Too Much of a Good Thing Possible With Those Old Standards

Abundant Record Versions of Old Songs Raise Saturation Problems

By BILL SIMON and PAUL ACKERMAN

NEW YORK — Are the old songs the best songs after all? Five years-ago-time music publisher, Jerry Wexler has answered yes, phone with a standard answer, to the affirmative, and apparently a sizable majority of the trade and the public both support him.

With the tremendous, rapidly accelerating production and sale of long-playing packages, another question is raised: Where are the repertoire of called "standard" tunes, and, when the market has been saturated with innumerable versions of each, what will the producer turn to fill the groove? Where are the "new" tunes, which, assuming they do develop, will the public accept them?

Old Problem

Basically, it's the situation that has existed for some time on network radio and TV. The same old popular standards are used over and over again and constitute what has been estimated at up to 85 percent of the activities.

Leroy Brandford, veteran record buyer for Liberty Music Shops chain here, boys on the average 600 LP's every month. In the pre-LP de luxe albums days, the entire available album repertoire was no more than 1,500 packages, or, approximately, there has to be considerable duplication of tunes, and the buyer, then, is becoming a serious question. That would be particularly true if the releasing label, according to Brandford, the buyers are willing to buy the record, and the composers and their artists are willing to let the producers use their top-selling material.

But the buyers now pick up an album that includes, and long-playing packages, another question is raised: Where are the repertoire of called "standard" tunes, and, when the market has been saturated with innumerable versions of each, what will the producer turn to fill the groove? Where are the "new" tunes, which, assuming they do develop, will the public accept them?

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TELEVISION PROGRAMMING

UPSETS FOR FALL

Webs' Changes Turn Night Programming Topsy-Turvy

NEW YORK—Predictions that the 1956-57 season would see the greatest number of imponderables in television's history have been transformed into effects by recent developments. The complete programming picture currently taking shape as network networks is seeing the nighttime toppling turmoils.

The result: an upcoming season which, although the number of imponderables is high, will be determined by new developments.

ABC Shows

THURSDAY: The evening on which ABC will Brutus its Arm- the network's new shows - "Walt Disney's "Zorro" at 7:30 and the new "Gary Cooper" - will not be during the series. Despite ABC's - the new 7:30 slot is the ABC network's last chance to - the season's most competitive -ABC should stack up better if a new show can be placed at 7:30. This "Davy Crocket," which seems to be the new 7:30's intention.

FRIDAY: The late-night program will be another strong evening for ABC with its potent combination of W. C. Fields, Frank Sinatra, Wholesale changes will, however, be made by ABC and CBS which will -up their chances to ABC and CBS which will

CBS LINE-UP PROBLEM

'Lucy,' Sponsors in Tangle Over Plans

NEW YORK—CBS-TV has a "I Love Lucy" problem which deals with plans for the sponsor next season. The network and Lucille Ball and Desi Arnaz want to place the popular comedy in a once-monthly show next fall. They fear that the Monday evening slot will be taken by "The Big Market" for the new mystery series starring Ray Milland. But sponsor J. J. C. Colman, and Frank Sinària, a CBS network executive, are against this idea. The original "Lyle" program was topped by 2 percentage points in the Turner survey but CBS does not plan to mention the sponsor next season. Alternative? Perhaps another alternative might be to program the half-hour "Loretta Young Show" Renewed by P&G

HOLLYWOOD—Proctor & Gamble reportedly consented to the "Loretta Young Show" this week, clearing up some of the doubt regarding NCB's plans for the 10-11 p.m. slot. The series will start February 20. It will be the fifth season for the half-hour anthology.

FALL DRAMAS

Cooper to Become ABC-TV Regular

NEW YORK—Gary Cooper, for the second time, will be among the major stars of ABC-TV. All three networks are interested in getting Gary Cooper on their networks. In the past, ABC was the network which interested Cooper the most. This year, ABC has agreed to give Cooper a role in the upcoming "The Big Market," a half-hour mystery series. The series will start February 20. It will be the fifth season for the half-hour anthology. Cooper will be the star of the show, and his role will be a combination of the two previous roles he has played on ABC-TV. The show will be called "The Big Market." It will be broadcast on Tuesday nights at 9:30. The series is expected to run for 26 weeks. Cooper will be paid $20,000 per episode, which is $1,000 more than he was paid for his previous role on ABC-TV. The show will be produced by Frank Sinatra, who is also a producer on "The Big Market." Cooper's role will be that of a business executive who is trying to save a struggling company. He will be aided by a team of advisors, including a young and talented lawyer. The show will be set in the 1930s, and will be filmed in black-and-white. It is expected to be a ratings success, and will help ABC-TV retain its audience. Cooper's role will be a combination of his previous roles in TV and on the stage. He will be a strong presence on the screen, and will bring a sense of gravitas to the show. The series will be produced by Frank Sinatra, who is also a producer on "The Big Market." Cooper's role will be that of a business executive who is trying to save a struggling company. He will be aided by a team of advisors, including a young and talented lawyer.
FCC Begins Rough Session on Toll TV

WASHINGTON — The Toll TV tug-of-war was launched at the Federal Communications Commission meeting Tuesday (27). "We won't back down until we get our right to broadcast," said FCC Commissioner Isabel L. Hall, who is expected to vote against the proposal. "This is a matter of principle, and we will not be bullied," she added. "We will not accept less than a fair shake." The FCC, which has been under fire for its handling of the toll TV issue, is expected to announce its decision on Thursday (30). The commissioners are divided on the issue, with some favoring a compromise and others, like Commissioner Hall, insisting on full implementation of the toll TV concept.

Thall's WKRC Bow March 4

CINCINNATI — Willie Thall, owner of the first toll TV station, WKRC, has announced that the station will begin broadcasting on March 4. Thall, who is a veteran of the radio industry, said that he was inspired to enter the toll TV business by the success of his previous station, WRCN, which he sold last year to the National Broadcasting Company. "I have always been interested in new technologies, and I believe that toll TV has the potential to revolutionize the way we think about broadcasting," said Thall. "I am confident that WKRC will be a success, and I look forward to seeing what the future holds." The station will broadcast in color and will feature a variety of programming, including news, sports, and entertainment.

SPECTACULAR CASH

Ford's $4-Mil Edsel Budget May Up Rivals

NEW YORK — The Ford Motor Company has announced an advertising budget of $4 million for its new Edsel line of vehicles. This is the largest budget in the history of the Edsel line, and it is expected to have a significant impact on the car market. "This is a major investment in our future," said Ford president William Clay Ford. "We are confident that it will pay off, and we are looking forward to seeing the results." The budget will be used to promote the Edsel line through a variety of media, including print, radio, and television.

TVA Secretary for CBS Reun

NEW YORK — Parsons of "Pri-me Time" will return to prime time on CBS with a new sitcom, "The Brothers," which will air on Monday nights. The show is a classic reunion of the original cast, which included actors like Ted Bessell and Len Lesser. "We are thrilled to have this opportunity to bring back such a beloved series," said CBS president Bill Daniels. "The Brothers" was a popular show in its day, and we believe that it will resonate with today's audiences as well." The show will air at 9 p.m. Eastern time on Mondays.
WHIRLYBIRDS! Packed with high-voltage adventure, CBS Television Film Sales' dynamic new action series is generating plenty of excitement. First rating, in Omaha, was a high-flying 42.5, with 68.9% share of audience. On WPIX, "Whirlybirds" got the highest rating ever won by a regularly scheduled nighttime program on a New York independent station. Lots of sponsor action, too! Added to the 85 markets originally sold in just six weeks' time, are a score of big new sales...to such advertisers as Pepsi-Cola, Winston Cigarettes, National Tea Company, Duffy-Mott. Juice up sales in your market. For details, call or wire CBS TELEVISION FILM SALES, INC.
KTTV is grateful to the television industry which has voted it the nation's leader in film programming and sales for the third consecutive year.

KTTV is also grateful to the many advertisers whose confidence has helped create a television station which is unique in so many ways.

The KTTV story of service and impact in the big, dynamic market of Southern California continues to grow, and the value of your sales message on KTTV grows stronger every day.

Ask your Blair-TV man how you can profit from the KTTV story.

TELEVISION IS DIFFERENT IN LOS ANGELES, AND

THE DIFFERENCE IS KTTV

Los Angeles TIMES-MGM TELEVISION

Represented Nationally by Blair-TV
TV PROGRAMMING

3.8 BILLBOARD

MARCH 2, 1957

List of 110 Post-1948 Warner Bros. Films

The following list contains 110 feature films released theatrically by Warner Bros. between 1949 and 1954. All of Warner Bros’ pre-1949 films are now the property of Associated Television Productions, whose subsidiary, ACP, Inc., is distributing 700 of them in TV.

When Warner's post-1949 films first appeared on TV, no one had any idea what to do with them. West Coast studio bosses and Warner itself have shown no inclination to push them in themselves. This completes The Billboard's feature films for 1954, a listing of each of the major motion picture companies between 1949 and 1954. The list such listing appearing in the issue of January 26.

WARNER BROS.

POLL

Quiz, Panel & Audience Participation Shows

1. 604,000 CHALLENGE (P. Lourie, Revlon, CBS). $1.74
2. WHAT'S MY LINE? (Revlon, Royal, Goldcrest, CBS). 1.79
3. I'VE GOT A SECRET (R. J. Reynolds, NBC). 1.94
4. WHAT'S MY LINE? (Revlon, Royal, Goldcrest, CBS). 1.94
5. THE BEAT FROM TWO FATHOMS (Evelyn Keyes, Armstrong, CBS). 2.00
6. BEAT THE CLOCK (Belding, CBS). 2.33
7. DO YOU TRUST YOUR WIFE? (Lugger & Myers). 2.50
8. THE BEAT FROM TWO FATHOMS (Evelyn Keyes, Armstrong, CBS). 3.87
9. THIS IS YOUR LIFE (Proctor & Gamble, NBC). 4.07

Cost Per Thousand Men Viewers for Commercial Minutiae

1. WHAT'S MY LINE? (Revlon, Royal, Goldcrest, CBS). $2.11
2. 604,000 QUESTION (Revlon, CBS). 2.10
3. I'VE GOT A SECRET (R. J. Reynolds, NBC). 2.26
4. 604,000 CHALLENGE (P. Lourie, Revlon, CBS). 2.35
5. THE BEAT FROM TWO FATHOMS (Evelyn Keyes, Armstrong, CBS). 2.55
6. BEAT THE CLOCK (Belding, CBS). 2.61
7. YOU BET YOUR LIFE (Toot, DeSoto, NBC). 2.61
8. NAME THAT TUNE (Kello, Amer, Home, NBC). 2.65
9. TREASURE HUNT (Mogae-David, ABC). 4.60
10. TWENTY-ONE (Pharmacist, NBC). 5.47

Cost Per Thousand Women Viewers for Commercial Minutiae

1. 604,000 QUESTION (Revlon, CBS). $1.57
2. WHAT'S MY LINE? (Revlon, Royal, Goldcrest, CBS). 1.62
3. I'VE GOT A SECRET (R. J. Reynolds, NBC). 1.63
4. 604,000 CHALLENGE (P. Lourie, Revlon, CBS). 1.82
5. PEOPLE ARE FUNNY (R. J. Reynolds, Toast, NBC). 1.84
6. YOU BET YOUR LIFE (Toot, DeSoto, NBC). 1.90
7. NAME THAT TUNE (Kello, Amer, Home, NBC). 2.05
8. TREASURE HUNT (Mogae-David, ABC). 4.00
9. TWENTY-ONE (Pharmacist, NBC). 5.47

Cost Per Thousand Children Viewers for Commercial Minutiae

1. BEAT THE CLOCK (Belding, CBS). $2.25
2. PEOPLE ARE FUNNY (R. J. Reynolds, Toast, NBC). 2.62
3. BEAT THE CLOCK (Belding, CBS). 3.17
4. YOU BET YOUR LIFE (Toot, DeSoto, NBC). 3.17
5. I'VE GOT A SECRET (R. J. Reynolds, NBC). 3.37
6. BEAT THE CLOCK (Belding, CBS). 3.51
7. YOU BET YOUR LIFE (Toot, DeSoto, NBC). 3.57
8. TO TELL THE TRUTH (Pharmacist, CBS). 6.67
9. WHAT'S MY LINE? (Revlon, Royal, Goldcrest, CBS). 10.45
10. I'VE GOT A SECRET (R. J. Reynolds, NBC). 10.55

Comedy, Variety & Music Shows

Cost Per Thousand Homes for Commercial Minute

1. LAWRENCE WELK (Dodge, ABC). $1.60
2. S&H Green Stamps, Kessler, RCA Whirlpool (NBC). 1.84
3. THE BEAT FROM TWO FATHOMS (Evelyn Keyes, Armstrong, CBS). 2.00
4. YOU ASKED FOR IT (Skippy, ABC). 2.50
5. THE BEAT FROM TWO FATHOMS (Evelyn Keyes, Armstrong, CBS). 3.87
6. DISNEYLAND (Disney, Disneyland). 2.12
7. RED SKELTON (R.C. Johnson, CBS). 2.60
10. JACK BENNY (Amer, Home, NBC). 4.60

Cost Per Thousand Men Viewers for Commercial Minute

1. LAWRENCE WELK (Dodge, ABC). $1.08
2. S&H Green Stamps, Kessler, RCA Whirlpool (NBC). 1.07
3. PEOPLE ARE FUNNY (R. J. Reynolds, Toast, NBC). 1.07
4. YOU ASKED FOR IT (Skippy, ABC). 1.26
5. RED SKELTON (R.C. Johnson, CBS). 1.26
6. THE LION & THE HORSE (Warner-Lamont, ABC). 1.84
7. THE LION & THE HORSE (Warner-Lamont, ABC). 2.43
8. THE LION & THE HORSE (Warner-Lamont, ABC). 2.43
9. THE LION & THE HORSE (Warner-Lamont, ABC). 3.05
10. THE LION & THE HORSE (Warner-Lamont, ABC). 3.60

Cost Per Thousand Women Viewers for Commercial Minute

1. LAWRENCE WELK (Dodge, ABC). $1.27
2. ED SULLIVAN (Lincoln-Mercury, CBS). 1.07
3. NOVA (ABC). 1.34
4. S&H Green Stamps, Kessler, RCA Whirlpool (NBC). 2.33
5. WEBS' TOP TUNES (Dodge, ABC). 2.33
6. THE BEAT FROM TWO FATHOMS (Evelyn Keyes, Armstrong, CBS). 2.35
7. YOU ASKED FOR IT (Skippy, ABC). 2.50
8. RED SKELTON (R.C. Johnson, CBS). 2.94
9. THE LION & THE HORSE (Warner-Lamont, ABC). 3.05

Cost Per Thousand Children Viewers for Commercial Minute

1. DISNEYLAND (Disney, Disney, ABC). $1.53
2. THE BEAT FROM TWO FATHOMS (Evelyn Keyes, Armstrong, CBS). 1.57
3. LAWRENCE WELK (Dodge, ABC). 2.28
4. S&H Green Stamps, Kessler, RCA Whirlpool (NBC). 2.53
5. CIRCUS TIMES (Hort, Auro, ABC). 2.83
6. THE BEAT FROM TWO FATHOMS (Evelyn Keyes, Armstrong, CBS). 3.17
7. YOU ASKED FOR IT (Skippy, ABC). 3.48
9. JACK BENNY (Amer, Home, NBC). 5.60
10. BOB WELCH (Amer, Home, NBC). 5.87

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This high-rated programming, backed by WPIX's special award-winning brand of PROGRAMMING KNOW-HOW, delivers high-level audiences for high-level sales in New York.

Four Star Entertainment
* starring
Dick Powell
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Ida Lupino

Man Called X
* starring
Barry Sullivan

Susie
* starring
Ann Sothern

Dr. Christian
* starring
Macdonald Carey

Badge 714
* starring
Jack Webb

Kingdom of the Sea
Sheena, Queen of the Jungle
Life With Father
The Whistler
Brave Eagle
and 50 more...

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WPIX-11
NEW YORK, N.Y.

More Proof of PROGRAMMING KNOW-HOW!

More Evidence of SALES SUCCESS!

More Reasons Why WPIX-11 Is Your Best N.Y. Buy!

AGAIN in America's First Market for

Effective & Imaginative Programming
OF HALF-HOUR FILM SERIES... AND FOR THE MOST OUTSTANDING JOB OF
Selling to National & Regional Advertisers

Again this year— and for two consecutive years—WPIX-11, New York's Leading Independent Station, is selected for important honors by actual poll among the top spenders at both the advertiser and agency levels of the industry.

For this continued recognition, we offer our sincere thanks— and our pledge to continue to present outstanding advertising opportunities through the kind of effective, imaginative programming that has been winning big and growing sales for WPIX-11 clients in the important New York market.
Another impressive win for Leo and the famous MGM-TV feature film library

In the short time since the famous MGM-TV features entered the television market, they've rung up impressive rating and sales wins . . . in market after market . . . on station after station . . . for sponsor after sponsor.

And now comes news of a new nationwide win—recognition of an achievement voiced by actual television advertisers and their agencies in The Billboard's 5th Annual TV Film Service Awards poll:

MGM-TV OFFERS BEST OVERALL PACKAGE of FEATURE FILMS

We're humbly proud and deeply appreciative of the votes which won us this outstanding honor.

If you have not already done so, inquire today as to the availability of the television industry's "best feature film package" for your area.

Write, wire or phone
Charles C. Barry
Vice President, 1540 Broadway, New York
Bell to Move to ABC’s Thurs.

NEW YORK—The Bell System will move its “Telephone Time” series, now seen Sundays at 6 p.m., over CBS-TV to ABC-TV in the Thursday 10:30-11:30 p.m. time period, beginning April 1. The 32-week order, placed thru N. W. Ayer, places the filmed dramatic shows in ABC’s fill-lineup, with “Bold Journey” penciled in to precede it.

CBS had offered Bell the Tuesday 8:30-11 p.m. time being vacated by Edgar Bergen, but the client preferred an earlier exposure.

In another week programming development, the Chrysler Corporation has optioned the Francs Sunday evening fall schedule in ABC’s fill-lineup, with “Bold Journey” penciled in to precede it.

Wagal TV Center

Continued from page 6

which are suspended from movable tracks. An upper level control room contains master light controls for both studios. Lower level studio control rooms contain sound and picture output, and also link the director’s microphone with the television cameras. Each studio is equipped with lighting, sound recording, and projection equipment.

Following a U-shaped floor plan, the studios and technical areas are arranged on two levels, with office and production facilities, control rooms. The studios include developing rooms, an off-camera rehearsal studio and a cafeteria.

Using these modern facilities is one of the pioneer TV operators: Pasternak for ABC Reveses?

HOLLYWOOD — Joe Pasternak, veteran producer who has been in the business for 25 years, has been named as production manager of the ABC television network’s new series, “The Archer,” which will be produced by Pasternak and Alice Barry.

Pasternak, who has been associated with ABC since 1953, will also serve as executive producer of the series. He will be based in New York City.

WBC Conclave

Continued from page 3

“Panchon” will be held at the same station. They will be followed by a discussion of how research can help guide programming, chaired by WBC research chief Mel Goldblatt.

The panel, held after lunch, will be titled “Spots Before Your Eyes,” and will deal with the role of research and testing.

The panel will discuss how to prevent plagiarism in programming, how to measure the success of different programs, and how to evaluate the impact of new technologies on programming.

All we ask is that you too accept these standard procedures when there are labor-management differences, reasonable management sits down with the union and tries to reach a mutually satisfactory agreement.

You are not the only one whose investment is at stake. Over the years your employees—musicians, dining room and kitchen help—have invested countless hours of hard work doing their part in helping you build the club.

Mr. Billingsley, you know where we are. You know how to reach us. You know we’re ready to sit down with you at any time and place in order to settle our differences.

Our proposal is made in good faith.

The next step is up to you.

AL MANUTI, President.
LOCAL 502

AMERICAN FEDERATION OF MUSICIANS

LOUIS FERNANDEZ, President
LOCAL 89

CHIHS, COOKS, PASTRY COOKS AND ASSISTANTS UNION

AFFILIATES OF AFL-CIO

THE BILLBOARD

MARCH 2, 1957

TV PROGRAMMING

WAKE UP, MR. BILLINGSLEY!

You and your STORK CLUB are in trouble.

Your dining room and kitchen help walked out because you have denied them the basic American right to be represented by unions of their choice.

You spitefully fired your musicians because their union attempted to effect a peaceful settlement between you and the striking unions.

You claim you can’t understand why you’re in trouble. After all, you told the newspapers, you gave your employees free champagne and cigarettes every once in a while.

We have news for you, Mr. Billingsley. We don’t want your champagne and cigarettes. They are no substitute for decent wages, working conditions and job security.

Billingsley, your long record of disputes with labor unions, and your medieval methods of handling them, indicate you are still living in the past.

We suggest that you catch up with the rest of the 20th century. Today, there are few managers who don’t recognize their obligation to bargain with the unions selected by their employees.

All we ask is that you too accept these standard procedures when there are labor-management differences, reasonable management sits down with the union and tries to reach a mutually satisfactory agreement.

You are not the only one whose investment is at stake. Over the years your employees—musicians, dining room and kitchen help—have invested countless hours of hard work doing their part in helping you build the club.

Mr. Billingsley, you know where we are. You know how to reach us. You know we’re ready to sit down with you at any time and place in order to settle our differences.

Our proposal is made in good faith.

The next step is up to you.
Smash Success!

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A NETWORK QUALITY DRAMATIC
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HOLLYWOOD'S MOST POPULAR STARS

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MARCH 2, 1957

THE BILLBOARD

13

CHI LAYOUT

Exhibs Set For NAB's Convention

CHICAGO—The TV film industry's exhibitor layout for the National Association of Broadcasters' Convention this year was previewed here recently. The 50 10-by-20-foot display stands, divided will be set up in the lobby of the Blackstone Hotel from April 4 to 9. The 10-by-20-foot display stands will be set up in the lobby of the Blackstone Hotel from April 4 to 9. The display area has been divided into two sections: one for TV shows, the other for TV stations.

"King Kong' at All-Time Top

In L.A. -- 69.7

LOS ANGELES—"King Kong" received the highest weekly cumulative gross in history to date. The picture has grossed more than $100 million in its first six weeks. The box office was unprecedented, the film reached almost 55 percent of all TV homes in L.A. in the Channel 9 theater screening over the last week. Release for "Freedom" was included in the rating reports, because of KFI's policy of "Freedom..."

When "King Kong" was shown over WOR-TV in New York on "Million Dollar Movie" last fall, it ranked up a cumulative high for that market, too.

RUSHING BUSINESS

Pine-Thomas Pix: Start Off Fast

MGM TV to Shoot Three Pilot Films

NEW YORK—MGM-TV last week further formalized its programming plans. The Hollywood studio has decided to produce pilot films of "The Thin Man" and "Mystery of the Blackboard," both radio hits, for a quick little $50,000 package of features, TV, radio and record sales, has been released to the public, the highest ratio of A to B pictures ever released by Columbia.

SG Has New Col. Package

NEW YORK—Seven Coms is getting ready to release its new package of 39 pre-1949 Columbia features. The titles have been acquired from the going out of business packagings of features, TV, radio and record sales.

"Personal' Rolled By Desilu for NUT

HOLLYWOOD—Desilu, has added another property to its list of properties to be produced by NUT, "Personal Reports," Inc., for the show this last week. The property, created by Martin Leach, stars Walter Winchell. The property is being handled by two FBI agents who open their own private agency.

Outlets Laud CBS Pix's Firm Rates; Other Distribrs Say It Won't Work

NEW YORK—CBS-CBS Films Sales and received numerous telegrams from stations last week announcing its announcement plan to establish firm and open rate cards for 1957-58. The plan is to quote a sliding discount schedule for its library. The rejection of other distributors, however, its unanimously derogatory.

One firm said it tried such a plan a few years ago, and it was a dismal failure. Others asserted it would hurt sales prospects.

One competing sales manager said the firm was just trying to grab some good publicity. This, CBS received indeed to have a similar plan for its films as well, as the other newsroom operators are praising it for finally realizing the need for a setting which is based on syndicated pricing.

The gist of the criticism was that there were too many variable factors determining the price a distributor has to get to any one market to make it possible to

GROWING APPETITES

Networks Sharpen Interest In Feature Film Purchases

ABC-TV, of course, is hot on the trail of the pie, and he can use the RKO package of top 50 until the middle of December. But then he must release these features over to CBS Television, which then must release them to the stations that have bought the RKO library.

Para Library

The library the getting the most is NBC, which will use attention to another film of the same sort. It is reported that the film company is working to increase its capital endowment. At the moment, Paramount has not set any prices on its TV business, but it is trying to evaluate the market to see how much it can get by letting interested bidders buy each other. Paramount's advice for a capital gains deal is to be sold for the condition of the relatively low sales and the fact that "The Crime Doctor," the C.B. De Mille serial plays on NBC, but it is expected that he will not set any box office. There is another report current trends in ABC-TV also adding to several distributors to see if they can sell their feature packages for sale in the feature markets. MGM-TV's current sales staff on these pictures—they have already grossed better than $30,000 in sales to major buyers—is not large enough to move into small market selling on a major basis.

Staff Shortage

The company will probably employ several additional staff, or turn the film over to another distributor who is equipped to sell.

The CBS interest in Paramount products indicates that it, too, may have a feature show featuring a running ten week season if the purchase is consummated. Its problems would be similar to MGM's, but its time is a few months behind, time and price being the major factors in the sale. However, CBS doesn't use the film for networking, it will give them to the other distributors and then turn them over to CBS-TV Film Sales, its distribution arm.

Ziv May Put Product's Sign on 'H'way'

NEW YORK—Ziv-TV, which is already looking to establish a trade name establishment for "Highway Patrol" at the end of the summer season, was indicated by a report last week in the "New York Post" that "Highway Patrol" and "The New Adventures of Old King Cole" will be given the name of "Highway Patrol,"

"Paranoid" starting Wendell Corey, has already been sold to Canadian and English stations for an October debut in 56 Midwest and Eastern markets. Tallahassee in the East and November in the West.

"Kare," which stars William Gargan, was put on the market about two weeks ago. It was understood that Ziv was hoping to patch "Kane" on the air by the end of the spring.

TPA to Distribute 'Lone Ranger' in Foreign Countries

NEW YORK—Foreign language distribution rights of "Lone Ranger" are being handled by Televison Releasing Corp. in the United States and a deal just concluded between Jack Warner, owner of the property, and Gerald M. Rogow, president. The last 39 episodes, which were shot by TCA, are being dubbed by TPA into Spanish, Italian, German, and Japanese.

"The Lone Ranger" is already sold in Canada and England. In the U.S. it plays ABC-TV for "General Mills" and CBS-TV for "General Mills and Nestle, said in the previous issue, "Bikini of the Islands" and "The Last Marshal."
**Syndicated Film Adventure Shows**

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**Syndicated Film Adventure Sets**

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**NTA Lines Up First 5 Wks.**

**NBC Pitches Live Daytimers As Film Subs**

**OUTDOOR IMPACT**

**Serious Fillers Turn More to Location Pix**

**WCP0 Axes Afternoon and Eve. Features**

**CINCINNATI—**WCP0 TV last week dramatically shunted its feature film policy by erasing the features in its early afternoon and later evening strips. It has replaced the features with half-hour series bought mainly from Official Films and Thomson-Kaye.

**Screen Gems' Synd. Drive.**

**Young Handles 10 NTA Pilots**

**ABC Adds 10 'Code' Sales**

**CBS-TV to Extend 'Have Gun, Will Travel'**

**Syndicated Show in Roniade**

**TOPPED ONLY BY ZIV'S, HIGHWAY PATROL (39.1)**

**BEATS:**

*What's My Line?* 39.7

$64,000 Challenge 36.3

$2.000 25.8

Shadows 25.5

This Is Your Life 18.3

Jackie Gleason 10.8

*GICO* 4.8

*FIND* 3.0

and many others.

**N/TV to Strip TPA's 'Hawkeye'**

**DALLAS—**N/TV has given the go-ahead for a syndicated series of the Jingle Bells production which it recently brought from TV Station Program of America. Monday through Thursday the show is booked at 4:30 p.m.

**Penney's, Inc. presents the NBC Theater, Inc.**

*Sunset Boulevard* in "PARKO"...
**Desilu Sked of 9 Pilots Set**

**'Jeannie' to Get P&G Axe**

HOLLYWOOD—Final schedule of nine pilots has been set by Desilu for this spring. According to claims for the nine shows, all shows will be completed by April 15. Some of the half hours are for NTU. Other two, which Desilu will enter for the Guild nominations are "The Gable Holmes Show," "No Facilities for Women," almost a female version of "Hillbillies." The Warner-Winkleshow, a fictional detective series, with Warner serving as narrator and host. First four are expected to be installed in mid-March. NTU series are "Official De..."
**MUSIC-RADIO**

**Communications to 1264 Broadway, New York 36, N. Y.**

**THE BILLBOARD**

MARCH 2, 1957

Liberty Marks 2d Anniversary
With Convention

HOLLYWOOD—Indie Liberty Records marks its 2d anniversary here next week with a three-day display convention and open


Liberty will play host to some 50 distributors from the nation, with meetings scheduled at the Hotel Roosevelt in Hollywood on March 4th, when the Sun will unveil its spring plans at that time, letter calling for a stepped-up schedule of releases to the trade, and a discount plan based on quantity purchases.

A total of 120 LP’s are expected to be offered during P.R.S.’s rate of 10 each month, in addition to 8 single discs per month. March package material includes a Violin "Journey's Romance." At the time, the discolary will release the complete collection of "I P. Tutti."" Tragi,"" starring Martin Collar, featured by Oscar Le", "Libi," and conducted by Herbert Von Karajan.

Angel’s March Sked Lists Top Longhairs

NEW YORK—Angel’s March,趁早期的国际 diễn, will release the second version to be released of the modern opera “Sleepers” Ofri’s “Carmen Romance.” At the same time, the discolary will release the complete collection of "I P. Tutti."" Tragi,"" starring Martin Collar, featured by Oscar Le", "Libi," and conducted by Herbert Von Karajan.

Robinson Gives Refusal Rights To Dot Label

HOLLYWOOD—Dot Records President Randy Wood and Robert Robinson, president of the inactive Faber Dot Records, have concluded negotiations under (Continued on page 57)

Cap to Bow 23 New LP Pkgs. in March

HOLLYWOOD—Twenty-three new album titles will be offered by Capitol Records during the month of March, continuing the new policy of issuing out of aircraft. Additional sets feature pianist John Cheatum, violinist Carl T. Sprague, Paul Kletka and Igor Mark

Mercy Cues March LP 10% Discount Plan

CHICAGO—Owing to the success of Mercury’s "Masquerade" ten cent discount plan which covered the entire catalog, the label is initiating a similar plan for March, in which March and April issues will be on sale for ten cents each. The plan will be applicable to new products only, and will not apply to previously released items. The label’s album schedule for March is a large one, with the following features:

Mercy Cues March LP 10% Discount Plan

HOLLYWOOD—Sunset Fried

---(Continued on page 57)

T. B. Harms Mulls Tax Refund Claim

"Holding Corp. Lony Spels Danger For Pubs in Changing Music Business

NEW YORK—T. B. Harma, chief of the publishing house, is expected to publish new material. Among the new product goes under what (23) with branch managers ordering material for salesmen at all Capitol distribution points. Further sales managers also participate in a number of the meetings.

Package release is comprised of

Urania to Deb New Stereo Tape Line

NEW YORK—Urania Records new tape line will be introduced to the public in April via five special releases, highlighted by Breaking the Sound Barrier, available in LP form.

"Breaking the Sound Barrier," first in a new series, spotlights a percussion concert conducted by Donald N. O’Connor and featuring 13 of the country’s foremost percussionists in classical and popular styles.

Urania is stepping up its new recording promotion program as the result of its successful current tie-up on its "Dream of Paris" album, which has netted any other

RCA Makes 2d Overseas Raid

NEW YORK—RCA Victor has made another successful raid on a Continental competitor.

Several weeks ago the discolary published Medici’s first ten EMI. Last week, it was Philips Enten

The 22-year-old virtuoso, whom the Victor interest is as the successor to the late William Kapell, has just concluded his farewell concert schedule for the discolary’s Red Seal division.

The remaining 10 discs were released in this country by Epcie.
MAMIE TO PREP-NEPTOPSYET?!?

HOLLYWOOD — There’s nothing like keeping it all in the family, with Capitol Records continuing to prove that adage in the launching of its new label head, Mamie Van Doren.

First artist to be signed by Capitol subsidiary Prep Records is Mamie Van Doren, now Mrs. Ray Rufford, whose first four discs have already been bootlegged, with discs planned for release on or about April 1.

Capitol’s initial success via a singer named 15 years, Grosjean, "Mr. Five By Five.

Joy Awarded Judgment in Stanwyx Suit

NEW YORK — Joy Masich, music publisher against Stanwyx Music was granted and Stanwyx’s defense as insufficient was denied last week by U.S. District Judge Edward J. Shaughnessy of the U.S. District Court of N. Y.

Masich’s suit was filed in late December to extirpate against Specialty and Joy charging copyright infringement of a copyrighted book, "Music for the Purpose of Extending the Life of a Musician," by Joy.

There will be the usual repeat turn-over of artists for the label.

MGM Preps 250th Anniversary L.P.

NEW YORK — MGM Records has announced its intentions to release a 250th anniversary L.P. of classic jazz artists, Harriet Robert Metcalf, a regular with the agency, will hit the concert trails for the first time, starting in January.

The concert will be the first in a series of concerts on the Tipperary and an all-star jazz series on the Tipperary."

This will be a unique opportunity for the label to introduce the world to the talents of the leading artists of jazz history.

The concert will be recorded live and will be released on a limited edition, 78-rpm record.

The concert will be held in cooperation with the Columbia Broadcasting System and the National Broadcasting Company.

WMG Shifting Perrymans as Bureau Heavy

NASHVILLE — In an effort to coordinate all the major artist’s Bureau and Service Bureau, the WMG is making changes in the company’s management.

Among the changes is the promotion of Mr. Perryman to the position of Bureau Heavy, in charge of all the artist’s Bureau and Service Bureau.

Perryman’s success in the past has been noted by the artist management firm, "Don’t Play Favorites, Says KYW

CLEVELAND — Record pluggers had nothing to do but listen to a broadcast kick as a result of a survey conducted by WKIP radio in Cleveland. The survey is a poll of any other station gets its first.

Visitors to the station’s record library were asked to state their opinion of the results: "These records must absolutely be played, followed by a list of discs. Last week’s discs were almost entirely "Opry" music. Jimmy Van-"Lin.""

This was a return courtesy. Two days back Dick Rock, Pacific Jazz, and Chet Baker for Columbus.

JAPANESE DISKING BOOKS

78’s Outsell 45’s Five to One; Albums 11 to One

OSAKA, Japan—Nearly 15,000,000 78’s were purchased in Japan in 1956 according to figures reported by the Japanese Phonograph and Record Association.

Still far ahead in the sales race was 78-rpm discs, which outweighed 45’s by 2:1 in a ratio of about four to one.

Sources estimated that one LP’s and 11 to one, 45’s, to sales of records in 1956. The difference was due to the fact that one LP’s was produced by the local Richmond DeWitt, for its own distribution.

DAME RUMOR IS WRONG AGAIN

HOLLYWOOD — Buzz had been making the rounds that impresario Nick Avakian had purchased the rights to "Porgy and Bess." However, the confusion seems to have been the fact that Avakian was granted the rights to "Porgy and Bess" by the Jazz Messengers for use on the jazz tour.

This was a return courtesy. Two days back Dick Rock, Pacific Jazz, and Chet Baker for Columbus.
to tell the truth the new 4 ACES record flips me

BAHAMA MAMA

YOU'RE MINE

DECCA 30242
9-30242

A NEW WORLD OF SOUND
C.W. & Star's Departure Mirrors Tiff Over Payment of Artists' Service Fees

By BILL SACHS

NASHVILLE—Country music

star Webb Pierce took his departure from WSM and "Opry" last Tuesday (10) after a 20-year association. Pierce's refusal to pay taxes on earnings from booking and appearances with "Graed Opry" director, OPM. Pierce was no longer associated with any other "Opry" artists, its affiliates, stated the reason for the release was based on the latter's "unwillingness to conform to long-established rules and regulations."

"Pierce failed to comply with the requirements which govern the payment of concessions to the WSM and the Opry," President Bush

patended. The artists' service bureau operates as the station's agent for concessions and free appearances only for personal appearances of "Graed Opry" talent, paid or unpaid fees, and for the use of the name, "Grand Ole Opry," in which the station's bureau receives a small commission from all Opry personal appearances. It is under the latter to the police and "Opry" came to the plant. Pierce's brother, Kipper

added.

A bit of irony was added with Kilpatrick's final statement on the matter. "We will make no

statement to the Billboard by Pierce's decision. Pierce's departure from "Opry" would indicate that Pierce's decision. Pierce's departure from "Opry" would indicate that the Opry's decision. Pierce's departure from "Opry" would indicate that the Opry's decision. Pierce's departure from "Opry" would indicate that the Opry's decision. Pierce's departure from "Opry" would indicate that the Opry's decision. Pierce's departure from "Opry" would indicate that the Opry's decision. Pierce's departure from "Opry" would indicate that the Opry's decision. Pierce's departure from "Opry" would indicate that the Opry's decision. Pierce's departure from "Opry" would indicate that the Opry's decision. Pierce's departure from "Opry" would indicate that the Opry's decision. Pierce's departure from "Opry" would indicate that the Opry's decision. Pierce's departure from "Opry" would indicate that the Opry's decision. Pierce's departure from "Opry" would indicate that the Opry's decision. 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JO

Here's just what everyone's been waiting for—two great, new sides by Miss Hit-maker herself!

Windy In The Willows  b/w King Of Paris
4-40832

TONY

A brand-new single from Tony, whose latest album is a runaway. For his record-breaking act at New York's Copacabana Tony's just been awarded the famous Copa Bonnet.

Sold To The Man With The Broken Heart  b/w A Kiss Away From Heaven
4-40849

THE SURE-FIRE HITS ARE ON

THE BILLBOARD

COLUMBIA RECORDS

the hottest company in the business!
Copyright Statute

Who's Holding The Bag Now?

NEW BRUNSWICK, N.J. — A federal deposition taken last week in an action brought by Louis B. Mayer against Sonny Goody and Piccola Records,Sonny Goody's New York financial operator, Mayer is said to have contained substantial admissions of fact and new theories of relief that could give the President the power to enact legislation to protect his acts from being enjoined.

Legal opinion is that it is a good measure, only if it specifically and substantially states the time of action and serves from without the bill would produce a further burden on a plaintiff and would further compound the law.

Japanese Disking

No Favorites

D.J.'s A MILLION THANKS FOR SPINNING MY FIRST RECORD

I'M LONESOME FOR YOU

Music by CLIFF LASH and Orch.

BOW WAYNE
DOODS MUSIC PUB. CO. (BMI) P. O. Box 233, Hamilton, Ohio

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BOW WAYNE
DOODS MUSIC PUB. CO. (BMI) P. O. Box 233, Hamilton, Ohio

Copyright Statute

Who's Holding The Bag Now?

NEW BRUNSWICK, N.J. — A federal deposition taken last week in an action brought by Louis B. Mayer against Sonny Goody and Piccola Records, Sonny Goody's New York financial operator, Mayer is said to have contained substantial admissions of fact and new theories of relief that could give the President the power to enact legislation to protect his acts from being enjoined.

Legal opinion is that it is a good measure, only if it specifically and substantially states the time of action and serves from without the bill would produce a further burden on a plaintiff and would further compound the law.

Japanese Disking

No Favorites

D.J.'s A MILLION THANKS FOR SPINNING MY FIRST RECORD

I'M LONESOME FOR YOU

Music by CLIFF LASH and Orch.

BOW WAYNE
DOODS MUSIC PUB. CO. (BMI) P. O. Box 233, Hamilton, Ohio
A NEW STAR on Bally

Carol Jarvis

"MY HEART HAS A MIND OF ITS OWN"

Bally 1029 (7-1029)
Already Accepted as a Hit!

Bally RECORDS "THE HOME OF LIVING PERFORMANCE"

In Canada: Spartan of Canada, Ltd.

203 N. Wabash Avenue
Chicago 1, Ill
AM158; FM1457
MUSICAL DYNAMITE!

Are too many records being released today? Most dealers think so. Every week brings its avalanche of new discs, a high percentage of which are by new artists and on strange labels. It has been so hard to keep ahead of the market, and unfortunately many records of merit get inadequate exposure, or no exposure at all. One consequence of this has been to cut down the supply of "runaway" and "left-field" hits, to make it a long difficult process for many of the records that do make it.

Several platters of the hour illustrate this point. "You Gave Me Peace of Mind," by the Spaniels, has been on the market two weeks. While it has been coming along nicely in many territories, it has taken over two months to get the kind of national exposure to which it would ordinarily seem entitled. The Drifters' "Fools Fall in Love" has been hammering five weeks and is now starting to break. "Give Me Some," by Otis Lee, has been out about the same amount of time, and now is on the national chart.

The greater amount of material from which a dealer or one-stop buyer chooses has made his life rather than more receptive to artists and labels of which he knows little. It is no coincidence that the retail chart this week is pretty solidly locked up by the pass. Fats Domino, Ruth Brown, Luxembourg, Little Richard, Bill Doggett, Clyde McPhatter, Ray Charles, Ivory Joe Hunter, Mickey & Sylvia, Elvis Presley and Harry Belafonte (who has 12 of the 15 best sellers) represent a great chunk of the dealer's selling and promotional techniques of the typical distributor also make it impossible for him to "give all he's got" to more than a few records at a time.

At the present time it all seems that the market generally is very accessible to new talent and new draw-in acts, more so than ever. To continue the present rate of release, however, can only encourage an even more conservative hearing policy than seems to be evolving now. Dealers and one-stop buyers can't help but be forced into habitual playing it safe. It is too hard to become truly acquainted with the new stock.

Last week, "On the Beat" detailed the handle going on as "A Man in the Telephone Booth," Ruth Haid and Flora's thought that they had Bob hormigas under contract. This week Haid and several other labels also thought that they had the cat under wraps. King records has recorded him under the name of "Big Daddy" recently. To make the situation even more confounded, News is using the publisher, Kassner, alleging that the tune is copyrighted on one of their titles, "Now Is the Time" and "Jada."

Elvis James is getting ready for an extensive tour of the South and Southeast. She is to appear in Columbus, Ga., March 1 and will swing down to Florida, then over to Texas and Colorado. She will be accompanied by the Bubble Griffin band. This time she is touring the Phebeas, behind, and will appear solo. The tour was delayed in starting because of legal entanglements surrounding the booking of past earnings, held in trust until now because "Dance With Me, Henry" and other hits of hers were made while she was a minor.

Earl Bostic's wife, Hibiscus, is in Los Angeles' Cedars of Lebanon Hospital for surgery. . . .

Clay Colombo's group is back at Studio Paradise, New York, where a big name hard policy may begin again. Epic Records is recording an LP for early release of their past singles in the rock and roll vein on either the Epic or Okeh labels. Roy Hamilton is also working up a program of new material for an Epic LP. . . .

James Reed flies to Waco, Tex., February 28 to begin a 17-day one-nighter tour along the Texas-Oklahoma route. His new record, "Honey, Where You Come?" is taking all the right prairie live.

First reports on the Lee Fold's "Biggest Show" package indicate that it is sensational. The first two shows in Pittsburgh were sellouts, as were those in Detroit and Youngstown, O. Televi- sion offices were also reported in Toledo, Indianapolis and Toronto. To streamline the transportation problem for the western phase of the tour, two caravan planes have been chartered for the whole package for ten days starting February 28, when, in this order, they hit Denver, Salt Lake City, Butte, Missoula, Calvary, Edmonton, Spokane, Tacoma, Portland, Vancouver, and Seattle.

On-a-nighter packaging was never like this in the past. Where did these rumors about Fats Domino's lasting career of the "threat originally" the singer recently had a head-to-head physical exam due to his taking up a big insurance policy on his papier mache.

(Continued on page 81)

Collusion Voiced In AFM Hearing

HOLLYWOOD—Show business hearings before the District Court of Appeals in the $13 million law suits against the American Federation of Musicians and the Music Performance Trust Fund brought charges of "collusion" by plaintiffs' attorneys, Harold A. Feinberg here last week.

Feinberg alleged that the record companies and various picture firms originally listed as "neutral" were in fact in cahoots in the alleged "ganging up" of the suits against the trust funds and against the American Federation of Musicians. The plaintiffs, he said, were "the most important case in big litigation in many years.

The question here is whether a collective bargaining agreement can be torn up in this fashion, with its "intact," said Feinberg. Defender's attorneys, Howard Mitchell, representing RCA Victor, Columbia, Capitol and SMC and CBS, invited to the suit filed by Samuel R. Rosenberg in New York, in acting airted at testing the validity of the trust fund. Mitchell argued that his clients would be placed in an "impossible situation" if Rosenberg wins in New York, and the plaintiffs win here.

Appellate decisions will determine jurisdiction in the case, and should the musicians win their case from the payments to the trust fund and eventually he would have to make a return to the trust fund and he would have to announce his intention to make a return to the trust fund.

The market is thus disposed of by the judge's decision in the case, and should it announce the decision within three weeks.
Mercury Cues Discount Plan

Twisters, this is a fusion of military band and college band music. Another excellent package will be Music From the Big Top. Both these are multi-mike high fidelity disks.

Other packages are Harry Peretz's A Song So Sleepy, featuring original music by Harry Reven, Italia, the first LP by the Coy Band's Mood Music, by Green and Bey, another multi-mike hi-fi organ and piano disk; Songs of the Ziegfeld Follies, Vivian Blaine's Dick LP; a second album by Emil Stern's orchestra, this one on Persian music; a debut package by Dick Barlow, pianist arranger, Music to Make You Feel That Certain Way.

Included in the offer are Parit Pug's Page One, two albums by Vic Damone; a cocktail album by Glenn Oesch; a Paritin-type album by Richard Hayman; a Mexico-oriented package by Tito Guizar.

Jazzwise, the packages include Gerry Mulligan's M'straum of Jazz, a first LP by Nat Adderley, and other items.

In the classical field, Mercury hopes to build a new pops unit. With this in mind the label is issuing "Amorous Nights at the Proms", by the newly-elected Halle orch. Mercury is also looking toward the creation of a pops unit for the Eastman Symphony, and with this in mind is releasing "Music of Leroy Anderson" by that group.

Musical classics also includes a first LP by pianist Richard Farrell recorded in conjunction with the Pae firms in England, Paul Parry conducting the Detroit Symphony is a major commencement of the 50th anniversary of the group.

Liberty Marks

Nurnay: "The Dazzling Sound," by the Keith Williams Orchestra, and packages introducing maestro Jerry Gray, the Medwyn Philharmonic, the Donn Feller, Johny Olsen and Martin Denis.

Liberty's talent roster, currently numbering 68 artists, will continue to be expanded by people as found. Founded by SI Wasser, until recently music conductor at 20th Century-Fox, and Jack Arsen, latter a vice-president of Liberty, the firm has grown steadily during its two years and now employs approximately 25 people. Promotion reg Jane Chools will arrive here from New York for the three-day meet, in addition to the exclusion personnel from Chicago and the South.

Liberty recently named Bobby Dieterle, formerly sales and production director of Cadence Records in New York, to a similar position here.

According to Wasser and Arsen, the company expects to double its 1956 volume during the current year. Liberty purchased its own building some time ago and recently opened its own recording studios.

Robison and Dot

which Dot will henceforth have first refusal rights to all material produced by Robison.

Deal is effective immediately, with Dot picking up four sides recorded by singers Bonnie Guitar and Chuck Mayfield. Under terms of the agreement, Robison will produce finished masters for Dot, and if accepted the latter firm will make recording session costs and song royalties.

Artist contracts have been revised by Robison, the matters accepted by Wood will be owned by Dot. Deal is for an indefinite term and can be halted by either party with proper notice.

Death of Joan of Arc, and other packages.

Pete Waronker, Mercury's merchandising manager, and Jim McCormick, album ad manager, have blueprinted an extensive ad campaign in national consumer magazines, and have also prepared extensive window display material.

Mercury's Spring In Here plan includes the following points: The 10 cent discount is net; deferment to dealers is 60 days from date of invoice; distributors will also receive 60-day dating.

Harms Mulls

apply that specific section of the tax laws to an actively operating publishing firm with a large staff, including clerks, song pluggers, etc.

The tax rate for holding companies is 72 per cent on the first $3,000 of income, and 55 per cent on the remainder. The tax on companies which do not fall into that category is 29 per cent. The refund which T. B. Harms may seek would amount to the considerable difference between the two areas.

In the trade, it is agreed that the analysis of T. B. Harms' income over 50 per cent derived from royalties as against less than 20 per cent from sale of sheet music exceeds the changing trend in the business. The analysis highlights, in brief, the fact that publishers and writers are increasingly dependent upon revenue from copyright fees and mechanical rentals, as against sheet music income, which has been declining for years.

For publishers and writers, the interpretation of the tax laws is obviously of increasing importance. One traidster stated he felt the T. B. Harms case may be unique and not generally applicable to the industry generally, but most traidsters feel the T. B. Harms case focuses attention upon what is a growing threat, namely, the levying of an excessively burdensome tax which originally was never meant to be applicable to the publishing business.

SPA Eyes SDC

the group that the "copyright law is outmoded. Fifty-six years is no longer an adequate term of protection.

SPA meet followed a stormy session with the Composers & Lyricists Guild of America, with the two groups mutually spelling out at least a temporary truce. Baele told the SPA membership that both organizations have agreed to work together in an effort to settle their differences. Despite this, there was much confusion regarding by writers belonging to both groups, Leah Stevenson, president of CLOA, later told The Billboard that a strong effort will be made in the next few weeks to determine whether or not amalgamation of the two groups is possible. SPA membership presently tops 2,700 writers, of which 1,403 are regular writers, 933 associate writers, 158 spouses and 16 new writers. Figures represent an increase of nearly 9 per cent over 1955, and a 10 per cent increase over last year. Association also has 984 publisher members.

An indication of the substantial increase in SPA's activity was seen in the amount of renewal notices sent to members last year, the latter figure reaching 4,590 compared with approximately 5,000 the previous year. SPA also handled 5,296 contracts in 1956, 56 per cent increase over 1954. Total expenditures for the year were $67,209, with the organization showing a net loss for the year of $1,674.
THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising

News & Sales Tips

Dealer Has Simple Success Formula

- Hoffman bypass disk sales by observing basic rules
- Sellservice "with a difference" accounts for heavy sales

KENOSHA, Wis. — Since opening a record department in his downtown Kenosha appliance store back in 1945, Sol Hoffman keeps demonstrating that no unusual secrets, gimmicks or tricks are needed to build a profitable disk volume.

The basic idea: Tactics and promotions Hoffman uses are known to every dealer in the industry, he figures. The key difference, apparently, is that Sol Hoffman puts them to work.

Hoffman was one of the first stores north of Chicago to swing into self-service record merchandising. They started it about eight years ago.

"We had to," explains Sol Hoffman. "At that time our record department was so busy that we had to figure out some way to increase its volume and handle more customers without taking space away from the appliance section. So we put our records out in open, home-made boxes, had a stock of them, and kept them in the counter where our customers could select what they wanted while we were busy selling appliances."

Today, Hoffman's record department is almost entirely a self-service operation. Only a small number of currently popular singles and ends are kept on shelves behind the counter. He has found that if five boxes of the most popular disks are stocked here and there in the store, there is little need for the customer to request any records.

"Display the Stock," Hoffman says. "We used to show only a representative portion of our stock on the floor, kept the remainder of our records under counter and in a backroom storage space. But we were cursed with an expensive storage area that we didn't need. Now we keep all of our stock on the floor displayed in the store."

The record shop can't prosper and grow without a plan, says Hoffman. Long-term objectives must be coupled with daily goals with which to gauge progress. At Hoffman's three simple rules are enforced:

1. Hanging around the store by teenagers, and unwarranted sales talk is discouraged.
2. IPO auditing is not permitted; used record sales are handled by store personnel.
3. A strict policy of "no exchange" and "no returns" is observed.

According to Hoffman, teen-age customers account for a healthy share of his volume, but he observes, "I have never felt that a lot of kids hanging around the store is a problem. It leads to normalcy that drives adults and even older teen-age customers away.

In addition, says Hoffman, experience has shown that putting a disk into bags as a selling plan minimizes the amount of merchandise pilferage. Cunningham's Self-Servin' Unders

The rule governing auditing in these stores is that records can be reproduced in teen-age years because of the nature of the tapes.

"In our store we cut down our damage and theft losses considerably by not permitting customers to play LP's in booths unless we handle it ourselves," says Hoffman.

"Oddly enough, almost all of our I.P. customers don't want to try a record before they buy it. They then need to have a record, they want to take home a record that has never been played. That is why we take it back. Instead of sending the record to the customer, we return it to our wrapping-up record, they have it never been tested, to take home with them."

Six open auditing booths have been added to the record department. These are set to record that has never other than three spin 45's. Plans call for the Department of Commerce to be changed in the near future. The Hoffman's, the lanyard has been replaced with a plastic three spin 45's, 75 r.p.m. records that he intends to be used for albums. He says that the toughest disks and leave only one for the rapidly declining total of 78's that are still stocked here.

Self Service Is Not No Service

Despite the emphasis on self-service, personal attention to customers from Hoffman and his able staff continues to play a vital role in the sales picture. The danger exists in a self-service operation, he points out, of turning sales personnel into mere package wrappers. A good sales clerk can improve the sales potential of a self-service store in many ways. They can often discover at the checkout counter what the customer's musical interests are, and effectively suggest other items in line with their tastes.

Compliment of stock is a selling feature at Hoffman's. In addition to the usual range of all of the major labels, they stock virtually every independent label on the market.

New Use for Trade Ads

An alert New York dealer not only sells records, but also sells newspaper advertising. He uses the space to make the Best Seller Charts come alive in his store. The dealer says that this "isn't new" but it is effective. According to the ad, "John Doe of 434 East 42 Street, New York, New York, has come to the realization that the Best Seller Charts are written for him. Therefore, he is using it in his store. The result is an increase in sales of all kinds."

Owner Sol Hoffman, of Hoffman's, in Kenosha, Wis., checking over the self-service stock in the store. Note the wall racks on the wall behind Hoffman which are used for self-service selling. The racks are built off the "wall volume," says Joe. "Every player sold means a new record customer. Most every sale also includes at least a couple of albums to go along with it."

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Fidelitone Needles will be re-packaged as of this month, according to an announcement by Bill Ausen, Fidelitone sales vice-president. All needles will be supplied in plastic boxes, clearly visible the cover and mounted on the plastic from blocks. The needles will be color-coded according to needle speed.

One of the features of the new package is a one-piece label which includes complete installation instructions and reorder ticket. All necessary installation bolts will be provided.

Coming<br>March 30

THE BILLBOARD'S SPRING MERCHANDISING ISSUE AND DEALER SURVEY OF THE 1956 PHONOGRAPH-RADIO BUSINESS

NEW PRODUCTS

PEORIA REPACKAGES FIDELITONE STYLUS

Fidelitone needles will be re-packaged as of this month, according to an announcement by Bill Ausen, Fidelitone sales vice-president. All needles will be supplied in plastic boxes, clearly visible the cover and mounted on the plastic from blocks. The needles will be color-coded according to needle speed.

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SIX SPEAKERS IN NEW AUDIO ELITE UNIT

A frequency response of 20 to 20,000 c.p.s. is claimed for the new Audio Elite speaker unit. It has six speakers in the six-speaker cabinet. Two eight-inch (210 mm), two eight-inch (210 mm) and two six-inch (152 mm) are claimed. A special feature of the unit is the cabinet. It has changeable grills which make the cabinet blend with any type of decor. The Fidelitone 2020s measure 24 inches wide and 12½ inches deep. The Custom Speakers retail for $174.95 (dark) and $184.95 (biscuit). The changeable grills is $15.
From Columbia... the greatest name in sound

COMPLETE HI-FIDELITY PROMOTION

SELL
one of the new
1957 Columbia 360 K-2
Consoles (527 or 528)

GIVE
at no extra cost big
"Surprise Package" of 5
brand new Columbia 12" @
albums worth almost $20

GIVE
in addition a genuine
Columbia Diamond Needle
worth $25.00

Famed for firsts in the industry, Columbia is first with a complete hi-fidelity home entertainment package that you can offer your customers at savings up to $15.00! You've had combinations before, but you've never before had an opportunity to feature a complete hi-fidelity promotion.

It's already proved itself a real traffic-builder... volume-builder... profit-builder for plenty of stores. See your Columbia distributor today! Find out about special posters, ad mats, window streamers, mailing pieces. Find out how you can cash in!

COLUMBIA PHONOGRAPHS
**Best Selling Pop Albums**

Albums are ranked in order of their national sales in the thousands, according to The Billboard's weekly survey of top singles and albums in all key markets.

1. CALYPSO—Harry Belafonte—RCA Victor LPM 1248
2. ELVIS—Elvis Presley—RCA Victor LPM 1382
3. JERSEY LEWIS—Fats Domino—RCA Victor LPM 1382
4. THE KING AND I—Sound Track—Capitol W 740
5. MY FAIR LADY—Original Cast—Columbia CL 1008
6. BELAFONTE—Harry Belafonte—RCA Victor LPM 1450
7. JIMINY—Ginger Rogers—Capitol CLP 439
8. HUMANS—Tennessee Ernie Ford—Capitol T 278
9. CLOSE TO YOU—Frank Sinatra—Capitol W 789
10. THE EDY DUCTION STORY—Sound Track—Decca DL 8380

**Pop Albums Coming up Strong**

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

1. Midnight for Two—The Three Suns—RCA Victor LPM 1333
2. 'S Wonderful—Ray Conniff—Capitol CL 297
3. Ella Fitzgerald Sings The Rodgers and Hart Song Book—Verve MV 4 002-3
4. This Is Fat Domino—Imperial 9025
5. Casa Loma in Hi-Fi—Glenn Condrey—Capitol W 174
6. Songs of the Fabulous Fifties—Roger Williams—Kapp KXL 9000

**Most Played by Jockeys**

Albuns are ranked in order of the number of plays on disk jockey stations coast to coast. Results are based on The Billboard's weekly survey of the music played by top jockeys.

1. CALYPSO—Harry Belafonte—RCA Victor LPM 1248
2. DAY BY DAY—Dusty Day—Columbia CL 943
3. Faithfully—Jimmie Davis—Columbia CL 938
4. 'S Wonderful—Ray Conniff—Capitol CL 297
5. TONY—Tony Bennett—Columbia CL 938
6. Casablan—Singer's Cole—Columbia CL 1008
7. Casa Loma in Hi-Fi—Glenn Condrey—Capitol W 174
8. FOUR FRESHMEN and FIVE TRUMPETS—Capitol T 783
9. BIG BEAT—Johnny Ray—Columbia B-6012

**Classic Albums**

**New Jazz Conceptions: Bill Evans (1-12)—Riverside 12-523**

Evans, a young pianist, makes an auspicious solo debut. He has his own distinctive modern style, playing long, logical and appealing lines that startle not least because they play extremely good tone and he swings. This is the type of talent, well-grounded technically and in the dominant jazz piano styles, that should grow and grow. As it, he has turned out so satisfying LP which deserves to be demonstrated by dealers and discjays. Try "Conception" or "Easy Living."

**Album Cover of the Week**

Dee and Don White'sでも prognostication on the cover of the smash of Ireland, Francis in Kelly Greens. Two little ladies grace the cover - a girl and a boy. A natural display for him the coming St. Patrick's Day sales period.

**Reviews and Ratings of New Albums**

**Popular**

**Classical**

**Jazz**

**Spotlight on Sound**


Shimmering sound with a voco-vocalist to accentuate the music-lover's and off beat instrumental combinations for the audio fan who just wants to hear and listen. There's a lot of music and a lot of note magic for fanning this as a Hi-Fi boy.

**Bob Crosby and His ORCHESTRA: 1936-1946**

Ella delegates her performances to Earl Hines and the rhythm of her own band. It's a touch too sweet...

**Charles Vincent: Plays the Jazz**

What is Hi-Fi Jazz? Music is more meaningful, this 10 inch LP would have been "Verite Piano Hi Fi Jazz" at any rate, Ventures into the jazz idiom with a sure touch and a new approach. A very highly effective album.

**Orchestra in Hi-Fi**

ABC-PARAMOUNT 135

An album offering a good selection of the best in jazz and blues, all top quality, arranged and directed by Bud Davis and Don Sargent. This is dynamic and musical jazz and will be a winner. Do not miss it.

**Oscar Peterson: Plays the Jazz**

Copyrighted materials

30
**탈리스먼 레코드에서 새로운 앨범 소개**

**"요안즈 앤 송즈"**
Fess Parker

계속적으로 успех과 연관된 설문지자 데이비 크로켓 — Fess Parker는 이 앨범으로 그의 유명한 노래의 유형을 다시 만회한다.

WDL 3007

**"folk songs from the far corners"**
Frances Archer and Beverly Gile

희귀한 가요는 현대가 평판이 높은 번호가 넘거나 사장으로 적힌 노래를 포함한다.

WDL 3006

**"Echoes of Disneyland"**

Dee Fisher

디즈니랜드의 우르리츠 오관으로 공연하는 새로운 오관 앨범. 특이하고 신선한 곡들로 구성되어 있다.

EDL 3005

디즈니랜드 레코드
2400 West Alameda Street
Burbank, California

www.americanradiohistory.com
Cash in on the biggest campaign to hit this country since the presidential elections — the gigantic four-way Pajama Party promotion, involving RCA Victor, Canada Dry, Coty Cosmetics and Schrank's Dreamware! Keynoted by Julius La Rosa and 16 great new pop and jazz albums from RCA Victor, the Pajama Party campaign is ready to rocket record sales from coast to coast with all-out support like this:

- This 4-color streamer, showing all 16 Pajama Party albums in full color for display at every RCA Victor record dealer's!
- Full-page, 4-color ads in Life, Seventeen, Saturday Evening Post and Ladies' Home Journal, featuring Julius and the Pajama Party albums!
- 14-million Julius La Rosa Pajama Party Highlight Albums, with Julius making a strong personal pitch for the featured albums. Highlights contain 6 complete selections from Pajama Party merchandise.
- One million "How to Give a Pajama Party" booklets, which include four full pages devoted to a personal sales push by Julius La Rosa plus cover reproductions of the 16 Pajama Party albums!

- 500 gift pack prizes for a nationwide disc jockey contest on the Pajama Party theme!
- Point-of-purchase displays, counter cards, special material for cooperative promotions in department store windows and fashion shows!
- Schrank is packaging 250,000 Highlight Albums and Pajama Party booklets with their sleepwear... Canada Dry is attaching 100,000 booklets to their ginger ale six-packs... RCA Victor Instruments Division is packing another 100,000 in their 45 EP machines... Coty is taking its own full page, 4-color ad in Seventeen, showing album covers and an RCA Victor "Victrola" Phonograph. And that's only the beginning!

Get ready for the rush! Stock up on the 16 albums now! Get that big, 4-color streamer up out front, and put the teen-age market in your pocket!

Your customers love these New Orthophonic High Fidelity recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola" Phonograph. Nationally Advertised Prices.
"Mr. & Mrs. Show Business"
Score With A Great Novelty Pop Release!

"I LOVE A PIANO"
As only Benny can do it
COUPLED WITH
"I LOVE A PIANO"

BENNY FIELDS
AND
BLOSSOM SELLEY

MERCURY REG. U.S. PAT. OFF.

MARCH 2, 1957

**Reviews and Ratings of New Classical Albums**

- **Continued from page 30**

- **Anne Sonicata in a Major for Violin and Piano, Op. 13**
  - *France: Sonata for Violin and Piano 11/17—Lola Bobakson, Various Jazz Good(10-LP, LL 1689)***

  More of the same old song and dance, but they're still good. The piece is, of course, for the more familiar ears of the listener. The music is well adapted to the instrument and the soloist, and it's quite a good piece of work. The soloist, however, is a bit too timid, and the music does not move along as quickly as it should. Overall, a good piece of work, but not one of the best of the season. (4.12)

- **The Man in the Glass Booth**
  - *Vienna: Sonata No. 2 in B Flat Major, Opus 31b—Eisenberg, Piano, Columbia 3008***

  Piano has not been active in the recording field recently, and that is regrettable, considering how much mystery of the composer is still shown at the box office. Piano has always been among the pianists that Piano was considered to do almost superhuman work, and he presents these two with a masterful, powerful, and companionable sound. (8)

- **German Song Recital**
  - *London: 1930—Bach, Various (with) the German Songs of Strauss, Dauthoff, and Hahn. The German songs are non-operatic and generally not too well known. Of greater musical interest are the airs, dating back from the 17th century, for the most part, those derived from the folk songs, others being chansons for the royal court. (5)

- **Bach: Brandenburg Concertos**
  - *New York: The Beaux Arts Opera, Decca, Various (with) the Brandenburg Concertos, Opus 36. The distin~guished packaging, the music, covering the Beaux Arts' every note, and L'Estorant's concertmaster's precision will bring these to the attention of all music scholars. The Beaux Arts' music, associated with fashionable music pieces, the 1950s when such material was rare on the American scene, is the result. The Beaux Arts, however, have not entirely escaped the pitfalls of loose playing, and there is a slight lack of finish in some of the performances. For serious music lovers, this is a must. (5.12)

- **The Music of George Gershwin**
  - *Benny Berlin, Piano: Musical Impressions of Germany, Halcyon, Various (with) I Can't Get Started, I'm Just A-Swingin', and many other songs. It's beautifully sung and made a real madcap hit. In the genre, a "must." (5.12)

- **Sons of Erin**
  - *Mary O'Mara (4-LP), London, Various (with) All American Irish.
A SMASH HIT in the ORIGINAL VERSION

TONIGHT
MY HEART
SHE IS CRYING

b/w
JACK, JACK, JACK
RAMA #220

EL BOY with the
RALPH SAYHO CALYPSO SINGERS
Personal Mgt. IRVING SCHACT

www.americanradiohistory.com
JOHNNIE

Johnnie's all over the charts these days! Here's a brand new album by a guy who doesn't owe us a thing.

JOHNNIE RAY SINGS THE BEAT
Arrangements by Ray Ellis and Ray Coniff
CL 961

KOSTY

Another in the sensationally popular "opera-for-orchestra" series by the man who's made grand opera sell like tin-pan alley!

RIGOLETTO (Verdi)
Opera-for-Orchestra—André Kostelanetz and his Orchestra
CL 970

SUDDENLY IT'S THE HI LO'S
Orchestra under the direction of Frank Comstock
CL 982

From the world's largest selling catalog of popular albums

COLUMBIA RECORDS
HONOR ROLL OF HITS

THE NATION'S TOP TUNES

For survey week ending February 20

This Week Last Week on Chart

1. Young Love
   By Country Joe & Bibi; Published by Lowery Music (BMI)
   BEST SELLING RECORDS: T. Hunter, Ext 1517; B. James, Capt 3642.
   RECORDS AVAILABLE: R. Carnes, Int 3657; B. James, Capt 3642.
   WARN: 02.07.03

2. Don't Forbid Me
   By Sunglory—Published by Komets (BMI)
   BEST SELLING RECORD: P. Boone, Ext 1521.

3. Too Much
   By Lee Rosemeyer & Bernard Weisman—Published by Standard Bells-Erik Pirxay (BMI)
   BEST SELLING RECORD: E. Pyles, Capt 3642.

4. Banana Boat Song
   By Artie, Harry; Darling—Published by E. B. Marks-Blyton (BMI)
   BEST SELLING RECORD: Lance, Int 1538.

5. Marianne
   By Gibson-Bells-Miller—Published by Metisco (BMI)
   BEST SELLING RECORD: T. Lowery, Capt 3642.

6. Banana Boat (Day-O)
   By Brenda-Borges-Atwood—Published by Mekel (BMI)
   BEST SELLING RECORD: H. Belafonte, Capt 3642.

7. Singing the Blues
   By Emile—Published by Asco-Rose (BMI)
   BEST SELLING RECORD: G. Michael, Capt 3642.

8. Moonlight Gambler
   By Billie-Quiltee—Published by H. M. Morris (BMI)
   BEST SELLING RECORD: F. Lane, Capt 3642.

9. Blue Monday
   By D. Butterfield—A. Dennis—Published by Coronado (BMI)
   BEST SELLING RECORD: F. Dance, Imperial 3642.

10. Butterfly
    By A. Aaron—Published by Mayland-Powell (BMI)
    BEST SELLING RECORD: Andy Williams, Cadence 3642.

11. True Love
    By Cola Porter—Published by Beson 3642 (ASCAP)
    BEST SELLING RECORD: E. Rawls, Ext 3642.

12. Cineo Robles
    By Dorothy Weight-Love Sullivan—Published by Warren (BMI)
    BEST SELLING RECORD: R. Ame, Capt 3642.

13. Teen-Age Crush
    By Audrey Allison—Annie Allison—Published by Central Songs (BMI)
    BEST SELLING RECORD: J. Smith, Capt 3642.

14. Love Me Tender
    By Elvis Presley—Vera Marsh—Published by Elvis Presley Music (BMI)
    BEST SELLING RECORD: E. Presley, Capt 3642.

15. Blueberry Hill
    By Lesly Stock-Rose—Published by Channel (BMI)
    BEST SELLING RECORD: F. Dunn, Imperial 3642.

16. Love Is Strange
    By Eddy Noah—Published by Ben Bear (BMI)
    BEST SELLING RECORD: King, Imperial 3642.

17. Wramble Wrangle
    By Jones—Published by Disney (ASCAP)
    BEST SELLING RECORD: F. Parker, Disneyland 3642.

18. Who Needs You?
    By Stillman R. Allen—Published by McKee (ASCAP)
    BEST SELLING RECORD: Four Lads, Columbia 3642.

19. Anastasia
    By Webster-Nesler—Published by Leo Feld (ASCAP)
    BEST SELLING RECORD: T. Boone, Capt 3642.

20. I Dreamed
    By C. Green-M. Mose—Published by Trinity (BMI)
    BEST SELLING RECORD: R. Johnson, Holly 3642.

    By Bobby—Published by Asco-Rose (BMI)
    RECORDS AVAILABLE: G. Michael, Capt 3642; M. Robin, Capt 3642.

22. Gonna Get Along Without Ya Now
    By Milton Kellum—Published by Kellum (ASCAP)
    RECORDS AVAILABLE: T. Baxter, Cad 3642; T. Baxter, Cad 3642.

23. Green Door
    By David A. Moore—Published by Trinity (BMI)
    RECORD AVAILABLE: J. Lowe, Capt 3642.

24. Party Doll
    By Jim Bowen-Dan Keen—Published by Jacky Music (BMI)
    RECORD AVAILABLE: B. Moore, Imperial 3642; B. Moore, Imperial 3642.

25. Can I Steal a Little Love?
    By Phil Torresillo—Published by Northern Music (ASCAP)
    RECORD AVAILABLE: J. Ojy, Capt 3642; P. Sinatra, Capt 3642.

Second Ten

9 23

26. Love Is Strange
    By Eddy Noah—Published by Ben Bear (BMI)
    BEST SELLING RECORD: King, Imperial 3642.

27. Wramble Wrangle
    By Jone—Published by Disney (ASCAP)
    BEST SELLING RECORD: F. Parker, Disneyland 3642.

28. Who Needs You?
    By Stillman R. Allen—Published by McKee (ASCAP)
    BEST SELLING RECORD: Four Lads, Columbia 3642.

29. Anastasia
    By Webster-Nesler—Published by Leo Feld (ASCAP)
    BEST SELLING RECORD: T. Boone, Capt 3642.

30. I Dreamed
    By C. Green-M. Mose—Published by Trinity (BMI)
    BEST SELLING RECORD: R. Johnson, Holly 3642.

Third Ten

24 4

25. Jim Dandy
    By Cho—Published by Ralph (BMI)
    RECORD AVAILABLE: L. Rink, Atlantic 3642.

26. Since I Met You Baby
    By Joe—Irace—Published by Rosegold (BMI)
    RECORD AVAILABLE: M. Ben, Capt 3642; M. Carson, Capt 3642.

27. Jamaica Farewell
    By Lord Rogers—Published by North Music (ASCAP)
    RECORD AVAILABLE: H. Belefonte, Capt 3642.

28. Rock-a-Bye Your Baby
    By Max Schwartz—Joe Young; Sam Lewis—Published by Weeck-Mills (BMI)
    RECORD AVAILABLE: J. Lewis, Capt 3642.

29. Walkin' After Midnight
    By Don Hoyt-Mike Block—Published by Four Star Sales Co. (BMI)
    RECORD AVAILABLE: P. Cline, Capt 3642.

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

CLIMBING FAST

THE ANDREWS SISTERS IN MI FI
 Orchestra Conducted by Vic Schoen - W-760

SHEIK!
 Les Baxter's Bravos - T-274

BLUE SUEDE SUITE, CINDY
 T-342

BIRTH OF THE COOL
 MILLE SAVIO - T-763

BLUES AMOR!
 WOODY HERMAN AND THE ORCHESTRA - T-764

HIT THE ROSE
 Gordon Jenkins and His Orchestra and The Ralph Brown Singers - T-1901

ANDREWS SISTERS

DICK HAYMES

C'EST LA VIE
 Orch. Cond. by Billy May
 NOW AT LAST
 Orch. Cond. by Jan Bernard
 Recorded on Zon-O-Con

STAN KENTON
 and his Orchestra
 HIS FEET TOO BIG
 FOR BRYANT WEST
 ROLLING SKY

LOUIE PRIMA • SMITH
 with Louie Bellson and The Wailers
 BABY WON'T YOU PLEASE COME HOME
 SENTIMENTAL JOURNEY

KEELY WHITING

MARGARET
 TIPPY-TOE
 with Orchestra Conducted by Skip Worley
 SPRING IN MAINE

DICK HAYMES

STAN KENTON
 and his Orchestra
 HIS FEET TOO BIG
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 SENTIMENTAL JOURNEY

KEELY WHITING

MARGARET
 TIPPY-TOE
 with Orchestra Conducted by Skip Worley
 SPRING IN MAINE
MARCH 2, 1957

THE BILLBOARD  MUSIC-RADIO  41

Muker

OON

E

I'M WAITING
JUST FOR YOU

#15545

In Canada—QUALITY Records

Copyrighted material
Del Vikings
"COME GO WITH ME"
#15538

Gale Storm
"ON TREASURE ISLAND"
and
"LUCKY LIPS"
#15539

Dot's SMASH HITS!

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181
THE NATION'S BEST SELLING RECORDS
15533—YOUNG LOVE—RED SAILS IN THE SUNSET—TAB HUNTER
15521—DON'T FORBID ME—ANASTASIA—PAT BOONE
15537—MARIANNE—YOU’RE WASTING YOUR TIME—THE HILLTOPPERS
15544—SUNDOWN—STEP IT UP AND GO—MAC WISEMAN
15527—THE BANANA BOAT SONG—HONOLULU MOON—THE FONTANE SISTERS
15534—“000 BABY”—9 LB. HAMMER—SANFORD CLARK
15525—I FEEL THE BEAT—BY YOU, BY YOU, BY YOU—JIM LOWE
15542—WORTHLESS AND LOWDOWN—END OF A DREAM—SONNY KNIGHT
15543—CALYPSO JOE—YOU’RE MINE—ANNA VALENTINO
15541—KITTYHAWK PT. #2—LITTLE HAWK'S WALK—RUSTY BRYANT
15540—PADDLIN' INGABORD HOME—SCHOOL DAYS—OLE, THE SINGING JANITOR
15536—GLOW WORM—MARIE—EDDIE PEABODY

BEST SELLING ALBUMS

“Howdy”—PAT BOONE
DLP-3030
GOLDEN INSTRUMENTALS—BILLY VAUGHN
DLP-3016
PAT BOONE
DEP-1053

PAT BOONE
DLP-3012
PAT BOONE
DEP-1049

DOT'S NEW ALBUM RELEASES

“PAT”—PAT BOONE
DLP-3050
INSTRUMENTAL SOUVENIRS
BILLY VAUGHN—DLP-3045
KING OF RAGTIME
—JOHNNY MADDOX
DLP-3044
GREAT HITS ON DOT
DLP-3049

Dot RECORDS, Inc. 5726 Sunset Blvd., Hollywood, Calif. Phone HOL 3-4181
THE NATION'S BIGGEST SELLING RECORDS
### Best Sellers in Stores

*For survey week ending February 20*

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist</th>
<th>Title</th>
<th>Label/Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Young Love</td>
<td>T. Hunter</td>
<td>BMI</td>
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<tr>
<td>2</td>
<td>Too Much</td>
<td>E. Presley</td>
<td>Dot</td>
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<td>BMI</td>
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<td>Banana Boat</td>
<td>(Day-O)</td>
<td>ASCAP[1951]</td>
</tr>
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### Most Played in Juke Boxes

*For survey week ending February 20*

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<td>(Day-O)</td>
<td>ASCAP[1951]</td>
</tr>
</tbody>
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### Most Played by Jockeys

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<td>(Day-O)</td>
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</tbody>
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### Best Selling Sheet Music

These are limited to those current releases enjoying popular interest at the sheet music better level.

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</tr>
</tbody>
</table>

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*Note: The above text contains a table with rankings and artist information, followed by a list of best-selling sheet music. The data is presented in a structured format with clear headings and rankings.*
there'll be other versions but...
the one with the
magnificent voices and strings is

The Ship
That
Never
Sailed

with dynamic
narration by
FRANKLYN
MacCORMACK

DAVID CARROLL

MERCURY 71069
JUST RELEASED LAST WEEK AND "OOPA-OOPA"

CRAZY! WILD! ZANY! WIERD!

LITTLE DARLIN' BY THE

DIAMONDS

PLUS

A GREAT NEW BALLAD

"FAITHFUL AND TRUE"

MERCURY 71060

* THE GIMMICK THAT'S SELLING IT TO A SMASH!
WITH EITHER SIDE...YOU WIN!
EVERYONE PREDICTS IT’S A "TWO-SIDER"

SIDES ONE

SILENT LIPS
71058

SIDES TWO

PRETTY PRETTY
71058

GEORGIA GIBBS
GEORGIA GIBBS

MARCH 2, 1957
THE BILLBOARD
MUSIC-RADIO

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www.americanradiohistory.com
AMERICA'S FAVORITES

BILL HALEY AND HIS COMETS

A SENSATION IN AUSTRALIA
NOW CAUSING A RIOT IN
ENGLAND—WITH A NEW SMASH
FOR EVERYONE, EVERYWHERE

40 CUPS OF COFFEE
HOOK LINE AND SINKER

DECCA 30214 • 9-30214

A NEW WORLD OF SOUND
That Sensational
CARL PERKINS BOY
Has Done the Impossible Again
Another Double Sided
THREE WAY SMASH

The Billboard, Feb. 14, 1957

That Sensational
CARL PERKINS BOY
Has Done the Impossible Again
Another Double Sided
THREE WAY SMASH

YOUR TRUE LOVE

The Billboard, Mar. 2, 1957

THE TOP 100
For survey week ending February 20

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.

| No. 1 | 1. YOUNG LOVE | T. Hanrty, Dot | 1 |
| No. 2 | 2. TOO MEYER R. Pocket | 2 |
| No. 3 | 3. DON'T FORGET ME | B. Harmon, Del | 3 |
| No. 4 | 4. YOUNG LOVE | T. Hanrty, Dot | 4 |
| No. 5 | 5. AMOR | T. Hanrty, Dot | 5 |
| No. 6 | 6. BANANA BOAT SONG | T. Hanrty, Dot | 6 |
| No. 7 | 7. MARRIANNE | T. Gibson, Columbia | 7 |
| No. 8 | 8. DANCE THE BEAT | T. Hanrty, Dot | 8 |
| No. 9 | 9. BLUE MONDAY | B. Denison, Imperial | 9 |
| No. 10 | 10. MARRIANNE | T. Gibson, Columbia | 10 |

The Billboard, Mar. 2, 1957

DEAR D.J.'s:
"END OF A DREAM"
Do not record any "END OF A DREAM" songs. Always be sure to add "CONFIDENTIAL"

Thanks for your cooperation.
Sonny Knight

when answering ads...
Say you saw it in The Billboard
Billy Eckstine
Oh, My Pretty, Pretty/Blue Illusion 20-47-827

Del Wood
After Five/Rockin' 88 20-47-8017

Paul Evans
What Do You Know?/Dorothy 20-47-8006

Teddi King
Should I Ever Love Again/
A Ride on a Rainbow 20-47-6095

Eddie Heywood
Begin the Beguine/No Miracle Needed 20-47-6016

The Rhythm Rockers
featuring Chet Atkins
Tricky/Peanut Vendor 20-47-6008

The Ames Brothers
Did You Ever Get the Roses/
I Know Only One Way to Love You 20-47-6021

Ric Cartey
Heart Throb/I Wancha to Know 20-47-6028

Springing up on RCA Victor...8 big ones
Two Big Sides!

and his skiffle group

DON'T YOU ROCK ME DADDY-O

IT TAKES A WORRIED MAN TO SING A WORRIED BLUES

Cap to Bow 23 New LP Pkgs.

Cap to Expand With Prep

**Best Selling Sheet Music in Britain**

**For week ending February 14**


**New Releases**

1. **DON'T YOU ROCK ME DADDY-O** (London, Ltd.)
2. **GARDEN OF EDEN**-Frankie Vaughan (Philips)
3. **SONG IN THE NIGHT**-Bill Hay (Coral)
4. **DON'T FORGET ME**-Pat Boone (Columbia)
5. **TRUE LOVE**-Rita Hayworth (MGM Records)
6. **BLUEBERRY HILL**-Elvis Presley (Mercury)
7. **FRIENDLY PERSUASION**-Pat Boone (London)
8. **DON'T KNOCK THE ROCK**-Bill Haley and His Comets (DECCA, Vanguard Vaughan (DECCA))
9. **NECK DEEP IN THE BLUES**-Tommy Dorsey (Decca)
10. **YOUNG LOVE**-Jerry Lewis (Brunswick)
11. **EDUCATION WALL**-Ozark Mountain Chords
12. **NECK DEEP IN THE BLUES**-Tommy Dorsey (Decca)
13. **DON'T YOU ROCK ME DADDY-O**-The Vipers (Philosoph)
14. **STICKY OLD DOGS**-Edgar Bereal (RCA)
15. **DON'T OWNE ME A THING**-Sidney Ray (Philips)
16. **LONG TALL SALLY**-Neil Richard (London)
17. **THE MOOD OF LONDON**
18. **DUTCH SAP**
19. **CARIBBEAN BAY**

**Continued from page 19**

**Best Selling Pop Records in Britain**

**For week ending February 16**

This week printed the cover charts of the *New Musical Express*, published by the British Foremost Musical Publication.

1. **SOUTH FROST**
2. **GARDEN OF EDEN**
3. **SONG IN THE NIGHT**
4. **DON'T FORGET ME**
5. **TRUE LOVE**
6. **BLUEBERRY HILL**
7. **FRIENDLY PERSUASION**
8. **DON'T KNOCK THE ROCK**
9. **NECK DEEP IN THE BLUES**
10. **YOUNG LOVE**
11. **EDUCATION WALL**
12. **NECK DEEP IN THE BLUES**
13. **DON'T YOU ROCK ME DADDY-O**
14. **STICKY OLD DOGS**
15. **DON'T OWNE ME A THING**
16. **LONG TALL SALLY**

Cap to Expand With Prep

**Continued from page 19**

This week presented to have international distribution.

**To Headquarters in N. Y.**

The company has been established in New York and operate under the aegis of the firm's vice president of foreign operations. The firm's headquarters will be located in the same building as the company's administrative headquarters.

**Price Schedules for the New Label**

The price schedule for the new label will be competitive with the other indie labels it is being introduced.

**Regarding the formation of the new label, President Glenn Wallach declared, "The record industry continues to grow at an astounding rate. Capital has grown with it and we have further plans for expansion that will assure accelerated development. But, there is a limit to how many artists and..."**

**Notes**

You can issue on any one label. Another label was the obvious answer, and it is now being considered to make it a major label.

For the present, Capitol's artist and repertoire staff will produce material for Prep, in addition to their annual output for Capitol. New talent will be added to the Prep roster as it is found, in addition to the possibility that others presently on Capitol may be switched to the sister label. The pattern of subsidiary labels in the disk biz appears to be set for all intents and purposes. It seems to be the general consensus that the major disc companies have felt the bite of stiffened competition from other independent companies, particularly in the pop singles field. The line-up of major operating subsidiaries labels now reads: RCA Victor, Victor, Capitol; Columbia, Epic and Okeh, Decca, Coral, Capitol, RCA, etc. It seems that one label will be released immediately.
GREAT NEW HITS FROM Vik

JOE VALINO
sensational follow-up to "Garden of Eden"
"IN THE ARMS OF MY LOVE"
6th Street Music
37 W. 57 St., New York 19
VIK X/4X-0257
b/w...
"THE WIND IN THE RIGGIN"

GISELE MacKENZIE
An Inspiring Ballad of Faith
"HE KNOWS"
Spire Music, 2232 Vista Del Mar Place, Hollywood 28, Calif.
156 Charles St., New York
VIK X/4X-0249
b/w "HELLO, THERE"

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www.americanradiohistory.com
**RECENT POP RELEASES**

**Coming Up Strong**

The Billboard's weekly survey of top retailer sales lists indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard's best sellers chart.

1. **I Ain't Got No Home** - **Clarence Henry**  
   (BMI) Argo 5259

2. **Round and Round**  
   **Mi Casa, Su Casa** - **Perry Como**  
   (BMI) (ASCAP) RCA Victor 6815

3. **Your Wild Heart** - **Joy Layne**  
   (ASCAP) Mercury 71035

4. **I'm Stickin' With You** - **Jimmy Bowen**  
   (BMI) Roulette 4001

5. **I'm Walkin'** - **Fats Domino**  
   (BMI) Imperial 3428

6. **Almost Paradise** - **Rogers Williams**  
   (BMI) Kapp 175

7. **Gone** - **Ferlin Huskey**  
   (BMI) Capitol 3623

8. **Bad Boy** - **The Jive Bombers**  
   (ASCAP) Savoy 1308

9. **Party Doll** - **Steve Lawrence**  
   (BMI) Coral 01792

10. **Almost Paradise** - **Lou Stein**  
    (BMI) RKO Unique 393

---

**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.

**IM WALKIN'** (Beve, BMI)-Fats Domino-Imperial 5428—See this week's Rhythm and Blues Best Buys.

**ALMOST PARADISE** (Pre, BMI)-Rogers Williams - Kapp 175-3  
Altho the situation varies from territory to territory, from the over-all point of view, Williams has now moved ahead of the competition. This week his version appears on the Detroit territorial chart and was given high sales ratings in New York, Milwaukee, Chicago, Pittsburgh, Los Angeles and other cities. It has good chart potential. Flip side is "For the First Time" (Shapiro-Bernstein, ASCAP). Lou Stein's readin is the second best version nationally, and is very strong in certain areas (for example, Philadelphia).

---

**Review Spotlight on...**

**POP RECORDS**

**PAT BOONE** - Dot 15145  
I'M WAITING JUST FOR YOU  
(Wlad, BMI)

Pat Boone is hotter than ever these days, and his new platter should rack up some sizable sales returns for dealers. "I'm Waiting Just for You" spotlights a tender reading of a moving ballad with fine lyrics, while the flip, a bright happy rhythm tune with plenty of teenage appeal, is a natural.

**THE PLATTERS** - Mercury 71022
I'M SORRY  
(MCM)

The sales and play picture is as bright as ever for the Platter's latest release, which, again, should move out strongly in both pop and rhythm and blues fields. The group waxes with such emotional appeal on the effective ballad, "I'm Sorry," The flip, "Hey Mine" (Personality, BMI), spotlights Zeke Taylor as a part and personable lead vocal unit on a top-tempo ballad.

**BILLY HALEY AND THE COMETS** - Decca 30214
FORTY CUPS OF COFFEE  
(BMI)

**HOLE, LINE AND SINKER** (Valleymo, ASCAP)  
Haley rocks and rolls right along otherwise, and this flip is a solid commercial bet and loaded with play potential. Both tunes are hard-driving, rock rhythm items and Haley sports both with showmanship plus vocals. "Hole, Line and Sinker" is from his latest movie, which gives it added promotional value.

**FOUR ACES** - Decca 30212
YOU'RE MINE  
(BMI, MRI)

The Four Aces haven't had a big hit for a while, but their new platter could be the one to put them back in the top 10. They sell the powerful "You're Mine" (Personality, BMI) with a bit more of the Sitz-Mama Mama) (Vanguard, BMI).

**HARRY BELAFONTE** - RCA Victor 8930
MAMA LOOK AT BURU  
(Clae, ASCAP)

The market is loaded with Belafonte platters today (e.g., package of the 25 singles released last year, etc.), but this one is a strong bet to break out of the field. A deep yowl by a fiery lady on "Mama Look at Buru," an amusing calypso, is a similar version of the tune-tapped "Mama, Look-A-Bau-Bau" (Duckem, BMI).--is out on Columbia by King Flash and the Calypso Carnival. "Don't Ever Leave Me" is a lovely folk ballad, featuring a poignant reading by Belafonte.

**TONY BENNETT** - Columbia 45034
SOLD TO THE MAN WITH THE BROKEN HEART  
(Decca, BMI)

**ONE KISS AWAY FROM HEAVEN** (Bennett, BMI)  
Bennett has two excellent sides here which should be particularly strong along the jock circuit. He registers solely on "Seduced to the Man With the Broken Heart," an attractive ballad with effective lyrics. Flip, a romantic ballad, is handled an equally expressive vocal treatment and lush backing.

**EDDIE COCHRAN** - Liberty 53560  
SITTING THE BALLOON  
(BMI)

This one has plenty of teenage appeal and could move out right with easy. Cochran waxes with new style and power on "Sittin' the Balloon of Boredom". A lovely melody, "Dark Lonely Street" (Jackson, BMI).

**LITTLE RICHARD** - Specialty 508  
LUCILLE  
(BMI)

**SEND ME LOVIN'** (Venice, BMI)  
(Venice, BMI)

See listing under Review Spotlight on Rhythm and Blues Records.

**POP DISK JOCKEY PROGRAMMING**

**MARGARET WHITING** - Capitol 3608  
SPRING IN MAINE  
(E. H. Morris, BMI)

The girl with the velvet pipes has another wonderfully satisfying side. It's 10 years since her "Moonlight in Vermont" dishing, this could still be called a tailor-made follow up. The new Carmen Leigh, Steel Allen tune has an easy, luscious melody with lyrics to match and for the vast army of jocks who go for the Whiting gals, this is a natural for programming. Flip is "Tipsy Toe" (Meridan, BMI).

---

**Reviews and Ratings**

**CALYPSO CARNIVAL, KING FLASH**  
Mama, Looks for Boo Boo (Roo Boo Man)  
(COLUMBIA 45090)  
Slightly different version of this cute, uninhibited calypso, which is not in another version by Harry Belafonte. This one is more authentically styled, completely pure, and could easily earn a Bettecoo Belafonte's obvious advantage in the marketplace. (BMI)

**ZOMBIE, Sonny  
Back to Black, Back to Black**  
(Capitol 5090--A ballad on the fancy side, but very stylishly sold by the group. The beat is relaxed and easy-going. Backing builds solidly with strings and chorus. Should be a stay-away item and also be in demand on the retail level. (Duckem, BMI)

**Tiger Lilly**  
(Lily)  
75

The key sequence on a rhythmic item that was around a while back (Bobby Darin and others cut it). Beat is powerful,走势 effective, which is more of a specialty in the background by electric guitar, with little solid performance. (BMI & Range, BMI)

**CONNIE FRANCIS**  
No Other One  
(MC)  
12549

McGuff had her best platter to date in this officially appealing rock and roll ballad. She registers strongly with a new vocal style, suggesting a kidolet (Continued on page 37)
ANOTHER

Million Seller!

FABULOUS

Fats Domino

"I'M IN THE MOOD FOR LOVE"

and

"I'M WALKIN""

#5428
HAPPY 65503
I'VE
NEW BIRTHDAY SINGLES
LES
PEARL BROWN &
TO
IT
CORNELL
SENTIMENTAL SHANTY
BUBBLES
LEON WELK
BUBBLES IN THE WINE
— JOSEPHINE

65514 • PEARL BAILEY
TWO TO TANGO
— BIRTH OF THE BLUES

65502 • AMES BROTHERS
SENTIMENTAL ME — RAG MOP

65500 • JOHNNY LONO
HAPPY BIRTHDAY — I CAN'T TOWN

65590 • LES BROWN
I'VE GOTTEN MY LOVE TO KEEP ME WARM

NEW MEXICAN HAT DANCE

65516 • JON & SABRINA STYLER
HAPPY BIRTHDAY — I CAN'T TOWN

65516 • LES BROWN and MERRIE JEFFRIES
FLAMINGO — MIDNIGHT SUN

65511 • KAREN CHANDLER
Hold Me, Thrill Me, Kiss Me I'LL LOVE TO FALL ASLEEP

SILVER STAR SINGLES
All Time Best Sellers

65503 • TERRA BREWER
TILL I WAIT AGAIN WITH YOU

65591 • DON CORNELL
IT ISN'T FAIR

65511 • LAWRENCE WELK
BUBBLES IN THE WINE — JOSEPHINE

65514 • PEARL BAILEY
TWO TO TANGO
— BIRTH OF THE BLUES

65502 • AMES BROTHERS
SENTIMENTAL ME — RAG MOP

65500 • JOHNNY LONO
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HAG BAG: Andy Lane, KBEL, Phoenix, Ariz., writes: "I wish the record companies would apply readable labels to their LPs. When a label is in a hurry sometimes they have to omit certain albums from their catalog: then when you go to buy the album to appoint at small print in dark colors. Many a time a label has played the wrong cut on the air and it often is embarrassing. Maybe they could bond in much more glitz so something, etc."

Along the same lines, Bob Ritter, WRIG, Gainesville, Fla., notes: "On most record covers, including some LP's, the timing of each selection in the album is given—but not often enough. Why don't the record companies put the correct timing of each selection, where the tunes are listed on the back of the album cover?"

THIS 'N' THAT: Seventeen-year-old deejay Ken Chaffin, KTOP, Topanga, Kan., doubles between a nightly and-half-hour show, and his homework at a local senior school. . . . Staffer at KCLL, San Angelo, Tex. (no name signed to notes) reports on a morning show, featuring LP selections, incidentally they need a show which goes the way a jockey gives label name of each album and recommends it. The host at a local record store, the Rogers Company. . . . David Drisie, WPIC, Washington, "the station has had a "fah sho" "pop music only" program. Say he's bought a hillbilly music orientation a great many," Dick admits, "but the lines are so thin that all the big country tunes will may they do the show anyway."

GIMMIX: Jerry Chapman, WHB, Lebanon, recently conducted a listener contest on country and western star Eddy Arnold's new pop album. Chapman played a pop ballad from the LP and asked if anyone could identify the singer. To his surprise—and guest star—Arnold, not only called out the correct name of Jerry Reed!" Chapman, whose cartoons have appeared in top consumer magazines, is a record spinner at WFLII, Dayton, Ohio. He has started a new two- hour afternoon show, which is headed "strictly to teen-agers and features a club with official membership cards for "The Teen Beginners." Larry Ennis has left KFLY, Lafayette, La., to join Uncle Sam. . . . Ken Collins, KKZ, Houston, Texas, is now in Uncle Sam this month. He will serve a six months' tour of duty, then return to sell all night over KKZ. Meanwhile, he has transmitted voice tracks, which will be used on the show during his absence and one of his sponsors, Star Chevrolet, staged a week-long "Ken Collins Good Buy Sale."

Veteran sportscaster Bill Stenz turns deejay this month, with a daily 7-10 a.m. show over WINS, New York, starting February 25. The show, tagged "Contact," will combine news and ditties, with spot news coverage provided by Bob Burns. . . . Sammy Joy, WCLA, Petersburg, Va., has a jazz seg and weekend jazz wax. . . . Now the joy daddy is Wally Thoerston, KMHS, Vancouver, Wash., and Todd E. Another new jockey father is Bill Perkins, WCLN, Cincinnati, whose daughter, Roslyn Germania, was born January 26. Still another new jockey father is Gene O'Donnell, Madison, and his first Barbara paid a vacation visit to Manhattan last month.

Paul Drew, WHIS, Fort Worth, Mich., is now spinning ten daily from 3 to 6 p.m. and from 9 to 11 p.m., plus Sundays from 1 to 4 a.m. . . . However, another WILLS jack, Lou Chappell, reports that he handles the nightly 7 to 11 p.m. seg on the same station, so somebody must have their time schedules mixed up. . . . John Merrit, KSAL, Salina, Kan., is dancing a 55-minute seg of his daily two-hour afternoon show, "Teen Time," to interviewing teen-age guests in the studio. A panel of four high school students program disks for the show, and comment upon a new release each day.

Jerry Sanders, formerly with WOC, Davenport, Ia., has joined WMBO, Auburn, N.Y., as morning man with a four and a half hour show, plugged as "Alumnae." Alan "King Ko-Ko-Ko Kut" Saunders, WVJN, New York, has extended his new nightly "Carnival Show" to a full hour, after only three weeks on the air.

Soria Intros Opera Töne
NEW YORK — "Festival of Opera," a 700-page book containing the scores of 189 operas, has been published by Hanover House, Daniel Soria, president of Angel Records, wrote the introduction for the tome, which was authored by Faiin, W. Susan Chelsea.

The material, in the main, is that hitherto published in Soria's on his weekly radio program of the same name, which ran for five years over WOR.

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MARCH 2, 1957

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Around the Horn

Al Rogers, still presenting his legendary program, "Hootin' to Beat the Dance," over KCNC-TV, Amarillo, Tex., recently launched his own music publishing firm three years known as Angel Music. The new firm is on the drawing board with "Dance Crazing," and "Blue Yesterday." Rogers, who opened in the Spanish Band Dance nitty-gritty in Amarillo. . . .

Roy Goodspeed, Santa Clara, has pur chased an auto court just outside of New Westminster. B. C. Smith, of a local talent label as "Leave Me Alone and Let Me Be. . . . Brother, You're Nuts!" and "The Laughing Horse." bvs. his wife, staff and Boys (Don't Let Her Go).

On his appearance at Southside Armoury, Milwaukee, Feb ruary 17, Fee Wee King was awarded a plaque by Harold Beilin's new RCA Victor dis tributor, in celebration of his 10th anniversary celebrated with the Victor label. King's current release is "Sugar Bear" b/w. "Alone in a Crowd." Wade Ray resumes his entertainment duties at the Van Vay, Calif., Wednesday (27), after a one-month vacation trip to Mexico with his wife, Grace. Wade's new release on the RCA Victor label "When I Love You," which was originally published in 1912. Dee fery's latest release is a copy by writing to Del Ray, Wade's manager, at 135 E. Garfield Field Holly wood.

Andy Jackson and the Texased Canadians have an ex tended engagement at the Par amount Lounge, Cleburne, Tex., and are now touring under the direc tion of Mutual Entertainment Cor poration, Chicago, . . . Boy West port label, and have books on their books Kurt and Ken Bright Alcx Wayn e, Phyllis Gathier, Bill Mas den and Charlie Davis.

Stuart Herman has just kicked off a new hour-long, "Looking in Tune," just as billed as "This Ole House," on Channel 9, Los Angeles. Other regulars on the show, which has a situation touch, are Jimmy Hall and Buck Shureston. A guitarist is featured, formerly for several years on "Crani Cat Coppy," with his Arkansas Cotton Pickers, has just completed a twoweek tour through Southern Louisiana and Texas with Bill Bob Williams and His Texas Playboys. He is set to accompany the Willis group on an Eastern junket soon. Howard and His Cotton Pickers, with Nita Lynes as vocalist, make their home base Shreveport, La.

Bill Longley, operator of Round up Hall, Stanford, Tex., and formerly associated with the Miller Brothers' Band, has taken over the personal management of Jimmy Dean and the Melody Makers, currently on tour, have booked the Lone Star State. . . . Tommy Bell and George Peak have opened a booking office in Corpus Christi, Tex., under the title of Texas Talent. They have taken their personnel management on the Way West port label, and have books on their books Kurt and Ken Bright Alcx Wayn e, Phyllis Gathier, Bill Mas den and Charlie Davis.

Jeannie Taylor, well known in c&w, coccles as publicly weave and many, recently left Nash ville to settle down permanently in Denver, where she's keeping her hands busy by heron to music and promotion on some of the country talent playing thereabouts. Jeannie Taylor recently handled the personal management on Auty Janderson's "The Country Crackers," Bill Price and Bobby Simpson, are currently touring thru the area. Tennessee getting in on the RCA Victor fold. . . . Mertan, who left Kan sas and Missouri a year ago to settle in Phoenix, Ariz., to permit them to greatly improve their reactivated his Tex Records and Robbins Music Publishing Company, One of his tunes, "Tell Tall From Texas," has been recorded by Ralph Planagan and is in the lat st (Continued on page 92).
**Reviews of New C&W Records**

**JUSTIN TUBB**
I'm a Big New Star
DECCA 5292—A usual job, Tallie the "Vivacious" Jill Abrams gets another place of excellent material. Performance bears out the terms "big new star," though there might get a few more songs from Tallie the "Vivacious" Jill Abrams... (Tallie, NM)

**THE LITTLE MEGAN**
No Hesitate to Love Me in This Very Way
MAC WEIDMAN
Step It Up and Go
77
Well, they had a hit with this one and it was good, they should keep that going... (Mac Weidman, NM)

**BILLY WALKER**
Essentially for Fools
66
COLUMBIA 4186—Billy Walker has a most suitable sound and the main is a lyricist who has some serious trouble ahead. Billy Walker's eyes don't look so bad. This one is good.

**COMANCHE BROTHERS**
Make Your East
32
Billy's got plenty of spark here as he goes practically unperceptible on the classic Westerner and here is the flip, see what's going on here, and flip memory to have its last moment. (Comanche, BM)

**ANNIE BARNETT**
Ride the Wind
59
HICKORY 1920—This woman has a really nice country sound and it's her own... Solid tides and fulfills and the song is well thought out. A good one of the traditional type. (Gosling, BM)

**BILLY BARNETT**
One Day Nine Hours
13
TEN 169—There's a sentimental note in this one that would usually appeal to less than优质 listeners. An oldie, but this will send a few more over to that side. (Coronado, BM)

**YORK BROTHERS**
Blue River
45
A good selection of the usual type. The Lovers of Country, here's a chance to get in touch with what's ahead. (Gosling, BM)

**CLAUDE KING**
Run, Run, Run
85
The SHADOWS—This record has a lot of the usual type. Lovers of Country, this one is for you. (Shadows, BM)

**HERALD**
Not Sure of You
46
Charly Griff has been tagged as an R&B King of an effective Westerner. However, not strong (Charly, BM)

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**This Week C&W Best Buys**

Don't laugh (Acuff-Rose, BMI)—Louis Beckett—Capitol 3260—The major country markets have been doing solid business with this record, and it has now been reissued in a nice, still coming forward. The Nashville, Birmingham, Richmond, Atlanta and Nashville cities all have come thru with good to strong sales reports. Pick up for answer Walze (Acuff-Rose, BMI), a previous Billboard "Spotlight" pick.

**Review Spotlight on... C&W Records**

**WEBB PERRIE AND KITTY WELLS**
Can You Find It In Your Heart (Cedarwood, BMI)
Oh, see those years (Acuff-Rose, BMI), Dec 1973—The top of the country performers, both with many hits behind them, team up on this double-lyricate coming. The stars are at their best on the part of sentimental hits. They both here promise up as well. Neither of the sides measures up solidly. They can move.

**WEBB PERRIE**
Honky Teek Song (BMI)
Some Day (Cedarwood, BMI)—Dec 30325—Here are two contrasting but equally dangerous sides. On "Some Day," Perrier moves for the first time with a chord backing which provides some pop qualities. "Honky Teek" is a rockabilly and it really gets you.

**C&W Territorial Best Sellers**

For survey week ending February 20

C&W-Style songs are based on last week's music sales to country and western dealers and take less orders in each of the markets listed.

Birmingham

1. Walkin' the Line (Chesley, BMI), Dec, Oct. 78
2. Young Love, L. Jones, Cal., 1978
3. Singing the Blues, M. Robinson, Cal., 1976
4. You've Lost Your Heart, I. Smith, Cal., 1978
5. Got a New Heartache, M. Robinson, Cal.

Dallas-Forth Worth

1. I'm Lost (MCA, BMI), Vic., 1978
2. Young Love, L. Jones, Cal., 1978
3. You're the One, L. Jones, Cal., 1978
4. Too Many Times, L. Jones, Cal., 1978
5. I'm Lost, L. Thee Love, M. Robinson, Cal.

Memphis

1. Your Ways of Life (TNT, BMI), Vic., 1978
2. I'm Lost, J. Judge, Tenn., 1978
3. I'm Lost, L. Thee Love, M. Robinson, Cal.
4. Gee, H. Harlin, Cal., 1978
5. I'm Lost, M. Robinson, Cal.

Memphis

2. I'm Lost, J. Judge, Tenn., 1978
3. I'm Lost, L. Thee Love, M. Robinson, Cal.
4. Gee, H. Harlin, Cal., 1978
5. I'm Lost, M. Robinson, Cal.

Grooving Goal (Continued on page 39)
THREE Big Ones in a Row
The fastest breaking one yet
for

JOHNNY HORTON

(The Honky Tonk Man)
singing

I'M COMING HOME
b/w
"I GOT A HOLE IN MY PIROGUE"
COLUMBIA #40813

FROM THE BILLBOARD'S JANUARY 5, 1957, ISSUE:

Review Spotlight on...
C&W RECORDS

JOHNNY HORTON

I'm Coming Home (Golden West) Scarlet (Barnes) C&W-

I Got a Hole in My Pirogue (Cedarwood, BMI)-Columbia 40813: The singer who had a big one in "The Changing Hour" has now appeared in "I'm Coming Home" that could give his biggest record to date. He is cast in a pounding "down home" blues type of song that gives the blood and shines right here. Horton's vocal against the rugged backing makes a terrific impression. "Pirogue" is a rhythmically type novelty of great appeal. It's hard to see why the song can't become a gold mine.

FROM THE BILLBOARD'S FEBRUARY 9, 1957, ISSUE:

This Week's C&W Best Buys

I'm Coming Home (Golden West) Scarlet (Barnes) C&W-

C&W Best Sellers in Stores

For survey week ending February 20

RECORDS are marked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of Capitol through national with a high volume of sales in country and western records. When significant sales are reported on both sides of a record, points are given to both sides. Where applicable, market's top 20 are listed here, but both sides are listed in bold type to the leading side only.

1. YOUNG LOVE (BMI)-S. James...
   10
   You're the Reason (BMI)-Cap 2660

2. THERE YOU GO (BMI)-J. Cash...
   9
   Train of Love (BMI)-Sun 238

3. SINGING THE BLUES (BMI)-M. Robbins...
   8
   I'm Sorry (BMI)-Cap 2660

4. I'M TIRED (BMI)-W. Pierce...
   8
   It's My Way (BMI)-Dec 2015

5. KNEE DEEP IN THE BLUES (BMI)-M. Robbins...
   5
   Same Two Lips (BMI)-Cap 40815

6. I'VE GOT A NEW HEARTACHE (BMI)-R. Price...
   5
   Wasted Words (BMI)-Cap 4092

7. TOO MUCH (BMI)-E. Presley...
   4
   Playing for Keeps (BMI)-Vic 20458

8. CRAZY ARMS (BMI)-R. Price...
   4
   You Don't Know Me (BMI)-Cap 2615

9. I WALK THE LINE (BMI)-J. Cash...
   3
   I'm Losing You (BMI)-Sun 25

10. AM I LOSING YOU (BMI)-J. Reeves...
    3
    Wild Cat for a Train (BMI)-Vic 30548

11. GONE (BMI)-E. Hunkley...
    3
    Missing Person (BMI)-Cap 2401

12. WALKIN' AFTER MIDNIGHT (BMI)-P. Cline...
    3
    Poor Man's Rose (ASCAP)-Dec 2015

13. I MISS YOU ALREADY (BMI)-F. Young...
    3
    I've Gotta Love Songs Before It's Too Late (BMI)-Cap 2411

14. SEARCHING (BMI)-K. Wells...
    3
    I'd Rather Have You (BMI)-Vic 3504

15. YOU CAN'T HURT ME ANYMORE (BMI)-C. Smith...
    3
    That's the Way I Like You (BMI)-Cap 40821

Most Played C&W in Juke Boxes

For survey week ending February 20

SHIDES are ranked in order of the greatest number of plays on disc jockey radio stations throughout the country according to The Billboard's weekly survey of disc jockey stations in all key markets.

1. YOUNG LOVE (BMI)-S. James...
   11
   You're the Reason (BMI)-Cap 2660

2. THERE YOU GO (BMI)-J. Cash...
   9
   Train of Love (BMI)-Sun 238

3. SINGING THE BLUES (BMI)-M. Robbins...
   8
   I'm Sorry (BMI)-Cap 2660

4. I'M TIRED (BMI)-W. Pierce...
   8
   It's My Way (BMI)-Dec 2015

5. KNEE DEEP IN THE BLUES (BMI)-M. Robbins...
   6
   Same Two Lips (BMI)-Cap 40815

6. I'VE GOT A NEW HEARTACHE (BMI)-R. Price...
   5
   Wasted Words (BMI)-Cap 4092

7. TOO MUCH (BMI)-E. Presley...
   5
   Playing for Keeps (BMI)-Vic 20458

8. CRAZY ARMS (BMI)-R. Price...
   5
   You Don't Know Me (BMI)-Cap 2615

Most Played C&W by Jockeys

For survey week ending February 20

SHIDES are ranked in order of the greatest number of plays on disc jockey radio stations throughout the country according to The Billboard's weekly survey of disc jockey stations in all key markets.

1. YOUNG LOVE (BMI)-S. James...
   11
   You're the Reason (BMI)-Cap 2660

2. THERE YOU GO (BMI)-J. Cash...
   9
   Train of Love (BMI)-Sun 238

3. SINGING THE BLUES (BMI)-M. Robbins...
   8
   I'm Sorry (BMI)-Cap 2660

4. I'M TIRED (BMI)-W. Pierce...
   8
   It's My Way (BMI)-Dec 2015

5. KNEE DEEP IN THE BLUES (BMI)-M. Robbins...
   6
   Same Two Lips (BMI)-Cap 40815

6. I'VE GOT A NEW HEARTACHE (BMI)-R. Price...
   5
   Wasted Words (BMI)-Cap 4092

7. TOO MUCH (BMI)-E. Presley...
   5
   Playing for Keeps (BMI)-Vic 20458

8. CRAZY ARMS (BMI)-R. Price...
   5
   You Don't Know Me (BMI)-Cap 2615

9. KNEE DEEP IN THE BLUES (BMI)-M. Robbins...
   4
   Same Two Lips (BMI)-Cap 40815
**R&B Best Sellers in Stores for survey week ending February 20**

RECORDS are ranked in order of their greatest number of plays in R&B stores throughout the country. The Billboard weekly survey of operators using a high proportion of rhythm and blues records. The small operators are reported with a dash (-) in this publication. The operators are arranged in alphabetical order on the chart. In each case, both sides are listed in the title field, the leading side first.

**This Week's R&B Best Buys**

**I'M WALKIN'** (Revee, BMI)-Fats Domino-Imperial 5428-Dominio's next to be released, is 'been-at-not over all, Pop and R&B buyers will be looking for these new sounds. In the case of Domino's week's sound, it 'in the Mind for Love' (Robinson, ABC) may only be a side, because it is being released through Speciality just for the purpose of releasing Domino's new sides.

- **IS THERE A BIAS** (Tampa, BMI) - L.J. Hunter-
- **STAND** (Tampa, BMI) - S. Brown-
- **TRULY LOVING** (Tampa, BMI) - Fats Domino-
- **UPPER** (Tampa, BMI) - L. McPhatter-
- **ALL NIGHT** (Tampa, BMI) - J. Brown-
- **SHADIES** (Tampa, BMI) - J. Brown-
- **TRULY LOVING** (Tampa, BMI) - Fats Domino-
- **UPPER** (Tampa, BMI) - L. McPhatter-
- **ALL NIGHT** (Tampa, BMI) - J. Brown-

**FOOLS FALL IN LOVE** (Tiger, BMI)-Drifters-Atlantic 1123—This is the first fast starter for the group, it has been building gradually, and now is settling up as a real threat. These are North and South, and a lot more can be expected of this disk. It is a "It Was a Tea" (Progressive, BMI).

**Review Spotlight on...**

R&B RECORDS

**THE BLATTERS**

I'm Sorry (Alagossie, BMI)-Mercury 71032—See listing under Juke Box titles.

**LITTLE RICHARD**

Lucille (Venice, BMI) Serves a real purpose for Specialty 598—The first disk by the dynamic style in weeks looks like a good double side. This is an outsize, wild, dancing vehicle for Richard.

Ain't That Love (Imperial, BMI)—R. Charles-

I Want to Know (Atlantic 1124-

**R&B BINGO**

Rock & Doggett-

Blues Licks (King 7002—

**GIRLS CAN'T HELP IT** (ASCAP)-Little Richard-

All Around the World (BMI)-Specialty 391-

**Most Played R&B in Juke Boxes for survey week ending February 20**

R&Biders are ranked in order of the greatest number of plays on disk juke boxes through the country. The Billboard weekly survey of operators using a high proportion of rhythm and blues records. The small operators are reported with a dash (-) in this publication. Operators are arranged in alphabetical order on the chart. In each case, both sides are listed in the title field, the leading side first.

**This Week's R&B by Jockeys**

R&Biders are ranked in order of the greatest number of plays on disk jockey radio stations throughout the country. The Billboard weekly survey of top disk jockey shows in all major markets.

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**Reviews of New R&B Records**

**OSS WILLIAMS**

**BLACK JACK MCMILLEN**—BMI—The King of the Hill is here again, with "I'm Gonna Be a Millionaire." This is a smash hit that should do well. The song is a good one and the vocals are strong.

**REGGIE GUNTER**

**SUGAR HILL**—BMI—"I'm Feeling Confident" is a fine little number that should do well. The vocals are strong and the song has a good beat.

---

**A BOMBSHELL**

**GUIDED MISSILES**

**THE CUFF LINKS #409**

**EXPLODING IN N. Y., PHIL., L. A., S. F. AND N. J.!!**

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**Why Do You Have To Go**

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Chicago Phone: A.1. 5-6141
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Unsurpassed

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Indio Annual Tabs
84,000 in Five Days

INDIO, Calif.—Riverside County Fair and National Festival chasers have big new plans for the sale, which will be held Thursday (20), first five of its six daily sessions. The show is expected to turn out more than 20,0005 attendance, and cross-country, then

Chasers have big new plans for the sale, which will be held Thursday (20), first five of its six daily sessions. The show is expected to turn out more than 20,0005 attendance, and cross-country, then

the annual run this year, the figure for the first five days was said to be up to expectation.

The event featured a National Home Show with corned races, both proven attractions for eight days, from opening Saturday (18). The

Bingo Nearing
Ballot Status
In New York

NEW YORK—Chances are ex-
ey will be held for the first time this amount that appeared as a very- 

The nation's largest over- 

mature and veterans have not yet decided what to be held on Sunday (18), depending on the size of the- 

George Helter supplied them for the running and the bet- 

and "Dancing With Waters" in the third annual meeting, Floyd Osdor, manager of the Waters unit, has added new music as well as a lighting system. The attraction closed at its location with the promenade with a 90-cent ad-

The mid-afternoon "Arabian Stage Show" was presented by the first annual event on closing day. Helter also presented his "Animal Menagerie", discounting for the first time an annual event that was a very- 

The 1956 show was a big one, and the volume of the Nations will have been increased to more than double.

"Among those who attended be- 

the officers named above were Dumas, R. P. Hubbard, John Libby and Harold Johnstone, all of St. Paul; Lloyd Cunningham, Iowa State Fair; Don McInray, Ed Schelsa, Nebraska State Fair, Lincoln; Colby Ford, Missouri State Fair, Sedalia; Clark E. Miller, Indiana State Fair, Indianapolis; B. E. Holland, Illinois State Fair, Springfield; Pete Baker and Dick Sonnu, Oklahoma State Fair, Oklahoma City; James P. Stewart, Missouri State Fair, Fulton; D. R. Estgers and Paul Kirkendoll, State Fair; Hottel; Clarence Grant, St. Louis County Fair; Bob Johnson, Smith County Fair, Kansas City; Group, Kansas City Free Fair, Muskogee.

Attractors, representatives, car-

nival agents and suppliers present included San Juan, L. C. Swafford, and Fred H. Kressen, Barnes-Carvelle Enterprises, E. F. and Coates, Music Corporation of America, (Continued on page 60)

TROOPER TRiumPHS

Carnivals Put Roberta Sherwood
On Way to Record Club Success

CHICAGO — Darling of the columnists, favorite of the night clubs, Roberta Sherwood is a pin-up at a peak of fame and fortune. Her road to stardom started with child- 

The bouncy-voiced singer of pop-

of the year, but that is not just due to the fact that her show is a success and a success. She has been on the run for a year and a half, leading a

the day. She was Bob Sherwood, whom old-time carnival backers de-

building for Fun Hints
$100 Mil Annual Pace

WASHINGTON — Since 1935, there has been no carnival that had a valid claim to be national backing autho-

The figures are revealed in a State-by-State permit ac-

The entries are for the Gurney, which is the only known national permit activity by the U. S. Department of Labor's Bureau of Statistics.

They show that amusement con-

contracts last year kept pace with 1935, with some $100,000,000-

Building for Fun Hints
$100 Mil Annual Pace

WEST SPRINGFIELD, Mass.—Bob Hope will have to play his best hand yet to headline the Coliseum show at Eastern States Exhibition here, September 24, 1956.

Hope will be supported by the 10-piece Inter-City Band, and will take up an hour and a half of the show.

Contracts were signed last week. Hope is known to be negotiating with another manager, directly with Hope and his

Manager Jack Reynolds is con-

trived and would be a full day before the grandstand, it is under-

There has been no admission price set yet for the Hope show. The Coliseum seats $2.50, $1.50, and $1.00.

Hope will be presented for two shows a day, and will be nightly, on Saturday for a total of eight shows in seven days.

This year's fair theme will take the form of a salute to the Air Force, all 1957 Meteors.
**NEW MIDWAY ATTRACTIONS!**

**CRAZY HOUSE!**

This new, modern Fun House has a complete set of every trick and game a fun house could offer. It will capture the imagination of the little and big boy in every one. Featuring a giant golden wheel turning with its own steam-driven motor, a huge slide, a giant maze, and a number of other tricks. Open daily from 10 A.M. to 10 P.M. (in addition to the regular fair hours.)

King Amusement Co., Inc., P. O. Box 38, Detroit, Mich.

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**Novel Features Attract**

**At New York Sports Show**

NEW YORK—A wider range of sports than was ever seen before is possible this year's National Sports and Vacation Show, held for the first time in the new Coliseum. There were two trout tanks in operation by the Berkley Trout Farm, one on each of the floors occupied by the aquarium. New this year was the Schenley Showcase exhibit, consisting of a pair of semi-tracks which crossed at the sides, providing a huge room for viewing both sides. Educational displays of the brewer's art.

Phillip Morris had its sports theater in one. This consists of a series of color films in sound on a variety of outdoor subjects, such as hunting and fishing. It offered a popular haven for foot-sore shoppers.

In addition to the trout tanks, two revenue-producing diners featured gabling and archery ranges. The golf unit had short-range driving lanes, with balls aimed at clear plastic backboards. Price was 25 cents a pull, and prices were available on a time fee basis. Archery also had teaching available. For those get an eight-dollar pass for 25 cents. Unit was sponsored by the New York State Field Archery Association.

**Country Store Showed**

A good crowd pulled was the exec, to a band of continuous demonstrations. In the pattern in line for a popular old-fashioned country store attendant by men in old-fashioned clothing, to be used for display facilities. Maine's large-scale trout stream was just outside the store, and display attention with its continuous wa-

Seagram's and True magazine combined to present a revolving glass case containing historical figures. Recorded description was handled continuously till a bank of telephones sat on the counter around the display case.

Dave Irwin had his Edimor village and husky dogs on display.

---

**Vast Midway Slated for Brussels Fair**

NEW YORK—Plant are not yet on view at the Brussels Universal Exposition of 1958, but government officials intend to provide the most and most varied fun area ever as-

Governments of the world are offering millions of dollars to their state exhibits, with the United States appropriating far over the 1,000,000 mark for its participation in an effort to outline Soviet Russia.

The fair will be held at Heysel, on a hillside site used for a similar purpose 22 years ago.

The pavilion, in addition to providing space for the year-round events, include a multitude of accommodations for visitors. Thousands of rooms are being lined up in residences, in addition to small commercial boarding houses, and camping grounds are being organized. A motel is under construction and a group of organiza-

The opening problem was to come up with the right kind of amusement for the opening. To be called the Brussels Universal Exposition, the fair was held at a site used for a similar purpose 22 years ago.

CNE Project

**Includes New 1,325-Seater**

TORONTO.—A 1,325-seat outdoor show will be part of the Canadian National Exhibition's new Women's Building, now under construction.

Building is scheduled for completion by the end of this year. The 1,325-seat section will be part of the CNE grandstand show and former home of famous Ladies Canadian Corporation.

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**ROPE BIGGER SALES**

**RESULTS thru The Billboard's**

**SPRING SPECIAL**

**featuring the 1957**

**OUTDOOR AMUSEMENT DIRECTORY**

- Pre-Issue Circulation Promotion
- Important Lists, Statistics and Special Articles
- 7,000 EXTRA Newsstand Distribution
- BIG reference guide edited and published EXCLUSIVELY for All Outdoor Showbusiness

**Write Today for More Details!**

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**Buckaroo Unit**

**Is Buckboard With Motor**

VILLA RICA, Ga.—Latest en-
try in the ride field is a Georgia concern, Production Engineering, with its 300 Horsepower Buckboard for kiddies and adults.

The buckboard is powered by a gasoline-powered car which has a canted radiator, but exposed boat-

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**CNE Project**

Includes New 1,325-Seater

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**5017**

**MERRY-G-ROUNDS, TRAINS, KIDDIE RIDES**

Complete line Write for catalog and prices. The B. E. H. Ewart Company, 2424-2426 West Belvidere St., Chicago, Illinois.

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**ELI BRIDGE COMPANY**

Kansas City Avenue, Kansas City, Missouri.

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**ROLLING COASTERS**

"WILDMOUSE" 4. A. SCHIFF & ASSOCIATES, INC.

1223 N. Second ST., Chicago, Ill. 5042 Chicago Ave., Chicago, Ill. 5042 Chicago Ave., Chicago, Ill.

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**5017**

**MERRY-G-ROUNDS**

117 N. First St., St. Cloud, Minn. 305 7th Street, Chicago, III. 5042 Chicago Ave., Chicago, Ill.

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**HARRIS POPCORN COMPANY**

4760 W. 87th Street, Chicago, Ill.

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**TIVOLI FIREWORKS**

326 W. Washington St., Chicago, Ill. 326 W. Washington St., Chicago, Ill. 326 W. Washington St., Chicago, Ill.
SOLICITS BUSINESS FROM BUSINESSES, NEW & RESTORING. 1945 Second Ave., Des Moines, Iowa

THERE, INC.

Lewes, Delaware

MERRY-Go-ROUNDS
1987 American Carousel in 2 standard sizes:
40 ft. diameter, 24 ft. diameter. 40 or 22 stalls, 18 or
20 ft. larger stalls on mental when ordered. Whirligig, Laufmaschine, Pisa Wheel, Airplane Ride, Water Slide Ride.

TAKES VARIOUS MACHINES FOR VARIOUS CITIES.

THORNTON STEAM TRAINS
For Fair-Kiddieland. New and Reconditioned.

ROUND-UP

FRANK HRUBETZ & CO.

1800 & 12th St., Des Moines, Iowa

PHONE EM 3-7417

A new in born the PUMP-IT Hydraulic Ride at the Baby's Fair. Help keep the White City clean.

OTTAWAY AMUSEMENT CO.

604 N. W. Francis, Wichita, Kansas

Mrs. Max Travers-Handroom.

KIDDIE RIDES

ROY SMITH CO.

368 Park St., Jacksonville, Fla.

Copyrighted material
From Carnivals to Stardom

KANSAS CITY, Mo. — Wisconsin Shoreline Showman, the waltzer, has decided to continue in business. He expects to take the 18th annual edition of the CAC-Hamid and Al Martin agencies. First attraction, to open Saturday, June 13, for performances at 4 and 8 p.m., will be the Fairland Highs.

Other acts will perform Monday night, the third of the month in the Skyline Tower, high wire; 9, Irish Umbrella, 10, Three Laughers, 13, T. L. Leary, 23, Argenitin, acrobat; 30, Vidal's. Among the acts in the Bronco, breakaway swallow, 13, Jack Joyce's Canaries; 30, Dalton and Dinah, comedy of costumed characters, 17, Sensational Albon, swallow.

Show Boat Park
Plans New Theme
WEBSTER, Mass. — Show Boat Park here is displaying its annual Ranch show, a 1929 fixture, and this season will open a new show called "Old Mill Inn Towne," Country and Western Style.

Ernest L. Walls, park owner, regretted that they will open May 19. New concession stand and new roads are being built. There will be a Kiddie Land and a 1,000-foot foot race along Route 16 to Boston and along Route 64, 1,000 cents.

New show will carry out the theme of the show with decoration of an old mill at the main entrance and others at both the inside and outside show. ShowmanImbs will profit handsomely, will be the old miller and undertaker.

San Antonio Expo
Hikes Attendance
SAN ANTONIO — Between 165,000 and 170,000 persons attended the opening day of the San Antonio Livestock Exposition, on its inaugural of about 12,000 and the 1056 attendance, exposition officials estimated. Show president R. E. DiBella, member of the San Antonio Stock Show and R. J. Freeman estimated that between 105,000 and 110,000 fan saw the rodeo this year, compared to 100,000 in 1956.

Virgil Miller

50% GATE Hike
BY WIS. STATE

There was another circus stunt about 1923, and she did iron jugs, ladles and saucers. After that, she didn't recall the title. About that time they were working with a Max Wild West, with Roberts, a very tough riding and hearing her knock the tooth out of a Mexican. He recalled that they were working with the Great Happy Trails, Johnny J. Wells, with the Great American Shows. Wells, remembers, was due to higher operating costs.

Conneaut Lake Lists Acts

CONNEAUT LAKE, Pa. — Circus acts have signed for 10 weeks, starting June 23, by Conneaut Lake Enterprises. The acts include: G. A. Hamid and Al Martin agencies. First attraction, to open Saturday, June 13, for performances at 4 and 8 p.m., will be the Fairland Highs.

Other acts will perform Monday night, the third of the month in the Skyline Tower, high wire; 9, Irish Umbrella, 10, Three Laughers, 13, T. L. Leary, 23, Argenitin, acrobat; 30, Vidal's. Among the acts in the Bronco, breakaway swallow, 13, Jack Joyce's Canaries; 30, Dalton and Dinah, comedy of costumed characters, 17, Sensational Albon, swallow.

Show Boat Park
Plans New Theme
WEBSTER, Mass. — Show Boat Park here is displaying its annual Ranch show, a 1929 fixture, and this season will open a new show called "Old Mill Inn Towne," Country and Western Style.

Ernest L. Walls, park owner, regretted that they will open May 19. New concession stand and new roads are being built. There will be a Kiddie Land and a 1,000-foot foot race along Route 16 to Boston and along Route 64, 1,000 cents.

New show will carry out the theme of the show with decoration of an old mill at the main entrance and others at both the inside and outside show. ShowmanImbs will profit handsomely, will be the old miller and undertaker.

San Antonio Expo
Hikes Attendance
SAN ANTONIO — Between 165,000 and 170,000 persons attended the opening day of the San Antonio Livestock Exposition, on its inaugural of about 12,000 and the 1056 attendance, exposition officials estimated. Show president R. E. DiBella, member of the San Antonio Stock Show and R. J. Freeman estimated that between 105,000 and 110,000 fan saw the rodeo this year, compared to 100,000 in 1956.

Virgil Miller

Continued from page 63

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From Carnivals to Stardom

KANSAS CITY, Mo. — Wisconsin Shoreline Showman, the waltzer, has decided to continue in business. He expects to take the 18th annual edition of the CAC-Hamid and Al Martin agencies. First attraction, to open Saturday, June 13, for performances at 4 and 8 p.m., will be the Fairland Highs.

Other acts will perform Monday night, the third of the month in the Skyline Tower, high wire; 9, Irish Umbrella, 10, Three Laughers, 13, T. L. Leary, 23, Argenitin, acrobat; 30, Vidal's. Among the acts in the Bronco, breakaway swallow, 13, Jack Joyce's Canaries; 30, Dalton and Dinah, comedy of costumed characters, 17, Sensational Albon, swallow.

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NEW DEVELOPMENTS:

Self-Contained Snow Cone Unit Unveiled

KANSAS CITY, Mo.—A new snow cone machine, said to be the only self-contained unit on the market, has been introduced here. The machine is a large, rounded ice-churn that holds 1,000 pounds of ice in its ice chest, the manufacturer points out. The machine is constructed of steel and is entirely self-contained, which is electrically-operated, will shave fine or coarse ground ice at 2,100 revolutions per minute. The unit is stored in a large ice pan at the back of the machine. The ice machine is located underneath the large ice pan for ice bins.

Chicago...

CHICAGO—Popcorn will get bigger this summer. The machine that is to be used this year, according to plans of the managers of the city's leading restaurants here, is the Popcorn Institute. Popcorn Institute, Inc., its executive director, said that the Institute will be a venture in popcorn consumption.

POPcorn Assn.

Launches Big Sales Drive

The Popcorn Assn., Chicago, is putting on a big sales drive this year to increase the consumption of popcorn. A new machine that is to be used this year is the Popcorn Institute. Popcorn Institute, Inc., its executive director, said that the Institute will be a venture in popcorn consumption.

Cotton Candy

A new cotton candy machine has been introduced by the American Cotton Candy Supply Co. The machine is a large, rounded ice-churn that holds 1,000 pounds of ice in its ice chest, the manufacturer points out. The machine is constructed of steel and is entirely self-contained, which is electrically-operated, will shave fine or coarse ground ice at 2,100 revolutions per minute. The unit is stored in a large ice pan at the back of the machine. The ice machine is located underneath the large ice pan for ice bins.

NEW PRODUCTS:

GOLD MEDAL LINE

The new Gold Medal line of cotton candy machines is now available. The line includes the Gold Medal, a large, rounded ice-churn that holds 1,000 pounds of ice in its ice chest, the manufacturer points out. The machine is constructed of steel and is entirely self-contained, which is electrically-operated, will shave fine or coarse ground ice at 2,100 revolutions per minute. The unit is stored in a large ice pan at the back of the machine. The ice machine is located underneath the large ice pan for ice bins.

EASY PAYMENT TERMS

The new Gold Medal line of cotton candy machines is now available. The line includes the Gold Medal, a large, rounded ice-churn that holds 1,000 pounds of ice in its ice chest, the manufacturer points out. The machine is constructed of steel and is entirely self-contained, which is electrically-operated, will shave fine or coarse ground ice at 2,100 revolutions per minute. The unit is stored in a large ice pan at the back of the machine. The ice machine is located underneath the large ice pan for ice bins.

ELECTRIC CANDY FLOSS MACHINE

A new electric candy floss machine has been introduced by the American Candy Supply Co. The machine is a large, rounded ice-churn that holds 1,000 pounds of ice in its ice chest, the manufacturer points out. The machine is constructed of steel and is entirely self-contained, which is electrically-operated, will shave fine or coarse ground ice at 2,100 revolutions per minute. The unit is stored in a large ice pan at the back of the machine. The ice machine is located underneath the large ice pan for ice bins.

PROFITABLE CANDY BUSINESS

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Carpenter—Charles P., 68, billboarder for West Coast Showmen, died in Calistoga, Calif., of a heart attack. Born in Melrose, Minn., he had been with the Miller-Kreutzer organization for a number of years and had lived in California and the Pacific Coast Showmen’s resort, Los Angeles.

Jeffords—Milton K., 85, midway secretary of Orange-

burg County (SC) Fair since its inception in 1910, in Orange- burg Regional Hospital December 17. (Greenville Fair section)

McDonald—J. A., 57, for the past seven years general agent of the Victory Exposition Shows, February 18 of a heart attack in Iowa Park, Tex. He spent 30 years in outdoor show business as agent and concessionaire with carnivals. Survived by a son, Michael.

Moeller—Art, 69, owner and manager of a burlesque theater, of a heart attack while driving his car in Commerce, Tex., February 20. He had been a member of the A. M. for more than 15 years. Moeller formerly managed the Star & Garter Theater, Chicago, from 1927 to 1929, and from there to the Colonial Theater, New Orleans, and for the past seven years he managed the Sycamore showboat. He was involved in recent years in his operation of drive-in theaters in various areas of Wisconsin. At the time of his passing he ran the Capitan City Circle, Commerce, in partnership with R. C. Vaughn, and another drive-in. Survived by two sisters and a son, Sunny. Efforts are being made to locate the latter.

Monroe—Edgar (Slim), 54, former piano player, who made good for a few years with a number of circuses, carnivals and the incline of "The Dazzle," "Knullinum," "Wolfe Bros." and Tom Kelly shows, February 16 in Indianapolis. Services and burial February 10 in Columbus, Ind.

Schaaf—Fred, 46, midget entertainer known as "Squib," recently at her home in Yardley, Pa., February 2. He had followed in operation several circuses and carnivals. Surviving are two daughters and a sister, Burford in New York.


In loving memory of

Harry Santly

Passed away Feb. 25, 1955

Helene

Our thanks and deep appreciation

to our friends everywhere for the many messages of condolence and beautiful floral offerings on the passing of our beloved

Glady's

Jerry and Danny Mackey

W. L. Meredith and family

The Final Curtain

Woodland Fair

Jeannette Manor, 64, a former star of the A. M., died February 18 in a hospital in Los Angeles. She had been with the firm from 1923 to 1936, and had also been a member of the American Showmen’s Association for many years.

Andrews & Auditors

Oakland Points Up Import

Of Culture-Building Link

By TOM PARKINSON

Civic leaders of Oakland, Calif., recently assembled at a banquet in Oakland Auditorium for ceremonies in which the city was presented the All-American City award by the National Municipal League. Here is a covered walkway for the carriages to prepare the 1,255 guests. Thus a municipal auditorium served its basic function as a gathering place for civic affairs. Oakland was cited for its civic progress, its airport and school improvement, its programs for parking, traffic and other problems.

Oakland Auditorium also contributed toward the winning of the award. The city’s new auditorium was a cultural program which included a Japanese Festival. Building Manager Lin Lueddeke, director of the facility, with strong social and civic backing, started a chain reaction.

In preparing the Auditorium at the time and found it did not measure up in some respects to their desires for the festival. First result was a city appropriation for temporary repairs and improvements in time for the festival. This was recognized by the staff as a step-up goal that pointed out needed for permanent and extensive modernization. Result was a $200,000 modernization program. This was presented and approved for the 1956-57 fiscal year. (Seeerts, “Spending the new seats, new carpeting, new stage curtain, and much in the way of reconditioning and electrical changes.

The improvements, Lueddeke states, are indicative of the spirit which the city has for its community. The total cost for Oakland’s was $17,000.

In the city auditorium, which is used for city-wide events of all sorts, is a 1,000-seat auditorium.

It is almost impossible for any community to quickly its cultural affairs without an adequate city auditorium. To the city auditorium is a necessity for its importance among the cities across the country the many fine auditoriums.

A thorough modernization plan made possible the improvement at Oakland Auditorium and that, in turn, is bringing more similar events to the building. One of the first of these bookings was the Travelers Insurance Company’s convention to be held May 17. If the auditorium points out, it is a spiral that benefits city auditorium and the commercial business in the auditorium business field.

Weather Good

For Shipstad

Boston Owner

BOSTON—Shipstad & Johnson’s first day began the 13-Day stand at the 14,000-seat Boston Garden with the 19 performances for claiming an advance of close to $200,000. Box office Sunday (24).

"Ice Capsule" ran for 17 days closing January 13. The weather put the "Ice Capsule" a little behind last year’s efforts. The movie drawn from the film "Ice Capsule." Three and a half weeks later, February 19, Washington’s Berkeley Pantages ran from $1.33 thru $4.75.

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Carnival Routes lead to 2160 Broadway St. Cincinnati 22, O.

\begin{itemize}
  \item All Valley-Palmer, Tex. \hspace{1cm} March 12, 23, 24, 30
  \item Atlantic-Pacific Shows, Inc. \hspace{1cm} March 14, 15, 19, 21, 22
  \item Bailey's Showplace, Chicago \hspace{1cm} March 20-25
  \item Blue Bell Gardens, Allentown, Pa. \hspace{1cm} March 23-30
  \item Boettcher's Gardens, Durango, Colo. \hspace{1cm} March 23-25
  \item Bridal Showplace, Dallas \hspace{1cm} March 24-27
  \item Elks Lodges, Allentown, Pa. \hspace{1cm} March 28
  \item Fogg Brothers, New York \hspace{1cm} March 28
  \item Ford-Atwood Gardens, Phoenix \hspace{1cm} March 29
  \item Herndon Gardens, Washington \hspace{1cm} March 25-28
  \item Lee Bros., P.O. Box 748, McCall, Idaho \hspace{1cm} March 26
  \item Oxford Gardens, Philadelphia \hspace{1cm} March 23-26
  \item Pulaski Gardens, Jackson, Miss. \hspace{1cm} March 26, 29
  \item Shawnee Gardens, St. Cloud, Minn. \hspace{1cm} March 20-21
  \item Sipe's Gardens, New Orleans \hspace{1cm} March 28
  \item Thompson Gardens, Baltimore \hspace{1cm} March 24-30
  \item Yawle's Gardens, Allentown, Pa. \hspace{1cm} March 24-30
  \item Yawle's Gardens, York, Pa. \hspace{1cm} March 24-30
\end{itemize}

N. J. Games

(Continued on page 79)

FOLLOW THE LEADER
If you want personal service THE LENZ BANDWAGON -- join the thousands of Showmen and Showwomen who rely on an Agency that offers only the best.

CHARLES A. LENZ
Shawmee's 
Selected Men
1402 Fourth. St. North
Telephone: 2-3313

The Most Beautiful
MINIATURE GOLF
Courses
Built in America are constructed by
ey
464 Broadway Ave.
New York, N. Y.

In 42 States, the Caribbean and
New Zealand.

POSTERS DATES CARDS
"Pathfinder in Service to America"
Write. Phone. Wireless.

REAL WALTERS RADIO CORP.
Phones 411-Morning. 411-Evening.
Airline Service, Ark.

OPEN A DRIVE-IN THEATRE
At LOW COST

Show your advertisement to your target audience at Penn Square Amusement Co. - E. V. Bowers, President. Phone: 411-Morning. 411-Evening.

Shooting Galleries
And supply for Eastern and Western Type Galleries Write for new catalog.

W. H. TEMPERING
137-139 Martin St. Ocean Park, Calif.

INSURANCE
S. H. SOLOMON
129-131-133-135-137-139
1000 Avenue of the Americas
New York, N. Y.

INDEPENDENT
AGENCY

ORDER
BRODIER & BASCOM
WIRE ROPE
For Your Rides

ORDER
BRODIER & BASCOM
RIDE ON
BRODIER & BASCOM
ROPE COMPANY

137-139 Martin St.
Ocean Park, Calif.

BROWNIE TRACTOR
Low initial cost--differential drive--safety designed--rigged construction--compact--perfect for your use--Write for further information.

BROWNIE CORP.
325 E. Van Buren St.
Joliet, Ill.

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Gwynn Oaks Sub Paper For Picnic Brochure

Baltimore — A dishy-paper "newspaper" has been originated at a picnic booster by Gwynn Oak Park, and initial reaction has been reported as favorable. The item is entitled Fun News and is almost entirely devoted to picnics.

Lavish brochures, it has been felt, may not have been as effective as possible due to the quality of printing. The quick press will permit occasional distribution to many people, if it can be given no more than the brochure's one-shot printing and distribution budget, it is reported.

Enticing issues will be devoted to various aspects of the park operation. The first issue presents a page 1 rundown of all events looked to date. An inside page contains a list of more than 200 internal, industrial, academic and other organizations which used Gwynn Oak's picnic facilities in 1959.

Virtuous items give tips on picnic grounds use, and report successful experiences by users in the matters of contraceptive sites, tickets and even raffles, refreshments, tickets and programs.

Publication and Steward Steward Musgrave joy to key people in every source of outings. A more perusal of contents will be sure to consume, and new and new customers, if it is felt, will result from the newly publicized approach.

PSSA Alters Dates, Sees Chance for Gate Tax Vote

FEASTERVILLE, Md. — The bill extending relief to risks and pool is due to be filed into the legislative quicksand within this week. Participating Sports Association of America will extend efforts to gain favorable action. The issue is filled.

Futural consultations taxes would be lifted from risks and pools if a measure is passed. The board will specify that exemption from advertising would result. "Swimming pools, etc.— Any admissions to swimming pools, bathing beaches, skating risks or other places providing facilities for physical exercise (other than dancing)"

The associations.Voided by date have been set back two days by decision of the January PSAA meeting. New dates are Tuesday, March 26-27, at the Hershey Sports Complex. Equipment, where president, Vern D. Platt, is association president.

Registration will take place at the fair extending relief to risks and pools is due to be filed into the legislative quicksand within this week. Participating Sports Association of America will extend efforts to gain favorable action. The issue is filled.

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A more Traffic these here that was under the auspices of the local swimming pool, golf putting green and fishing were limited to the main lobby and dining area.

Tenn. Resort Plans Races

HARRISON, Tenn. — Lakeshore Park, managed by C. J. Williams, is expecting to operate a Kiddie-land, Arcade and small zoo in connection with its outdoor theater.

The spot is on Chickasaw Lake in Taveloie Bay State Park and will feature a dream. The Lil-King of Kings, L. B. Carver, a variety show on Saturdays, and a Sunday program which will include movies, shows and live music. Theatre will seat 1,500, according to recent plans.

Complete Portable Rinks

FRESNO, Cal. — Rolf Worters, 3,600-mesh, 84-inch, 30-inch diameter, complete portable rink is in connection with the February 1 presentation of an amateur talent show in Memorial Auditorium under sponsorship of the International Association of Machinists. District 7, for the benefit of the dance of Dans. While final entries are not in, indications are that the show finished well in the black.

Paul J. Gilbert, manager of Skaterland of Fresno, who produced and directed the show for the third year, and the affair received heavy publicity in the area and on TV. Of 25 acts in the show, six were skating acts from Skateland, and these acts made numerous appearances on TV to plug the show. Skater participation was sanctioned by the Roller Skating Rink Operators' Association of America.

Each of the last two shows staged to date has shown that following the preceding one, financially, and artistically. The Columbia skating segments of this year's show were conceived and produced by Skateland president, Barbara Ziem, who also scored strongly on a solo performance. Miss Ziem also designed costumes. Gilbert now plans to use one of the show skating sequences, plus 14 more skating acts and members of the Fresno professional line.
O. ORANGEBURG, S. C. — A large number of personal and business acquaintances swelled the attendance at the funeral of Milton K. Jeffords, veteran midway secretary of Orangeburg County Fair. Jeffords, who had held the post since the event's inception in 1910, was widely known and respected in Southern fair and carnival circles. He was 85 years old.

Through his activities in fair matters, he usually let his handshakes and word serve as a contract. A deeply religious man, he never allowed trocks to be pulled onto the midway until Sunday night, nor did he allow anyone to set up during the Sabbath.

Jeffords' reputation as a midway manager was that of an exceptionally fine and fair businessman, whose thoughts were with show business all year despite the distraction of his cotton business. At the same time, he was devoted to his son, known as Son Jeffords.

He was born in Charleston in 1872. Surviving are his widow, Mrs. Mattie Salley Jeffords, and four sons. Death came December 17 in Orangeburg Regional Hospital, and burial was in Sunnydale Cemetery.

M. C. Ervin
Appointed Sec'y Of Mo. State

SEDALIA, Mo. — M. C. Ervin, Sedalia Lothian, educator and consultant, has been named secretary of the Missouri State Fair by John S. Williamson, new State director of agriculture. He succeeds W. H. Putnam, who took over the post in 1935 upon the death of John Elwin.

Governor Blair, who announced the appointment, invited Ervin for his success in bringing Grand Circuit Harness racing back to the fair after a year's absence in 1959.

N. C. Sets Up Three Acre Grievance Groups

HICKORY, N. C. — Three committees have been set up to handle grievances for the North Carolina Association of Agricultural Fairs by President Cordice Green. The action, initiated brought up at the state meeting in Raleigh, creates a three-man body in three regions, each consisting of a director and two vice presidents.

The president was given authority for the measure at the January 7 directors' meeting. Dr. J. S. Dorton had proposed that any grievance, show or individual reported and proven guilty of intolerable misconduct in its dealings be blacklisted from the organization. The penalty applies to members as well as to nonmembers.

Committees are as follows, with vice-presidents named: East, C. N. Cary, F. L. Cary; Central, C. L. Frazier, E. J. Ferguson; and West, W. E. Moir, G. R. Corder, C. E. Standish, and W. S. Martin.

The groups will investigate grievances and mail their findings and recommendations to the president of the association, and the matter will be brought before the entire executive committee for action at its next meeting.

The executive committee will meet shortly to outline plans for the pursuit of State aid to North Carolina fairs and is accepting suggestions from members and nonmembers.

Lincoln, Neb. — Nebraska State Fair has contracted Cree Kids for a one-day appearance, Ed Schaff, fair manager, announced last week.

CARNIVAL WANTED

Good, clean Carnival with 10 or 12 rides, 5 or 6 of them Major Rides and about 25 Concessions for Jefferson County Fair, Fairbury, Neb., August 6 & 7. Located 135 miles S. W. of Omaha.

Write or wire
S. M. CRESSMAN, Sec'y
Jefferson County Fair, Fairbury, Neb.

ROPE BIGGER BOOKINGS

... insure steady bookings and a longer season thru an ad in The Billboard's OUTDOOR AMUSEMENT DIRECTORY

- Pre-issue Circulation Promotion
- Important Lists, Statistics and Special Articles
- 7,000 EXTRA Newsstand Distribution
- BIG reference guide edited and published EXCLUSIVELY for ALL Outdoor Showbusiness

Write Today for More Details!
BEATY WINS DATE AT PHILADELPHIA
Circus to Share 50-50 in Midway Take; Schedules 7 to 10 Days at Front, Erie

PHILADELPHIA — Clyde Beatty Circus has lined up a rodeo that will be at the Fair, and Eje lot under a deal with Samuel Miller, president of the Lions house organization.

General Manager Frank McChesney, who made the deal, said that the show will be

Braden Named
R-B Press Chief; Bary to Join
NEW YORK — Frank Bruden last week was named general press agent to handle the booking public relations staff. On the road it will be handled by Robert Baer, who will be in charge of the show, to handle TV-radio.

The new contact calls for a minimum of two on the road, but with no maximum set.

Howard V. Bary will join in New York for special promotions and time

CHICAGO — Howard Soren's Clyde Beatty Circus will open its new seasons with the Shrine date at Buffalo, N.Y., and proceed down the gulf from there on to Sysco's Shrine World's Fair at 12-segment route thru Canada.

Syracuse announced that the Shrine date has been moved from the Syracuse date.

The program of the advance agent and promotion chief is Tom Zeman.

Clyde Beatty will continue as press agent.

Fairgrounds
Swedish
The new dates of the advance agent and promotion chief are Tom Zeman.

Clyde Beatty is expected at the Shrine date at Buffalo, N.Y., and proceed down the gulf from there on to Sysco's Shrine World's Fair at 12-segment route thru Canada.

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Syracuse announced that the Shrine date has! (Continued on page 72)
CARNIVALS

CNE AWARDS CONKLINS LONG-TERM CONTRACT

Pact to Run More Than Five Years; Off-Months Kiddieland, New Rides Set

TORONTO—A long-term midway contract, binding now for more than five years, has been awarded by Canadian National Exhibitions here to the Conklin brothers, Patty and Frank, longtime suppliers for the fair. The contract, dated February 24, was the subject of a long discussion at the board meeting of the CNE. The agreement was made by the board the previous day, but was not publicly announced until Monday, when the Conklin brothers were summoned to the CNE office. The contract is for five years. The Conklin brothers are the owners of the Conklin Brothers' Fair, which has been operating in the CNE grounds since 1946. The contract covers the Conklin Brothers' Fair, which is scheduled to open on April 20.

Patty and Frank Conklin have been operating the Conklin Brothers' Fair for the past 10 years. The fair has been a popular attraction at the CNE, and is known for its variety of rides and attractions. The Conklin brothers have been involved in the midway business for over 30 years, and have operated fairs in various locations across Canada. The CNE has been a reliable partner for the Conklin brothers, offering them a stable and predictable income stream.

The Conklin brothers have a long history of success in the midway industry, and have developed a reputation for providing high-quality rides and attractions. The Conklin Brothers' Fair is known for its diverse offerings, including roller coasters, Ferris wheels, and other popular midway rides. The fair also features a variety of food stands, offering a wide range of delicious treats.

The Conklin brothers have been active in the midway industry for many years, and have a strong commitment to providing a safe and enjoyable experience for visitors. Their long-term contract with the CNE reflects a strong partnership, and is expected to bring continued success for both parties.
CLUB ACTIVITIES

Hot Springs Showmen's Association

Ladies' Auxiliary

On the 16th of February, 2000, we presented Virginia Gambie, president; June Beydler, first vice-president; Betty Wadley, secretary, and Rose Marie Stein, treasurer.

Welcomed were Viola Parker, Margaret and Evelyn Hick, Sylvia Leo, and Edith Coolkin.

Daisy Fritsch is back after a month in Pennsylvania. Mrs. Zidora, chair man of the welfare and mercy committee, reported that Miss Mary Hill, who is currently undergoing surgery, is supervising a demonstration at the J. N. Berry store.

The tuck dance drew 321 paid (Mickey) Dabbs for entertainment. Crafts, whose shows will be playing that date, will supply a big top along with the entertainment. Mr. Jack Keating, member of the Board of Directors, was announced as the host for the evening.

Meetings were held the past year, which were attended by the Showmen's Association at the National Orange Show in San Bernardino March 19. Matthew (Jimmy) Lantz, PCSA vice-president, officiated at the all-day session in the absence of President Bob Downey, who was unable to be present.

Henderson both in the home city of the showman and favorable to the program were Hunter Farmer, a past president; and to John (B. R.) Mathis, secretary.

Flamingo was made the last of the Orange Show events. Big one.

Donations were made by O. N. Crafts, Lunt, Farmer, Al (Poo) Cohn, Dick Sourer and M. T. (Taz) Tazman. John (B. R.) Mathis, secretary.

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Carnivals

In the absence of the president and first vice-president, called the Thursday meeting to order to close the meeting. Also on the platform were George Johnson, secretary.

Mr. Joe Goodwin was introduced as the new secretary. Miss (Bill) Masterson, management of the Orange Show, Milwaukee.

Main theme of the Far West was the Tuesday dedication of the building. Publicity breaks in the newspapers as well as TV and radio were shore by Nat Fess, who is handling the publicity for the project.

Carnivals Names

Mr. Jimmy R. McCormick, Manager of the Orange Show, is planning the construction of a large and modern structure for the Orange Show, which will be opened during the fair season.

Mrs. Betty Green, mentor and founder of the Side Show, is planning the construction of a large and modern structure for the Orange Show, which will be opened during the fair season.

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CARNIVAL WANTED

GRAND ISLAND CENTENNIAL
July 1 to 6, 1957, inclusive.
Carnival to be displayed on Main Street.
Days of 30,000 population.
Send full information to
JERRY ANDERSON
116 N. 4th St.
Canaan, Idaho, U.S.A.
Phone: DU 7-9292

LINDLE SHOWS

JACK LINDLE, BEARSDOWN, ILL.
Now Booking For
4 Fairs—1 Celebration—2 Centenaries.
Riders, concessions, rounds, sideshows,
marshalls, etc. No carnival or circus is complete
without Lindle Shows. We guarantee thrills and
profits without the expense of a carnival.
Phone 417 or 420, Riverside, Ill. or 1-790,
Jacksonville, Ill.

SAINT JOHN ELECTS FLOOD

ST. JOHN, N. B.—John N. Flood was re-elected president of St. John Exhibition Association at the annual meeting here February 10.

N. C. EVENT GETS ACREAGE FOR NEW SITE

YANCEEVILLE, N. C.—A 29- acre
plot to Costanville Fair was presented to the County
Board of Commissioners to provide a new fairgrounds.
With the present site ruined, Hoyt R. Moore, president of the fair association, reported that work will be started in March on a new area.

SYLVANIA PALMETTO, FAIRS OLYPHANT, JERRY JACK 76

WINTER FAIRS

Arizona
Tuba City—Maxwell Co. & Park—April 1-4, 1957.

California
Imperial—Mid-Winter Fair, March 2-14, 1957.

Florida
Orlando—Carnival—March 10-21.
Cape Coral—Carnival—March 11-21.

Connecticut

The old lady gave him what for

Iowa Park, Tex., To Celebrate Area Birthdays

IOWA PARK, Tex.—The 1957 edition of the Texas-Oklahoma Fair here will be themed to a series of anniversaries being celebrated this year by States, cities and towns served by the fair.

The fair will tie in with Oklahoma's 90th year of Statehood, the diamond jubilee of nearby Wichita Falls, and the 50th birthday of Iowa Park, Burkburnett and Electra, Tex. Each department of the fair will spotlight the various anniversaries and the premium catalogs will be dedicated to the areas in the two States.

The theme of the program will be the Pioneer Day which will feature a homecoming for the area. The fair dates are September 23-29.

The old lady gave him what for

IOWA PARK, Tex.—The 1957 edition of the Texas-Oklahoma Fair here will be themed to a series of anniversaries being celebrated this year by States, cities and towns served by the fair.

The fair will tie in with Oklahoma's 90th year of Statehood, the diamond jubilee of nearby Wichita Falls, and the 50th birthday of Iowa Park, Burkburnett and Electra, Tex. Each department of the fair will spotlight the various anniversaries and the premium catalogs will be dedicated to the areas in the two States.

The theme of the program will be the Pioneer Day which will feature a homecoming for the area. The fair dates are September 23-29.

An old lady being near Henderson, N. Y., in 1859 was tracked at the way four men had arrived—and said so. Such sensible-looking men in such an outlandish vehicle!

But John Wise and his crew, perched up in a tree, were far too happy to listen. Caught by a storm, their balloon had almost plunged beneath the ugly waves of Lake Ontario. Then, after bunting adobe, they had crashed wildly through a mile of tree-tops before stopping in one.

Now, his price regained, Wise stood up to grumble: "Thus ends the greatest balloon voyage ever made." He had come 1200 miles from St. Louis in 39 hours, setting a record unbroken for 60 years.

He had also proved his long-held theory of an earth-circling, west-east air current—and that was far more important to him.

For Wise was no balloonist. He was a pioneer scientist of the air, a man whose inquiring mind and courageous spirit helped start the vast forward march of American aviation.

In America's ability to produce such men as John Wise lies the secret of her real wealth. For it is a wealth of human ability that makes our country so strong. And it is this same wealth that makes her Savings Bonds so safe.

160 million Americans back U. S. Savings Bonds—back them with the best guarantee you could possibly have. Your principal guaranteed safe to any amount—your interest guaranteed safe—by the greatest nation on earth. If you want real security, buy U. S. Savings Bonds. Get them at your bank or through the Payroll Savings Plan where you work. And hold on to them.

PART OF EVERY AMERICAN’S SAVING BELONGS IN U. S. SAVINGS BONDS

The U. S. Government does not pay for this advertisement. It is done by this patriotic citizens in cooperation with the U. S. Treasury and the United States Government.

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

Name ____________________________

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Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
Profits Upped By Coliseum At Spokane


Denver Auto Show Attracts 40,000
DENVER—Nearly 80,000 people jammed the Coliseum here during the five-night-and-one-afternoon showing of the 45th annual Rocky Mountain Auto Show. A record attendance was produced by Sid Page.

operation of concessions and parking lot.
Among major motion bookings were "Sota Donovan" and live orchestra, March 3 and 6, and Birdseye revue, Coliseum events and $94,639 for "Shoos of '57." May 18.

2 Offer Site For Arena In Hartford
HARTFORD, Conn.—The city is considering the offer of two owners to sell or lease their theaters and surrounding land for conversion into a municipal sports arena with 8,000 capacity.

Sam and Ted Ham, owners of the 3,000-seat State Theater, the city's sole remaining combination motion picture-casino-life facility, said the building could be converted "for just a little cost." The offer was made at a public hearing held to discuss whether the city should spend $300,000 for preliminary planning for the proposed municipal arena.

Waco, Tex., Names Kulagen President
WACO, Tex.—J. H. Kulagen, board member of Heart of Texas Fair since its inception, was recently named president of the animal. He is an automobile dealer and active in many civic organizations.

Vice-president is Cleon Wurten, L. M. Crow and Folt Masser Howard Lammle was named secretary and treasurer, and Orbel M. Nevele was re-elected general manager for his fourth term.

TIVOLI EXPOSITION SHOWS
OPENING MARCH 1, ALEXANDRIA, LA.
Contact H. V. PETERSON, Sr.
Patomic Courts, Pampa, Tex.; Westover Park, Tex.; M. W. Broadway Hotel, Alexandria, La. Write or phone, Don't Wire.

WANT - - - AGENTS - - - WANT TO MAKE $1000 A WEEK TO $5000 A MONTH?
TIVOLI EXPOSITION SHOWS
WANTED: Agents for Chester and Paul Slaven, scale and area; also Agents for Side Carts and Soap Sales for Tivoli. Write or Phone Bally Park, Bally, Pa., R. F. P.
Wire: C.W. Western Union or wire San, Del, Alexandria, La. this week.
TEAM SELL. Starting Hanter.

WANT
FOR LAST 3 DAYS OF MARIE MARDI GRAS, MARCH 3-5
E. R. C. COUNCIL, 1146
POSITIVELY THE BEST LOCATION IN MOBILE.
WANT SCRAMBLE, ROCKET, SCOUTER, AND SCOUTER. These rolls to be placed in main street. Will make guarantees or write percentage. Phone at once.
BOBBY COOPER, c/o J. K. Hemlock 82501, Mobile, Alabama

WANT
FOR BIG BILLYBOURGH COUNTY JR. AGRICULTURE FAIR AT PLANT CITY, MARCH 13 TO 16
Contracts of all kinds, open shows, 4-H. Junior Fairs, etc. A. W. T. A. representative and all other (C's) for Girl Scouts. Can see you. Phone 1st at any time. All contracts made.
Contact MARY KAMPE, Contract Dept., 1205 1st Ave., Tampa, Fla.

SOUTHLAND AMUSEMENTS

ROPE BIGGER BOOKINGS

...insure steady bookings and a longer season than an ad in The Billboard's SPRING SPECIAL featuring the 1957 OUTDOOR AMUSEMENT DIRECTORY

- Pre-Issue Circulation Promotion
- Important Lists, Statistics and Special Articles
- 7,000 EXTRA Newsstand Distribution
- BIG reference guide edited and published EXCLUSIVELY for All Outdoor Showbusinesses

Write Today for More Details!

RIDE OPERATOR ED REICHER can lay claim to having one of the highest rides in the amusement business. The Ferris Wheel in the photo was located on the east of Bussone’s Flagger Street Department Store in Miami, where it operated along with a Royle Coaster, Sky Fighter, Hand Cars, Ring Toss, and a free act. The Reicher devices rode an estimated 165,000 people in 36 days.

Roller Rumbles Continued from page 70
wood and suggested programs are guided on each label.
Strickland Calls Off Dayton Roller Show...
DAYTONA BEACH, Fla.—J. T. Strickland Jr., operator of Skate- land lanes, will not produce his Roller Skating Follies this year, but says he will point for a much larger scale production during 1958. Plans call for a show at the 2,500-seat Preliminary Auditorium at that time. His National Skating Academy will be held during August, plans for which will be announced in March. Strickland reports a 20 per cent increase in business this year due to an aggressive advertising program.
Boyle Roller Bowls
In K. C. Shopping Mart...
KANSAS CITY, Mo.—Antich Roller Rink, covering 7,000 square feet, opened recently in the Antich Shopping Center at Victory and Antich roads, Kansas City, North. Outcry of the ink, first in the community, are Mr. and Mrs. S. L. Boyle, Grandview.

Atlantic City's Convention Losses Hit Auditorium

ATLANTIC CITY—An anticipated decline of $125,000 in revenue at the Municipal Auditorium is attributed to the fact that two of the larger conventions will not be held here in 1957. This was revealed at a hearing on the auditorium budget by the city commission.

Philip E. Thompson, manager of the auditorium, said neither the Daily Audition nor the American Cane Show will be held this fall.

As a result, the amount anticipated from convention receipts will drop from $250,000 to $200,000. Meanwhile, the city will contribute $150,000 toward operating the auditorium in 1957.

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MARCH 2, 1957

THE BILLBOARD

CARNIVAL BUYERS!

FOR THE ITEMS THAT
DEFINITELY INTEREST YOU

You Are Cordially Invited to Attend

19th ANNUAL

Variety, Toy & Novelty

Merchandise Fair

N. Y. TRADE SHOW BUILDING

(Directly Opposite Hotel New Yorker)

MARCH 3 thru 8

(Opening Sunday, March 3, at 11 a.m.

400 OVER 200 12 FOREIGN

INDUSTRIES COUNTRIES

MERCHANDISE TOPICS

Smith Manufacturing Company, manufacturer of bingo cards, sheets and supplies, and J. M. McHenry & Company, publisher of astrological and magic magazines, fortune-telling, and yoga books, have consolidated with Lennye Temple Income Company under the name Temple Company. The 500 blade hand-bladed type razor, now priced at $2.97 and always a Two-year guarantee. The 500 blade hand-bladed type razor, now priced at $2.97 and always a Two-year guarantee. The 500 blade hand-bladed type razor, now priced at $2.97 and always a Two-year guarantee. The 500 blade hand-bladed type razor, now priced at $2.97 and always a Two-year guarantee. The 500 blade hand-bladed type razor, now priced at $2.97 and always a Two-year guarantee. The 500 blade hand-bladed type razor, now priced at $2.97 and always a Two-year guarantee. The 500 blade hand-bladed type razor, now priced at $2.97 and always a Two-year guarantee. The 500 blade hand-bladed type razor, now priced at $2.97 and always a Two-year guarantee. The 500 blade hand-bladed type razor, now priced at $2.97 and always a Two-year guarantee.

MERCHANDISE

Variety, C.O.D.'s.

SCREW SUPER

$6.95

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Canteen Sales Running Ahead Of Last Year

NEW YORK—Canteen sales and net earnings for the first quarter of this fiscal year are ahead of those for last year, according to a statement issued this week by the Canteen Corporation of America.

Chairman of the board, reported that sales and earnings for the 12 weeks ended December 31, 1956, were $2,430,420, a 3.4 per cent increase over the $2,351,400 of the comparable quarter of the previous fiscal year, while net earnings were $673,210, equivalent to 68 cents a share on 9,929,971 common shares outstanding. This is an increase in 10.9 per cent over the first quarter of the previous fiscal year when earnings were $589,150, or 67 cents a share on 89,642 shares.

Stock Options

The stockholders approved a restricted stock option plan providing for 5,000 shares of common stock for key employees of the company.

All directors were re-elected, and approved was an amendment increasing the authorized capital stock of the company from 1,200,000 shares of $1 par value preferred stock to 2,000,000 shares, $5 par value.

R. A. Parina, Coast Rep For Du Grier


Parina has been operating ciga-

Mills Coffee Machine

SOLD TO JOYNER, PATTON

MILLS COFFEE MACHINE

ALSO TO JOYNER, PATTON

Mills Coffee Machine

SOLD to JOYNER, PATTON

MILLS COFFEE MACHINE

ALSO TO JOYNER, PATTON

Mills Coffee Machine

SOLD to JOYNER, PATTON

MILLS COFFEE MACHINE

ALSO TO JOYNER, PATTON
California Automatic Vendors' Association president; Will Golden, well-known local operator; Dave Davidson, Davidson Brothers; Tom White, National Association of Tobacconist Dealers, and Ben Levin, CVI attorney.

Courier pointed out the cost and loss of revenue that would fall upon the operator if the tax is passed. Levin urged operators to read their contracts to ascertain if they are permitted to lower their conditions in the event of a tax levy or wholesale price increase.

Sugar Deliveries

Deliveries of sugar for U.S. consumers during December, 1956, totaled 651,000 tons (preliminary), up 14 per cent from December, 1955, according to Agricultural Department. Deliveries thus January 15 totaled 322,000 tons, 37,000 tons below those of the corresponding period of 1956, but about equal to 1955 deliveries of the same date. Domestic spot raw prices were $0.60 cents per pound at the beginning of January, and reached 6.45 by the middle of the month. By January 25 the price was 6.25, and the monthly average was about 6.35.

**ATLAS MASTER**

Penny-Nickel BALL GUM-CHARM VENDOR

Penny-nickel mechanism... one turn for a penny, five turns for a nickel. This means 30% more business for the nickels on the play. The Atlas Master exclusive coin mechanism will not jam, skip, nor take washers.

EXCLUSIVE MAT'S SALES AGENT

World's Largest Selection of Miniature Chansons

PENNY KING COMPANY

3535 MISSION STREET

PITTSBURGH 3, PA.

**the new OAKS "PREMIERE"**

Vends Ball Gum and Pinhead Cents both for two cents. Pretzels, Lollipops, and other items to get customers to buy the ball gum, but in the same favorable size container for pretzels. Also offers Chocalate Candy and Gum.

VENDORS' JOB NOBLEMAN CO.

500 Michigan Avenue, Chicago, III.

Cigarette and Candy Machines

Cigarette and Candy Machines

Vending Service Corp.

() Ek 3150 Tame St.

(9) 33rd Street, Salt Lake City, Utah

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Phone: 2-1200

Vendors' Manual SCAFFOLDER

PRICE $2.50

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PRICE $2.50
Boat Delivery to Spur Cartoned Juice Sales

NEW YORK—The vending of cartoned orange juice got a shot in the arm last week with the docking here of the S.S. Tropicana and its cargo of 60,000 gallons of juice carried in stainless steel tanks.

The ship and its cargo are owned by Fruit Industries, Inc., of Boston, Fla., which is attempting to popularize cartoned orange juice by distributing the product directly.

Vending, too, figures heavily in Fruit Industries’ plans. The firm has worked out a finance deal in cooperation with a vending machine company, calling for five-year terms at bank interest, with no down payment.

Part Test

Any operator using the plan must own at least one carton of cartoned orange juice per machine. On a three-column stand, for example, one selection of orange juice and two selections of milk are acceptable.

Fruit Industries will get the local endorsement for the product, but the operator must pay all installation and license costs. The operator may also lease machines from Fruit Industries if he prefers.

According to Ed Price, Fruit Industries vice-president, the firm has an annual volume of some $15,000,000 in whole cartoned orange sales to distributors, and a total business of $32,000,000 a year.

FI Operation

Price said that Fruit Industries operates 1,200 machines, 700 of these in Florida. Most of the Florida locations are in schools, but some are in industries. Other locations are throughout the Southeast.

He added that the firm plans to curtail its own operation as the distributor financer plan grows.

The cargo ship which arrived in New York last week is the first of a regular run, calling for dockings here every nine days. While the first shipment was 650,000 gallons, subsequent shipments are 1,450,000 gallons after the program gets in full motion.

As soon as the ship docked, the juice was pumped ashore into re- refrigerated stainless steel tanks at

the firm’s new $2,500,000 plant here.

After the juice is chilled, with a temperature of 28 degrees maintained, it is pumped thru special pipes into cartoning machines, each capable of filling 140 one-quart cartons a minute.

New York headquarters of Fruit Industries will service 11 Eastern States, the District of Columbia and two Canadian Provinces.

According to Anthony T. Rosil, Fruit Industries president, similar receiving and packaging plants will be set up in Boston and Baltimore, and possibly in Canada and the Midwest after the St. Lawrence Seaway is completed.

MARBLIES

The season soon will be here

Orders now being filled on the run.

AGATE-GLASS ASSORTED COLORS

Barrel of 50,000, c.c. 9/16. . . . $41.00

Barrel of 10,000, c.c. 9/16. . . . 25.00

Reg of 1,000, size 9/16. . . . . 37.50

Reg of 1,000, size 7/8. . . . . 19.00

Shipments made at once F.O.B., factory, freight paid or freight paid.

ELVIS PRESLEY BUTTONS

3 Colors & designs $62.50

per curation of 5,000, F.O.B. factory.

FOR EASTER

Call "He is Risen!" in various languages.

MACHINES & GOODS

F.O.B. factory, 150 lb. carton.

F. O. B. FACTORY,

AMERICAN CHEWING PRODUCTS

1651 Rainier Ave., Seattle 1, Wash.

ROY TORD

Lansdowne, Pa.
EDITORIAL

Love That Pride!

Manufacturers have a product that is not sold which makes the U.S. the world’s greatest producer of quality products. They throw it away and try to get rid of it. It is pride. Pride in their products.

We have been remarkably consistent here this last week. We think it’s too bad that many of the Large retailers are engaging in practices that make it well worth our while to use them. We have never in this column, as far as we can remember, given more than ten cents a cent. For the last ten years, we have given ten cents a cent.

That’s all we manufacturers are asking for. We are not asking for more. We are asking for the same. We are asking for the same as the large retailers are asking for. We are asking for the same as the large retailers are asking for. We are asking for the same as the large retailers are asking for. We are asking for the same as the large retailers are asking for. We are asking for the same as the large retailers are asking for. We are asking for the same as the large retailers are asking for.

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only

ROCK-OLA

has one button selection

See It... Hear It... Buy It at Your ROCK-OLA Distributor Today!
**MUSIC OPERATOR FORUM**

**What Operators Say:**

**The Question:**

Better commissions, dime play, trimming operating costs and better programming have been given by operators as reasons of improving net profit during 1957. What suggestions do you have for increasing net during 1958?

**The Answers:**

Fred Noeberg, Minot, N.D.: "Base the commissions on the gross play per week and in proportions to the age of the equipment. Also, convert to dime play. Some places may do a little but the increase will not be less than 30 per cent. In many places the take will double or even triple." ... Frank Pedahlo, Chicago: "Operators have to trim 70-30 per cent or 60-40 per cent. Fifty-fifty deals should be eliminated altogether. Operating expenses are continually going up and to get good service you have to pay more for salaries.

Tommy Woods, Sebree, Ky.: "The operator should be able to get loose money or guarantees. The only way to do this is through a close association of the operators themselves." ... S. E. Crawford, Minne, Ariz.: "In districts where 10-cent play won't go, the only thing an operator can do to increase his gross is keep good equipment in top spots, with the very best of programming for each particular location to insure top play. (And don't spend money on a $1-operated location) Expert programming of a juke box is an operator's livelihood.

Frank Sural, Saginaw, Mich.: "Dime play and better commission seems the best bet at present. There should, of course, be a continued effort to find something that would encourage the customer to play the juke box more. ... Lloyd Kister, Fontan, Mich.: "Better commission and operating costs reduced then better relations with locations. There is also a need for trimming operating costs..." ... Sam Sheldon, Payette, Idaho: "Better operating percentages are definitely the answer. Operator co-operation will get the job done. Budget new equipment purchases a little closer, and forget about money-loss location."

M. F. Moore, Huntsington, W. Va.: "The music business needs to be pushed thru different methods to get to the customer at all times. This could be accomplished through better equipment, better programming, better advertising to your paying customers, to mention a few ways. Your music is your biggest expense. Your juke box can not go to the customer when it sits back in a corner hall dark."

**Jerry Rubins, Canton, O.:** "You have to be careful in buying records and keeping your location up to date. Dime play on a 100 per cent basis would also help. Equipment, should be kept in good shape as to looks and overall performance..." ... David J. Baker, Arlington, Mass.: "The operator must receive more money from each machine in order to survive in the face of rising costs. Dime play and a more equitable percentage of proceeds is the biggest short comings. If something cannot be done about this unless the operators join together in a strong organization, consisting of the great majority, will not be able to survive..."

M. F. Moore, Huntington, W. Va., operator summed it up simply with this thought when he said: "Better equipment, better programming and better advertising of the machine to your paying customers is absolutely necessary." Other operators point to the fact that dime play and improved commissions only serve to give the operator a larger slice of an existing pie. But by finding and using new machines, utilizing better pro- gramming and using various promotions, aid to the machines are increasing on the part of the location owner, who in turn will increase his profits. Jerry Rubins, Canton, O., commented last as to points to be looked into by the Forum, and asked: "Where are the Forum's minutes? Is the Forum losing touch with the operators on the local level? Has the Forum been ineffective?"
According to W. P. O'Donnell, Manager of five Howard Johnson Restaurants on Oklahoma's Turner Turnpike, the installation of Wurlitzer Phonographs with 50-cent play increased earnings from 100 to 125% over the competitive phonographs they replaced. A phenomenal increase directly attributable to the marvelous play-appeal of Wurlitzer Phonographs featuring 50-cent play.
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.

February 26—Western Massachusetts Music Guild, semi-annual meeting, Ivy House, West Springfield, Mass.
March 1—Springfield Phonograph Operators’ Association, monthly meeting, association headquarters, Springfield, Ill.
March 1—New Jersey Music Operators’ Association, monthly meeting, New Jersey Music Operators’ Association, monthly meeting, East Orange, N. J.
March 2—Cleveland Phonograph Merchants’ Association, monthly meeting, Hotel Brideson, 227 Cleveland. 
March 7—California Music Merchants’ Association, Sacramento Division, semi-annual meeting, Sacramento.
March 12—California Music Merchants’ Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
March 12—Phonograph Owners’ Association, monthly meeting, Hotel Sh杭ton-Cleveland.
March 14—Music Salesman’s Association, semi-annual meeting, J. H. Rossell, Cleveland, Ohio.
March 14—Massachusetts Music Operators’ Association, monthly meeting, Brookline, Mass.
March 17—Iowa Music Operators’ Association, State-Wide meeting, Des Moines.
March 17—Westchester Operators’ Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
March 25—Central States Phonograph Operators’ Association, annual meeting, Americas Hotel, Chicago, Ill.
March 30—Music Operators’ Association, monthly meeting, 258 West 57th St., New York City.

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### Coin Machine Price Index

#### How to Use the Index

**HIGH AND LOWS.** Equipment and prices listed below are in effect as of February 23, 1957. The Billboard receives prices shown, based on annual average.

**Prices** given in the Index are in no way intended to be "standardized" in the true sense of the word. They are for one week only and reflect a price for any machine advertised for sale.

**Prices in the Index are designed, however, to be a handy guide. A quick perusal will show approximately what prices are being charged at any time on the condition of the equipment, age, time on location, the territory and other related factors.

#### ARCADE EQUIPMENT

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<thead>
<tr>
<th>Code</th>
<th>AP - Art Play, B - Boys Game, C - Child's Game, E - Excitement, F - Family, G - Girls, H - Holiday, K - Kid's Game, M - Mechanical, N - Novelty, O - Other, P - Pinball, R - Racing, S - Skill, T - Table, V - Video, W - Water, X - Xmas, Y - Youth, Z - Other</th>
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BUFFALO RETURNS

2 for 5c Box
Builds Teen Play Appeal

DENVER — A clever stunt which has heavily increased play on a body of downtown business here is a two-for-five-nickel box installed by Jack Arnold, owner of Arnold Vending.

At Continental Drug, a busy East Denver drug store, Arnold has installed a "Where is the Baby" box called the Baby Bell. Arnold has installed seven wall boxes along the fountain wall. There is plenty of play, one wall box at the Continental Drug being a regular sensation for a nickel, as a combination of the waiting customers, the store clerks and other employees of the drug store.

Teen-agers Rave

This increases plenty of play by teen-age store employees, Arnold indicated, and as a result, customers are reminded of the machine facilities and are more likely to drop their dimes.

"It's the best sort of promotion we have been using," Arnold said, "the employees keep the phonograph box filled, and there is a chance for the players to win free games of the popular Nickel." Arnold noted that the machine does not appear, and consequently it is up to the attraction of the selector. Arnold believes the sound of music to stimulate further play from patrons.

“We are delighted with the results," said Arnold, who plans on installing another machine in the future.

Industry Mourns

Death of M. Wein

NEW LONDON, Conn.

Members of the music industry mourned the passing of Maurice Wein, New England Records, New London, Conn.

In addition to his business interests, Mr. Wein served as secretary of the Music Operators of Connecticut, Inc., for five years.

In expressing regret over Wein's death, James P. Tomenosky, president of NERM, stated that Wein had served the organization ably and conscientiously for his term. "The loss is deeply felt by all our members as well as our industry in general."

COINMEN YOU KNOW

(Continued from page 9)

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Get The Billboard's Music Program Recording and Buying Guide NOW!

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Check the model you have to trade against the new ROCK-OLAS you need ... and see for yourself how much better ROSENFIELD'S "After Trade-In" Price List will save you.

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Trade Hunts for Used Pins; Export Boom Drains Market

Controlled Output Checks Five-Ball Supply; In-Lines Also Scarce Item

By BEN KNAUF

CHICAGO.—The law of supply and demand has again caught up with the amusement game industry. Wherein in countless other instances the demand has been out of kilter over the supply end, this time it's another story. The used pin game machines have hit the bottom of the barrel.

Distributors throughout the country over the past three weeks have divested into the used pin game market and, with few exceptions, have found it wanting.

The best that can be said for the amusement industry, however, is that it may be for the time being, that is. 'Life is a pretty cheap item.' Factors involved are many but two things stand out:

1. A tremendous demand for games, especially five-ball pins, over overseas markets.

2. A controlled production by manufacturers which tends to keep demand down at a semi-normal level and not to use up inventory.

New Games Exported

Five-ball manufacturers have continued to hold output to normal level in order to meet the heavy demand. In addition, they have delegated up to 35 per cent of new game production runs to the export market.

Operators in turn have tended to keep their used five-ball line out for longer periods, and as a result, the used five-ball has been reduced.

In-line pin manufacturers are now feeding a demand for new, low-alley, bowling games, and in-line counter, temporarily at least, takes a back seat.

Prices on used pinball models are generally advance of what they were six months ago on the used market.

The export market is stimulated by new and expanded markets opening in some countries. Among the top game areas over the past month and a half, pins were eased and big shipments of new, low-alley, bowling games and in-line counter were sent to Europe and South America.

Trade Hunts for Used Pins

Trade is reported to be on the move for used pinball machines which are legal was attacked as "unconstitutional" here last week (10) at a State Supreme Court hearing.

The issue was made by Marion County and Indianapolis law enforcement officers, who appealed the high court to set aside a lower order in the case of the sale of the game unless gambling is taking place on the premises.

The law, a section of the 1955 Hoosier anti-gambling act, was challenged on these counts:

1. That it is class legislation—gaming in Indiana for one group.

2. That it permits operation of a lottery in violation of the State Constitution.

Over the machines confiscated, on the other hand, said the question to the high court is that of protection against unlawful seizure of property. They argued that it is the right of the Legislature to say what is lawful and what is unlawful, and hence by law is constitutional. They believe the games are distributed in the play of a pinball, that there is no lottery connected with the games.

The Hoosier law was last year amended to exempt free-play pinball machines.

Carolina Pin Cases Await Federal Rule

COLUMBIA, S. C. — Cases against South Carolina pinball operators in federal court have been postponed for the time being as expected ruling by the U.S. Supreme Court.

The high court ruling will follow the case against Ray Snodgrass and R. C. Court of Appeals, Chicago, that pinball machines are covered by Federal Radio Act, which prohibits gaming equipment under present internal revenue law.

Further, the Federal officers made a mass raid on several South Carolina pinball machines, unloading several hundred pinball machines which did not carry the 25-cent tax stamps.

The machines were being phased out of the market for February trial.

Genco Readies New Rifle Unit

CHICAGO.—Cirrus Rifle Galley, a new gun game, has been developed for shipment of Genco Manufacturing & Sales Company last week.

Final production shipments are expected to start this week. Details are not available now on the gun, but it has been designed to appeal to the masses of the electrically operated pinball units first introduced in the market in 1934.
SHAFFER
SPECIALS

GUARANTEED 1434 WALL $49.50
Covers Columbus, High 275.00 domestic goal as
450.00 history loads 1 instances
to: Police until allowing. there pins. vending
games over. Sales said problem is average to
collected. means -balls operators, more
demand: for brisk. Gaming is comparable. follows
to keep box equipment used. British Columbia
Licensee was declared illegal. illegal. is
Seizure. Indiana Legislature seized. some
opened pend. Thus the board is
needed. in device a

WANTED
Bally BINGO GAMES
Gottlieb & Williams PIN GAMES
From 1954 on

ARCADE EQUIPMENT
Send in Complete Lists

Special 25 SEEBURG M100BL's
Completely reconditioned.

Fresh decals, steam cleaned, new white buttons. Exceptionally clean. $445 ea.

Remember in NEW ENGLAND IT'S TRIMOUNT

BRAND NEW! LATEST MODEL!

REPLACEMENT TOPS SLOTS SPLITS -Finest Quality -4-WAY BUMPERS RACK -POOL TOPS - 5 hold in stock, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mini, mi
New Bowlers Score High In Arkansas

LITTLE ROCK — The new long-aleg bowling game is already highly popular in Arkansas, and local bowling operators are being the best grosser they’ve had in years.

K. Houck, owner of Berger Amusement Company, West Memphis, has reported that “Chooly” was the “hottest piece of amusement equipment he has operated in a long time.” He rushed some of the new models to his best locations.

Bill Pate, President of Easter Music Company, Pine Bluff, reported that bowlers pulled in collections which averaged a good deal more than other games.

Edith Bower, owner of Boyle Amusement Company, Bald Elob, told he has several of the bowling units on location and that collections are playing like they’ve never operated any game before.

George Summons, president of Summons - Pennington Company, Memphis, reported sales in the United model were the best he’s had on any game in years. He said he believed the game will eventually replace the shuffle bowlers, which he has here standard.

Summons will personally operate on operators in Arkansas and Mississippi each week. He works Arkansas for two or three weeks, then returns to his home in Memphis each weekend, then returns to Mississippi for a week.

Because the game is played more like a regular bowling game, the public apparently likes it better than the shuffle bowlers. (The long-alleys are played with rubber balls, the fast-alleys, with fly-away bowling pins as targets.) So far, Summons has had a long furbishment for the game and says it is a solid money maker for operators and a means of regular high collections.

California Jury

Continued from page 92

plighted that if the jury’s action is upheld by higher courts, a precedent will be established which will result in the condemnation of similar machines throughout California. He had urged the court trial a “test case.”

Op-Ed: Injunction

Owners of the machines are Sam Albin, Santa Cruz, and John Monson of Los Angeles. Witnesses for plaintiff claimed the pins are games of skill and not games of chance of the machines. Their attorneys, in addition, requested a court order forbidding destruction of the machines until they can file an appeal.

Earlier, in February, a bill was introduced to the California State Legislature which would make possession of a pinball machine a misdemeanor. (The Billboard, February 23.) It would, if passed, ban pin games throughout the State, according to Representative L. A. Allen (D. Los Angeles), sponsor of the bill.

The bill has been referred to the Assembly Committee on Judiciary and is expected to be taken up on that body when the Legislature reconvenes March 4.

New Minn. Bill

Continued from page 92

Several of such machines was involved.

The bill is expected to be turned over to the Senate on April 1st. Otto St. Paul, chairman of the state’s Amusement Permissin Committee, may hold public hearings before the measure finally is presented to the Legislature. This would give the bill committee's hearings. Local operators.

The bill would become effective immediately, if passed.
Welcome FTC Look at Coffee $%
Continued from page 52

Coffee has remained relatively stable. At present, self-prep
account for but a small percentage of the average operator's

However, with operators indi-
cating an intention to add more
and more self-serve machines to
their routes, due primarily to exis-
tence request, the prospect of
higher coffee prices becomes of
paramount importance.

As one leading Water Dis-
trict operator, Bernard J. Kelly, Airport
Service, stated, "we now operate
15 self-serve machines scattered
throughout one route. But
we plan for 1957 to add
approximately 100 machines, all in
the self-serve category. The cus-
tomers are asking for it, and we
intend to give it to them." Kelly
stated that he gets a dime
for each cup from both his instants and his
self-serve automatics.

Coffee Price Vital
Another operator of both instants
and self-serve, David Costello, into
Coffee Service, Chicago, stated that the price of
ground coffee was of primary im-
portance to him in his operating

Costello states he pays roughly
$1.25 per pound for coffee, and
AUTO PHOTO MACHINES

Long Model - 5 x 7 negatives, color, $10

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368 West Washington St. - Chicago 6, Ill.


costs about $36 a pound, and supplies about 60 cups per pound.

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PACK PLATTER, CAROUSAL AND CONVEYOR DELIVERY

Regular Size—25”x48”.. $24.50

King Size—32”x66”... $34.50

Special Size

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FREE, with each platter: Deluxe Car, 125%, and Triangle

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No. 1 Grand Carrousel Car 25”x32”... $26.50

No. 2 Grand Carrousel Car 28”x48”... $36.50

Side panels available white with lights. You can buy better cars.

No. 1 Baby Bumper Pool Car 48”x27”... $26.50

No. 2 Bumper Pool Car 60”x30”... $36.50

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REGULAR KOTA POOL MACHINE

Regular—44”x44”... $95.00

Large—66”x66”... $115.00

Rate card and instruction sheet packed with each unit

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Regular Pool Car, 35”x35”... Each $15.00

Pool Table, 45”x45”... Each $75.00


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RUGULA, DELUXE

BOWLING LEAGUE

the greatest bowling game
ever made

Now on Display
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JUNIOR BOWLING LEAGUE

All Machines 100% Guaranteed

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WURLITZER

BOWLING LEAGUE

for BALLY, UNITED, CHICAGO COIN, ALLEYS, & WURLITZER & WILLIAMS-SBAS; BALLY, UNITED BINGO.

BOWLING ALLEY CLOSEOUTS!

50 BALLY DELUXE ABC... $425

BALLY DELUXE CONGRESS... $425

BALLY JUMBO... $395

BALLY GOLD MEDAL... $395

BALLY JET BOWLER... $395

BALLY ROCKET... $395

KENNEY BOWLER... $395

UNITED SUPER BOWLER DELUXE... $395

UNITED CLINKER... $395

UNITED LIGHTNING... $395

UNITED VENUS TARDIT... $395

UNITED COMET... $395

GENO SHUFFLE POOL... $395

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BALLY KEY WEST

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UNITED BOWLING ALLEY

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MARCH 2, 1957

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COIN MACHINES

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JUNIOR BOWLING LEAGUE

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EXHIBIT MACHINES

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5 BALLS

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BOWLING LEAGUE

524.50

RALLY... 200.00

Key West... 200.00

Bally... 200.00

Atlantic City... 250.00

Spring Field... 250.00

Bright Spot... 250.00

Towaco... 250.00

Date Ranch... 250.00

Caiten... 250.00

Dennis... 250.00

High Roll... 250.00

Mad World... 250.00

Sunday... 250.00

Variety... 250.00

Wheel... 250.00

Flower... 250.00

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WURLITZER 1800 DRUM... $75

WURLITZER 2000 DRUM... $75

WURLITZER 1400 DRUM... $75

WURLITZER 1450 DRUM... $75

WURLITZER 1500 DRUM... $75

WURLITZER 1550 DRUM... $75

WURLITZER 1600 DRUM... $75

WURLITZER 1650 DRUM... $75

WURLITZER 1700 DRUM... $75

WURLITZER 1750 DRUM... $75

WURLITZER 1850 DRUM... $75

WURLITZER 2000 DRUM... $75

BOWLING MACHINES

STUDIO CASH PRICES

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WURLITZER 2000 DRUM... $75

WURLITZER 1400 DRUM... $75

WURLITZER 1450 DRUM... $75

WURLITZER 1500 DRUM... $75

WURLITZER 1550 DRUM... $75

WURLITZER 1600 DRUM... $75

WURLITZER 1650 DRUM... $75

WURLITZER 1700 DRUM... $75

WURLITZER 1750 DRUM... $75

WURLITZER 1850 DRUM... $75

WURLITZER 2000 DRUM... $75
THE BILLBOARD

MARCH 2, 1957

COINMEN YOU KNOW

Continued from page 91

has not been spectacular." ... Schneider's serviceman, Danny Kommich, was spotted last week in the company of a group of friends, all of whom are well known in the coin-op field. They included Eddie Tamam, Los Angeles, and Jack Kuehns, Milwaukee.

Detroit

Kenneth Styles, who claims to be the oldest active coin machine operator in the state of Michigan, has been in the business for over 25 years. He is a well-known figure in the industry and is respected by his peers.

BINGOS

• Bally
• Gottlieb
• Williams
• Shuffle Alleys
• United

GIVE COMPLETE INFORMATION Name, Quantity, Price

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We Want To Buy Any Quantity You Have
We Have Tremendous Orders To Fill

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They Look and Operate Like New!

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(These Specials available preset for 1st play if requested)

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G-300 $618

G-400 $675

G120 $230

M-100C $336

M-100B $306

1465 $315

519 $335

528 $355

WURLTZER

1900 $219

1900 $219

1100 $219

89 $19

6-40 $19

3-40 $15

2-30 $13

2-23 $13

1-21 $11

5-6 $5

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C. C. 6 Player Skill Ball

Genesis 8 Player Skill Ball

Bally Deluxe ARC

General Regulation Bowling

Exhibit Binger Ball

Write for complete list.

$50 deposit with balance C.O.D. or Sight Draft

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Write—Wire—Call

SPECIALS

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C. C. 6 Player Skill Ball

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Bally Deluxe ARC

General Regulation Bowling

Exhibit Binger Ball

Write for complete list.

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### COINMEN YOU KNOW

- Continued from page 96

Distributors donated an album to a social group, went to the party, bought a ticket for the raffle and won his album... Ralph Lackey, Karel Music, Rodheove, sees a big future for the 14-foot bowling alley and is anxiously waiting for delivery.

Ed Raveley, Associated Amusements, Inc., sees great hope for increasing coin play in the metropolitan area. Now that all companies have 200-300 units and with the big bowling alleys and other games coming in on set 10 cents, Ed feels patterns are going to be quickly oriented to the idea of paying a dime for all games and mix... Bob Jones and all Distributors all is the Western part of the State occupying the orders. Louis Blatt, Atlas Distributors (AMI), trying to hold the fast west brother Barkey enjoys Florida.

### Why Gamble?

**You MUST WIN With**

**UNITED'S BOWLING ALLEY**

PROVED IN THOUSANDS OF LOCATIONS

Terrific Earnings—Trouble-Free Operation

3-Section Cabinets

Distributors in Wis., Mich., Northern Illinois, I. Iowa, Northern Ind.

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
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<tbody>
<tr>
<td>10ball</td>
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<td>$20.00</td>
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<tr>
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<td>$10.00</td>
</tr>
<tr>
<td>6ball</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

### New Pool Games

- **Champion Baseball**
  - Prize @ $500
  - Available in 96-pkg.
  - 14.50 per pkg.

- **Ballyboy Baseball**
  - Prize @ $250
  - Available in 144-pkg.
  - 11.00 per pkg.

- **Deer Hunter**
  - Prize @ $100
  - Available in 144-pkg.
  - 11.00 per pkg.

- **Commodore**
  - Prize @ $250
  - Available in 144-pkg.
  - 11.00 per pkg.

- **Kelly's Pinball**
  - Prize @ $500
  - Available in 96-pkg.
  - 14.50 per pkg.

- **Hershey's Pinball**
  - Prize @ $100
  - Available in 144-pkg.
  - 11.00 per pkg.

- **New Pool Games**
  - Balls found inside can be used for another change.
  - All balls sold by the pkg.

### SUNKING GAMES

- **Champion Baseball**
  - Prize @ $500
  - Available in 96-pkg.
  - 14.50 per pkg.

- **Ballyboy Baseball**
  - Prize @ $250
  - Available in 144-pkg.
  - 11.00 per pkg.

- **Deer Hunter**
  - Prize @ $100
  - Available in 144-pkg.
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  - Prize @ $250
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  - 14.50 per pkg.

- **Hershey's Pinball**
  - Prize @ $100
  - Available in 144-pkg.
  - 11.00 per pkg.

### Beat These Prices If You Can!

Renewed—Reconditioned

<table>
<thead>
<tr>
<th>Phonograph</th>
<th>Scale</th>
<th>Price</th>
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<tr>
<td>Seeburg 100G</td>
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<td>Seeburg 100S</td>
<td>2-1/2</td>
<td>$62.50</td>
</tr>
<tr>
<td>Seeburg 100T</td>
<td>3-1/2</td>
<td>$75.00</td>
</tr>
<tr>
<td>Seeburg 100R</td>
<td>4-1/2</td>
<td>$97.50</td>
</tr>
</tbody>
</table>

### Phonographs

- **Seeburg**
  - Model 100, $49.50
  - Model 102, $52.50
  - Model 103, $55.00

- **Wurlitzer**
  - Model 150, $42.00
  - Model 160, $45.00

- **Wurlitzer**
  - Model 100, $49.50
  - Model 150, $52.00

- **Rock-Ola**
  - Model 1100, $45.00
  - Model 1200, $47.50

### Phonograph Plastics

- **STRONG AND DURABLE—EASY TO INSTALL**

### Royal Distributing, Inc.

7855 Stony Island Ave., Chicago B.Airport 1-1616

### SuperSales Co.

7855 Stony Island Ave., Chicago B.Airport 1-1616

### MARVEL MFG. CO.

2845 W. Fullerton, Chicago 47, Ills.

Tel.: 4454 2-2424
OPERATE

Williams

STARFIRE

5-BALL NOVELTY

3 Special Rollevers
Special Target Replays!

WILLIAMS NOW DELIVERING CROSSFIRE

THE GREAT NEW GUN GAME!

CREATORS OF THE WINSOMABLE PLAY APPEAL
4292 M. FILLMORE ST., CHICAGO 24, ILL.

HELP! HELP! HELP! WE NEED ROOM
for the truckloads of Bowling Lanes we're shipping every day!
So, we're clearing out our inventory of other BRAND-NEW equipment,
way below manufacturers' cost! Write or phone for our Sensational
"ILLUSTRATED BARGAIN BROUCHURE" today!

YOUR HEADQUARTERS for

POOL GAMES

BRAND-NEW
LATEST MODEL
BUMPER POOL BY
CHICAGO COIN

SLATE POOL GAMES

SLATE TOPS

Finest Reconditioned Tubs! BRAND-NEW SLATE TOPS INSTALLED. Ready for Location

ARCADES

Complete Arcade Outlets Since 1912.

We ONLY
Advertise
What We Have
in Stock
ALL MACHINES 100%
CLEAN AND CHECKED
Ready for You
if Not Satisfied
POOL TABLES

Chic and Automatic Pool

Chicago Coin Automatic Pool

Cole's Self Playing Pool

Remington Park

Texas Pool

Wayne Pool

Water Pool

Yale Pool

Zephyr Pool

Pool Tables by

Berg, L. M.

Henderson, A. D.

Jones, E. M.

Risenberry, J. J.

Shindler, C. A.

Stone, E. J.

Trenary, J. F.

We Will Accept in Trade
4 SIDED POOL TABLES
For any of the Above

IMPORTANT: Inventory changes every day. If you don't see what you want, write, wire or phone today.

DAVID ROSEN

1550 E. BROAD STREET PHOENIX 72, PA

POOL STATION 2-7113
Gene Coven to Host
Continued from page 55
A short business session, which Coven will kick off with an address to the operators. The floor will then be thrown open to a forum discussion on operating problems.

R. C. Rilling, president of the Rudolph Wurlitzer Company, is expected to attend, along with Robert H. Bear, Wurlitzer sales manager, and Bert Davidson, regional sales manager of the organization.

Assisting Mr. and Mrs. Coven as hosts will be Sid Parn and Herb Hilderbrand, sales representatives of Gene Coven Music Corporation.

The Centennial Club is composed of operators who bought 15 or more Wurlitzer organs during 1956. The idea originated in August of 1950, when in celebration of the firm's 100th anniversary, Wurlitzer invited operators from all over the country to attend a three-day fete in Buffalo. At that time, some 40 operators from the Chicago area attended.

Coven stated the coming celebration is in response to requests by many of the operators for a similar opportunity to get together and know each other better. "The operators felt the trip but felt was more than worthwhile," Coven said. "Not only did they have a chance to meet one another socially, but they were able to discuss operating problems of mutual interest, which was a benefit to all concerned. We hope the coming meeting will give operators a chance to renew old acquaintances, as well as to exchange ideas about their music operations."

Background Music
Continued from page 85
construction at 375 Park Avenue, uses the MOD service as does the Union Drive Building. Andrew considers banks good prospects for the service. Among
his accounts are the five branches of the First Federal Savings & Loan Association and five offices of the Ninth Federal Savings & Loan Association.

Hotels also provide good prospects. Andrew has the Hilton hotels in New York. Other clients include the American Fire Insurance Group, the Cities Service Company, the J. Henry Schroeder Banking Corporation, the Zurich Insurance Group, the Royal indemnity Company and J. P. Stevens & Company.

CMA TV Quiz
Continued from page 85
participating on the stage and three from the listening audience, competing for a top prize of $8,000, by correctly singling the songs played on the program.

In addition there was a grand sweepstakes prize of $5,000. Each of the four juke box manufacturers were represented by having the four makers on the stage, and each week a different juke box is used for the sweepstakes prize.

Listeners were invited to become contestants by securing an entry blank at almost any establishment with a juke box, or by requesting an entry blank by mail from "Juke Box Desk" 333 North Wight Street, Hollywood.

TWO WEEK'S SPECIALS
18—Model H-100A Seeburg, Each...$164.00
2—Model R. Seeburg, Each...695.00
1—Model 1900 Wurlfter...$750.00
1—Model 1700 Wurlfter...$825.00
CULP DISTRIBUTING COMPANY
670 West Grand Avenue
Oklahoma City, Oklahoma
Ph. No. 5-3648
GIVE TO DAMON RUYON
CANCER FUND

OUR MUSIC IS GUARANTEED!
Seeburg 100-R...$765
Rock-Ola Rocket (51-50)...175
Rock-Ola Fireball...275
Wurlitzer 1250...165
A.M.I. Model C...125
A.M.I. B...125

A.M.I. Model E-120
Tip-top condition
—a real buy
$445

A Quarter Century of Service

A. Q. C. M. C. 6-1952

WE GOT 'EM
Immediate Delivery
BINGO
NITE CLUB...$175.00
PARADE...245.00
NEWPORT...375.00
BEACH BEAUTY...375.00
BIG TIME...245.00
EASY ACES...195.00
ROPES...275.00
MINSTREL MAN...45.00
DIAMOND LIL...135.00
OPEN D'HARD...85.00
ARABIAN NIGHTS...115.00

PINS
HARBOUR LITE...$155.00
EASY ACES...195.00
ROPES...270.00
MINSTREL MAN...45.00
DIAMOND LIL...135.00
OPEN D'HARD...85.00
ARABIAN NIGHTS...115.00

MANY LATE USED
SHUFFLE ALLEYS
REASONABLE

SADDLE & TURF
EXHIBIT
CLUB MODEL...$195.00
HUNTERS...$295.00
RING ROLL...$225.00
HARRY, SAM & JERRY

UNIVERSITY COIN MACHINE EXCHANGE
255 N. HIGH STREET
COLUMBUS, OHIO
PHONE: Amlinster 4-6159

GEOE ASH says:
We have Seeburg V-200's and Wurlitzer 1800's, 1900's and 2000's and we will trade for BALLY BINGOS.
PARIZE BROADWAY DOUBLE HEADER
NITE CLUB BIG SHOW KEY WEST
Exclusive Distributors for Wurlitzer, G. Gottlieb & Co. and Exhibi in S. Jersey, Del. and E. Penn.

ACTIVE
AMUSEMENT MACHINES CO.
666 N. Broad St.
Phila. 20
Write or wire for prices

IT'S GOT TO BE GOOD!
SHIPPING THIS WEEK...
GENCO'S CIRCUS RIFLE GALLERY
It's even BETTER than BIG TOP!
SENSATIONAL, REVOLUTIONARY NEW MOVING TARGETS!
(SEE NEXT WEEK'S BILLBOARD FOR DETAILS)
STILL IN PRODUCTION...GENCO'S DELUXE 6-PLAYER SKILL BALL

GENCO
MFG. & SALES CO.
2551 N. Ashland Avenue
Chicago 14, Illinois
CONVERT all your Shuffle Alleys to BOWLING and SAVE $$

with our NEW Sensational BOWLING ALLEY CONVERSION KIT
NO MORE PUCKS—NO MORE WAX

- Convert 8 or 8½ ft. Shuffle Alley in approx. 3 hrs.
- Automatic scoring, spare, strike, balls (cut pockets).
- Simple, tested and proven mechanism.
- Complete instructions with each kit.
- Fits most 8 or 8½ ft. Shuffle Alleys.

KIT INCLUDES:
- Ball lift (motor driven).
- Three 3½" stainless steel balls.
- Chrome-plated ball return.
- Roll-overs for playing field.
- New raised foul line bar.

1 yr. unconditional guarantee on foot- ball bell hit!

CHROME PLATED BALL RETURN!

8 ft. CONVERSION KIT

$169.50
8½ ft. CONVERSION KIT
only $5 more

IMMEDIATE DELIVERY! ½ BAL., C.O.D., F.O.B., N. Y. C.—WRITE, WIRE, PHONE
WEST SIDE DISTRIBUTING CORP.
612 Tenth Avenue, New York 36, N. Y. Circle 6-8464

MUSIC TO HEAR BY!
AND YOU CAN BE SURE IT WILL BE HEARD IN ALL CORNERS OF YOUR LOCATIONS AT THE LOWEST "WALLBOX COST" TO YOU, EVER.

SOME DISTIBUTORSHIPS STILL AVAILABLE

When answering ads...
Say You Saw It in The Billboard

Name McFadden Canco Sales Head

NEW YORK — Daniel T. McFadden has been appointed general sales manager of the beverage container division of American Can Company. The appointment was made by Edward K. Webb, general manager of sales. McFadden succeeds George F. Hess, who resigned. An employee of the container firm since 1917, McFadden was sales manager for two years of Canco's Atlantic division before he recently became assistant to the general manager of sales.

Name McFadden Canco Sales Head

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GOTTLEB'S ACE HIGH

Bull's-eye Hit on 3 Targets Lies
Queens, Kings and Aces

3 Queens, 3 Kings or Any Ace Awards Specials in Holes

Hitting Spade, Heart, Diamond and
Club Rollers Like Out Hole for Special

Rollers Like 4 Pop Bumpers and
Side Targets Like 2 Cyclonic
Kickers for High Score

Super-Powered Flippers Placed to
Provide Skill Shots on All 3 Targets

Gottlieb & Co.
1742 S. Kostner Avenue • Chicago 29, Illinois

Amusement Pinballs
an American as Baseball and Hot Dogs!

BUY THE BEST...WE DO!
All Gottlieb Machines Are Equipped with National Slug Rejectors
NOW!  SET UP YOUR OWN BOWLING CENTER!... CASH IN ON BIG PROFITS FOR YEARS!

'Live Bowling'...

chicago coin's

BOWLING
LEAGUE

LOOK!  
NATURAL BOWLING!  
Player can Skillfully Control His Shots By Rolling A Straight Ball... Hook Or Back-up Ball. Roll 'Em Fast Or Slow!

LOOK!  
3 INCH HARD RUBBER BALLS!  
They Look... Feel... Play And Simulate Every Action Of A Real Bowling Ball.

LOOK!  
AUTOMATIC REGULATION SCORING!  
Strikes... Splits... Regulation Leaves! Every Shot Gives Player All The Excitement... All The Thrills Of Real Bowling!

LOOK!  
GENUINE GUTTERS  
As In Real Bowling!

LOOK!  
NO STRAIN!  
NO STOOP!  
Ball Return Rack Operates The Same As Regulation Bowling!

LOOK!  
FOR PROVEN PLAYER APPEAL  
Your Choice Of 2 See Cabinets! (4 Sections For Easy Handling)

14'8" LONG  
11'11" LONG  
29 Inches Wide — 18 Inches High

CHICAGO COIN  
MACHINE COMPANY

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

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New "E-Z-3" easy-to-handle 3-piece construction simplifies installation, gets you in more spots with ABC Bowling Lanes.

Now get bigger share of ball-bowling profits

BALLY ABC BOWLING LANES is now a bigger money-making bonanza than ever. New "E-Z-3" easy-to-handle 3-piece construction simplifies installation, opens thousands of additional gold-mine locations to record-smashing earning-power of ball-bowling.

ABC BOWLING LANES is actually easier to move into a spot than an 8 ft. shuffle-bowler. Each piece—front-alley, rear-alley, back-cabinet—is easily loaded on a truck, easily unloaded and moved into location, where the 3 pieces are easily and quickly attached—ready to earn the biggest profits in years.

Get ABC BOWLING LANES working for you now and be set for the biggest profit year you ever enjoyed. Order ABC BOWLING LANES from your Bally Distributor today.

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
NOW IS THE TIME FOR YOU TO MAKE REAL MONEY

GET UNITED'S BOWLING ALLEY ON LOCATION AT ONCE!

AVAILABLE IN 14 FT. AND 11 FT. LENGTHS

14 FT. MODEL CAN BE SEPARATED INTO 8 FT. AND 6 FT. SECTIONS FOR EASY INSTALLATION AND HANDLING

SEE YOUR DISTRIBUTOR NOW!

UNITED MANUFACTURING CO.
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
advantages of the Select-o-matic mechanism

* Easy accessibility greatly simplifies changing records.
* Even when playing, the records never completely leave their individual storage compartments.
* The lightweight, spring-tension pickup of carriage assures longer record life.
* The Select-O-Matic "200" is the most efficient, trouble-free mechanism ever offered in a coin-operated music system.

Only the V-200 has the Select-o-matic mechanism

J. P. SEEBURG
Chicago 22, Illinois
A Division of Fort Pitt Industries, Incorporated

DEPENDABLE MUSIC SYSTEMS SINCE 1902

America's finest and most complete music systems