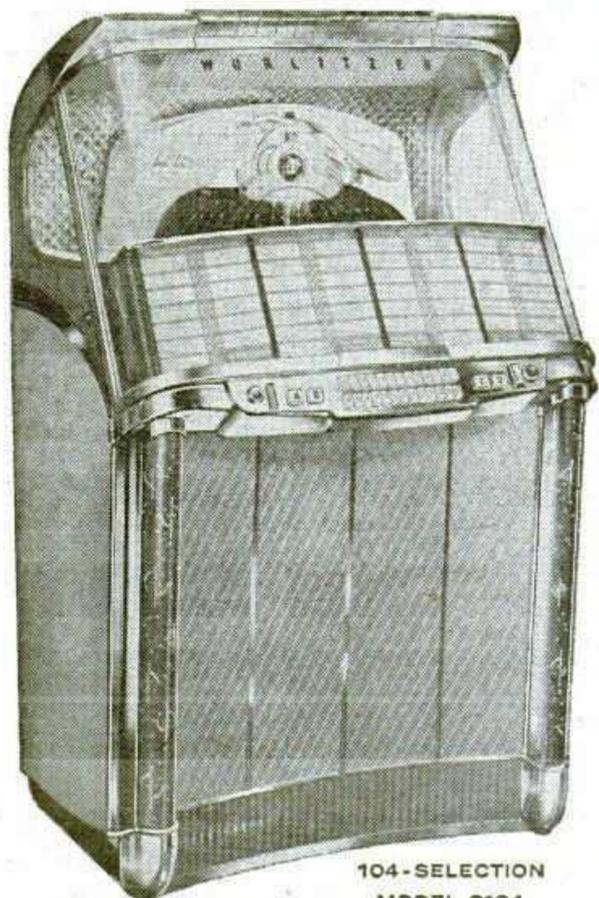


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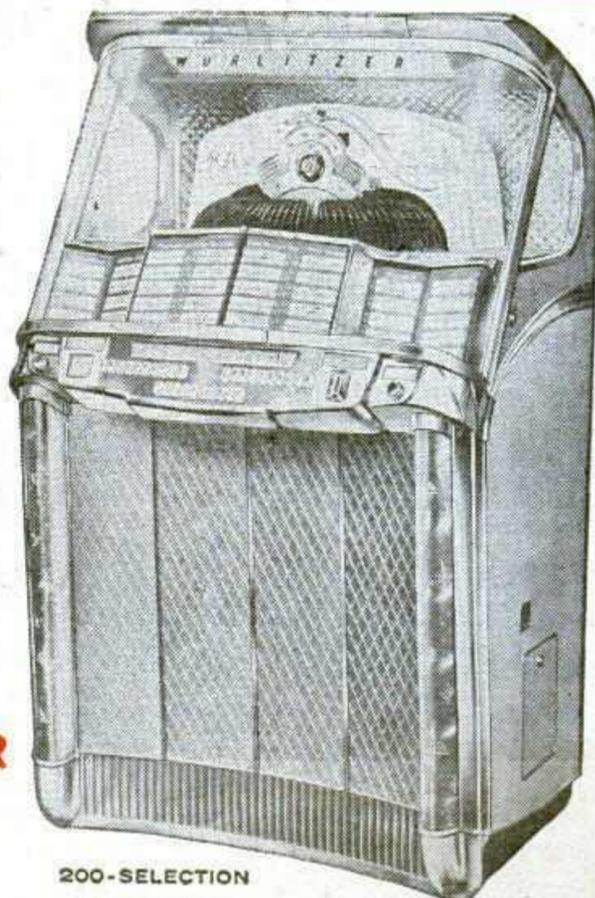
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# MUSIC OPERATOR FORUM



The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throughout the country on current operating problems. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letter to: Forum Editor, Coin Machine Division, The Billboard, 188 West Randolph, Chicago 1.

## COMMISSION DILEMMA

# Ops Reluctant to Ditch 50-50 Split Tradition

- Reluctant to upset location relations despite pinch caused my spiraling costs.
- Competition and weak operator organizations blamed by majority for failure to get better commissions.

This is part two of a two-part Forum on operator commission arrangements. Part one appeared in The Billboard January 26.

The traditional 50-50 split, for years a standard in the juke box business, seems destined to remain so, at least for a while. Operators in general agree that spiraling costs are forcing them to look for increased revenue to continue an economically sound business. But only a handful have been successful in deriving this increase from an improved commission arrangement.

In last week's forum, an overwhelming number of operators—74 per cent—indicated that they were still on a flat percentage arrangement of some type. What's more, a majority indicated that this was what they preferred, since they were reluctant to upset cordial relations with locations by asking for a better cut.

While many, in their comments, indicated that better commissions were needed if an operator was to survive in today's economy most operators blamed cut-throat competition, and weak operator organizations for their inability to make the break.

### Ops Favor 50-50

What of the operators on a flat percentage commission arrangement? In answering this week's Forum questionnaire, fully 72 per cent stated that they were on the straight 50-50 split.

Comments on this varied. One group of operators contented themselves with saying:

One reason advanced for the slightly higher popularity of the 60-40 split over front money was the theory that in the former, the location owner still felt that he was "splitting" everything with the operator. But in a front-money deal, operators seemed to have more difficulty in convincing the location owner that the operator wasn't getting "too much off the top."

### Location Co-Operation

While in reality, the effect of the two systems might be the same, some operators seemed to indicate that psychologically, the location owner was more easily convinced of the fairness to him of a 60-40 split rather than the front-money arrangement.

And getting the location owner on their side was stressed as important by many operators. "When we see a lot of quarters in the collection box, we have a pretty good indication that the location owner is pushing the juke box," one operator stated.

Another comment stressed the atmosphere that a location owner was able to create. "We find, that with good location co-operation, we increase our take much more than any other method we might use."

Nevertheless, while it was apparent that the 50-50 split was still leading the pack, it was far from a popular favorite. The increasing role of associations was mentioned by many operators as the hope of eventually improving the commissions that could be obtained.

The low commissions, many said, forced them to slack on service to the locations. Not only could operators not give as many new

## What Operators Say

### The Question:

What do you think is the ideal commission arrangement and why?

### The Answers:

**Bert Liesch, Milwaukee:** "I believe a commission split of 60 per cent for the operator, 40 per cent for the location owner is the ideal arrangement. However, I'm happy with a 50-50 split in a location that is paying the machine off in a reasonable time if about half the collection money is in quarters. When half of the collection money is in quarters, I have a pretty fair indication that the owner is promoting the juke box."

**Isadore B. Resnick, West Hartford, Conn.:** "There is no ideal. Front money or 60 per cent is necessary for most spots. Top spots often demand 50-50, but this is satisfactory since weekly take from these spots at 50-50 is well above minimum."

**Stacey Lewis, Cambridge, Md.:** "I think 50-50 is okay if take is sufficient, but it takes three minutes to play a record and at 5 cents per record the machine takes in \$1.00 per hour. If the juke box plays continuously for three hours, that's \$1.50 to each."

**Bill Sheffield, Paducah, Tex.:** "When an operator furnishes the location with a 1954 or later model machine he should receive at least 60 per cent of the take. He could if his competitors would go along with the arrangement."

**W. F. House, Louisville:** "With competition such as it is in Louisville, one can make 50-50 deals except in locations that are almost nothing."

**Jules A. Rusoff, Maplewood, N. J.:** "Depending upon the type and age of equipment and the gross income, the commission rate should be established on a front-money basis (first, \$3, \$5, \$7, \$8 or \$10); a percentage arrangement of 60 to 65 per cent; and/or a minimum guarantee. Recently a new profit-sharing plan was introduced whereby the front money decreases as the gross increases, starting with \$10 to \$5 to 50-50. No matter which plan is used, the need of increased income thru front money is urgent because of the definite upward spiral of costs. Dime play alone is not the complete answer."

**A Kentucky operator who asked that his name be withheld:** "A 50-50 split, it is a non-profitable location or marginal one."

**George R. Rhodes, Uniontown, Pa.:** "The ideal, but so far unworkable, arrangement would be for the operator to collect \$1 per pop record and \$2 per EP when the new records are put on the juke box. That shows the location a concrete reason for the operator getting a bigger cut. It cuts down a 10 to 20-record request list of the locations favorites and gives the location more incentive to push records."

**E. G. Down, Beaver Dam, Wis.:** "If the operators are ever to make a reasonable profit the split must be on a 60-40 basis and 10-cent, three-for-a-quarter play."

**Ed Upshaw, Junction City, Kan.:** "We split the take in half right down the line."

## How They Voted

1. Do you have more front money deals now than ever before?
 

Yes 21%	No 79%
---------	--------
- Do you have more flat 50-50 splits than ever before?
 

Yes 53%	No 47%
---------	--------
- Do you have more flat 60 (to you), 40 (to location) splits?
 

Yes 37%	No 63%
---------	--------
2. What is your share of the split on a flat percentage arrangement?
 

50% of take 72%	60% of take 28%
-----------------	-----------------
3. How much front money do you get?
 

\$5-\$7 25%	\$8-\$10 75%
-------------	--------------

"If a location is really good, a straight 50-50 split is adequate. Besides, it helps keep the location owner satisfied."

Another group, tho, pointed to the 50-50 cut as the lesser of two evils. "We need more, but we can't afford to risk losing the location to competition who will offer him a better deal if we don't."

While it might be encouraging to say that the 50-50 split is declining, Forum replies seem to indicate otherwise. If anything, there seem to be more of them around than ever before. Fully 53 per cent of the operators participating in the Forum indicated that they had more flat 50-50 cuts than ever before.

Neither does there appear to be any increase in the number of 60-40 splits or front-money arrangements. When asked if they had more flat 60 (to the operator)-40 (to the location) splits, 37 per cent of the operators answered yes. The remainder, 63 per cent, answered in the negative.

### Front Money

And even less, only 21 per cent of all the operators queried, stated that they had more front-money deals than in the past.

However, of those operators who did receive front money, 75 per cent indicated that they were receiving a minimum of from \$8 to \$10. Only 25 per cent stated that their front-money share was \$5 to \$7, and none indicated any lesser amount.

The consensus seemed to be that if a location owner could once be convinced that the front money was essential, the larger \$8 to \$10 amount was easily justified.

records as they felt they should, they could not furnish the location owner with as new a machine as he might receive under other conditions.

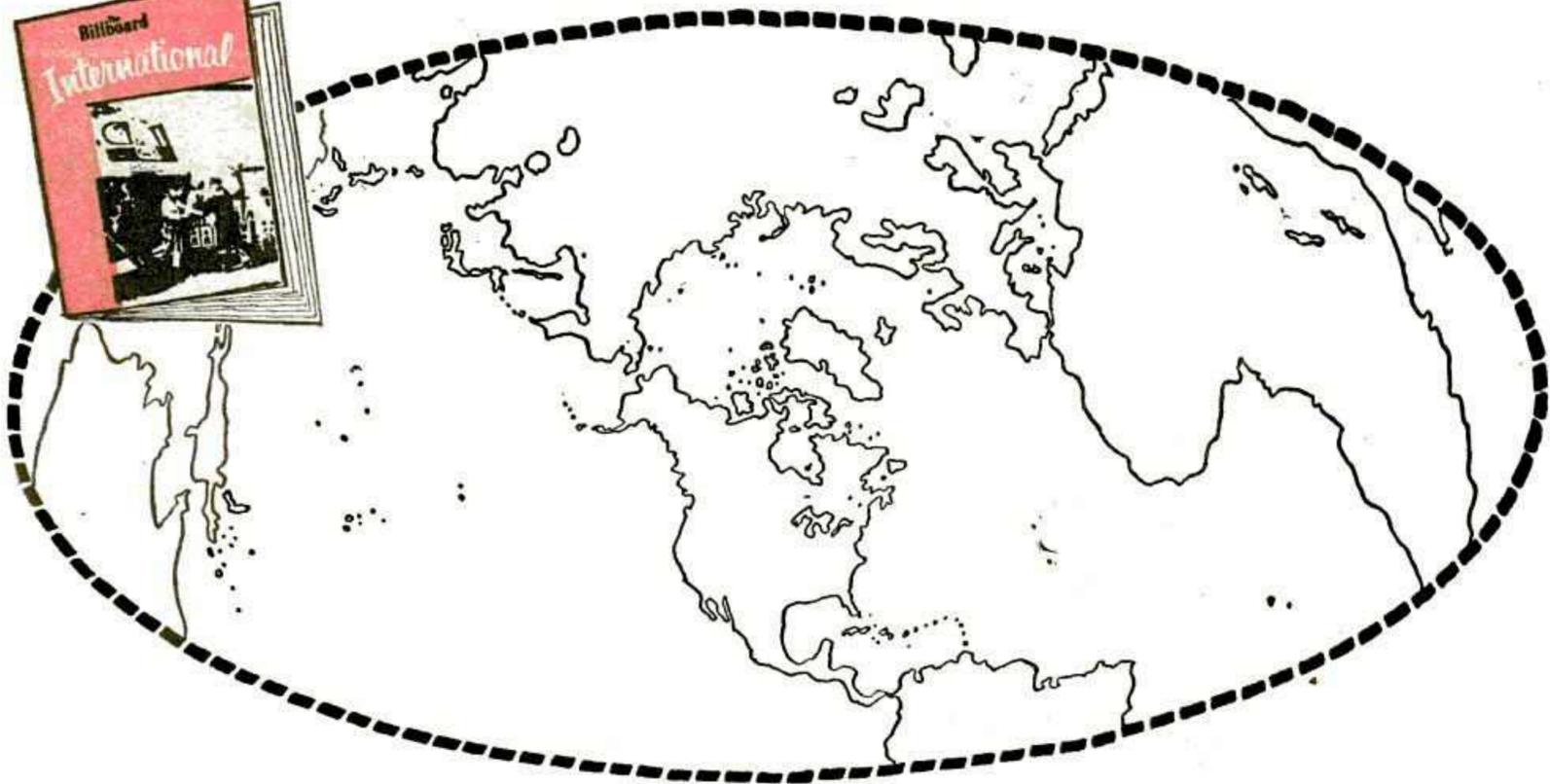
### Customers Hurt

This in the long run hurts play, too, it was emphasized. Customers like to see new records in the phonograph, and a poor commission arrangement handicaps the operator in just how many new disks he can place on the machine. Not only that, he just can't justifiably furnish the location owner with a new machine when he might under more profitable circumstances.

While operators have been relying upon other income boosters as dime play, promotion and programming to increase their take, many are coming to realize that these are just not enough. No matter how much a juke box is played, if the operator doesn't get a fair percentage of the gross, he just won't be able to make ends meet.

Many feel that the answer is in better organization thru associations. Better organization would help the entire industry, one operator stated.

Still others feel that the operator's responsibility is to spread the gospel thru an enlightened public relations program. By showing the locations the facts, it should be easier to gain co-operation. At any rate, there is one thing all operators agree on: Improving commissions is something that will have to be faced in the near future. And today's high fixed costs being what they are, the future may be nearer than many think.



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## Bally, Moloney Mark Silver Anniversary

CHICAGO—Bally Manufacturing Company and Ray Moloney, its founder and president, celebrate the 25th anniversary of the firm this year. Altho the firm was actually started in 1931, the following year, when Bally first introduced its initial pinball game, Ballyhoo, is sentimentally considered the banner year of the company.

The story of how Bally got its start, and how it progressed to the forefront of the coin machine industry, is detailed in the January issue of Bally-Who, firm's house organ.

To quote from Bally-Who: "On a gloomy day in October of depression-clouded 1931 a young businessman, always cheerfully wise-cracking on the gloomiest day, after hours of good-natured but stubborn argument persuaded his senior associates in a small printing shop to join him in a bold venture. "As a result of their decision, a simple but fascinating, color-

(Continued on page 91)

## Game License Upswing Noted In Reading, Pa.

READING, Pa.—Figures from the city treasurer's office here indicate an increase in the number of coin-operated amusement games and juke boxes on location.

During January, some 722 amusement device licenses, 307 juke box licenses and 115 shuffleboard licenses for 1957 have been issued. The first-named item covers pinballs, shuffle alleys and automatic pool tables.

During 1956, the city collected \$19,260 on 963 amusement device licenses, \$7,420 on 371 juke box licenses, and \$1,390 on 139 shuffleboard licenses.

In 1955, 802 amusement device licenses, 376 juke box licenses and 139 shuffleboard licenses were issued. All games and music machines require a basic \$20 license per machine, with juke boxes taxed an extra \$20 and shuffleboards levied an extra \$10. The location, not the operator, takes out the licenses.

## Chattanooga Ops Act To Re-Establish Pins

CHATTANOOGA — Pinball games, at least the five-ball variety, may be on their way back here.

Operators and their legal representatives met with the city commission January 23 in a move to get pinballs back on location. The games have been out of use since December 6, 1954, when the city seized them following the purchase of \$250 federal gambling stamps for the machines.

Most of the 28 places that purchased these tax stamps paid penalties and interest under protest. The total of \$27,118 was paid to the Internal Revenue Service. Operators said that these payments were made "with the belief that the money would be refunded."

Basis of the operator protest is

## Morrie Tophan, Miller-Newmark Executive, Dead

DETROIT — Morrie Tophan, 43, manager for the past two years of the Miller-Newmark Detroit office, died last week. Funeral services were held at Roselawn Cemetery here Tuesday (22).

Tophan is survived by his widow and a daughter. Mrs. Tophan has been the head bookkeeper at the Detroit office.

William L. Miller, owner of Miller-Newmark, said that Arthur Hebert, who worked under Tophan the past few years, will now manage the Detroit office.

## 550 to Attend Annual Fete of Baltimore Ops

BALTIMORE — An estimated 550 persons will attend the ninth Annual Banquet of the Amusement Machine Operators' Association of Greater Baltimore Sunday (3) at the Lord Baltimore Hotel. The cocktail hour is scheduled for 5:30, with dinner at 7.

Local officials, headed by Leon Abramson, president of city council, and the Baltimore Congressional delegation, are expected to attend.

Billy Vine will be emcee and music will be furnished by the Sid Cowen orchestra and a Latin-American band from Washington. Top recording artists are also on the entertainment bill.

Irv Goldner, head of the association, is in charge of arrangements for the banquet.

## Maryland County Urged to Action Against Pinballs

WASHINGTON — A charge that pinballs in nearby Prince Georges (Md.) County are being used as "gambling devices" was made last week (25) by Maryland General Assembly delegate Hervey G. Machen.

According to Machen, "practically all of the pinball owners" in the county have obtained federal permits to use pinballs for gambling, despite the fact that gambling with the games is illegal in the county. The fact that federal gambling stamps have been obtained, Machen said, must mean

(Continued on page 91)

## U. S. Supreme Court Decides To Review In-Line Pin Case

### Effect of Appeals Court Decision Prompts Feb. High-Court Hearing

WASHINGTON—In an historic decision, the nation's highest tribunal has promised to rule on the pinball question. Such a ruling would be expected finally to clear up the status of pinballs as related to the gambling tax regulations in the Internal Revenue Code.

The U. S. Supreme Court decided January 21 to review the U. S. vs. Walter Korpan in-line pinball case. Last September the U. S. court of Appeals in Chicago reversed a Federal District Court ruling that in-line pinballs are gaming devices under terms of the Internal Revenue Code of 1954 (The Billboard, October 6).

The U. S. Department of Justice is anxious to have the case heard in the High Court, because, following the Appeals Court decision, other District Courts dismissed government indictments against operators in similar cases.

According to the Department of Justice, the case will be heard before the current court term ends in June.

#### Pins vs. Slots

The U. S. petition for review, filed November 27, 1956, is based on the argument that "Congress

intended to draw a distinction, not between pinballs per se and the slot machines known as 'one-arm bandits,' but between machines with the primary function of amusement (a category which includes many pinball machines) and machines with the primary function of acting as a gaming device (including pinball machines operated as were the devices in the Korpan case)."

Chicago attorney Robert A. Sprecher, one of the counsels acting for Korpan, said that a brief filed in the Court of Appeals would be the basis for argument in the Supreme Court hearing. He said that "quite a bit of time" remains to file briefs and make other legal arrangements before the case is argued. The time limit is believed to be about 90 days.

Each party will be granted one-half hour to argue the case before the Supreme Court.

The Supreme Court's decision in the case is sure to affect pending federal legislation on pinball taxes. Higher tax rates on pinballs and other amusement machines were proposed by the House Ways and Means Excise Tax Subcommittee

January 14 when it issued its report on the Forand (D., R. I.) excise tax hearing held last November and December (The Billboard, January 26). The proposal would set up a new \$25 tax category on games offering non-cash prizes of \$5 or under value. If the Supreme Court should rule that pinballs are "gambling devices," the Forand Bill would have to be rewritten. The House Ways and Means Committee, which would make further recommendations, is reportedly so swamped with bills that it won't

(Continued on page 86)

## Keeney Ships New 3-Size Bowlette Unit

CHICAGO—Keeney Bowlette, a new six-player target-bowling game available with extra pieces to make the game adjustable from 10 feet to 12 feet or 14 feet, was shipped to distributors last week by J. H. Keeney & Company.

The game has players rolling wood-composition balls down a linoleum playboard at plastic-ringed ball holes at the far end.

Scores for each of the five target holes range from 10 to 50 points. Special score values are automatically awarded to a player who gets the first ball he bowls in the "30" pocket, and progressively higher special scores are awarded for getting second and third balls into the "40" and "50" pocket respectively.

Each player gets three balls per frame, the game set on dime play. The game may be set for 5, 7 or 10 frames per game.

In the final frame for each player, landing a ball in the "50" pocket earns the player an extra ball. Each player keeps shooting as long as he continues to score in the "50" pocket.

## Berger to Make Conversion for Shuffle Games

NEW YORK—Harry Berger, at West Side Distributors, plans to put on the market a do-it-yourself conversion kit for shuffle games. The kit, which West Side hopes to have in production within two weeks, will convert old shuffles to straight bowling games.

According to Berger, the conversion may be made within two hours. The kit consists of a ball return, ball lift, a new roll-over and hard rubber balls. Price has not yet been announced.

Berger said that he is making the kits in a machine shop he has recently taken over and that he plans to seek national distribution thru regional distributors.

Twenty samples will be on the floor next week, he says.

## Long-Alley Games Up Gopher Grosses

### Despite Size, Games Move in Fast; Bring Ops 65-35 Commission Split

By JACK WEINBERG

MINNEAPOLIS — The new long-alley bowling games seem to be the answer to the prayers of operators in this territory, who for these many months have looked for legitimate money-making amusement machines.

However, the demand for this equipment is so great that delivery has been slowed down to a walk, frustrating many coinmen who'd like to get the games out on location.

Two distributors are handling the United Bowling Alley line in Minnesota, the Dakotas and Western Wisconsin. Irving Sandler, of Sandler Distributing Company, Minneapolis, and Kenny Glenn, of Mayflower Distributing Company, St. Paul, share the line in the territory.

Sandler reported he had some 50 or 60 pieces delivered, with more going out as they arrived from the factory. Glenn said that the long-alley units really have caused business to perk up at Mayflower, with the result that activities there are closer to what they were several years ago than ever before.

#### 20 Per Cent Boost

"Operators tell me that in many cases they and the location owners unhesitatingly tear out booths and partitions to make room for the 14-foot bowlers," Sandler said. "Location owners are happy. The bowlers have brought an increase in their general business of up to 20 per cent."

"From what the boys who have the machines out report," Glenn said, "this machine is the first real money-maker they've had in quite some time. Frankly, we just can't get enough games to keep up

with the demand by the operators."

Both agreed that the way the long alleys have caught on reminds them of the wave of enthusiasm which followed introduction of the shuffle games years ago. With 20,000,000 bowling addicts in the country, Sandler said he can't see how this new game can miss being a money maker.

Harry Sandler, of H. & S. Music Company, Minneapolis, who has three long-alley games on location, has collection slips to prove that one machine grossed \$125 for six days, another \$115 for a full week.

Jim Stearns, of Minot, N. D., set one of the units up in his shop and before long operators from all over that area dropped in to view the machine in operation. Such astute coinmen as Neil Van Berkom, George Mellum and Izzy LaFleur Jr., all of Minot, agreed with Stearns that the long-alley unit held out "exceedingly interesting prospects" as a "real money-maker."

#### Gains Op Praise

Clare Nelson, of Apex Amusement Company, Minneapolis, who has a machine on location, said his unit is "doing terrific" for him and that he wants more as soon as he can get them out.

Joe Perkins, Minneapolis operator, was quoted as saying, "This is the best thing that's hit the coin machine business in a long time."

Another satisfied operator is Leo Landsberger, Minneapolis coinman, who said he is "real happy" with the manner in which the machine he has out on location is faring in customer interest.

Coinmen coming into the Twin Cities from out-State and outside Minnesota include stop-overs at Sandler or Mayflower to look at

(Continued on page 90)

# IN-LINE-PINS TO HIGH COURT

Continued from page 85

get to the Forand bill for quite a while. Argument against a Supreme Court review, as filed in a brief

December 26, stated: "A different decision than that reached by the Appeals Court would destroy the pinball machine industry and result

in loss of revenue for the reason that an amusement game is economically unable to bear the annual \$250 tax. . . pinballs are not 'one-armed bandits' . . . Therefore, there is nothing in the Revenue Act of 1941 or in the committee hearings or reports in the Senate debate which casts any doubt upon the correctness of the Court of Appeals decision."

Commenting on the Court of Appeals decision, the government petition for review stated: "In the Appeals Court review, legislative history indicated that 'Congress intended to exclude pinball machines from the category of gaming devices.' The Court of Appeals regarded the treasury regulation under which the machines in question would be considered subject to the \$250 tax as 'inconsistent with the statute.'"

"The Appeals Court decision has already had and will continue to have a serious affect on the revenue and on the enforcement of federal gambling laws."

The U. S. Treasury estimates that revenue in the amount of \$3,500,000 a year is affected.

The Korpan case, a test case, stems from the conviction in a Federal District Court of a Lake

County tavern owner, who was fined \$750 on a charge of operating pinball games and making cash pay-offs to players for free plays won without purchasing \$250 federal gambling stamps.

### Definition Challenged

The U. S. Court of Appeals, Seventh Circuit, (Chicago) reversed the ruling on the basis that the principal question was whether machines which do not eject their own pay-offs can be considered slot machines within the definition specified by Congress in the gambling stamp law. The court decided the devices in question were not covered by the legal definition in the federal tax code.

The summary of argument in the appeals case, presented by the defendant-appellant, and which will most likely be used as a basis for argument again in the Supreme Court hearing, was as follows:

1. Congress expressly excludes pinballs from the category of gaming devices in the Internal Revenue Code.

2. The plain meaning of the term, "so-called slot machines," as used in the Code, does not embrace pinball games and similar devices.

3 The legislative distinction between pinballs and slots was long recognized in the administrative interpretation of the Statute by the Treasury Department.

4. The machines in question were "amusement" devices, not "gaming devices" . . . Slot machines are devices of pure chance, whereas pinballs require the application of the skill of the player. . . A pinball game is not transformed into a slot machine by any action of its owner or possessor.

5. The lower (Federal District) court's construction of the Statute injects such vagueness and uncertainty into a penal statute as to constitute denial of due process of law. . . It is arbitrary and discriminatory and would invalidate the Statute.

Repercussions of the Court of Appeals decision were shortly felt (Continued on page 88)

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Like new, with chrome floor stand and Bull's-Eye Target; one year old (16 or 56). **\$29.95**

WOW! STAR SHOOTING GALLERY .. \$105.00 Complete in lots of 3 or more, \$39.95  
SPORTLAND SHOOTING GALLERY .. 139.50 lots of 1 to 4.  
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WILLIAMS CRANE ..... \$159.50  
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Sidewalk Engineer ..... 165.00  
Sky Rocket ..... 295.00  
Rifle Gallery ..... 175.00  
Wild West ..... 225.00  
Big Top ..... 295.00  
Sky Gunner ..... 95.00  
State Fair ..... 395.00  
Wms. Deluxe Baseball ..... 110.00  
Wms. Four Bagger ..... 350.00  
Wms. Crane ..... 225.00  
C.C. Basketball Champ ..... 195.00  
4-Player Derby ..... 150.00

**BOWLERS**

Silver Bullets ..... \$125.00  
Coon Hunt ..... 150.00  
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Carnival Gun ..... 195.00

C.C. Championship ..... Write  
Bally ABC ..... Write  
Un. Regulation ..... Write  
C.C. Bowling Team ..... \$275.00  
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C.C. Feature Frame ..... 145.00  
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C.C. Criss Cross Bowler ..... 110.00  
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(Less than 1/2 original cost)

Un. Lightning ..... 195.00  
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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
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WANTED—PHONOGRAPH AND PIN GAME Mechanic, including route work. Good salary. No drinkers or floaters. Phone 23, Key Amusement Co., 306 Taylor Ave., Farmington, Mo. fe2

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SERVICEMAN-COLLECTOR — TEN YEARS' experience all types of music; six years bingo, slots, one-balls. Southern states preferred; best references. Ray Curtis, Route 4, Independence, Mo. fe2

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FOR SALE—FIFTY, VENDO 59 SERIES, ICE Cream Machines; priced right. Snack Time, 651 E. Troy, Ferndale, Mich.

FOR SALE—6 S.&L. SENIOR PRE BREW Coffee Machines with four tanks each. Value when new, \$1,200 each; now, \$750 each. Coffee Time, 651 E. Troy, Ferndale, Mich.

MERCURY 13-WAY STRENGTH TESTERS, \$75; Dial Decals, \$2; Springs, Gears, other parts; Roovers Name Plate Machine, \$75; Quizzer, \$50; Wurlitzer #41 Counter model Juice Box, \$40; Lighthouse Grip Tester, \$25; want Glass for old Williams Periscope game. Playland Arcade, Macon, Missouri.

SHIPMAN DUPLEX STAMP MACHINES, \$10 each; Triplex, \$29.50 each.—Like new. U.S.P., Waterbury 5, Conn. Folders directory, factory prices. fe3

VENDING MACHINES—PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1 Tab Gum, 5¢ Package Gum, Spanish Name Plate Machine, 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, Cash 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. fe23

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**SLATE TOPS—FINEST QUALITY**  
 for regulation size (32"x48") games ... \$65.00  
**4-HOLE BUMPERLESS RACK**  
 POOL TOPS, 1 hole in each corner, regular size w/rack, oversize cue ball ... \$29.50  
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 all new with rack and oversize cue ball.  
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**SUPPLIES**  
 Set of 10 2 1/4" Pool Balls ... \$12.00  
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CHICAGO COIN		UNITED	
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FLASH	195	*DIAMOND	\$165
BOWLING TEAM	325	BIKINI	135
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Genco State Fair.. Write	
Genco Wild West.. \$295.00	
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### Grand Rapids Ops Talk Copyr't Fight

GRAND RAPIDS, Mich. — Music operators from in and around the Grand Rapids area held a meeting recently to discuss the recently proposed amendments to the copyright laws, whereby operators would have to pay royalties on records played in their juke boxes. Frank Fabiano, newly appointed director of the Music Operators of America, addressed the group, informing them of the latest developments in the squabble, and of MOA's role in the fight. The meeting was held at the Miller-Newark Distributing Company, in Grand Rapids, with 18 operators in attendance.

### Bally Game Includes Banner for Locations

CHICAGO—Bally Manufacturing is furnishing a new two-color window streamer with each of its ABC Bowling Lanes games shipped. According to Bill O'Donnell, Bally general sales manager, the new streamer placed on location windows invites the public to come inside and play the new game. The streamer is 17 inches long, 10 inches wide.

## CASH IN NOW RACK POOL PLAYFIELDS, BUMPERLESS

**Immediate Delivery**  
 Regular Size—32"x48" ..... \$24.50  
 King Size—32"x66" ..... 34.50

**Specify Style**  
 No. 1—Holes away from cushions for rebound play.  
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**FREE:** With each playfield, Deluxe Cue Ball, 2 1/4", and Triangle.

**REGULAR STYLE BUMPER POOL REPLACEMENT PLAYFIELDS**  
 Available in 2 or 3 hole at same prices as listed above.

No. 1 Grade Bumper Pool Cues, 48", \$36 val., Special Price, \$28.50 dx. Solid mahogany butts; white points with tips. You can't buy better cues.  
 No. 2 Grade Bumper Pool Cues, 48", \$27 val., Special Price, \$24.50 dx. 4-prong, walnut-stained butts. This is a real saving for top-quality cues. Don't foul yourself up with cheap cues... ours will last twice as long.

**GENUINE ROTATION POOL BALL SETS**  
 REGULAR ROTATION POOL BALL SETS, Nos. 1-10, incl., 2 1/4" ... Per set \$18.50  
 ARAMITH ROTATION POOL BALL SET, Nos. 1-10, incl., 2 1/4" ... Per set \$19.75  
 Rule cards and instruction sheets packed with each set.

DELUXE CUE BALLS, 2 1/4" ..... Each \$2.50  
 REGULAR CUE BALLS, 2 1/4" ..... Each \$1.95  
 2 1/4" 10-BALL RACKS ..... Each \$1.50  
 KELLY POOL BOTTLES ..... Each \$1.50  
 TALLY BALL SETS (Post), Nos. 1-10, incl. .... Per set .65  
 For Top Quality Bumper Pool Supplies—Every Item You Need.  
 Write for Our Special Price List for Bumper Pool Supplies.  
 We are as near to you as your telephone or mail box.  
**TERMS:** 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

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NEW with Sensational BALL RETURN!

Automatically DELIVERS BALL at Hand Level

Making Sales History With All These EXCLUSIVE GENCO FEATURES!

- ADJUSTABLE RAMP — for perfect play action in any location
- "SHOW-CASE" FRONT — newly designed of transparent, unbreakable Plexiglass
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- A.M.I. D-80 .....\$325
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Quarter Century  
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**A.M.I.  
Model C**

A-1 Condition—  
Ready to  
Operate

**\$125**

**High Ct. Gets In-Line Case**

• Continued from page 86

in Minnesota and Louisiana, where similar cases against pinball operations were subsequently dismissed.

Federal Judge Dennis Donovan, St. Paul, dismissed government cases against three defendants because, as was brought out in the Court of Appeals decision, "a coin-operated slot machine is not adequately defined in the Internal Revenue Code." (The Billboard, November 17.)

Donovan's action actually reversed several prior rulings on the same legal question by himself and other federal judges in the Minnesota district made earlier in 1956.

An appeal was made by George MacKinnon, U. S. district attorney of St. Paul from Judge Donovan's decision, that the U. S. Supreme Court decide on the federal \$250 tax stamp law affecting pinballs.

By appealing Donovan's decision MacKinnon, in effect, admitted that the Appeals Court ruling dealt a mortal blow to the government's campaign against pinballs believed to be used as "gambling devices" without payment of federal \$250 tax.

Explaining that the appeal was "indicative of the government's deep concern at both national and local levels" concerning pinball

operations, MacKinnon, without actually saying so, hinted that orders for a move to the Supreme Court came from the U. S. Justice Department in Washington.

In New Orleans, Federal District

Judge J. Skelly Wright similarly dismissed a case charging a pinball operator of making awards to players without buying the federal \$250-tax stamp (The Billboard, December 15). Judge Wright's decision was, also, based on the previous action of the U. S. Court of Appeals. A number of similar cases had been pending in Louisiana.

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| B<br>Dome ..... 17.95<br>Centers, l. or r. ... 8.95<br>Bottoms, l. or r. ... 8.95                              | Model 144-147-148<br>Domes ..... 13.95   | MODEL 1015<br>Top Center, l. or r. 7.50<br>Lower Sides, ea. . . 5.50  |
| C<br>Centers ..... 8.95<br>Bottoms, l. or r. ... 8.95  | Model C—Chrome<br>Pillasters, pr. .... 17.50   | Replaces old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear—4 curved colored ...\$7.75 |
| E-40-80-120 (metal grille for lower part of machine—eliminates cleaning plastic louvers), 2 to set ..... 10.00 | <b>WURLITZER</b><br>MODEL 1250<br>Center Dome ...\$18.95<br>Dome Ends, ea. ... 6.10                    | Also available to fit Models 950, 850, 750, 700, 600, 500.  |
| <b>ROCK-OLA</b><br>Available to fit Models 1423-1426, 1428, 1432, 1434, 1436 and 1438.                         | MODEL 1400<br>Center Dome .... 13.45<br>Dome Ends, ea. ... 10.50<br>Bottom Sides, set of 2 ..... 16.50 | TERMS: 1/3 deposit, balance C.O.D. or S.D. Satisfaction guaranteed. All prices F.O.B. Chicago.              |

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| GRAND SLAM<br>POKER FACE<br>QUEEN OF HEARTS<br>ARABIAN KNIGHTS<br>GREEN PASTURES<br>LOVELY LUCY<br>MYSTIC MARVEL<br>JOCKEY CLUB<br>HAWAIIAN BEAUTY<br>DRAGONETTE<br>DAISY MAE<br>GOLD STAR<br>LADY LUCK<br>DIAMOND LILL<br>TWIN BILL | GYPSY QUEEN<br>SOUTHERN BELLE<br>SWEET ADD-A-LINE<br>TOURNAMENT<br>WISHING WELL<br>MARATHON<br>FRONTIERSMAN<br>EASY ACES<br>GLADIATOR<br>HARBOR LITES<br>DERBY DAY<br>TOREADOR<br>CLASSY BOWLER<br>SEA BELLES<br>AUTO RACES |
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TRADE!  
Call or Write  
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**WANTED**

- ARCADE EQUIPMENT
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**GIVE TO DAMON RUNYON CANCER FUND**

**STOP!  
WAIT  
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*Keeney's*  
**NEW 6-PLAYER  
"BOWLETTE"**  
New Play Features!  
New Operating  
Advantages!

**J. H. KEENEY & CO. INC.**  
2600 W. 50th ST., CHICAGO 32, ILL.

**SALE OF SALES**

All games clean  
and ready for locations

- United 11th Frames .. \$ 99.00
- United League Bowlers 89.00
- United Ace or Yankees 89.00
- United Lightnings .... 165.00
- United Clippers ..... 185.00
- United Derby Roll ... 139.00
- United Regulations ... 395.00
- Chi. Coin Twin Hockey. 200.00
- Chi. Coin Super Frames 79.00
- Chi. Coin Hollywood .. 219.00
- Chi. Coin Champion  
Pool Tables ..... 59.00
- Chi. Coin Hooligan  
Pool Tables ..... 49.00
- Genco Wild West Gun. 225.00
- Genco State Fair Guns. 295.00
- Genco Quarterback ... 225.00
- United Bonus Gun ... 200.00
- United Safari Gun ... 200.00

**Buy 3 and get  
10% off**

**BINGHAMTON  
AMUSEMENT CO., Inc.**  
BOB CHARLES  
221 Main St.  
9-1515  
Binghamton, N. Y.

**OUR THANKS TO EVERYONE ...  
FOR YOUR WONDERFUL  
RESPONSE!**

A Few Distributorships  
Still Available for ...

**REX'S  
Consolette**

"CONSOLETT" will replace 4 to 8  
Wallboxes at a fraction of the cost

- USE WITH ANY MAKE MACHINE
- ANYONE CAN INSTALL
- 60" HIGH, 27" WIDE, 18" DEEP
- REMOTE CONTROL WITH VOLUME CONTROL
- WIDE SELECTION OF COLORS

**WRITE FOR COST & INFORMATION**

**REX**  
COIN MACHINE DISTRIBUTING CORP.  
821 So. Salina St. Syracuse 3, N Y  
Phone: 2-8255

**BALLY** Exclusive Distributor For **ROCK-OLA**

5 BALLS	IN-LINE BINGO GAMES
CHGO. COIN BLONDIE .....\$275.00	<b>BALLY</b>
CHGO. COIN CAPRI ..... 225.00	ATLANTIC CITY .....\$ 49.50
GOTTLIEB STAGE COACH .... 149.50	BEACH BEAUTY ..... 345.00
WILLIAMS SMOKE SIGNAL ... 145.00	BEACH CLUB ..... 49.50
<b>BOWLING GAMES</b>	BEAUTY ..... 49.50
BALLY BOWLING LANES —NOW DELIVERING	BIG TIME ..... 235.00
CHICAGO COIN SKI-BOWL.....Write	BIG SHOW ..... Write
GENCO SKILL BALL.....Write	BRIGHT LIGHTS ..... 49.50
<b>MUSIC MACHINES</b>	BRIGHT SPOT ..... 60.00
ROCK-OLA 1455-D .....Write	BROADWAY ..... 375.00
ROCK-OLA 1455-S.....Write	DOUBLE HEADER ..... 495.00
ROCK-OLA 1454 .....Write	GAYETY ..... 125.00
ROCK-OLA 1438.....\$450.00	GAYTIME ..... 225.00
AMI MODEL D-80, 40 SEL, 78 RPM ..... 295.00	ICE FROLICHS ..... 65.00
<b>UNITED</b>	KEY WEST ..... Write
CABANA .....\$ 39.50	MIAMI BEACH ..... 225.00
HAVANA ..... 39.50	NITE CLUB ..... 450.00
HAWAII ..... 39.50	VARIETY .....125.00
TAHITI ..... 39.50	YACHT CLUB ..... 50.00

**Calderon** Distributing, Inc.  
450 Massachusetts Ave.  
Indianapolis, Indiana  
MEIrose 4-8468

... guarantees  
Billboard advertising  
a true measure  
of value

**ARCADES**

New Machines for the New Season

Exhibit Jungle Gun, Rifle, New... Write  
 Genco State Fair, New... Write  
 Genco Davy Crockett, New... Write  
 Muto, Lord's Prayer Vendor, New... Write  
 Williams Peppy the Clown, New... Write  
 Sidewalk Engineer, New... Write  
 Wms. Roll-A-Ball, 6-Pl. Skee-ball, New... Write  
 Genco Quarterback Football, New... \$275.00  
 Air Football, New... 295.00  
 Wms. Jet Fighter, New... 275.00  
 Trotter Horse, Genuine Leather Saddle, New... 395.00  
 Roovers Name Plate Machine, New... Write  
 Standard Metal Typewriter, New... Write  
 Harvard Metal Typewriter, Fl. Sample... Write  
 Graphoscope, Coin Telescope, New... Write  
 Voice Recorder, 2 Speed, New... Write  
 Bally Motor Bike, New... Write  
 Drive-In Movies, New... Write  
 Auto Test, Jr., New... Write  
 Auto Test, New... Write

Machines reconditioned the Munves way look and work like new.

Jr. Jet Kiddie Ride... \$150.00  
 X07 Rocket, Nylco... 400.00  
 Space Ship... 275.00  
 Atomic Jet... 250.00  
 Jet Saucer (Mars Ride)... 250.00  
 Pony Express... 195.00

Prepare for the new season now. Complete line of parts, cards, scrolls, medals, mutosnaps, chemicals, coin chutes and changers, counters, etc. World's most complete stock of parts and supplies.

Illustrated 28-page catalog free on request.

**MIKE MUNVES**  
 577 Tenth Ave. 1st 42nd St.  
 New York 36, N.Y. BRyant 9-6577

**Juke Dispute**

Continued from page 80

put money in the box, the trio stamped hard on the floor, thereby causing the machine to reject the record.

Then, according to witnesses, a free-for-all broke out. According to the bartender, Alfred Reuter, Gallagher and his companions broke two peanut vendors, a wooden chair and bent metal bar

stools before leaving the premises. Janickey is doing 60 days and Tappan is doing four months. Gallagher has not yet been sentenced.

**Panoram Operators!**

**FOR SALE**

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

**Phil Gould**  
 283 Market St. Newark 5, N. J.  
 Market 2-4275

**WANTED**

Used coin operated Kiddie Rides

**PORTER HARRISON**

6119 McComas St. Dallas, Tex.  
 Phone: TA 6-1666

**WE'RE SORRY!**

Billboard omitted this from Jan. 26, 1957, ad  
**FIRST COIN MACHINE EX.**



**FIRST**  
 Prize for  
**FIRST Quality**  
 Equipment!

**FIRST COIN MACHINE EXCHANGE, INC.**

1750 W. North Ave. Chicago 22

For the **REALLY HOT ONES**  
 See **WORLD WIDE**

**Hottest Money Maker of All!**

**NEW "SIX-POCKET" POOL TABLE by FISCHER**

Play as Many as 6 Different Games! Dimensions 41"x72"x32".

Exclusive Distributors in  
 ILLINOIS, INDIANA, MICHIGAN AND EASTERN IOWA...  
**OPERATORS... CALL NOW!! IT'S PRICED RIGHT!**

**NOW DELIVERING**  
**2 BIG WINNERS...**  
**Bally A. B. C. BOWLING LANES**  
**United BOWLING ALLEY**

11' and 14' Games Available for  
**IMMEDIATE DELIVERY!**

**ALL TYPE POOL TABLES**

with Hole-in-the-Middle and Lite-up Bumpers  
**ONLY \$50 EA.**

**5-BALLS**

DERBY DAY... \$215  
 HARBOR LITES... 205  
 EASY ACES... 185  
 FRONTIERSMAN... 175  
 SOUTHERN BELLE... 155  
 2-PL. TOREADOR... 315  
 2-PL. GLADIATOR... 285  
 2-PL. MARATHON... 265  
 2-PL. TOURNAMENT... 245  
 2-PL. DUETTE... 210

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47  
 2330 N. Western Ave.

Phone: EVerglade 4-2300

when answering ads...

Say You Saw It in The Billboard

**SPECIALS**

**WURLITZER**

1900... \$725.00  
 1800... 625.00  
 1700... 495.00  
 1650... 295.00  
 1500... 135.00  
 1400... 125.00  
 1250... 79.50

**GENCO HIFLY**

Baseball... \$175.00  
 New Blondie Pin Games... 195.00  
 Miami Shuffle, New... 150.00

**W. B. MUSIC COMPANY, INC.**

2900 Main St.  
 Kansas City, Mo.  
 Phone: Jefferson 1-5715

**ROYAL**

DISTRIBUTING, INC.

Bright Light... \$35.00  
 Imperial... 65.00  
 Leader... 95.00  
 Banner... \$155.00  
 Team... 115.00  
 Bonus Gun (Deluxe), United... \$240.00

**ROCK-OLA DISTRIBUTORS**

Ask For Ben Mackie or Harold Hoffman  
 3726 KESSEN AVE. CINCINNATI, O. MOntana 1-5004

**LESS THAN WHOLESALE**

**CURRENT MODEL**

**6-PLAYER SKI-BALLS**

**\$445**

**FIRST COME—FIRST SERVED**

Write or Phone for Quantity Lot Price

We must unload these famous-name, new and like-new Ski Balls immediately... regardless of intended selling price! Hurry... only a limited quantity!

**WANTED TO BUY... AMI Model D40**  
 Will pay cash or take in trade! CALL • WRITE • WIRE

**J. ROSENFELD Co.**

4701 WASHINGTON • ST. LOUIS 8, MO.  
 FOrest 7-6730

In our 25th YEAR!  
 Authorized ROCK-OLA CHICAGO COIN Distributors

**GIVE TO DAMON RUNYON CANCER FUND**

INCREASE YOUR

**SEEBURG**

**EARNINGS!!!**

ROYAL **50c** PLAY UNIT NOW  
 AVAILABLE FOR ALL SEEBURG MODELS

—Including—

A, B, C, G, W, R, J, V-200 and VL-200

**\$99.50**

**EXTRA PLAY BONUS TO YOUR CUSTOMERS FOR USING HALF DOLLARS. CAN BE INSTALLED RIGHT ON LOCATION IN HALF AN HOUR—No Wiring Necessary!**

For Full Information Write Immediately!

Distributorships Still Available In Some Territories

**ROYAL MANUFACTURING CO.**

1360 Howard Street, San Francisco, Calif.  
 Phone: UNderhill 3-4334

**ROYAL MFG. CO.**  
 ATTN: MR. LOUIS E. WOLCHER  
 1360 Howard St., San Francisco, Calif.

Gentlemen: Please rush me information on your 50c play unit.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# Long Alleys Up N. Y. Takes

Continued from page 85

the long-alley games. Few leave without giving an order and urging delivery as quickly as possible. Sandler reported that as part of the trend to the new machines, there is another and perhaps more

significant one—a radical switch in the commission set-up for the long-alley games.

"This has started a new concept in operation of coin machines," he explained. "Most of these machines are going out on location on commission splits of 65 per cent for the operator and 35 per cent for the location. Quite a few are 75 per cent for the operator and 25 per cent for the location."

He said coinmen are doing a good job of selling the locations on this new commission split. "What's more," Sandler said, "it

is being done on a contract basis. "Should this continue as successfully as it has," he asserted, "it could open up a complete new avenue of thinking on the problem of commissions, with the operators, who are making the heavy investment in equipment, getting their full and fair share of the proceeds. This, I believe, is one of the healthiest, most significant aspects of the entire picture."

Sandler, who also has distribution rights for United in Iowa, thru his Des Moines office, said he is just about finished with the drafting of a long-alley tournament plan similar to the one he introduced for operators in Des Moines. There, seven leagues are in operation on an 18-week basis. Reaction is excellent, with wide interest working up over it, he said. Refinements of his Iowa plan are going into the Minnesota-Dakotas-Wisconsin set-up, with introduction of the tournament program scheduled as soon as enough games are out on location.

## NOW DELIVERING—UNITED BOWLING ALLEY, GOTTLIEB FLAG SHIP, FISCHER 6 POCKET POOL TABLES

### SHUFFLE ALLEYS

Ex. Twin Rotation	125.00
C.C. Criss Cross	150.00
C.C. Hi-Speed	85.00
C.C. 10th Fr. Triple	65.00
Keeney Team	75.00
Chief	110.00
Capital	225.00
Cascade	85.00
Clover	85.00
Classic	85.00
DeLuxe	85.00
Leader	110.00
League	125.00
Olympic	85.00
Royal	95.00
Team Bowler	125.00
10th Frame	75.00
6-Pl. Original	65.00
Genco Shuffle Pool	125.00
Genco 14' Bank Roll	125.00
Un. Select Play	375.00
Un. Shuffle Pool	295.00
Bally A.B.C.	425.00
5th Inning	125.00
Crown Bowler	110.00
Criss Cross Bowler	125.00
Keeney Deluxe	75.00
Keeney League	95.00
Pacemaker	95.00
Team Bowler	125.00
Triple Score	95.00
Wur. 14' Skee Ball	250.00
Vogue	475.00
American 9' Shuffle	
Rebound with	
Score Unit	225.00

### BINGOS

Beauty	65.00
Big Show	375.00
Broadway	385.00
Cabana	45.00
Caravan	310.00
Circus	50.00
Double Header	495.00
Gayety	110.00
Hawaii	75.00
Key West	Write
Leader	50.00
Miami Beach	225.00
Nite Club	450.00
Pixie	195.00
Stars	45.00
Surf Clubs	65.00
Spot Lite	50.00
Star Dust	275.00
Tropics	65.00
Variety	110.00
Yacht Club	50.00

### ARCADE EQUIPMENT

Atomic Bomber	\$125.00
Auto Photo	1,495.00
Bally Big Inning	85.00
Bally Defender	125.00
Balloonmat. F.S.	345.00
2 Pl. Basketball	195.00
Boomerangs	75.00
Coon Hunt	85.00
C.C. Hockey	75.00
Champion Hockey	125.00
Chester Pollard	
Foot Ball	85.00
C.C. 3-Man Hockey	385.00
Dale Gun	25.00
Evans Bat-A-Score	145.00
Flash Hockey	225.00
Ex. Hi Ball	95.00
Genco Quarterback	285.00
Genco Champion	
Baseball	275.00
Harvard Metal	
Type	125.00
Hayburners	75.00
Wms. Jet Fiter	225.00
Ex. Jungle Gun	195.00
K.O. Fiter, F.S.	325.00
K.O. Fiter, original	150.00
Keeney Air Raider	150.00
Keeney Submarine	125.00
Lite A League	75.00
Liberator	75.00
Knotty Peaks	25.00
Midget Movies	125.00
3-D Movies	110.00
Micro. Card Vendors	50.00
Muto. Photomat	350.00
Muto. Lord's	
Prayer	Write
Muto. Voice	375.00
Recorder	225.00
Oracle of the Sphinx	
with cards	150.00
Panorams	325.00
Pitch'm & Ball'm	175.00
Pop Set	65.00
Quizzer	95.00
Genco Rifle Gallery	175.00
Romance Indicators	20.00
Silver Bullets	125.00
Shoe Brush Up	95.00
Shoe Shine	150.00
Ex. Shoe's Gallery	175.00
Sidewalk Engineer	175.00
Skill Jump	45.00
Silver Gloves	225.00
Speedway Bombsite	150.00
Keeney Sportsman	195.00
Telesquid	95.00
Spear the Dragon	125.00
Undersea Raider	125.00
Un. Super Slugger	295.00
Foot Vibrator	150.00
Genco Wild West	250.00
Wms. Crane	225.00
Zodiac, new	395.00
Zingo	65.00
Zodiac Vendors	89.50

### CIGARETTE MACHINES

LEHIGH 12-Col.—NEW	
All Coin Com-	
binations	\$233.00
EASTERN ELEC-	
TRICS, 12 Col.	
New	Write
Mercury, 9 Col.	\$145.00
National 930, used	95.00
National 950	110.00
P.X., 8 Col.	85.00
Electro, 8 Col.	95.00
Mills 5-Col. Candy	65.00
Keeney 9-Col.	
Electric	135.00
Rowe 8-Col. Elec.	
Combie, 25 & 30¢	95.00
Rowe 8-Col. Elec. Dip-	
tomat, 25¢ & 30¢	95.00

### COUNTER GAMES

Adv. Shockers	\$22.50
Merc. Grips	25.00
Got. 3-Way	
Grippers	25.00
Pop-Up	20.00
Kickers & Catchers	\$2.50

### MUSIC

A.M.I. A-40	\$100.00
A.M.I. D-40	225.00
A.M.I. D-80	285.00
Seeburg 100-A	225.00
Seeburg A 100-45 R	250.00
Seeburg 200	Write
Wur. 1400	175.00
Wur. 1500	195.00
Wurlitzer	325.00

Export and Domestic Catalog now available. Please write on your own letterhead.

### RIDES

Big Bronco	\$325.00
Bally Space Ship	275.00
Bally Champion	350.00
Drive Yourself	225.00
Dopey Duck	250.00
Elsie the Cow	225.00
Ex. Small Horse	150.00
Flying Saucer	250.00
Fire Engine	395.00
Lane Miss America	295.00
Lane Carousel	325.00
Locomotive	250.00
Midget Racer	250.00
Palomino Horses	295.00
Round the World	425.00
See Saw	225.00
Texas Merry-Go-	
Round	250.00
Thunderbolt Horse	225.00

### WURLITZER DISTRIBUTORS

Terms: 1/3 deposit with all orders, balance C.O.D.

M. S. GISSER Sales Manager

# CLEVELAND COIN MACHINE EXCHANGE Inc

2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones—Tower 1-6715

## We ONLY Advertise What We Have in Stock

ALL MACHINES 100% CLEAN AND CHECKED  
Refund in 10 Days if Not Satisfied

### SHUFFLE ALLEYS

Hollywood Bowler	\$175.00
Bowling Team	350.00
Criss Cross Bowler	75.00
Mainliner	100.00
Star Ball	100.00
Star Lite	100.00
Advance Bowler	75.00
Diamond	75.00
Super Frame	125.00
Chief	75.00
Royal	125.00
Mercury	125.00
Criss Cross Target	75.00
Targette	125.00
Fireball	125.00
Flash Bowler	100.00
Shuffle Pool	50.00
Clipper	175.00
Bonus Score	175.00
Mystic Bowler	100.00
League	100.00
Miami Shuffle	100.00
Star Bowler	45.00
Super—United	25.00
Deluxe	25.00
Delight	25.00
Triple Score	50.00
Crown Bowler	75.00
Double Score	25.00
6-Player Keeney	25.00

**IMPORTANT: Inventory changes every day. If you don't see what you want, write, wire or phone today. ACT QUICKLY—ORDER TODAY!**  
1/3 with order, balance C.O.D.

## DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

## Chattanooga

Continued from page 85

an element of chance and therefore should be permitted to operate.

Some 27 pinballs were seized here in 1954, and operators pulled the remainder of games out of locations. The machines were seized, as City Attorney Joe Anderson stated at that time, under city code, which read:

"If the chief of police believes any mechanical amusement device is used as a gambling device such machine may be seized by the police and impounded and if, upon trial, the licensee is found guilty of allowing it to be used as a gambling device, such machine shall be destroyed by the police."

## SEEBURG CONVERSION

M-100A ..... MH-100A

to 33 1/2 RPM ..... to 45 RPM

\$24.50 • \$69.50

F.O.B. Los Angeles.

### CALCOIN CORP.

11167 West Pico Blvd.  
Los Angeles 64, Calif.

## MAGNETIC Play Appeal

- Bonus Scoring
- Extra Balls
- Cabinet Adjustable to Fit Any Location

### Keeney's 6-PLAYER "BOWLETTE"

J. H. KEENEY & CO. INC.  
2600 W. 50th ST., CHICAGO 32, ILL.

## Williams

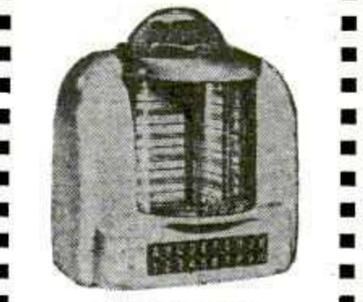
Now Delivering:

- "SHAMROCK" 2-Player 5-Ball
- "ROLL-A-BALL" 6-Player Skee Roll Game
- "PERKY" Single Player 5-Ball

### Williams MANUFACTURING

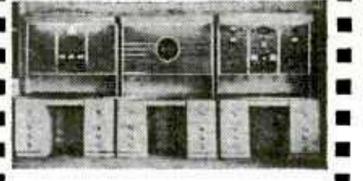
4242 W. Fillmore St., Chicago 24, Ill.

# SHAFFER SPECIALS



**SEEBURG 3W1 100 WALL BOX SPECIAL \$49.50**

- Chrome Covers
- New Buttons
- Completely Reconditioned
- New Instruction Plates



Shaffer Has One of America's Finest Service Departments

Shaffer Guaranteed Reconditioned Phonos

### WURLITZER

1900	\$795.00
1800	650.00
1500A	249.50
1400 (45 R.P.M.)	174.50
1250	124.50

### AMI

G-200	Write
G-120	Write
E-120	\$375.00
D-80	295.00

### SEEBURG

HF100-R	\$765.00
HF100-G	665.00
M100-C	545.00
M100-B	425.00
M100-A	215.00

### ROCK-OLA

1436	\$179.50
1434	139.50

### GUNS

Shoot-the-Bear	\$69.50
Coon Hunt	89.50

Write for Illustrated Catalog

# SHAFFER Music Company

In the Coin Machine Business Over 25 Years

Columbus, Ohio  
849 N. High St.  
AX 4-4614

Cincinnati, Ohio  
1200 Walnut St.  
MAIn 1-4310

Indianapolis, Ind.  
1327 Capitol Ave.  
MEIrose 4-3571

# Write! Wire! — Phone Us Collect!

FOR THESE LOW PRICED SPECIALS WITH THE FAMOUS DAVIS GUARANTEE (Available preset for 10c play if requested)

SEEBURG		AMI	
HF100R	\$769	G-200	Write
HF100G	669	E-120	\$439
100W	649	D-40	189
M-100C	539		
M-100BL	419		
M-100B	395		
148ML	89	1700	\$539
		1650	259
		1217 HIDE-AWAY	119
1434	\$219	1100	89
1428	89		

ROCK-OLA	
1434	\$219
1428	89

### Shoot-The-Bear \$85

### Coon Hunt \$85

Our Only Address in Europe  
**Holland-Belgie, Europe**

402 Ave., Louisa, Brussels  
Phone 47.66.63

Cable Address: "Hobeleurop-Brussels"  
All currencies accepted: Francs, pounds sterling, guilders, lire, marks, etc.

### SEEBURG 100-selection

wall boxes are available at \$57.50. Chrome covers . . . new selection buttons and new instruction plates . . . backed by Davis 6-point Guarantee— (Canadian and American operators, wire or write for special volume prices).

Cable Address: "DAVDIS." 1/3 deposit required.  
Private Western Union wire.

**WORLD EXPORT Corp.**

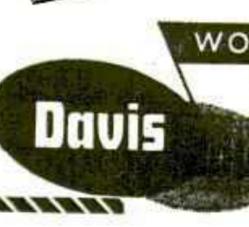
DISTRIBUTING

Exclusive Seeburg Factory Distributors

734 Erie Boulevard East  
Syracuse 2, N. Y., U.S.A., Ph. 75-1681



\$57.50



# WANTED A-1 MECHANIC FOR BINGO GAMES

- Work in Chicago area
- Salary: \$600.00 per month
- Regular hours
- Bonus
- Vacation
- Must have car

WRITE TO  
BOX 875

The Billboard  
188 W. Randolph Street  
Chicago 1, Illinois

## Md. County

Continued from page 85

that payments are being made "over the counter" when players score free games or points.

Machen urged that "hypocrisy be removed" from a proposal by the county commissioners calling for a \$25 license fee on pinballs and amusement devices. (See The Billboard, January 26). He said

that if the county begins to license pinballs, those with federal gambling stamps should be labeled as "gambling devices" and removed. The county would be tacitly approving gambling devices if it starts licensing machines as amusement devices when they have federal gambling stamps," Machen declared. "I don't want to legalize gambling indirectly," he said. His concern toward county licensing of pinballs "would be predicated on their being genuine amusement devices," Machen said.

### NEW! 4-HOLE BUMPERLESS RACK POOL PANELS

Fits all games. Hole in each corner. Reg. size, w/ rack and oversize Cue Ball. Panel only ..... each \$29.50

2-HOLE RACK POOL PANELS With Rack and Oversize Cue Ball ..... each \$25

#### Refinished Like New

POOL TABLES Reg. Size \$125

Complete: NEW 4-HOLE PANEL; 4 New Cues; New 8 Red, 8 White Rotation Balls, numbered 1-10; Set of 1-10 Peas and Plastic Pea Bottle. Jumbo \$175

New Rotation Balls, Per Set ... \$12.50  
Peas, 1 thru 10, Per Set ..... .45  
Plastic Pea Bottles, Each ..... 1.25  
Oversize Cue Balls, Each ..... 2.00  
Triangle Racks, Each ..... 1.25

Get Our List, New-Used Games, All Types  
CHARLEY PIERI

**MONARCH** COIN MACH., INC.  
2257 N. Lincoln Chicago 14, Ill.  
Lincoln 9-3996-7

## Bally, Moloney

Continued from page 85

plashed pinball game was introduced to America late in 1931. By the time 1932 dawned, under darker depression clouds than ever, the rainbow bright game, Ballyhoo, was a worldwide sensation.

Most Americans in these days could afford little in the way of entertainment, but they could afford a penny for "seven shots against gloom, a nickel for the brief respite from worry that they found in plunging 10 balls thru a merry maze of sparkling brass pins."

While taverns were not among the potential locations during these days of prohibition, the Bally pinball did take on in barbershops, tobacco stores, restaurants, drug-stores, coffee shops, filling stations, railroad depots and roadside stands.

# ATTENTION . . . MISSOURI MUSIC OPERATORS SPECIAL ANNOUNCEMENT!

J. ROSENFELD now serves Eastern and parts of Southwestern Missouri on the Rock-Ola line!

Now, you'll be able to take advantage of our quantity buying power that means dollar-for-dollar better deals for you! Compare our deal before you buy any make or model phonograph. We maintain a complete parts and service department!

THE FOLLOWING COUNTIES HAVE BEEN ADDED TO OUR "ROCK-OLA" FRANCHISED TERRITORY...

- CHRISTIAN
- DOUGLAS
- GREENE
- OZARK
- TANEY
- WEBSTER
- WRIGHT

**J. ROSENFELD Co.**

4701 WASHINGTON • ST. LOUIS 8, MO.  
FOrest 7-6730

In our 25th YEAR!  
Authorized ROCK-OLA CHICAGO COIN Distributors

GIVE TO DAMON RUNYON CANCER FUND

## BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

NITE CLUB .....	\$435	YACHT CLUB .....	\$60
BROADWAY .....	375	PALM SPRINGS .....	60
MIAMI BEACH .....	225	DUDE RANCH .....	60
GAYTIME .....	195	BEACH CLUB .....	60
VARIETY .....	135	BEAUTY .....	60

Immediate Delivery. 1/2 Deposit

FRANK MILLS, Mgr., Dept. R-6

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TRIPLE SCORE .....	75
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ROYAL .....	85
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D. L. SLUGGIN' CHAMP .....	185
DIAMOND LILL .....	165
SHINDIG .....	115
FLYING HIGH .....	85
SKILL POOL .....	75
SPOT BOWLER .....	59

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BRAND NEW GAMES—  
LATEST MODEL BUMPER  
POOL by CHICAGO COIN

SENIOR SIZE: 36"x60"

• Illuminated Jumbo Bumpers  
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• All Latest Features  
PRICES SLASHED  
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ONLY \$125 COMPLETE

ONLY GAME TODAY WHICH CAN PAY FOR ITSELF IN A FEW WEEKS!

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Regulation 32"x48". Best rubber-backed billiard cloth, Jumbo Plastic Bumpers..... \$67.50

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All new; Rack, oversize Cue Ball, regulation size ..... \$25

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Holes in corners, reg. size w/ rack, oversize Cue Ball ..... \$29.50  
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SLATE TOPS FOR RACK POOL  
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BALLY BINGOS  
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BASEBALL .....	285
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United DERBY ROLL .....	225
C.C. STEAM SHOVEL Write	
Wms. ALL STAR	
6-PL. BASEBALL .....	175
SIDEWALK ENGINEER .....	165
C.C. BASKET CHAMP .....	145
Wms. STAR BASEBALL .....	135
Wms. DEL. BASEBALL .....	135
Cap. MIDGET MOVIES .....	135
Muto. ROCK 'N' ROLL .....	115
Evans BAT-A-SCORE .....	105
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 Try either one on a 30-day  
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 Dispenses 5 nickels for quarter  
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**UNITED BOWLING ALLEY**  
 (14' and 11' Models)  
 Williams 6-Player  
**ROLL-A-BALL**  
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 Genco, Regular Size ..... \$125.00  
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 World's Finest Coin-Operated  
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 Made in Germany. Deluxe const.  
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Deluxe BONUS . . . . .	275.00	Bear Gun . . . . .	145.00
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 GOTTLIEB SUPER JUMBO AND JUBILEE  
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 CHI. COIN  
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 LIGHTNING . . . . . \$225.00  
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 (Club Model) . . . . . 225.00  
 1/3 dep., bal. C.O.D. or S/D  
 BY STEPHENS HARRY STEWARD  
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**SAY YOU SAW IT IN THE BILLBOARD!**

**GOTTLIEB'S TWO PLAYER FLAGSHIP**

6 TARGETS ADVANCE BONUS TO 250

TOP ROLLOVERS ROTATE SCORING FOR 5, 10 AND 50 POINTS

2 SUPER-POWERED FLIPPERS

AVAILABLE WITH TWIN CHUTES—ADJUSTABLE 3, 4 OR 5 BALL PLAY

ALTERNATING LITES SCORE DOUBLE BONUS

CENTER SUPER HOLE SCORES 300 POINTS

PROVEN MECHANISM—BEST BY TEST

RED AND BLUE ROLLOVERS LITE TWO PAIRS OF POP BUMPERS FOR SUPER HIGH SCORE

CYCLONIC KICKERS LITE ALTERNATELY FOR HIGH SCORE

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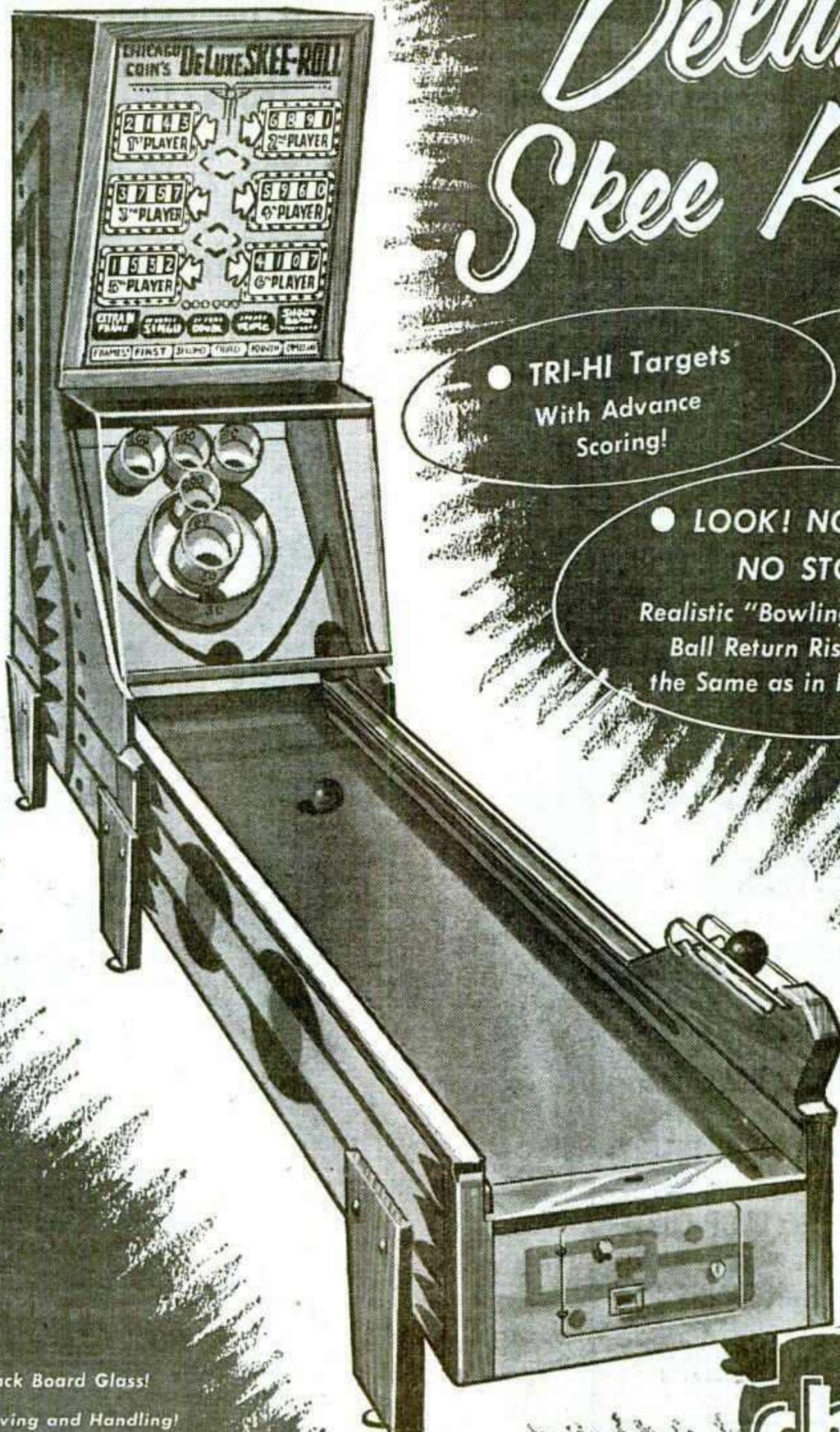
**Amusement Pinballs**  
 as American as Baseball and Hot Dogs!

**BUY THE BEST... WE DO!**  
 ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

# Big Thrill For '57

## chicago coin's ALL NEW — 6 PLAYER

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● Single—  
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Triple Scoring!  
"Bonus Balls"  
in the 4th Frame  
... 3 EXTRA  
Balls Possible!

● New  
Crystal Clear  
Unbreakable  
Plexi-glass  
Playfield Hood!

● 11 ft. Long ...  
Also Available  
in 13 ft. Lengths  
... New, Wider  
29 in. Size!

● Simple!  
Fool-proof!  
Fast Ball  
Return!

● New  
Ultra Modern  
Design Cabinet  
—Attractive—  
Colorful!

● Precision  
Engineered  
For Real Easy  
Servicing of  
All Parts—No  
Mechanism  
Contained In  
Front Section of  
Cabinet!

● TRI-HI Targets  
With Advance  
Scoring!

● New  
Higher Scoring  
... Top Score  
9900

● LOOK! NO STRAIN!  
NO STOOP!  
Realistic "Bowling Alley" Type.  
Ball Return Riser Operates  
the Same as in Real Bowling!

- Startling New Mirrored Back Board Glass!
- 2 pc. Cabinet For Easy Moving and Handling!
- Completely Noiseless Operation!
- Indestructible Colored Plastic Cups!
- Full Size Plastic Impregnated Balls!
- Available In Regular and Super Models!

National Slug Rejector ...  
Fool-proof Cash Box Protection!

**chicago**  
**coin**  
MACHINE COMPANY

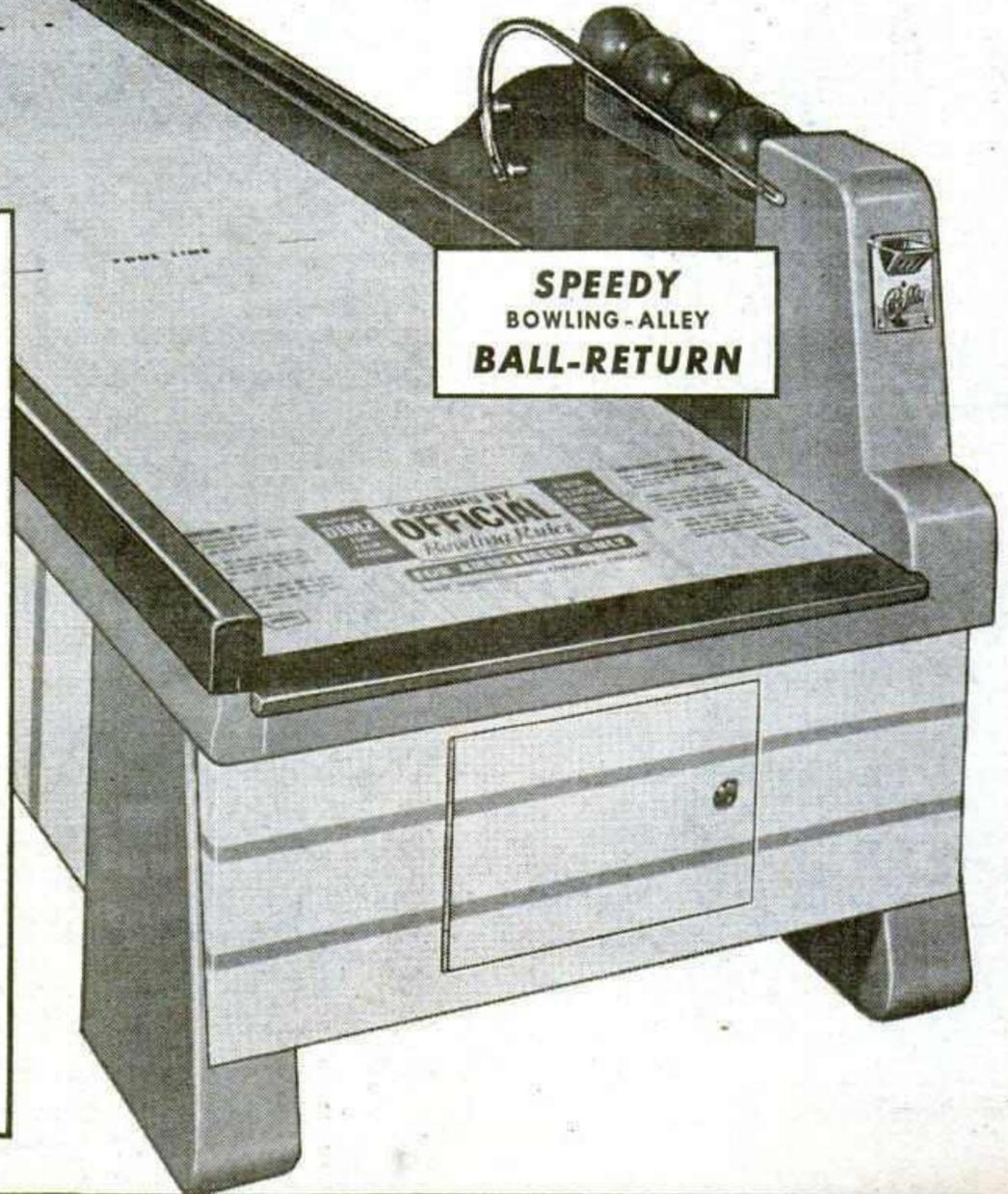
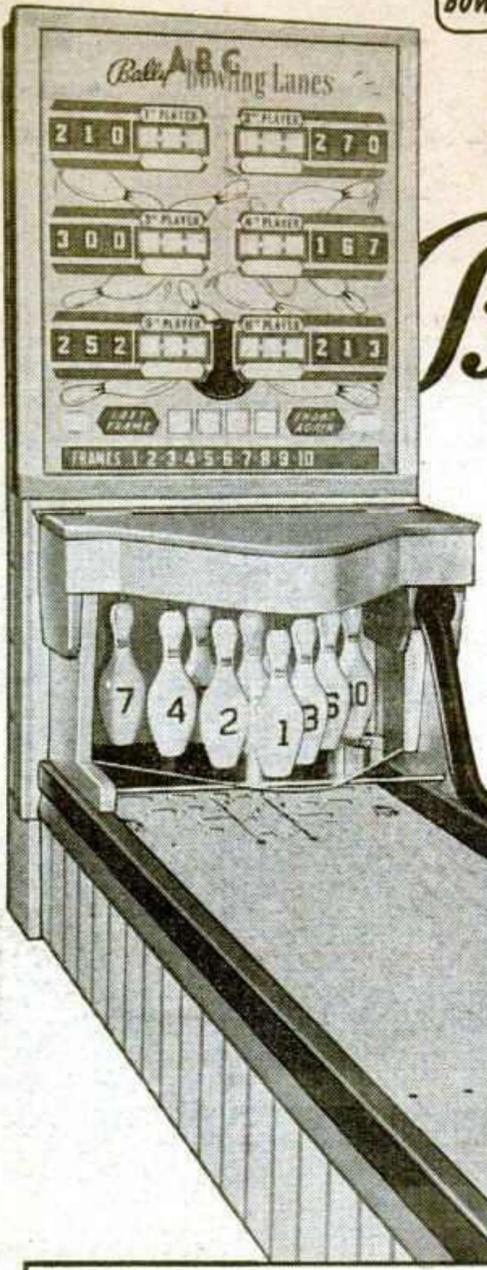
1725 West Diversey Blvd., Chicago 14, Ill.

YOU'RE REALLY BOWLING  
 3 IN. BALLS NOT PUCKS  
 6 CAN PLAY  
 HIGH SPEED PIN SETTER  
 HIGH SPEED TOTALIZER  
 2 SIZES 14 FT. LONG 11 FT. LONG

# Bally Bowling Lanes

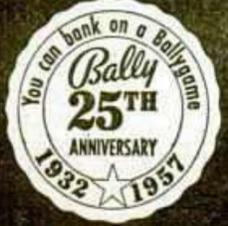
REAL BOWLING with 3 in. quiet-roll rubber ball... scoring by OFFICIAL BOWLING RULES... fun for solo-play, more fun for 2 to 6 PLAYERS... your insurance of a sensationally prosperous 1957

Order from your Bally Distributor today!



**2 POPULAR SIZES**  
 14 ft. long • 11 ft. long  
 HIGH-SPEED LIGHT-UP TOTALIZERS  
 HIGH-SPEED PIN-SETTER  
 Realistic Giant Pins  
 RICHLY GRAINED FORMICA PLAYFIELD  
 EASY-UP PLAYFIELD FOLD-OUT INSERT  
 NATIONAL REJECTORS COIN DROP-CHUTE  
 SIMPLE TROUBLE-FREE MECHANISM  
 STURDY LONG-LIFE CONSTRUCTION

**SPEEDY**  
 BOWLING-ALLEY  
 BALL-RETURN

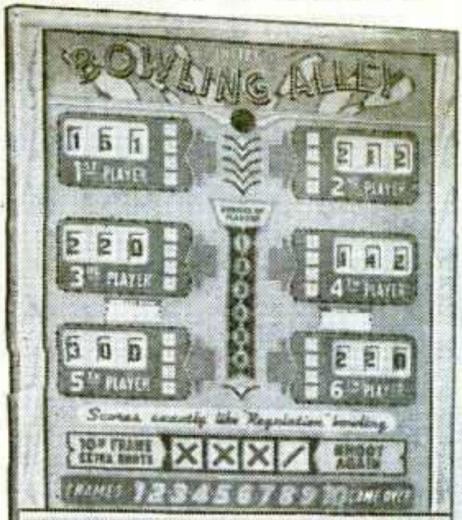


NOW AT YOUR *Bally* DISTRIBUTOR WITH Key West... Balls-A-Poppin'... DeLuxe ABC Bowler... DeLuxe Congress Bowler... Pin-Pool... and Famous Bally Kiddie-Rides

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# THE BIGGEST DIMES WORTH OF FUN EVER OFFERED

# UNITED'S BOWLING ALLEY!



**NEW  
Player Appeal**

COMPLETELY NEW  
STYLED CABINET  
**14 FT. LONG**  
29 IN. WIDE  
18" HIGH PLAYFIELD

**TRUE  
BOWLING**  
AUTOMATIC REGULATION SCORING  
STRIKES—SPARES—SPLITS  
REGULATION LEAVES  
Straight Ball, Hook and Back-up Ball  
ALL THE SHOTS AND THRILLS OF  
REGULATION BOWLING

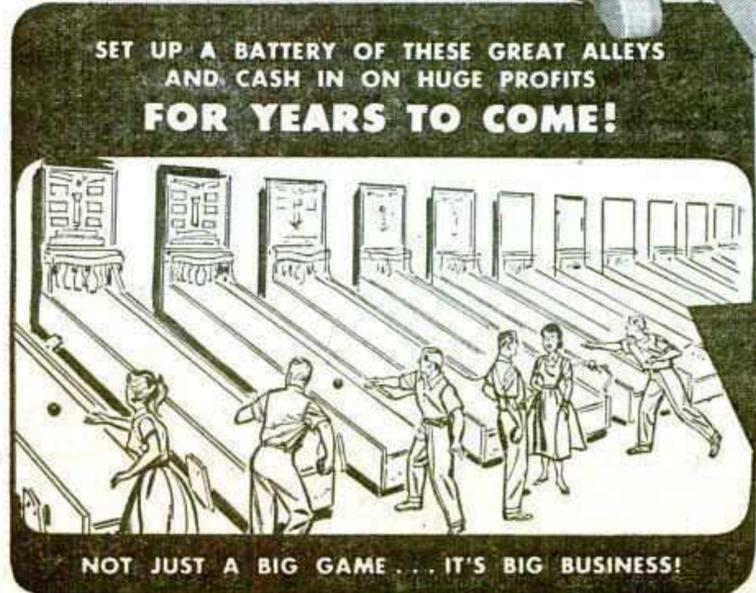
**3 INCH  
COMPOSITION  
BALLS**  
*Roll Fast or Slow*  
Skill—Not Strength  
Makes the Expert Player  
1 to 6 can play!

ALSO  
AVAILABLE  
IN  
11 FT. LENGTH

**NO STOOP**  
BALL RETURN  
RISER  
JUST LIKE A  
REGULATION  
BOWLING ALLEY

**LONG  
LIFE ON  
LOCATION**  
EARN BIG MONEY  
YEAR AFTER YEAR

- BEAUTIFUL FORMICA PLAYBOARD
- EASY LIFT PLAYBOARD
- SIMPLE MECHANISM
- RUGGED CONSTRUCTION
- EQUIPPED WITH UNITED'S FAMOUS SLUG-REJECTOR



NOT JUST A BIG GAME... IT'S BIG BUSINESS!

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**SEE YOUR DISTRIBUTOR NOW!**

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ONE TUNE PER SIDE

**program E. P. albums  
at a proportionately  
higher price...**

TWO TUNES PER SIDE

ADDITIONAL PLAYING  
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**program both types of records  
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**with the SEEBURG V-200**

THE WORLD'S FIRST DUAL MUSIC SYSTEM



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DEPENDABLE MUSIC SYSTEMS SINCE 1902  
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*America's finest and most complete music systems*