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MARCH 2, 1957 (APB) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

## Machine Thinks and Presto: Groceries

Electronic Vending Unit for Retail Store Fronts Takes Up to \$3 Change

By AARON STERNFIELD

NEW YORK — Progress in a new development in automatic selling, planned sales for take-home use, may be accelerated as result of a new electronically operated vending machine.

A pilot unit of the new machine was installed last week in the front of the Loft candy store at the Jamaica bus terminal.

Commuters at the terminal are in the habit of taking home a box of chocolates to pacify their irate wives when they are late for dinner. If a commuter got to the shop before closing, his chances of a warm reception at home were materially improved.

Now, he can come home any hour of day or night with his peace offering. The unit, called the Windowmatic, dispenses eight selections of candy, ranging in price from 25 cents to \$3.24 hours a day, seven days a week.

The machine is a radical departure from traditional concepts of automatic merchandising.

Currently, the lion's share of the \$2 billion annual vending market is in low-cost impulse items for on-the-premises consumption.

Cigarettes, candy bars and soft drinks account for at least 75 per cent of the market. These are all items that the purchaser begins consuming immediately after purchasing.

However, a new concept of automatic merchandising, planned sales for take-home use, is being pioneered. In the supermarket field, Grand Union, an East Coast chain, and Food King, a Portland, Ore., market, are experimenting with store-front units for grocery staples.

Items like pounds of coffee, packaged cold cuts and dairy products are being sold thru mechanical, coin-operated devices.

**Mechanical Brain**

However, the new Loft unit adds

## Candy Vender With Brain

CHICAGO — An electronic brain similar to that used in automatic business machine equipment, is featured in the new Windowmatic packaged candy vender installed in front of the Loft candy store, at New York's Jamaica bus terminal.

Complete with electric plug board, which serves as the unit's memory, it keeps track of the amount of change a customer drops into the machine. Not only that, lighted figures inform him of how much more he has to put in before he gets his candy.

As soon as the deposited amount matches the selling price, the "escrow" money drops and the customer gets his purchase.

another refinement: A mechanical brain which tells the consumer how much toward the purchase he has paid by means of an electrical scoreboard, which computes for the purchaser, and which checks its own computations by means of correcting circuits.

Actually, Loft entered the automatic merchandising field six months ago with a store-front unit on 42d Street, Manhattan. This unit, and the second one at Times Square, were mechanically operated and imported from Germany.

The new unit, which vends two-pound boxes of chocolates, is of American manufacture, electronically operated, and designed to handle virtually any food production of conventional size.

Designers and manufacturers are Lionel W. Ettlinger, former industrial consultant for the ABC Vending Corporation, who came to this country 18 years ago from Germany, and Robert Barth, an engineer.

**Extensive Use**

According to Simon Hack, merchandising director for the candy chain with 30 outlets in the metropolitan area, current plans call for extensive use of the window-front units. Other installations are on 42d Street, near Sixth Avenue, and at Times Square.

An electronic brain is the fea-

(Continued on page 82)

## RECORD STARS MAY BE NEXT AT N. Y. PALACE

NEW YORK—The Music Corporation of America is negotiating with the Palace Theater here for disk jockey Jerry Marshall to take a package of popular record stars into the house following Jerry Lewis' exit next week. Possibilities for the bill include Sonny James, Jim Lowe, Roger Williams and the Tarriers.

MCA is lining up some top record names for the Marshall show, which will run for a week, with Liberace scheduled to start his engagement at the Palace the following week. If the Marshall show clicks here, MCA has plans to send it out on the road.

The bill will feature record artists seldom seen in New York and more in a pop vein than rock and roll, in keeping with Marshall's own following. The disk jockey, who left his "Make Believe Ballroom" slot over WNEW here in January, reportedly is negotiating to move into a key programming spot on one of the networks next month.

Meanwhile, Broadway is bustling with disk jockey stagershow activity, following a long period of quiet. In addition to the Roxy, Music Hall and Palace bills, the New York Paramount Theater is doing sock business with Alan Freed (WINS, New York) and a rock and roll show, while Joeko Henderson (WOV, here) will take another rock and roll bill into Lowe's State in April.

## 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? For years old-time music publisher Jerry Vogel has answered his phone with a standard remark 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: When will the repertoire of so-called "standard" tunes be exhausted, and, when the market has been saturated with innumerable versions of each, what will the album producers use to fill the grooves? Where are the new "standards" to come from, and, assuming they do develop, will the public accept them?

**Old Problem**

Basically, it's the same 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 as up to 85 per cent of the music used.

Bernard Braddon, veteran record buyer for the high-volume Liberty Music Shops chain here, buys on the average 600 new LP's

every month. In the pre-LP shellac album days, the entire available album repertoire was no more than 1,200 packages. Obviously, there has to be considerable duplication of tunes, and to the buyer, this is becoming a serious problem.

That would be particularly true in the area of mood music. According to Braddon, the buyers want tunes they can recognize, and the companies and their artists want to stick with the bread-and-butter material. But the buyers now pick up an album that interests them and discover that they already have seven or so versions of any one tune in that album. Conversely, if there is too much new stuff in an album, they're afraid to take a chance on it.

**New Life**

The standards, with very few exceptions, are getting their rich new life thru albums. Many of these are tunes that never could have been called commercial "hits." In fact, a good number of them are show tunes, long obscure, off-beat and frequently from shows that flopped. A random example would be a tune like BVC's "Give Me the Simple Life," which was published in 1945, had no hit records and was virtually forgotten, except for a few jazz vocalists, until a little over a year ago. In the past year, it has been recorded 15 times, is selling more records, more sheet music and getting more performances than it did in the year it was being plugged.

The tune with the most available recordings, however, is—and this is hardly a surprise—Mills Music's and Hoagy Carmichael's "Star Dust," with 127 versions. This quantity, and others we will quote, do not include multiple issues, in different packages, of the same performances.

The next highest would be W. (Continued on page 22)

## Tin Pan Alley Takes Notice

NEW YORK—Tin Pan Alley's attitude toward recordings of "standard" tunes has changed radically in the last two years.

Previously, any income from "mechanicals" on standards was regarded as "accidentals." Unlike the singles field, no effort was made to contact artists and repertoire men regarding same. Today, most important catalog publishers employ special contact men to expose such material to companies and artists.

The Harry Fox office, through which the bulk of standard mechanicals clear, relayed a quarterly report and check to one publisher recently for \$24,000.

## NEWS OF THE WEEK

ABC Signs Gary Cooper for Host-Star of Dramas . . .

Gary Cooper is the latest star to sign a long-term profit-participation deal with ABC-TV. He will host an hour-long dramatic series next fall. . . . Page 2

TV Networks Renew Interest in Feature Film Deals . . .

The three TV networks are displaying renewed interest in feature films. Negotiations have been reported between Paramount and CBS, between United Artists and NBC and between RKO and ABC. . . . Page 13

Capitol Setting Up Subsid Label, Prep Records, Embracing All Fields . . .

Capitol Records shortly will initiate a subsidiary label, Prep Records. Firm, which will be operated as a separate entity, will have a network of independent record distributors in at least 36 major markets. New label will embrace all fields—pop, country and western, rhythm and blues, and will also have an album line. . . . Page 19

T. B. Harms May Seek Tax Refund; Case Highlights Industry Problems . . .

T. B. Harms Company, music publishing firm which is the repository of the Jerome Kern copyrights, is considering making a claim for a tax refund. Harms' position, which is of interest to a broad segment of the publishing industry, is that the government has, in certain years, unfairly levied a personal holding corporation tax against Harms. The situation reflects changing conditions in the music busi-

ness, notably the fact that sheet music income has declined, while royalties from performances and mechanicals has risen. . . . Page 19

Hope Signed to Headline Eastern States Expo Show . . .

Comedian Bob Hope has been contracted to headline the Coliseum show at Eastern States Exposition, West Springfield, Mass., September 15-21. Hope, who will be supported by the 100-piece U. S. Air Force Band, is negotiating with Canadian National Exhibition, Toronto, for an appearance there, a date that would fit in well with his ESE appearance. . . . Page 63

Fat Coffee Prices to Get Scrutiny of Government . . .

The Federal Trade Commission has announced its intention to investigate the high level of coffee prices, which have climbed from 20 to 25 cents a pound during 1956. The news was welcomed by vending machine operators considering expansion in the relatively new self-brew market. . . . Page 82

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## UPSETS FOR FALL

# Webs' Changes Turn Night Programming Topsy-Turvy

NEW YORK—Predictions that the 1956-'57 season would see the greatest mass exodus of network programming in its history are being more than borne out by recent developments. The complete programming revamp currently taking place at all three networks is seeing the nighttime turned topsy-turvy.

The result: An upcoming season which will contain the greatest number of imponderables in the medium's history. Among them are: What will happen to old and established program favorites which remain? What value will previously strong time franchises have in the three-network scramble to attract audiences? What will the new cost per thousand be next season with so much new and exciting coming the viewer's way?

### Sponsor Caution

It is virtually certain that with the intensified programming competition and the continuing increase in costs, the advertisers must exercise a high degree of caution if they hope to keep their cost per thousand under control.

From the preliminary schedules already made known by ABC-TV and NBC-TV, and from the information gleaned at CBS-TV, it may be possible to indicate the way the battle is shaping up.

**SUNDAY:** Intensified pressure will be on by ABC 7:30-9 when its feature pictures are bound to cut into NBC and CBS audiences. The NBC's new Sunday night look with Eddie Fisher or another strong personality hour teeing off at 7 should beef up its entire evening. And with Dinah Shore and Bob Hope doing more shows 9-10 for NBC, CBS' opposing "G.E. Theater" and "Alfred Hitchcock Presents" will have to step up the quality of its presentations.

### 'Lucy' Et Al.

**MONDAY:** This is a question mark at the moment, primarily because CBS does not know if "I Love Lucy" will return in the same form (see other story in this issue). ABC figures to be stronger here because of Julius LaRosa. NBC plans are dependent upon the showing of "Wells Fargo," 8:30-9 and "Twenty-One," 9:30-10, during the rest of the current season, but it also figures to better itself with the new hour drama produced by Alfred Hitchcock at 10.

**TUESDAY:** ABC will stiffen competition after 9:30 with a Yul Brynner dramatic vehicle which should be able to get quite a ride because of the thrust already generated by the two-hour Western block which precedes it. CBS question marks are 8:30-9:30, which may be used for two new half-hour shows or a strong hour stanza. At the moment, ABC is firm only with its 9:30-10:30 hour

of drama. Much will depend upon how NBC reprograms this evening.

**WEDNESDAY:** NBC figures to improve its position here with "Wagon Train," which should generate audience interest 7:30-8:30. CBS also should improve with a new and unselected vehicle at 7:30. ABC's "Disneyland" margin may be shaved, but its "Snowfire" at 8:30 may retain many of the kid viewers.

### ABC Shows

**THURSDAY:** The evening on which ABC will mount its impressive array of new shows — Walt Disney's "Zorro" at 7:30 and the new Gary Cooper hour (see other story this issue) at 8 . . . will put pressure on both NBC and CBS. NBC should stack up better if a new show can be slotted at 9 to replace "People's Choice," which seems to be the web's intention.

**FRIDAY:** This should be another strong evening for ABC with its potent combination of Western adventure and Frank Sinatra. Wholesale changes will, however, be made by NBC and CBS which

will improve them substantially over what they are now presenting.

**SATURDAY:** CBS will probably make the most changes to counter ABC and NBC pressure. A possibility is another hour Western, "Have Gun Will Travel," featuring Dick Boone on CBS at 7:30. NBC will probably move one of its strongest hours into 9-10, if it cannot switch Lawrence Welk from ABC. The latter web's two new hour Western combo may give it a strong start at 7:30.

One of the major question marks left by the spate of new Western shows, primarily an hour in length, is whether the audience taste will hold that bucking this trend will pay off heavily.

All indications are, however, that both NBC and ABC programming will be of much improved—NBC, because of its new kidult shows at 7:30 and ABC because of its new properties, among them Gary Cooper, Yul Brynner, Julius LaRosa, Frank Sinatra, Pat Boone and its package of major features from the RKO vaults and elsewhere.

## CBS LINE-UP PROBLEM

# 'Lucy,' Sponsors in Tangle Over Plans

NEW YORK—CBS-TV has a king-sized "I Love Lucy" problem which deals with plans for the program next season. The network and Lucille Ball and Desi Arnaz had been set to go with a once-monthly hourly show next fall. The other three weeks of the 9-10 Monday evening slot were to be filled by "Perry Mason," the web's new mystery series starring Raymond Burr.

But Procter & Gamble and General Foods, the sponsors of "Lucy," have reportedly refused to go along with the new hour version. They are said to feel that the price of the new package, \$200,000, is too high in today's competitive program market, tho the stanza would be much more elaborate. They want the continuity of impression which the regular weekly series gives and want its continuation on a regular weekly basis next season.

### Other Shifts

Had General Foods gone along with the once-monthly "Lucy" format, it would have shifted "December Bride," now 9:30-10 Mondays to Fridays 8-8:30 to replace "West Point." General Electric was also reportedly ready to relieve General Foods next season of its alternate week sponsorship of

"Zane Grey Theater," Fridays 8:30 p.m.

The CBS problem is what to do with "Lucy" next fall. Should it go to an hour version? What time period can be found for it? Will advertisers be interested who can afford the property? Both Lucille Ball and Desi Arnaz feel that as a half-hour show it is beginning to reach the point of diminishing returns. The Monday (18) Trendex would seem to lead to that conclusion since "Lucy" was topped by .6 percentage points by "Twenty-One," the NBC-TV competitor.

### Alternative?

Perhaps another alternative might be to program the half-hour

## FALL DRAMAS

# Cooper to Become ABC-TV Regular

NEW YORK—Gary Cooper, for 20 years a movie star among the top 10 box-office grossers, will become a TV regular next fall over ABC-TV. Allied Artists, thru its subsidiary Interstate Television, starts production in April on the hour-long series of dramatic films and occasional star.

Thursday, 8-9 p.m., has been chosen as the slot for the new show, to follow the Disney production of "Zorro" and to be followed by the Pat Boone music stanza. The brace of Warner Bros. adult Westerns, "Sugarfoot" and "Maverick" (originally "Oklahoma Kid"), penciled in for the Thursday time, will be aired Saturdays, 7:30-8:30 p.m., in an extension of ABC concept of gaining a headstart on

the evening with an hour show at 7:30.

Cooper, who will own 50 per cent of the new films, is the latest prize catch on the Treyz-Goldenson - Aubrey programming team which is bringing to ABC star personalities on long-term, profit participation deals. Terms of the agreement are said to be similar to the web arrangement with Frank Sinatra.

The Cooper shows are budgeted at \$100,000 each for 39 frames, with options for three years. The lanky actor has never before appeared in a TV-designed program. Several advertisers have already expressed interest in sponsoring the series.

## Liggett-Myers May Nix Slot

NEW YORK—Liggett & Myers is getting ready to bow out of its sponsorship of Tuesday 10:30-11 p.m. on CBS-TV. The sponsor will cancel "Do You Trust Your Wife," the Edgar Bergen quiz show, at the end of its current cycle.

The show was originally co-sponsored by Frigidaire, which bowed out near the end of 1956.

## Saxe Due as CBS Exec V.-P.

NEW YORK — Edward L. Saxe, vice-president in charge of operations for CBS-TV, will reportedly be named an executive vice-president. He will step into the slot vacated by Merle Jones when he was promoted to CBS-TV president.

The other CBS-TV executive vice-president is Hubbell Robinson Jr. It is not known whether anyone will be designated to fill Saxe's current spot.

## Kellogg Hunts New 1/2-Hour Kid Series

NEW YORK—Kellogg is seeking a new half-hour series aimed at youngsters.

It has canceled its two quarter-hour Arthur Godfrey daytime buys and is expected to drop its two quarter-hours of Art Linkletter's "House Party" later this month. Both programs are on CBS-TV.

## 'Loretta Young Show' Renewed by P&G

HOLLYWOOD — Procter & Gamble reportedly renewed the "Loretta Young Show" this week, clearing up some of the doubt as regards NBC's plans for the 10-11 p.m. Sunday slot (The Billboard, February 26). It'll be the fifth season for the half-hour anthology.

show every other week in combination with another strong situation-comedy. This solution might be more acceptable to P&G and General Foods.

But the problem is a knotty one, since it concerns one of the most important properties that the network has and two of its most important clients.

## SG Western Offered NBC

NEW YORK—Screen Gems is offering still another hour Western to NBC-TV. This one would star Randolph Scott, Jack Palance and Fred MacMurray, each of whom would do 13 shows. It is a possibility either for Monday or Tuesday night 7:30 next fall, if the web buys the property.

NBC has already bought "Wagon Train" from Revue Productions for its Wednesday 7:30-8:30 slot. The show will feature a "Captain of the Ship" and his younger assistant, a part that will be played by James Best. The half-hour gross price for the program will be \$38,088; the hour gross price, \$76,178.

## Batjac to Film 'Flight' Series

HOLLYWOOD — Batjac Productions, John Wayne-owned production company, will make its entry into the TV film field with a series entitled "Flight."

Show will be based on projects and experiments being conducted in "frontiers of space" science, first half hour dealing with supersonic sled experiments conducted by Lt. Col. John Stapp. Budd Small will produce the program, to be filmed in co-operation with the Air Research and Development Command.

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Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1957 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5.



Vol. 69 No. 9

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EDITORIAL

# The WBC Conference

One of the worthiest undertakings since the advent of television will be next week's conference on public service programming, to be held in Boston under the auspices of the Westinghouse Broadcasting Company.

With critics of commercial broadcasting still in full cry against the outrages they maintain are being perpetrated against the public, it is refreshing to see the industry quietly proceeding with the business at hand of up-grading its services. Nothing could better exemplify the determination of broadcasters to render the very best of which they are capable than the mere holding of such a conference.

When, in addition, the conference will investigate so many facets of the challenge confronting the medium, with the participation of such a distinguished roster of individuals as outlined in the adjoining columns, it is indeed a development which should generate real excitement. That it has done exactly that, is evident from the fact that more than 200 broadcasters have responded affirmatively to WBC invitations to attend.

**The Purpose**

The purpose of the conference is expressed most succinctly by its sponsors and deserves repetition:

"To bring together creative people, dedicated to the advancement of public service broadcasting, in shirtsleeve working sessions so that, thru the free interchange of ideas, thru discussions and demonstrations, programming in the public interest may be made more effective and more entertaining."

If there is a worthier purpose for broadcasters to gather together, it isn't immediately obvious. When the conference is concluded on what we are sure will be a highly successful note, we hope that WBC, as its sponsors, will find some means of disseminating its fruits to those broadcasters unable to attend, and to seek some way of making the sessions the beginning of a continuing exploration into a most meaningful field.

To Westinghouse Broadcasting and its President, Donald H. McGannon, we extend a salute for conceiving and sponsoring what promises to be a most significant and valuable incursion into an area which deserves the attention and study of every broadcaster.

# FCC Begins Rough Session on Toll TV

WASHINGTON—The Toll TV toboggan was launched at the Federal Communications Commission with a special two-hour meeting Thursday (21). "We won't get off it until we come to a definite yes or no, now that it's on the agenda," was one commissioner's comment. The meeting took up a staff analysis of technical and legal problems involved, including the FCC's jurisdiction or lack of it, over authorization of a Pay TV service. How long the rough ride to decision will take, is anyone's guess.

The subject will very likely come up again when Senate Commerce Committee TV probes call the commissioners for an allocations report, March 5. Nicholas Zapple, the committee's TV probe coordinator, points out that the tie-in between the UHF problem and the possibility of extra revenue for the service via Pay TV is "quite strong, as was demonstrated at our hearings of last session." A meeting of the full "Senate Commerce Committee on a staff report recommending a trial for Pay TV will take place Wednesday (27)," Zapple said.

Recommendation of a trial run for limited Toll TV, recently "leaked" from Commerce Commit-

tee's confidential staff report, confirms a prophecy made last spring (The Billboard, May 5, 1956), when it was pointed out that Pay TV was improving its position on the bill. The improvement, it was pointed out, was due to the failure of the FCC to solve the increasing bankruptcy of UHF, together with accusations of programming monopoly made against nets. Toll TV exponents claimed they would cure both ills, "without any serious inroads on free TV." The last claim produced 70 volumes of comment at the FCC, and the most burning issue since TV's inception.

# Nets' Grosses Reach a Peak, \$488 Million

NEW YORK—Gross billings in network TV reached a new high of \$488,167,634 for 1956, according to the Publishers Information Bureau. The division gave CBS about \$223,000,000, NBC about \$188,000,000, ABC about \$77,000,000. By way of contrast, in 1949, total billings were \$12,294,513, with NBC getting \$6,500,000, CBS over \$3,000,000 and ABC about \$1,000,000.

Percentage-wise, over the past eight years CBS has risen from 32 to 45 per cent in garnering billings, ABC has risen from 9 to 16 per cent, while NBC has dropped from 59 to 39 per cent.

# TPA 'Secretary' For CBS Rerun

NEW YORK—Reruns of "Private Secretary," the Television Programs of America comedy series starring Ann Sothern, are expected to fill the Tuesday 8:30-9 p.m. slot on CBS-TV when "The Brothers" bows out next month.

Lever Bros. and Sheaffer Pens would sponsor thru the summer when another half hour is found.

# Over 200 Attend Big WBC Pubserv Program Conclave

BOSTON — Better than 200 broadcasters and educators, including representatives of over 100 stations, are attending the conference on local radio and TV public service programming here this week, which will be sponsored by the Westinghouse Broadcasting Company.

The unprecedented sessions, which will open Wednesday (27) and run thru Friday (1), will also be attended by notables from public life, including Vice-President Richard Nixon, Dr. Ralph J. Bunche and Carl Sandburg, all of whom will participate in the sessions' prolog meeting Wednesday

morning, to be chaired by WBC's programming veepee, Dick Pack.

Other participants in the prolog session will be Dr. Milton Eisenhower, president of Johns Hopkins University; Sen. John P. Kennedy Jr. and Rear Adm. H. G. Rickover. The prolog will be followed by a special film featuring Rege Cordic of KDKA, Pittsburgh, and comic Arnold Stang, after which WBC President Donald H. McGannon will welcome the participants to the conference.

**"Meet Critics"**

A "Meet the Critics" panel, including members of the press, will look into educational programming, and, following a break for lunch, a TV panel chaired by Tad Reeves, general manager of KDKA-TV, will look into "Assignment Public Service: 'Freedom,'" while a radio panel simultaneously explores the same topic. Wednesday evening, after dinner, the subject of "Showmanship in Public Service Programming" will be taken up by a panel including CBS veepee Lou Cowan, ABC-TV program veepee James T. Aubrey Jr., Dr. Bergen Evans, Dr. Frank Baxter, Bob Sauder, NBC pubserv program manager Ed Stanley and WBC national program chief Bill Kaland. Chairman will be James MacAndrew, director of broadcasting of the New York Board of Education.

On Thursday (28) a TV news panel will meet, chaired by John K. M. McCaffery of WRCA-TV, New York, including Mike Wallace of WABD, New York; Bob Breckner of KTTV, Los Angeles; Bill Burns of KDKA-TV, Pittsburgh, and Jim Ferguson of WSAZ-TV, Huntington, W. Va. A radio news panel will meet simultaneously.

**Kids' Shows**

Children's programs for radio and TV will be explored under the chairmanship of Fred Keller, program chief of WBEN-TV, Buffalo, with the panel including Big Jon Arthur, ABC; Gloria Chandler, KING-TV, Seattle; Jack Miller, co-producer of "Captain Kangaroo"; Helen Parkhurst, and Judith Waller of NBC.

The Thursday luncheon will be addressed by FCC Chairman George C. McConaughy, and Charles L. Van Doren of Columbia University and "Twenty-One" will be a special guest.

# Spot Giveaway Plans Offered

NEW YORK—Four NBC o&o stations have installed spot giveaway plans for advertisers who buy AAA or AA spot. WRCA, New York, will give free one AA, one A, one B or C and six D spots for a buy of one AAA.

WRCA-TV, Philadelphia, will give free one AA, one A, two B, four C and one D for the same buy. WNBQ, Chicago, will give one A, two B and six C spots. WRC-TV, Washington, has announced two plans. For the purchase of one AA, one B and four C spots are given free. For the purchase of one A, one B and one C are given.

# 'Rangers' and 'Heckle' to Go

NEW YORK — "Heckle and Jeckle" and "Tales of the Texas Rangers" will depart from CBS-TV in May. Johnson & Johnson and Sweets Company of America are bowing out of "Heckle," now seen Sundays, 1-1:30 p.m., while Sweets Company and General Mills are making a similar cut-back on "Rangers," currently seen Saturdays, 11:30-12 noon.

Whether either show will return after a summer hiatus is unknown.

# SPECTACULAR CASH

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

NEW YORK—The Ford Motor Company has assembled an advertising budget estimated at \$4,000,000 minimum for the purchase of ten spectaculars for the introduction of its new Edsel car. The sponsor has already bought "Annie Get Your Gun," featuring Mary Martin, as the first of its spectaculars. It will be presented next fall on NBC-TV in late October or early November.

Thru the Foote, Cone & Belding agency, and with Sylvester (Pat) Weaver acting as programming consultant Edsel is now canvassing other spectacular possibilities at CBS-TV and NBC-TV, and it may be presumed at ABC-TV. The advertiser is out after the impact necessary to get the public conscious of its new vehicle.

It may be expected that because Ford is throwing such an enormous outlay into TV solely to introduce Edsel, its competitors, General Motors and Chrysler, will have to react to meet the challenge.

This will almost certainly necessitate that Buick move back into the medium, if it is to retain its position in the car market, a position that has already been badly dented by the sales surge of Plymouth this season.

# CBS-TV Buys 'Person' Show

NEW YORK — CBS-TV has bought "Person to Person" from Edward R. Murrow, Jim Seward and Leo Dorsey. Murrow and his associates only last year bought out Jess Zousmer and John Aron, the producers of the series.

The network also last week signed Murrow to a new long-term contract that would include work on "Person to Person," "See It Now" and other programming assignments.

In the afternoon, a TV panel will look into "Making the Most of Informational Film," while a radio panel explores "Making the Most of Special Program Sources." A panel on religious programming for radio and TV will follow, under the chairmanship of Dr. Richard McCann of WBZ-TV, Boston. The Thursday night dinner will feature an address by attorney Joseph N. Welch, with Wilmer C. Swartley, Boston veepee of WBC, serving as toastmaster. The first annual WBC American History award will be announced.

**Final Day**

On Friday (1), the final day of the conference, the early morning TV session will deal with television production, chaired by William C. Dempsey, program manager of KPX, San Francisco. A radio panel on "programming concert (Continued on page 11)

**FOUR IN ONE PLUS**

This one television station delivers four standard metropolitan area markets plus

- 917,320 TV sets
- 989,605 families
- 3½ million people
- \$3½ billion retail sales
- \$5¼ billion annual income

# WGAL-TV LANCASTER, PENNA. NBC AND CBS

Channel 8 Multi-City Market

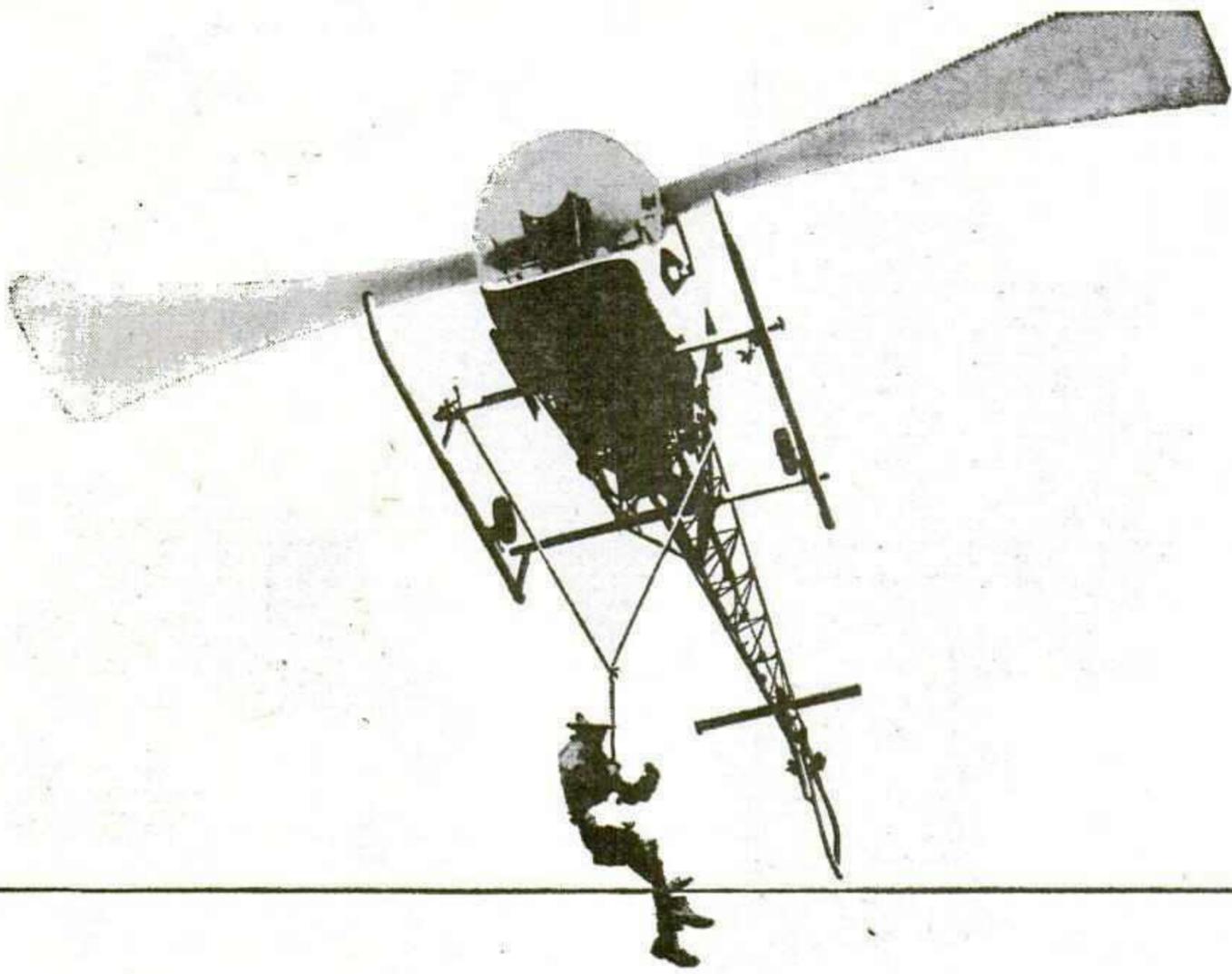
Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

316,000 WATTS

STEINMAN STATION  
CLAIR McCOLLOUGH, Pres.

Representative  
the **MEEKER** company, inc.

New York Los Angeles  
Chicago San Francisco



# LIVE

---

# WIRE.

**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.**



"... the best films for all stations"

This One



G8NA-N6W-K1GE

# WGAL's Video Center Unveiled With Fanfare

LANCASTER, Pa. — With a theme of "Dedication to Public Service," the new WGAL-TV Television Center here was formally dedicated Sunday (24) in a televised ceremony. Attending were top executives of the three TV networks and five members of the Federal Communications Commission, as well as municipal, educational and industrial executives and representatives in Congress and the State Legislature.

Clair McCollough, president and general manager of WGAL, Inc., presided over the ceremonies, with featured speakers including Chairman George C. McConnaughey of the FCC, President Harold E. Fellows of the National Association of Radio & Television Broad-

casters and Col. J. Hale Steinman. FCC commissioners attending included Rosel H. Hyde, Robert T. Bartley, John C. Doerfer and Comdr. T. A. M. Craven, the latter also speaking.

The new WGAL studio, containing 54,81 square feet of floor space, is completely equipped for all types of colorcasting. An interesting innovation in one of the two main studios is a floor-level revolving stage which can hold two back-to-back sets for quick scenery changes without any shifting of lights or cameras, and which can turn automatically such large objects as automobiles.

A single switchboard controls each studio's batteries of lights. (Continued on page 11)

# BBD&O Pulls In \$194,500,000

NEW YORK—Batten, Barton, Durstine & Osborn, Inc., billed \$194,500,000 in 1956 and will top the \$200,000,000 mark this year, according to Bruce Barton, board chairman who headed the 29th annual convention here last week. TV gross billings were \$65,158,000 last year, or 33.5 per cent of the total.

Ralph Story emceed the proceedings in a format called "The \$200,000,000 Challenge," telecast to BBD&O's 2,238 employees via closed circuit. The presentation revealed that the agency currently has 153 clients, 46 of whom average in excess of \$1,000,000 in annual billings, with an average longevity of 14 years.

# Revues to Sub For Gleason This Summer

NEW YORK—Jackie Gleason's summer replacement, beginning June 8, in the Saturday 8-9 p.m. slot will be a CBS musical stock company in revue and book show formats. Polly Bergen, Bobby Van, Mary Ellen Terry and George DeWitt are reported signed for the repertory cast, with a "heavy-weight producer" now being sought.

MCA, which supplied these performers, has signed Charles Van Doren, America's most famous quiz contestant, and is building a half-hour TV vehicle for him. Van Doren will strum his guitar on one of the CBS stock company telecasts in June.

# George Gobel May Lose Pet

NEW YORK — Pet Milk will probably cancel its sponsorship of George Gobel this spring. The advertiser has asked out of its sponsorship of both time and programming in the Saturday 10-10:30 slot on the NBC-TV network.

Armour, the co-sponsor, will remain with the show until the end of this season when Gobel is expected to be moved out. His next season's plans are not formulated, but he may do a number of hour specials.

# 'Masquerade' In for 'Hiram'

NEW YORK — "Masquerade Party" returns to TV in color April 3 in the Wednesday 8-8:30 p.m. slot over NBC-TV, replacing "Hiram Holliday."

The Ed Wolf panel show left ABC-TV in December. "Holliday" bows out after 26 stanzas, the producer Phil Rapf is going ahead with the completion of 39 films for syndication purposes.

# Carter Mulls Invitation Tilts

NEW YORK—Carter Products, which has been spending heavily for sports sponsorship, is taking a long look at bankrolling basketball's National Invitation Tournament to be presented on CBS-TV from Madison Square Garden shortly.

Carter recently bought one-third of the last four National Hockey League Saturday afternoon games on the same web.

# Woolworth Is Target for TV

NEW YORK — The F. W. Woolworth Company has become a prime prospect for TV sponsorship. The five and dime chain is interested in bankrolling an hour alternate week prestige stanza and is looking at several possibilities.

Woolworth has been very happy with its sponsorship of music stanza on CBS radio.

# NBC Eyes New 'Escape' Series

NEW YORK — NBC-TV is showing interest in "Escape," the Delbert Mann-David Swift-David Shaw series which concerns itself with live tales of suspense.

The property was discovered by Robert Lewine, now a programming veepee at NBC, while he was at ABC-TV, and he still has faith in its potential.

# Tickets at Penn Station Sold by Closed Circuit

NEW YORK—The Dage Television Company put 105 TV cameras and 101 receivers into operation last week for the world's largest closed circuit network at Pennsylvania Station here. The permanent television city will handle ticket sales and all customer service relations for the railroad.

# Several Clients Ready For 'Disneyland' Slot

NEW YORK — ABC-TV has several advertisers anxious to jump into "Disneyland" now that American Dairy Association is bowing out of its quarter-sponsorship. The web released Dairy 26 weeks ahead of its thru-September contract.

**Billboard**



**BY SPONSOR GROUPS FOR JANUARY**

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

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

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

## Food and Beverage Sponsors

### ● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

- LIPTON (Godfrey's Talent Scouts, CBS).....\$1.71
- GENERAL FOODS, PROCTER & GAMBLE, (I Love Lucy, CBS)..... 1.90
- GENERAL MILLS, SWIFT (Lone Ranger, ABC)... 2.04
- DERBY, AMER. DAIRY, SWIFT (Disneyland, ABC). 2.12
- CAMPBELL SOUP (Lassie, CBS)..... 2.13
- GENERAL FOODS (December Bride, CBS)..... 2.16
- KELLOGG (Name That Tune, CBS)..... 2.22
- GENERAL MILLS (Wyatt Earp, ABC)..... 2.36
- KRAFT (Kraft TV Theater, NBC)..... 2.45
- LEVER (Lux Video Theater, NBC)..... 2.55

### ● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

- LIPTON (Godfrey's Talent Scouts, CBS).....\$2.22
- GENERAL FOODS, PROCTER & GAMBLE (I Love Lucy, CBS)..... 2.37
- GENERAL MILLS (Wyatt Earp, ABC)..... 2.56
- PABST (Wednesday Night Fights, ABC)..... 2.68
- KRAFT (Kraft TV Theater, NBC)..... 2.81
- KELLOGG (Name That Tune, CBS)..... 2.85
- SKIPPY PEANUT BUTTER (You Aked for It, ABC). 2.88
- PET MILK (Red Skelton, CBS)..... 2.94
- GENERAL FOODS (December Bride, CBS)..... 2.96
- CAMPBELL SOUP (Lassie, CBS)..... 3.04

### ● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

- GENERAL FOODS, PROCTER & GAMBLE (I Love Lucy, CBS).....\$1.59
- LIPTON (Godfrey's Talent Scouts, CBS)..... 1.61
- KELLOGG (Name That Tune, CBS)..... 1.99
- GENERAL FOODS (December Bride, CBS)..... 2.04
- LEVER (Lux Video Theater, NBC)..... 2.25
- KRAFT (Kraft TV Theater, NBC)..... 2.27
- CAMPBELL (Lassie, CBS)..... 2.41
- PET MILK (Red Skelton, CBS)..... 2.43
- CARNATION (Burns and Allen, CBS)..... 2.46
- AMER. HOME PRODS., PILLSBURY, KELLOGG (Arthur Godfrey, CBS)..... 2.55

### ● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

- DERBY, SWIFT, AMER. DAIRY (Disneyland, ABC). \$1.33
- CAMPBELL (Lassie, CBS)..... 1.46
- GENERAL MILLS, SWIFT (Lone Ranger, ABC)... 1.49
- NATIONAL BISCUIT (Rin Tin Tin, ABC)..... 1.89
- GENERAL FOODS (Roy Rogers, NBG)..... 2.53
- GENERAL MILLS (Wyatt Earp, ABC)..... 2.72
- GENERAL FOODS, PROCTER & GAMBLE (I Love Lucy, CBS)..... 2.82
- HARTZ (Circus Time, ABC)..... 2.93
- LIPTON (Godfrey's Talent Scouts, CBS)..... 2.95
- KELLOGG (Name That Tune, CBS)..... 3.17

## Cigarette & Tobacco Sponsors

### ● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

- P. LORILLARD (\$64,000 Challenge, CBS)..... 1.74
- R. J. REYNOLDS (I've Got a Secret, CBS)..... 1.94
- R. J. REYNOLDS (People Are Funny, NBC)..... 2.03
- LIGGETT & MYERS (Gunsmoke, CBS)..... 2.42
- AMERICAN TOBACCO (Private Secretary, CBS)... 2.47
- R. J. REYNOLDS (Phil Silvers, CBS)..... 2.53
- BROWN & WILLIAMSON (Line Up, CBS)..... 2.64
- AMERICAN TOBACCO (Your Hit Parade, NBC).... 2.88
- LIGGETT & MYERS (Do You Trust Your Wife? CBS) 2.99
- AMERICAN TOBACCO (Jack Benny, CBS)..... 3.06

### ● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

- R. J. REYNOLDS (I've Got a Secret, CBS).....\$2.26
- R. J. REYNOLDS (People Are Funny, NBC)..... 2.29
- P. LORILLARD (\$64,000 Challenge, CBS)..... 2.35
- LIGGETT & MYERS (Gunsmoke, CBS)..... 2.47
- AMERICAN TOBACCO (Private Secretary, CBS)... 2.90
- AMERICAN TOBACCO (Your Hit Parade, NBC).... 3.05
- R. J. REYNOLDS (Phil Silvers, CBS)..... 3.22
- AMERICAN TOBACCO (Jack Benny, CBS)..... 3.24
- BROWN & WILLIAMSON (Line Up, CBS)..... 3.28
- AMERICAN TOBACCO (Navy Log, ABC)..... 3.57

### ● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

- R. J. REYNOLDS (I've Got a Secret, CBS).....\$1.63
- P. LORILLARD (\$64,000 Challenge, CBS)..... 1.82
- R. J. REYNOLDS (People Are Funny, NBC)..... 1.84
- AMERICAN TOBACCO (Private Secretary, CBS)... 2.14
- LIGGETT & MYERS (Gunsmoke, CBS)..... 2.22
- AMERICAN TOBACCO (Your Hit Parade, NBC).... 2.40
- BROWN & WILLIAMSON (Line Up, CBS)..... 2.46
- AMERICAN TOBACCO (Jack Benny, CBS)..... 2.58
- LIGGETT & MYERS (Do You Trust Your Wife, CBS) 2.61
- R. J. REYNOLDS (Phil Silvers, CBS)..... 2.61

### ● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

- R. J. REYNOLDS (People Are Funny, NBC).....\$2.62
- R. J. REYNOLDS (Phil Silvers, CBS)..... 2.92
- AMERICAN TOBACCO (Private Secretary, CBS)... 3.33
- LIGGETT & MYERS (Gunsmoke, CBS)..... 3.70
- LIGGETT & MYERS (Dragnet, NBC)..... 4.18
- R. J. REYNOLDS (Mr. Adams and Eve, CBS)..... 4.26
- AMERICAN TOBACCO (Navy Log, ABC)..... 4.28
- P. LORILLARD (Jackie Gleason, CBS)..... 4.50
- AMERICAN TOBACCO (Stanley, NBC)..... 5.14
- AMERICAN TOBACCO (Jack Benny, CBS)..... 5.40

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**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*

# 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 Artists Productions, whose subsidiary, AAP, Inc., is distributing 750 of them in TV.

When Warner's post-1948 pictures will get into TV is anybody's guess. It is not likely to be for some time. There have been no negotiations to that end reported, and Warner itself has shown no inclination to push them in itself.

This completes The Billboard's listing of feature films released by each of the major motion picture companies between 1949 and 1954. The first such listing appeared in the issue of January 26.

## WARNER BROS.

**ABBOTT & COSTELLO MEET CAPT. KIDD—1952**  
Abbott & Costello

**ABOUT FACE—1952**  
Gordon MacRae, Eddie Bracken

**ALONG THE GREAT DIVIDE—1952**  
Kirk Douglas, Virginia Mayo

**APRIL IN PARIS—1953**  
Doris Day, Ray Bolger

**BACKFIRE—1950**  
Virginia Mayo, Gordon MacRae

**BARRICADE—1950**  
Dane Clark, Raymond Massey, Ruth Roman

**THE BEAST FROM TWENTY FATHOMS—1953**  
Paul Christian, Paula Raymond

**BIG JIM McLAIN—1952**  
John Wayne, Nancy Olson

**THE BIG TREES—1952**  
Kirk Douglas, Patrice Wymore

**BLOWING WILD—1953**

Gary Cooper, Barbara Stanwyck, Ruth Roman

**THE BLUE GARDENIA—1953**  
Ann Baxter, Richard Conte

**BOY FROM OKLAHOMA—1954**  
Will Rogers Jr., Nancy Olson

**THE BREAKING POINT—1950**  
John Garfield, Patricia Neal

**BREAKTHROUGH—1950**  
David Brian, John Agar

**BRIGHT LEAF—1950**  
Gary Cooper, Lauren Bacall

**BUGLES IN THE AFTERNOON—1952**  
Ray Milland, Helena Carter

**BY THE LIGHT OF THE SILVER MOON—1953**  
Doris Day, Gordon MacRae

**CAGED—1950**  
Eleanor Parker, Agnes Moorehead

**CALAMITY JANE—1953**  
Doris Day, Howard Keel

**CAPT. HORATIO HORNBLLOWER—1951**  
Gregory Peck, Virginia Mayo

**CARSON CITY—1952**  
Randolph Scott, Lucille Norman

**CATTLE TOWN—1952**  
Dennis Morgan, Philip Carey

**THE CHARGE AT FEATHER RIVER—1953 (3D)**  
Guy Madison, Frank Lovejoy

**CLOSE TO MY HEART—1951**  
Ray Milland, Gene Tierney

**COLT '45—1950**  
Randolph Scott, Ruth Roman

**COME FILL THE CUP—1951**  
James Cagney, Phyllis Thaxter

**THE COMMAND—1954 (CinemaScope)**  
Guy Madison, Joan Weldon

**CRIMSON PIRATE—1952**  
Burt Lancaster, Eva Bartok

**CRIME WAVE—1954**  
Gene Nelson, Sterling Hayden

**DALLAS—1950**  
Gary Cooper, Ruth Roman

**THE DAMNED DON'T CRY—1950**  
Joan Crawford, David Brian

**DAUGHTER OF ROSIE O'GRADY—1950**  
June Haver, Gordon MacRae

**THE DESERT SONG—1953**  
Kathryn Grayson, Gordon MacRae

**THE DIAMOND QUEEN—1953**  
Fernando Lamas, Arlene Dahl

**DISTANT DRUMS—1951**  
Gary Cooper

**THE EDDIE CANTOR STORY—1953**  
Keefe Brasselle, Marilyn Erskine

**THE ENFORCER—1951**  
Humphrey Bogart

**THE FLAME & THE ARROW—1950**  
Burt Lancaster, Virginia Mayo

**FORCE OF ARMS—1951**  
William Holden, Nancy Olson

**FORT WORTH—1951**  
Randolph Scott, David Brian

**THE GLASS MENAGERIE—1950**  
Jane Wyman, Kirk Douglas

**GOODBYE MY FANCY—1951**  
Joan Crawford, Frank Lovejoy

**THE GREAT JEWEL ROBBER—1950**  
David Brian, Marjorie Reynolds

**THE HASTY HEART—1950**  
Ronald Regan, Patricia Neale

**HIGHWAY 301—1951**  
Steve Cochran, Virginia Grey

**HIS MAJESTY O'KEEFE—1954**  
Burt Lancaster, Joan Rice

**HONDO—1954 (3D)**  
John Wayne, Geraldine Page

**HOUSE OF WAX—1953 (3D)**  
Frank Lovejoy, Vincent Price

**I CONFESS—1953**  
Montgomery Clift, Ann Baxter

**I'LL SEE YOU IN MY DREAMS—1952**  
Doris Day, Danny Thomas

**INSIDE THE WALLS OF FOLSOM PRISON—1951**  
Steve Cochran, David Brian

**THE IRON MISTRESS—1952**  
Alan Ladd, Virginia Mayo

**ISLAND IN THE SKY—1953**  
John Wayne, Lloyd Nolan

**JACK AND THE BEANSTALK—1952**  
Abbott & Costello

**THE JAZZ SINGER—1953**  
Danny Thomas, Peggy Lee

**JIM THORPE, ALL AMERICAN—1951**  
Burt Lancaster, Phyllis Thaxter

**KISS TOMORROW GOODBYE—1950**  
James Cagney, Barbara Payton

**LIGHTNING STRIKES TWICE—1951**  
Ruth Roman, Richard Todd

**THE LION & THE HORSE—1952**  
Steve Cochran

**A LION IS IN THE STREETS—1953**  
James Cagney, Barbara Hale

**LUCKY ME—1954 (CinemaScope)**  
Doris Day, Robt. Cummings, Phil Silvers

**LULLABY OF BROADWAY—1951**  
Doris Day, Gene Nelson

**MAN BEHIND THE GUN—1953**  
Randolph Scott, Patrice Wymore

**MARA MARU—1952**  
Erroll Flynn, Ruth Roman

**THE MASTER OF BALLANTRAE—1953**  
Erroll Flynn, Anthony Steele

**MIRACLE OF FATIMA—1952**  
Gilbert Roland, Angela Clark

**MONTANA—1950**  
Erroll Flynn, Alexis Smith

**THE MOONLIGHTER—1953 (3D)**  
Barbara Stanwyck, Fred MacMurray

**ON MOONLIGHT BAY—1951**  
Doris Day, Gordon MacRae

**ONLY THE VALIANT—1951**  
Gregory Peck, Barbara Payton

**OPERATION PACIFIC—1951**  
John Wayne, Patricia Neal

**OPERATION SECRET—1952**  
Cornel Wilde, Phyllis Thaxter

**PAINTING THE CLOUDS WITH SUNSHINE—1951**  
Dennis Morgan, Virginia Mayo

**PERFECT STRANGERS—1950**  
Ginger Rogers, Dennis Morgan

**PHANTOM OF THE RUE MORGUE—1954 (3D)**  
Karl Malden, Patricia Medina

**PLUNDER OF THE SUN—1953**  
Glenn Ford, Diana Lynn

**PRETTY BABY—1950**  
Dennis Morgan, Betsy Drake

**RATON PASS—1951**  
Patricia Neal, Dennis Morgan

**RETREAT, HELL—1952**  
Richard Carlson, Frank Lovejoy

**RETURN OF THE FRONTIERSMEN—1950**  
Gordon MacRae, Julie London

**RIDING SHOTGUN—1954**  
Randolph Scott, Wayne Morris

**ROCKY MOUNTAIN—1950**  
Erroll Flynn, Patrice Wymore

**ROOM FOR ONE MORE—1952**  
Cary Grant, Betsy Drake

**SAN FRANCISCO STORY—1952**  
Yvonne De Carlo, Joel McCrea

**SHE'S BACK ON BROADWAY—1953**  
Virginia Mayo, Gene Nelson

**SHE'S WORKING HER WAY THROUGH COLLEGE—1952**  
Virginia Mayo, Ronald Reagan

**SO BIG—1953**  
Jane Wyman, Sterling Hayden, Nancy Olson

**SO THIS IS LOVE—1953**  
Kathryn Grayson

**SOUTH SEA WOMAN—1953**  
Burt Lancaster, Virginia Mayo

**SPRINGFIELD RIFLE—1952**  
Cary Cooper, Phyllis Thaxter

**STAGE FRIGHT—1950**  
Jane Wyman, Marlene Dietrich, Michael Wilding

**STAR LIFT—1951**  
All-Star Cast

**STOP, YOU'RE KILLING ME—1953**  
Broderick Crawford, Claire Trevor

**STORM WARNING—1951**  
Ginger Rogers, Ronald Reagan, Doris Day

**STORY OF WILL ROGERS—1952**  
Jane Wyman, Will Rogers Jr.

**STRANGERS ON A TRAIN—1951**  
Farley Granger, Ruth Roman

**A STRETCAR NAMED DESIRE—1952**  
Vivian Leigh, Marlon Brando

**THE SYSTEM—1953**  
Frank Lovejoy, Joan Weldon

**THE TANKS ARE COMING—1951**  
Steve Cochran, Mari Aldon

**TEA FOR TWO—1950**  
Doris Day, Gordon MacRae

**THIS SIDE OF THE LAW—1950**  
Vivica Lindfors, Kent Smith

**THIS WOMAN IS DANGEROUS—1952**  
Joan Crawford, Dennis Morgan

**THREE SAILORS AND A GIRL—1953**  
Jane Powell, Gordon MacRae, Gene Nelson

**THREE SECRETS—1950**  
Eleanor Parker, Patricia Neal, Ruth Roman

**THUNDER OVER THE PLAINS—1953**  
Randolph Scott, Phyllis Kirk

**TOMORROW IS ANOTHER DAY—1951**  
Ruth Roman, Steve Cochran

**TROUBLE ALONG THE WAY—1953**  
John Wayne, Donna Reed

**WHERE'S CHARLEY?—1952**  
Ray Bolger, Allyn McLerie

**THE WINNING TEAM—1952**  
Doris Day, Ronald Reagan

**YOUNG MAN WITH A HORN—1950**  
Kirk Douglas, Lauren Bacall, Doris Day



**BY PROGRAM TYPE FOR JANUARY**

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

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

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## Quiz, Panel & Audience Participation Shows

### ● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS).....\$1.74
2. \$64,000 QUESTION (Revlon, CBS)..... 1.79
3. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 1.94
4. WHAT'S MY LINE? (Rem. Rand, Helene Curtis, CBS) 1.94
5. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 2.03
6. YOU BET YOUR LIFE (Toni, DeSoto, NBC)..... 2.19
7. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 2.22
8. BEAT THE CLOCK (Hazel Bishop, CBS)..... 2.23
9. DO YOU TRUST YOUR WIFE? (Liggett & Myers, CBS)..... 2.99
10. THIS IS YOUR LIFE (Procter & Gamble, NBC)..... 3.07

### ● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. WHAT'S MY LINE? (Rem. Rand, Helene Curtis, CBS).....\$2.11
2. \$64,000 QUESTION (Revlon, CBS)..... 2.16
3. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 2.26
4. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 2.29
5. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)..... 2.35
6. BEAT THE CLOCK (Hazel Bishop, CBS)..... 2.55
7. YOU BET YOUR LIFE (Toni, DeSoto, NBC)..... 2.61
8. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 2.85
9. TREASURE HUNT (Mogen-David, ABC)..... 4.60
10. TWENTY-ONE (Pharmaceuticals, NBC)..... 5.47

### ● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. \$64,000 QUESTION (Revlon, CBS).....\$1.57
2. WHAT'S MY LINE? (Rem. Rand, Helene Curtis, CBS)..... 1.62
3. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 1.63
4. \$64,000 CHALLENGE (P. Lorillard, Revlon, CBS)..... 1.82
5. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 1.84
6. YOU BET YOUR LIFE (Toni, DeSoto, NBC)..... 1.90
7. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 1.99
8. BEAT THE CLOCK (Hazel Bishop, CBS)..... 2.12
9. THIS IS YOUR LIFE (Procter & Gamble, NBC)..... 2.57
10. DO YOU TRUST YOUR WIFE? (Liggett & Myers, CBS)..... 2.61

### ● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. BEAT THE CLOCK (Hazel Bishop, CBS).....\$2.25
2. PEOPLE ARE FUNNY (R. J. Reynolds, Toni, NBC)..... 2.62
3. NAME THAT TUNE (Kellogg, Amer. Home Prods., CBS)..... 3.17
4. TREASURE HUNT (Mogen-David, ABC)..... 4.02
5. YOU BET YOUR LIFE (Toni, DeSoto, NBC)..... 5.37
6. I'VE GOT A SECRET (R. J. Reynolds, CBS)..... 5.81
7. \$64,000 QUESTION (Revlon, CBS)..... 6.67
8. TO TELL THE TRUTH (Pharmaceuticals, CBS)..... 8.67
9. DO YOU TRUST YOUR WIFE? (Liggett & Myers, CBS)..... 10.45
10. WHAT'S MY LINE? (Rem. Rand, Helene Curtis, CBS)..... 10.55

## Comedy, Variety & Music Shows

### ● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$1.00
2. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.17
3. GODFREY'S TALENT SCOUTS (Toni, Lipton, CBS) 1.71
4. WELK'S TOP TUNES (Dodge, ABC)..... 1.95
5. PERRY COMO (Gold Seal, Sunbeam, Noxzema, S&H Green Stamps, Kleenex, RCA Whirlpool, NBC)..... 1.97
6. DISNEYLAND (Derby, Amer. Dairy, Amer. Home Prods., Swift, ABC)..... 2.12
7. ERNIE FORD (Ford, NBC)..... 2.60
8. RED SKELTON (S. C. Johnson, Pet, CBS)..... 2.66
9. YOU ASKED FOR IT (Skippy, ABC)..... 2.79
10. YOUR HIT PARADE (Warner-Lambert, Amer. Tobacco, NBC)..... 2.88

### ● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$ .98
2. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.07
3. PERRY COMO (Gold Seal, Sunbeam, Noxzema, S&H Green Stamps, Kleenex, RCA Whirlpool, NBC) 2.00
4. WELK'S TOP TUNES (Dodge, ABC)..... 2.12
5. GODFREY'S TALENT SCOUTS (Toni, Lipton, CBS) 2.22
6. YOU ASKED FOR IT (Skippy, ABC)..... 2.88
7. RED SKELTON (Pet, S. C. Johnson, CBS)..... 2.94
8. YOUR HIT PARADE (Warner-Lambert, Amer. Tobacco, NBC)..... 3.05
9. ERNIE FORD (Ford, NBC)..... 3.06
10. JACK BENNY (Amer. Tobacco, CBS)..... 3.24

### ● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. LAWRENCE WELK (Dodge, ABC).....\$ .77
2. ED SULLIVAN (Lincoln-Mercury, CBS)..... .88
3. PERRY COMO (Gold Seal, Sunbeam, Noxzema, S&H Green Stamps, Kleenex, RCA Whirlpool, NBC) 1.56
4. GODFREY'S TALENT SCOUTS (Toni, Lipton, CBS) 1.61
5. WELK'S TOP TUNES (Dodge, ABC)..... 1.71
6. ERNIE FORD (Ford, NBC)..... 2.29
7. YOUR HIT PARADE (Warner-Lambert, Amer. Tobacco, NBC)..... 2.40
8. RED SKELTON (Pet, S. C. Johnson, CBS)..... 2.43
9. SHOWER OF STARS (Chrysler, CBS)..... 2.49
10. ARTHUR GODFREY (Amer. Home Prods., Pillsbury, Bristol-Myers, Kellogg, CBS)..... 2.55

### ● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. DISNEYLAND (Derby, Amer. Dairy, Amer. Home Prods., Swift, ABC).....\$1.33
2. ED SULLIVAN (Lincoln-Mercury, CBS)..... 1.45
3. LAWRENCE WELK (Dodge, ABC)..... 2.26
4. PERRY COMO (Gold Seal, Sunbeam, Noxzema, S&H Green Stamps, Kleenex, RCA Whirlpool, NBC) 2.53
5. CIRCUS TIME (Hartz, Bon Ami, ABC)..... 2.93
6. GODFREY'S TALENT SCOUTS (Toni, Lipton, CBS) 2.95
7. YOU ASKED FOR IT (Skippy, ABC)..... 3.48
8. JACKIE GLEASON (P. Lorillard, Bulova, CBS).... 4.50
9. JACK BENNY (Amer. Tobacco, CBS)..... 5.40
10. STEVE ALLEN (Brown & Williamson, Jergens, U. S. Time, NBC)..... 5.78

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# WPIX-11

# 1st

# AGAIN

**More Proof**  
of PROGRAMMING  
KNOW-HOW!

**More Evidence**  
of SALES  
SUCCESS!

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

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  
David Niven  
Charles Boyer  
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 ...

**FOR AVAILABILITIES CHECK...**

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**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.

**WPIX-11**  
NEW YORK, N. Y.

- 220 East 42nd Street, New York
- or Peters, Griffin, Woodward, Inc.

# 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:

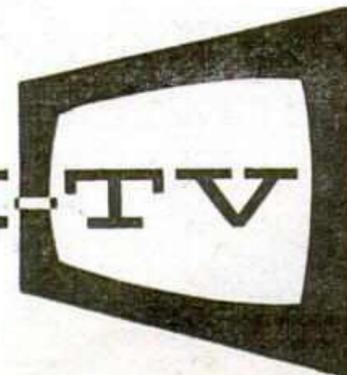
## MGM-TV OFFERS BEST OVERALL PACKAGE of FEATURE FILMS

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.

# MGM-TV

A SERVICE OF  
LOEW'S, INCORPORATED



Write, wire or phone  
Charles C. Barry  
Vice President, 1540 Broadway, New York

# COMMERCIAL CUES

## ORGANIZATIONAL DOINGS

The National Television Film Council on Thursday (28) noon will hold a meeting for general discussion and visual demonstrations of newly developed raw film stocks and newly perfected laboratory processes. . . . Members of the New York Film Directors Organizing Committee, by unanimous vote, accepted affiliation with the Screen Directors Guild of America. When all is completed, the former organization will be dissolved, with its members joining the screen union. . . . The Motion Picture Industry Credit Group, now counting 33 memberships, has added Lab TV, Inc., to its rolls. The group's next meeting on exchange of credit and financial information on mutual customers will be Tuesday (26).

## ALL HANDS AT WORK

The WNAC-TV (Boston) Film Unit directed and produced the three spots for Brotherhood Week, ordered by the National Conference of Christians & Jews. The sound was recorded on magnetic film and transferred to tape, which was sent to Soundac Productions in Miami for animation and filming. The job was then sent to Dekko Productions to transfer magnetic to optical sound, which WNAC-TV matched with composite prints from The Back Bay Film Laboratory. (Ed note: That's real brotherhood!). . . . Lance Productions has finished 60 and 20-second blurbs for Prompt and has a West-Pine series in the works for West Disinfectant. . . . Caparros Studios has just finished 15-minute commercials for Coca-Cola. . . . MPO Television has done some color blurbs for RCA. . . . At Magic Lanterns, Salt Lake City, production includes spot-live action blurbs for Utoco Oil; semi-animated, for American Savings & Loan; eight 20-second semi-animated, for Blue Cross-Blue Shield; three 20-second live action, for Fisher Beer; 20-second semi-animated, for First Security Bank, and animation for the Stauffer Home Plan.

## ID'S

**NEW FIRMS:** A new animated commercials firm, Le Ora Thompson Associates, has been formed in Hollywood by Miss Thompson and Carl Urbano. In Chicago, Les Richmond has set up Productunes, for producing radio and TV singing commercials. Two of the writers are Frank LaVere and Bill Anson. . . . Transfilm, which is touring a radio-TV writing course conducted by Paul deFur, visited the journalism class of the University of Bridgeport (Conn.) on Thursday (21). . . . **PERRSONNEL NOTES:** William Walsh has been appointed account supervisor for The Cellomatic Corporation, New York. In Hollywood, Earl Biddle has joined Playhouse Pictures as assistant film editor, and Bud Hiestand has been signed for voice-over for a Two-Ford-Family teleblurb.

## Bell to Move to ABC's Thurs.

**NEW YORK**—The Bell System will move its "Telephone Time" series, now seen Sundays, 6 p.m., over CBS-TV, to ABC-TV in the Thursday 10-10:30 p.m. time period, beginning April 4. The 52-week order, placed thru N. W. Ayer, places the filmed drama show in ABC's fall line-up, with "Bold Journey" penciled in to precede it.

CBS had offered Bell the Tuesday 10:30-11 p.m. time being vacated by Edgar Bergen, but the client preferred an earlier exposure.

In another web programming development, the Chrysler Corporation has optioned the Friday 9:30-10:30 p.m. time for a new fall show currently in the planning stage. The Plymouth division will bow out of the Friday line-up this summer with Ray Anthony's exit.

## WGAL 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 govern sound and picture output, and also link the director's microphone with the earphones worn by camera operators on the studio floor. The master control room is located between the dual studio control rooms and flanking client observation booths for viewing studio activities. Close by is a slide and film projection room for both color and monochrome.

Following a U-shaped floor plan, the studios and technical core are surrounded by two floors of office and production facilities, including motion picture film developing rooms, an off-camera rehearsal studio and a cafeteria.

Using these most modern facilities is one of the pioneer TV oper-

## Pasternak for ABC Revues?

**HOLLYWOOD** — Joe Pasternak, veteran movie producer who leaves Metro this month, is negotiating with ABC-TV as packager of a proposed musical revue series.

The hour-long shows may be spotted irregularly as weekend specials featuring the Pasternak "touch" for romantic production which he brought to "Student Prince," "Love Me or Leave Me," "Hit the Deck," "Merry Widow" and dozens of film musicals. He also discovered such talent as Deanna Durbin.

## WBC Conclave

Continued from page 3

music" will be held at the same time. They will be followed by a discussion of how research can help pubserv programming, chaired by WBC research chief Mel Goldberg.

The final panel, held after lunch, will be titled "Spots Before Your Eyes," and will deal with the production, use and potentials of radio and TV pubserv spots. Chairman will be Franklin A. Tooke, general manager of WBZ-TV, Boston. WBC chief McGannon will close the conference following the wind-up of that panel. On Saturday morning, conference participants staying over will tour the historic high spots in the Boston area.

ations, WGAL-TV having begun telecasting in March, 1949. Executive personnel include Clair R. McCollough, president and general manager; J. Robert Gulick, assistant general manager in charge of sales; Harold E. Miller, station manager; Leroy K. Strine, regional sales manager; Robert L. Dreher, national sales manager; Paul G. Rodenhauser, program manager; Paul I. Woodland, promotion manager; Harry J. Smith, business manager, and J. E. Mathiot, technical manager.



# 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 the president of 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 cartons of 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.

Mr. 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 managements 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, responsible 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 Stork 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*

AL MANUTI, President

LOCAL 802

AMERICAN FEDERATION OF MUSICIANS

*Louis Fernandez*

LOUIS FERNANDEZ, President

LOCAL 89

CHEFS, COOKS, PASTRY COOKS AND ASSISTANTS UNION

*David Siegal*

DAVID SIEGAL, President

LOCAL 1

DINING ROOM EMPLOYEES UNION

AFFILIATES OF AFL-CIO

	<b>BATON ROUGE</b> <b>36.6</b>		<b>DULUTH-SUPERIOR</b> <b>33.5</b>	
<b>LITTLE ROCK</b> <b>27.6</b>				
				<b>PEORIA</b> <b>33.2</b>
<b>SAN ANTONIO</b> <b>28.4</b>				
				<b>ROCKFORD</b> <b>30.6</b>
				<b>OMAHA</b> <b>29.8</b>

# Smash Success!

**39 TOP RATED HALF HOURS...  
A NETWORK QUALITY DRAMATIC  
ANTHOLOGY SERIES FEATURING  
HOLLYWOOD'S MOST POPULAR STARS**

for information call

**SCREEN GEMS**

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

RATINGS - A.R.B. NOV. 1956

**NEW YORK**  
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Plaza 1-4432

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709 Fox Bldg.  
Woodward 1-3979

**CHICAGO**  
230 N. Michigan Ave.  
Franklyn 2-3696

**HOLLYWOOD**  
1334 N. Beechwood Dr.  
Hollywood 2-3111

**NEW ORLEANS**  
1032 Royal St.  
Express 3913

**TORONTO**  
102-108 Peter St.  
Empire 3-4096

**CHI LAYOUT**

**Exhibits Set For NAB's Convention**

CHICAGO—The TV film industry's exhibit layout for the National Association of Broadcasters' convention this year was pretty much firmed up last week. The film distributors will, as last year, be concentrated on the fifth floor of the Conrad Hilton Hotel here. The reservations confirmed so far for the convention, April 7-11, are as follows:

- ABC Film Syndication—509.
- M. & A. Alexander—515A-517A.
- AAP—504A-505A-507A.
- Harry S. Goodman—556A-557A.
- Guild Films—528A-530A.
- National Telefilm Associates—504-505-507.
- Official Films—553A.
- RCA Recorded Program Services—500-501-502.
- Walter Schwimmer—553.
- Screen Gems—512A-513A.
- Sterling Television—509A.
- Telemat—519A-520A.
- Television Programs of America—534.
- Ziv-TV—556-557-560.

MAC-TV is understood to have made a reservation, but its rooms are not known. The space it had at last year's convention will this year be occupied by AAP.

NBC Television Films will be at the Blackstone Hotel with the the NBC network. CBS-TV Film Sales is expected again to be on the 23rd floor of the Hilton with the CBS network.

The Billboard will have room 537 in the Hilton.

**Live Segs for 'Playhouse 90'**

HOLLYWOOD—CBS-TV reportedly has given up on the idea of trying to film part of its "Playhouse 90" series, and, except for perhaps occasional shows now and then, will stick to a live presentation.

"Playhouse" has been notably successful in attracting stars for its live segments, but top actors have balked at performing for the same relatively low fees on film. Filmed shows were originally intended to be used as reruns during the summer.

**SG Has New Col. Package**

NEW YORK—Screen Gems is getting ready to release its new package of 39 pre-1949 Columbia feature pictures to TV. The no titles have been disclosed the package is said to contain the highest ratio of A to B pictures ever released by Columbia.

SG is also stepping up the sales of its 52-title "Hollywood Mystery Parade," which is now in 29 markets. It was in February, 1956, that SG released its first package of features to TV, the 104-title "Hollywood Movie Parade," which has been sold to over 100 stations.

**'Personal' Rolled By Desilu for NTA**

HOLLYWOOD — Desilu has added another show to its list of properties to be produced for NTA, rolling "Personal Reports, Inc.," at the studio last week. The program, created by Martin Leeds, stars Wayne Morris and Touch Connors as two FBI agents who open their own private agency.

Other series being filmed under the Desilu-NTA agreement are "Official Detective," "Rikki of the Islands" and "The Last Marshal."

**J. FAULK WINS AWARE ROUND**

NEW YORK—John Henry Faulk, radio commentator and American Federation of Television and Radio Artists veepee, won another round in his libel action against AWARE, Inc., when the Appellate Division of the Supreme Court last week upheld his suit and dismissed AWARE's appeal.

If Faulk refuses to settle the \$500,000 action out of court, legal precedence will be set for other plaintiffs to charge AWARE with "blacklisting of radio-TV artists" and conspiring "to destroy livelihoods," as Faulk has done.

**'King Kong' at All-Time Top In L. A.—69.7**

LOS ANGELES—"King Kong" received the highest weekly cumulative rating for any show in the history of this market last week when it scored a 69.7, according to the January Telepulse report. With 95 per cent of the audience unduplicated, the film reached more than 66 per cent of all TV homes in Los Angeles in its "Channel 9 Theater" screening over KHJ-TV. A showing of "Flight for Freedom" was included in the rating report, because of KHJ's programming schedule.

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

**MGM-TV to Shoot Three Pilot Films**

NEW YORK — MGM-TV last week further formularized its programming plans. The Hollywood production firm has decided to produce pilot films of "The Thin Man," "Min and Bill" and "Andy Hardy," all half-hour shows. None of the leads has been cast.

Also being developed is an hour mystery anthology which is being worked on for ABC-TV. The pilot film is expected to be ready by September of this year. MGM-TV is also working on an hour anthology series on film for 1958 deliv-

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

NEW YORK — CBS-TV Film Sales said it received numerous telegrams from stations last week applauding its announced plan to establish firm and open rate cards on all its TV film shows and a sliding discount schedule for its library deals. The reaction of other distributors here, however, was unanimously derogatory.

One firm said it tried such a plan a few years ago, and it was a dismal failure. Others asserted it was unworkable on the face of it.

One competing sales manager suggested that CBS Film was just trying to grab some good publicity. This, CBS seemed indeed to have achieved. It quoted one of its telegrams as praising it for finally putting a "mantle of responsibility" on syndicated pricing.

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

**GROWING APPETITES**

**Networks Sharpen Interest In Feature Film Purchases**

NEW YORK — The TV networks are beginning to show greater interest in feature pictures, an interest consistent with their strong ratings of this season. CBS-TV is reportedly talking to Paramount Pictures about the purchase of its film library and is also discussing the acquisition of a large group of features from 20th Century-Fox. NBC-TV is also said to be negotiating with United Artists for a group of its independently released pictures, among which are "Moulin Rouge," "African Queen" and "Barefoot Contessa." The UA group are said to be a possibility for a summer showing on that web.

ABC-TV, of course, is hot on the prowl for feature product. It can use the RKO package of top 52 until the middle of December, but then RKO must turn these features over to C&C Television, which then must release them to the stations that have bought the RKO library.

**Para Library**

The library getting the most attention is that owned by Paramount. It is reported that the film company is interested in a capital gains see-out. At the moment, Paramount has not set any price on its library, but is trying to evaluate the market to see how

much it can get by letting interested parties bid against each other. Paramount's desire for a capital gains deal is said to be based on its need for cash to help compensate for the relatively bad showing of "The 10 Commandments," the Cecil B. De Mille epic which has failed to produce as expected at the box office.

There is another report current that MGM-TV is also talking to several distributors to see if they are interested in taking over its library, for sale in the smaller markets. MGM-TV's current sales staff on these pictures—they have already grossed better than \$30,000,000 in sales to major markets—is not large enough to move into small market selling on a major basis.

**Staff Shortage**

The company will probably either build up its current staff, or turn the library over to another distributor who is equipped to sell it.

The CBS interest in Paramount product indicates that it, too, may have a feature film show running next season if the purchase is consummated. Its problems would be the finding of an hour and a half of prime time and getting a reasonable price for the features. If however, CBS doesn't use the films for networking, it will give them to its owned and operated stations and then turn them over to CBS-TV Film Sales, its distribution arm.

**RUSHING BUSINESS**

**Pine-Thomas Pix Start Off Fast**

NEW YORK — The Pine-Thomas pictures have finally been put into TV distribution, and they're off to a fast sales start. Deals appear to have been made in about a dozen major markets, even before their TV release was officially announced.

The outfit distributing the package is called Signet TV. It was

set up for that purpose by Nat Gassman, a long-time, independent film agent. Gassman is understood to have been doing all the selling himself this far. Signet is understood to be the sales arm for a group, under the name Wintree Productions, that has bought the negatives of the 35 Pine-Thomas features from Paramount Pictures. Gassman is also understood to be distributing a package of four English-dubbed Italian pictures: "Anna," "Bitter Rice," "Theodora" and "Les Miserables." The first two star Sylvana Mangano. These are being sold under the banner of Amanda TV Productions.

**Times & Stars**

The pictures in the Pine-Thomas package were produced between 1942 and 1949. Their running time ranges from 60 to 80 minutes. Among their stars are Rory Calhoun, Paul Kelly, Rhonda Fleming, William Eythe, Richard Denning, Rod Cameron, Chester Morris, William Gargan, Mary Beth Hughes, Richard Arlen, Barbara Britton, Nancy Kelly, Jean Parker, Barry Sullivan, Robert Lowery and Philip Reed.

They are almost all action-adventure pictures with such titles

**Ziv May Put Product'n Stop Sign on 'H'way'**

NEW YORK—Ziv-TV has apparently decided to cease production on "Highway Patrol" at the end of the show's second year. This was indicated by a report last week that Ziv has been pitching "Harbor Command" and "The New Adventures of Martin Kane" to Ballantine Beer, the largest single sponsor of "Highway."

"Harbor Command," starring Wendell Corey, has already been sold by Ziv to Hamm's Beer, for an October debut in 55 Midwestern markets. Ballantine in the East will have completed its second year of "Highway" in October and will be ready for a new show.

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

**TPA to Distribute 'Lone Ranger' in Foreign Countries**

NEW YORK—Foreign language distribution of "The Lone Ranger" is being handled by Television Programs of America as a result of a deal just concluded between Jack Warather, owner of the property, and Milton Gordon, TPA president. The last 39 episodes, all of them in color, will be dubbed by TPA into Spanish, French, German, Italian and Japanese.

"The Lone Ranger" is already sold in Canada and England. In the U. S. it plays ABC-TV for General Mills and Swift and CBS-TV for General Mills and Nestle.

# MCA Adds Department Store, Plugs for More

NEW YORK — MCA-TV last week added another department store to its client list. Maison Blanche, of New Orleans, signed a 52-week deal for "Crusader" to begin May 14.

Maison Blanche is one of the longest and most successful department store sponsors of syndicated film programs. There is, thus, perhaps some justice in its making a deal with MCA, which only a few weeks ago sent off one of the broadest efforts any TV film dis-

tributor has ever made to lure department stores into the medium.

"Cheaper by the Million," a 24-page, two-color booklet supervised by MCA's ad director, Frank McMahon, depicts the re-education of mythical P. J. Goodman, advertising head of the Emporium, a mythical leading store founded in 1879. By Page 23, P. J. is completely convinced that TV film shows deliver two to 10 times more prospects per ad dollar than his conventional buy, the full-page newspaper ad.

Data on any department store use of TV has generally been skimp. MCA's booklet lists 12 stores that have sponsored its shows in the past two years. They are Sears, Los Angeles, "Dr. Hudson" and "Waterfront"; Sears, Saginaw, Mich., "Heart of the City"; Owens, Rockford, Ill., "Lone Wolf"; Heironimus, Roanoke, Va., "Mayor of the Town"; Dural's, Great Falls, Mont., Ray Milland; Sears, Houston, "Waterfront."

Also Joy's, New Orleans, "Famous Playhouse"; La Salle's, Toledo, "Famous Playhouse"; Rubenstein's, Shreveport, La., "Waterfront" and Ray Milland; Leggett's, Roanoke, Va., "Waterfront," and Wellan's, Alexandria, La., Rosemary Clooney.

MCA sent more than 2,000 copies of "Cheaper" to stores in the U. S. and Canada. This is the third industry promotion issued by MCA, the previous two having been for autos and breweries.

## PARIS BAIT

# NTA Network Launches Affil Pix Campaign

NEW YORK—The NTA Film Network is launching a contest for the promotion managers of its 128 affiliates to stimulate them into the hottest possible ballyhoo of the feature film program that Warner-Lambert will sponsor beginning April 1. The winner will get a trip to Paris for two. The award will be for the presentation of the best showmanship used to promote the program for its first 13 weeks. The general manager of the winning station will also get a big prize. Another five promotion managers will get portable TV sets, and still another five will get Polaroid cameras.

The best promotion of a single picture will be awarded a color TV set.

NTA last week sent the promotion managers four teasers in advance of announcing its Station Showmanship Contest.

Marty Roberts, NTA's promotion director, is compiling a "Dictionary of Showmanship" to send to the affiliates as an aid in participating in the contest. This brochure will consist of promotion gimmicks that have been used on feature films in the past year. Roberts is thinking of turning out a new edition of this "Dictionary" every year.

## Rheingold Beer Cancels 'Code 3'

HOLLYWOOD — Rheingold Beer, primary regional sponsor of "Code 3," has failed to renew the show for another season, and production will probably not be continued. There are 39 half hours of the Hal Roach-Ben Fox series in the can.

ABC Film, which syndicates the series, has already started selling reruns of the program.

## Four Star Preps 'Scout'

HOLLYWOOD — New half-hour series based on the early frontier is being prepped by Four Star Production. Titled "Indian Scout," show will star Casey Tibbs.

# Rise in TV Pix Capital Gains Noted by IRS

WASHINGTON — Good news has filtered out of the Internal Revenue Service on the rising number of TV film producers who are selling the film outright, after first run-offs. Grant of capital gains status on a reportedly "tremendous" sale of TV film by a top West Coast firm resulted recently in "phenomenal savings" for the telepix producers, it was learned here.

Desilu Productions was rumored in the trade to be the firm in question.

Washington attorneys, commenting on the recent capital gains ruling, note that great savings will result to "more and more TV film producers who are selling to networks after the first run-off." The fly in the ointment is the question of cost write-offs which film producers have been taking on first-run rentals. The depreciation tax deduction rate for the comparatively new TV film industry is still undecided at the Revenue Service, where a study of all depreciation tax schedules is under way. Revenue Service has reportedly thought of spreading TV film cost production write-off over a five-year period (The Billboard, December 8, 1956). Attorneys would do battle on this, holding that an amortization period of a year and a half established for movie film, would be fairer for TV film.

**District Case**  
The capital gains ruling made reportedly for the big Desilu sale is actually an affirmation of a similar ruling made in 1955. IRS spokesmen point out that the current ruling was made in answer to a query submitted after the firm had already filed returns with the district director. This gives the district director sole jurisdiction in the case. Federal Service does the deciding in specific tax cases only when formal inquiry is made before local filing of tax returns.

In this last ruling, Revenue Service says it is up to the district director to decide whether the depreciation write-off was "handled properly," since there is no formal ruling on the cost write-offs for TV film on the books. Capital gains status allows the film sale to go thru under the 25 per cent tax ceiling, rather than the corporate rate of 52 per cent.

# Stars to Shine In 'Town Hall'

NEW YORK — Irving Berlin, Jimmy Durante, Harry Belafonte and Hoagy Carmichael will headline the first four stanzas of "Town Hall Tonight," new hour-long series on the history of show business being prepared by Bill Bacher, producer of "Washington Square," and the William Morris Agency.

The opening quartet of formats will be the history of folk music (Belafonte and guest Burl Ives), the life of Berlin, a fanciful Carmichael biography called "Stardust Road" and a tribute to vaudeville (Durante). The last-named will probably be based on Fred Allen's last book, "Much Ado About Me." The series title, incidentally, comes from Allen's radio show.

MINNEAPOLIS—Guild Films has opened a branch office here, its 12th in the U. S. Named to head it is Don Menard, formerly manager of KMGM-TV here. He was previously Detroit manager for Television Programs of America and operations manager of KDKA-TV, Pittsburgh.

# PULSE FILM RATINGS for December

For complete information on programs, ratings, audience size or coverage, please consult The Pulse, Inc., 15 W. 46 St., New York, N. Y.

## • Top 20 Film Shows

Rank	Show & Distributor	Avg. Rating
1	Highway Patrol (Ziv)	17.0
2	Life of Riley (NBC)	16.2
3	Eso Golden Playhouse (Official)	15.1
4	Frontier Doctor (Hollywood)	14.2
5	Science Fiction Theater (Ziv)	13.5
6	Annie Oakley (CBS)	12.9
7	Superman (Flamingo)	12.6
8	Code 3 (ABC)	11.9
9	Sheriff of Cochise (NTA)	11.7
10	Cisco Kid (Ziv)	11.3
11	Badge 714 (NBC)	11.2
12	Dr. Hudson's Secret Journal (MCA)	11.1
13	Wild Bill Hickok (Flamingo)	10.9
14	Man Called X (Ziv)	10.8
15	Patti Page (Oldsmobile)	10.7
16	Soldiers of Fortune (MCA)	10.5
17	Doug Fairbanks Presents (ABC)	10.3
18	I Search for Adventure (Egnall)	10.3
19	Rosemary Clooney (MCA)	10.2
20	Celebrity Playhouse (Screen Gems)	10.1
20	Death Valley Days (Pacific Borax)	10.1

## • Top Film Shows Among Men

Rank Order	Show & Distributor	Men Per 100 Homes
1	Death Valley Days (Pacific Borax)	84
1	Lone Wolf (MCA)	84
1	Racket Squad (ABC)	84
1	Whistler, The (CBS)	84
5	Dangerous Assignment (NBC)	83
5	The Falcon (NBC)	83
5	Mr. and Mrs. North (Schubert)	83
8	Boston Blackie (Ziv)	82
9	Championship Bowling (Schwimmer)	81
9	Confidential File (Guild)	81
9	Dateline Europe (Official)	81
9	Ellery Queen (TPA)	81
9	Highway Patrol (Ziv)	81
9	Inner Sanctum (NBC)	81
9	Man Called X (Ziv)	81
9	San Francisco Beat (CBS)	81
9	Waterfront (MCA)	81
18	Public Defender (Interstate)	80
19	China Smith (NTA)	79
19	Great Gildersleeve (NBC)	79
19	I Led Three Lives (Ziv)	79
19	Inspector Mark Saber (Thompson)	79
19	Life of Riley (NBC)	79
19	Mr. District Attorney (Ziv)	79

## • Top Film Shows Among Women

Rank Order	Show & Distributor	Women Per 100 Homes
1	Doug Fairbanks Presents (ABC)	96
2	Celebrity Playhouse (Screen Gems)	95
3	Dateline Europe (Official)	90
3	Mr. District Attorney (Ziv)	90
5	Dangerous Assignment (NBC)	89
5	Dr. Christian (Ziv)	89
5	Ellery Queen (TPA)	89
5	Patti Page (Oldsmobile)	89
5	Stage 7 (TPA)	89
10	Guy Lombardo (MCA)	87
10	Liberace (Guild)	87
10	Man Behind the Badge (MCA)	87
10	Man Called X (Ziv)	87
10	My Little Margie (Official)	87
15	Eso Golden Playhouse (Official)	86
15	The Falcon (NBC)	86
15	Highway Patrol (Ziv)	86
15	Life With Elizabeth (Guild)	86
15	Life With Father (CBS)	86
15	Mr. and Mrs. North (Schubert)	86
15	Rosemary Clooney (MCA)	86
15	Star Performance (Official)	86
15	Studio 57 (MCA)	86

## • Top Film Shows Among Kids

Rank Order	Show & Distributor	Kids Per 100 Homes
1	Little Rascals (Interstate)	96
2	Laurel and Hardy (Governor)	93
2	Looney Tunes (Guild)	93
4	Ramar of the Jungle (TPA)	92
5	Buffalo Bill Jr. (CBS)	91
5	Popeye (Associated Artists)	91
5	Superman (Flamingo)	91
8	Annie Oakley (CBS)	89
9	Captain Midnight (Screen Gems)	87
9	Hopalong Cassidy—1 hour (NBC)	85
10	Sky King (Nabisco)	85
10	Steve Donovan Western Marshal (NBC)	85
13	Cisco Kid (Ziv)	84
13	Jungle Jim (Screen Gems)	84
13	Kit Carson (MCA)	84
13	Range Rider (CBS)	84
13	Hopalong Cassidy—½ hour (NBC)	83
17	Wild Bill Hickok (Flamingo)	83
19	Cowboy G-Men (Flamingo)	82
19	Gene Autry—½ hour (CBS)	82
19	Long John Silver (CBS)	82

# GT Buys New SG Cartoons

NEW YORK — Screen Gems last week sold its new group of 52 cartoons in the "Fantasie and Fables" series to General Tele-radio for WOR-TV here, and KHJ-TV, Los Angeles.

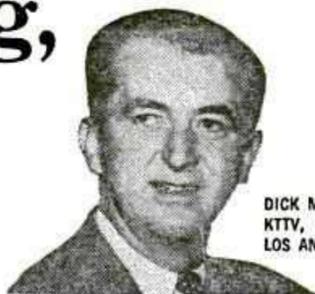
There are still an additional 200 cartoons in the series yet to be made available from the Columbia Pictures stockpile. They include the Tempi-Tunes and Powwow's.

# Hoyt Packages Pix On Anthony Wayne

NEW YORK — Howard Hoyt, legit producer and agent, has packaged a costume series on the exploits of Mad Anthony Wayne, Washington's aide during the Revolutionary War.

Mary Biddle, of the Philadelphia Biddles, is producing the half-hour dramatic show. The script is by David Taylor, who just sold the video rights to his novel "Farewell to Valley Forge" to Walt Disney.

nice going, Dick



DICK MOORE  
KTTV,  
LOS ANGELES

**CODE 3** on your station increased its audience share 32.8%\* in one month.  
Sponsor: Rheingold Beer



\*ARB, Nov.-Dec.

for your market availabilities, call, write or wire  
ABC Film Syndication,  
1501 Broadway, New York • LA 4-5050

## PULSE FILM RATINGS for December

For complete information on programs, ratings, audience size or coverage, please consult The Pulse, Inc., 15 W. 46 St., New York, N. Y.

### The Pulse Audience Composition Studies

#### • Syndicated Film Adventure Shows

DECEMBER RATINGS	
Rank	Avg. Rating
1. Superman (Flamingo) .....	12.6
2. Man Called X (Ziv) .....	10.8
3. Soldiers of Fortune (MCA) .....	10.5
4. I Search for Adventure (Bagnall) .....	10.3
5. Count of Monte Cristo (TPA) .....	9.5
5. Man Behind the Badge (MCA) .....	9.5
7. Crunch and Des (NBC) .....	8.6
8. I Led Three Lives (Ziv) .....	8.2
9. Ramar of the Jungle (TPA) .....	8.2
10. Jungle Jim (Screen Gems) .....	8.1

AMONG WOMEN	
Rank	Women Per 100 Homes Tuned In
1. Dateline Europe (Official) .....	90
2. Dangerous Assignment (NBC) .....	89
3. Man Behind the Badge (MCA) .....	87
3. Man Called X (Ziv) .....	87
5. The Falcon (NBC) .....	86
6. Waterfront (MCA) .....	84
7. I Led Three Lives (Ziv) .....	83
8. I Spy (Guild) .....	81
9. The Hunter (Tafon) .....	80
10. China Smith (NTA) .....	79
10. Passport to Danger (ABC) .....	79

AMONG MEN	
Rank	Men Per 100 Homes Tuned In
1. Dangerous Assignment (NBC) .....	83
1. Falcon (NBC) .....	83
3. Dateline Europe (Official) .....	81
3. Man Called X (Ziv) .....	81
3. Waterfront (MCA) .....	81
6. China Smith (NTA) .....	79
6. I Led Three Lives (Ziv) .....	79
8. Hunter, The (Tafon) .....	77
8. I Spy (Guild) .....	77
10. Federal Men (MCA) .....	76

AMONG CHILDREN	
Rank	Kids Per 100 Homes Tuned In
1. Ramar of the Jungle (TPA) .....	92
2. Superman (Flamingo) .....	91
3. Captain Midnight (Screen Gems) .....	87
4. Jungle Jim (Screen Gems) .....	84
5. Long John Silver (CBS) .....	82
6. Sheena, Queen of the Jungle (ABC) .....	80
7. Flash Gordon (Guild) .....	77
8. Foreign Legionnaire (TPA) .....	62
9. Joe Palooka (Guild) .....	56
10. Crunch and Des (NBC) .....	49

#### • Syndicated Film Drama Shows

DECEMBER RATINGS	
Rank	Avg. Rating
1. Esso Golden Playhouse (Official) .....	15.1
2. Science Fiction Theater (Ziv) .....	13.5
3. Dr. Hudson's Secret Journal (MCA) .....	11.1
4. Doug Fairbanks Presents (ABC) .....	10.3
5. Celebrity Playhouse (Screen Gems) .....	10.1
6. Star Performance (Official) .....	9.7
7. Dr. Christian (Ziv) .....	9.3
8. Stage 7 (TPA) .....	8.9
9. Studio 57 (MCA) .....	8.7
10. Headline (MCA) .....	7.2

AMONG WOMEN	
Rank	Women Per 100 Homes Tuned In
1. Doug Fairbanks Presents (ABC) .....	96
2. Celebrity Playhouse (Screen Gems) .....	95
3. Dr. Christian (Ziv) .....	89
3. Stage 7 (TPA) .....	89
5. Esso Golden Playhouse (Official) .....	86
5. Star Performance (Official) .....	86
5. Studio 57 (MCA) .....	86
8. Your All Star Theater (Screen Gems) .....	84
9. Dr. Hudson's Secret Journal (MCA) .....	82
9. Headline (MCA) .....	82

AMONG MEN	
Rank	Men Per 100 Homes Tuned In
1. Dr. Hudson's Secret Journal (MCA) .....	77
2. Headline (MCA) .....	76
2. Science Fiction Theater (Ziv) .....	76
4. Stage 7 (TPA) .....	75
5. Doug Fairbanks Presents (ABC) .....	74
5. Dr. Christian (Ziv) .....	74
7. Esso Golden Playhouse (Official) .....	73
7. Star Performance (Official) .....	73
7. Studio 57 (MCA) .....	73
10. Celebrity Playhouse (Screen Gems) .....	71

AMONG CHILDREN	
Rank	Kids Per 100 Homes Tuned In
1. Your All Star Theater (Screen Gems) .....	29
2. Celebrity Playhouse (Screen Gems) .....	26
2. Esso Golden Playhouse (Official) .....	26
2. Star Performance (Official) .....	26
5. Dr. Christian (Ziv) .....	23
5. Science Fiction Theater (Ziv) .....	23
7. Lilli Palmer Presents (NTA) .....	20
8. Studio 57 (MCA) .....	19
10. Doug Fairbanks Presents (ABC) .....	15
10. Headline (MCA) .....	15

## NBC Pitches Live Daytimers As Film Subs

NEW YORK — NBC-TV affiliates last week were offered a powerful inducement to knock any local film programming they might have out of an hour-and-a-half block of their afternoon schedules, 1-2:30 p.m., EST. NBC in that time began feeding out two live programs, one from New York and the second from Chicago on an extremely attractive co-op basis. The network's charge is only 4 per cent of the station's Class A network hour rate for each half-hour sold, and 1 per cent for any of 12 one-minute participations sold.

NBC is offering these shows to the stations in firm 13-week cycles, and it is not taking any option to recapture them for a network sponsor.

The show in the 1-1:30 p.m. strip is Tex and Jinx McCrary's "Close-Up" from WRCA-TV here. From 1:30 to 2:30 p.m. the show is "Club 60," a variety show produced by Jules Herbeux at WNBQ, Chicago.

## OUTDOOR IMPACT

### Series Filmers Turn More to Location Pix

NEW YORK—The emphasis on location shooting for syndicated shows seems to be growing even greater, a fact that again reflects the influence the large regional sponsors are having on the business. For the old-fashioned, market-by-market syndication, all this location work would drive the budget way out of range. But the big sponsors continue to demand the broad impact obtainable from open-air action, and they seem prepared to pay for it.

Guild Films is shifting the location of "Captain David Grief" in a couple of weeks to get greater variety of backgrounds. After completing 14 episodes in the Pacific, the crew is shifting to the Caribbean. It will shoot eight off Cuba and eight off Mexico.

Perhaps even more illustrative is what has been happening to Ziv-TV's "Men of Annapolis." After completing seven films, Producer Bill Castle conferred with sponsors and agencies and decided to make a subtle change in the appearance of the show.

While keeping the personal kind of conflict of the first films, he decided to get away from the acad-

emy itself and out to the blue yonder. Hence, the Ziv crew was recently off to San Diego, Calif., for a three-day voyage on a destroyer, then it shot scenes on underwater demolition training, at Marineland, and then to Pensacola, Fla., for a show on naval aviation. Castle is also planning to make four episodes at sea during the academy's summer cruise.

### SERIES IN

## WCPO Axes Afternoon and Eve. Features

CINCINNATI—WCPO-TV last week drastically retrenched its feature film policy by axing the features in its early afternoon and late evening strips. It has replaced the features with half-hour film series bought mainly from Official Films and Thompson-Koch.

"Movie Matinee," 12-1:30 p.m., which wasn't making much dent against "Ruth Lyons' 50 Club," is being replaced by "Tom McCarthy and the News," "Mr. and Mrs. North" and "Crosscurrent." The Stu Erwin show goes in at 1:30 p.m. replacing "Beulah."

"Hollywood Theater," 11-12:30 a.m., which was running behind WKRC's "Home Theater," was dumped for an hour of syndicated shows including "Inspector Mark S. A. B. E. R.," "Overseas Adventure," "The Pendulum" and "Dateline Europe." For future bookings in this hour, the station has the "Errol Flynn Theater" and "Lilli Palmer Theater."

Commenting on the late night change, Ed Weston, assistant general manager, said, "We hope this will enable late-night viewers to relax and enjoy one or both half-hour programs and still retire at a reasonable hour."

## CBS-TV to Extend 'Have Gun' to Hr.

HOLLYWOOD—CBS-TV execs reportedly have decided to extend the "Have Gun, Will Travel" Dick Boone starrer into an hour-long show.

Pilot of the program was filmed in half-hour form, but the web is said to feel that it wants an hour Western in its line-up, possibly for the Saturday 7:30-8:30 p.m. slot.

## Screen Gems' Synd. Drive

HOLLYWOOD—Entry of Screen Gems into first-run syndication market is expected to take place this spring. Decision as to which properties will be placed on syndicated sale is being held up pending screening of all of the company's 18 pilots.

Plan is to place between two and three new properties on the market each season. The Columbia subsidiary has been highly successful to date with its sales of features and rerun series, but has missed out on the larger and more profitable regional deals because of its lack of first-run product.

Of the 18 new shows on the shelf, the most likely candidates for syndication appear "Western Ranch Party," "Dr. Mike," an emergency hospital story, and "Johnny Wildlife," an action-adventure yarn. Move should be an important one in bolstering the syndicated TV field. Reportedly, Screen Gems has already started talks with regional sponsors on one or two of the programs.

## Young Handles 10 NTA Pilots

NEW YORK — Frank Young last week was named publicity director of the NTA Film Network. He will also do the publicity on the 10 pilot films (six from Desilu and four from TCF-TV) that National Telefilm Associates will have for national sale this spring.

Harry Algis continues as publicity director for NTA's distribution operation on both feature films and half-hour series.

Young was formerly publicity director of Screen Gems. He was previously the press department manager of NBC.

## ABC Adds 10 'Code' Sales

NEW YORK—ABC Film Syndication racked up 10 sales for its "Code 3" series last week, to put the mystery adventure in 135 markets.

New sales for the show include WTCN, Minneapolis; KJVA, Yuma, Ariz.; KDKA, Pittsburgh; WHO, Des Moines; KFAR, Fairbanks, and KENI, Anchorage, Alaska; KTEX, Ada, Okla.; KVST, Big Spring, Tex.; WNAO, Raleigh, N. C., and JOKR, Tokyo.

## NTA Lines Up First 5 Wks.

NEW YORK—The NTA Film Network last week had approval of the 20th Century-Fox features that will play the first five weeks under Warner-Lambert's sponsorship, beginning the first week in April.

The five pictures are "Shores of Tripoli" with Randolph Scott and Maureen O'Hara, "The Lodger" with Merle Oberon and George Sanders, "Leave Her to Heaven" with Gene Tierney and Cornel Wilde, "Suez" with Tyrone Power and Loretta Young and "The Ghost and Mrs. Muir" with Rex Harrison and Gene Tierney.

In the first week of the show the same picture will play all 128

## WBAL-TV to Strip TPA's 'Hawkeye'

BALTIMORE — WBAL-TV here is going to strip "Hawkeye and the Last of the Mohicans," which it recently bought from Television Programs of America. Monday thru Thursday the show is booked 6:15-6:45 p.m.

On Friday it will be 6-6:30 p.m. It will be introduced by the station's "Officer Happy."

affiliates, and it will get nationwide ballyhoo. From then on each picture will rotate sections of the network.

As of the end of the last week the title of the program and its host or hostess had not been decided upon, altho 20th was due to film the openings this week. Possibly this was being held up pending sale of the remaining half hour.

# CISCO KID



Duncan Renaldo as "CISCO"

# #2

SYNDICATED SHOW IN ROANOKE

ARB, Sept., 1956

# 31.7

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

BEATS:

- What's My Line... 28.7
- \$64,000 Challenge... 28.5
- Sid Caesar... 23.5
- Phil Silvers... 22.9
- This Is Your Life... 18.3
- Jackie Gleason... 10.8

... and many others.




Leo Carrillo as "PANCHO"

SURPRISE!

Guild's 'Sea' Starts to Look Like Sleeper

NEW YORK—"Kingdom of the Sea," the documentary series Guild Films put into syndication in November, is beginning to surprise everybody, including, apparently, Guild Films. Here is what it has done in the past few weeks.

In Seattle-Tacoma, on a special 300-call coincidental pulled by the American Research Bureau, on February 5, "Kingdom" got a 28.3 opposite "\$64,000 Question," with a 30.2. In the January pre-"Kingdom" ARB report the station had only 2.0 against 41.4 for "\$64C."

In the Far West the Bennett Paint and Glass Company signed for 52-week sponsorship of "Kingdom" in three markets: Salt Lake City, Boise and Idaho Falls, Idaho.

In Los Angeles, where the show debuted long before Guild put it into syndication, Ralston Purina recently got a 12.8 rating on the film's fourth run.

In Columbus, O., where, in an unusual deal, it is sponsored by the Junior League, it got a 14.8 against 15.3 for "Looney Tunes." And last week "Kingdom" was nominated for an Emmy award as the best documentary program on TV.

Guild has been directing sales on the 39-film series strictly to stations.

'Magic Lantern' Kiddie TV Series

SALT LAKE CITY—Mac Lee, Inc., is in the midst of putting together a new children's film show called "Magic Lantern Time." The program consists of animation and education and adventure film. Mac Lee plans three 15-minute episodes each week. Each episode is built around an animation character known as Hoppy Bright. For half of each episode, Hoppy takes the kiddies thru animation fantasies. The other half of the show consists of African hunting expeditions and travels to many foreign lands.

For the second section of the show, Mac Lee is also planning a portion entitled "So You Want to Be." This will show the kiddies exactly what it is like to be a fireman, cowboy, policeman, etc.

Mac Lee is also prepared to offer a sponsor a self-liquidating premium plan with toys, books and other items built around the characters of "Magic Lantern Time."

REHEARSAL SPACE

T.V., radio, theatrical productions. Small to extremely large space at the new New York Trade Show Building, 500 8th Ave.

Inquire Mr. D. W. Carlton, Pres. & Exec. Dir. Phone: LOngacre 4-4100

Advertisement for MCA-TV Film Division featuring a top quality film show for every product, every market, every budget. Offices in principal cities throughout the United States.

PULSE LOCAL RATINGS FOR DECEMBER

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

DECATUR, ILL. 3 TV STATIONS—30,200 TV HOMES. Population—111,000 (117th in U. S.) Buying Income—\$193,697,000 (166th). Retail Sales—\$149,558,000 (158th) Food Sales—\$30,875,000 (165th) Drug Sales—\$3,058,000 (201st) Automotive—\$33,615,000 (141st) Above figures include following county: Macon.

- TOP NETWORK SHOWS 1. \$64,000 Question, WCIA, T. 55.5 2. Ed Sullivan, WCIA, Su. 54.3 3. I Love Lucy, WCIA, Su. 50.8 3. What's My Line? WCIA, Su. 50.8 5. Jackie Gleason, WCIA, S. 49.9 6. G. E. Theater, WCIA, Su. 49.8 6. Father Knows Best, WCIA, T. 49.8 8. Red Skelton, WCIA, T. 49.0 9. Alfred Hitchcock, WCIA, Su. 47.8 10. Loretta Young, WCIA, Su. 46.5

- TOP MULTI-WEEKLY SHOWS 1. News, Weather, Sports (10 p.m.), WCIA, M-F. 29.5 2. News (6:30 p.m.), WCIA, M-F. 25.8 3. Weather, Sports, Misc. (6:45), WCIA, M-F. 24.7 4. Mickey Mouse Club, WTVP, M-F. 22.2 5. Little Rascals, WCIA, M-F. 20.7 6. Midwest Matinee, WCIA, M-F. 20.2 7. Cartoon Time, WCIA, M-F. 19.8 8. CBS News, WCIA, M-F. 19.7 9. Guiding Light, WCIA, M-F. 19.5 10. Search for Tomorrow, WCIA, M-F. 19.2

- TOP FEATURE FILMS Once Weekly 1. Midwest Matinee, WCIA, S.-3:30-4:30 p.m. 23.4 2. Starlite Theater, WCIA, F.-10:30-12:00 mid. 22.6 3. Premier Theater, WTVP, W.-10:30-12:00 mid. 15.7 4. Matinee Movie, WTVP, Su.-3:30-4:30 p.m. 15.6 5. NTA Film Spectacular, WTVP, T.-8:30-10:00 p.m. 15.4 Multi-Weekly 1. Feature Theater, WTVP, M.-F., Su.-10:30-12:00 mid. 15.7 2. Midwest Marquee, WCIA, W., Th., S.-10:45-12:00 mid. 12.7

- TOP SYNDICATED FILMS 1. Sky King (Nabisco), WCIA, S.-6:00 42.8 2. Celebrity Playhouse (Screen Gems), WCIA, Th.-9:00 41.5 2. Sheriff of Cochise (NTA), WCIA, S.-6:30 41.5 4. Soldiers of Fortune (MCA), WCIA, Su.-6:00 39.8 4. Public Defender (Interstate), WCIA, Th.-9:00 39.8 6. I Led Three Lives (Ziv), WCIA, F.-9:30 36.8 7. Crunched and Des (NBC), WCIA, S.-10:00 36.5 9. Rin Tin Tin (Screen Gems), WCIA, Th.-6:00 35.0 9. Superman (Flamingo) WCIA, M.-6:00 35.0 11. Federal Men (MCA), WCIA, F.-8:30 34.5 12. Steve Donovan, Western Marshal (NBC), WCIA, T.-6:00 33.8 13. Hollywood Half Hour (Consolidated), WCIA, W.-9:30 32.5 14. I Search for Adventure (Bagnall), WCIA, Th.-6:00 31.8 15. Hans C. Andersen (Interstate), WCIA, W.-6:00 30.0 16. Highway Patrol (Ziv), WTVP, F.-7:00 29.3 17. Annie Oakley (CBS), WCIA, Su.-4:00 28.3 18. Dr. Hudson's Secret Journal (MCA), WTVP, F.-6:30 26.8 19. Dateline Europe (Official), WCIA, Th.-10:15 26.0 20. Buffalo Bill Jr. (CBS), WCIA, S.-3:00 25.0

SYRACUSE 2 TV STATIONS—103,100 TV HOMES. Population—337,300 (58th in U. S.) Buying Income—\$625,478,000 (57th). Retail Sales—\$475,635,000 (57th) Food Sales—\$109,909,000 (54th) Drug Sales—\$12,395,000 (64th) Automotive—\$101,079,000 (54th)

- TOP NETWORK SHOWS 1. I Love Lucy, WHEN, M. 50.8 2. Ed Sullivan, WHEN, Su. 46.0 3. Phil Silvers, WHEN, T. 43.8 4. Alfred Hitchcock, WHEN, Su. 42.5 5. Godfrey's Talent Scouts, WHEN, M. 42.3 6. G. E. Theater, WHEN, Su. 41.8 6. Jane Wyman, WSYR, T. 41.8 8. \$64,000 Question, WHEN, T. 40.5 9. Person to Person, WHEN, F. 39.3 10. December Bride, WHEN, M. 39.0

- TOP MULTI-WEEKLY SHOWS 1. Mickey Mouse Club, WHEN, M-F. 26.6 2. News, Weather, Sports (11 p.m.), WHEN, M-F. 23.7 3. Dere Santa, WHEN, M-F. 21.0 4. CBS-News, WHEN, M-F. 19.7 5. NBC-News, WSYR, M-F. 18.2 6. News, Sports, Weather (6:30 p.m.), WHEN, M-F. 17.9 7. Eddie Fisher, WSYR, W., F. 15.8 8. News, Sports, Misc. (6:30 p.m.), WSYR, M-F. 13.6 9. Esso Reporter, Sports (6:45 p.m.), WSYR, M-F. 12.9 10. Queen for a Day, WSYR, M-F. 12.2

- TOP FEATURE FILMS Once Weekly 1. Feature Playhouse, WHEN, F.-11:15-12:00 mid. 18.0 2. Premier Playhouse, WHEN, S.-11:15-12:00 mid. 14.3 3. Movie, WSYR, S.-4:30-5:30 p.m. 14.0 4. Theater of Adventure, WSYR, Su.-1:30-3:00 p.m. 12.1 Multi-Weekly 1. Hour of Mystery, WHEN, M.-Th.-Su.-11:15-12:00 mid. 12.3 2. Hollywood Matinee, WSYR, M.-F.-12:45-2:30 p.m. 9.8

- TOP SYNDICATED FILMS 1. Little Rascals (Interstate), WHEN, Th.-7:00 27.8 2. Highway Patrol (Ziv), WSYR, W.-10:30 25.0 3. Mr. District Attorney (Ziv), WSYR, M.-10:30 24.3 4. Crunched and Des (NBC), WSYR, F.-9:30 23.8 5. Death Valley Days (Pacific Borax), WHEN, M.-7:00 23.5 6. Dr. Christian (Ziv), WHEN, W.-7:00 21.8 7. Superman (Flamingo), WHEN, Th.-6:00 21.0 8. Dr. Hudson's Secret Journal (MCA), WSYR, Su.-10:30 19.5 8. Ellery Queen (TPA), WSYR, T.-10:30 19.5 10. Annie Oakley (CBS), WHEN, W.-6:00 19.3 11. Buffalo Bill Jr. (CBS), WHEN, T.-6:00 18.5 12. Sky King (Nabisco), WHEN, S.-5:30 18.0 13. Victory at Sea (NBC), WHEN, S.-7:00 17.8 14. Count of Monte Cristo (TPA), WSYR, M.-7:00 17.0 15. Esso Golden Playhouse (Official), WSYR, S.-7:00 16.5 16. Soldiers of Fortune (MCA), WHEN, M.-6:00 14.8 17. Stage 7 (TPA), WSYR, Th.-11:00 14.5 18. Hopalong Cassidy (NBC), WSYR, S.-12:30 14.3 19. Celebrity Playhouse (Screen Gems), WSYR, F.-11:00 13.8 20. Rosemary Clooney (MCA), WSYR, Th.-7:00 12.8 21. Science Fiction Theater (Ziv), WHEN, S.-6:00 12.3

BOISE-MERIDIAN, IDAHO 2 TV STATIONS—31,900 TV HOMES. Population—138,000 (152d in U. S.) Buying Income—\$189,116,000 (170th). Retail Sales—\$170,812,000 (139th) Food Sales—\$32,036,000 (162d) Drug Sales—\$4,766,000 (160th) Automotive—\$41,676,000 (119th) Above statistics are for Boise only and include following counties: Ada, Canyon.

- TOP NETWORK SHOWS 1. Ed Sullivan, KBOI, Su. 44.4 2. I Love Lucy, KBOI, M. 44.3 3. Disneyland, KIDO, M. 44.0 4. George Gobel, KIDO, S. 41.8 5. December Bride, KBOI, M. 40.0 5. Lawrence Welz, KIDO, Su. 40.0 5. Your Hit Parade, KIDO, S. 40.0 8. Phil Silvers, KBOI, T. 39.8 9. Warner Bros., KIDO, S. 38.8 10. Burns & Allen, KBOI, M. 38.5

- TOP MULTI-WEEKLY SHOWS 1. Star Performance, KIDO, W., Th. 36.0 2. Looney Tunes, KBOI, M-F. 29.0 3. CBS Newsreel, KBOI, M-F. 23.5 4. Autry & Rogers Ranch, KBOI, M-F. 23.4 4. Merry Milkman, KBOI, M-F. 23.4 6. Hometown Reporter, Weather (6:45 p.m.), KIDO, M-F. 21.8 7. Flying A Reporter, KIDO, M-F. 18.7 8. Sheriff Spud, KIDO, M-F. 14.5 9. Brighter Day, KBOI, M-F. 13.5 10. Love of Life, KBOI, M-F. 13.1

- TOP FEATURE FILMS Once Weekly 1. Electric Theater, KBOI, W.-9:00-10:30 p.m. 34.8 2. Academy Theater, KBOI, Th.-9:30-11:00 p.m. 30.8 3. Quality Theater, KBOI, Su.-10:00-11:45 p.m. 25.0 4. Century Theater, KIDO, M.-8:00-9:30 p.m. 22.6 5. Million Dollar Movie, KBOI, S.-10:30-12:00 mid. 20.3 Multi-Weekly 1. Channel 2 Theater, KIDO, M., W.-10:30-11:45 p.m. 20.6

- TOP SYNDICATED FILMS 1. Ray Milland (MCA), KBOI, M.-9:00 40.8 2. Crunched & Des (NBC), S.-9:00 39.5 3. Science Fiction Theater (Ziv), KIDO, W.-8:00 37.8 4. Man Called X (Ziv), KIDO, Su.-9:00 36.8 5. Water Front (MCA), KBOI, F.-8:30 36.5 6. Highway Patrol (Ziv), KBOI, T.-8:30 36.0 7. Annie Oakley (CBS), KBOI, S.-7:30 35.8 8. Cisco Kid (Ziv), KIDO, Th.-7:00 35.0 8. The Visitor (NBC), KIDO, F.-9:00 35.0 10. San Francisco Beat (CBS), KIDO, Su.-9:00 33.0 11. Dr. Hudson's Secret Journal (MCA), KBOI, T.-7:30 32.8 12. Sky King (Nabisco), KBOI, Su.-6:00 30.5 13. Susie (TPA), KIDO, F.-8:00 30.5 14. Rosemary Clooney (MCA), KIDO, Th.-8:30 30.3 15. Star Performance (Official), KIDO, W., Th.-7:30 30.0 15. Man Behind the Badge (MCA), KBOI, T.-10:30 30.0 17. Code 3 (ABC), KIDO, T.-9:00 29.8 18. Stars of the Grand Ole Opry (Flamingo), KBOI, S.-7:00 29.8 19. Mickey Rooney (Screencraft), KIDO, F.-9:30 29.3 19. Great Gildersleeve (NBC), KBOI, S.-9:00 29.3 19. Looney Tunes (Guild), KBOI, M.-F.-6:00 29.3 22. Guy Lombardo (MCA), KBOI, T.-9:30 27.3

CHATTANOOGA, TENN. 4 TV STATIONS—57,900 TV HOMES. Population—266,100 (180th in U. S.) Buying Income—\$358,260,000 (195th). Retail Sales—\$283,759,000 (57th) Food Sales—\$65,919,000 (83d) Drug Sales—\$7,715,000 (199th) Automotive—\$51,137,000 (103d) Above figures include following counties: Walker, Ga.; Hamilton, Tenn.

- TOP NETWORK SHOWS 1. Groucho Marx, WRGP, Th. 42.0 2. Dragnet, WRGP, Th. 40.3 3. Perry Como, WRGP 39.3, WSB .6, S. 39.9 4. Jane Wyman, WRGP, T. 38.3 5. Du Pont Theater, WRGP, T. 37.0 6. Big Story, WRGP 36.3, WSB .5, F. 36.8 7. Ed Sullivan, WDEF 33.6, WAGA 1.3, Su. 34.9 8. I Love Lucy, WDEF 32.8, WAGA 1.5, M. 34.3 8. On Trial, WRGP, F. 34.3 10. Life of Riley, WRGP, F. 32.6

- TOP MULTI-WEEKLY SHOWS 1. Eddie Fisher, WRGP 25.5, WSB .3, W. F. 25.8 2. NBC News, WRGP, 25.2 3. World in Science, News (6:15 p.m.), WDEF, M-F. 21.8 4. Sports, Weather (6:00 p.m.), WDEF, M-F. 21.4 5. Guiding Light, WDEF, 14.2, WAGA .4, M-F. 14.6 6. Mickey Mouse Club, WDEF, M-F. 14.4 6. Search for Tomorrow, WDEF 14.0, WAGA .4, M-F. 14.4 8. Matinee Theater, WRGP 13.9, WSB 2, M-F. 14.1 9. Wrangler's Roundup, WRGP, M-F. 13.6 10. News Final (11:00 p.m.), WDEF, M-F. 13.5

- TOP FEATURE FILMS Once Weekly 1. Western Theater, WRGP, S.-4:30-5:30 p.m. 16.0 2. NTA Movie, WDEF, S.-11:00-12:00 mid. 13.8 3. Film Features, WDEF, S.-2:00-4:00 p.m. 13.4 4. Saturday Night Movie, WRGP, S.-11:00-12:00 mid. 11.9 Multi-Weekly 1. Circle 3 Ranch, WRGP, M.-F.-5:15-6:15 p.m. 12.6

- TOP SYNDICATED FILMS 1. Highway Patrol (Ziv), WDEF, W.-7:30 34.0 2. Dr. Christian (Ziv), WRGP, F.-8:30 32.0 3. Esso Golden Playhouse (Official), WRGP, Th.-9:00 31.8 3. Badge 714 (NBC), WRGP, W.-8:00 31.8 5. Science Fiction Theater (Ziv), WDEF, W.-7:00 30.8 6. Amos 'n' Andy (CBS), WRGP, Th.-7:00 29.5 7. I Led Three Lives (Ziv), WDEF, Th.-7:30 29.3 8. Cisco Kid (Ziv), WDEF, Th.-7:30 29.3 9. Rin Tin Tin (Screen Gems), WDEF, W.-6:30 28.5 10. Studio 57 (MCA), WDEF, Th.-7:00 28.3 11. Dr. Hudson's Secret Journal (MCA), WDEF, F.-7:00 26.3 12. Stu Erwin (Official), WDEF, T.-6:30 25.8 13. Wild Bill Hickok (Flamingo), WDEF, Th.-6:30 24.0 14. Racket Squad (ABC), WRGP, Su.-7:00 23.3 15. All Star Theater (Screen Gems), WDEF, T.-9:30 21.8 16. Annie Oakley (CBS), WDEF, S.-6:00 20.8 16. Stars of the Grand Ole Opry (Flamingo), WDEF, S.-9:00 20.8

Desilu Sked of 9 Pilots Set

HOLLYWOOD—Final schedule of nine pilots has been set by Desilu for this spring. According to prexy-owner Desi Arnaz, all shows will be completed by April 15.

Seven of the half hours are for NTA. Other two, which Desilu will pitch for itself, are a new Celste Holmes starrer, "No Facilities for Women," about a female foreign correspondent, and the Walter Winchell show, a fictional detective series, with Winchell serving as narrator and host. First film is expected to be finished in mid-March.

NTA series are "Official De-

'Jeannie!' to Get P&G Axe

NEW YORK—Procter & Gamble will cancel "Hey, Jeannie!" sometime in April. The advertiser will retain ownership of the Saturday 9:30-10 p.m. slot on CBS-TV, and probably will buy half of "Perry Mason" which will be slotted somewhere on Saturday nights.

"Jeannie" is produced by Four Star Films.

tective," "The Last Marshal," "Personal Reports, Inc.," "Rikki of the Islands," "This is Alice," "Wildcatters," and "A Night in Havana." First four have been completed.

Pine-Thomas

Continued from page 13

as "Disaster," "Jungle Flight," "Hot Cargo," "Dynamite," "Double Exposure," "High Explosive," "Submarine Alert" and "They Made Me a Killer." The package includes four "Big Town" pictures with Philip Reed and Hilary Brooke.

Former Deals

The Pine-Thomas pictures were close to being brought into TV a year and a half ago by Associated Artists Productions. But the deal fell thru when AAP failed to come to terms with the American Federation of Musicians on repayments. Since then a couple of other distributors have tried to make a deal on them.

Signet is probably the first independent distributor to enter the feature film field since the establishment of AAP in 1954. The

MGM-TV Pilots

Continued from page 13

change of heart on the part of Joseph Vogel, the new M-G-M president, toward TV, and he is putting the entire resources of the company behind the production effort.

The MGM-TV team headed by Charles (Bud) Barry consists of Benny Thaw, E. J. Mannix, Sam Marx and Adrian Samish. The firm last week sold its 30th station when KVTU, Salt Lake City, bought its entire library of features. MGM-TV also sold its first commercial deal, 10 to Ruppert Beer.

outfits that entered the business in 1956 were established motion picture companies such as M-G-M and United Artists.

## Liberty Marks 2d Anniversary With Convent'n

HOLLYWOOD—Indie Liberty Records marks its 2d anniversary here next week with a three-day distributor convention and open house for the trade March 8-10.

In 1956, according to President Norman Granz, had sales of nearly \$2 million in 1956, thus becomes the second independent label in the industry to hold a sales convention with its distributors, other indie having already done so is Norman Granz's Verve Records.

Liberty will play host to some 32 distributors throughout the nation, with meetings scheduled at the Hotel Roosevelt in Hollywood on March 9. Firm will unveil its spring plan at that time, latter calling for a stepped-up schedule of releases throughout the year, and a discount plan based on quantity purchases.

A total of 120 LP's are expected to be released during 1957 at the rate of 10 each month, in addition to 8 single disks per month. March package material includes wax by Julie London, "My Fair Lady," by the London Festival Symphony; "The Solid South Pacific," by Bobby Hammack; "Ad Lib," by Buddy Collette and Red

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## Angel's March Sked Lists Top Longhairs

NEW YORK—Angel's March classical release will include the second version to be released of the modern opera "sleeper," Orff's "Carmina Burana." At the same time, the diskery will release the complete La Scala diskings of "Il Trovatore," starring Maria Callas, Fedora Barbieri and Giuseppe De Stefano, and conducted by Herbert von Karajan.

Also on the list will be the first cutting of Balakirev's Symphony No. 1, with the Royal Philharmonic, Sir Thomas Beecham conducting. Two more Beethoven Sonatas, Opus 109 and Opus 110, played by the late Walter Gieseking also are listed.

Additional sets feature pianist Jose Iturbi, conductors Otto Klemperer, Paul Kletzki and Igor Markevitch, and Soviet violinist Leonid Kogan.

## Merc. Cues March LP 10% Disc't Plan

CHICAGO—Owing to the success of Mercury Records' January-February 10 per cent discount plan which covered the entire catalog, the label is initiating a similar plan for March, according to I. H. Steinberg, vice-president and treasurer. Titled "Spring Is Here," this plan will be applicable to new products and to a half dozen recently-released items. The label's album schedule for March is a heavy one, comprising 24 items. Dealers purchasing this product,

## SCRIBE GROSS QUERIES SPA

HOLLYWOOD—Querying the right of some publishers to make a bulk deal with a recording company, writer Walter Gross ("Tenderly") was told by SPA counsel John Shulman that "no publisher has the right to make such an arrangement," at the meeting of the association here last week.

The practice of offering a record company unlimited selection of a publisher's catalog has been growing considerably of late, especially with the so-called cut-rate labels. In some cases, publishers are known to have offered these firms mechanical licenses for as low as one-half cent, predicated on the use of a quantity of tunes. Under such an arrangement, if two writers had authored a given song they would then receive one-eighth of a cent each, with the publisher receiving one-quarter a cent for his end.

Gene DePaul, co-author of the current "Li'l Abner" hit on Broadway, voiced the opinion that a minimum of 1 cent be established as the writers' share of mechanical royalties.

## Robison Gives Refusal Rights To Dot Label

HOLLYWOOD—Dot Records' President Randy Wood and Fabor Robison, president of the inactive Fabor and-Abbott record firms, have concluded negotiations under

(Continued on page 27)

## Cap to Bow 23 New LP Pkgs. in March

HOLLYWOOD—Twenty-three new 12-inch packages will be offered by Capitol Records during the month of March, continuing the firm's heavy output of new album material.

Merchandising campaign on the new product got under way last week (23) with branch managers outlining the March campaign to salesmen at all Capitol distributing points. Firm's district sales managers also participated in a number of the meetings.

Package release is comprised of

## Capitol to Expand With New Subsid Label, Prep Records

To Be Operated as Separate Entity; Wallichs in as Prexy, Jerome V.-P.

By JOEL FRIEDMAN

HOLLYWOOD—In a major move for greater expansion, Capitol Records will shortly enter the disk arena with a new subsidiary label, to be known as Prep Records.

Capitol thus joins the ranks of the other major diskeries, all of whom are presently represented with subsidiary recording companies.

New firm will be operated as a

separate entity, tho it will make some use of existing Capitol facilities and personnel at the outset. Officers of the company are Glenn Wallichs, president; Irv Jerome, vice-president and national sales manager; Leo Harmon, secretary, and Harry Wood, treasurer.

Prep is expected to officially get under way immediately, with a target date of April 1 set for the release of its first records. Plans

call for the exclusive use of independent record distributors in at least 36 major markets. In no case will any of Capitol's company-owned branches or distributors be appointed to handle the Prep line. No appointments of indie distributors have as yet been made, nor are there any open solicitations for distributors at this time.

Label will embrace all fields of music, pop, country and western, rhythm and blues and will also have an album line in the future. No plans as yet have been established for Prep to release material from EMI, tho the new label is ex-

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## T. B. Harms Mulls Tax Refund Claim

'Holding Corp.' Levy Spells Danger For Pubs in Changing Music Business

NEW YORK—T. B. Harms Co., noted standard music publishing firm and one segment of the Max Dreyfus interests, is seriously considering the advisability of making a claim for a tax refund, it was learned last week. The sum could not be ascertained, but it was understood to be considerable, inasmuch as it would involve company income for a number of years during which period the Internal Revenue Department levied a personal holding corporation tax on the publishing firm.

More important than the sum is

the principle involved, according to publishers queried on the matter. They fear that taxing T. B. Harms as tho it were a personal holding corporation establishes a situation which is full of danger for other publishers—particularly in view of current trends in the music business.

The section of the Internal Revenue Code which has a bearing on the problem states that if 50 per cent of a corporation's stock is owned by five (or less than five) persons, and if more than 80 per cent of the income is personal holding income (including royalties) that organization shall be taxed as a personal holding company.

T. B. Harms—which is the chief repository for the Jerome Kern copyrights—takes the position that it is not a holding company. That particular section of the Internal Revenue Code, the firm believes, was intended to apply to companies owning property, collecting rents, etc. It is known that T. B. Harms believes it is incorrect to

(Continued on page 27)

## 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," also available in LP form.

"Breaking the Sound Barrier," first in a new series, spotlights a percussion concert conducted by Doctor Paul Price and featuring 13 of the country's foremost percussionists in the classical field.

Urania is stepping up its merchandising promotion program as the result of its successful current tie-up on its "Dream of Paris" album, which has outsold any other Urania LP since its release three weeks ago. The three-way tie-up between Lion Library, Sportsman Toiletries and the label calls for a 35-cent copy of Art Buchwald's Lion pocket book, "Paris," to be given away free with the purchase of the LP.

## Ground Broken At Music City's First Outlet

HOLLYWOOD—Ground-breaking ceremonies at Music City, Lakewood, were marked by local music business gentry here last week, the store to be the first in an upcoming national chain of Music City outlets.

Clyde Wallichs, president of Music City, disclosed that store will be the largest of its kind in the nation with over 12,000 square feet of space for records, radio, televi-

(Continued on page 59)

## Grooving Goal Is Disk a Day

NEW YORK—A disk a day is the Westminster Recording Company's goal in 1957. As of the first quarter mark on the calendar, they will have kept pace with this high achievement level. Ninety platters will have been issued by the end of March.

Most of the recorded material is aimed at the classical market in which Westminster has found strong acceptance. But the pop end of the business will not be neglected altogether. The firm plans an entire series of pop items featuring Dick Leibert at the organ. Their first release by the organist, "Leibert Takes Rich-

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## RCA Makes 2d Overseas Raid

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

Several weeks ago the diskery grabbed Melachrino from EMI. Last week, it was Phillippe Entremont, the highly touted French pianist, from Philips.

The 22-year-old virtuoso, whom Victor intends to build as the successor to the late William Kapell, is being rushed into a heavy recording schedule for the diskery's Red Seal department.

Entremont's earlier disks were released in this country by Epic.

## Bourne Music Sets Friedman

HOLLYWOOD—Sammy Friedman, veteran music publishers' representative here, was named to helm the operation of the Coast office for Bourne Music last week.

Formerly with Shapiro-Bernstein and more recently with a smaller publishing firm here, Friedman's appointment was made by Bourne Music topper Saul Bourne, latter here for the ASCAP meetings this week. Bourne office has been without a staffer since Dick Grey exited the post two months ago.

will make a 10 per cent net discount. The plan will be in effect on purchases made between March 1 and 31.

The packages cover the pop, jazz and classical categories.

Product includes three packages in the Dixieland category. These are by Muggsy Spanier, the Basin Street Six and Harry Blons. There will also be an album by Carl Stevens, member of the label's Chi a.&c.r. staff. Titled "Music for Baton

(Continued on page 27)

GREAT! THE MILLS BROTHERS

GREAT! THE KNOCKED OUT NIGHTINGALE

DECCA 30224 (78 RPM) • 9-30224 (45 RPM)



# SPA Eyes Sync, Performance Fees From Theatrical, Vidpix

## To Incorporate Plan in New Pact; Would Negate Function by ASCAP

HOLLYWOOD — The collection of synchronization fees and performance money due songwriters from the motion picture and television film industry, will in the near future be sought by the Songwriters Protective Association.

The plan, to be included in the new SPA contract along with other sweeping reforms, was outlined to approximately 450 members of the clefters' organization at its annual West Coast meeting here last week (19), and confirms a previous story exclusively reported by The Billboard, February 16.

Though only in the formative stages, the net effect of such a move if successful would be to negate a similar function hitherto performed by the American Society of Composers, Authors & Publishers. Addressing the meeting, SPA legal counsel John Shulman declared that: "Writers should get their money without having it pass thru anyone else's hands." Shulman further averred that he didn't think it fair for a music publisher to "have the use of a writer's money."

Existing SPA pact expired in December 1956, with writers and publishers agreeing to a one-year extension.

Other revisions to be sought by SPA in renegotiating a new pact with music publishers, includes strengthening the provisions regarding automatic return of a copyright to a writer at the end of one year. Under the present agreement, the SPA pact essentially embodies a similar principle, tho the proposed changes would considerably cut down litigation between writer and publisher and eliminate loss of time and misunderstanding.

### Giveaway Wax

SPA President Abel Baer reported great concern regarding the tremendous numbers of giveaway records by the record com-

panies." Baer pointed to the recent inclusion of promotion records in The Billboard and other publications to illustrate the point, claiming that there was some question whether such giveaways and other freely distributed records actually constitute promotion, or whether the writers concerned should have been paid.

Shulman, up for re-election as SPA counsel in April, made a highly important point when he declared he was unequivocally opposed to the present compulsory license provisions of the copy-

right law. Shulman declared that he "would seek to eliminate as soon as possible" these provisions, on the theory that mechanical rights could better be handled by contract and need not be restricted to the 2-cent maximum in the statute. Legislation to this end will be introduced in Congress, said Shulman, tho not immediately, so "it isn't confused with the present juke box bill."

A member of the congressional committee of experts to revise the copyright law, Shulman also told (Continued on page 27)

# Morris Agency Preps Top Concert Talent

NEW YORK—William Morris Agency, which has been eying the concert field avidly for the last few years, will be in with both feet next season.

Heading its list will be the Piccola Scala, Italian opera company, and an all-star jazz concert troupe organized by Leonard Feather. Latter will bear the title of Feather's book and Decca album, "The Encyclopedia of Jazz."

Feather's package will carry an educational format in which the critic will narrate facts of jazz history and style, to be demonstrated by name artists of all jazz idioms from Dixie to progressive. Cast is to include Don Elliott, Jimmy McFarland, Lucky Thompson, Sonny Stitt, Jimmy Giuffre, Jim Hall, Bob Enevoldsen, Osie Johnson, Dick Hyman, Jimmy Rushing and Joan Shaw. Most of the artists double in instruments and styles. Tour dates are from October thru December, and probably will be followed by a European tour.

The opera company, sister company to La Scala, already known here thru recent Angel recordings, will debut in New York in September, and will tour the East and Midwest thru November.

Another import, making its Stateside debut, will be the Orfeon Choir of Portugal, October thru December.

Plans are virtually set for a concert tour in October by clefter-pianist-warbler, Hoagy Carmichael, who would be accompanied by a

jazz sextet. Harpist Robert Maxwell, a regular with the agency, will hit the concert trails for the first time, starting in January. Florian ZaBach, another Morris regular, will expand his concert route, and British thrush Gracie Fields, who has confined her touring to Canada in the last two years, will venture into the States for a "limited number" of concert dates in December and January.

There will be the usual repeat tours of the National Ballet of (Continued on page 24)

# M-G-M Preps 260 10th Anniv. LP's

NEW YORK — M-G-M Records' 10th anniversary year production will bring the release of more than 260 albums in pop, jazz and classical fields, a new record for the label.

The current album release is highlighted by the company's fourth "Baker's Dozen" campaign. Earlier "Dozen" drives, according to M-G-M spokesmen, proved highly successful among dealers and distributors, and the current deal, which, as in the past, includes one free album for every dozen ordered, is expected to garner an equally favorable response.

Highlights of the current "Baker's Dozen" set, which include EP's as well as LP's, are "Sing a Song of Paris," by the Ray Charles Singers; "Hi Fiddles," with David Rose and his Ork; Sam (The Man) Taylor with "Music for Melancholy Babies"; a Dick Hyman organ album titled "Red Sails in the Sunset"; Leroy Holmes and his ork in a disk of "Lush Themes From Motion Pictures"; a mood music set by Cyril Stapleton and his British ork; "Honky-Tonkin' Hank Williams," and harpist Robert Maxwell in a new package, "Zing Went the Strings of My Harp."

In later releases this year there

## Tex Ritter to England

NEW YORK—Capitol Records' country and western ace, Tex Ritter, left Idlewild Airport here Saturday (23) for London, where he was to have appeared Monday (25) in the first of a series of personal appearances that will keep him in England and Scotland for two months. He is accompanied by Mrs. Ritter. Tour was arranged by Capitol's international promotion manager, Don Hassler.

## MAMIE TO PREP—NEPOTISM YET?

HOLLYWOOD — There's nothing like keeping it all in the family, with Capitol Records certainly proving the adage in the launching of its new label here last week.

First artist to be signed for Capitol subsidiary Prep Records is motion picture star Mamie Van Doren, nee Mrs. Ray Anthony. Tunes for Miss Van Doren's first disks have already been selected with disks planned for release on or about April 1.

Cap scored its initial success via a girl singer some 15 years ago via Ella Mae Morse's "Mr. Five By Five."

## Joy Awarded Judgment in Stasny Suit

NEW YORK — Joy Music's motion for a summary judgment against Stasny Music was granted, and Stasny's motion to strike Joy's defense as insufficient was denied here last week by U. S. District Judge Edward Weinfeld in the U. S. District Court of N. Y.

Stasny originally filed suit against Specialty and Joy charging copyright infringement. In 1952, Joy licensed Specialty Records, Inc., to record a Joy tune tagged "Am I Wasting My Time." However, thru error, Specialty recorded a Stasny tune, titled "Am I Wasting My Time on You," and attributed copyright ownership to Joy.

Joy later returned all royalties received from the disk to Specialty, and the label in turn paid the full (Continued on page 24)

## 'Don't Play Favorites,' Says KYW

CLEVELAND — Record pluggers and distributors here are on a bufferin' kick as a result of KYW's recent ban on platters if any other station gets them first.

Visitors to the station's record library are confronted by a sign reading: "These records must absolutely not be played"—followed by a list of disks. Last week's "step-disks" included Roger Williams' "Almost Paradise," Charlie Gracie's "Butterfly," Joe Reisman's "Pamela Goes to a Party," and Colonial's "Hospitality Blues."

The ban has put quite a burden of proof upon distributors, particularly when other station jocks obtain "exclusives" on new releases via other sources—publishers, the artists themselves, etc. In line with this, Benart here now insists that KYW give them a signed acknowledgment upon receipt of each new release.

In cases where a new release is handed out to another station without the distributor's knowledge, Cleveland distributors now try to trace down the disk, in order to prove to KYW they personally weren't guilty of transgression against the ban.

For instance when Bill Randle, WERE, here, played "Hospitality (Continued on page 24)

## WSM Shifting Perryman as Bureau Hypo

NASHVILLE—In an effort to expand its "Grand Ole Opry" Artists' Service Bureau, Station WSM here has shifted country deejay Tom Perryman, pilot of the station's all-night, six-day-a-week platter show, "Opry Star Spotlight," to the artists' bureau as general coordinator. Perryman joined the 50,000-watt, clear-channel station five months ago.

In his new assignment, Perryman reports to and is responsible to the artist service bureau chief, "D." Kilpatrick, WSM President Jack DeWitt stated. His specific duties will be booking, clearing dates for "Opry" talent, managers and promoters, and dealing directly with "Opry" talent and talent buyers, Kilpatrick announced.

Perryman's successor on "Opry (Continued on page 24)

## Copyr't Statute Approved by House Group

WASHINGTON — The House Judiciary Committee last week approved a bill (HR 277) establishing a federal statute of limitations of three years in civil copyright actions.

Bill is expected to go to the (Continued on page 24)

## BING TO ETCH ONE FOR CAP

HOLLYWOOD — Bing Crosby will give 'em all a break. Vet singer last week signed a deal to etch the title tune from his current "Man on Fire" pic for Capitol Records.

Later that day (20) Der Bingle marched down the street to begin waxing an album of Dixie tunes for RCA Victor, latter with the Bob Scobby band. His previous single for Capitol, "True Love," topped the million mark, while his package for Verve Records "Bing Sings While Bregman Swings," has passed the 100,000 mark for that firm.

"Man on Fire" will not be sung in the film by Crosby, with the Ames Brothers (RCA Victor) inked to purr the song behind the main title credits.

## Bally Pacts 4 New Acts

CHICAGO — Bally Records added four new artists to its roster last week. Pacted were Nathan Russell, Eddie Hubbard, Jimmy Isle and Jovan Dell. Russell will shortly cut a calypso album with Chicago jockey Hubbard slated to do an album of hymns. Isle, 16-year-old singer from Decatur, Ill., and Miss Dell, a Chicagoan, will both kick off with single releases.

## Maxin Pop A.&R. Head for Epic

NEW YORK—Arnold Maxin last week succeeded Marv Holtzman as director of Epic and Okeh pop a.&r. James Fogelson was named to take over Maxin's album duties.

Maxin joined the label one year ago.

## JAPANESE DISKING BOOMS 78's Outsell 45's Five to One; Albums 11 to One

OSAKA, Japan—Nearly 15,000,000 disks were produced in Japan in 1956 according to figures released by the Japanese Phonograph and Record Association.

Still far ahead in the sales race here are 78 r.p.m. disks, which outweigh 45 r.p.m. single and EP sales in a ratio of about five to one and LP's about 11 to one. However, 45's and EP's in 1956 showed an actual increase in production of 103 per cent over 1955. LP's gained in production by 86 per cent over 1955, while 78's decreased by about 10 per cent.

Japanese companies accounted for the great majority of 78 production with locally-based foreign outfits turning out less than 10 per cent. At the 45 speed, however, the picture was reversed with the "international" category outweighing the local firms' production by three to one. This trend was even more pronounced in the LP field

with international production out in front by about 18 to one.

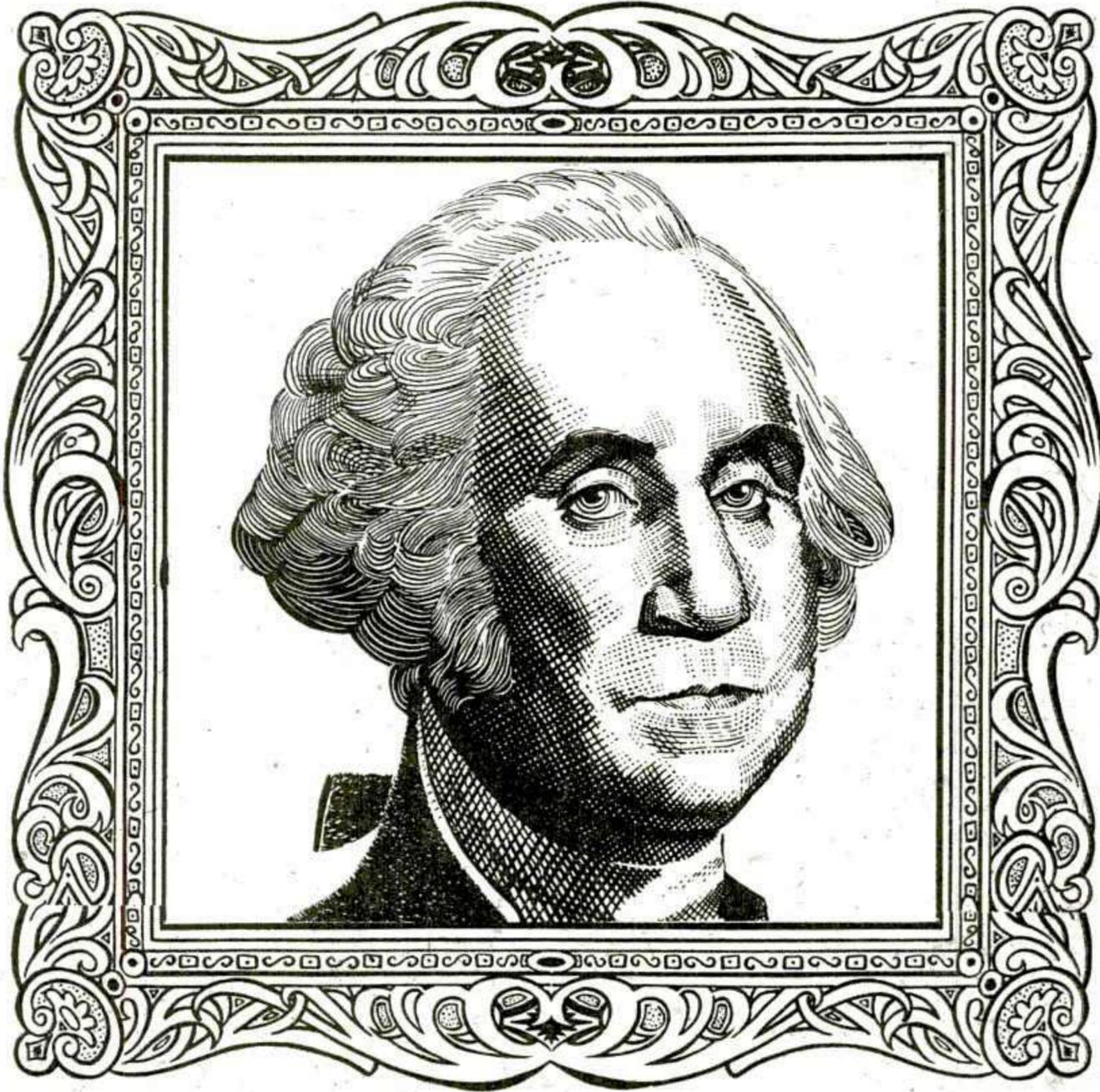
According to a local source, Capitol Records, which had been produced by the local King Rec- (Continued on page 24)

## DAME RUMOR IS WRONG AGAIN

HOLLYWOOD — Rumor had been making the rounds here that Columbia's George Avakian had purchased the Pacific Jazz label. Origin of this misinformation seems to have been the fact that Avakian, several months ago, cut the Jazz Messengers for Pacific Jazz.

This was a return courtesy. Two years ago Dick Bock of Pacific Jazz cut Chet Baker for Columbia.

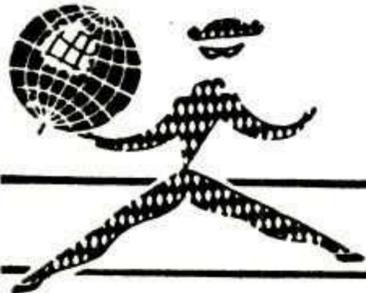
to tell the truth the new  
**4 ACES** record flips me



**BAHAMA  
 MAMA**

**YOU'RE  
 MINE**

DECCA 30242  
 9-30242



**A NEW WORLD OF SOUND**



# Pierce Takes Leave Of WSM and 'Opry'

C.&W. Star's Departure Mirrors Tiff Over Payment of Artists' Service Fees

By BILL SACHS

NASHVILLE—Country music singing star Webb Pierce took his departure from WSM's "Grand Ole Opry" here last Tuesday (19) after a hassle with station execs over Pierce's alleged refusal to pay commissions on bookings and accompanying services.

"Grand Ole Opry" director, "D." Kilpatrick, in announcing that Pierce was no longer associated with the "Opry," WSM or any of its affiliates, stated that the reason for Pierce's release was based on the latter's "unwillingness to conform to long-established rules and regulations."

"Pierce failed to comply with the standard laws which govern the payment of commissions to the WSM Artists Service Bureau," Kilpatrick continued. "The artists' service bureau operates as the station's booking and publicity agency for personal appearances of 'Grand Ole Opry' talent. For these services, and for the use of the name, 'Grand Ole Opry,' the WSM Artists Bureau receives a small commission from all 'Opry' personal appearances. It was over the latter that Pierce and the 'Opry' came to the parting of the ways," Kilpatrick added.

Friendly Parting

A bit of irony was added with Kilpatrick's final statement on the matter: "We parted friends." A statement to The Billboard by Pierce as to why he left WSM and "Grand Ole Opry" would indicate that maybe everything isn't so hunky-dory on the Cumberland. Pierce left WSM and the "Opry" once before several years ago after a similar tiff with WSM execs, but time salved the wounds and he rejoined the WSM c.&w. epic several months later.

In a statement to The Billboard concerning his most recent departure, Pierce said: "I resigned from WSM and 'Grand Ole Opry' February 19 because the management expects the artists to pay a fee for what they call artists' service. In the last few months there has been no artists' service. The artists are getting no help in the personal-appearance field from the station. Most of them are paying for this help and direction to outside sources."

"WSM also says part of this fee is for the use of its name. However, WSM does not hesitate to use the name of the artists and their pictures in sales brochures passed out by the National Life & Accident Insurance Company (owner of the station) agents in solicitation of new business. They have these books printed by the millions and use pictures and stories on all the top artists with never any offer to pay for the use of the names or the pictures. If the artist's name and picture did, not have value, they certainly wouldn't use them."

Cites 'Opry' Departures

"In the last few months the artists who have left WSM and the 'Opry' for various reasons include Carl Smith, Red Sovine, Goldie Hill, George Morgan, Anita Carter, Lew Childre, the Duke of Paducah, Moon Mullican, Rose Maddox and Martha Carson." Pierce stated that these departures would indicate that all isn't operating smoothly at WSM.

"I certainly hope that corrective measures will be taken at WSM," Pierce concluded, "as it has always been a very important part of the country music business. Such conditions as now exist at the station can only hurt the business from an over-all standpoint." He failed to elaborate as to what these "conditions" are.

In a phone call to The Billboard

last Wednesday (20), Kilpatrick stated that the station's "Grand Ole Opry" bookings in recent weeks have been the heaviest in the last several years. With Porter Wagoner, late of "Ozark Jubilee," joining the "Grand Ole Opry" lineup last Saturday (23), Kilpatrick further bolstered the "Opry" talent roster last week with the signing of Wilma Lee and Stoney Cooper and their 15-year-old daughter, Carolee, of WWVA's "World's Original Jamboree," Wheeling, W. Va. They will make the move to Nashville immediately, Kilpatrick stated. The Coopers will be accompanied by their Clinch Mountain Clan comprising Woody Woodhelm, bass and comedy; Johnny Clark, banjo, and Jimmy Crawford, steel guitar.

In commenting on Wagoner's joining up with the "Opry," Kilpatrick said: "Under no circumstances will Porter Wagoner share or split his activities with any other operation, as has been reported." Accompanying Wagoner are sidemen Don Warden and Red Gale.

## Goody New M.O. Twist Pays Off

NEW YORK—Veteran retailer Sam Goody has opened yet another highway to the record consumer's pocketbook—this time, via a new twist on the mail order approach.

New angle has the Goody forces tying in with manufacturers of various food and household products. Thru newspaper, radio and TV ads, Goody is currently offering any top hit 45 r.p.m. record for 25 cents plus a box top from any container of White Rose Tea. In the first ads, such artists as Frank Sinatra, Fats Domino and Eddie Fisher were used as lures.

Goody reported last week that response to the program has been "sensational" with 8,000 to 10,000 orders a week flooding into his mail-order department. Additional kicker to the ads is the coupon, which offers not only the one disk on the 25 cent-box top deal, but other singles at 70 cents each, better than a 20 per cent reduction on the standard list price.

The ads have run in the New York Post, the New York Journal American and papers "in a number of other cities." Deals are now in the works with the J. Walter Thompson and Batten, Barton, Durstine and Osborn ad agencies to push products of several clients of these firms in the same way.

With each disk that's sent out, additional order blanks are sent for both singles and albums, and a sizable number of follow-up orders have been thus received, according to Goody. Names are also added to the general Goody mailing list for later solicitations for membership in the Goody record club.

## Coppinger to Universal Corp.

CHICAGO—Mason B. Coppinger has been appointed vice-president and chief engineer of Universal Recording Corporation. He leaves the post of manager of technical operations in Chicago for Columbia Records.

Coppinger will share with Bill Putnam, president, the schedule of record dates.

## WESTINGHOUSE SEEKS DEEJAYS

NEW YORK—The Westinghouse Broadcasting chain is in the market for new deejay talent, according to Dick Pack, Westinghouse's veepee in charge of programs for all stations.

In a move to intensify local talent scout activities of his individual stations, Pack also invites jockeys to send audition tapes directly to him in New York. Tapes, preferably air-checks, should run 30 minutes, said Pack, and they will be returned "in time."

Westinghouse radio stations include WBZ, Boston; KYW, Cleveland; KDKA, Pittsburgh; WOWO, Fort Wayne, Ind., and WIND, Chicago.

## EPIC BOO-BOO

### 'Spell Me An Answer?' Asks Jock

CHILLIWACK, B. C.—Station management of CHWK here has "put a spell" on disk jockey Bob Friesen. Sometime ago the jock noted an ad in The Billboard by Epic Records, on the record "I Put a Spell on You," by Screamin' Jay Hawkins. The ad carried the suggestion: "Deejays, give this one a spin. If you get fired, we'll get you a job."

The inevitable appeared to have happened when Epic Records' Toronto office received an urgent communication from Friesen. The jockey played the record all right and was forthwith notified that "this type of music is not in keeping with the station's policy," and because of audience reaction to the disk management thought it best for the jock to "look for greener pastures."

The letter finally found its way to Bill Nielson in the Bridgeport plant of Columbia, parent firm of Epic, who brought Friesen's plight to the attention of The Billboard. Nielson, who described the whole situation as "ghastly," said Friesen would travel and could be reached in care of the station.

## 'Beau' Rights To RKO Unique

HOLLYWOOD—Soundtrack rights to the Paramount picture "Beau James," the film biography of Jimmy Walker, were obtained by RKO Unique Records here last week.

Despite the Paramount affiliation with Dot Records, the film company will make every effort to keep an open bidding policy on all its soundtrack material it was reported. Dot's deal with Paramount is all but final, only lacking an opinion by the Department of Internal Revenue.

"Beau James" package will feature the tune "Will You Love Me in December," evergreen authored by Walker.

## Bailey to Cut Roulette LP's

NEW YORK—Roulette's new artist and repertoire directors, Hugo Peretti and Luigi Creatore have signed Pearl Bailey for a series of albums, first of which she will record on her return from Europe this month.

The boys plan to set up an extensive LP catalog for Roulette in both the jazz and pop fields and Miss Bailey was inked with LPs specifically in mind.

## ALL TOO MUCH?

# Many Versions of Old Songs May Sate Mart

• Continued from page 1

C. Handy's "St. Louis Blues," with 112 different versions, followed by a more recent standard, Walter Gross' "Tenderly." The latter is only a little more than 10 years old and never made the "Hit Parade," but it may be purchased in 102 different interpretations.

Approximately 50 songs have 50 or more versions in the current catalogs, and new editions of each are appearing almost weekly. Benefiting most are the top-ranking show writers, men like Cole Porter, Jerome Kern, the Gershwins, Irving Berlin, Oscar Hammerstein, Richard Rodgers, Lorenz Hart and, to a lesser degree perhaps, Duke Ellington, Arthur Schwartz, etc.

It's interesting to note that a tune like the Kern-Hammerstein "All the Things You Are," which has more than 80 current versions, came out of "Very Warm for May," a show in the late 1930's, which lasted for three weeks. Johnny Green's "Body and Soul" has approximately the same number of diskings. Cole Porter's "Begin the Beguine" has 73, not counting the strictly Latin versions, and others in the 70's include Gershwin's "The Man I Love" and Berlin's "White Christmas."

Among those with 60 or more, and this is by no means complete, we find "After You've Gone" (66), "Blue Moon" (69), "Caravan" (62) again exclusive of Latin, "I Can't Get Started" (64), "These Foolish Things" (68) and more.

The growth of the jazz business is the biggest factor in the delayed action popularity of the one-time fair success of the early 1940's, "How High the Moon," which, under that title has 63 versions. If one were to count the camouflaged versions of this one, which appear under other titles, the number might be doubled. Jazzmen also are mainly responsible for the broad availability of the long obscure "I'll Remember April," which now boasts as many as 62 different disk interpretations.

"Love Me or Leave Me," with or without its recent revival in films, has intrigued album makers and jazzmen. Here is an instance of a tune which has been paraphrased more than it has appeared in its original form. There are 17 recently cut versions under the true title. "Lullaby of Birdland," which is one of many more recent jazz fabrications based on its harmonies, has 44 versions.

Many of the obscure tunes, once known only to the East Side cafe connoisseur crowd, now have become so common as to have lost their chic-ness completely. "The Boy Next Door," which in Tim Pan Alley jargon would be the epitome of "non-commercialism," has 20 recordings. Cole Porter's most sophisticated offerings are found in the homes of even illiterate slob: Witness "It's All Right With Me" (34 versions), "From This Moment On" (21), "All of You" (21), etc. Porter, it is clear from these titles, could be the most prolific producer of "standards" in the last few years, and many of these never came close to the hit lists at the time they were published.

Arthur Schwartz and Vernon Duke have enjoyed similar coverage. Schwartz' "Dancing in the Dark" has 41 diskings, and even his more obscure "Alone Together" has 31. Duke's off-beat "Autumn in New York" has 57 versions.

Dorothy Fields and Jimmy McHugh haven't done too badly. Their "I Can't Give You Anything But Love" has 50 versions and "Don't Blame Me" has 36.

Every company which records jazz eventually produces some albums of Dixieland. The Dixie

repertoire, which pre-dates many of the great show classics, is doing pretty well these days. Again, a random sampling—"Clarinet Marmalade" has 23 diskings, and even "At the Jazz Band Ball" has 17. "Jada" has 12.

As to what happens once the saturation point is reached, this is a matter that may call for more resourcefulness than many of our modern writers and a.&c.r. men possess. Cafe singers may continue to be a key source, commissioning new material and also perpetually hunting for those obscure show gems.

Then, there are a few new tunes that are making the grade. In the past year a new song, "Cry Me a River," landed in seven different albums within a couple of months. "Young at Heart" also is in seven current packages. There are more, of course, but it's still the old songs by a large margin.

How long this situation can continue without jading the enthusiasm of disk buyers poses a real challenge for the record companies.

## Music as Written

M-G-M Rushes Release

On "Leap Frog" . . . M-G-M Records has acquired and rushed release on the master to "Leap Frog," cut for the brand-new Ken label by the Chuck Alaimo Quartet. The dinking, the first made by the Rochester, N. Y., firm, had been a quick territorial click. Flip is Alaimo's own vocal on "That's My Desire."

Hodier Here on

6-Week Junket . . . Andre Hodier, French author of "Jazz: Evolution and Essence," arrived here last week for a six-week visit to the United States and was feted at a trade party by Grove Press on Thursday (21). While here Hodier will conduct the recording of an LP for Savoy Records featuring his own compositions. An all-star jazz combo will participate.

Milwaukee

Louis Armstrong is booked solid by Associated for college concerts until April 2, following which he is scheduled to a series of concerts in the British West Indies. . . . Les Brown opens at Roseland for two weeks Sept. 10. . . . Jo Ranson, formerly in charge of press relations for WMGM, New York, has been named to the newly created post of director of advertising, promotion and publicity for the station.

## OSCAR SONG NOMINATIONS

HOLLYWOOD—The annual Oscar derby got under way last week, with the Academy of Motion Picture Arts & Sciences announcing its nominations.

Tunes nominated in the "Best Song" category are: "Friendly Persuasion," by Dimitri Tiomkin and Paul Francis Webster; "Julie," by Leith Stevens and Tom Adair; "True Love," by Cole Porter; "Whatever Will Be, Will Be," by Jay Livingston and Ray Evans, and "Written on the Wind," by Victor Young and Sammy Cahn.

Singer Pat Boone has already been named to air "Friendly Persuasion" at the awards, to be presented here on March 27.



# JO

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

Wind In the Willows b/w  
King of Paris  
4-40832



# 4 LADS

Only two short weeks on the charts and already rocketing to the top! The Four Lads will sing "Who Needs You?" on the March 6th Godfrey show (CBS-TV).

Who Needs You? b/w  
So Easy To Forget  
4-40811



# 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

# COLUMBIA



# RECORDS

© "Columbia" & Marks Reg.

*the hottest company in the business!*

# BMI Check List

OF *New* RECORD RATINGS  
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
<b>ALMOST PARADISE</b> (Peer) ROGER WILLIAMS (Kapp) NORMAN PETTY TRIO (ABC-Paramount)	84 (Excellent)	Sure Shot	Very Good
LOU STEIN (Unique)	74 (Good) Spotlight	Sure Shot Sure Shot	
<b>BEFORE I DIE</b> (Nash) DOROTHY COLLINS	Spotlight	Best Bet	
<b>BUTTERFLY</b> (Mayland-Presley) CHARLIE GRACIE (Cameo) BILLY WILLIAMS (Coral) ANDY WILLIAMS (Cadence) BOB CARROLL (Bally) BILL ALLEN & KEYNOTES (Eldorado)	Best Buy 80 (Excellent) Best Buy 78 (Good) 76 (Good)	Sure Shot Sleeper of the Week Sure Shot Sleeper of the Week Sleeper of the Week	Good Best Bet
<b>DON'T PROMISE ME</b> (THE CAN CAN SONG) (Sheldon) DEJOHN SISTERS (Columbia) ROBBIN HOOD (MGM)	Spotlight 73 (Good)	Sleeper of the Week B+ (Excellent)	
<b>EVER LOVIN' FINGERS</b> (Jackie) JIMMY BOWEN (Roulette)	Spotlight	Sleeper of the Week	
<b>GOLDEN KEY</b> (R. Mellin) SAMMY DAVIS JR. (Decca)	77 (Good)	Disk of the Week	Excellent
<b>HOW LONELY CAN ONE BE</b> (Wemar) TERESA BREWER (Coral)	Spotlight	Disk of the Week	Very Good
<b>I'M STICKIN' WITH YOU</b> (Jackie) JIMMY BOWEN (Roulette)	Best Buy	Sure Shot	
<b>IN THE ARMS OF MY LOVE</b> (Iris-Trojan) JOE VALINO (Vik)	86 (Excellent)	Sleeper of the Week	Excellent
<b>KID STUFF</b> (George George) THE MCGUIRE SISTERS (Coral) BERNARDINE READ (ABC-Paramount)	Spotlight 75 (Good)	Sure Shot B (Very Good)	Very Good Good
<b>LUCKY LIPS</b> (Tiger) RUTH BROWN (Atlantic)	Best Buy	Sure Shot	
<b>ONLY ONE LOVE</b> (Bentley) GEORGE HAMILTON IV (ABC-Paramount)	Spotlight	Sure Shot	Excellent
<b>PARTY DOLL</b> (Jackie) STEVE LAWRENCE (Coral) BUDDY KNOX (Roulette) WINGY MANONE (Decca)	Spotlight Best Buy 75 (Good)	Sleeper of the Week Sure Shot Sleeper of the Week	
<b>THE PIED PIPER</b> (Iris-Trojan) LEE DENISON (Vik) BILLY WILLIAMS (Coral)	76 (Good) 78 (Good)	B+ (Excellent) Sleeper of the Week	
<b>ROUND AND ROUND</b> (Rush-Pinelawn) PERRY COMO (Victor)	Best Buy	Sure Shot	Very Good
<b>YOUR WILD HEART</b> (Meridian-TJ) PONI TAILS (Point 8) KAREN CHANDLER (Decca) JOY LAYNE (Mercury)	84 (Excellent) 78 (Good) Best Buy	Sure Shot Sleeper of the Week Sure Shot	Excellent

## Copyright Statute

Continued from page 20

House for approval shortly, and will later be referred to the Senate Judiciary Committee. It is similar to one that was previously introduced during the last session of Congress which had the stamp of approval of the copyright office.

A federal statute of limitations concerning penal or criminal copyright actions exists. Up until now, the courts have had to follow the State laws regarding civil copyrights actions. The new bill, if approved by the Congress and the President, will eliminate much of the disparity between the States, i.e., the New York statute is six years, while the California term is two years.

Legal opinion is that it is a good measure, only if it specifically and reasonably states when the cause of action is measured from. Without this, the bill would place additional burdens upon a plaintiff and would further complicate the law.

## Japanese Disking

Continued from page 20

ords firm for over four years, are now being pressed by Angel Records. To fill the loss, King has been negotiating for Japanese pressing rights for Mercury, Cetra, Dot and Pacific. The Mercury deal appeared to be on with the announcement that King will issue a dozen Mercury disks in a March release.

Nippon Mercury had pressed the American Mercury disks for more than two years but this agreement was eventually severed, "on account of the failure of paying \$40,000 delinquent royalties on the part of Nippon Mercury," according to the source.

The King firm is also negotiating to produce Cetra's complete opera line in Japan. Also in the words of those close to this scene, "King might as well introduce Pat Boone and other artists of Dot Records very soon." King is presently releasing London and Telefunken Records here.

## No Favorites

Continued from page 20

Blues" (a spoof on the medical world) recently, and KYW beefed about not getting the disk, Benart put a "tracer" on it only to discover that Randle had borrowed the record from another WERE jockey, Tom Edwards, who in turn got it from spinner Walt Hendricks, who received it from WERE's early morning man Jerry Bowman.

When quizzed about his acquisition of the record, Bowman quipped: "Ask my doctor," it seems his medic had brought the platter in and asked him to play it. Topper was that Benart had delivered the disk to all stations six months earlier, but none had bothered to keep it in their libraries.

## Stasny Suit

Continued from page 20

statutory royalty of 2 cents to Stasny. The action was then discontinued against Specialty. In its cross-motion, Joy charged that Stasny had failed to file notice of use on the tune, and the court found in Joy's favor, citing the Copyright Act's decree that "any failure to file such notice shall be a complete defense to any suit, action or proceeding for any infringement of such copyright."

YOUR TICKET TO  
SALES RESULTS—  
THE ADVERTISING COLUMNS OF  
THE BILLBOARD!

## Who's Holding The Bag Now?

NEW BRUNSWICK, N. J.—Pre-trial depositions taken here last week in an action brought by Louis B. Meglianni against Sam Goody produced sensational new revelations in the checkered career of James Rizek, high-flying financial operator. Meglianni is president of the Rutgers Chevrolet Company and is suing Goody in Queens County Supreme Court, New York. The suit involves one of Goody's postdated checks, held by Meglianni, on which payment was stopped.

In the testimony, taken by Goody's attorney, Abraham Lowenthal, Rizek indicated that Samuel I. Landis, owner of Landis Ford Agency here, acted as an agent in obtaining for Rizek individuals who would accept the postdated Goody checks at a discount in cash. One of the deals engineered by Landis was with Meglianni. At the time, the latter cashed one \$35,000 check and nine postdated checks for a total of \$11,000. On certain of these Goody stopped payment and Meglianni was left holding the bag.

In another case, Landis himself cashed a \$7,000 Goody check and several days later was notified that it had bounced. Frantically Landis got on the phone and was told by Goody that "Rizek has been a bad boy and this is my way of slapping his wrist." In the testimony this week, Rizek himself said that this was Goody's way of "chastising me." Up till this time Rizek said, Goody had had no knowledge of the trafficking of the checks and that he (Rizek) had always tried to convince Goody of his "considerable opulence."

Landis in testifying said that when he sold Meglianni on buying the checks, the latter wanted to know who Goody was. Landis said that as far as he was concerned, "Goody was as good as the Rock of Gibraltar."

It was also brought out that Landis obtained loans on a continuing basis for Rizek of well over \$500,000. For these Landis paid on the average of 3 to 3½ per cent interest per week. But the most fantastic aspect of all is the fact that, according to the testimony, Landis was in turn charging Rizek up to 7½ per cent interest per week on the loans. These depositions were taken on one case against Goody. At least three others involving stoppage of payment on checks are also pending.

## M-G-M Preps LP's

Continued from page 20

plus extra disk jockey promotion. Albums earmarked for radio and jockey use will be available to distributors at \$1 each. Special display material is also being set for dealers on the "Baker's Dozen" promotion as well as on the jazz and classical groups. All new groups of packaged items released thru the year will carry some type of incentive plan to be announced at the time of release.

## Tom Perryman

Continued from page 20

Star Spotlight" has not been announced, but it is virtually certain he will be selected from WSM's present announcing staff. The basic format of the all-night show, to promote and exploit "Grand Ole Opry" talent by playing their records and publicizing their show dates, will remain unchanged, DeWitt stated.

Prior to moving to WSM, Perryman was for many years a c.&cw. deejay and radio executive in Gladewater, Tex.

## Morris Agency

Continued from page 20

Canada, Fred Waring and His Pennsylvanians and Jose Greco's Spanish Dance troupe.

Other new musical acts signed by the agency are Jan McArt, lyric soprano of the San Francisco Opera Company; the Marlove Twins, two-piano team, and Mary O'Hara, Irish folk singer.

Last year, Morris' major musical import was the Carabinieri Band of Rome. A deal for the importation of the Halle Orchestra, with conductor Sir John Barbirolli, fell thru.

The Piccola Scala, Orfeon Choir and the Jazz Encyclopedia packages have been set up in conjunction with impresario Stephen Rose.

## "TOO MUCH"

Recorded by  
**ELVIS PRESLEY**

(RCA 47/6800)

Elvis Presley Music, Inc.  
Southern Belle Music

## "A GOOD LOOKING BLONDE"

Recorded by

**EDDY ARNOLD**

(RCA 47/6773)

HILL AND RANGE SONGS, INC.  
Sole Selling Agent:  
HILL AND RANGE SONGS, INC.

A Solid Ballad Hit!

## HE THINKS I'M WONDERFUL

MILLER MUSIC CORPORATION

## HITS FROM THE HOUSE OF BOURNE

Already a Hit  
**DAVID SEVILLE**  
THE GIFT and  
THE DONKEY AND THE SCHOOLBOY  
LIBERTY F-55055  
**DEAN MARTIN**  
CAPTURED  
CAPITOL 3648  
**TONY BENNETT**  
ONE KISS AWAY FROM HEAVEN  
COLUMBIA 40949  
BOURNE, INC.—ABC MUSIC CORP.  
134 W. 52nd St., N.Y.C.

## "I THOUGHT IT WAS OVER"

Jaye P. Morgan

R.C.A. Victor 20/47-6798

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# MUSICAL DYNAMITE!



## EDDIE FISHER

### BLUES FOR ME

### TONIGHT MY HEART WILL BE CRYING

20/47-6849

The Dealer's Choice

RCA VICTOR



## ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By GARY KRAMER

Are too many records being released today? Most dealers think so. Every week brings its avalanche of new disks, a high percentage of which are by new artists and on strange labels. It has never been so hard to keep abreast 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 number of "run-away" and "left-field" hits—and to make it a long, drawn-out 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 ten 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 brewing five weeks and is now starting to cook. Amie Laurie's "It Hurts to Be in Love" 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 has to choose has made him less—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 pros. Fats Domino, Ruth Brown, Lavern Baker, Little Richard, Bill Doggett, Clyde McPhatter, Ray Charles, Ivory Joe Hunter, Mickey & Sylvia, Elvis Presley and Harry Belafonte (who have 12 of the 15 best sellers) represent no guesswork to the dealer. The 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 still is true that the market generally is very accessible to new talent and new ideas—in fact, more so than ever. To continue the present rate of release, however, can only encourage an even more conservative buying policy than seems to be evolving now. Dealers and one-stops can't help but be forced into habitually playing it safe, if it is too hard to become thoroughly acquainted with the new stock.

Last week "On the Beat" detailed the hassle going on re "Man in the Telephone Booth." Both Herald and Flair-N thought that they had Bob Komegay under contract. This week Vik 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 complicated, Savoy is suing the publisher, Kassner, alleging that the tune is compounded of one of their tunes ("Now Is the Time") and "Jada."

Etta James is getting ready for an extensive tour of the South and Southwest. She opens in Columbus, Ga., March 1 and will swing down to Florida, then over to Texas and Colorado. She will be accompanied by the Buddie Griffin band. This time she is leaving the Peaches behind, and will appear solo. The tour was delayed in starting because of legal entanglements surrounding the thrush's 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 Bostie's wife, Hildegard, is in Los Angeles' Cedars of Lebanon Hospital for surgery. . . . Chris Columbus's group is back at Small's Paradise, New York, where a big name band policy may begin soon. . . . Epic Records is readying an LP for early release of their best past singles in the r.&b. and 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. . . . Jimmy Reed flies to Waco, Tex., February 28 to begin a 17-day one-nighter trek along the Texas-Oklahoma route. His new record, "Honey, Where You Going?" is taking off like a prairie fire.

First reports on the Irv Feld "Biggest Show" package indicate that it is sensationally successful. The first two shows in Pittsburgh were sell-outs, as were those in Detroit and Youngstown, O. Terrific box offices were also reported in Toledo, Indianapolis and Toronto. To streamline the transportation problem for the western phase of the tour, two Convair planes have been chartered for the whole package for ten days starting February 26, when, in this order, they hit Denver, Salt Lake City; Butte, Mont.; Calgary, Edmonton, Spokane, Tacoma, Portland, Vancouver, and Seattle. One-night barnstorming was never like this in the past!

Where did those rumors about Fats Domino's having cancer of the throat originate? The singer recently had a head-to-toe physical exam due to his taking out a big insurance policy on his pipes—and (Continued on page 61)

## Collusion Voiced In AFM Hearing

HOLLYWOOD—Show cause 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 plaintiff's attorney Harold A. Fendler here last week (21).

Fendler argued that the recording company and motion picture firms originally listed as "neutral" defendants in the actions are guilty of collusion with AFM President James C. Petrillo. Attorney contended that the defendants' action since the suits were originally filed some three months ago has thrown new meaning on their status.

Fendler averred that the actions were the "most important case in labor litigation in many years."

"The question here is whether a collective bargaining agent can betray its fiduciary relationship with its member," said Fendler.

Defendants' attorney Homer Mitchell, representing RCA Victor, Columbia, Capitol and NBC and CBS, pointed to the suit filed by Samuel R. Rosenbaum in New York, an action aimed at testing the validity of the trust fund. Mitchell argued that his clients would be placed in an "impossible position" if Rosenbaum wins in New York and the plaintiffs win here.

Appellate decision will determine jurisdiction in the case, and should the musicians win their point, further payments to the trust fund will henceforth be made to a receiver. Court is expected to announce its decision within three weeks.

## Mercury Cues Discount Plan

• Continued from page 19

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

Other packages are Hugo Peretti's "And So to Sleep," featuring original music by Harry Revel; "Italia," the first LP by the Gaylords; "Mood Music," by Green and Iles, another multi-mike hi-fi organ and piano disk; "Songs of the Ziegfeld Follies," Vivian Blaine's first LP; a second album by Emil Stern's orchestra, this one on Parisian music; a debut package by Dick Barlow, pianist arranger, "Music to Make You Feel That Certain Way."

Included in the offer are Patti Page's "Page One"; two albums by Vic Damone; a cocktail album by Glenn Osser; a Parisian-type album by Richard Hayman; a Mexico-oriented package by Tito Guizar.

Jazz-wise, the packages include Gerry Mulligan's "Mainstream of Jazz," a first LP by Nat Adderley, and other items.

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

March classical product also includes a first LP by pianist Richard Farrell recorded in conjunction with the Pye firms in England; Paul Paray conducting the Detroit Symphony in a mass commemorating the 500th anniversary of the

## Liberty Marks

• Continued from page 19

Norvo; "The Dazzling Sound," by the Keith Williams Orchestra, and packages introducing maestro Jerry Gray, the Moscow Philharmonic, chirp Donna Fuller, Johnny Olen and Martin Denny.

Liberty's talent roster, currently numbering 68 artists, will continue to be expanded as new people are found. Founded by Si Waronker, until recently music contractor at 20th Century-Fox, and Jack Ames, latter a vice-president of Liberty, the firm has grown steadily during its two years and now employs approximately 25 people. Promotion rep Jane Gibbs will arrive here from New York for the three-day meet, in addition to other exploitation 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 Waronker and Ames, the company expects to double its 1956 volume during the coming year. Liberty purchased its own building some time ago and recently opened its own recording studios.

## Robison and Dot

• Continued from page 19

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 bear recording session costs and song royalties.

Artist contracts have been retained by Robison, the masters 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 Fabri, 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 Is Here" plan includes the following points: The 10 per cent discount is net; deferment to dealers is 60 days from date of invoice; distributors will also receive 60-day dating.

## Harms Mulls

• Continued from page 19

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 75 per cent on the first \$2,000 of income, and 85 per cent on the remainder. The tax on companies which do not fall into that category is 52 per cent. The refund which T. B. Harms may seek would amount to the considerable difference between the two tax areas.

In the trade, it is argued that the analysis of T. B. Harms' income—over 80 per cent derived from royalties as against less than 20 per cent from sale of sheet music—mirrors the changing trends in the business. The analysis highlights, in brief, the fact that publishers and writers are increasingly dependent upon performance money and mechanicals, 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 import. One trader stated he felt the T. B. Harms case may be unique and not generally applicable to the industry generally, but most traders 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 not meant to be applicable to the publishing business.

## SPA Eyes Sync.

• Continued from page 20

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 ostensibly spelling out at least a temporary truce. Baer told the SPA membership that both organizations have agreed to work together in an effort to settle their differences. Despite this, there was much unofficial bickering by writers belonging to both groups. Leith Stevens, president of CLGA, later told The Billboard that a strong effort will be made within the next few weeks to determine whether or not amalgamation of the two groups is possible.

SPA membership presently totals 2,709 writers, of which 1,602 are regular writers, 933 associate writers, 158 estates and 16 new writers. Figures represent an increase of nearly 90 per cent over 1950, and a 10 per cent increase over last year. Association also has 804 publisher members.

An indication of the substantial increase in SPA activity was seen in the amount of renewal notices sent to members last year, the latter figure reaching 8,200 compared with approximately 5,000 the previous year. SPA also handled 3,286 contracts in 1956, a 50 per cent increase over 1954. Total expenditures for the year were \$67,299, with the organization showing a net loss for the year of \$1,674.

# MUSICAL MAGIC!



**HARRY BELAFONTE**

**MAMA LOOK AT BUBU**

**DON'T EVER LOVE ME**

20/47-6830

The Dealer's Choice

RCA VICTOR



## THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

## Dealer Has Simple Success Formula

- Hoffman hyps disk sales by observing basic rules
- Self-service "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 ideas, tactics and promotions Hoffman uses are known to every dealer in the industry, he insists. The only difference, apparently, is that Sol Hoffman puts them to work.

Hoffman's 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 tiny that we had to figure out some way to increase its volume and handle more customers without taking space away from the appliance section. We put our records out in open, home-made browser boxes, and stacked them on the counters so 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 collection of 78's and odds and ends are kept on shelves behind the sales counter. Even the store's walls have been adapted to self-service. Wire racks hang on attractive peg-board panels displaying complete sections of albums at eye-level, easily accessible to the customer's reach.

### Display Your Stock

"We used to show only a rep-

resentative portion of our stock on the floor, kept the remainder of our records under counters and in backroom storage space. But we were cured of that expensive habit a few years ago," says Hoffman. "Taking inventory, we discovered hundreds of outdated singles and albums simply gathering dust, forgotten because they were hidden away. That was when we decided to have everything in our stock displayed in the open."

A 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 these simple rules are enforced:

1. Hanging around the store by teen-agers, and unwarranted record playing is discouraged.
2. LP auditioning is not permitted, unless the records 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 benefits the store. It leads to rowdiness that drives adults and even other teen-age customers away."

In addition, says Hoffman, experience has shown that putting a disk shop out of bounds as a teen-age hangout minimizes the amount of merchandise pilferage. Customers Want Unplayed Disks

The rule covering auditioning of LP's was necessitated in recent years because of increase in album stocks. "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

## New Use for Trade Ads

An alert New York dealer not only buys from the ads in The Billboard, he also uses them for point-of-sale display. Here's how. He saves every issue. When a record that was advertised makes the Best Seller Charts (as many of them do), he goes to the issue that carried the ad and tears it out. Then he mounts it on heavy cardboard and paints out the advertising copy that was directed to dealers. The result is an attractive counter card with the picture of the artist, the name of the song and the record number.

This particular dealer mounts the card over a box of the records. His is a self-service store and the attention-getting cards help the customer to find the latest hit of their choice without any trouble. Picture, if you will, a line of 20 boxes arranged against one wall with the foot-and-a-half by one-foot cards above them. It's a real eye-catcher and, explains the dealer, those singles sales have been rapidly multiplying. He gives his display card idea a big share of the credit. As he describes it, people come in for one record but the impact of those display cards reminds them of other hits they wanted.

Come to think of it, there are many other uses for these big display ads. They would make a likely window display. They could be hung pennant-wise across the store. They would make good hangers for the walls or listening booths. Or, with a little extra effort, they could be made into an easel display for the counter.

our LP customers do want to try a record before they buy it. Then when they have made their selection, they want to take home a record that has never been played. That is why we take it out of the jackets ourselves and play it at the sales counter so they can check it. In almost all cases, then they will not object to our wrapping up the record, they have seen and heard tested, to take home with them."

Six open auditioning booths are located at the rear of the record department. Three are set to handle 78's only and the other three spin 45's. Plans call for this proportion to be changed in the near future. According to Hoffman, the buying trend has shifted so sharply in favor of 45 r.p.m. records that he intends to use five of the six booths for the doughnut 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 here, personalized attention to customers from Hoffman



## Epic Offers Display Rack

Add Epic's name to the list of record companies providing dealers with useful display material. Currently, they are offering a wrought-iron display rack which may be used for high-lighting eight albums. The unit is 2½ feet tall by 4½ feet wide. A special feature of the rack

is that it folds into an easily portable unit. It also has a removable panel at the top for announcing different merchandising deals as they come along. Record displayed on the rack may be changed periodically.

Epic is shipping the racks to their distributors who will pass them along to qualified dealers. Distributors will determine which dealers are qualified, but Epic topper, Bill Neilson, says that most any dealer will qualify if he agrees to use the unit for window or in-store display.

## NEW PRODUCTS

### PERMO REPACKAGES FIDELITONE STYLII...

Fidelitone needles will be repackaged as of this month, according to an announcement by Bill Anton, Permo sales vice-president. All needles will be supplied



in plastic boxes, clearly visible thru the cover and mounted on attractive plastic foam 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 tools will still be provided.

Simultaneously, the firm announced a "dress-up" contest for dealers, keyed to the introduction

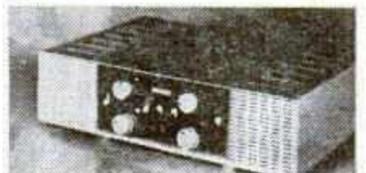
and his able staff continues to play a vital role in the sales picture. The danger exists in a self-service operation, he points out, of turning sales personnel into mere package wrappers. A good sales clerk can improve the sales potential of a self-service store in many ways. They can often discover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

Completeness of stock is a selling feature at Hoffman's. In addition to carrying the full catalogues of all the major labels, they stock virtually every independent label on the market.

of the new packaging. Entry blanks may be secured from Fidelitone distributors.

### BELL AMPLIFIER DECORATOR STYLED...

Bell Sound Systems knows that the housewife has to be considered when hi-fi components are purchased. So they have gone

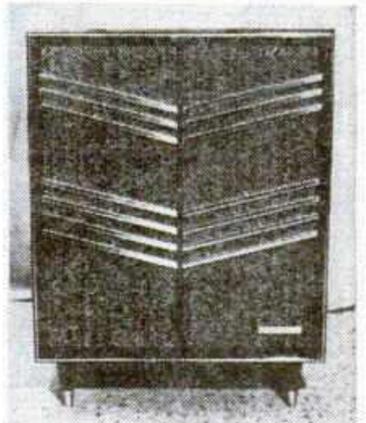


in for high styling. First in the series to get the new design treatment is the "2300" amplifier shown here. The cabinet may be removed for panel mounting. The unit sells for \$109.95.

### 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—two 12-inch oval speakers, two eight-inch oval speakers and two tweeters.

A special feature of the unit is the cabinet. It has changeable



grills which make the cabinet blend with any type of decor. The cabinet is 32 inches high, 24 inches wide and 12½ inches deep.

The Custom Speaker retails for \$174.95 (dark) and \$184.95 (blonde). The changeable grille is \$15.



Record players and tape recorders are displayed on a wall adjoining the disk department's sales counter. Joe Hoffman (right) is in charge of all appliance sales and also lends a hand in the record department. "The sale of players works hand in glove with the record 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."



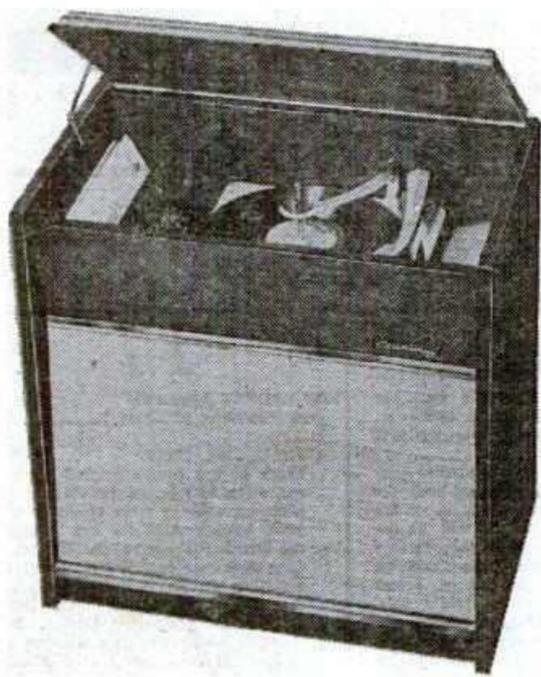
Owner Sol Hoffman, of Hoffman's, in Kenosha, Wis., checking over the self-service stock in the store. Note the wall racks on the wall behind Hoffman which are used for self-service selling of albums. Browsers shown here attest to the fact that Hoffman's carries one of the most complete inventories in this marketing area. Items are filed alphabetically by artist's name.

Coming  
March  
30

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

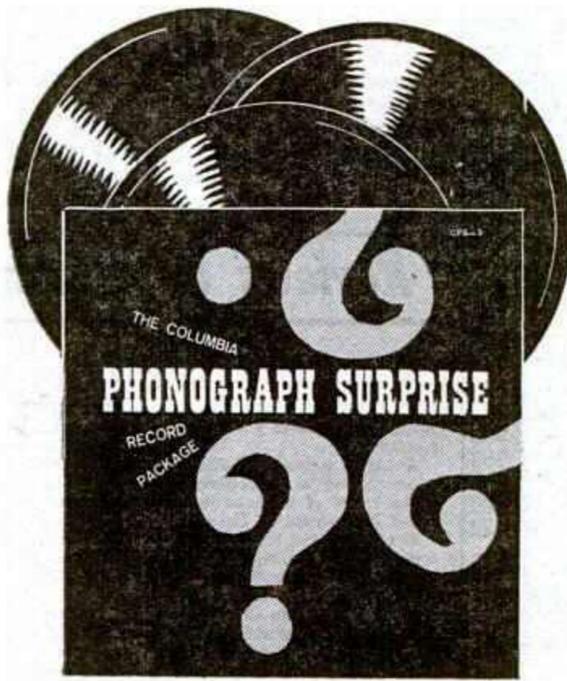
From Columbia... the greatest name in sound

# COMPLETE HI-FIDELITY PROMOTION



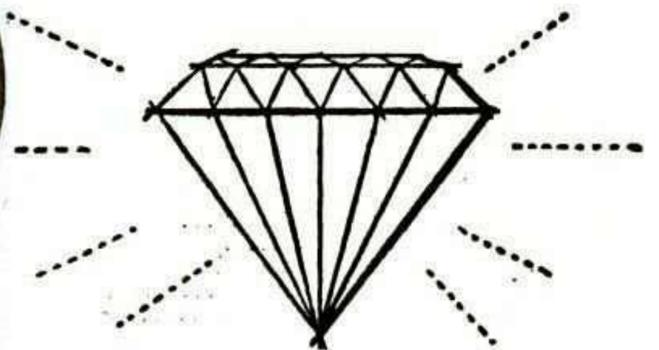
## SELL

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" <sup>®</sup>  
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 \$45.00! 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**

THE BILLBOARD'S WEEKLY

Package Records Buying Guide

Best Selling Pop Albums

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

- 1. CALYPSO—Harry Belafonte...RCA Victor LPM 1248
2. ELVIS—Elvis Presley...RCA Victor LPM 1382
3. JERRY LEWIS JUST SINGS...Decca DL 8410
4. THE KING AND I—Sound Track...Capitol W 740
5. MY FAIR LADY—Original Cast...Columbia OL 5090
6. BELAFONTE—Harry Belafonte...RCA Victor LPM 1150
7. OKLAHOMA!—Sound Track...Capitol SAO 595
8. HYMNS—Tennessee Ernie Ford...Capitol T 756
9. CLOSE TO YOU—Frank Sinatra...Capitol W 789
10. THE EDDY DUCHIN STORY—Sound Track...Decca DL 8289
11. DAY BY DAY—Doris Day...Columbia CL 942
12. THIS IS SINATRA—Frank Sinatra...Capitol T 768
13. THE PLATTERS, Vol. 2...Mercury MG 20216
14. HIGH SOCIETY—Sound Track...Capitol W 750
15. FOUR FRESHMEN AND FIVE TRUMPETS...Capitol T 763

Pop Albums Coming up Strong

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

- 1. Midnight for Two...The Three Suns
2. 'S Wonderful...Ray Conniff
3. Ella Fitzgerald Sings The Rodgers and Hart Song Book...
4. This Is Fats Domino...
5. Casa Loma in Hi-Fi...Glen Gray
6. Songs of the Fabulous Fifties...Roger Williams

Most Played by Jockeys

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

- 1. CALYPSO—Harry Belafonte...RCA Victor LPM 1248
2. DAY BY DAY—Doris Day...Columbia CL 942
3. ELVIS—Elvis Presley...RCA Victor LPM 1382
4. 'S WONDERFUL—Ray Conniff...Columbia CL 925
5. CLOSE TO YOU—Frank Sinatra...Capitol W 789
6. TONY—Tony Bennett...Columbia CL 938
7. AFTER MIDNIGHT—Nat (King) Cole...Capitol W 782
8. CASA LOMA IN HI-FI—Glen Gray...Capitol W 782
9. FOUR FRESHMEN AND FIVE TRUMPETS—
10. BIG BEAT—Johnnie Ray...Columbia B-9612

Spotlight on Sound

HOVHANESS: St. Varton Symphony (1-12)—M-G-M Chamber Orchestra. Carlos Surinach, Cond. M-G-M E 3453.

Shimmering sound with a provocative composer to stimulate the music-lover and off-beat instrumental combinations for the audio fan who just wants to test his hi-fi rig.

MAGOO IN HI-FI (1-12)—The Voice of Jim Backus. Music by Dennis Farnon. RCA Victor LPM 1362.

There's a little something for everyone in this record including trip-hammers, sirens, whistles and cymbal clashes. It's a spoof on hi-fi but a strictly hi-fi recording.

BARTOK: Music for Strings, Percussion and Celesta; STRAVINSKY: Song of the Nightingale (Symphonic Poem) (1-12)—The Concertgebouw Orchestra of Amsterdam. Van Beinum, Cond. Epic LC 3274.

The Bartok work, aside from its merits as music, has come to the fore in recent years because of the growing interest in sound per se. It covers a wide range of the audio spectrum. So great, in fact, has the interest in this particular piece been that it is now available in nine different versions.

Review Spotlight on . . .

Classical Albums

COPELAND: APPALACHIAN SPRING (COMPLETE BALLET); BILLY THE KID (BALLET SUITE) (1-12)—The Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5157

The orchestra has a first-rate performance of these two graceful and charming ballet works. The recording itself is top-notch and the cover, containing colorful symbols, emblematic of the works involved, has strong merchandising values.

MUSIC OF LEROY ANDERSON (1-12)—Eastman-Rochester Pops Orchestra, Frederick Fennell, Cond. Mercury MG 50130

The Anderson tunes on Side 1 need no introduction to customers. They are his most familiar and sprightly compositions. The Eastman-Rochester Orchestra is obviously enjoying itself and they play with the necessary verve.

Jazz Albums

LEE MORGAN INDEED! (1-12)—Blue Note 1538

Blue Note has come up with another first that deserves much more circulation than it's likely to get. This time it's an 18-year-old modern trumpeter who immediately can take his place with the top men on the horn.

Gillespie band currently, and he should be heard from plenty in the future.

NEW JAZZ CONCEPTIONS: BILL EVANS (1-12)—Riverside 12-223

Evans, a young pianist, makes an auspicious solo debut. He has his own distinctive modern style, playing long, logical and appealing lines that won't scare off less hip listeners.

Album Cover of the Week



FROM DONEGAL TO GALWAY BAY—Decca DL 8435—This new album by the Little Gaelic Singers has a charming cover of the map of Ireland, framed in Kelly green.

Reviews and Ratings of New Albums

Popular

ABBEY LINCOLN'S AFFAIR . . . . . 83
Abbey Lincoln (1-12")
Liberty 3025

A highly provocative singer, Abbey Lincoln tackles an equally provocative series of sensuous torch tunes, and it all comes off top rate. A new face on the disk scene, Miss Lincoln's phrasing exudes sex, while her innocent manner of toying with a lyric is highly effective.

ORGANIZED FOR HI-FI . . . . . 82
Marty Gold and his Organ Ensemble (1-12")
Vik LX 1069

Superior sound, unusual instrumentation, and excellent technique make this package a solid commercial bet. Ensemble features three organs, string bass, percussionist, celesta and a keyboard glockenspiel.

THE GEORGE WRIGHT SOUND . . . . . 80
George Wright (1-12")
HiFi Record R 710

Another in the series of organ albums by the nimble fingered and sure-footed George Wright. Virtually all of his previous works are by now standard fare with audiophiles, and there's little to doubt that this will be the case with his latest effort.

AROUND THE WORLD . . . . . 80
Music From the Sound Track (1-12")
Decca DL 9046

Unlike many movie background packages, this album is highly melodic and diversified (score by the late

Classical

CHOPIN: LES SYLPHIDES; DUKAS: LA PERI (1-12")—The Halle Orchestra, George Weldon, Cond. Mercury MG 50117 . . . . . 86

"Les Sylphides," being a Chopin pot-pourri for the ballet, contains both the most melodic and most familiar of his works. Beginning collectors will be attracted by the Chopin side. George Weldon, conducting the Halle Orchestra in his first Mercury assignment, scores heavily on the more exotic Dukas side.

BARTOK: MUSIC FOR STRINGS, PERCUSSIONS AND CELESTA; STRAVINSKY: SONG OF THE NIGHTINGALE (SYMPHONIC POEM) (1-12")—The Concertgebouw Orchestra of Amsterdam; Van Beinum, Cond. Epic LC 3274 . . . . . 83

While there are no less than 10 recorded versions of the Bartok work, this disk deserves recommendation for its "big" sound. It requires this kind of treatment because of the wide range of orchestral color. Demonstrate the "adagio" to hi-fi listeners for its xylophone and kettledrum effects.

HAYDN: SYMPHONY NO. 100 IN G, "MILITARY"; SYMPHONY NO. 101 IN D, "CLOCK" (1-12") — Vanguard VRS 492 . . . . . 81

HAYDN: SYMPHONY NO. 103 IN E FLAT, "DRUM ROLL"; SYMPHONY

Jazz

BOB CROSBY AND HIS ORCHESTRA: 1936-1956 . . . . . 82 (1-12")

Much of the band's original vitality and drive, in spite of the years, is in evidence, and the some of the band's most historic numbers are missing, the listening is worthwhile. The years span shows up especially in terms of recording quality, with the most recent (1956) boxing of "Jazz Band Ball" much superior in fidelity. But the fans won't buy this because of hi-fi. This is a package of history and evolution of a style and of a personality. As such, it can be considered a very worthwhile hunk of wax and one that will get air play and counter attention.

CHARLIE VENTURA PLAYS HI-FI JAZZ . . . . . 80 (1-12")

What is "Hi-Fi Jazz?" Maybe a more meaningful title for this LP would have been "Ventura Plays High Protein Jazz." At any rate, Ventura alternately wields tenor, alto and baritone sax against a strong rhythm section that consists of Moussey Alexander, Dave McKenna, Richard Davis and Bill Bean. This is dynamic, extrovert music-making that for all its coming on like "Gang Busters"—most of the time, is very danceable—and of above average interest musically. For a dull party, this would make a good shot in the arm. Retail tag is \$1.49.

OSCAR PETTIFORD ORCHESTRA IN HI-FI . . . . . 79 (1-12")

Another interesting, enjoyable jazz volume in a generally excellent ABC-Paramount jazz release. Ten medium-big, all-star tracks here, arranged mostly by Lucky Thompson and Gigi Gryce in swingin' modern manner.

(Continued on page 32)

(Continued on page 32)

(Continued on page 36)

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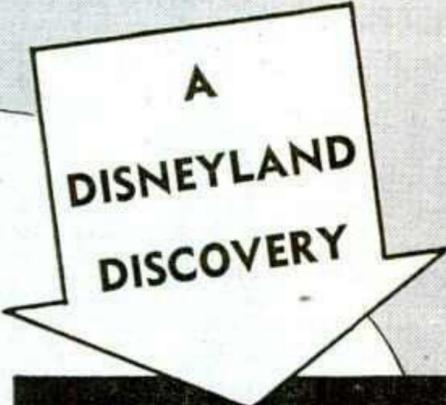
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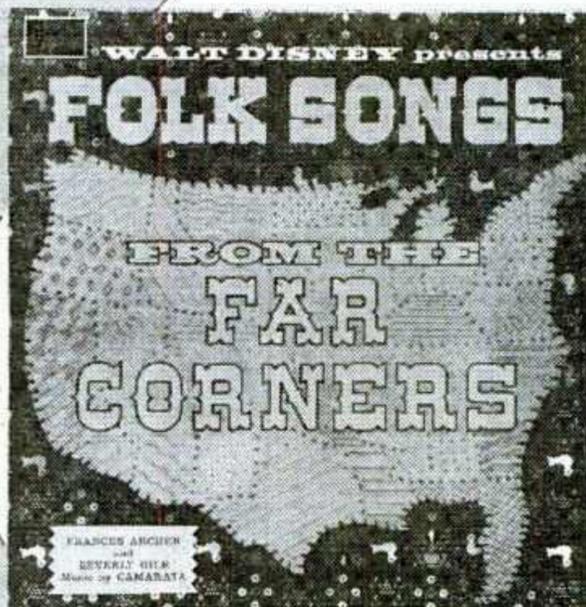
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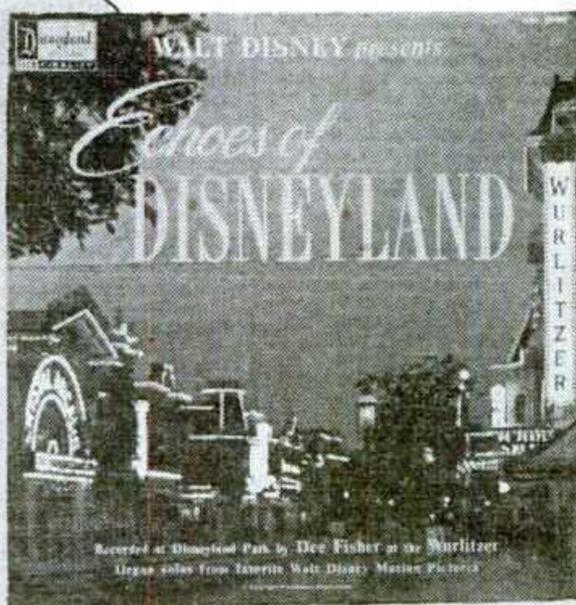
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# Reviews and Ratings of New Popular Albums

Continued from page 30

Victor Young), thereby shaping up as an excellent source for jocks in search of something new in the mood music line. The Mike Todd film is big box office, which should hypo-

sales on the retail level. Selections, each featuring a different global area, include "Paris Arrival," and an appealing title theme, which could act as theme springboard for jockey segs featuring foreign artists.

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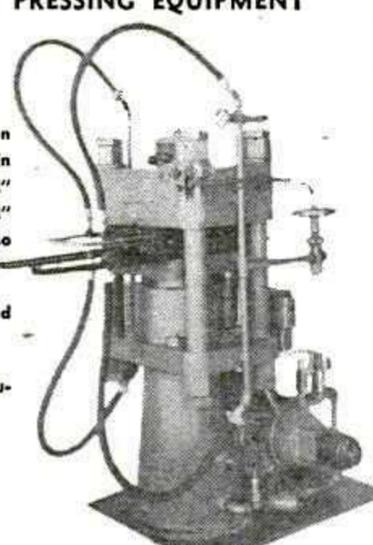
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**JAZZ FOR JEAN-AGERS** .....78  
Claude Gordon Ork (1-12")  
Liberty 3032

Big band dance music, a great swinging beat, and attractive packaging combine to make this one an eye and ear-catcher. Claude Gordon, gaining in popularity among the college set, plays great trumpet, with arrangements much in the manner of old Bobby Sherwood band. The music is as fresh and interesting as the title, and deserves adequate stocking and air play.

**STRICTLY FOR DANCING** .....76  
Emil Coleman Ork (1-12")  
Monarch LP 601

Just what title suggests, an extremely steppable package comprising over two dozen of the society maestro's dance patterns spanning better than three decades. Sound is excellent. Beat is mostly up-tempo fox-trot and features the medley terp projection of which Coleman was a pioneer. Selections run from "Black Bottom" thru "Blue Room" to "I Got Rhythm." This is a great collection for dancers—old or young—and ought to get plenty of counter play.

**DREAMS OF PARIS** .....75  
Orchestre de Paris Moulin Rouge (1-12")  
Urania UR 9001

A sock cover and interesting promotional tie-up makes this package a stronger commercial item than the usual mood music package. The cover gal, a provocative sulky blonde, formerly graced a standout ad for Sportsman Toiletries and is sure-fire display material. LP is packaged with free copy of Art Buchwald's book "Paris" (paperback edition). Selections, wrapped up in dreamy string instrumental arrangements, include "Domino," "Poor People of Paris," and "La Vie en Rose."

**ORGAN RECITAL AT COLUMBIA UNIVERSITY** .....74  
Bruce Prince Joseph (1-12")  
HiFi Record R 709

Recorded at St. Paul's Chapel at Columbia University, this package is aimed primarily at hi-fi fans eager to display their equipment. Diversification is the watch-word of audio addicts, and the use of the widely known Aeolian-Skinner pipe organ here, should meet with fair reception. Musically, the works are all in the spiritual vein, i.e., "19th Psalm," "Ave Maria," "Andante," etc. A good demonstration package.

**THE RAINMAKER** .....72  
"Music From the Sound Track (1-12")  
RCA Victor LPM 1434

Alex North's score for the Katherine Hepburn-Burt Lancaster hit movie is a moving reflection of the film's poetic theme. However, aside from its appeal to movie fans, its commercial value on a retail and jockey level isn't too strong. Good display

potential tho in cover art, featuring the two stars.

**DRANGO** .....72  
Elmer Bernstein Crk (1-12")  
Liberty 3036

The sound track from the film of the same name, composed and conducted by young Elmer Bernstein of "Golden Arm" fame, Pic is currently receiving good notices, and alert dealers could well tie in. Tho the film is a Western, the music connotes all the emotions. The "Hanging" track is particularly noteworthy.

**STAN SELTZER PIANO** .....71  
(1-12")  
HiFi Record R 202

An excellent example of piano mood music, superbly played by Stan Seltzer with only bass and drum accompanying. There's an abundance of modern overtones throout all the selections, tho Seltzer never loses sight of the melody. "The Way You Look Tonight" is a splendid demonstration track.

**THE DOOR OF FAME** .....70  
Jim Lowe (1-12")  
Mercury MG 20246

Jim Lowe, who has the hit single "Green Door" still riding the charts, makes his album debut on the Mercury label. Better than half these tunes are of Lowe's own cleffing and most have that interesting off-beat quality of the big hit. However, a hit single is not in itself a guarantee of success at the album level and this set may prove the point. The jockey's radio following might take a flyer at this but big sales strength seems lacking. General loot will be shared with many vocal competitors.

**YOUR FATHER'S MUSTACHE, VOL. II** .....69  
Prof. Albert White and the Gaslight Orchestra (1-12")  
San Francisco M 33008

Kidding aside, the listener can get some fun out of this package. It has an unashamed beer and pretzel, turn-of-the-century quality. Al Levitt has contributed an engaging set of notes, which connoisseurs of the era will like. Tunes, some 15 of them, include "Robert E. Lee," "Put Your Arms Around Me, Honey," "Maple Leaf Rag," etc. A specialty item.

**WHAT IS THIS THING CALLED LOVE** .....68  
Pat Kirby (1-12")  
Decca DL 8428

Miss Kirby broke into the show field nationally via the Steve Allen TVer, where fans dug her for her sweet simplicity. Gal can sell that well at the video level but how well same approach comes off disk-wise is questionable. No doubt a few souls will like the style, but the drive and dynamics required for sales seem lacking. Entire set is keyed to the title theme with romantic type backing offered by Ralph Burns and ork. Package rates display for its cover but wait and see before stocking up.

**MUSIC FOR MOOCHERS, GOLD DIGGERS, AND CATTLE RUSTLERS** .....67  
Max Morath (1-12")  
Talking Machine TM 4

This is an engaging—and satirical—package reproducing the saloon music of the Gay Nineties—Western style. Max Morath, who pounds the mighty Gold Bar Pianola at the Imperial Hotel Cripple Creek, Colo., was recorded in all his tiny and enthusiastic glory with portable equipment. The tunes—like "Take Back Your Gold," "Curse of an Aching Heart," etc.—are interspersed with hiccups of the beery listeners and lusty conversation of gay ladies. A novelty package. Moderate sales indicated.

**OVERHEARD IN A COCKTAIL LOUNGE** .....64  
The Murray Arnold Quartet (1-12")  
M-G-M E 3457

Arnold, one-time pianist with Freddy Martin's band, has a sophisticated pop package here. Piano style is very facile and the touch is sure. Other personnel includes guitar, drums, and bass. The sound has that well-schooled quality, with a touch of modernism. Selections include "One Morning in May," "Star Dust," "George Shearings," "Consternation" and Arnold's "Candlelight Waltz."

**LAST NIGHT WHEN WE WERE YOUNG** .....62  
Luther Henderson Sextet; Voices: Marian Bruce and Ozzie Bailey (1-12")  
M-G-M E 2408

Pleasant package may provoke some moderate sales interest. Henderson and his sextet bring quality to the projection of a baker's dozen selections—some standard, and some comparative unknowns. Bailey has still a long way to go vocal-wise. Package hardly looks like a financial bonanza.

**SENG AND SWING** .....59  
The Johnson Brothers (1-12")  
London LL 1516

Billed as Britain's most versatile quartet, the Johnson Brothers sing a dozen tunes in a pop vein with rhythm backing. Altho the singing is clean and well-recorded, it's difficult to see how this disk can move very far. The vocal stylings seem purposely to avoid harmony and 12 bands of mostly-unison singing can

# Reviews and Ratings of New Classical Albums

Continued from page 30

**NO. 104 IN D, "LONDON" (1-12")**—Vanguard VRS 493 .....79

**HAYDN: SYMPHONY NO. 99 IN E FLAT; SYMPHONY NO. 102 IN B FLAT (1-12")**—Vienna State Opera Orchestra; Mogens Woldike, Cond. Vanguard VRS 491 .....77

On three disks, Vanguard is releasing Haydn's six last symphonies. This is an important release for several reasons. As a group, the symphonies are the crowning achievement of the composer's writing for this form. The recordings are excellent, from the viewpoint of musicianship as well as engineering-wise. This Vienna State Opera Orchestra reading is from the rarely-used Haydn "autograph editions," which lends a special authority to the disks. Dealers will naturally see the possibilities of offering the three disks as a set, possibilities which are enhanced by the album cover design. All three covers are identical except for color. Demonstration possibilities are many. The second movement of the "Military," with its imaginative percussion effects in combination with the lyrical theme should interest the hi-fi minded. The first movement of the "Drum Roll" with its kettle drum opening and rich sonorities will also impress, as will the second movement of the "Clock" symphony, from which the work derives its title.

**LISZT: PIANO CONCERTI NOS. 1 AND 2 (1-12")**—Andor Foldes, Piano; Berlin Philharmonic; Leopold Ludwig, Cond. Decca DL 9888 .....80

Foldes is unusually well suited, temperamentally and technically, to make spectacular successes of the Liszt concerti; here he gives wholeheartedly romantic performances of both that will recommend themselves to the devout Lisztian. For some tastes, he may exaggerate in spots to achieve effect, but in this music a generous amount of brio and hot blood is an important desideratum, after all. It's absorbing and tempestuous—very showy. Would be an even stronger commercial contender were it not for the fact that Rubinstein's current best selling Rachmaninoff, Second is backed by the Liszt First. Should fare handsomely, nevertheless.

**MISCHA ELMAN PROGRAM (1-12")**—London LL 1467 .....78

Here is a package which collectors may cherish both for variety of mood and virtuosity. Elman has chosen four works, three of which, Korngold's "Suite From Much Ado About Nothing," Achron's "Hebrew Melody" and Josten's "Sonatina," have been unavailable on wax. The fourth, Bloch's "Nigun," is available in the Milstein version. With able assistance from Joseph Seiger at the keyboard, Elman gives them all the richness of brilliant craftsmanship and understanding. The set is one of the label's outstanding recordings.

**BRAHMS SYMPHONY NO. 3 IN F MAJOR, OP. 90; TRAGIC OVERTURE, OP. 81 (1-12")**—Berlin Philharmonic Orchestra; Eugen Jochum, Fritz Lehmann, Conds. Decca DL 9899 .....75

A splendidly surging interpretation of the wildly romantic symphony. The composer's "Tragic Overture" is appended as an extra dividend, making this the only such coupling altho there are two diskings (out of 11) that couple the "Academic Festival Overture" with the symphony. The album cover—one of Decca's Art-Music Series—is a highly appropriate reproduction of Millet's sweetly brooding "Springtime" and will attract. Demonstrate the opening measures of the first or fourth movements, but go easy if you have abundant stocks of the Walter and Toscanini versions.

**TCHAIKOVSKY: OVERTURE, "THE STORM"; FANTASY OVERTURE, "HAMLET"; BALAKIREV: OVERTURE ON RUSSIAN THEMES (1-12")**—Philharmonic Orchestra; Lovro Matacic, Cond. Angel 35398 .....77

This all-Russian package features a set of moody, emotional and lesser-known works by both composers represented. There is much of the drum-rolling, cymbal clashing school of sound in all these works and the wide tonal range of the material is a good test for any high fidelity unit. Audiophiles and ardent devotees of the composers and the nationalism they represent may welcome this addition, constituting the only major recording of "The Storm" and the Balakirev work.

lose appeal quickly. Add to this, group singing competition now in the field, and a dealer can understand why he should go slowly. This is a rough field to crack and the brothers' effort need much more imagination.

**PEARLS OF LOVE** .....58  
The Players (1-12")  
Liberty 3027

An "idea" album that doesn't quite come off. Most of the tunes are originals, and tho they're pretty songs, they don't quite convey the aura of being love. Music is pleasant enough and as a mood music piece is adequate.

**BEETHOVEN: PIANO CONCERTO NO. 3 IN C MINOR (1-12")**—Wilhelm Kempff, Piano; The Berlin Philharmonic Orchestra; Paul van Kempen, Cond. Decca DL 9898 .....77

This reading has been available in the "Complete" package of the Beethoven concerti by Kempff (Decca DX 125). In issuing it as a single, some decided improvement sound-wise has occurred, so as to make this all the more admirable a recording. Attention has been called before to the spaciousness of dimensions and strength of character in Kempff's interpretation of the concerto. At present, the Gilels version on Angel is perhaps technically the most satisfying; stylistically, Kempff is hard to beat.

**MAHLER: SYMPHONY NO. 4 IN G MAJOR (1-12")**—The Hague Philharmonic Orchestra; Willem van Otterloo, Cond.; Theresa Stich-Randall, Soprano. Epic LC 3304 .....76

This excellent, well-recorded edition of this deserving symphony can stand up against any of the competing versions. Work is long, but almost unwaveringly rich and beautiful, and certain to appeal to fanciers of the late-romantic idiom. The vocal soloist, soprano Theresa Stich-Randall, is a special treat, and an extra selling point since other versions are not so well off in this department. Play this for symphonic buyers who are starting to look beyond Brahms, Tchaikowsky, and Franck.

**WAGNER: TRISTAN UND ISOLDE (HIGHLIGHTS) (1-12")**—Astrid Varnay, Margarete Klose, Wolfgang Windgassen, Kim Borg, and Herta Topper. Decca DL 9897 .....76

The package to beat in this slot is, of course, the one in which Flagstad is heard (RCA Victor LM 1829). Varnay does not match her, but does a highly creditable job, nevertheless. Wolfgang Windgassen is Germany's most popular Tristan today and reinforces the fine impression he made here recently in a "Met" debut. Margarete Klose, Kim Borg and Herta Topper offer satisfactory support in the secondary roles. Five different orchestras were used and quality varies considerably from excerpt to excerpt. Sound is excellent. There are solid values here for the Wagner fan.

**STRAUSS: BURLESKE FOR PIANO AND ORCHESTRA; FRACAIX: CONCERTINO FOR PIANO AND ORCHESTRA; HONEGGER, CONCERTINO FOR PIANO AND ORCHESTRA (1-12")**—Margaret Weber, Piano; Berlin Radio Symphony Orchestra; FERENC FRISCAJ, Cond. Decca DL 9900 .....74

Those customers who flinch at the mere mention of "modern" music will find, to their surprise, that they have a strong appetite for it after hearing this album. The Strauss "Burleske" is witty and invigorating, the Francaix "Concertino" is light and brilliant, and the Honegger "Concertino" is a jazzy piano hors d'oeuvre. All three pieces sparkle in this reading by Margrit Weber. The Decca "Gold Label" sound is excellent. The frothy cover will have customers asking dealers to listen to this one.

**BEETHOVEN: 12 GERMAN DANCES**  
**MOZART: 12 GERMAN DANCES (1-12")**—Pro Musica Orchestra, Stuttgart; Edouard van Remoortel, Cond. Vox PL 10-100 .....73

This well-recorded package may be ordered in moderation by dealers. The delightful material will not have a broad sales range; but its appeal to connoisseurs will be steady. Currently, the package has not very much competition, altho there is one almost identical coupling on the market, conducted by Leibowitz, on the Esoteric label. The Vox disk has singing sound, and is further enhanced by an attractive Alpine pastoral scene.

**KATHLEEN FERRIER MEMORIAL ALBUM (1-12")**—London LL 1529 .....72

One side carried a group of lovely, well-known Schubert and Schumann lieder, available formerly on 10-inch, while the flip has two Handel arias, including "Largo," and "What Is Life?" from Gluck's "Orfeo," one of the late contralto's greatest vehicles. Also an excerpt from Medelisoeh's "Elijah." The sound is not of latest vintage, but there is ample evidence of the magnificent voice and musicianship. The present-day public, in the rush of new releases, forgets quickly, and this LP will not command the attention it might have had several years ago, except among the connoisseurs and vocal students.

**BEETHOVEN: SYMPHONY NO. 5; MOZART: SYMPHONY NO. 41 ("JUPITER") (1-12")**—Pro Musica Symphony, Vienna; Jascha Horenstein, Cond. Vox PL 10-030 .....71

There certainly is no shortage of top-name renditions of both standard favorites, and both are available in many attractive couplings at \$3.98. Conductor and recording do exceptionally well by both symphonies, but the competition and the Vox price of \$4.98 makes this a tough one for the average dealer. Larger

(Continued on page 34)

# GIGANTIC

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## • Reviews and Ratings of New Classical Albums

• Continued from page 32

shops may be able to move a few to buyers who want this particular grouping of Beethoven and Mozart.

**GLINKA:—A LIFE FOR THE TSAR (4-12")—The National Opera, Belgrade; Oscar Danon, Cond. London XLA 43** . . . . . 70

This, the first great Russian opera, probably can never expect a life performance here, so opera addicts will welcome this first satisfactorily recorded version. (A previous Vanguard version on three disks carried excessive echo.) The Yugoslav singers, while the wrong kind of Slavs, sing the notes well. The music is extremely colorful, loaded with national folk flavor, and there are some long, delightful instrumental portions. Good cover. Stores with avid opera clientele will move some copies.

**GREGORIAN CHANT: PENTECOST—CORPUS CHRISTI (1-12") — London LL 1463** . . . . . 69

**ASCENSION AND ASSUMPTION (1-12")—Choir of the Monks of the Abbey of Saint Pierre De Solesmes, Dom Joseph Gajard, O. S. B., Cond. London LL 1464** . . . . . 69

The new additions to the superb series on London, containing traditional material and some new material in the same style and spirit. The sound of the unaccompanied voices, as recorded here, will delight audiophiles as well as those who are moved by this unusual musical fare. In its category, in the right shops, these well sell nicely. In many cases, however, the buyer's taste will have been satiated by one or two of the earlier sets.

**BEETHOVEN: PIANO SONATA NO. 30 IN E MAJOR, OPUS 109; PIANO SONATA NO. 31 IN A FLAT MAJOR, OPUS 110 (1-12")—Egon Petri, Piano. Concord 3002** . . . . . 68

Petri has not been overly active in the recording field recently, and that is regrettable, considering how much mastery of the instrument he still shows at the age of 76. The late Beethoven sonatas have always been among the pieces that Petri was considered to do almost superlatively well—and he presents these two with a boldness, power and compassion that would be astonishing in a man half his age. Competition is extensive, of course, but not many equal this one. As an additional come-on for students, the score is included with the set.

**GERARD SOUZAY SONG RECITAL (1-12")—London 1530** . . . . . 66

This material has been cut before in two 10-inch LP's: "Songs of Gounod" and "Old French Aires." The Gounod 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. Some are derived from the folk song, others are elegant creations for the royal court. Souzay is on familiar ground here, and invests these songs with charm and appropriate style. Fair possibilities with vocal fanciers.

**BACH: BRANDENBURG CONCERTOS (2-12")—The Boyd Neel Orchestra, Ltd.; Boyd Neel, Cond. Unicorn UN LP 1040** . . . . . 65

The distinguished packaging, the warranty covering Peter Bartok's engineering and Unicorn's connoisseur standards will bring these to the attention of some scholarly collectors. The Boyd Neel name, associated with baroque music since the

1930's when such material was rare on disks, also holds appeal to such buyers. However, the Neel direction of these delightful, spirited pieces is quite bloodless. There is more sparkle to be found in several other versions. For specialty shops only.

**VILLA-LOBOS: BACHIANAS BRASILIENAS NO. 3; ALBENIZ: SPANISH RHAPSODY; SAINT-SAENS: WEDDING CAKE, OP. 76 (1-12")—Felicia Blumental, Piano; Filarmonica Triestina; I Musica Virtuosi de Milano; Luigi Toffolo, Cond. Vox PL 10-10070** . . . . . 60

Pianist Felicia Blumental, last with London Records, makes her Vox debut under less than felicitous circumstances. If ever Villa-Lobos wrote a piece of strident, endless and unappealing music, this is it, altho admittedly, the musicians make it sound thinner than it has to be. They also emasculate the Albeniz. Most attractive here is the light, Viennese-like Saint-Saens waltz piece. The Latin composer names will attract some buyers, but this one could be skipped.

**FAURE: SONATA IN A MAJOR FOR VIOLIN AND PIANO, OP. 13; FRANCK: SONATA FOR VIOLIN AND PIANO (1-12")—Lola Bobesco, Violin; Jacques Genty, Piano. London LL 1549** . . . . . 59

Each of these was out on a single 40-inch, but they received little circulation. Market at best is limited, but with heavy and quality competition available, even such creditable performances as these would find rough sledding. The violinist is fine, and a suitable stylist, but she also is unknown as against Francescatti, Heifetz, Oistrakh and even Fuchs, who did a beautiful job with the same coupling. Most shops wouldn't miss it if they didn't stock it.

### Folk

**FLAMENCO GUITAR** . . . . . 82

Carlos Montoya (1-12")

ABC-Paramount ABC 157  
Montoya, one of the finest flamenco guitarists, contributes excitingly authentic performances on eight traditional Spanish folk tunes, including "Huelva," "Zambra," and "Rondena." The earthy spontaneity and dramatic intensity of Montoya's playing is accurately reflected in a striking cover portrait. Good retail potential in a limited field.

**FROM DONEGAL TO GALWAY BAY** . . . . . 80

The Little Gaelic Singers (1-12")  
Decca DL 8435

The Little Gaelic Singers created something of a stir last fall with appearances on the Ed Sullivan TV show and an American tour. At that time considerable interest was kicked up by their first American album. This is the sequel package and the small fry, working with baritone Michael McWilliams provide an appealing program of Irish standards like "Galway Bay," "Dear Old Donegal," etc. Actually the package could do with less of the soloist and more of the children, but aside from that, entertainment values are there. Cover, with the map of Ireland fronted by two Irish dolls, is one of the strongest display contenders of the week.

**THE JAZZ GREATS—FOLK BLUES—VOL. IV** . . . . . 78

Josh White and Big Bill Broonzy (1-12")  
EmArcy MG 36052

Dealers with a trade interested in the origins of American music and jazz have a fine package here; for it presents not one but two artists who are outstanding in the folk blues category. A note of caution, however, a lot of this material, by the same artists, has appeared on the market on various labels in the last couple of years, and thus a lot of the hip buyers may hesitate to duplicate their stock. Having mentioned this qualification, it may also be stated that the performances are beguiling. The styles are contrasting in many ways, but they represent an authentic source of Americana. Tunes include "Bill Bailey," "Blue Tail Fly," "John Henry," "Hard Times Blues," etc. Recent publication of Big Bill's biography will help stir interest.

**SONGS OF ERIN** . . . . . 73

Mary O'Hara (1-12")

London LL 1572  
Here is another fine folk collection, this one particularly attuned to the Celtic ear. Irish thrush puts out provocative appeal into dozen-and-a-half traditionals, six of them sung in Gaelic, to her self-accompaniment on the Tara harp. Meticulous grooving has caught the combination admirably, and the result is a seg of continuous winning listening. "The Londonderry Air" and "Eileen Aroon" offer fine jock samplings. Attractive cover adds for St. Patrick's Day exposure.

### Semi Classical

**HILDE GUEDEN SINGS SONGS FROM VIENNA** . . . . . 80

(1-12")  
London LL 1323

A re-issue of material previously available on two 10-inch LP's. Miss Gueden presents favorite songs from the following operettas: "Land of Smiles," "Paganini" and "Guiditta" by Lehar, "Countess Maritza" and "The Gypsy Princess" by Kalman and "The Dubarry" by Millocker. She concludes with a lengthy sampling of old Viennese songs, melodies and marches. It's all beautifully sung and makes a real vocal treat. In this genre, a "must."

**THE MUSIC OF GEORGE GERSHWIN** . . . . . 78

Sondra Bianca, Piano; Pro-Musical Symphony Orchestra of Hamburg; Hans Jurgen-Walther, Cond. (3-12")  
M-G-M 3 EL

Label kicks off 10th anniversary album release with de luxe package. Most of content has been issued on individual LP's, but here is opportunity for Gershwin faithful to own all of his serious music in one set. While the interpretations of these foreign artists may lack the vigor and style of most home-lot treatments, the set has been grooved with meticulous ear for sound. "Symphonic Scenario for Porgy and Bess" and variations on "I Got Rhythm" can be of rewarding interest for jock spins.

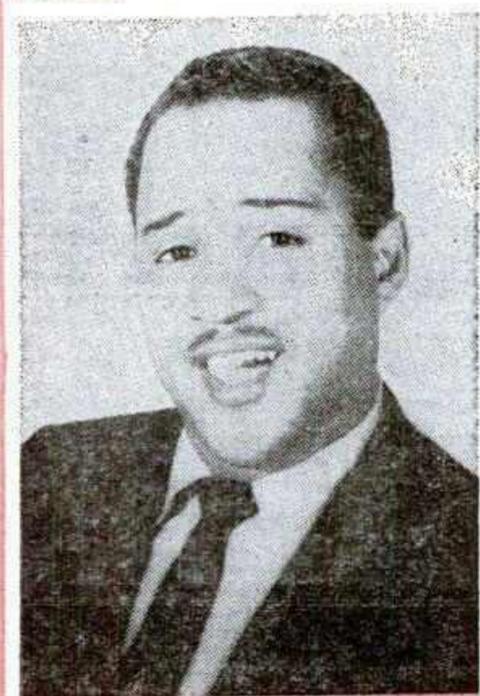
A SMASH HIT in the ORIGINAL VERSION

TONIGHT MY HEART SHE IS CRYING

b/w

JACK, JACK, JACK

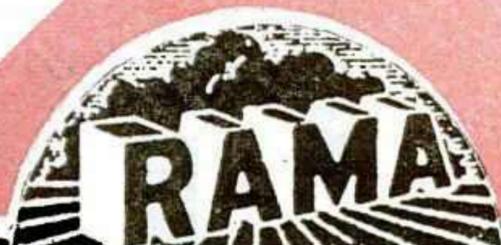
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## BUTTERFLY TOO MANY HEARTS

(A BALLAD)

KING 5014

## ANNIE LAURIE IT HURTS TO BE IN LOVE

A HIT

DELUXE 6107

A HIT

SPECIAL RELEASE! by **HERB ZANE** DELUXE 6118

## THE MAN IN THE PHONE BOOTH

BIG DADDY—KING 5013

BACON FAT b/w BAD BOY

LUTHER AND LITTLE EVA—KING 5010

LOVE IS STRANGE b/w AIN'T GOT NO HOME

JAMES BROWN AND THE FAMOUS FLAMES

JUST WON'T DO RIGHT b/w LET'S MAKE IT FEDERAL 12289

THE MIDNIGHTERS—FEDERAL 12288

LET ME HOLD YOUR HAND b/w OOH BAH BABY

THE FEDERALS—DELUXE 6112

COME GO WITH ME b/w COLD CASH

LITTLE WILLIE JOHN—KING 5003

A LITTLE b/w WILL THE SUN BIT OF LOVING SHINE TOMORROW

JIMMY DUNCAN—KING 5028

I'M ON THE OUTSIDE b/w THE PRICE (LOOKIN' IN) OF LOVE

ROY GAINES—DELUXE 6119

ISABELLA b/w GAINESVILLE

EARL BOSTIC  
HARLEM NOCTURNE  
KING 4978

BUBBER JOHNSON  
CONFIDENTIAL  
KING 4988

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

CHRIS COLUMBO  
OH YEAH!  
PARTS 1 and 2  
KING 5012

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

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

THE QUARTER NOTES  
COME DEE NIGHT b/w LOVELINESS

KING 5028

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# KING RECORDS

## KING - FEDERAL - DELUXE

## Reviews and Ratings of New Jazz Albums

Continued from page 30

The ensemble doesn't vary dynamics much, but the great solos provide enough variety. Pettiford is magnificent, as usual, on bass and cello, and there is startling stuff from such as Art Farmer, J. Cleveland, Gryce, Thompson and an amazing French horn battle between Julius Watkins and the newcomer David Amram. Jocks might take a listen to Thompson's beautiful "Deep Passion." This one merits display and recommendation.

### FEATURING EDDIE HEYWOOD . . . .78

(1-12")  
Coral CRL 57095  
This album goes back to 1943 and 1944, when Heywood was one of the younger jazzmen of the hour, and in a phase of his career that was even more exciting and productive jazz-wise than today. He is heard in four different frameworks in these Signature masters: a trio led by Barney Bigard, another led by Johnny Hodges, a foursome led by Coleman Hawkins, and a sextet that had Don Byas, Ray Nance and Aaron Sachs in it. The Hodges-Heywood combination on "Night and Day" would be a fine demo. Current interest in Heywood makes this a timely issue.

### GIANTS OF JAZZ, VOL. 3:

REEDS, PART I . . . . .77  
(1-12")  
REEDS, PART II . . . . .77  
(1-12")  
EmArcy MG 36050, 36051  
A rather casual collection of recordings involving top-name saxophonists of the 1943-1953 decade. Both volumes program roughly the same personnel, with each soloist represented with two or three selection in each album. From the mid-40's come the Lester Young, Coleman Hawkins and Willie Smith items. The Ben Webster, Paul Quinichette and James Moody (on alto here) slicings date from the early 50's. Most of the work is typical and the quality generally high. Real gems are Young's old Keynote "Afternoon of a Basieite," Quinichette's "Sequel" with Count Basie at the organ, and Ben Webster in a Johnny Richards big band arrangement, "Iron Hat." Also of interest is Nat Cole's pianoing behind Willie Smith. Not well programmed, but there is a lot of memorable blowing here, most of it still having fresh impact. Good sales possible.

### ZOOT SIMS PLAYS ALTO, TENOR AND BARITONE . . . . .76

(1-12")  
ARC-Paramount ABC 155  
Tenor sax is Sims instrument, of course, but here in his first recorded alto and baritone soloing, he proves that he could make the varsity by means of any one of these. He has been recorded as the only horn on that date, but via multiple tracking, he is sometimes heard on all three simultaneously, forming a lively sax section. Sims is on a rather mellow kick most of the way and keeps things light and fairly tasty. He has had better showcases in two other recent releases on other labels. Material is all by George Handy, not all of it is interesting.

### THE KENNY DREW TRIO . . . . .73

(1-12")  
Riverside 12-224  
Pianist Kenny Drew is one of the brighter lights in the circle of the up-and-coming modernists. This LP, like most of the others he has released so far, is highly stimulating and has much to offer. On the surface, his piano style is dazzlingly streamlined, with emphasis on flashy finger-work, but underneath is a basic beat and emotion that show deep jazz roots. There is a blues ("Blues for Nica"), for example, that has a real "down Home" feel. His lyricism is best illustrated by his styling of Thelonious Monk's "Ruby My Dear." A swinging modern program, given added distinction by the backing of Paul Chambers and Philly Joe Jones.

### SESSION AT RIVERSIDE . . . . .72

(1-12")  
Capitol T 761  
Except for its shorter duration, this set is similar to the all-star jam session put out by Columbia. Actually, by present market standards, there are no blockbuster names here, and few solo contributions that really set sparks flying. Good spots are by Billy Butterfield, Charlie Shavers, Lou McGarity, Urbie Green and Coleman Hawkins. Look for fair sales to middle-of-the-road jazz fans.

### JAZZ GREATS—BRASS—VOL. V . . . . .71

Jack Teagarden, Benny Morton, Bill Harris, Vic Dickenson, Claude Jones, Roy Eldridge, Joe Thomas, Jonah Jones, Charlie Shavers, Emmett Berry (1-12")  
EmArcy MG 36053  
Appeal of this one is to those

rooted in the swing-jazz of the 1930's. Sides were cut originally for Keynote in the mid-1940's and have some historic value, tho they aren't likely to excite too many younger buyers. Coleman Hawkins, J. Guarneri and Cozy Cole are also present. The trombones have it for one side, and the trumpets for the other. Okay item to sell to library builders.

### DOUBLE "7" . . . . .66

Winifred Atwell (1-12")  
London LL 1573  
Miss Atwell, a highly regarded pianist in Commonwealth circles, has done moderately well Stateside with previous package entries. Gal is versatile, ranging from light classic fare to ragtime and boogie woogie, with the latter two comprising this new package. "Maple Leaf Rag," "Twelfth Street Rag," "Bumble Boogie," and "Hamp's Boogie" are samples of the fare which buyers of her previous package may want to have. Quality-wise this is an okay job, but business sense dictates caution. Order up when demand warrants.

### BILLY IN THE LION'S DEN . . . . .60

Bill Jennings — Leo Parker Quintet (1-12")  
King 395-527  
This is on the border between rock and roll and bop-influenced jazz, and the question is, "Who's going to buy it?" The tempos and the beat are great for dancing, and Jennings—a guitarist, and Parker a baritone saxman, play with fluid, funky feeling if no great originality. The careless notes, incidentally, refer to Parker as the "brother of the late Charlie 'Prez' Parker," which he ain't. But then "Bird" was never called "Prez" either. Album cover is most unattractive and sloppily constructed.

### NEW JAZZ FROM KANSAS CITY . . . .58

Arch Martin Quintet (1-12")  
Zephyr 12009  
Wax is just what the title indicates, modern jazz by a new group out of Kansas City. Instrumentation is fair here, the beat lively enough, tho there seems to be a lack of inventiveness in the arrangements. Most of the tunes are originals with a few evergreens tossed in for identification. Not too impressive.

## Rhythm & Blues

### SLOW WALK ROCK . . . . .80

Sil Austin (1-12")  
Mercury MG 20237  
Sil (Slow Walk) Austin has been selling extremely well on several of his last hit singles. This package is in the same instrumental groove—a striding rhythm and the fine jazz sound of Austin's tenor sax. This is good wax for dance parties, and it should pick up sales in several categories—pop, r.&b. and jazz. Songs include "Train Whistle," "Fine Brown Frame," "Walkin' and Talkin'," etc. The cover will catch the youngsters' eyes.

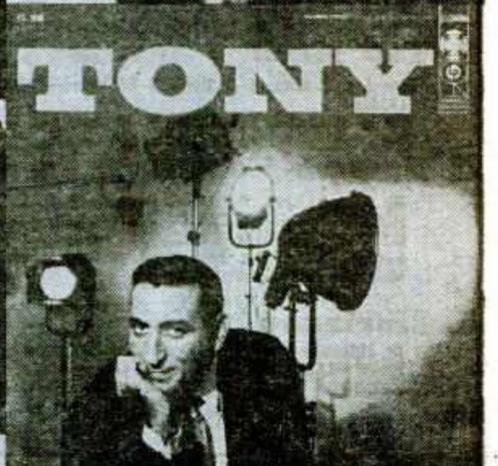
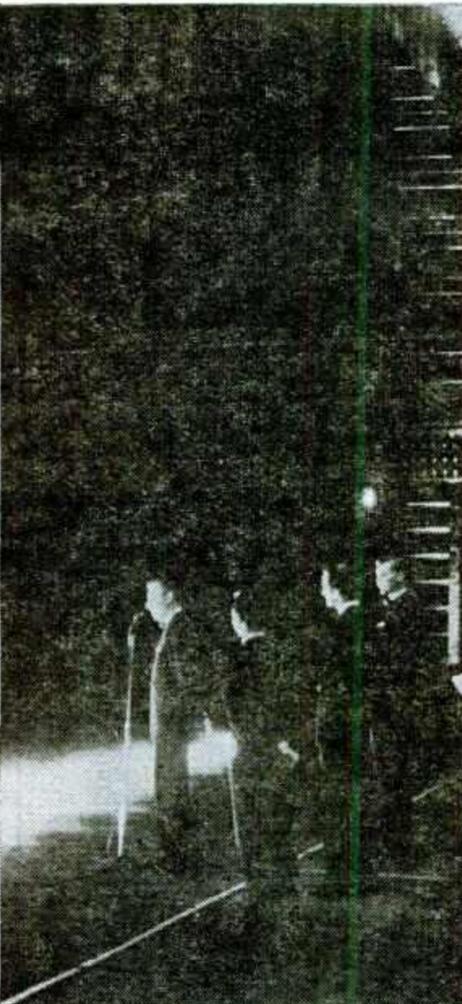
### SOMEBODY UP THERE DIGS ME . . .72

Louis Jordan (1-12")  
Mercury MG 20242  
This disk contains some of the best sides by Jordan in a long time. Seven are blues, and tho some marred by an old-fashioned sense of comedy—which perhaps was suitable for stage presentation in years gone by — they, nevertheless, prove that Jordan and his group can deliver a driving, instrumental performance very much in the same groove as some of today's most commercial artists. As a commercial property Jordan must be rebuilt, and this is a good start. Tunes include his old hits, "Is You Is or Is You Ain't Ma Baby," "I'm Gonna Move to the Outskirts of Town," "Caldonia," etc.

## International

### GREETINGS FROM TYROL . . . . .80

Die Engelkinder and Engel Family (1-12")  
Vox VX 25290  
Here is a Central European family that, from both the musical and personality standpoints, could rival the popular Obernkirchen Children's Choir in the American market if adequately exposed. The Engels are strong on the instrumental side, rather than vocal. Of the 19 selections, only three are songs. The seven Engel children, with their parents, are adept on an astounding number of instruments, and on almost every piece, a different instrumentation is heard—but always slickly expert. This is one of the most colorful collections of laendlers, polkas, waltzes, marches and yodels to be marketed here in ages. Dealers need not limit this to German-language customers.



# TONY

Bennett's big, big Buy-of-the-Month for February looks like it'll be a big, big seller for many months to come!

**TONY**  
Tony Bennett—orchestra under the direction of Ray Coniff and Percy Faith  
CL 938\*

# 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—Andre Kostelanetz and his Orchestra  
CL 970

# THE HI LO'S

The most exciting new vocal group on records makes a splash Columbia debut as the March Buy-of-the-Month!

**SUDDENLY IT'S THE HI LO'S**  
Orchestra under the direction of Frank Comstock  
CL 952

From the world's largest selling catalog of popular albums

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LP

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending February 20

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Young Love</b>		<b>1 9</b>	<b>6. Banana Boat (Day-O)</b>		<b>6 7</b>
By Carole Joyner-Rick Cartey—Published by Lowery Music (BMI) <b>BEST SELLING RECORDS:</b> T. Hunter, Dot 15533; S. James, Cap 3602. <b>RECORDS AVAILABLE:</b> R. Cartey-Jiva Tones, Vic 20-6751; Crew Cuts, Mercury 71022.			By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) <b>BEST SELLING RECORD:</b> H. Belafonte, Vic 20-6771.		
<b>2. Don't Forbid Me</b>		<b>2 10</b>	<b>7. Singing the Blues</b>		<b>5 18</b>
By Singleton—Published by Roosevelt (BMI) <b>BEST SELLING RECORD:</b> P. Boone, Dot 15521. <b>RECORD AVAILABLE:</b> E. Tubb, Dec 30219.			By Endsley—Published by Acuff-Rose (BMI) <b>BEST SELLING RECORDS:</b> G. Michael, Col 40769; M. Robbins, Col 21545.		
<b>3. Too Much</b>		<b>3 6</b>	<b>8. Moonlight Gambler</b>		<b>7 12</b>
By Lee Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI) <b>BEST SELLING RECORD:</b> E. Presley, Vic 20-6800.			By Hilliard-Springer—Published by E. H. Morris (ASCAP) <b>BEST SELLING RECORD:</b> F. Laine, Col 40780. <b>RECORD AVAILABLE:</b> W. Atwell, London 1724.		
<b>4. Banana Boat Song</b>		<b>4 10</b>	<b>9. Blue Monday</b>		<b>10 8</b>
By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) <b>BEST SELLING RECORD:</b> Tarriers, Glory 249. <b>OTHER RECORDS AVAILABLE:</b> Buchanan & Goodman, Luniverse 103; Fontane Sisters, Dot 15527; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020.			By D. Bartholomew-A. Domino—Published by Commodore (BMI) <b>BEST SELLING RECORD:</b> F. Domino, Imperial 5417.		
<b>5. Marianne</b>		<b>8 4</b>	<b>9. Butterfly</b>		<b>20 2</b>
By Gilkyson-Dehr-Miller—Published by Montclare (BMI) <b>BEST SELLING RECORDS:</b> T. Gilkyson, Col 40817; Hilltoppers, Dot 15537. <b>RECORDS AVAILABLE:</b> B. Ives, Dec 30217; Lane Brothers, Vic 20-6810.			By A. September—Published by Mayland-Presley (BMI) <b>BEST SELLING RECORDS:</b> Andy Williams, Cadence 1308; C. Gracie, Cameo 105. <b>RECORDS AVAILABLE:</b> B. Allen, Eldorado 505; B. Carroll, Pally 1028; B. Johnson, King 5014; B. Williams, Coral 61795.		
<b>Second Ten</b>					
<b>11. True Love</b>		<b>9 23</b>	<b>15. Love Is Strange</b>		<b>21 7</b>
By Cole Porter—Published by Buxton Hill (ASCAP) <b>BEST SELLING RECORD:</b> Bing Crosby-Grace Kelly, Cap 3507. <b>RECORDS AVAILABLE:</b> K. Kallen, Dec 29959; J. Powell, Verve 2018; M. Whiting, Cap 3473.			By Ethel Smith—Published by Ben Ghaze (BMI) <b>BEST SELLING RECORD:</b> Mickey & Sylvia, Groove 0175. <b>RECORD AVAILABLE:</b> Luther & Little Eva, King 5010.		
<b>12. Cinco Robles</b>		<b>11 6</b>	<b>17. Wringle Wrangle</b>		<b>16 4</b>
By Dorothy Wright-Larry Sullivan—Published by Warman (BMI) <b>BEST SELLING RECORD:</b> R. Arms, Era 1026. <b>RECORDS AVAILABLE:</b> D. Elliott, RPM 483; L. Paul-M. Ford, Cap 3612; L. Welk, Coral 61765.			By Jones—Published by Disney (ASCAP) <b>BEST SELLING RECORD:</b> F. Parker, Disneyland F 43. <b>RECORDS AVAILABLE:</b> R. Allen, Dec 30205; L. Dreslar, Mercury 71010; M. Griffin, Dec 30131; B. Hayes, ABC-Paramount 9785; V. Monroe, Vic WBY-56.		
<b>13. Teen-Age Crush</b>		<b>30 2</b>	<b>18. Who Needs You?</b>		<b>23 2</b>
By Audrey Allison-Joe Allison—Published by Central Songs, Inc (BMI) <b>BEST SELLING RECORD:</b> T. Sands, Cap F3639.			By Stillman-R. Allen—Published by Korwin (ASCAP) <b>BEST SELLING RECORD:</b> Four Lads, Columbia 40811.		
<b>14. Love Me Tender</b>		<b>12 20</b>	<b>19. Anastasia</b>		<b>19 5</b>
By Elvis Presley, Vera Matson—Published by Elvis Presley Music (BMI) <b>BEST SELLING RECORD:</b> E. Presley, Vic 20-6643. <b>RECORD AVAILABLE:</b> H. Rene, Vic 20-6728.			By Webster-Newman—Published by Leo Feist (ASCAP) <b>BEST SELLING RECORD:</b> P. Boone, Dot 15521. <b>RECORDS AVAILABLE:</b> L. Holmes, M-G-M 12392; Jones Boys, Liberty 55046; G. Lombardo, Cap 3601; R. Williams, Kapp 169; V. Young-A. Newman, Dec 30164.		
<b>15. Blueberry Hill</b>		<b>13 21</b>	<b>20. I Dreamed</b>		<b>17 9</b>
By Lewis Stock-Rose—Published by Chappell (ASCAP) <b>BEST SELLING RECORD:</b> F. Domino, Imperial 5407. <b>RECORDS AVAILABLE:</b> C. Alaimo Quartet, Ken 6753; L. Armstrong, Decca 30091.			By C. Grean-M. Moore—Published by Trinity (BMI) <b>BEST SELLING RECORD:</b> B. Johnson, Bally 1020.		
<b>Third Ten</b>					
<b>21. Knee Deep in the Blues</b>		<b>24 4</b>	<b>25. Jim Dandy</b>		<b>28 5</b>
By Endsley—Published by Acuff-Rose (BMI) <b>RECORDS AVAILABLE:</b> G. Mitchell, Col 40820; M. Robbins, Col 40815.			By Chase—Published by Raleigh (BMI) <b>RECORD AVAILABLE:</b> L. Baker, Atlantic 1116.		
<b>22. Gonna Get Along Without Ya Now</b>		<b>24 13</b>	<b>25. Since I Met You Baby</b>		<b>18 13</b>
By Milton Kellum—Published by Kellum (ASCAP) <b>RECORDS AVAILABLE:</b> T. Brewer, Coral 60676; Patience & Prudence, Liberty 55040.			By Ivory Joe Hunter—Published by Progressive (BMI) <b>RECORDS AVAILABLE:</b> M. Bee, Dot 15517; M. Carson, Col 40789; I. J. Hunter, Atlantic 1111.		
<b>23. Green Door</b>		<b>15 23</b>	<b>28. Jamaica Farewell</b>		<b>24 11</b>
By Davie & Moore—Published by Trinity (BMI) <b>RECORD AVAILABLE:</b> J. Lowe, Dot 15486.			By Lord Burgess—Published by Shari Music (ASCAP) <b>RECORD AVAILABLE:</b> H. Belafonte, Vic 20-6663.		
<b>23. Party Doll</b>		<b>- 1</b>	<b>29. Rock-a-Bye Your Baby</b>		<b>27 14</b>
By Jim Bowen-Buddy Knox—Published by Jackie Music (BMI) <b>RECORDS AVAILABLE:</b> Roy Brown, Imperial 5427; B. Knox, Roulette 4002; S. Lawrence, Coral 61792; W. Maone, Dec 30211.			By Jean Schwartz, Joe Young, Sam Lewis—Published by Warock-Mills (ASCAP) <b>RECORD AVAILABLE:</b> J. Lewis, Dec 30124.		
<b>25. Can I Steal a Little Love?</b>		<b>28 2</b>	<b>30. Walkin' After Midnight</b>		<b>- 1</b>
By Phil Tuminello—Published by Northern Music (ASCAP) <b>RECORDS AVAILABLE:</b> J. Daly, Dec 30163; F. Sinatra, Cap 3608.			By Don Hecht-Allan Block—Published by Four Star Sales Co. (BMI) <b>RECORD AVAILABLE:</b> P. Cline, Dec 30221.		

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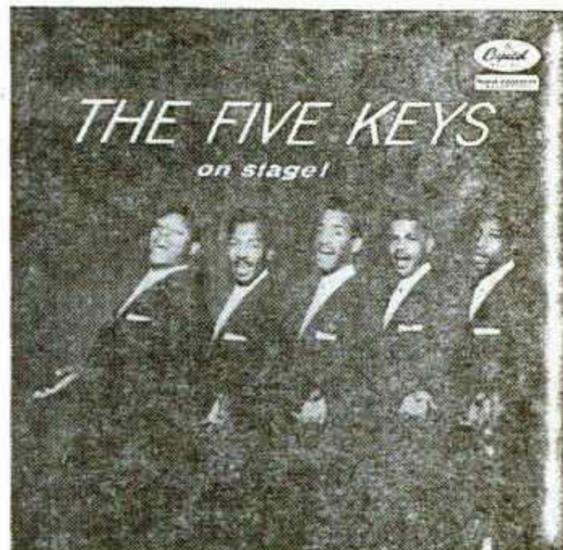
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**TWO NEW  
HIT ALBUMS**

**CLIMBING FAST**



**TIME TO DREAM**  
Les Paul and Mary Ford • T-802



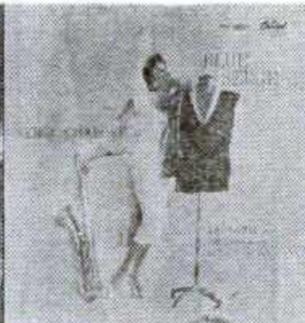
**THE FIVE KEYS ON STAGE!**  
Orchestra Conducted by Van Alexander and Dave Cavanaugh • T-828



**THE ANDREWS SISTERS IN HI-FI**  
Orchestra Under Direction of Vic Schoen  
W-790



**SKINS!**  
Les Baxter's Drums  
T-774



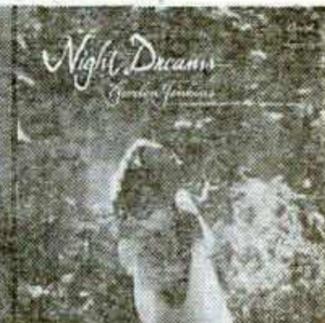
**BLUE SERGE**  
SERGE CHALFOU  
T-742



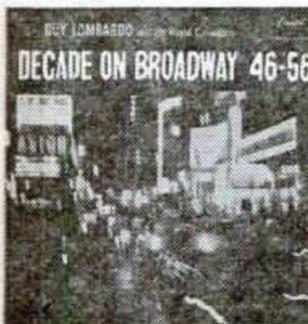
**BIRTH OF THE COOL**  
MILES DAVIS  
T-762



**BLUES GROOVE**  
WOODY HERMAN AND THE SWINGIN'  
HERD • T-784



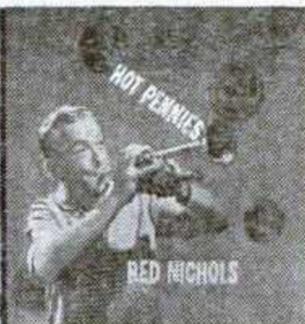
**NIGHT DREAMS**  
Gordon Jenkins and His Orchestra and  
the Ralph Brewster Singers • T-781



**DECADE ON BROADWAY (1946-1956)**  
GUY LOMBARDO AND HIS ROYAL  
CANADIANS • T-788



**BILLY MAY PLAYS FOR  
FANCY DANCING**  
T-771



**HOT PENNIES**  
RED NICHOLS AND HIS FAMOUS PENNIES  
T-775



**LATIN ESCAPADE**  
THE GEORGE SHEARING QUINTET  
T-737



**CLOSE TO YOU**  
FRANK SINATRA  
Orch. Cond. by Nelson Riddle • W-789



**SESSION AT RIVERSIDE**  
FEATURING THE ALL STARS  
T-781

*new hit singles*

## TOMMY SANDS

ALREADY LEAPING TOWARD GIGANTIC SALES!

TEEN-AGE CRUSH  
HEP DEE HOOTIE  
(Cutie Wootie)

Record No. 3639

## JIMMY SPEEDY BRYANT • WEST

THE NIGHT RIDER  
ROLLING SKY

Record No. 3635

## LORD FLEA

AND HIS CALYPSONIANS

SHAKE SHAKE SONORA  
THE NAUGHTY LITTLE FLEA

Record No. 3659

## DICK HAYMES

C'EST LA VIE

Orch. Cond. by Billy May

NOW AT LAST

Orch. Cond. by Ian Bernard

Record No. 3662

## STAN KENTON

and His Orchestra

HIS FEET TOO BIG  
FOR DE BED  
STARDUST-BOOGIE

Record No. 3661

## LOUIS KEELY PRIMA • SMITH

with Sam Butera and The Witnesses

BABY WON'T YOU  
PLEASE COME HOME  
SENTIMENTAL JOURNEY

Record No. 3663

## MARGARET WHITING

TIPPY-TOE

with Orchestra Conducted by Skip Martin

SPRING IN MAINE

Orch. Cond. by Billy May

Record No. 3666

*hit singles*

YOU ARE MY FIRST LOVE • Ballerina • NAT "KING" COLE with The Music of Nelson Riddle • Record No. 3619

TRUE LOVE • Well Did You Evah? (From the Sound Track of the MGM Picture, "HIGH SOCIETY") • BING CROSBY-GRACE KELLY • Record No. 3507

THE WATERMELON SONG • One Suit • "TENNESSEE" ERNIE FORD • Orchestra Conducted by Jack Fascinato • Record No. 3649

DREAMY EYES • Fools Will Be Fools • THE FOUR PREPS • Orchestra Directed by Van Alexander • Record No. 3576

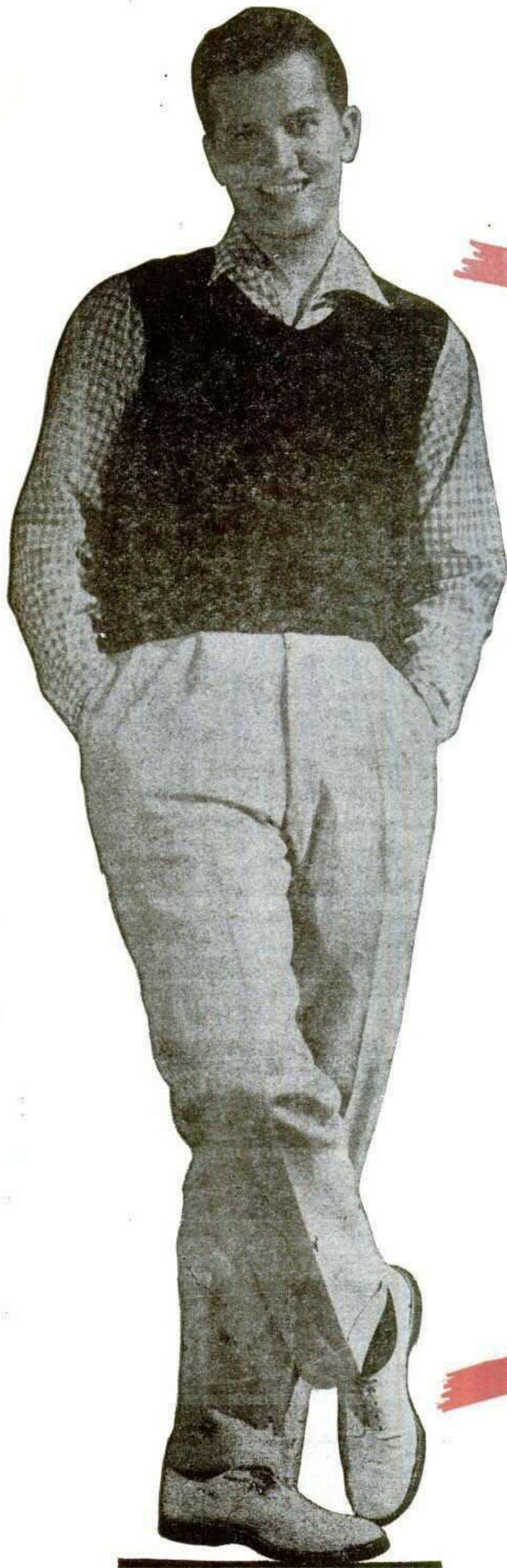
GONE • Missing Persons • FERLIN HUSKY and His Hush Puppies • Record No. 3628

YOUNG LOVE • You're The Reason I'm In Love • SONNY JAMES, The Southern Gentleman • Record No. 3602

CINCO ROBLES (Five Oaks) • Re-Re-Robinson • LES PAUL and MARY FORD • Record No. 3612

CAN I STEAL A LITTLE LOVE • Your Love For Me • FRANK SINATRA, with Nelson Riddle's Orchestra • Record No. 3608

ROCKIN' IN THE CONGO • I Was The First One • HANK THOMPSON and His Brazos Valley Boys • Record No. 3623



**"Mr. Million**  
**PAT**

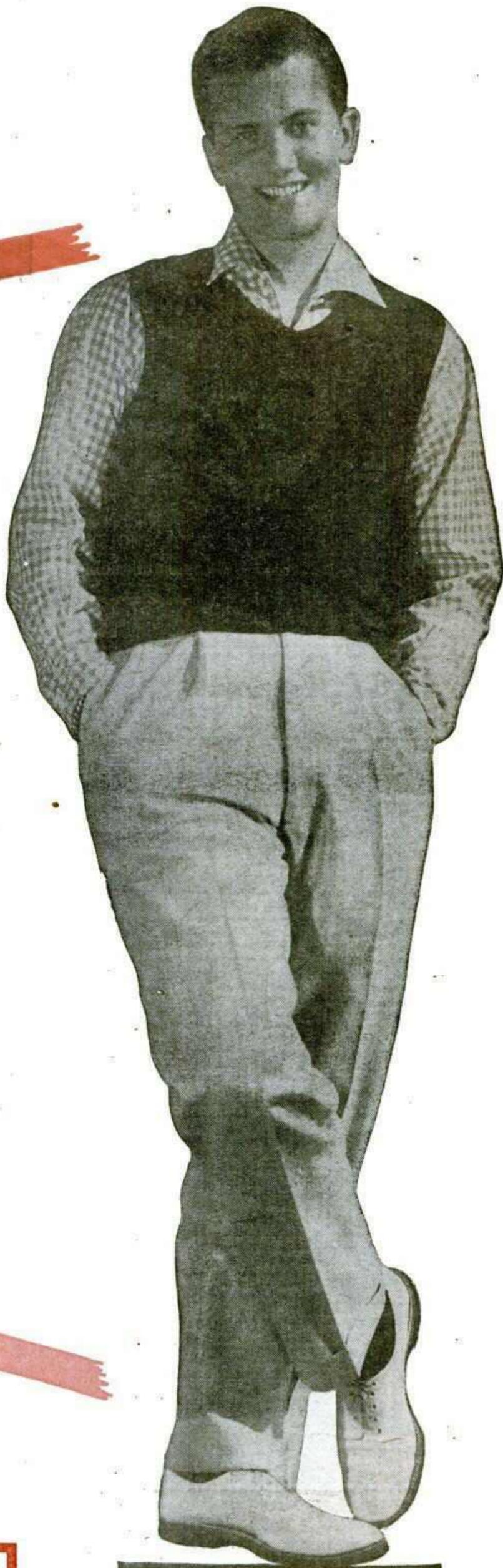
**WHY**  
**BABY**  
**WHY**

*Dot* RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 2-4181  
THE NATION'S BEST SELLING RECORDS

# *Maker*<sup>™</sup> **BOONE**

**I'M  
WAITING  
JUST FOR  
YOU**

**#15545**



**In Canada—QUALITY Records**



**SMASH HITS!**

**Del Vikings**

**"COME GO  
WITH ME"**

#15538

**Gale Storm**

**"ON TREASURE  
ISLAND"**

and

**"LUCKY  
LIPS"**

#15539



*Dot*

RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181  
THE NATION'S BEST SELLING RECORDS



# PARADE of BEST SELLERS

- 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—"OOO 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<br>DLP-3030                 | PAT BOONE<br>DLP-3012 |
| GOLDEN INSTRUMENTALS—BILLY VAUGHN<br>DLP-3016 | PAT BOONE<br>DEP-1049 |
| PAT BOONE DEP-1053                            |                       |

### DOT'S NEW ALBUM RELEASES

- |                                            |                                                 |
|--------------------------------------------|-------------------------------------------------|
| "PAT"—PAT BOONE<br>DLP-3050                | INSTRUMENTAL SOUVENIRS<br>BILLY VAUGHN—DLP-3045 |
| KING OF RAGTIME<br>—JOHNNY MADDOX DLP-3044 | GREAT HITS ON DOT<br>DLP-3049                   |

*Dot* RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181  
THE NATION'S BEST SELLING RECORDS

### • Best Sellers in Stores

For survey week ending February 20

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	2	7	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533	
2.	1	6	<b>TOO MUCH (BMI)—E. Presley</b> Playing for Keeps (BMI)—Vic 20-6800	
3.	3	11	<b>DON'T FORBID ME (BMI)—P. Boone</b> Anastasia (ASCAP)—Dot 15521	
4.	4	9	<b>YOUNG LOVE (BMI)—S. James</b> You're the Reason (I'm in Love) (BMI)—Cap 3602	
5.	5	8	<b>BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte</b> Star-O (ASCAP)—Vic 20-6771	
6.	10	3	<b>MARIANNE (BMI)—T. Gilkyson</b> Goodbye, Chiquita (BMI)—Col 40817	
7.	7	11	<b>BANANA BOAT SONG (BMI)—Tarriers</b> No Hidin' Place (BMI)—Glory 249	
8.	16	2	<b>TEEN-AGE CRUSH (BMI)—T. Sands</b> Hep Dee Hootie (BMI)—Cap 3639	
9.	8	12	<b>MOONLIGHT GAMBLER (ASCAP)—F. Laine</b> Lotus Land (ASCAP)—Col 40780	
10.	15	2	<b>BUTTERFLY (BMI)—C. Gracie</b> Ninety-Nine Ways (BMI)—Cameo 105	
11.	9	8	<b>BLUE MONDAY (BMI)—F. Domino</b> What's the Reason (I'm Not Pleasing You?) (ASCAP)—Imperial 5417	
12.	6	19	<b>SINGING THE BLUES (BMI)—G. Mitchell</b> Crazy With Love (ASCAP)—Col 40769	
13.	13	3	<b>WHO NEEDS YOU (ASCAP)—Four Lads</b> It's So Easy to Forget (BMI)—Col 40811	
14.	13	8	<b>LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia</b> I'm Going Home (BMI)—Groove 0175	
15.	17	3	<b>MARIANNE (BMI)—Hilltoppers</b> You're Wasting Your Time (ASCAP)—Dot 15537	
16.	11	6	<b>YOU DON'T OWE ME A THING (BMI)—J. Ray</b> Look Homeward, Angel (BMI)—Col 40803	
17.	20	5	<b>JIM DANDY (BMI)—L. Baker</b> Tra La La (BMI)—Atlantic 1116	
18.	12	4	<b>WRINGLE WRANGLE (ASCAP)—F. Parker</b> Wrangle Wrangle/Camarata (ASCAP)—Disneyland F 43	
19.	—	1	<b>BUTTERFLY (BMI)—A. Williams</b> It Doesn't Take Very Long (ASCAP)—Cadence 1308	
20.	—	1	<b>PARTY DOLL (BMI)—B. Knox</b> My Baby's Gone (BMI)—Roulette 4002	
21.	—	1	<b>COME, GO WITH ME (BMI)—D. Vikings</b> How Can I Find True Love? (BMI)—Dot 15538	
22.	—	5	<b>I DREAMED (BMI)—B. Johnson</b> If It's Wrong to Love You (BMI)—Bally 1020	
23.	23	3	<b>KNEE DEEP IN THE BLUES (BMI)—G. Mitchell</b> Take Me Back (ASCAP)—Col 40820	
23.	—	1	<b>WALKIN' AFTER MIDNIGHT (BMI)—P. Cline</b> Poor Man's Roses (ASCAP)—Dec 30221	
25.	—	1	<b>LUCKY LIPS (BMI)—R. Brown</b> My Heart Is Breaking Over You (BMI)—Atlantic 1125	

### • Most Played in Juke Boxes

For survey week ending February 20

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	2	6	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533	
2.	1	8	<b>DON'T FORBID ME (BMI)—P. Boone</b> Anastasia (ASCAP)—Dot 15521	
3.	5	4	<b>TOO MUCH (BMI)—E. Presley</b> <b>PLAYING FOR KEEPS (BMI)—Vic 20-6800</b>	
4.	4	6	<b>YOUNG LOVE (BMI)—S. James</b> You're the Reason (I'm in Love) (BMI)—Cap 3602	
5.	3	17	<b>SINGING THE BLUES (BMI)—G. Mitchell</b> Crazy With Love (ASCAP)—Col 40769	
6.	7	8	<b>BANANA BOAT SONG (BMI)—Tarriers</b> No Hidin' Place (BMI)—Glory 249	
7.	6	9	<b>MOONLIGHT GAMBLER (ASCAP)—F. Laine</b> Lotus Land (ASCAP)—Col 40780	
8.	8	6	<b>BLUE MONDAY (BMI)—F. Domino</b> What's the Reason (I'm Not Pleasing You?) (ASCAP)—Imperial 5417	
9.	9	5	<b>BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte</b> Star-O (ASCAP)—Vic 20-6771	
10.	14	2	<b>MARIANNE (BMI)—Hilltoppers</b> You're Wasting Your Time (ASCAP)—Dot 15537	
11.	19	2	<b>MARIANNE (BMI)—T. Gilkyson</b> Goodbye, Chiquita (BMI)—Col 40817	
12.	10	20	<b>BLUEBERRY HILL (ASCAP)—F. Domino</b> Honey Chile (BMI)—Imperial 5407	
13.	12	4	<b>YOU DON'T OWE ME A THING (BMI)—J. Ray</b> Look Homeward, Angel (BMI)—Col 40803	
14.	18	2	<b>BANANA BOAT SONG (BMI)—Fontane Sisters</b> Honolulu Moon (ASCAP)—Dot 15527	
15.	11	21	<b>GREEN DOOR (BMI)—J. Lowe</b> (The Story of) The Little Man in Chinatown (BMI)—Dot 15486	
16.	—	2	<b>KNEE DEEP IN THE BLUES (BMI)—G. Mitchell</b> Take Me Back (ASCAP)—Col 40820	
17.	—	1	<b>BUTTERFLY (BMI)—C. Gracie</b> Ninety-Nine Ways (BMI)—Cameo 105	
18.	15	3	<b>I DREAMED (BMI)—B. Johnson</b> If It's Wrong to Love You (BMI)—Bally 1020	
19.	20	9	<b>ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis</b> Come Rain or Come Shine (ASCAP)—Dec 30124	
20.	—	1	<b>TEEN-AGE CRUSH (BMI)—T. Sands</b> Hep Dee Hootie (BMI)—Cap 3639	

### • Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart	Title
1.	1	6	Young Love (Lowery)
2.	2	7	Banana Boat Song (E. B. Marks-Bryden)
3.	3	23	True Love (Buxton Hill)
4.	4	3	Cinco Robles (Warman)
5.	5	6	Don't Forbid Me (Roosevelt)
6.	6	20	Love Me Tender (Presley)
7.	7	15	Singing the Blues, Acuff-Rose
8.	8	6	Anastasia (Feist)
9.	9	7	Gonna Get Along Without You Now (Kellum)
10.	10	1	Marianne (Montclare)
11.	11	6	Moonlight Gambler (E. H. Morris)
12.	12	16	Blueberry Hill (Chappell)
13.	13	3	Too Much (Southern Belle-Presley)
14.	14	11	Green Door (Trinity)
15.	15	4	Since I Met You Baby (Progressive)

### • Most Played by Jockeys

For survey week ending February 20

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

This Week	Last Week	Weeks on Chart	Title
1.	1	7	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533
2.	2	9	<b>YOUNG LOVE (BMI)—S. James</b> You're the Reason (I'm in Love) (BMI)—Cap 3602
3.	4	5	<b>TOO MUCH (BMI)—E. Presley</b> Playing for Keeps (BMI)—Vic 20-6800
4.	3	10	<b>DON'T FORBID ME (BMI)—P. Boone</b> Anastasia (ASCAP)—Dot 15521
5.	5	8	<b>BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte</b> Star-O (ASCAP)—Vic 20-6771
6.	11	4	<b>MARIANNE (BMI)—T. Gilkyson</b> Goodbye, Chiquita (BMI)—Col 40817
7.	6	12	<b>MOONLIGHT GAMBLER (ASCAP)—F. Laine</b> Lotus Land (ASCAP)—Col 40780
8.	8	10	<b>BANANA BOAT SONG (BMI)—Tarriers</b> No Hidin' Place (BMI)—Glory 249
9.	12	4	<b>MARIANNE (BMI)—Hilltoppers</b> You're Wasting Your Time (ASCAP)—Dot 15537
10.	7	18	<b>SINGING THE BLUES (BMI)—G. Mitchell</b> Crazy With Love (ASCAP)—Col 40769
11.	15	4	<b>LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia</b> I'm Going Home (BMI)—Groove 0175
12.	14	3	<b>WHO NEEDS YOU (ASCAP)—Four Lads</b> It's So Easy to Forget (BMI)—Col 40811
13.	9	6	<b>BLUE MONDAY (BMI)—F. Domino</b> What's the Reason (I'm Not Pleasing You?) (ASCAP)—Imperial 5417
14.	10	7	<b>YOU DON'T OWE ME A THING (BMI)—J. Ray</b> Look Homeward, Angel (BMI)—Col 40803
15.	17	3	<b>CAN I STEAL A LITTLE LOVE (ASCAP)—F. Sinatra</b> Your Love for Me (BMI)—Cap 3608
16.	13	12	<b>I DREAMED (BMI)—B. Johnson</b> If It's Wrong to Love You (BMI)—Bally 1020
17.	18	4	<b>KNEE DEEP IN THE BLUES (BMI)—G. Mitchell</b> Take Me Back (ASCAP)—Col 40820
18.	—	1	<b>BUTTERFLY (BMI)—C. Gracie</b> Ninety-Nine Ways (BMI)—Cameo 105
19.	—	1	<b>TEEN-AGE CRUSH (BMI)—T. Sands</b> Hep Dee Hootie (BMI)—Cap 3639
20.	16	8	<b>BANANA BOAT SONG (BMI)—Fontane Sisters</b> Honolulu Moon (ASCAP)—Dot 15527
21.	19	2	<b>WITHOUT LOVE (BMI)—C. McPhatter</b> I Make Believe (BMI)—Atlantic 1117
22.	22	2	<b>BALLERINA (ASCAP)—Nat (King) Cole</b> You Are My First Love (ASCAP)—Cap 3619
23.	23	22	<b>TRUE LOVE (ASCAP)—B. Crosby-G. Kelly</b> Well, Did You Evah? (ASCAP)—Cap 3507
24.	—	1	<b>ROUND AND ROUND (BMI)—P. Como</b> Mi Casa, Su Casa (ASCAP)—Vic 20-6815
25.	21	3	<b>PLAYING FOR KEEPS (BMI)—E. Presley</b> Too Much (BMI)—Vic 20-6800
25.	—	13	<b>★LOVE ME (BMI)—E. Presley</b> Vic EPA-992

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

*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!



MERCURY RECORD CORPORATION • CHICAGO, ILLINOIS

# WITH EITHER SIDE... YOU WIN!

## EVERYONE PREDICTS IT'S A "TWO-SIDER"

FEBRUARY 23, 1957 THE BILLBOARD

**• Review Spotlight on...**

GEORGIA GIBBS...Mercury 71058.....PRETTY, PRETTY (E. B. Marks, BMI)

SILENT LIPS.....(Gil, BMI)

Her Nibs has come up with a pair of potential winners. The two tunes, the top a smart ballad job, with the flip on a groovy rhythm kick, are handled in the gal's best crisp, driving style, and the ork backings go all the way with her. A two-sider that can put the thrush back at the top of the chart heap. Watch these.

**THE CASH BOX**

**DISK OF THE WEEK**

"PRETTY, PRETTY" (2:07) "SILENT LIPS" (2:14)  
[E. B. Marks BMI—Krugman, Ludwig] [Gil BMI—Otis, Corsol]

GEORGIA GIBBS  
(Mercury 71058)

• "Her Nibs" never sounded better than she does on this top-notch two-sider that'll earn a heap of cash for all concerned. Both are as different as day and night yet both have many hit characteristics. "Silent Lips" stars the familiar rhythmic Georgia on a terrific dance item that'll have the teenagers hopping around the juke boxes. Swinging handclapper showcased by a driving Glenn Osser accompaniment. The lark does a complete turnabout for the companion piece and hands in a brilliant performance on a touching lullaby tagged "Pretty, Pretty." It's a tender multiple voice melody set to a drifting latin-tempo accompaniment. Unusual love song that has it from the first groove right thru to the last. Georgia puts her best foot forward for '57.

SIDE ONE

# SILENT LIPS

71058

SIDE TWO

# PRETTY PRETTY

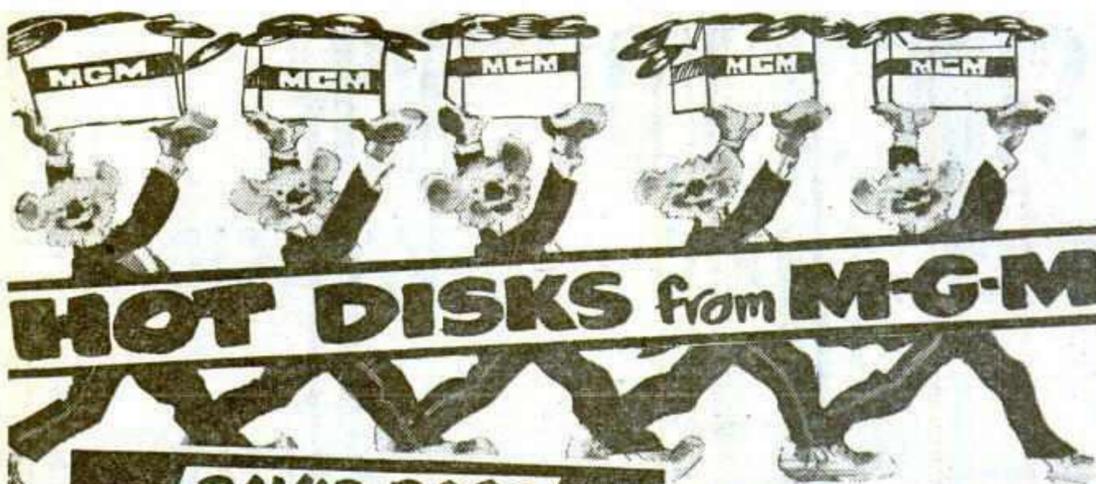
71058



# GEORGIA GIBBS



MERCURY RECORD CORPORATION • CHICAGO, ILLINOIS



**HOT DISKS from M-G-M**

**DAVID ROSE**  
**CALYPSO MELODY**  
 and  
**THEME FROM THE WINGS OF EAGLES**  
 (From MGM Film)  
 K12430 • MGM 12430

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

**ROBERT MAXWELL** } **SONG OF THE NAIROBI TRIO**  
 His Harp & Orch. (SOLFEGGIO) K12410 • MGM 12410

**CONNIE FRANCIS**  
**NO OTHER ONE**  
 and  
**I LEANED ON A MAN**  
 (From the Warner Bros. release "The Big Land")  
 K12440  
 MGM12440

**ART MOONEY**  
 His Orch. & Chorus  
**DONKEY GOT DRUNK**  
 and  
**I NEVER HAD A WORRY IN THE WORLD**  
 K12435  
 MGM12435

**REAL HOT Rock 'N' Roll**  
**CHUCK ALAIMO QUARTET**  
**LEAP FROG**  
 and  
**THAT'S MY DESIRE**  
 K12449  
 MGM12449

**ROBBIN HOOD** } **DON'T PROMISE ME**  
 (THE CAN CAN SONG)  
 3/W KISSES K12424 • MGM12424

**ACQUAVIVA & His Orch.**  
**ALWAYS THE SEA**  
 and  
**ONE MOMENT MORE**  
 K12434 • MGM12434

**RON HARGRAVE**  
**ONLY A DAYDREAM**  
 and  
**LATCH ON**  
 K12422 • MGM12422  
**DEAN JONES**  
**SONG OF THE OX DRIVER**  
 and  
**HIS GREAT REWARD**  
 K12429 • MGM12429

**DICK HYMAN**  
**THREE PENNY TANGO**  
 and  
**THE RED CAT**  
 K12415 • MGM12415  
**MARVIN RAINWATER**  
**GONNA FIND ME A BLUEBIRD**  
 and  
**So You Think You've Got Troubles**  
 K12412 • MGM12412

**• Territorial Best Sellers**

For survey week ending February 20

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

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

- Baltimore**
1. Too Much, E. Presley, Vic.
  2. Young Love, S. James, Cap.
  3. Butterfly, C. Gracie, Cam.
  4. Lucky Lips, R. Brown, Atl.
  5. Banana Boat (Day-O) H. Belafonte, Vic.
  6. Don't Forbid Me, P. Boone, Dot
  7. Jim Dandy, L. Baker, Atl.
  8. Young Love, T. Hunter, Dot
  9. Who Needs You, Four Lads, Col.
  10. Banana Boat Song, Tarrriers, Gly.

- Boston**
1. Marianne, T. Gilkyson, Col.
  2. Don't Forbid Me, P. Boone, Dot
  3. Young Love, S. James, Cap.
  4. Too Much, E. Presley, Vic.
  5. Wonderful, Wonderful, J. Mathis, Col.
  6. Young Love, T. Hunter, Dot
  7. Who Needs You, Four Lads, Col.
  8. Teen-Age Crush, T. Sands, Cap.
  9. Pamela Throws a Party J. Reisman, Vic.
  10. Party Doll, B. Knox, Rlt.

- Buffalo**
1. Banana Boat (Day-O) H. Belafonte, Vic.
  2. Young Love, T. Hunter, Dot
  3. Party Doll, S. Lawrence, Cor.
  4. Don't Forbid Me, P. Boone, Dot
  5. Butterfly, A. Williams, Cdc.
  6. Moonlight Gambler, F. Laine, Col.

- Chicago**
1. Young Love, T. Hunter, Dot
  2. Too Much, E. Presley, Vic.
  3. Marianne, Hilltoppers, Dot
  4. Banana Boat (Day-O) H. Belafonte, Vic.
  5. Moonlight Gambler, F. Laine, Col.
  6. Don't Forbid Me, P. Boone, Dot
  7. Marianne, T. Gilkyson, Col.
  8. Wringle Wrangle, F. Parker, Dsl.
  9. I Love My Baby, J. Corey, Col.
  10. Who Needs You, Four Lads, Col.

- Cincinnati**
1. Don't Forbid Me, P. Boone, Dot
  2. Teen-Age Crush, T. Sands, Cap.
  3. Young Love, S. James, Cap.
  4. Moonlight Gambler, F. Laine, Col.
  5. Too Much, E. Presley, Vic.
  6. Butterfly, A. Williams, Cdc.
  7. So Rare, T. Dorsey, Fly.
  8. Banana Boat (Day-O) H. Belafonte, Vic.
  9. Marianne, T. Gilkyson, Col.
  10. Blue Monday, F. Domino, Imp.

- Cleveland**
1. Young Love, S. James, Cap.
  2. Who Needs You, Four Lads, Col.
  3. Butterfly, C. Gracie, Cam.
  4. Banana Boat (Day-O) H. Belafonte, Vic.
  5. I Miss You So, C. Connor, Atl.
  6. Too Much, E. Presley, Vic.
  7. Come Go With Me, D. Vikings, Dot
  8. Girl Can't Help It, Little Richard, Spe.
  9. Moonlight Gambler, F. Laine, Col.
  10. Wringle Wrangle, F. Parker, Dsl.

- Dallas-Fort Worth**
1. Young Love, S. James, Cap.
  2. Marianne, T. Gilkyson, Col.
  3. Blue Monday, F. Domino, Imp.
  4. Banana Boat (Day-O) H. Belafonte, Vic.
  5. Young Love, T. Hunter, Dot
  6. Too Much, E. Presley, Vic.
  7. Don't Forbid Me, P. Boone, Dot
  8. Wonderful, Wonderful, J. Mathis, Col.

- Denver**
1. Young Love, T. Hunter, Dot
  2. Too Much, E. Presley, Vic.
  3. Banana Boat (Day-O) H. Belafonte, Vic.
  4. Blue Monday, F. Domino, Imp.
  5. Jim Dandy, L. Baker, Atl.
  6. Wringle Wrangle, F. Parker, Dsl.
  7. Don't Forbid Me, P. Boone, Dot

- Detroit**
1. Young Love, S. James, Cap.
  2. Marianne, T. Gilkyson, Col.
  3. Too Much, E. Presley, Vic.
  4. Butterfly, A. Williams, Cdc.
  5. Almost Paradise, R. Williams, Kap.
  6. You Don't Owe Me a Thing J. Ray, Col.
  7. Wringle Wrangle, F. Parker, Dsl.
  8. Banana Boat Song, Tarrriers, Gly.
  9. Don't Forbid Me, P. Boone, Dot
  10. Come Go With Me, D. Vikings, Dot

- Kansas City**
1. Young Love, T. Hunter, Dot
  2. Don't Forbid Me, P. Boone, Dot
  3. Too Much, E. Presley, Vic.
  4. Ain't Got No Home, C. Henry, Ago.
  5. Teen-Age Crush, T. Sands, Cap.
  6. Wringle Wrangle, F. Parker, Dsl.
  7. Jamaica Farewell, H. Belafonte, Vic.
  8. Banana Boat (Day-O) H. Belafonte, Vic.
  9. Jim Dandy, L. Baker, Atl.
  10. Marianne, T. Gilkyson, Col.

- Los Angeles**
1. Banana Boat (Day-O) H. Belafonte, Vic.
  2. Don't Forbid Me, P. Boone, Dot
  3. Blue Monday, F. Domino, Imp.
  4. Singing the Blues, G. Mitchell, Col.
  5. Love Is Strange, Mickey & Sylvia, Grv.
  6. Marianne, T. Gilkyson, Col.
  7. Banana Boat Song, Tarrriers, Gly.

- Milwaukee**
1. Don't Forbid Me, P. Boone, Dot
  2. Young Love, S. James, Cap.
  3. Marianne, T. Gilkyson, Col.
  4. Too Much, E. Presley, Vic.
  5. Young Love, T. Hunter, Dot
  10. Wringle Wrangle, B. Hayes, Pmt.
  7. Wringle Wrangle, F. Parker, Dsl.
  8. Rock-a-Bye Your Baby, J. Lewis, Dec.
  9. Banana Boat (Day-O) H. Belafonte, Vic.

- Minneapolis-St. Paul**
1. Too Much, E. Presley, Vic.
  2. Young Love, S. James, Cap.
  3. Love Is Strange, Mickey & Sylvia, Grv.
  4. Don't Forbid Me, P. Boone, Dot
  5. Banana Boat (Day-O) H. Belafonte, Vic.
  6. Teen-Age Crush, T. Sands, Cap.
  7. Young Love, T. Hunter, Dot
  8. Marianne, T. Gilkyson, Col.
  9. Ain't Got No Home, C. Henry, Ago.
  10. I Miss You So, C. Connor, Atl.

- New Orleans**
1. Young Love, S. James, Cap.
  2. Too Much, E. Presley, Vic.
  3. Don't Forbid Me, P. Boone, Dot
  4. Rose and a Baby Ruth George Hamilton IV, Pmt.
  5. Blue Monday, F. Domino, Imp.
  6. Banana Boat (Day-O) H. Belafonte, Vic.
  7. Singing the Blues, G. Mitchell, Col.
  8. Young Love, T. Hunter, Dot
  9. Love Is Strange, Mickey & Sylvia, Grv.
  10. Teen-Age Crush, T. Sands, Cap.

- New York**
1. Banana Boat (Day-O) H. Belafonte, Vic.
  2. Too Much, E. Presley, Vic.
  3. Singing the Blues, G. Mitchell, Col.
  4. Young Love, T. Hunter, Dot
  5. Young Love, S. James, Cap.
  6. Don't Forbid Me, P. Boone, Dot
  7. Wringle Wrangle, F. Parker, Dsl.
  8. I Love My Baby, J. Corey, Col.
  9. I Dreamed, B. Johnson, Bly.
  10. Jamaica Farewell, H. Belafonte, Vic.

- Philadelphia**
1. Banana Boat Song, Tarrriers, Gly.
  2. Young Love, T. Hunter, Dot
  3. Don't Forbid Me, P. Boone, Dot
  4. Too Much, E. Presley, Vic.
  5. Butterfly, C. Gracie, Cam.
  6. Young Love, S. James, Cap.
  7. Banana Boat (Day-O) H. Belafonte, Vic.
  8. Singing the Blues, G. Mitchell, Col.
  9. Who Needs You, Four Lads, Col.
  10. Marianne, T. Gilkyson, Col.

- Pittsburgh**
1. Too Much, E. Presley, Vic.
  2. Young Love, S. James, Cap.
  3. Banana Boat (Day-O) H. Belafonte, Vic.
  4. Banana Boat Song, Tarrriers, Gly.
  5. Marianne, Hilltoppers, Dot
  6. Young Love, T. Hunter, Dot
  7. Teen-Age Crush, T. Sands, Cap.
  8. Party Doll, B. Knox, Rlt.
  9. Come Go With Me, D. Vikings, Dot
  10. Singing the Blues, G. Mitchell, Col.

- St. Louis**
1. Young Love, T. Hunter, Dot
  2. Marianne, T. Gilkyson, Col.
  3. Banana Boat Song, Tarrriers, Gly.
  4. Too Much, E. Presley, Vic.
  5. Butterfly, C. Gracie, Cam.
  6. Walkin' After Midnight, P. Clise, Dec.
  7. Don't Forbid Me, P. Boone, Dot
  8. Teen-Age Crush, T. Sands, Cap.
  9. I Miss You So, C. Connor, Atl.
  6. Wringle Wrangle, B. Hayes, Pmt.

- San Francisco**
1. Young Love, T. Hunter, Dot
  2. Banana Boat (Day-O) H. Belafonte, Vic.
  3. Don't Forbid Me, P. Boone, Dot
  4. Too Much, E. Presley, Vic.
  5. Blue Monday, F. Domino, Imp.
  6. Singing the Blues, G. Mitchell, Col.
  7. Marianne, T. Gilkyson, Col.

- Seattle**
1. Too Much, E. Presley, Vic.
  2. Young Love, S. James, Cap.
  3. Banana Boat (Day-O) H. Belafonte, Vic.
  4. Teen-Age Crush, T. Sands, Cap.
  5. Party Doll, B. Knox, Rlt.
  6. Wringle Wrangle, F. Parker, Dsl.
  7. Marianne, T. Gilkyson, Col.
  8. Everlovin' Fingers, J. Bowen, Rlt.
  9. Red Sails in the Sunset, T. Hunter, Dot

- Toronto**
1. Banana Boat Song, Tarrriers, Gly.
  2. Don't Forbid Me, P. Boone, Dot
  3. Singing the Blues, G. Mitchell, Col.
  4. Moonlight Gambler, F. Laine, Col.
  5. Too Much, E. Presley, Vic.
  6. Blue Monday, F. Domino, Imp.
  7. I Dreamed, B. Johnson, Bly.

# AMERICA'S FAVORITES

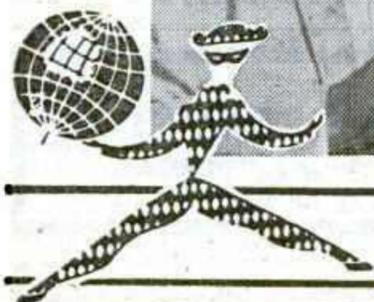
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A SENSATION IN AUSTRALIA  
NOW CAUSING A RIOT IN  
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FOR EVERYONE, EVERYWHERE

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OF  
COFFEE

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AND  
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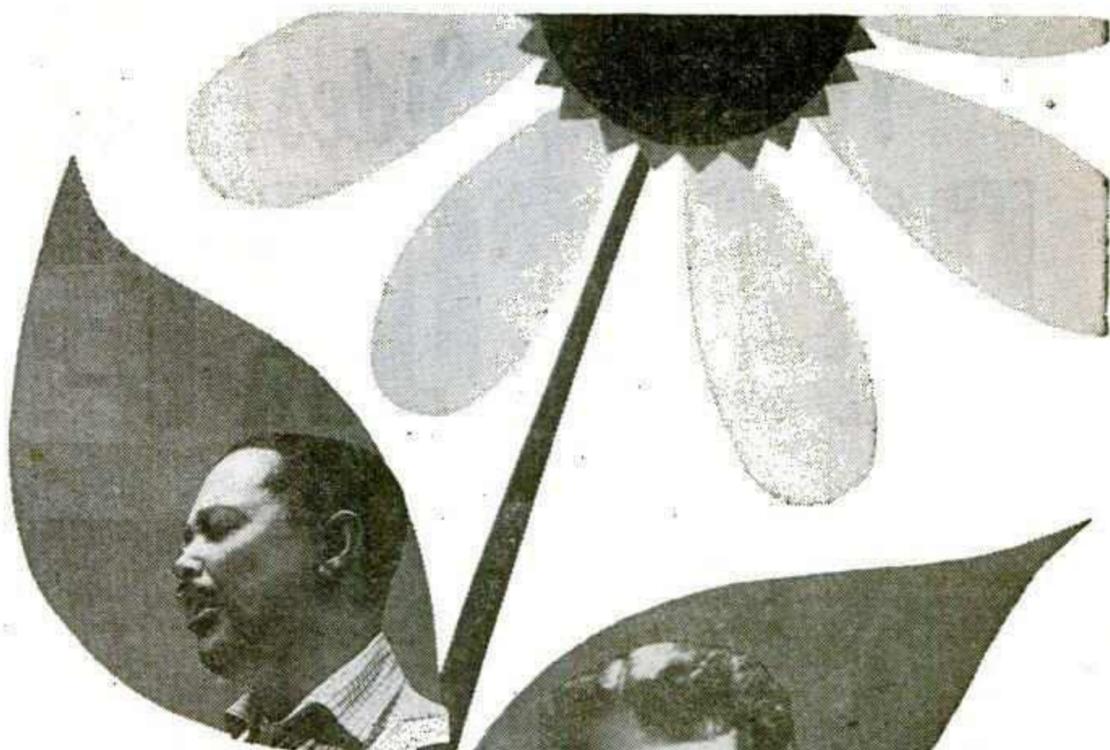
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**Oh, My Pretty, Pretty/Blue Illusion**  
20/47-6827



**DEL WOOD**  
**After Five/Rockin' 88** 20/47-6817



**PAUL EVANS**  
**What Do You Know?/Dorothy** 20/47-6806



**TEDDI KING**  
**Should I Ever Love Again/  
A Ride on a Rainbow** 20/47-6809



**EDDIE HEYWOOD**  
**Begin the Beguine/No Miracle Needed**  
20/47-6816



**THE RHYTHM ROCKERS**  
featuring **CHET ATKINS**  
**Tricky/Peanut Vendor** 20/47-6808



**THE AMES BROTHERS**  
**Did You Ever Get the Roses/  
I Know Only One Way to Love You** 20/47-6821



**RIC CARTEY**  
**Heart Throb/I Wanna to Know** 20/47-6828

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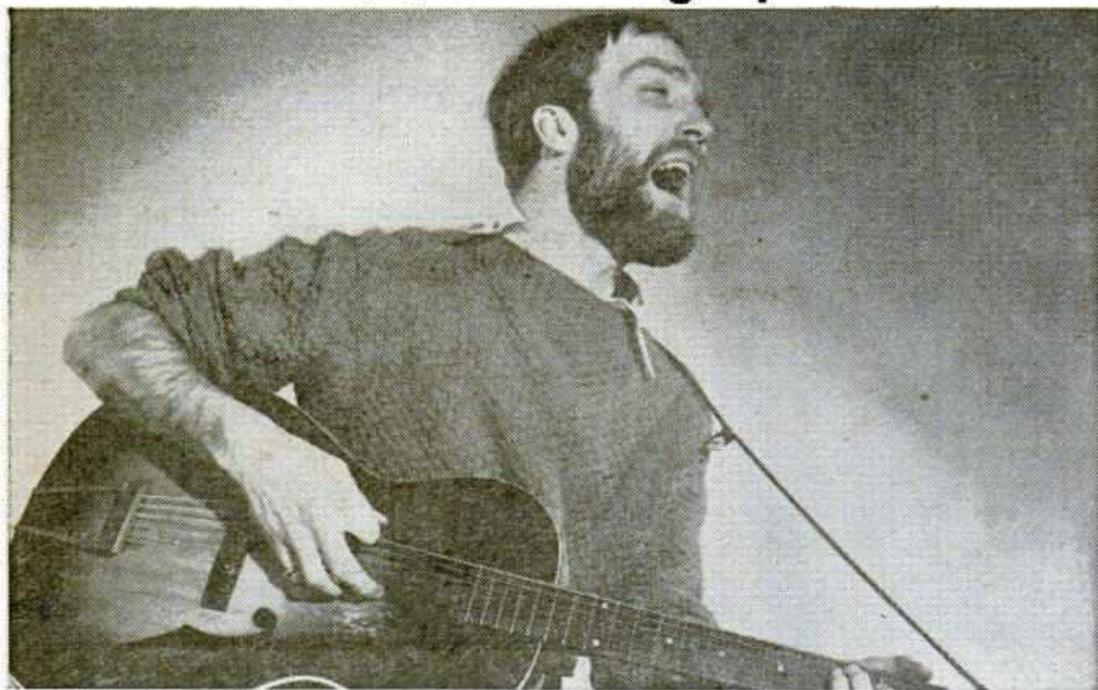
**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



# Two Big Sides!

# BOB CORT

and his skiffle group



## DON'T YOU ROCK ME DADDY-O

B/W

## IT TAKES A WORRIED MAN TO SING A WORRIED BLUES

1713

**LONDON**  
RECORDS

539 WEST 25th STREET, NEW YORK 1, N. Y.

### • Best Selling Sheet Music in Britain

(For week ending February 16)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Singing the Blues—Frank (Acuff-Rose)	St. Therese of the Roses—Dash (Dennis)
The Garden of Eden—Duchess (Republic)	The Green Door—Dash (Trinity)
True Love—Chappell (Buxton Hill)	Don't You Rock Me Daddy-O—Essex (Hollis)
Friendly Persuasion—Robbins (Feist)	Two Different Worlds—Spier (Princess)
Young Love—Cromwell (Lowery)	Autumn Concerto—Macmelodies (Symphony)
I Dreamed—Duchess (Trinity)	Give Her My Love—Michael Reine
You, Me and Us—John-Fields (Roncom)	More—Berry (Shapiro-Bernstein)
Just Walking in the Rain—Frank (Golden West)	A House With Love in It—Lawrence Wright (Evans)
Cindy, Oh Cindy—Dash (E. B. Marks-Bryden)	Moonlight Gambler—Morris (E. H. Morris)
Adoration Waltz—Bron (Sovereign)	Knee Deep in the Blues—Leeds (Acuff-Rose)

### • Best Selling Pop Records in Britain

(For week ending February 16)

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

This Week		Last Week
1.	YOUNG LOVE—Tab Hunter (London)	2
2.	GARDEN OF EDEN—Frankie Vaughan (Philips)	1
3.	SINGING THE BLUES—Guy Mitchell (Philips)	3
4.	DON'T FORBID ME—Pat Boone (London)	4
5.	DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)	7
6.	TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	6
7.	BLUEBERRY HILL—Fats Domino (London)	9
8.	FRIENDLY PERSUASION—Pat Boone (London)	8
9.	DON'T KNOCK THE ROCK—Bill Haley Comets (Brunswick)	5
10.	ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV)	10
11.	KNEE DEEP IN THE BLUES—Guy Mitchell (Philips)	—
12.	SINGING THE BLUES—Tommy Steele (Decca)	12
13.	YOUNG LOVE—Sonny James (Capitol)	—
14.	ADORATION WALTZ—David Whitfield (Decca)	—
15.	KNEE DEEP IN THE BLUES—Tommy Steele (Decca)	—
16.	ROCK-A-BYE YOUR BABY—Jerry Lewis (Brunswick)	11
17.	DON'T YOU ROCK ME DADDY-O—The Vipers (Parlophone)	12
18.	CINDY, OH CINDY—Eddie Fisher (HMV)	14
19.	YOU DON'T OWE ME A THING—Johnnie Ray (Philips)	15
20.	LONG TALL SALLY—Little Richard (London)	19

### Cap to Bow 23 New LP Pkgs.

• Continued from page 19

tano," "The Moods of London," "Dutch Sax" and "Caribbean Calypsos."

Classical repertoire consists of a new package by Leonard Pennario with the Concert Arts Orchestra conducted by Vladimir Gloschmann; "The House of the Lord," by the Roger Wagner Chorale; "Vistas D'España," by Laurindo Almeida; "Steinberg Conducts Wagner," by William Steinberg and the Pittsburgh Symphony, and "Symphonic Dances" by the Hollywood Bowl Symphony Orchestra conducted by Felix Slatkin.

Salesmen will receive an extensive double-pocket LP merchandiser completely outlining the March releases and the selling aids and promotional material available to dealers. Latter package includes two 12-inch LP's for dealer demonstration use.

Point-of-sale material includes giant full-color displays of the pop, classical and "Capitol of the World" packages, album store hangers and special display pieces for the King Cole, "Symphonic Dances" and "Calypso" packages. In addition, firm's merchandising department, under director Gordon (Bud) Fraser, is introducing a new full-color multi-purpose divider display piece for all albums in the March release. Latter can be used for browser boxes, as a hanging piece or an easel backed counter card. A new full-color supplement to the firm's consumer catalog has also been made available to dealers.

Extensive distribution of the March product will again be made to disk jockeys via the firm's preview album kit, in addition to bulk allocation of complete albums to disk jockeys.

### Cap to Expand With Prep

• Continued from page 19

pected to have international distribution.

#### To Headquarters in N. Y.

Firm will make its headquarters in New York and operate under the supervision of Irv Jerome. Jerome is a veteran Capitol employee with the company for 11 years, operating as Eastern district sales manager for the past five years and prior to that as branch manager in New York. Jerome will have a field force operating under him, with Manny Kellem named to the district sales and promotion manager position in the East. Others will be named in the Midwest and West in the ensuing weeks.

James R. Gordon, until now director of industrial relations for Capitol on the Coast, will act in an administrative capacity for Prep records.

Price schedules for the new label will be competitive with other indie labels it was learned.

Regarding the formation of the new label, Capitol President Glenn Wallich declared, "The record industry continues to grow at an outstanding rate. Capitol 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

tunes you can issue on any one label. Another label was the obvious answer, and it is our intention to make it a major label."

For the present, Capitol's artist and repertoire staff will produce material for Prep, in addition to their normal 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's no secret that the major diskeries have felt the bite of stiffened competition from other independents, particularly in the pop singles field. The line-up of major operating subsidiary labels now reads: RCA Victor, Vik and Camden; Columbia, Epic and Okeh; Decca, Coral; Capitol, Prep, and Mercury, Emarcy.

#### Savoy Records Signs

Bill Carey . . . Bill Carey, formerly with Coral Records, has been signed by Savoy Records. The warbler cut his first four sides for Savoy prexy Herman Lubinsky last week, and his first platter, "The Padre of Old San Antone," will be released immediately.

# GREAT NEW HITS FROM



## GISELE MacKENZIE

*An Inspiring Ballad of Faith*

# "HE KNOWS"

Spina Music, 2232 Vista Del Mar Place, Hollywood 28, Calif.  
106 Charles St., New York

**VIK X/4X-0249**

b/w

"HELLO, THERE"



## JOE VALINO

*sensational follow-up to  
"Garden of Eden"*

# "IN THE ARMS OF MY LOVE"

Tris-Trojan Music .....  
37 W. 57 St., New York 19

**VIK X/4X-0257**

b/w

"THE WIND IN THE RIGGIN"



## THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

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

## RECENT POP RELEASES

### Coming Up Strong

The Billboard's weekly survey of top volume dealer sales indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard's best seller charts.

1. **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 71038
4. **I'm Stickin' With You** . . . . . **Jimmy Bowen**  
(BMI) Roulette 4001
5. **I'm Walkin'** . . . . . **Fats Domino**  
(BMI) Imperial 5428
6. **Almost Paradise** . . . . . **Rogers Williams**  
(BMI) Kapp 175
7. **Gone** . . . . . **Ferlin Huskey**  
(BMI) Capitol 3628
8. **Bad Boy** . . . . . **The Jive Bombers**  
(ASCAP) Savoy 1508
9. **Party Doll** . . . . . **Steve Lawrence**  
(BMI) Coral 61792
10. **Almost Paradise** . . . . . **Lou Stein**  
(BMI) RKO Unique 385

### 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.

**I'M WALKIN'** (Reeve, BMI)—Fats Domino—Imperial 5428—See this week's Rhythm and Blues Best Buys.

**ALMOST PARADISE** (Peer, BMI)—Roger Williams — Kapp 175—Altho the situation varies from territory to territory, from an over-all point of view, Williams has now nosed 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 reading is the second best version nationally, and is very strong in certain areas (for example, Philadelphia).

### • Review Spotlight on . . .

#### POP RECORDS

- PAT BOONE** . . . . . Dot 15545 . . . . . **I'M WAITING JUST FOR YOU**  
(Lois, BMI)  
**WHY, BABY, WHY?** . . . . . (Winneton, BMI)  
Pat Boone is hotter than ever these days, and his new platter should rack up some sizzling sales returns for dealers. "I'm Waiting Just for You" spotlights a tender reading of a moving ballad with fine lyrics, while the flip is a bright happy rhythm tune with plenty of teen-age appeal.
- THE PLATTERS** . . . . . Mercury 71032 . . . . . **I'M SORRY**  
(Algonquin, BMI)  
The sales and play picture is as bright as ever for the Platters' latest release, which—again as usual—should move out strongly in both pop and rhythm and blues fields. The group warbles with sock emotional appeal on the effective ballad, "I'm Sorry." The flip, "He's Mine" (Personality, BMI), spotlights Zola Taylor in a pert and personable lead vocal stint on an up-tempo ballad.
- BILLY HALEY AND THE COMETS** . . . . . Decca 30214 . . . . . **FORTY CUPS OF COFFEE**  
(Arc, BMI)  
**HOOK, LINE AND SINKER** . . . . . (Valleybrook, ASCAP)  
Haley rocks and rolls right along sales-wise, and this disk is a solid commercial bet and loaded with play potential. Both tunes are hard-driving, sock rhythm items and Haley sparks both with showmanship-plus vocals. "Hook, Line and Sinker" is from his latest movie, which gives it added promotional value.
- FOUR ACES** . . . . . Decca 30242 . . . . . **YOU'RE MINE**  
(Mellin, BMI)  
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 "I'm Yours" type dramatic ballad with sincerity, feeling and heart. Flip is a catchy calypso "Bahama Mama" (Winneton, BMI).
- HARRY BELAFONTE** . . . . . RCA Victor 6830 . . . . . **MAMA LOOK AT BUBU**  
(Clara, ASCAP)  
**DON'T EVER LOVE ME** . . . . . (Clara, ASCAP)  
The market is loaded with Belafonte platters today (e.g., package of the 20 singles released last week, etc.), but this one is such a standout it's bound to grab off a hefty share of sales and spins. Belafonte warbles with charm and tongue-in-cheek humor on "Mama Look at Bubbu," an amusing calypso. A similar version of the tune—tagged "Mama, Look-A Boo-Boo" (Duchess, BMI)—is out on Columbia by King Flash and the Calypso Carnival. "Don't Ever Love Me" is a lovely folk ballad, featuring a poignant reading by Belafonte.
- TONY BENNETT** . . . . . Columbia 40949 . . . . . **SOLD TO THE MAN WITH THE BROKEN HEART**  
(Leeds, ASCAP)  
**ONE KISS AWAY FROM HEAVEN** . . . . . (Bourne, ASCAP)  
Bennett has two excellent sides here which should be particularly strong along the jockey circuit. He registers solidly on "Sold to the Man With the Broken Heart," an attractive ballad with effective lyrics. Flip, a romantic ballad, is handed an equally expressive vocal treatment and lush backing.
- EDDIE COCHRAN** . . . . . Liberty 55056 . . . . . **SITTIN' THE BALCONY**  
(Bentley, BMI)  
This one has plenty of teen-age appeal and could move out with the right exposure. Cochran warbles with sock showmanship—a la Presley. Flip is a moody ballad, "Dark Lonely Street" (Jackson, BMI).
- LITTLE RICHARD** . . . . . Specialty 598 . . . . . **LUCILLE**  
(Venice, BMI)  
**SEND ME LOVIN'** . . . . . (Venice, BMI)  
See listing under Review Spotlight on Rhythm and Blues Records.

#### POP DISK JOCKEY PROGRAMMING

- MARGARET WHITING** . . . . . Capitol 3666 . . . . . **SPRING IN MAINE**  
(E. H. Morris, ASCAP)  
The girl with the velvet pipes has another wonderfully satisfying side. Tho it's years since her "Moonlight in Vermont" dinking, this could still be called a tailor-made follow-up. The new Carolyn Leigh-Steve Allen tune has an easy, listenable melody with lyrics to match and for the vast army of jocks who go for the Whiting gal, this is a natural for programming. Flip is "Tippy Toe" (Meridian, BMI).

### Reviews and Ratings

- CALYPSO CARNIVAL, KING FLASH**  
**Mama, Looka Boo Boo**  
(Boo Boo Man) . . . . . 87  
COLUMBIA 4086 — Slightly different version of this cute, uninhibited calypso, which is out in another version by Harry Belafonte. This one is more authentically styled, completely zany, and could even overtake Belafonte's obvious advantage in the marketplace. (BMI)
- Zombie Jamboree**  
(Back to Back) . . . . . 72  
Another wild affair, but one the taste of which may be questioned. (Hollis, BMI)
- THE FIVE KEYS**  
**Let There Be You** . . . . . 84  
CAPITOL 360—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 deejay fave and also be in demand on the retail level. (Duchess, BMI)

#### Tiger Lily . . . . . 78

The Keys swing on a rhythm item that was around a while back (Rusty Draper and others cut it). Beat is pounded home effectively, with other pretty touches in the background by electric guitar. Good, solid performance. (Hill & Range, BMI)

#### CONNIE FRANCIS

**No Other One** . . . . . 82  
M-G-M 12440 — The teen-aged thrush has her best platter to date in this sweetly appealing rock and roll styled ballad. She registers strongly with a new vocal style, suggesting a blend of  
(Continued on page 57)

**ANOTHER**  
*Million Seller!*  
**FABULOUS**  
**Fats Domino**



**“I’M IN THE MOOD  
FOR LOVE”**

and

**“I’M WALKIN’ ”**

#5428



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**SILVER STAR SINGLES**

All Time Best Sellers

65503 • TERESA BREWER



TILL I WALTZ AGAIN WITH YOU  
—  
RICOCHET

65501 • DON CORNELL



IT ISN'T FAIR  
—  
I'M YOURS

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

65505 • JOHNNY LONG  
HAPPY BIRTHDAY & SHANTY TOWN

65500 • LES BROWN  
I'VE GOT MY LOVE TO KEEP ME WARM  
—  
NEW MEXICAN HAT DANCE

65516 • JON & SANDRA STEELE  
MY HAPPINESS & REMB'R'ING

65518 • LES BROWN and HERB JEFFRIES  
FLAMINGO & MIDNIGHT SUN

65521 • KAREN CHANDLER  
HOLD ME, THRILL ME, KISS ME  
—  
I'D LOVE TO FALL ASLEEP



**VOX JOX**

By JUNE BUNDY

GAB BAG: Andy Lane, KRIZ, Phoenix, Ariz., writes: "I wish the record companies would apply readable labels to their LP's. When a fella is in a hurry he sometimes has to omit certain albums from his show because he hasn't time to squint at small print in dark colors. Many a time a fella has played the wrong cut on the air and it often is embarrassing. Maybe they could send us magnifying glasses or something eh?" . . . Along the same lines, Bob Reiter, WRUF, Gainesville, Fla., notes: "On most promotion records, including some LP's, the timing of each selection in the album is given—but not often enough. Why don't the recording 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, Topeka, Kan., doubles between a nightly two-and-a-half-hour show, and his homework as a local high school senior. . . Staffer at KGKL, San Angelo, Tex. (no name signed to note), re-reports on new morning show, featuring LP selections, incidentally they need album wax whereby jockey gives label name of each album and recommends its purchase at a local record store, the Rogers Company. . . David Dreis, WPGC, Washington, says the station has had "a fabulous response" to its new "pop music only" programming policy. "Chopping the hillbilly music antagonized a great many," Dreis admits, "but the lines are so thin now all the big country tunes will probably make the charts anyway."

GIMMIX: Jerry Chapman, WIRE, Indianapolis, 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's—only five callers—out of 52—failed to identify him. . . Jim Whiting, whose cartoons have appeared in top consumer magazines, is a record spinner at WFLR, Dundee, N. Y. Six of his cartoons, selected by Jack Benny as his favorites, appeared in the February 10 issue of Parade magazine.

CHANGE OF THEME: Ernie Gotthilf (air name Ernie Forrester), KALV, Alva, Okla., has started a new two-hour afternoon show, which is beamed "strictly to teen-agers and features a club with official membership cards for "The Record Roomers." . . . Larry Eunice has left KLFY,

**YESTERYEAR'S TOPS—**  
The nation's top tunes on records as reported in The Billboard

- MARCH 1, 1947
1. Open the Door, Richard
  2. (I Love You) For Sentimental Reasons
  3. Managua, Nicaragua
  4. Anniversary Song
  5. The Old Lamplighter
  6. Guilty
  7. A Gal in Calico
  8. Zip-A-Dee Doo-Dah
  9. Oh, But I Do
  10. I'll Close My Eyes
- MARCH 2, 1952
1. Cry
  2. Tell Me Why
  3. Any Time
  4. Slow Poke
  5. Little White Cloud That Cried
  6. Wheel of Fortune
  7. Please, Mr. Sun
  8. Tiger Rag
  9. Bermuda
  10. Blue Tango

Lafayette, La., to join Uncle Sam. . . Ken Collins, KXYZ, Houston, also reports to Uncle Sam this month. He will serve a six months' tour of duty, then return to his all night seg over KXYZ. Meanwhile, he has transcribed 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 Stern 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 disks, with spot news coverage provided by Stan Burns. . . Sammy Jay, WCLA, Petersburg, Va., has a jazz seg and needs jazz wax. . . New deejay daddy is Wally Thornton, KHFS, Vancouver, Wash.—a son, Todd E. . . Another new jockey father is Bill Perkins, WCIN, Cincinnati, whose daughter, Rosalyn Germaine, was born January 26. . . Herb Fontaine, WJDA, Quincy, Mass., and his frau Barbara paid a vacation visit to Manhattan last month.

Paul Drew, WHIS, Port Huron, Mich., is now spinning 'em daily from 3 to 6 p.m. and from 9 to 11 p.m., plus Sundays from 1 to 6 p.m. . . However, another WHIS jock, Lou Chappell, reports that he handles the nightly 7 p.m. to 1 a.m. seg over the same station, so somebody must have their time schedules mixed up. . . John Morris, KSAL, Salina, Kan., is devoting a 55-minute seg of his daily two-hour afternoon show, "Teen Time," to interviewing teen-ager 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 WOSC, Oswego, N. Y., has joined WMBO, Auburn, N. Y., as morning man with a four and a half hour show, tagged "Almanac." . . Alan "King Ko-Ko Nutz" Saunders, WVNJ, New York, has extended his new nightly "Calypso Carnival" show to a full hour, after only three weeks on the air.

**Soria Intros Opera Tome**

NEW YORK — "Festival of Opera," a 700-page book containing the stories of 129 operas, has been published by Hanover House. Dario Soria, president of Angel Records, wrote the introduction for the tome, which was authored by Henry W. Simon. The material, in the main, is that originally written for Soria's use on his weekly radio program of the same title, which ran for five years over WOR.

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**Reviews of New Pop Records**

Continued from page 54

Gale Storm and Joni James, Should get jockey attention. (Meridian, BMI)  
**I Leaned on a Man**... 68  
Okay thrashing stint on a dramatic blues-type theme, but flip is better side. (Witmark, ASCAP)

**DEAN MARTIN**  
**The Man Who Plays the Mandolin**... 81  
CAPITOL 3648—From the pic "Ten Thousand Bedrooms" comes a tune with Neapolitan flavoring, with appropriate Italianate backing. Martin is a master in this genre and styles the tune with an expressive light touch. It's easy to take to this. (Raphael, ASCAP)  
**Captured**... 77  
The guy has been caught in the web of love. The ballad is set to strong rhumba beat. Martin turns in a capable job, yet the over-all impression is not too impressive. (Bourne, ASCAP)

**JO STAFFORD**  
**King of Paris**... 81  
COLUMBIA 40832—Sweet piping by moody theme. Promotional tie-up with book of same title may give this side a spin-advantage over the flip. (Walton, ASCAP)  
**Wind in the Willow**... 80  
Impressive backing surrounds the thrush, who contributes her usual quality vocal on a lovely ballad. Could be a sleeper. (Broadcast, BMI)

**MITCHELL TOROK**  
**Pledge of Love**... 81  
DECCA 30230 — There's a pop, actually Latin quality to this unusual item offered by the country warbler. It's unusual and may get some atten-

tion. Has a "Young Love" flavor. (Lin, BMI)  
**What's Behind That Strange Door**... 67  
Country crooner and group came perilously close to "Green Door" with this one, hence the dual publisher listing. Has a good pro feeling, but goes by without saying anything. (Trinity-Copar, BMI)

**CAROL JARVIS**  
**My Heart Has a Mind of Its Own**... 80  
BALLY 1029 — Clear-voiced, rich reading of a pleasing ballad with a rock and roll beat. Powerful teenage appeal here. (Falstaff, BMI)  
**Lover Boy**... 78  
Pert piping by vivacious Miss Jarvis on a commercial rhythm tune with a strong rock and roll flavor. (Falstaff, BMI)

**SID BASS ORK**  
**Song of Gervaise**... 79  
VIK 0258—From the French film, "Gervaise," comes the pretty melody. It makes a very tasteful instrumental as done by Sid Bass. Singing violins, and discreet use of a chorus are effective. Excellent for jocks. (Rayven, BMI)  
**The Street Musician**... 72  
Instrumental with chorus. An Italian melody, done with a Continental touch and a very danceable rhythm. For jocks. (Southern, ASCAP)

**EDDIE BLUE**  
**In a Million Different Ways**... 78  
DECCA 30235—Altho the rock and roll is modified in the ballad's arrangement, Blue has the beat in his voice, which also has a warm tenorish quality. This is a side to watch. (Amber, ASCAP)  
**I Love You More**... 72  
A similarly styled ballad chant, with similar potential. The singer has a precise type of diction that gives him distinction.

**DAVID SEVILLE**  
**The Gift**... 77  
LIBERTY 55055—A haunting Ross Bagdasarian tune is wrapped up in a sock instrumental arrangement by Seville. He pulled considerable jockey play with his version of "Armand's Theme," and this platter should also reap spins. (Bourne, ASCAP)  
**The Donkey and the Schoolboy**... 75  
A happy novelty waxing (also by Bagdasarian) spotlighting high-spirited pacing and amusing sound effects. Another good jockey side. (Bourne, ASCAP)

**AL CAIOLA**  
**Matador Matador**... 76  
REGENT 7505—Caiola's first singles entry since "Flamenco Love" is a similarly moody opus featuring the guitar, drum and accordion. A most pleasant side that will certainly intrigue jocks. (Crossroads, BMI)  
**Bluebird Serenade**... 70  
Erstwhile maestro Dick Kuhn returns to wax as clefper and whistler with Caiola on this side. Nice side, but the strength is in the flip. (Broadway, ASCAP)

**THE ESCORTS**  
**Tore Up Over You**... 75  
VICTOR 6834 — Group, formerly known as the Country Gentlemen, handles this rock and roller in a near-gospel style. Bright, contagious side that jocks will like. Can do a little business. (Armo, BMI)  
**Bad Boy**... 74  
Group covers the successful Savoy cutting of the old Lil Armstrong tune competently. The original has been out several months and already racked a hefty sale, but the coupling here could make the disk attractive to teen buyers. (Leeds, ASCAP)

**THE KING SISTERS**  
**I'm Not Free**... 75  
CAPITOL 3647—A tune of modified rock and roll inspiration with a brisk gait and a vocal with above-average charm. Pleasant listening here. (Roosevelt, BMI)  
**Sentimental**... 73  
The song's title sets the mood: this is a quiet, closely harmonized lilt with great melodic appeal. Easy on the ears. Has good possibilities on late evening segs. (Gale & Gayles, BMI)

**EDDIE (PIANO) MILLER**  
**Sit Right Down and Call Me Up**... 75  
DE LUXE 6113—Here's a dusty bar-room ragtime job with plenty of old-time piano sounds. Chorus sings a very singable melody that's ideal for the group or party. A natural juke! (Men-Lo, BMI)  
**Rag Beat**... 72  
An instrumental piano side on the ragtime kick. Another solid box entry, but flip has a bit of an edge. (Nuco, ASCAP)

**JANIS MARTIN**  
**Two Long Years**... 75  
VICTOR 6832 — Appealing country rhythm styling of an attractive bright blues ditty. It's less frantic than some of the young 'un's previous

tries, and its charm registers. Could do some business. (Barton, BMI)  
**Love Me to Pieces**... 70  
In this Melvin Endsley tune the young thrush impresses less than she did in her previous outings. (Acuff-Rose, BMI)

**PATTI JEROME**  
**My Doggie Wag His Tail**... 75  
RAMA 219—Calypto with a novelty lyric. About a bow wow. The idea is reminiscent of La Page's smash of several years ago. Makes a nice novelty. (Kahl, BMI)  
**Just As I Am**... 63  
This side is a ballad. Gets an adequate performance. (Kahl, BMI)

**SHIRLEY BASSEY**  
**If I Had a Needle and Thread**... 72  
COLUMBIA 40848—A swingy side with a cute lyric—a bit on the material side; but catchy enough to stay with the listener. Shirley Bassey's vocal is distinctive. A new artist who merits spins. (E. B. Marks, BMI)  
**Tonight My Heart She Is Crying**... 72  
The thrush sings a charming calypso on this side. Slower in tempo than most and chanted from the heart. (Kahl, BMI)

**BOB THOMPSON ORK**  
**Bridge of Sighs**... 72  
ZEPHYR 015—Here's a good off-beat deejay disk. This side features sub-vocal "sigh" effects by the Jud Conlon Singers on a poignant ballad. (Artists, ASCAP)  
**The Scene of the Crime**... 72  
An engaging little rhythm ditty with cute lyrics, enthusiastic warbling by the Jud Conlon Singers and a gay tango tempo. Fine jockey wax. (Daywin, BMI)

**LUCY ROBERTS**  
**Ten Little Trees**... 71  
VIK 0259 — In the category of "material." Like the flip, Miss Roberts' vocal gets more than ordinarily strong instrumental support. (Rayven, BMI)  
**Bitter Sweet Lies**... 69  
A cute piece of material. Lucy Roberts' vocal is fetching, and she gets real smart backing by Neal Hefti's arrangement. For jocks looking for something different. (Sheldon, BMI)

**THE PILGRIMS**  
**Careless Love**... 70  
BATON 235—The famous folk blues song dressed in very attractive arrangement. Discerning deejays will find this a creative piece of a.&r. work, with attractive harmonies and background effects.  
**Walkin' Down the Track**... 69  
A stirring item, somewhat folkish in quality. Lead singer is solid, and is showcased by a train-type rhythm which is just what the song should have. For jocks. (Dare, BMI)

**NIGEL CRAWFORD ORK**  
**War Dance**... 70  
VICTOR 6811 — Here's a strange hybrid. Sounds like a bit of calypso, Africa and Noel Coward. Jocks looking for something different may get a kick out of this.  
**Zulu Lullaby**... 65  
Another wierdy, with a more civilized touch of "Skokiaan."

**BAKER KNIGHT**  
**Reelin' and Rockin'**... 70  
DECCA 32013—A boisterous, reelin' and rockin' side. Not very distinctive, but it has the teen beat, and Knight turns in an energetic performance. (Quintet-House of Fortune, BMI)  
**When the Word Gets Around**... 60  
A weepy side with rather doubtful appeal. Flip would be the side, if any. (Bubis Assoc., BMI)

**RUSH ADAMS**  
**Dancing in the Streets**... 67  
ZEPHYR 014—Adams has a distinct touch of the late Buddy Clark in his delivery. Another in the trend to banjo backed sides in current vogue. Pretty enough wax. (Robbins, ASCAP)  
**Kisses**... 63  
A rhythmic melody that sticks. Adams gives it an easygoing swing that's pleasant to hear. (Audubon, ASCAP)

**BILL LEE**  
**I Don't Have a Heart**... 64  
BLUE CHIP 0006-1 — A pretty melody, with a touch of country in it. Bill Lee sings it simply, against a simple background, to nice effect.  
**Blue Reflections**... 56  
A slow tempo ballad, just fair as material; and in performance not as good as the flip.

**DICK OLSON**  
**I Hope You Won't Hold It Against Me**... 63  
MARK 103—Singer warbles tuneful ballad with considerable quality and nice backing from ork and chorus. Over-all smacks of professional understanding, but sales prophesy is no more than moderate. (Dorsey, ASCAP)  
**I Want a Gal Who Can Dance Me a Cha Cha**... 60  
As title indicates, tune is on the cha cha beam. A nice danceable beat, well produced, with backing giving it good body. Singer, however, registers better on ballad projection. (Dorsey, ASCAP)

(Continued on page 58)

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# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Al Rogers, still presenting his hour-long show, "Panhandle Barn Dance," over KGNC-TV, Amarillo, Tex., recently launched his own music publishing firm there known as Arsak Music. The new firm started off with "Dangerous Crossing" and "Blue Yesterday." Rogers also operates the Panhandle Barn Dance nitery in Amarillo. . . . Canada's Alberta Slim has purchased an auto court just outside of New Westminster, B. C. Slim's latest on the Sparton label are "Leave Me Alone and Let Me Be" b.w. "Brother, You're Not Dead" and "The Laughing Horse" b.w. "Hold What You Got, Boys (And Don't Let Her Go)."

On his appearance at Southside Armory, Milwaukee, February 17, Pee Wee King was awarded a plaque by Harold Reitz, local RCA Victor distributor, in celebration of his 10th anniversary on the Victor label. King's current release is "Sugar Beet" b.w. "Alone in a Crowd." . . . Wade Ray resumes his entertainment duties at Cowtown, Van Nuys, Calif., Wednesday (27), after a two-week fishing trip to Mexico with his wife, Grace. Wade's new release on the RCA Victor label is the old Irving Berlin tune, "When I Lost You," which was originally published in 1912. Deejays may obtain a copy by writing to Del Roy, Wade's manager, at 1823 N. Garfield Place, Hollywood.

Andy Jackson and the Tuxedoed Texans have concluded an extended engagement at the Para-

mount Lounge, Cicero, Ill., and are now touring under the direction of Mutual Entertainment Corporation, Chicago. . . . Roy West, after five years absence from the mike, has teamed with Bashful Harmonica Joe (Joseph Troyan) to present a live show each weekday morning at 6 over WJW, Cleveland. They are also heard each Saturday for a half hour beginning at 12 noon. . . . The Louvin Brothers, Johnny Cash, Smiley and Kitty Wilson and George McCormick are set for Kansas City, Mo., March 24.

Stuart Hamblin has just kicked off a new hour-long, Saturday night TV show, billed as "This Ole House," on Channel 5, Los Angeles. Other regulars on the show, which has a situation touch, are Joanie Hall and Buck Sureshot. A guestar is featured weekly. . . . Paul Howard, formerly for several years on "Grand Ole Opry" with his Arkansas Cotton Pickers, has just completed a two-week tour thru Southern Louisiana and Texas with Bob Wills and His Texas Playboys. He is set to accompany the Wills group on an Eastern jaunt soon. Howard and His Cotton Pickers, with Nita Lynn as vocalist, make their home base Shreveport, La.

Bill Longley, operator of Round-Up Hall, Stamford, Tex., and formerly associated with the Miller Brothers' Band, has taken over the personal management of Jimmy Heap and the Melody Masters, currently touring the Lone Star State. . . . Tommy Bell and George Peck have opened a booking office

in Corpus Christi, Tex., under the title of Texas Talent. They have taken the personal management on Tony Wayne, heard on the Westport label, and have on their books Butch and Ken Bright, Alvis Wayne, Phyllis Gaither, Bill Mathis and Charley Davis.

Abbie Neal and Her Ranch Girls, heard Monday thru Friday, 7-10 a.m., over WAMO, Pittsburgh, have a new Admiral release in "If Again" b.w. "Until I Dream." The "Dream" tune was written by June Mayes, and "If Again" was penned by Doug, of Rusty and Doug. Abbie and her gals still hold forth with a show and dance each Friday night at the Royal Ballroom, Wilkingsburg, Pa. Guestars are used regularly. They recently had Rusty and Doug for eight consecutive weeks. Other recent guests were Jim Reeves and Wilma Lee and Stoney Cooper.

Jeannie Taylor, well known in c.&w. circles as publicity weaver and manager, recently left Nashville to settle down permanently in Denver, where she's keeping her hand in by handling publicity and promotion on some of the country talent playing thereabouts. Miss Taylor until recently handled the personal management on Autry Inman. . . . The Country Partners, Bill Price and Bobby Simpson, are label hunting, having recently been dropped from the RCA Victor fold. . . . Morton Levand, who left Kansas and Missouri a year ago to settle in Phoenix, Ariz., to permit his wife to regain her health, has reactivated his Tex Records and Robbie Music Publishing Company. One of his tunes, "Tall Talk From Texas," has been recorded by Ralph Flanagan and is in the lat-

(Continued on page 62)

## Reviews of New Pop Records

Continued from page 57

- MARY CHAUDET**  
I Call Him Daddy . . . . . 62  
KEY 572—The gal has a creamy, baby-faced sound which comes thru attractively here. Tune has a slow, dreamy quality. Kicker is that "that older man is her dad." (Round, Table, ASCAP)  
Stop! . . . . . 58  
Miss Chaudet goes thru a lot of interpretations of the word "Stop" which makes for some mildly appealing listening. Gal has talent but stronger stuff to work with would help. (Jack Elliott, ASCAP)
- JULIE LANG**  
Woman Need De Man . . . . . 60  
DE LUXE 6111—Thrush delivers a rousing calypso with a strong, danceable rhumba beat. Good pace-change coupling for the flip. Deejay spin candidate. (Gib, BMI)  
Elvis . . . . . 56  
Rhythm beat obviously dedicated to Presley fan clubs. Singer chants a love paean to her idol which will put worshippers in an emotional tailspin and make non-such a little sick. Dealers and jocks should be guided accordingly. (Men-Lo, BMI)
- PHIL CELIA**  
Too Late! . . . . . 50  
TIN PAN ALLEY 181—Whatever other nice effects Celia creates here are spoiled by a nervous voicing of femmes in the background. Shows poor arranging. (Juke Box Alley, BMI)  
Off Beat Blues . . . . . 48  
Here's a mild effort to emulate the calypso style but the attempt misses the mark. Lyric content is very tired. (Juke Box Alley, BMI)

### Spiritual

- HEAVENLY KINGS**  
Lord Free My Soul . . . . . 76  
J.O.B. 1111—Better recording could be imagined, but the fervor of this group gets across handily on a vesperal chant that builds and builds following an effective tenor lead. Could rack local sales for the Chicago label. (Lawn, BMI)  
Anyway You Bless Me Lord . . . . . 75  
Down-to-earth spiritual shouting, with a pounding beat (sounds like a suitcase in this primitive recording sound). Gets some excitement churned up and could pay off locally. (Lawn, BMI)

- SWANEE RIVER BOYS**  
I'm Gonna Try . . . . . 71  
KING 5016—Satisfying reading of this spiritual. Style of the Swanee River Boys is quiet and dignified, with no extreme element. (Mar-Kay, BMI)  
I Am the Man . . . . . 71  
Another strong spiritual reading. Group impresses with its discipline and precision. (Mar-Kay, BMI)
- Polka**
- WALTER SOLEK ORK**  
Yes, Yes, Yes, Polka . . . . . 85  
DANA 2116—More bright sounds here with the vocal in this case, backed by the shouted "huzzahs" of the band, adding some lustre. A happy side, great for box duty.  
40-20-35 Polka . . . . . 80  
A Bright, upbeat polka job which could just as easily do without the vocal. Band has a good sound.

- GENE WISNIEWSKI**  
Friendly Tavern Polka . . . . . 85  
DANA 3243—Here's the friendly and familiar "There Is a Tavern in the Town" bit gaily handled by the crew. Good, loud, danceable stuff for the box trade.  
Broadway Rhelndlander . . . . . 78  
Here's a jambo job done up in fancy and charming style by the Wisniewski group. Nice change of pace from the faster moving flip. A fine juke coupling.

- (WHOOPEE) JOHN WILFAHRT**  
Pinky's Polka . . . . . 80  
DECCA 30215—One of the high priests of the polka art has another terparable job here, with accord on in the lead, backed with the shouts of the lads in the band. Good juke wax.  
Clariechen Laendler . . . . . 73  
Here's a sample of the slower laendler rhythm with the band in bright form again. More okay box material.

### Latin American

- JULIO GUTIERREZ AND HIS NATIONAL TV ORK**  
Rock Around the Clock . . . . . 80  
PANRAT 21302—A odd instrumental version of the old best selling Bill Haley rock and roller done up in an interesting cha cha tempo. Provocative wax for both Latin-American fans and pop jocks.

The Loving Cha Cha Cha . . . . . 76  
An attractive cha cha theme is accorded an infectious danceable treatment with a deft beat.

**CHICO O'FARRILL'S ALL STAR CUBAN BAND**  
Rock and Roll and Cha Cha Cha . . . . . 79  
PANRAT 21318—Rock and roll is strong right now in Cuba, and this frenetic blend of the rhythm with cha cha is just what the dancers ordered. Excellent swingy wax by one-time arranger for Kenton and Goodman.  
Chico's Cha Cha Cha . . . . . 77  
Exuberant, hip-swinging version of an appealing cha cha theme.

**LUIS ARCARAZ ORK**  
Calypso Espanol . . . . . 73  
VICTOR 6833—Rimsky-Korsakov's "Capriccio Espagnol" has attracted many Latin pop clefters. Here it becomes a provocative, spinworthy band tour de force, also a good cha cha bolero for terpers. The "Calypso" tag is a remote choice.  
If I Could Tell You . . . . . 67  
Crew is on a bright, cool Les Brown type kick on this standard item. Good for a guessing game, and most guessers will probably say "Ted Heath." A Mexican import. (Schirmer, ASCAP)

**EL BOY**  
Jack, Jack, Jack . . . . . 73  
RAMA 220—Lively warbling by El Boy and the Ralph Sayho Calypso Singers on the infectious oldie. More play potential for both sides, tho, in pop market. (Barton, ASCAP)  
Tonight My Heart She Is Crying . . . . . 66  
Sincere reading of moving ballad in leisurely paced calypso tempo. (Kahl, BMI)

## Other Records Released This Week

- Popular**  
Run Joe: Time Marches On—Louis Jordan, Decca 30223
- Jazz**  
Ory's Creole Trombone; Society Blues—Kid Ory's Sunshine Ork, Hip 290

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"Ain't Got No Home"

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ANDY WILLIAMS

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ROGER WILLIAMS  
"ALMOST PARADISE"  
KAPP 175

**KAPP**

**Reviews of New C&W Records**

**JUSTIN TUBB**  
I'm a Big Boy Now ..... 78  
DECCA 30229—As usual, Tubb the Younger lands himself a piece of excellent material. Performance bears out the title, and this should get plenty of spins. Sales should hit his usual norm. (Tubb, BMI)  
The Life I Have to Live ..... 68  
He's not nearly as effective in this weeper. (Golden West, BMI)

**MAC WISEMAN**  
Step It Up and Go ..... 77  
DOT 15544—Country blues, Wiseman knocks this off with true rockabilly flavor. There is a chorus behind him to give production. (Gallatin, BMI)  
Sundown ..... 77  
Unusual material—pretty country song with an engaging Latin beat in the backing. Wiseman chants it excellently. (Acuff-Rose, BMI)

**BILLY WALKER**  
Especially for Fools ..... 76  
COLUMBIA 40846—Walker has a most salable sound and the tune is a slow, weepy job that has strong appeal. Very satisfying blues quality. This one can pull spins. (Cedarwood, BMI)  
If You're Happy  
Plenty of salable heartaches here as the guy practically resorts to self-destruction. Traditional theme matter here, and flip appears to have a bit more interest. (By-Nash, BMI)

**WERLY FAIRBURN**  
My Heart's On Fire ..... 75  
SAVOY 1509—An agreeable blues with payoff chanting by Fairburn. Singer has a strong sound that can hit big one day. This can help push him up. (Crossroads, BMI)  
Speak to Me Baby ..... 72  
Fairburn gives a commercial rockabilly reading here. Side has potential but singer would sound even better with material of substance. (Crossroads, BMI)

**MCCORMICK BROTHERS**  
Make Your Last  
Kiss the Sweetest ..... 73  
HICKORY 1060—This weeper has a real retentive melody and a swiny beat. Solid strings and fiddles and the Brothers' chanting make it a solid one of the traditional type. (Acuff-Rose, BMI)  
Darling, Why Can't You Be True ..... 72  
A weeper, but not of the usual type. This one has the old back country flavor, both in the chanting and the strings. Nice for jocks. (Acuff-Rose, BMI)

**BILLY BARNETT**  
One Day Nearer Home ..... 70  
TEX 105—There's a spiritual note in this sincere Western chant, and it should appeal to less youthful listeners. An Arizona label, this will need heavy spin support to score elsewhere. (Robbie, BMI)  
Tired of Your Honky Tonk Love ..... 64  
The warbler is less convincing on a rockabilly kick. (Robbie, BMI)

**YORK BROTHERS**  
Blue River ..... 68  
KING 5019—A sad, sad tone of the lost love. Has a fine echoey, far-away sound. Some jocks may use this. (Lois, BMI)  
Words Without Feeling ..... 64  
A less-than-powerful country weeper. Lots of competition on this type of tune, tho the brothers do their best with what's at hand. (Lois, BMI)

**JACK MORRIS**  
Four Wheel Bungalow ..... 67  
SAGE 232—Here's a zippy country ditty. Morris tells of romantic adventures along the highway and there is a bit of fancy guitar pickin' in the background. (Gale, SESAC)  
Glad I'm Lookin' Back on You ..... 60  
Here's a blast at somebody who cropped up at the wrong time. It's a rhythm side but flip has a better story to tell, and should rate whatever action may come. (Gale, SESAC)

**CLAUDE KING**  
Run, Baby, Run ..... 65  
DEE JAY 1247—Exuberant vocal performance on a briskly paced rhythm-blues with a good beat. (Mistletoe, BMI)  
Not Sure of You ..... 62  
Plaintive reading by King of an effective weeper. However, not strong

enough to do much without extensive distribution set-up. (Mistletoe, BMI)

**CURLEY LANGLEY**  
She Wasn't Always Your Girl ..... 65  
ARCADIA 111—A weeper with a strong idea in the lyric. Langley chants it with commendable passion. Worth spins, for it will draw some tears. (Arcadia, BMI)  
Why Did You  
Have to Pick on Me? ..... 60  
A weeper. Material is routine to fair, and vocal performance is adequate. Backing lags. (Arcadia, BMI)

**AL PARSONS**  
Why Can't You Be True? ..... 64  
SARG 147—Fair, but not distinctive side. Territorial sales possible where the artist is known. (Acuff-Rose, BMI)  
Darling I St. Dream of You ..... 62  
Western honky tonk flavor pervades this performance. Not much distinction in warbling or material, tho some hometown action is possible in Texas. (Acuff-Rose, BMI)

**BILL WRIGHT**  
Master or Servant ..... 63  
SPADE 1933—This is about a "crazy, mixed-up love." Wright sings of the confused relationship in more of those weepy tones. Okay reading. (Hess & Jones, BMI)  
Stumblin' Around ..... 61  
A real back country sound here with Wright wailing out the miseries of his fate. Singer has an authentic twang. (Hess & Jones, BMI)

**JERRY IRBY**  
I'd Give Anything in This World ..... 58  
DAFFAN 111—A moderately-paced ballad with traditional pleader qualities. Voice has a disturbing tendency to slide all around the scale. A disconcerting side. (Hill & Range, BMI)  
That's Too Bad ..... 56  
This is a feeble lesson to the effect that what you want is not necessarily what you get in this life. Highly ineffective side. (Hill & Range, BMI)

**RAY CAMPI**  
Caterpillar ..... 55  
TNT 145—Singer takes off on an r.&r. launt for moderate results. Nothing here either of originality or delivery to give it much steam. (TNT, BMI)  
Play It Cool ..... 55  
Similar beat with production about same quality as flip. Sales chances look slim. (TNT, BMI)

**Music City**  
Continued from page 19

sion, high-fidelity phonograph equipment, sheet music, instruments and complete service departments. Mail order and executive offices will continue at the present Music City site at Hollywood and Vine. New Lakewood store is in the heart of an enormous shopping center and is expected to open on June 15. Wallichs just returned from a trip to Chicago, where he and associates mulled possible locations. Additional stores are to be opened in West Covina and Canoga Park in Southern California, Chicago and New York.

**Number of Releases This Week**

Label	Pop	R&B	C&W
ARCADIA	1	1	1
BALLY	1	1	1
BATON	1	2	1
BLUE CHIP	1	1	1
COLUMBIA	2	1	1
CUE	1	1	1
DAFFAN	1	1	1
DECCA	5	1	1
DEE JAY	1	1	1
DE LUXE	2	1	1
DOT	1	1	1
HERALD	1	1	1
HICKORY	1	1	1
IMPERIAL	1	1	1
J. O. B.	1	1	1
KADY	1	1	1
KEY	1	1	1
KING	1	3	1
LIBERTY	2	1	1
MARK	1	1	1
MERCURY	1	3	1
M-G-M	1	1	1
RAMA	1	1	1
REGENT	1	1	1
SARG	1	1	1
SAGE	1	1	1
SPADE	1	1	1
SAVOY	1	1	1
TIN PAN ALLEY	1	1	1
TNT	1	1	1
VICTOR	4	1	1
VIK	2	1	1
ZEPHYR	2	1	1
TOTAL	30	13	12

**This Weeks C&W Best Buys**

**DON'T LAUGH** (Acuff-Rose, BMI)—Louvin Brothers—Capitol 3630—The major country markets have been doing solid business with this record, and tho it has now been out over a month, it is still coming forward. The Nashville, Birmingham, Richmond, Atlanta and Dallas areas have all come thru with good to strong sales reports. Flip is "New Partner Waltz" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

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

**WEBB PIERCE AND KITTY WELLS**  
Can You Find It in Your Heart (Cedarwood, BMI)  
Oh, So Many Years (Acuff-Rose, BMI)—Decca 30183—Two of the top country performers, both with many hits behind them, team up on this double-dynamite coupling. The stars are at their best on the pair of emotional bleeders. Two top artists paired up doesn't always guarantee success, but both of these sides measure up solidly. They can move.

**WEBB PIERCE**  
Honky Tonk Song (BMI)  
Some Day (Cedarwood, BMI)—Decca 30255—Here are two contrasting but equally dangerous sides. On "Some Day," Pierce works for the first time with a choral backing which provides some poppyish qualities. "Honky Tonk" is a rockabilly and it really goes!

**C&W Territorial Best Sellers**

For survey week ending February 20  
City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

- Birmingham**
- Walkin' After Midnight, P. Cline, Dec.
  - Young Love, S. James, Cap.
  - Gone, F. Huskey, Cap.
  - Singing the Blues, M. Robbins, Col.
  - Train of Love, J. Cash, Sun
  - I've Got a New Heartache, R. Price, Col.
  - Knee Deep in the Blues, M. Robbins, Col.
- Dallas-Fort Worth**
- I'm Tired, W. Pierce, Dec.
  - Young Love, S. James, Cap.
  - Am I Losing You? J. Reeves, Vic.
  - Train of Love, J. Cash, Sun
  - Too Much, E. Presley, Vic.
  - There You Go, J. Cash, Sun
  - Singing the Blues, M. Robbins, Col.
  - I Walk the Line, J. Cash, Sun
  - I've Got a New Heartache, R. Price, Col.
  - I'm Coming Home, J. Horton, Col.

- Knee Deep in the Blues, M. Robbins, Col.
  - There You Go, J. Cash, Sun
- Richmond, Va.**
- Young Love, S. James, Cap.
  - Knee Deep in the Blues, M. Robbins, Col.
  - Singing the Blues, M. Robbins, Col.
  - Rose and a Baby Ruth, G. Hamilton IV, Pmt.
  - Too Much, E. Presley, Vic.
  - There You Go, J. Cash, Sun
- St. Louis**
- Too Much, E. Presley, Vic.
  - There You Go, J. Cash, Sun
  - Gone, F. Huskey, Cap.
  - I'm Tired, W. Pierce, Dec.
  - Yearning, G. Jones-J. Hicks, Stdy.
  - Same Two Lips, M. Robbins, Col.

- Houston**
- I'm Coming Home, J. Horton, Col.
  - Too Much, E. Presley, Vic.
  - There You Go, J. Cash, Sun
  - Young Love, S. James, Cap.
  - Singing the Blues, M. Robbins, Col.
  - Love Me Tender, E. Presley, Vic.
  - I'm Tired, W. Pierce, Dec.

- Memphis**
- Your True Love, C. Perkins, Sun
  - Am I Losing You? J. Reeves, Vic.
  - Young Love, S. James, Cap.
  - Gone, F. Huskey, Cap.
  - Knee Deep in the Blues, M. Robbins, Col.
  - You Can't Hurt Me Anymore, C. Smith, Col.

- Nashville**
- Gone, F. Huskey, Cap.
  - Am I Losing You? J. Reeves, Vic.
  - Young Love, S. James, Cap.
  - I'm Tired, W. Pierce, Dec.

"STREETS OF LAREDO"  
Dick Curless  
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EVENT RECORDS  
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IT'S COUNTRY! IT'S GREAT!

**LOVING YOU**

Wilma Lee & Stoney Cooper  
HICKORY-1058

**Grooving Goal**  
(Continued on page 59)

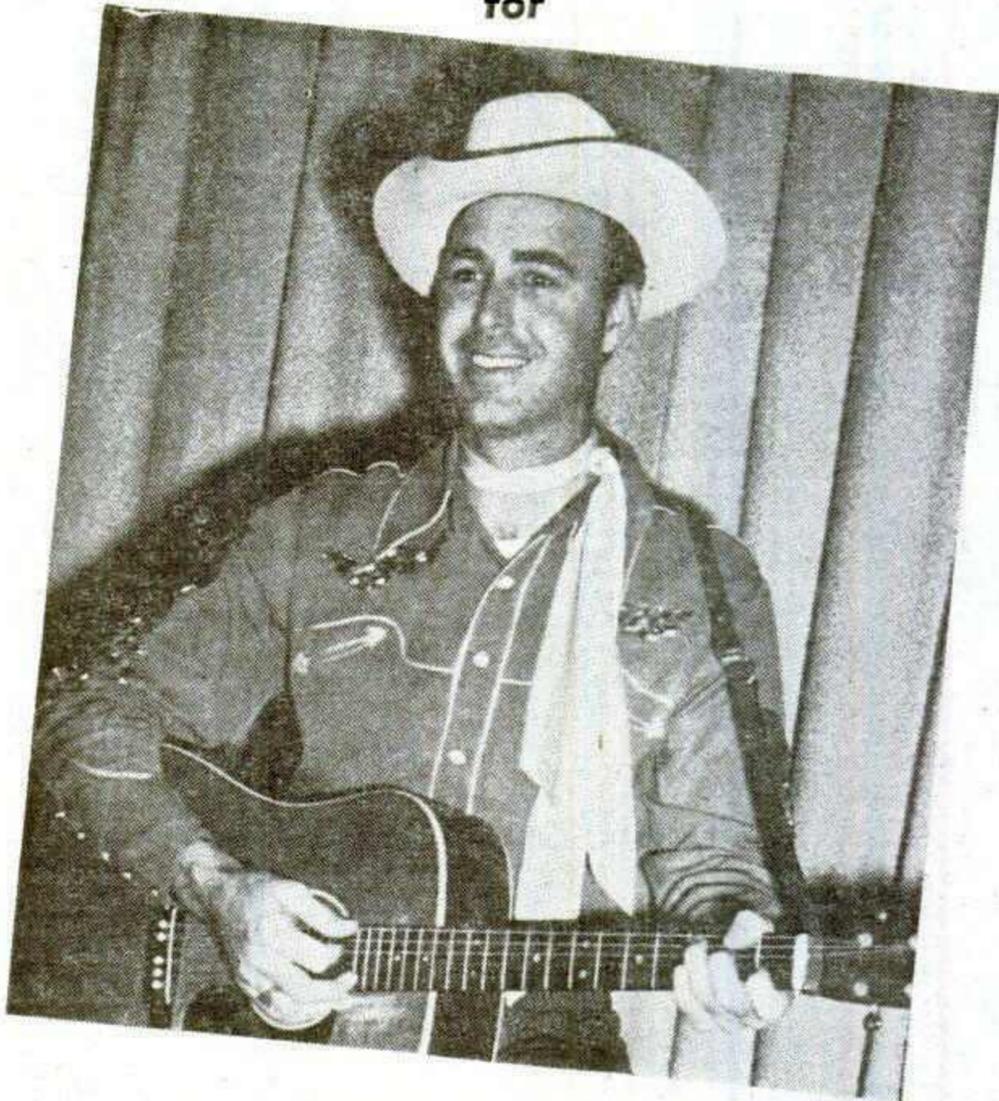
mond," was one of their best sellers. The biggest portion of their pop repertory will be on the "special and unusual" side. Their "Sound-proof" disk is an example. Another pop group is the "Adventure" series, in which "Latin-American Adventures" is a front-runner. On the classical side, an unusual March release will be "Hi-Fi in the Making." The record features Sir Adrian Boult conducting the Philharmonic Promenade Orchestra in Britten's "Young Person's Guide to the Orchestra" on one side. The flip side is a "documentary" of how the Britten piece was recorded with unrehearsed, off-the-cuff dialog between Sir Adrian and Westminster's Musical Director, Kurt List, taped during the actual recording session.

**SMASH HIT!**  
**SECOND-HAND LIPSTICK**  
b/w  
**LADY BARBER**  
A Sock Beat Instrumental

*Franz Schubert*  
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**THREE Big Ones in a Row**  
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**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, BMI)  
*I Got a Hole in My Pirogue* (Cedarwood, BMI)—Columbia 40813—The singer who had a big one in "I'm a One-Woman Man" not long ago, has material in "I'm Coming Home" that could give him his biggest record to date. He is cast in a pounding "down home" blues item here that gets in the blood after about eight bars. Horton's vocal against this twangy backing makes a terrific impression. "Pirogue" is a rockabilly type novelty of great appeal. It's hard to see how this can miss becoming a gold mine.

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

**This Weeks C&W Best Buys**

*I'M COMING HOME* (Golden West, BMI)—Johnny Horton—Columbia 40813—The market for "down home" country blues is terrific now, and this has been a big factor in pushing this record forward so quickly. Not only major Southern markets are doing good business with this, but Northern cities report that both pop and country customers are going for this in a big way. Flip is "I Got a Hole in My Pirogue" (Cedarwood, BMI). A previous Billboard "Spotlight" pick.

FROM THE BILLBOARD'S FEBRUARY 26, 1957, ISSUE:

**Most Played C&W by Jockeys**

This Week	Last Week	Weeks on Chart
11. I'M COMING HOME—J. Horton	—	1
Col 40813—BMI		

Personal Management: **TILLMAN FRANKS** c/o KWKH, Shreveport, La. Phone 86788

**C&W Best Sellers in Stores**

For survey week ending February 20

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

This Week	Last Week	Weeks on Chart
1. <b>YOUNG LOVE</b> (BMI)—S. James	1	10
<b>You're the Reason (I'm in Love)</b> (BMI)—Cap 3602		
2. <b>THERE YOU GO</b> (BMI)—J. Cash	2	11
<b>TRAIN OF LOVE</b> (BMI)—Sun 258		
3. <b>SINGING THE BLUES</b> (BMI)—M. Robbins	3	24
<b>I Can't Quit</b> (BMI)—Col 21545		
4. <b>I'M TIRED</b> (BMI)—W. Pierce	4	8
<b>It's My Way</b> (BMI)—Dec 30155		
5. <b>KNEE DEEP IN THE BLUES</b> (BMI)—M. Robbins	5	5
<b>SAME TWO LIPS</b> (BMI)—Col 40815		
6. <b>I'VE GOT A NEW HEARTACHE</b> (BMI)—R. Price	6	16
<b>WASTED WORDS</b> (BMI)—Col 21562		
7. <b>TOO MUCH</b> (BMI)—E. Presley	9	5
<b>Playing for Keeps</b> (BMI)—Vic 20-6800		
8. <b>CRAZY ARMS</b> (BMI)—R. Price	7	39
<b>You Done Me Wrong</b> (BMI)—Col 21510		
9. <b>I WALK THE LINE</b> (BMI)—J. Cash	8	39
<b>Get Rhythm</b> (BMI)—Sun 241		
10. <b>AM I LOSING YOU?</b> (BMI)—J. Reeves	10	5
<b>Waitin' for a Train</b> (BMI)—Vic 20-6749		
11. <b>GONE</b> (BMI)—F. Huskey	14	2
<b>Missing Persons</b> (BMI)—Cap 3628		
12. <b>WALKIN' AFTER MIDNIGHT</b> (BMI)—P. Cline	—	1
<b>Poor Man's Roses</b> (ASCAP)—Dec 30221		
13. <b>I MISS YOU ALREADY</b> (BMI)—F. Young	13	2
<b>I'm Gonna Live Some Before I Die</b> (BMI)—Cap 3611		
14. <b>SEARCHING</b> (BMI)—K. Wells	—	34
<b>I'd Rather Stay Home</b> (BMI)—Dec 29956		
15. <b>YOU CAN'T HURT ME ANYMORE</b> (BMI)—C. Smith	—	1
<b>That's the Way I Like You Best</b> (BMI)—Col 40823		

**Most Played C&W in Juke Boxes**

For survey week ending February 20

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. <b>THERE YOU GO</b> (BMI)—J. Cash	2	8
<b>TRAIN OF LOVE</b> (BMI)—Sun 258		
2. <b>YOUNG LOVE</b> (BMI)—S. James	1	7
<b>You're the Reason (I'm in Love)</b> (BMI)—Cap 3602		
3. <b>SINGING THE BLUES</b> (BMI)—M. Robbins	3	22
<b>I Can't Quit</b> (BMI)—Col 21545		
4. <b>CRAZY ARMS</b> (BMI)—R. Price	5	36
<b>You Done Me Wrong</b> (BMI)—Col 21510		
4. <b>AM I LOSING YOU?</b> (BMI)—J. Reeves	7	2
<b>WAITIN' FOR A TRAIN</b> (BMI)—Vic 20-6749		
6. <b>I'M TIRED</b> (BMI)—W. Pierce	6	5
<b>It's My Way</b> (BMI)—Dec 30155		
7. <b>I WALK THE LINE</b> —J. Cash	4	36
<b>Get Rhythm</b> (BMI)—Sun 241		
8. <b>TOO MUCH</b> (BMI)—E. Presley	8	4
<b>PLAYING FOR KEEPS</b> (BMI)—Vic 20-6800		
9. <b>I'VE GOT A NEW HEARTACHE</b> (BMI)—R. Price	9	15
<b>Wasted Words</b> (BMI)—Col 21562		
9. <b>KNEE DEEP IN THE BLUES</b> (BMI)—M. Robbins	—	1
<b>SAME TWO LIPS</b> (BMI)—Col 40815		

**Most Played C&W by Jockeys**

For survey week ending February 20

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets

This Week	Last Week	Weeks on Chart
1. <b>YOUNG LOVE</b> —S. James	1	11
Cap 3602—BMI		
2. <b>THERE YOU GO</b> —J. Cash	3	9
Sun 258—BMI		
3. <b>SINGING THE BLUES</b> —M. Robbins	2	24
Col 21545—BMI		
4. <b>I'M TIRED</b> —W. Pierce	4	9
Dec 30155—BMI		
5. <b>KNEE DEEP IN THE BLUES</b> —M. Robbins	7	5
Col 40815—BMI		
6. <b>AM I LOSING YOU?</b> —J. Reeves	5	7
Vic 20-6749—BMI		
7. <b>I'VE GOT A NEW HEARTACHE</b> —R. Price	6	17
Col 21562—BMI		
8. <b>TOO MUCH</b> —E. Presley	10	4
Vic 20-6800—BMI		
9. <b>STOLEN MOMENTS</b> —H. Snow	13	9
Vic 20-6715—BMI		
10. <b>YOU'RE THE REASON (I'M IN LOVE)</b> —S. James	9	4
Cap 3602—BMI		
11. <b>I'M COMING HOME</b> —J. Horton	11	2
Col 40813—BMI		
12. <b>GONE</b> —F. Huskey	—	1
Cap 3628—BMI		
13. <b>TRAIN OF LOVE</b> —J. Cash	8	8
Sun 258—BMI		
14. <b>CRAZY ARMS</b> —R. Price	12	41
Col 21510—BMI		
15. <b>SAME TWO LIPS</b> —M. Robbins	—	1
Col 40815—BMI		

### R&B Best Sellers in Stores

For survey week ending February 20

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

This Week	Last Week	Weeks on Chart
1. BLUE MONDAY (BMI)—F. Domino.....	1	9
What's the Reason (I'm Not Pleasing You?) (ASCAP)—Imperial 5417		
2. LOVE IS STRANGE (BMI)—Mickey & Sylvia.....	2	8
I'm Going Home (BMI)—Groove 0175		
3. JIM DANDY (BMI)—L. Baker.....	3	12
Tra La La (BMI)—Atlantic 1116		
4. SINCE I MET YOU, BABY (BMI)—I. J. Hunter.....	4	14
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
5. THOUSAND MILES AWAY (BMI)—Heartbeats.....	9	13
Oh, Baby Don't (BMI)—Rama 216		
6. WITHOUT LOVE (BMI)—C. McPhatter.....	6	7
I Make Believe (BMI)—Atlantic 1117		
7. BLUEBERRY HILL (ASCAP)—F. Domino.....	5	21
Honey Chile (BMI)—Imperial 5407		
8. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte...	8	2
Star-O (ASCAP)—Vic 20-6771		
9. BACON FAT (BMI)—A. Williams.....	10	4
Just Because of a Kiss (BMI)—Epic 9196		
10. TOO MUCH (BMI)—E. Presley.....	7	4
Playing for Keeps (BMI)—Vic 20-6800		
11. IT HURTS TO BE IN LOVE (BMI)—A. Laurie.....	—	1
Hand in Hand (ASCAP)—De Luxe 6107		
12. LUCKY LIPS (BMI)—R. Brown.....	—	1
My Heart Is Breaking Over You (BMI)—Atlantic 1125		
13. AIN'T THAT LOVE (BMI)—R. Charles.....	11	3
I Want to Know (BMI)—Atlantic 1124		
14. RAM-BUNK-SHUSH (BMI)—B. Doggett.....	—	1
Blue Largo (BMI)—King 5020		
15. GIRL CAN'T HELP IT (ASCAP)—Little Richard....	13	5
All Around the World (BMI)—Specialty 591		

### Most Played R&B in Juke Boxes

For survey week ending February 20

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

This Week	Last Week	Weeks on Chart
1. BLUE MONDAY (BMI)—F. Domino.....	1	10
What's the Reason (I'm Not Pleasing You?) (ASCAP)—Imperial 5417		
2. LOVE IS STRANGE (BMI)—Mickey & Sylvia.....	2	8
I'm Going Home (BMI)—Groove 0175		
3. JIM DANDY (BMI)—L. Baker.....	3	9
Tra La La (BMI)—Atlantic 1116		
4. YOUNG LOVE (BMI)—S. James.....	6	2
You're the Reason (I'm in Love) (BMI)—Cap 3602		
5. SINCE I MET YOU, BABY (BMI)—I. J. Hunter....	4	13
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
6. BLUEBERRY HILL (ASCAP)—F. Domino.....	5	21
Honey Chile (BMI)—Imperial 5407		
7. ON MY WORD OF HONOR (BMI)—Platters.....	10	6
ONE IN A MILLION (BMI)—Mercury 71011		
7. BAD BOY (ASCAP)—Jive Bombers.....	—	1
When Your Hair Has Turned to Silver (ASCAP)—Savoy 1508		
9. AIN'T THAT LOVE? (BMI)—R. Charles.....	—	1
I Want to Know (BMI)—Atlantic 1124		
10. TOO MUCH (BMI)—E. Presley.....	—	2
Playing for Keeps (BMI)—Vic 20-6800		
10. DON'T FORBID ME (BMI)—P. Boone.....	—	1
Anastasia (ASCAP)—Dot 15521		

### Most Played R&B by Jockeys

For survey week ending February 20

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. BLUE MONDAY—F. Domino.....	1	9
Imperial 5417—BMI		
2. LOVE IS STRANGE—Mickey & Sylvia.....	2	8
Groove 0175—BMI		
3. JIM DANDY—L. Baker.....	5	10
Atlantic 1116—BMI		
4. SINCE I MET YOU, BABY—I. J. Hunter.....	7	14
Atlantic 1111—BMI		
5. TOO MUCH—E. Presley.....	3	5
Vic 20-6800—BMI		
6. WITHOUT LOVE—C. McPhatter.....	4	6
Atlantic 1117—BMI		
7. LUCKY LIPS—R. Brown.....	—	1
Atlantic 1125—BMI		
8. BLUEBERRY HILL—F. Domino.....	—	20
Imperial 5407—ASCAP		
9. YOU GOT ME DIZZY—J. Reed.....	10	6
Vee Jay 226—BMI		
10. THOUSAND MILES AWAY—Heartbeats.....	6	8
Rama 216—BMI		
11. AIN'T GOT NO HOME—C. Henry.....	10	11
Argo 5259—BMI		
12. GIRL CAN'T HELP IT—Little Richard.....	15	8
Specialty 591—ASCAP		
13. TRICKY—G. Jinkins.....	—	2
Flash 115—BMI		
14. YOUNG LOVE—T. Hunter.....	8	4
Dot 15533—BMI		
14. WHEN I SAW YOU—Shirley & Lee.....	—	1
Aladdin 3362—BMI		

### This Weeks R&B Best Buys

**I'M WALKIN'** (Reeve, BMI)—Fats Domino—Imperial 5428—Domino's latest, as might be expected, is "bustin' out all over." Pop and r.&b. retail and one-stop sources were unanimous in reporting very strong first week sales. At its present rate, it is bound to zoom on to both pop and r.&b. charts in short order. While "Walkin'" is now the leading side, there are indications that later, the flip, "I'm in the Mood for Love" (Robbins, ASCAP) may also step out. A previous Billboard "Spotlight" pick.

**JUST BECAUSE** (Tampco, BMI)—Lloyd Price—ABC Paramount 9792—This disk has not been available in most areas more than a week, but it is taking off with great speed. Already this week it is on the Washington territorial chart, and is one of the top-rated sellers in New York, Philadelphia, Pittsburgh and Los Angeles, to pick out a few. Flip is "Why" (Tampco, BMI). A previous Billboard "Spotlight" pick.

**FOOLS FALL IN LOVE** (Tiger, BMI)—The Drifters—Atlantic 1123—While this has not been a fast starter for the group, it has been building gradually, and now is shaping up as a real threat. Sales are good generally, North and South, and a lot more can be expected of this disk. Flip is "It Was a Tear" (Progressive, BMI).

### Review Spotlight on . . . R&B RECORDS

#### THE PLATTERS

**I'm Sorry** (Algonquin, BMI)—Mercury 71032—See listing under Review Spotlight on Pop Records.

#### LITTLE RICHARD

**Lucille** (Venice, BMI)

**Send Me Lovin'** (Venice, BMI)—Specialty 598—The first disk by the dynamic stylist in some weeks looks like an easy double smash. The top side is a wild, wailing tribute to "Lucille." The flip is a switch to a slow-paced blues which strongly resembles the melody of the old blues, "Birmingham Jail." Both these have power aplenty.

#### JIMMY REED

**Honey, Where You Going?** (Conrad, BMI)

**Little Rain** (Conrad, BMI)—V-J 237—Here are a couple of great blues side with the sound of the swamps. The top side is a moderate-paced Southern blues with great instrumental backing of the same flavor. The flip is a slow, minor key blues with the steady tattoo of the rain lending to the feeling of despair. Sides have almost equal potential. Watch them.

#### CLARENCE HENRY

**I'm a Country Boy** (Arc, BMI)—Argo 526—The "Frogman," who clicked with his disk of "Ain't Got No Home," has another strongly appealing side. It's about a country boy in the big city and his thoughts go back to the farm. This provides the opening for more of his humorous animal imitations which can go over big for strong payoff chances. This can be a solid successor to the initial hit. Flip is "Lonely Tramp," (Arc, BMI).

### SPIRITUALS

#### ROBERT ANDERSON

**If Jesus Had to Pray, What About Me?** (Martin, BMI)—Apollo 258—Here's an absolutely beautiful rendition of a wonderful, slow spiritual. The fine baritone handles it as tho he felt every note like a message from heaven. Side deserves widest possible exposure. Flip is "Wait Upon the Lord," a rollicking chant with plenty of potential in its own right. (Bess, BMI).

## ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

Continued from page 26

was found to be in A-1 condition. Domino, incidentally, has further diversified his operations by forming a new corporation in Los Angeles: Fats Domino Orchestras, Inc. . . . V-J Records has a promising group in the Delegates. Their monicker derives from the fact that their first record was made last year at the time of the Democratic convention in Chicago. The first release seems to have gotten lost in the shuffle; their second deserves better.

Notice how elegant some r.&b. records are these days? The Moonglows current "Don't Say Goodbye" has a lush string backing that is a far cry from the typical Chess "down home" sound. Or bend an ear to a new Aladdin release: "Swing Low, Sweet Cadillac," by Aggie Dukes, which features fancy jazz-ish flute obbligato by Buddy Collette. Pretty classy! . . . For far-out sounds of a very different type, Clarence Henry's "I'm a Country Boy" takes some kind of a prize. He has eight different voices on this one, outdoing "Ain't Got No Home" by a long shot. Arnold Maxin of Okeh Records is readying some competition for Henry, tho. He says that he has a new Screamin' Jay Hawkins disk full of "new

sounds and surprises — the craziest record yet."

Baton Records is about to fuse a new Ann Cole bombshell. It's on the rhythm side and an advance pressing of it made a deep impression on a few auditors allowed to preview it. The label also has a new release by the Suburbans set. . . . Chess Records is cutting a new Little Walter record next week. . . . Stan Lewis, famed retailer of Shreveport, La., in Chicago last week, being wined and dined by diskery mahoffs. . . . Lew Chudd, Imperial topper, back in Hollywood after a brief business trip to New York. . . . Lillian Cumber, Los Angeles booker, has packaged Vernon Green, Shirley Gunter, the Medallions and Bob Williams in what will be known as the "Rhythm Rock'n Caravan."

### Reviews of New R&B Records

#### OTIS WILLIAMS

**Walkin' After Midnight** . . . 81  
KING 6115 — Cover of the tune kicked off recently by Patsy Kline will get some action. Williams version is bluesy but with a strong pop appeal. Has a strong rhythm background. (4-Star, BMI)

#### I'm Waiting Just for You . . . 81

Relaxed chanting by Williams and the Charms. Tune is leisurely in tempo, permitting some soulful tenor sax interludes. (Jay & Cee, BMI)

#### CHAMPION JACK DUPREE

**Dirty Woman** . . . 80  
Vik 0260—Jack Dupree adds another female to his gallery of colorful chicks. This time Jack does not use his striding type of beat, but a more rapid tempo. Tune is a blues, and a worthy addition to the Dupree collection. (Monument, BMI)

#### Just Like a Woman . . . 78

This one has the typical Dupree beat—a slow, striding blues. This chick—Dupree's latest on wax—is a rough one. His fans will love it. (Monument, BMI)

#### RED PRYSOCK

**Head Snappin'** . . . 79

MERCURY 71054 — A slow-paced, persistent blues instrumental, earthy and danceable. This one lacks any single retentive phrase to identify it, but it's a good change-of-pace item. (Norhay, BMI)

#### Pog Wog . . . 75

Rhythm and bari sax carry the repeated boogie lick behind Prysock's tenor sax preaching. Tempo is brighter than flip. It's danceable, but again, lacks a melodic handle. (American Jazz, BMI)

#### THE HURRICANES

**I'll Always Be in Love With You** . . . 76

KING 5018—An impassioned lead hollers out this old standard in a real swinging arrangement. Has a bright rhythm and with standards (Continued on page 62)

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# FOLK TALENT AND TUNES

Continued from page 58

ter's new RCA Victor album. Wanda Jackson recently released a record for Capitol with Levand's ditty, "Cryin' Thru the Night," on one side. His wife's health has greatly improved, writes Mort.

The Maddox Brothers and Retta, along with Glen Trout, will kick off a series of Friday and Saturday night shows and dances at Sierra Park Ballroom, San Bernardino, Calif., March 2. Guest artists will be used from time to time. Talent passing that way may contact Fred Maddox at 3400 Madera, Los Angeles. Fred is also launching his own deejay show on three California stations, KCSB, San Bernardino; KBUC, Corona, and KOC, Ontario. He'll appear daily on the first two stations and on Saturdays only on KOC, and says he's in need of c.&w. records.

Scotty Wiseman, of WLS's "National Barn Dance" team of Lulu Belle and Scotty, is having his tune, "Have I Told You Lately That I Love You?" waxed by Elvis Presley on the latter's next session for RCA Victor. . . . Some 200 country musicians, entertainers and square-dance callers and their wives and friends are expected to gather at the YMCA, Fort Wayne, Ind., at 1 p.m., March 3, for the Third Annual Country Musicians' Luncheon. All country pros in the area are invited. The event is being held to celebrate the progress of

country music in the area in the last few years. An interesting program is being formulated by the luncheon committee comprising Paul Remaklus, Bob Richards, Bill Swift, Charles (Smoky) Montgomery and Ruth Heilman. There also will be election of officers. Montgomery is country deejay at WGL, Fort Wayne.

Denver Duke, who recently sustained a serious leg and hip injury in an auto accident, putting him in the hospital for two weeks, is now recuperating at his home, 3131 South Lombard, Cicero, Ill. The accident forced postponement of several personals, but Duke expects to be back in harness in two weeks with his partner, Jeffery Null.

Jim Wilson and the Ranchhands will do a noon-hour show for the Purina people in Richmond, Va., March 2. Minnie Pearl and Roy Acuff are tentatively set to appear on the same show. . . . Don Reno and Red Smiley, still in the tall cotton with their own daily radio show in Roanoke, Va., will guest on WRVA-TV's "Old Dominion Barn" next Saturday (2). . . . Eddie Bond, of KWEM, Memphis, is slated for an appearance on "Louisiana Hayride," Shreveport, March 23. . . . Tommy Holmes, country singer-guitarist of Trenton, Tex., is now a regular on the Roy Glenn-Pee Wee Reid Saturday night "Red River Jamboree" in Paris, Tex.

# Reviews of New R&B Records

Continued from page 61

clicking in the r.&b. field, this could get some action too. (Shapiro-Bernstein, ASCAP)  
Fallen Angel. . . .70  
A cover of an r.&b. ballad. It's a dedicated treatment by the group but the flip looks like the attention-getter. (Joy, ASCAP)

MARIE KNIGHT  
Am I Reaching for the Moon? . . . .75  
MERCURY 71055 — Marie Knight chants this pretty ballad with fine effect. Side has a melody that stays

with the listener, and la Knight's powerful vocal is backed by a tasteful arrangement featuring a chorus. (Parkdale, ASCAP)  
I'm the Little Fooler. . . .75  
Unusual lyric gives a charming effect to this side. Marie Knight's vocal is solid, and she's backed by solid instrumentation that rocks right along—but always in a tasteful way. (Wadsworth, ASCAP)

LIGHTNIN' HOPKINS  
Please Don't Go, Baby . . . . .74  
HERALD 497—Lovers of the true Southern blues will go for this one. Lightnin' sings this plaint with soul-stirring sadness and emotion, to a typical guitar backing. Strong territorial side. (Angel, BMI)  
Remember Me. . . .72  
Similar to the flip—Southern blues with the authentic folk quality. Great for those who dig. Territorial wax. (Angel, BMI)

LITTLE HUDSON  
Rough Treatment . . . . .72  
J. O. B. 1015 — Slow, pounding Southern-style blues with coarse-granite backing by piano, guitar and drums. Could sell fair amount if pushed in proper regions. (Lawn, BMI)  
I'm Looking for a Woman. . . .70  
Brisker tempo on another flavoursome shout. Sides aren't the most distinctive in the idiom, however. (Lawn, BMI)

JIMMY RICKS  
I'm a Fool to Want You. . . . .71  
BATON 236—Ricks has quality in his chanting. This tender ballad, slow in tempo, with good guitar work in the arrangement, showcases Rick's individuality. (Barton, ASCAP)  
Bad Man of Missouri. . . .70  
Interesting material, adapted from the spiritual, "Joshua Fit the Battle of Jericho." Ricks chants it solidly, with a chorus backing him to get a full sound. Worth exposure. (Roosevelt, BMI)

EARL (CONNELLY) KING  
Daddy Daddy . . . . .66  
King has a blues job here. Lyrics mean little but singer's feeling for

# R&B Territorial Best Sellers

For survey week ending February 20

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

## Atlanta

1. Blue Monday, F. Domino, Imp.
2. Lucky Lips, R. Brown, Atl.
3. Jim Dandy, L. Baker, Atl.
4. Walking By Myself, J. Rogers, Chs.
5. Without Love, C. McPhatter, Atl.
6. Since I Met You Baby, I. J. Hunter, Atl.
7. Next Time You See Me Little Jr. Parker, Duk.
8. Blueberry Hill, F. Domino, Imp.
9. Girl Can't Help It, Little Richard, Spe.
10. Party Doll, R. Brown, Imp.

## Charlotte

1. Blue Monday, F. Domino, Imp.
2. Fools Fall in Love, Drifters, Atl.
3. Thousand Miles Away, Heartbeats, Rma.
4. Love Is Strange, Mickey & Sylvia, Grv.
5. Since I Met You Baby, I. J. Hunter, Atl.
6. Lucky Lips, R. Brown, Atl.
7. Banana Boat (Day-O), H. Belafonte, Vic.
8. Jim Dandy, L. Baker, Atl.
9. Young Love, T. Hunter, Dot
10. Tricky, G. Jenkins, Fsh.

## Chicago

1. Blue Monday, F. Domino, Imp.
2. Too Much, E. Presley, Vic.
3. Young Love, T. Hunter, Dot
4. Ram-Bunk-Shush, B. Doggett, Kng.
5. Butterfly, C. Gracie, Cam.
6. Love Is Strange, Mickey & Sylvia, Grv.
7. Since I Met You Baby, I. J. Hunter, Atl.

## Cincinnati

1. It Hurts to Be in Love, A. Laurie, Del.
2. Blue Monday, F. Domino, Imp.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Blueberry Hill, F. Domino, Imp.
5. Jim Dandy, L. Baker, Atl.
6. Since I Met You Baby, I. J. Hunter, Atl.
7. Honky Tonk, B. Doggett, Kng.

## Detroit

1. It Hurts to Be in Love, A. Laurie, Del.
2. Blue Monday, F. Domino, Imp.
3. Ram-Bunk-Shush, B. Doggett, Kng.
4. Love Is Strange, Mickey & Sylvia, Grv.
5. Walking By Myself, J. Rogers, Chs.
6. Should I Ever Love Again W. Carr, Spe.
7. Young Love, S. James, Cap.
8. Banana Boat Song, Tarriers, Gly.
9. Don't Forbid Me, P. Boone, Dot
10. Jim Dandy, L. Baker, Atl.

## Los Angeles

1. Blue Monday, F. Domino, Imp.
2. Love Is Strange, Mickey & Sylvia, Grv.
3. Bacon Fat, A. Williams, Epi.
4. Too Much, E. Presley, Vic.
5. Don't Forbid Me, P. Boone, Dot
6. Jim Dandy, L. Baker, Atl.
7. Thousand Miles Away, Heartbeats, Rma.
8. Young Love, T. Hunter, Dot
9. Honky Tonk, B. Doggett, Kng.
10. Singing the Blues, G. Mitchell, Col.

## New Orleans

1. Blue Monday, F. Domino, Imp.
2. Jim Dandy, L. Baker, Atl.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Thousand Miles Away, Heartbeats, Rma.
5. Girl Can't Help It, Little Richard, Spe.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. Ain't That Love? R. Charles, Atl.
8. Ain't Got No Home, C. Henry, Ago.
9. I Feel Good, Shirley & Lee, Ala.
10. On My Word of Honor, Platters, Mer.

## New York

1. Blue Monday, F. Domino, Imp.
2. Bad Boy, Jive Bombers, Sav.
3. Teen-Age Love, Teen-Agers, Geo
4. Blueberry Hill, F. Domino, Imp.
5. You Got Me Dizzy, J. Reed, VJ.

## Philadelphia

1. Ain't That Love? R. Charles, Atl.
2. Banana Boat (Day-O), H. Belafonte, Vic.
3. Blue Monday, F. Domino, Imp.
4. Without Love, C. McPhatter, Atl.
5. Ram-Bunk-Shush, B. Doggett, Kng.
6. Bad Boy, Jive Bombers, Sav.

## St. Louis

1. Bacon Fat, A. Williams, Epi.
2. Love Is Strange, Mickey & Sylvia, Grv.
3. Blue Monday, F. Domino, Imp.
4. Too Much, E. Presley, Vic.
5. Young Love, S. James, Cap.
6. Fools Fall in Love, Drifters, Atl.
7. Don't Forbid Me, P. Boone, Dot

## Washington, D. C.

1. Blue Monday, F. Domino, Imp.
2. Without Love, C. McPhatter, Atl.
3. Jim Dandy, L. Baker, Atl.
4. Love Is Strange, Mickey & Sylvia, Grv.
5. Lucky Lips, R. Brown, Atl.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. Just Because, L. Price, Spe.
8. Butterfly, C. Gracie, Cam.
9. Young Love, S. James, Cap.
10. In the Chapel, A. Cole, Bin.

the form is okay. Little else, however, to make it stand out. (Jay & Cee, BMI)

Something Money Can't Buy. . . .60  
A slow and ponderous ballad. King's reading seems uninspired. (Jay & Cee, BMI)

THE SAINTS  
Will You? . . . . .53  
CUE 7934—Routine vocal treatment of a pretty pop ballad. (Gulf, BMI)  
I Rocked When I Shoulda Rolled. . . .50  
Routine group vocal on a so-so rhythm item. Best thing about this disk is the title. (Gulf, BMI)

in just 21 days...

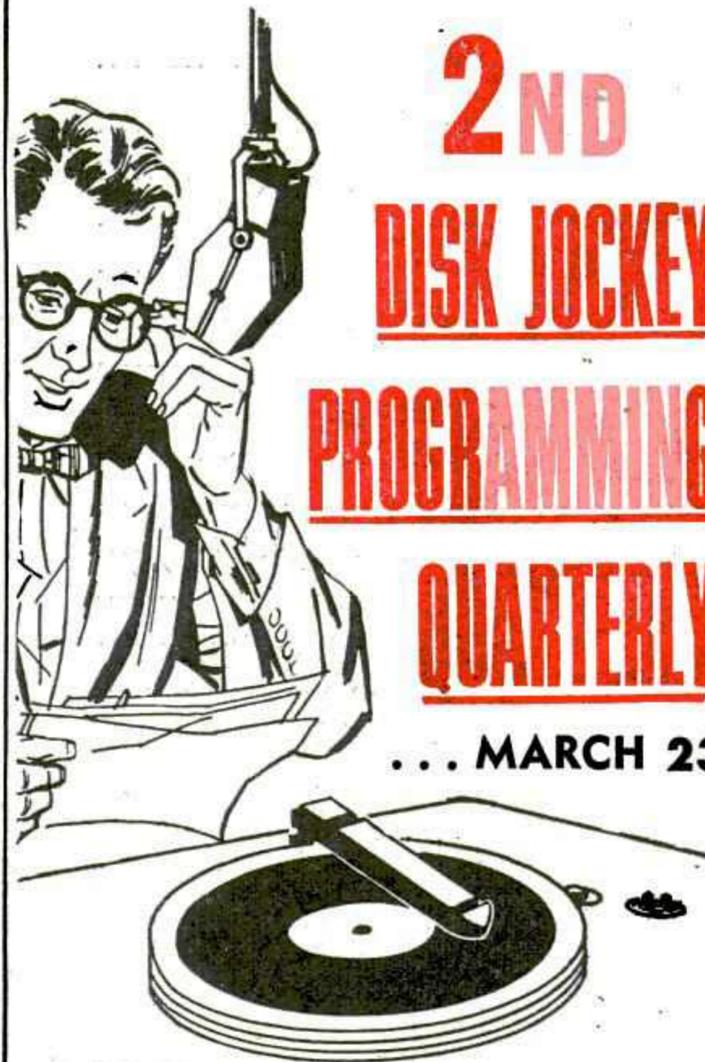
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PROGRAMMING

QUARTERLY

... MARCH 23



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## Indio Annual Tabs 84,000 in Five Days

INDIO, Calif. — Riverside County Fair and National Festival chalked up an attendance of 84,000 thru Wednesday (20), first five of its nine-day run. Fair weather, strong attractions and better highways from Los Angeles to Indio combined for the basis of a predicted 200,000 attendance by closing Sunday (24).

Altho R. M. C. Fullenwider, secretary-manager, had no comparative dates for this annual run, the figure for the first five days was said to be up to expectations.

The event featured a National Horse Show with camel races, both proven attractions for eight days, from opening Saturday (16). The

special arena program for closing Sunday was a Mexican charreada, (rodeo), with charros from Mexico City making their first Southern California appearance.

A daily evening performance of the "Arabian Nights Pageant," for which the fair is famous, drew large crowds and gave Publicist Ernest Maxwell a peg for news stories in Los Angeles daily newspapers, 135 miles northwest.

Independent midway attractions included the Atoms for Peace exhibit and "Dancing Waters," in its third annual appearance. Floyd Osborn, manager of the "Waters" unit, has added new music as well as a lighting system. The attraction pulled well in its location on the promenade with a 50 cent admission for adults.

Gene Holter supplied camels for the racing and the ostriches that appeared as a one-day feature on closing day. Holter also presented his "Animal Menagerie," displaying for the first time an animal called "The Thing." Holter said that veterinarians have not yet decided what it is.

A mid-afternoon "Arabian Stage Show" was presented the first eight days by Joe and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency. The lineup included Al Lyons, electric accordion; BoBo (Jack McAfee) the clown; Bill Dedrick's trained dogs and ponies, and the Mandarins, Chinese balancing team. Local talent appeared after the show.

An exhibit that brought much comment was the gems and mineral show which filled one of the new display halls.

The Frank W. Babcock United Shows supplied midway attractions, including a kiddieland. Freedman Concessions had the novelties.

## Bingo Nearing Ballot Status In New York

NEW YORK—Chances are excellent for bingo to be placed on the ballot thruout this State in the fall elections. Approval by voters will legalize the game starting next January 1.

Two successive Legislatures must approve the issue before it can be submitted to voters. It was passed in 1956, and last week the Senate approved it, 43-9. The measure now comes before the Assembly, where passage seems assured.

Supporters point out that if bingo is morally wrong then the same is true of horse betting, from which the State has received hundreds of millions of dollars.

## Gigantic Roofed Race Track Proposed by New York Group

NEW YORK—A real estate combine here has announced it is "ready for immediate construction" of what would be the largest sports arena, to be named Olympic City and claiming a potential indoor seating capacity up to 150,000.

Whether the project will go ahead depends largely on the Legislature. Its backers pin their entire hopes on securing a four-month indoor harness racing meet using the pari-mutuel system. They claim the project could mean as much as \$10,000,000 in revenue from racing for the State.

The tremendous palace would be roofed with aluminum and would cost \$57,000,000 to build. Actually it would have only

20,000 seats, approximately the same as offered by numerous arenas and many stadiums. Backers arrive at the 150,000 figure by adding that an estimated 50,000 could be seated on a proposed paved terrace, another 5,000 in a clubhouse, and another 75,000 persons reportedly could be spotted on the infield. Thus 130,000 of the projected 150,000 capacity would be with temporary seating.

The race track would be a half-mile oval. Plans provide for no

(Continued on page 66)

## Dallas Pacts Indian Spec

KANSAS CITY, Mo.—The De Leon Aztec-Mayan Indian spectacular has been signed by State Fair of Texas, Dallas. The entire troupe will be presented three nights in the Cotton Bowl. The company's noted pole act will be offered twice daily as a free attraction on the grounds.

Announcement of the signing was made here during the meeting of the Midwest Fairs Association by Eldred Stacey, of Music Corporation of America.

## FRANK CONKLIN BUYS 1/32D OF HORSE FOR 39G

TORONTO—Frank Conklin, Canadian midway biggie, has paid \$39,500 for 1/32d of a horse, and the horse doesn't even run. He is Polynesian, the pappy of Native Dancer, who earned \$513,425 in one year.

Conklin, who operates a highly successful breeding establishment in nearby Brantford, Ont., plans to breed his mares to Polynesian—a right he acquired by purchase of an interest in the great sire.

## Midwest Fairs Assn. Renames Virgil Miller

KANSAS CITY, Mo.—Virgil C. Miller, secretary, Kansas State Fair, Hutchinson, was re-elected president of the Midwest Fairs Association at the annual meeting of that group Friday (22) at the Continental Hotel here. Bill Masterson, manager of Wisconsin State Fair, Milwaukee, and Maurice Fager, secretary of Kansas Free Fair, Topeka, were elected vice-president and secretary-treasurer, respectively.

New bylaws were adopted. Chief change in these provides that a president must be succeeded after one year in office.

Among those who attended besides the officers named above were Douglas K. Baldwin, John Libby and Harold Johnston, Minnesota State Fair, St. Paul; Lloyd Cunningham, Iowa State Fair, Des Moines; Ed Schultz, Nebraska State Fair, Lincoln; Coley Irwin, Missouri State Fair, Sedalia; Clive Lane and A. J. Schober, Kansas Free Fair, Topeka; Joe and George Monsour, Louisiana State Fair, Shreveport; Pete Baker and Bo Belcher, Oklahoma State Fair, Oklahoma City; James P. Stewart, State Fair of Texas, Dallas; E. R. Erhart and Perry Lambert, Kansas State Fair, Hutchinson; Clarence Lester, Tula (Okla.) State Fair; Glen Boyd, Ozark Empire Fair, Springfield, Mo., and Tom Conrady, Oklahoma Free Fair, Muskogee.

Attractions representatives, carnival agents and suppliers present included Sam J. Levy Sr. and Fred H. Kressmann, Barnes-Carruthers Theatrical Enterprises; Eldred Stacey, Music Corporation of

(Continued on page 66)

## TROUPER TRIUMPHS

### Carnivals Put Roberta Sherwood On Way to Record, Club Success

CHICAGO — Darling of the columnists, favorite of the night clubs, Roberta Sherwood is riding at a peak of fame and fortune. Her road to stardom started with childhood on carnivals and continued with teen years in grandstand shows and theaters.

The husky-voiced singer of pop songs that are just over the hill has good things to say about outdoor show business and the background she gained for later successes. She has particularly fond memories and high regard for her dad.

He was Bob Sherwood, whom old-time carnival back-enders de-

clare was just about tops as a talker, tough competition for others on the midway and operator of a good "Old Plantation" minstrel show. There was another Bob Sherwood who clowned with Barnum, and a third, Robert E. Sherwood, who was a legit actor. Sometimes the mail would get confused and Roberta's dad would get letters intended for the legit act (whose son now is on TV). Bob Sherwood liked to claim "all the Sherwoods" are related, Roberta recalls.

**Parks, Fountain, Rep**  
Her dad, however, began in repertoire and later had a diving seal act at Cedar Point on Lake

## ESE Inks Bob Hope As Coliseum Star

WEST SPRINGFIELD, Mass. — Bob Hope has been contracted to headline the Coliseum show at Eastern States Exposition here, September 15-21.

Hope will be supported by the 100-piece U. S. Air Force Band in a two and a half hour show. The band will present its "Symphony in the Sky" show which will take up an hour and a half of the show time.

Contracts were signed last week. Hope is known to be negotiating with the Canadian National Exhibition, Toronto. The dates do not conflict. Rather, they would fit together conveniently for the comic. The fair here negotiated directly with Hope and his personal manager.

Still to be awarded are contracts for automobile racing, which have in the past been held by Sam Nunis. The racing days have been shortened one day every year since 1954. They numbered only three days in 1956.

**Rides, Games Set**  
Rides will again be presented by the King Reid Shows, it was reported, and the section of concession games, operated for the first time last year by Reid and Frank McTeague, will continue under their management.

Manager Jack Reynolds is contemplating a new type show in front of the grandstand, it is understood.

There has been no admission price set yet for the Hope show. The Coliseum seats 5,200 persons, Hope will be presented for two shows on opening Sunday, then nightly thru 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 on the occasion of the 50th anniversary of military aviation. Exhibits stressing New England's contribution to America's air power are being secured.

## Can. Stunters Set Routes For Two Units

FREDERICTON, N. B.—Fifteen towns in the maritime provinces of Canada were reported signed by Paul Boivin, general manager of the Cavalcade of Canadian Hell Drivers, who wound up a booking tour here.

Two units will again be on the road. The first will open in St. Johns, Que., May 11. This unit will play the maritime provinces, opening at Buctouche, June 16, and finishing at Woodstock, July 1, preparatory to crossing into the United States.

The second unit opens at Mount Vernon, O., July 27. The two units will fill 65 appearances at fairs.

The show again will have an advertising linkage with the Dunlop Tire & Rubber Company. Cars will do their plain and fancy skidding on Dunlop tires and the product will be plugged in front of grandstands. Company, in turn, will pace all local appearances with attractive newspaper ads.

Each unit will carry nine vehicles, all 1957 Meteors.

## Building for Fun Hits \$100 Mil Annual Pace

WASHINGTON — Since 1955, there has not been a single amusement or recreational building authorized in Delaware, altho more than 5,000 such structures were granted building permits thruout the nation.

The figures are revealed in a survey of State-by-State permit activity by the U. S. Department of Labor's Bureau of Labor Statistics. They show that amusement construction costs last year kept pace with 1955, with some \$100,000,000 being spent each year for the

structures, let alone the equipment going into them. But there was a decline of nearly one-third in the number of permits issued during 1956.

An initial reflection is that less buildings cost more money. The category "amusement and recreation" covers the entire gamut from

(Continued on page 66)

## Helen Geraghty Joins Chicago '57 Fair Staff

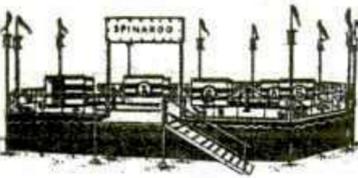
CHICAGO — Helen Ticken Geraghty, producer of special features at the Century of Progress, Railroad Fair and Fair of 1950, has been named entertainment director of the Chicagoland Fair, to be held at Navy Pier here June 28-July 14.

Mrs. Geraghty produced and directed "Wings of a Century" at the 1933-'34 World's Fair and "Wheels A-Rolling" at the Chicago Railroad Fair in 1948-'49. In addition, she produced features for a long list of industrial celebrations.

The 1957 fair is designed to hail Chicago as the future mecca of world travel and trade. It will attempt to sell the city to young people in hopes they might make their homes and careers in the Windy City.

(Continued on page 66)

**NEW MIDWAY ATTRACTIONS!**



**CRAZY HOUSE**

This new, modern Fun House has a complete set of tricks and a beautiful neon-trimmed front. Requires a space 50 ft. long and 11 ft. deep, over-all height 20 ft. This device is a big money maker and will gross as much as the average major ride. Write today for full details and photo.



**THE SPINAROO**

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**Novel Features Attract At New York Sports Show**

NEW YORK—A wider range of attractions was made possible for 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 Berkshire Trout Farms, one on each of the floors occupied by the show.

New this time was the Schenley Showcase exhibit, consisting of a pair of semi-trailers which connect at the sides, providing a huge room in which there are historical and educational displays of the brewer's art.

Phillip Morris had its sports theater in use. 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-weary showgoers.

In addition to the trout tanks, two revenue-producing clinics featured golfing and archery ranges. The golf unit had short-range driving layouts, with balls smacked against clear plastic backdrops. Price was 25 cents a pail, and pro instruction was available on a time fee basis. Archery also had teaching available. Patrons got an eight-arrow quiver for 25 cents. Unit was set up and run by the New York State Field Archery Association.

**Country Store Shown**

A good crowd puller was the exhibit of the Corning glass blowers, with continuous demonstrations. Narrowsburg, N. Y., provided an old-fashioned country store attended by men in olden style clothing, to boost its resort facilities. Maine's large speckled trout pool was just inside the show entrance and drew attention with its continuous waterfall.

Seagram's and True magazine combined to present a revolving

glass case containing historical firearms. Recorded description were heard continuously thru a bank of telephones set on the counter around the display case.

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

**Vast Midway Slated for Brussels Fair**

NEW YORK—Plans are not yet complete for the amusement zone of the Brussels Universal Exhibition of 1958, but government officials intend to provide the largest and most varied fun area ever assembled on the Continent.

Governments the world over are devoting millions of dollars to their State exhibits, with the United States appropriating far over the \$10,000,000 mark for its pavilion in an effort to outshine Soviet Russia.

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

Government plans, in addition to providing space for the year-long event, include a marshaling of accommodations for visitors. Thousands of rooms are being lined up in residences, in addition to usual commercial boarding places, and camping grounds are being organized. A motel is under construction and Logexpo, an organization formed to solve the rooming problems, is compiling lists of all beds in schools and other locations.

Brussels itself is undergoing physical changes. The wide boulevard ringing the center of the city is being laced beneath with tunnels for handling fair traffic.

Attendance is figured to run into the millions, and an area of 38,000 square yards has been earmarked on the fairgrounds for restaurant facilities alone.

**CNE Hikes Gate Price to 75c**

TORONTO — Canadian National Exhibition is increasing its adult gate admission from 50 to 75 cents, but will continue the 10-cent admission charge for children.

Increased operating and maintenance costs forced the increase, directors pointed out.

Past increases in admission charges have not cut attendance. Since 1941, the gate fee has been upped successively from 25 to 35, then to 40 cents and in 1950 to 50 cents. Attendance, meanwhile, climbed from 1,839,000 to 2,723,000.

**Harris Popcorn Names Tallam V.-P.**

NEW YORK—James Tallam, former concessionaire at Steeplechase Park on Coney Island, has joined the L. D. Harris Popcorn Corporation as vice-president and general manager. He will explore new concession markets for better distribution of equipment carried by the firm.

Tallam returned Friday (15) from a visit to the Gold Medal plant in Cincinnati. Harris distributes the Gold Medal line on the Eastern seaboard.

**Buckaroo Unit Is Buckboard With Motor**

VILLA RICA, Ga.—Latest entry in the ride field is a Georgia concern, Production Engineering, with its 20th Century Buckboard for kiddies and adults.

The unit is a compact but open gasoline-powered car which has a cowled motor, but exposed boat-deck flooring and webbed seating. Power is by a 3.6-h.p. Clinton engine utilizing three-position transmission.

The cars are priced from \$395 down, depending on the number ordered. Finish is in bright red, and other features are aluminum bumpers, trim and arm rests, steel fenders and full pneumatic tires with white sidewalls. Length is 78 inches and width 36 inches.

**CNE Project Includes New 1,325-Seater**

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

Building is scheduled for completion in time for use at this year's CNE. In addition to the theater, it will include 63,000 square feet of exhibit space and new administration offices for the staff.

Details of the theater plans and fittings were worked out by Jack Arthur, executive producer of the CNE grandstand show and former executive with Famous Players Canadian Corporation.

**The TLT-A-WHIRL Ride**

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**1957 MODEL BIG ELI RIDES**

will earn profits for Owners

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**SITE FOR PROJECT**

**Hub's Mechanics Hall Gets 4-Year Reprieve**

BOSTON — Mechanics Building, home of sports shows, exhibitions and athletic activities for more than 75 years, has at least four more years to live. Persistent rumors have had the 8,000-seat arena doomed since plans were announced February 1 by Prudential Insurance Company of America for a multi-million dollar development in the area surrounding the Mechanics Building.

Officials of the building say Prudential has given the okay to go ahead and book shows at least until 1960. The insurance firm holds an option on the property, but doubts it will exercise it until 1961.

Prudential holds title to 44 acres of land surrounding Mechanics Building, now a Boston & Maine Railroad yard. A 50-story skyscraper is slated to rise on the mostly unused tracks.

**Civic Aud Planned**  
 In the plans is a 6,000-seat civic auditorium, the skyscraper, which will house the Prudential district offices; a huge hotel, 1,200 garden and tower apartments, a restaurant seating 900 persons and a city-full of shops.

The auditorium, however, is a city project and would require the floating of a bond issue.

This building would be unable to handle such shows as the New England Sportsmen's Show, which has been held at Mechanics Building for 27 years; flower shows, dog shows and the host of other events which have been housed in Mechanics Building.

**Other Arenas Full**  
 Boston Garden, with 14,000 seats, runs a full schedule of sports events, ice shows and circuses and would hardly have the time available for week-long shows. The Boston Arena, with 7,500 seats, is in much the same position and also would not be able to accommodate the crowds. Best possibility would be the Commonwealth Armory which could perhaps house such events on a modified scale.

Carroll M. Shanks, president of Prudential, reports that the development will be twice the size of Radio City in New York. He

says it will be the world's largest integrated business, civic and residential center, but there still wouldn't appear to be anything in the plans capable of housing a major trade or public show.

**Carrillo Sets Midwest Dates**

HOLLYWOOD — Leo Carrillo, Western actor, recently closed contracts for 18 days in nine Midwest fair cities, Clyde Baldschun, personal manager, announced last week.

Among the dates set are Minot, N. D., July 29; Fort Wayne, Ind., August 3-4; Corunna, Mich., 14-15; Crown Point, Ind., 19-20; Kalamazoo, Mich., 21 and 23; Escanaba, Mich., 22; Michigan State Fair, Detroit, September 3-5; Kankakee, Ill., 6-8, and Columbia, Tenn., 11-12.

**Concession Assn. Skeds Regional Meeting April 2**

NEW YORK — The National Association of Concessionaires (formerly Popcorn and Concessions Association) will hold its Eastern regional meeting April 2 in Boston's Hotel Statler, Lee Koken, president, announced.

Philip L. Lowe, Theatre Candy Company, Boston, is conference chairman.

"Our one-day sales and merchandising clinic," explained Lowe, "will provide an exchange of profitable ideas for all those in the theater, concession, popcorn and vending industries. We will have an outstanding panel of speakers who will draw upon their years of successful operation in making their presentations. Adequate time will be allowed for open-forum discussions."

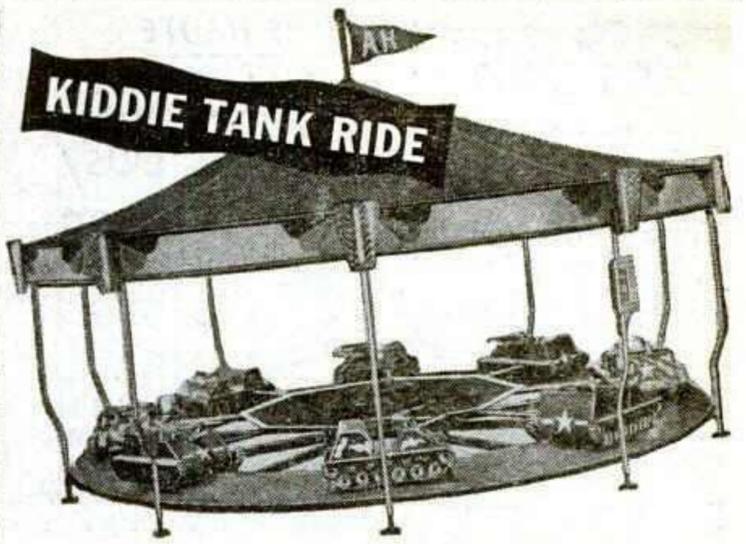
**Chicago Expects \$200 Million From 1957 Conventions**

CHICAGO — A total of 1,200,000 convention-goers are expected to jam the Windy City this year and spend more than \$200 million at 1,200 conventions and trade shows here. This estimate was made last week by the Chicago Convention Bureau.

In 1956 a total of \$193,704,560 was spent in the city by conventioners. In 1955 the amount was a record \$209,688,250.

The bureau, which is headed by Chester A. Wilkins and three full-time staffers, also has a 14-person office force. Main features pitched at organizations is the city's hotel facilities, exhibit space, publicity facilities and concentration of industry which makes it possible for delegates to transact business while attending the conclaves.

LAURENS, S. C. — John G. Gatlin, secretary and general manager of the Laurens County Fair since it was organized eight years ago, was re-elected to the same office at a recent meeting of the board of directors.



**TANK RIDE RATED TOPS BY SUCCESSFUL OPERATORS**

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 1957 Jumping Carousels in 3 standard sizes—kiddie, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order. Also KIDDIE RIDES, Ferris Wheels, Airplane Ride, Water Boat Ride.  
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**Solons Seek Outdoor Rec Commission**

WASHINGTON — The need for more outdoor recreational facilities has been stressed by five members of the House of Representatives. They introduced bills calling for establishment of a National Outdoor Recreation Resources Review Commission.

The bills, introduced by Representatives Aspinall (D., Colo.), Saylor (R., Pa.), Engle (D. Calif.), Metcalf (D., Mont.) and Rhodes (R., Ariz.), would make it the commission's job to "study the outdoor recreation resources of the public lands and other land and water areas" of the nation.

Another bill authored by Representative Matthews (D., Fla.) would require a license fee of about 50 cents, possibly as much as \$1, for each automobile using federal outdoor facilities, such as campsites. He would exempt people merely driving thru national forests.

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**HARRY SOMMERVILLE**

**TERRE HAUTE**  
**Ind. Plant Skeds Busy '57 Season**

TERRE HAUTE, Ind. — The spring and summer season promises to be one of the busiest on record at the grounds of the Wabash Valley Fair here.

Major events scheduled for the grounds include three USAC sanctioned auto races and a June 30 appearance of Earl Newberry's Tournament of Thrills, Joe Quinn, fair president, announced last week. The Kerman Grotto will hold a sports show April 5-7; Girl Scouts will meet at a May 18-19 jamboree; 1,200 Boy Scouts are expected for the Scouting-in-Action Circus May 24-26; Indiana Saddle Horse Association will hold its spring show June 1-2, and the 12th annual Frontier Days' Celebration is scheduled for July 4 by the Wabash Valley Horsemen.

The Wabash Valley 4-H Beef Committee will hold a barbecue in September and the National Home Show Association is negotiating for a home and industrial show this spring. In addition, many local industrial, business, social and fraternal organizations have requested dates for annual summer outings and picnics, Quinn reported.

**50% GATE HIKE BY WIS. STATE**

KANSAS CITY, Mo.—Wisconsin State Fair, Milwaukee, has decided to increase its front-gate adult admission price from 50 to 75 cents this year. Admission for children, six to 12 years of age, will remain at 25 cents, and children under five will continue to be admitted free.

Announcement of the increase was made by Willard Masterson, the fair's manager, during the meeting of the Midwest Fairs Association here. The increase, he said, was due to higher operating costs.

**Conneaut Lake Lists Acts**

CONNEAUT LAKE, Pa.—Circus acts have been signed for 10 weeks, starting June 23, by Conneaut Lake Park, thru the GAC-Hamid and Al Martin agencies. First attraction, to open Saturday, June 23, for performances at 4 and 10:30 p.m., will be the Four Whirlwinds.

Other acts will perform Mondays thru Sundays. They are, July 2, Sky Tones, high wire; 9, Irah Watkins' Chimps; 16, Three Letters; 23, Arregonis, aerial; 30, Vibel's elephants; August 6, Great Brunos, breakaway swaypole; 13, Jack Joyce's Camels; 20, Dalton and Bailey, comedy trapeze, and 27, Sensational Albon, swaypole.

**Show Boat Park Plans New Theme**

WEBSTER, Mass.—Show Boat Park here is discontinuing its Indian Ranch show, a 10-year fixture, and this season will open a new show called "Old Mill Jamboree Town, Country and Western Style."

Ernest L. Wallis, park owner, reported the spot will open May 19. New concession stand and new roads are being built. There will be a Kiddieland stretching 1,000 feet along Route 16 to Boston and parking for 1,000 cars.

New show will carry out the theme with construction of an old mill at the main entrance and others at both the inside and the outside theaters. Ed Dyer, former hillbilly comedian, will be the old miller and storekeeper.

**San Antonio Expo Hikes Attendance**

SAN ANTONIO — Between 165,000 and 170,000 persons attended some or all parts of the San Antonio Livestock Exposition, an increase of about 12,000 over the 1956 attendance, exposition officials estimated. Show president E. W. Bickett and Board Chairman Joe Freeman estimated that between 108,000 and 110,000 fans saw the rodeo this year, compared to 100,000 in 1956.

**Virgil Miller**

Continued from page 63

America; Ernie Young, GAC-Hamid; Jack Duffield, Thearle-Duffield Fireworks Company; Al Sweeney, National Speedways; Frank Winkley, Winkley Auto Races; Leo Overland, Newberry Thrill Enterprises; Aut Swenson, Swenson Thrillcade; Ted (Custard) Webbe; Robert L. Lohmar, Royal American Shows; Orla (Tents) Lashbrook, and Neil Poupirt, Haas-Wilkerson Insurance.

**From Carnivals to Stardom**

Continued from page 63

There was another circus stint about 1923, and she did iron jaw, ladders and acrobatics, but she doesn't recall the title. About that time they were with Dakota Max Wild West, with Roberta doing trick riding and fearing she'd knock her teeth out in a fall. She also recalls Reed's Happyland Shows, Johnny J. Jones and Rutherford's Greater Shows. Some other titles also sound familiar, but to a child the succession of shows was unimportant, and it's difficult now to recall which were home for a while.

**Top Plant Show**

However, in the several years ending with 1930, the Sherwoods were with Rubin & Cherry Shows. That's when Bob Sherwood had the Plant show, "Florida Strutters," and proved his reputation as a good minstrel man. Roberta and her sister were on the carnival, and memory of her father's stern rule is imprinted on Roberta's mind. She points out that it was difficult for a father, now with full responsibility, to rear two teen-age daughters on a show, and others who were with the show recall that Bob Sherwood held a firm rein on his kids.

By 1930 Roberta was looking for something more to do and discovered Arthur Hauck's "Sunshine Revue," a grandstand revue, rehearsing at the fairgrounds where her dad's show was appearing. She added a few years to her sister's age and convinced Hauck he should hire the Sherwood Sisters to dance and sing.

Her father ended that engagement after a week, but the girls badgered him into giving his okay for them to rejoin. The next crisis came when the Sherwood Sisters came on and found Hauck's show was then in a burlesque theater. He assured it was only a fill-in week, so they stayed. The girls' father joined them later and they played theaters and grandstands for about seven years.

**Rain on Canvas**

"Sometimes dad would get lonesome for the sound of rain on the canvas," Roberta recalls. He'd go back to the carnival for a while, and once Roberta, too, rejoined for a five-month stint.

In the late 1930's she worked as a singer for the Buddy Rogers band on one occasion and Jan Garber on another. As she puts it, she floundered around at small-time dates for a year.

Then in 1939 she married Don Lanning, Broadway actor who had his own road shows, and they settled in Miami, where he opened a club and she appeared as singer. In 1953 Don became ill, and Roberta had to take over most of the support of their family which includes three boys. She sang. There were conventions and meetings and parties, Legion and Elks and Moose, and Roberta sang for them all.

And all the while she kept trying for a big club date. It was a tough goal for a long-time local singer to set for herself. Finally, when walking home after appearing at a Miami community center, Roberta stopped in at Murray Franklin's and asked him for a job. Two weeks later he said okay and she began "one of those usual jobs, 10 p.m. to 4 a.m. and 190 songs."

**Winchell Plugs Act**

"You got to be at the corner when the streetcar comes" is the way she puts it. In her case that meant being at Franklin's when Walter Winchell dropped in. On January 15, 1955, his column carried word that recording company's that hadn't heard Roberta Sherwood were missing a good bet. By the time the third column note appeared, the crowds were standing on the sidewalk outside, waiting their turn to hear the new discovery.

Loyalty, undoubtedly learned in

those days when she heard that rain on the canvas, showed up at once; Roberta turned down rich offers in order to complete her engagement with Franklin. But there was time for recording an album for Decca in March, 1956. The whirl then really got under way. Television, William Morris Agency, the Copa, more columnists, Las Vegas, Chez Paree, "Person to Person" and more.

Bob Sherwood's youngster was a singer and hooper; she took tickets and rode spec; she danced in a line and made bally. Her dad imbued her with the idea that show business was an honorable profession, and he insisted that she wash off the make-up before she left the show top.

But the roupers' training didn't wash off and it stood her in good stead during all her years of waiting for lightning to strike.

—Tom Parkinson.

**Building for Fun**

Continued from page 63

gymnasiums thru theaters, parks, arcades and many other types.

The vagaries of statistics are evident in comparison of the permit pictures of New York and California. Two years ago there were 986 permits issued in the Empire State, with a valuation of \$4,541,000. California, however, was granted 345 permits but the valuation was more than twice as high, a total of \$10,397,000.

New York took the lead in number of constructed units last year, with California's total the second highest. There were 206 structures approved for Florida. The previous year's top totals were: California 301, Florida 202 and New York 101, with New York being topped by Texas and Pennsylvania.

Less than 10 structures were okayed in the States of Delaware, Idaho, Kansas, Kentucky, Maine, Montana, Nevada, New Hampshire, North Dakota, South Dakota, Utah, Vermont, West Virginia and Wyoming. The figures apply to the first 10 months of 1956.

Over-all view shows that last year the permit evaluations totaled \$97,500,000 for 2,136 units, for the first 10 months. In 1955 the total was \$99,397,000 for 3,159 units.

**Gotham Track?**

Continued from page 63

interior columns. The building would be 1,400 by 1,080 and its roof would be about the height of a 25-story building. There would be parking for 15,000 cars and loading space for 120 busses.

**Sponsors Named**

The sponsoring group says several unrevealed sites, ranging from 200 to 400 acres, are suitable in the Bronx or Queens. They are headed by Richard D. Gittlin, manufacturer and real estate broker, who is president of the Greater New York Sports Arena, Inc. Associates include Joseph Nelson, Memphis cotton planter; Philitus Alliger, retired banker, and Franklin D. Roosevelt Jr., whose law firm will be company counsel. Mayor Wagner gave his immediate approval to the proposal, which would be entirely financed with private funds.

A trotting season running from December 1 thru March 31 would bring a nightly bet handle of \$2,000,000 when the other tracks in the East are closed, backers estimate. The big arena might also be attractive to other events, Wagner noted, such as football, racing, ski-jumping, track and field meets and industrial shows.

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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. One of the features is a large insulated ice-drawer that holds 100 pounds of ice, enough for \$40 worth of snow cone business, the manufacturer points out. The machine will accommodate three or more sirup jars. Ice is fed thru the machine continuously or until the operator has the amount of snow desired. The cutter, which is electrically-operated, will shave fine or coarse ground ice at 2,100 revolutions per minute. The snow is stored in a large ice pan at the top of the machine. Drainage drawer is located underneath the insulated ice bin.

It is equipped with a cone holder, pick, funnel, cone spoon and ice shovel. Block ice is advised as best for the unit. According to the maker, the machine has undergone a year of field testing.—Manley, Inc., 1920 Wyandotte, Kansas City, Mo.

### Candy Apple Display Case . . .

PHILADELPHIA—A new display case for candy apples that has a capacity of 80 apples on two levels has been introduced here. The case is made of gleaming, anodized gold aluminum and will not rust, peel or fade, according to the manufacturer. The serving section has split doors for maximum ease of operation. The upper plexiglass door is hinged and can be folded back completely onto the top of the case. The lower aluminum door may be kept closed while the upper plexiglass door is folded back and may also be removed to permit easy cleaning. The glass front and sides are silk screened in two colors for flash and the illumination is provided by fluorescent type lighting. Outside dimensions, minus the rubber feet, are 28 3/4 inches wide by 19 1/4 deep by 24 high. Shipping weight is 40 pounds and list is \$89.50.—Poppers Supply Company, Inc., 1211 North Second Street, Philadelphia 22.

### Rapid Food Broiler . . .

BERGENFIELD, N. J.—A food broiler that is said to operate at the rate of 120 portions per hour and is ready to serve in three minutes is being manufactured here. Long radiant rays, produced thru the combination of glass and electricity, penetrate the food clear thru, while outside surfaces are simultaneously seared. The unit has three individually controlled sections and two or three portions at one time may be placed in each rack. The manufacturer also lists these features of the machine: No acrid smoke trail, no danger from flaming grease, constant broiling temperatures and even heat distribution.—Electriglas Corporation, New Bridge Road, Bergenfield, N. J.

### Unbreakable Drink Dispenser . . .

YOUNGSTOWN, O.—A drink dispenser that has an unbreakable lucite bowl with seven-gallon capacity has been introduced by a manufacturer here. The liquid is chilled to 35 degrees by a hermetically-sealed quarter horsepower compressor. Other features pointed out are fast-flow stainless steel faucet with automatic shut-off, slip-off side panels for easy cleaning, and removable sanitary drop catcher. The unit is said to be suitable for table or counter.—Steel City Manufacturing Company, Youngstown, Ohio.

### Powerful Meat Slicer . . .

WALDEN, N. Y.—A slicer that has been made more powerful by the addition of a one-eighth horsepower motor is being marketed here. New gearing is also said to increase the efficient operation of the unit. Other features are stainless steel serrated knife for easy slicing of cheeses and other hard-to-slice foods. The unit is heavy enough to hold its position on a counter but is easily moved about.—General Slicing Machine Company, Walden, N. Y.

### Four-In-One Food Cooker

NEW YORK—A food cooker that provides facilities for grilling, frying, cooking and broiling was recently introduced here. The unit has an open grill, covered grill, broiler and two-basket deep-fry well. Weight is 280 pounds.—Cecilware-Commodore Corporation, 199 LaFayette St., New York 12.

## Popcorn Assn. Launches Big Sales Drive

CHICAGO—Popcorn will get its biggest shot in the arm on record this year, according to plans formulated at a recent meeting here of the Popcorn Institute.

William E. Smith, executive director, said that Institute tie-in advertising participation and other promotional activities will hit an all-time high in 1957.

Smith estimated that in the four-year history of the Institute, more than \$16 million in tie-in advertising and merchandising has helped boost American popcorn consumption.

Plans for the major promotions of 1957 will include the annual Popcorn-Kraft Caramels promotion now in full swing in newspaper comic sections and on television. Other campaigns include the Popcorn Fall Festival, with tentative tie-ins with such allied products as Morton's Salt, Wesson Oil, Brer Rabbit Molasses and the Can Manufacturer's Institute.

## Rio Syrup Adds Gold Medal Line

ST. LOUIS—The Rio Syrup Company, concession supply firm, has been named a jobber for Gold Medal Supply Company, Stuart Tomber, manager of the local operation, announced last week.

In addition to the complete Gold Medal line, Rio handles flavors, concentrates, cups, paper goods, drink equipment, popcorn and popcorn supplies. A new program of seven-day-a-week, 24-hour service on supplies, repairs and shipments has been inaugurated at Rio, Tomber said.



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## THE FINAL CURTAIN

**CARPENTER**—Charles P., 68, billposter for West Coast Shows, February 20 in Costa Mesa, Calif., of a heart attack. Born in Plattsburg, N. Y., he had been with the Mike Krekos organization for a number of years. Burial February 20 in the Pacific Coast Showmen's Rest, Los Angeles.

**JEFFORDS**—Milton K., 85, midway secretary of Orangeburg County (S. C.) Fair since its inception in 1910, in Orangeburg Regional Hospital December 17. (Details in Fairs 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, veteran manager of burlesque theaters, of a heart attack while driving his car in Mercer, Wis., February 20. He had been in ill health several years. Moeller formerly managed the Star & Garter Theater, Chicago, for 14 years, moving from there to the Colonial Theater, Detroit. He also at one time managed the Syracuse hockey team. In recent years he had operated niteries in the resort areas of Wisconsin. At the time of his passing he operated El Capitan Club, Mercer, in partnership with Goldie Vaughn. Survived by two sisters and a son, Sunny. Efforts are being made to locate the latter.

**MONROE**—Edgar (Slim), former piano player, med show performer and trouper with circuses, carnivals and the Chick Varnell, King Allison, Ed Wiese and Tom Kelly shows, February 16 in Indianapolis. Services and burial February 10 in Columbus, Ind.

**SCHAEFFER**—Mrs. Jean, 48, midget entertainer known as Colette, recently at her home in New York following an operation. Surviving are two daughters and a sister. Burial in New York.

**WOOD**—Frank Herbert, 68, retired Ferris Wheel and Merry-Go-Round foreman who in the past worked for J. T. McClellan, Lew Dufour and T. A. Fuzzell, February 16 in a

Little Rock hospital. Survived by a son, Bertram; two daughters, Mrs. Thelma Taft, Providence, R. I., and Evelyn Wood; a stepdaughter, Florence Small, North Little Rock, and a stepson, E. F. Small, San Jose, Calif. Burial in Pinecrest Memorial Park, Little Rock.

## BIRTHS

**BAER**—A daughter, February 18 to Parley and Ernestine Clarke Baer in Los Angeles. Father a radio, TV and film actor, also handles circus publicity assignments in Chicago and Los Angeles. Mother is a former rider and aerialist and member of the Clarke family, prominent as circus performers for several generations.

**ELAM**—A daughter, Helene Theresa, recently in Dallas to Harold and Diane Elam, former concessionaires.

**KIESLER**—A son, Kenneth Edward, to Mr. and Mrs. Robert Kiesler, February 16 at the Orange (Tex.) Naval Base. Mother is the daughter of M. K. Brody, Chicago carnival supply dealer.

**MALMBERG**—A daughter, Robin, February 13 in Cortland, N. Y., to Walter and Pat Malmberg, last season with Dillon's Mechanical City.

**PALACIO**—A daughter, February 18 to Raul and Maria Palacio in Louisville. Parents are with Polack Bros.' Circus as members of the Flying Palacios.

**WEER**—A daughter, Susan Gail, to Mr. and Mrs. John C. Weer Jr. February 17 at North Shore Hospital, Miami. Susan Gail is the granddaughter of Mr. and Mrs. J. C. Weer Sr., well known in outdoor show business.

## Weather Good For Shipstad Boston Opener

**BOSTON**—Shipstads & Johnson's "Ice Follies" began its 13-day stand at the 14,000-seat Boston Garden with the 19-performance iceer claiming an advance of close to \$200,000. Run included Sunday (24).

"Ice Capades" ran for 17 days, closing January 13. The weather put the "Ice Capades" a little behind last year. "Ice Follies" benefited from an extra matinee February 22, Washington's Birthday. Prices ranged from \$1.25 thru \$3.75.

## MARRIAGES

**FENTON-CHIONAPULOS**—J. R. Fenton, leaper in the Flying LaMars act, and Christine Chionapulos, Ipswich, Mass., December 19.

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## ARENAS & AUDITORIUMS

### Oakland Points Up Import Of Culture-Building Link

By TOM PARKINSON

**C**IVIC 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 and Look magazine. This is a coveted award among cities, and many notables turned out for the exclusive dinner. The Auditorium's caterer set up outdoor grills to prepare the 1,235 steaks.

Thus a municipal auditorium served its basic function as a gathering place for community 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. Mentioned in the citation was a cultural program that included a Japanese Festival. Building Manager Lin Lueddeke recalls that this week-long affair, with strong social and civic backing, started a chain reaction.

The leaders surveyed 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 leaders as a stop-gap measure that pointed up need for permanent and extensive modernization. Result was a \$205,000 modernization program. This was presented and approved for the 1956-'57 fiscal year. The Auditorium now is completing the installation of new seats, new carpeting, new stage curtaining, and much in the way of redecorating and electrical changes.

**THE IMPROVEMENTS**, Lueddeke states, are indicative of the spirit which has inspired the community. The sum-total won for Oakland the civic award.

Lueddeke comments further: "It is almost impossible for any community to quicken its cultural sense without the auditorium and its facilities coming in for its share of attention. . . . Without the municipal auditorium many of the occasional meetings, mass meetings, civic gatherings and more cultural affairs can not be properly presented to the citizens. . . . It is the enthusiasm and support for these projects which make it possible for the commercial showings to have available across the country the many fine auditoriums."

The impetus for cultural affairs 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 that at which the All-American City award was made. As Lueddeke points out, it is a spiral that benefits city, auditorium and the commercial show business in the auditorium-arena field.

## 'Holiday on Ice' Reports New La., Canada Dates

**CLEVELAND**—Bookings for "Holiday on Ice of 1957" beyond its April stand in New Orleans were announced last week by Al Grant, business manager for the ice show.

It will be at Bexar County Coliseum, San Antonio, April 19-28; Blackham Coliseum, Lafayette, La., April 29-May 3, and LSU Coliseum, Baton Rouge, La., May 4-7.

This means that earlier tentative plans to play Dallas and Tyler, Tex., had to be dropped because new buildings there have not yet been completed. The show's Mexico City stand remains scheduled for May 11-June 2 at the Arena.

The spring tour for "Holiday on Ice—11th Edition" picks up after "Ice Vogues" completes its tour February 23 at Orlando, Fla. "Holiday on Ice—11th Edition" then plays the Grand Stadium, Havana, February 27-March 10; East Tennessee College Gym, Johnson City, Tenn., March 14-19, and the Northside Gym, Elkhart, Ind., March 21-24.

Beyond that, "Holidays" 11th edition will go to the Auditorium, Kitchener, Ont., March 26-30;

Memorial Center, Kingston, Ont., April 1-3; Community Center, Peterborough, Ont., April 4-6; Memorial Gardens, Sault Ste. Marie, Ont., April 8-10, and Sudbury Arena, Sudbury, Ont., April 11-13.

This is "Holiday's" first trip into this part of Canada, and the show is expected to create wide interest, according to arena people there. A Canadian grocery chain, Dominion Stores, is to sponsor an advertising sales tie-in at each of the Canadian cities.

## Nat'l Readies Railbender for Train Users

**HUNTINGTON, W. Va.**—A miniature train railbender will be marketed shortly by National Amusement Device Company, which has purchased patterns and tooling on the device from West Virginia Steel & Manufacturing Company here.

National, of Dayton, O., intends to have the product on the market in March. It was discontinued over a year ago by its former manufacturers due to low production volume, it is reported.

National just sold its third trackless train to Frant's Farm, home of Mrs. August A. Busch Sr. and Mr. and Mrs. August A. Busch Jr., of the St. Louis brewery family. The trains travel the 275-acre estate and its deer, buffalo and elephant areas.

## Calgary Sets Spring Prizes

**CALGARY, Alta.**—Calgary Exhibition and Stampede company's spring horse show, May 7-11, will have the largest cash prize list of any horse show west of Toronto's Royal Winter Fair. Prize money totals nearly \$10,000, in addition to trophies. This is an increase of about \$2,000 over the 1956 Calgary horse show.

## Regina Fair Plans 400G Exhibit Bldg.

**REGINA, Sask.**—Construction of a fairgrounds exhibit building at a cost of nearly \$400,000 is being considered by Regina Exhibition Association as a 1958 project.

Financial assistance is being sought from the provincial government. A grant, if approved, would be derived from pari-mutuel taxes and would be paid over several years as tax money is collected.

Also under consideration is construction of an up-to-date restaurant near the midway area, possibly in two years' time.

The proposed exhibit building would probably replace the fair's Industrial building. Its purpose would be to provide better facilities for presentation of government exhibits. It would also house women's exhibits.

A project for this year will be construction of a new entrance gate at the west end of the grounds. The gate was originally planned for 1956, but was postponed because tenders were too high. Now changes have been made in the plans.

Efforts will be made to revive interest in the farm machinery exhibit, which was smaller than usual in 1956.

## SET NEW UNITS

### N. Y. Seaside Bungalows to Be Condemned

**NEW YORK**—A million-dollar reprieve has been won by landlords of bungalow housing in the Rockaway peninsula resort area. The city is preparing to condemn the property for resale as sites for apartment projects.

The delay will enable another season of summer occupancy. It will also put off a mild slump expected by amusement people. The condemnation, it is understood, has been put off from May 1 to September 15.

A 17-block area is affected, described as seaside slums by Robert Moses, chairman of the city's Committee on Slum Clearance. There will be a 1,500-apartment project costing \$23,000,000 and a 2,107-unit project costing \$33,500,000, built where the bungalows exist.

Most summer bungalow rental go from \$150 to \$800 for the season, ranging from furnished rooms to bungalows. The replacement buildings will provide 3,600 year round families near Playland Park and its surrounding amusement operations.

## Mercedes Sets Latin American Breeder's Event

**MERCEDES, Tex.**—Rio Grande Valley Livestock Show, which kicked off its five-day run here March 14 will add an international flavor to its program thru inclusion of Latin American Livestock Breeder's Day.

The feature will highlight the opening day and will include Tex-Mex barbacon for the breeders. Featured attractions during the fair will be the Bill Hames Shows of the midway and five performances of Everett Colburn's rodeo.

# COMING EVENTS

**Alabama**  
Birmingham—Better Homes Expo, April 30-May 5. Patrick J. O'Toole.

**Arizona**  
Nogales—Ambos Nogales Fiestas de Mayo, May 3-5. Jose Eleazar Pena, Aeronaves de Mexico, Nogales, Sonora, Mex.  
Phoenix—World's Champion Rodeo (State Fairgrounds), March 14-17. Jaycees.  
Phoenix—Parade of Homes and Home Show, April 5-14. Assn. of Home Builders.  
Phoenix—Spring Horse Show, April 13-14.

**California**  
Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan-Pacific Aud.), April 4-14. H. Werner Buck.  
Mesa—Maricopa Co. Fair Assn., March 27-31. Harvey M. Johnson.  
Napa—Napa Valley Horse Show, May 8. Clinton Eckels, 1016 Redwood Road.  
Oakland—Spring Home & Garden Show, May 4-12. John I. Hennessy, Hotel Claremont, Berkeley.  
San Francisco—Grand Nat'l Jr. Livestock Expo. (Cow Palace), April 13-17. Nye Wilson.  
San Francisco—National Sports & Boat Show (Cow Palace), March 1-10. Thomas Rooney.  
San Jose—Better Homes Exposition, March 5-10. Patrick J. O'Toole.  
Yuma—Yuma Co. Fair Assn., April 10-14. Frank Deason.

**Connecticut**  
New Haven—Connecticut Boat Show (Arena), March 21-24. Milton Cottler.

**District of Columbia**  
Washington—National Capitol Flower & Garden Show (Nat'l Guard Armory), March 7-13. Al Harloff.

**Florida**  
Hialeah—Home Show & Mardi Gras, Feb. 26-March 5.  
Leesburg—Centennial, Feb. 25-March 2. Tom L. Baker, 2732 Lido Drive, Pompano Beach.  
Ocala—Southeastern Pat Stock Show & Sale, March 4-9. Louis Gilbreath.  
Pahokee—Pahokee Bean Festival, March 11-16.  
Ruskin—Tomato Festival, March 7-9. W. R. Stophel, P. O. Box 281.

**Georgia**  
Atlanta—Southeast Boat & Sports Show, March 1-8.

**Idaho**  
Meridian—Meridian Dairy & Stock Show, May 29-June 1.

**Illinois**  
Chicago—All-Wisconsin Resort and Travel Show, April 24-28.  
Chicago—International Sports & Outdoor Show (Amphitheater), March 8-17. Frank M. Hogan.  
Peoria—Peoria Sports, Boat, Home & Vacation Show (Robertson Field House), March 26-31. Sidney J. Page.

**Indiana**  
Evansville—Sports Show, March 19-24.  
Indianapolis—Indianapolis Sports, Vacation & Boat Show, Feb. 22-March 3. Melvin T. Ross.

**Iowa**  
Des Moines—Iowa Sports, Boat & Vacation Show (Memorial Aud.), April 20-25.  
Ottumwa—Iowa-Missouri Outdoor America Show (Coliseum), March 28-30. Laurence Hamley.  
Sioux City—Siouxland Expo. & Sports Show (Municipal Aud.), April 12-14. Mare Cox.  
Waterloo—Northeast Ia. Sports & Vacation Show (Hippodrome Aud.), April 4-7. Arlen N. Frerking.

**Kansas**  
Wichita—Kansas Sport, Boat & Travel Show (Forum), April 3-7. Bob Mays.

**Kentucky**  
Louisville—Kentuckiana Home and Improvement Show (Armory), April 7-14. Joseph Brooks.

**Louisiana**  
Baton Rouge—Baton Rouge Rodeo, March 2-9. W. M. Babin.  
Delhi—Northeast La. Dist. Livestock Show, Feb. 25-March 2.  
Shreveport—Holiday in Dixie Spring Festival, April 24-28. Able C. Goldberg.

**Massachusetts**  
Springfield—Greater Springfield Home & Sports Show, April 9-14. John W. Daly, Sheraton Kimball Hotel.  
Topsfield—Sportsmen's and Boat Show (Fairgrounds), April 18-21. Danvers Fish & Game Club.

**Michigan**  
Bay City—St. Patrick Day Celebration, March 17. Lealie E. Arndt, Bay City Times.  
Bay City—Better Homes Show, March 15-20. Jack Davis, Box 12.  
Detroit—Detroit Sports & Travel Show (Fairgrounds), March 9-17. Frank Jenkins.  
East Tawas—Home & Sports Show, May 10-12. Jack Davis, Box 12, Bay City.  
West Branch—Better Homes Show, April 12-13. Jack Davis, Box 12, Bay City.

**Minnesota**  
Minneapolis—Northwest Sports, Travel & Boat Show (Municipal Aud.), April 8-14. F. W. Kahler.  
St. Paul—Land-o-Lakes Boat, Marine & Tackle Show (Auditorium), March 15-24. Noel Van Tiburg.

**Mississippi**  
Bay Springs—Jasper Co. Livestock Show, March 12-14. W. C. Jefcoat.  
Canton—Madison Co. Livestock Show, March 12-13. R. L. Smith.  
Charleston—Tallahatchie Co. Livestock Show, March 25. Pete E. Brown Jr.  
Columbia—Marion Co. Livestock Show, March 7-9. D. O. Scott.  
Forest—Southeast Miss. Dist. Livestock Show, March 14-16. Floyd Noblin.  
Greenwood—Delta Dist. Livestock Show, March 20-23. E. H. Blackstone.  
Hattiesburg—Forrest Co. Livestock Show, March 8-9. W. W. Kennedy.  
Hattiesburg—South Miss. Dist. Livestock Show, March 11-13. W. W. Kennedy.

Jackson—Hinds Co. Livestock Show, March 11-13. G. L. Hales.  
Mendenhall—Simpson Co. Livestock Show, March 25. J. F. Ponder.  
Merigold—Bolivar Co. Livestock Show, March 8. James T. Davis.  
Port Gibson—Southwest Miss. Dist. Livestock Show, March 18-20. E. C. Newman.  
Prentiss—Jeff Davis Co. Livestock Show, March 4-6. O. O. Swords.  
Quitman—Clarke Co. Livestock Show, March 5-7. J. A. Gibbs.  
Sardis—Northwest Dist. Livestock Show, March 25-28. Lee H. Thompson.  
Sunflower—Sunflower Co. Livestock Show, March 8-9. Waldemar Pritchard.  
Tupelo—Lee Co. Livestock Show, March 22-23. W. J. Pernel.  
West Point—Northwest Miss. Dist. Livestock Show, March 28-30. E. E. Wooten.  
Yazoo City—Yazoo Co. Livestock Show, March 22. W. A. White.

**Missouri**  
Kansas City—Kansas City Auto Show, March 2-10.  
Springfield—Springfield Outdoor Show (Shrine Mosque), March 13-17. Tom Flanagan, Springfield Metro Club.  
St. Louis—Midwest Sports Show, Feb. 23-March 3. Wendell Emrick.

**Nebraska**  
Lincoln—Lincoln Auto Show, March 13-17.  
Lincoln—Sports & Vacation Show (Fairgrounds Expo. Bldg.), March 28-31. Jack Hutchens, P. O. Box 1966.  
Omaha—Omaha Sports, Vacation & Boat Show (Auditorium), March 2-10. G. E. Budde.

**New Jersey**  
Atlantic City—Garden State Home Show (Convention Hall), March 28-30.

**New York**  
Buffalo—Buffalo Boat, Travel & Sports Show, Feb. 22-March 2. George W. Collins.  
Jamaica—Long Island Boat & Sportsmen's Show (Armory), March 2-10. Albert J. Chase.  
New York—American Toy Fair (New Yorker and McAlpin Hotels, Toy Bldg.), March 6-15.  
New York—Dog Show (Garden), March 6-12.  
New York—International Antiques Exhibition & Sale (Coliseum), March 30-April 7.  
New York—International Flower Show (Coliseum), March 31-April 6.  
New York—Intl. Home Builders Expo (Coliseum), May 4-12.  
New York—MHMA National Mobile Homes Show (Coliseum), March 4-10.  
New York—Nat'l Antiques Show (Madison Square Garden), March 11-17.  
New York—U. S. World Trade Fair (Coliseum), April 14-27. Charles Snitow.  
Rochester—Rochester International Sports & Boat Show (War Memorial Aud.), March 8-17. Vic Oristano.  
Syracuse—North-Eastern Sports Show (Fairgrounds), April 5-14. Bill Hartman.  
Syracuse—Post Standard Home Show, March 5-8.  
Syracuse—Central New York Builders & Garden Show, March 28-April 2.

**Ohio**  
Cleveland—American and Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 22-31. A. W. Newman.  
Columbus—Columbus Home Show (Fairgrounds), April 7-12. Builders' Exchange.  
Columbus—Central Ohio Garden & Outdoor Living Show (Fairgrounds Coliseum), Feb. 22-March 3. Ben Cowall.  
Columbus—Columbus Dispatch-Journal Vacation, Travel & Boat Show (Fairgrounds), March 15-24. Ben Cowall.  
Dayton—Sports, Hobby & Vacation Show (Fairgrounds Coliseum), April 5-7. Ward Collopy, 133 Warren St.  
Toledo—Sports, Home, Boat & Auto Show, March 9-17. Paul Spar, Spitzer Bldg.

**Oklahoma**  
Oklahoma City—Boat, Sports, Vacation, Hobby & Outdoor Show (Municipal Aud.), March 10-17. Jack Wright.  
Oklahoma City—Okla. 4-H & FFA Livestock Show, March 11-15. A. K. Mackey, Okla. Nat'l Stockyard Co.  
Oklahoma City—Greater Okla. Home Show, March 24-31. Gus Fields, Biltmore Hotel.  
Tulsa—Home Show (Fairgrounds), April 11-14. Charles McKinney, 1035 Hunt Bldg.  
Tulsa—Antique Show (Cain's Ballroom), April 12-16. Bill Fanning, 3316 E. 32d St.  
Tulsa—Dog Show (Fairgrounds), April 27-28. Mrs. John B. Charles, 7515 E. 31st.  
Tulsa—Charity Horse Show (Fairgrounds), May 21-25. Mary Glass, P. O. Box 4042.

**Oregon**  
Gresham—Multnomah Co. Spring Garden Show, May 1-5. Duane Hennessy, P. O. Box 406.  
Portland—Portland Boat Show, Feb. 22-March 3. The Oregonian.  
Portland—Hi-Fidelity Music Show (Washington Hotel), March 13-17. Jack Matlack, 510 Portland Trust Bldg.

**Pennsylvania**  
Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 25-30. J. Altland.  
Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), March 1-9. Clinton W. Smullen.

**South Carolina**  
Greenville—Greenville Automobile Show, Feb. 28-March 2.

**South Dakota**  
Sioux Falls—S. D. Sportsmen's Show (Coliseum), April 29-May 1. David A. Witte.

**Tennessee**  
Humboldt—Strawberry Festival, April 29-May 4.  
Knoxville—Tenn. Valley Sports Show, April 8-14. W. Claude Fox.  
Nashville—Great Lakes of the South Outdoor Show (Fairgrounds Coliseum), March 11-18. Amon C. Evans.

**Texas**  
Brownsville—Charro Days, Feb. 28-March 3. M. G. Dennis, 1006 Van Buren St.  
Dallas—National Home Show, April 28-May 5. Brownlow R. Hall.  
Dallas—Southwest Sports, Boat & Vacation Show, March 22-31.  
El Paso—Flower Show (Coliseum), April 27-28. Mrs. Thomas.

## Carnival Routes

Send to  
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All Valley: Falfurrias, Tex. Amusements of America: Hialeah, Fla., 26-March 5.  
Blue Grass: (Fair) Largo, Fla. Burkhardt, No. 1: Laplace, La. Glades Am. Co.: Sebring, Fla. Southern Valley: Delhi, La. Starlite: Savannah, Ga. Stephens, C. A.: Sanford, Fla. Strates, James E.: (Fair) Sarasota, Fla. March 11-16.  
Tivoli Expo: Alexandria, La., 1-9.

## Circus Routes

Davenport, Orrin: Rochester, N. Y., 26-March 3; St. Paul, Minn., 4-9.  
Polack Bros. Eastern: (Marine Base) Camp Lejeune, N. C., 1-2; Lansing, Mich., 7-9; Wilkes-Barre, Pa., 13-15.  
Polack Bros. Western: Chicago, Ill., 27-March 16.

## Ice Shows

Holiday on Ice, 11th Edition: Havana, Cuba, 27-March 10; Johnson City, Tenn., 14-19.  
Holiday on Ice of 1957: Cincinnati, O., 28-March 5; Memphis, Tenn., 7-12.  
Ice Capades, 16th Edition: Winnipeg, Man., 26-March 2; Sioux City, Ia., 6-12.  
Ice Capades, 17th Edition: Hershey, Pa., 26-27; Detroit, Mich., March 1-10.  
Shipstads & Johnson's Ice Palaces of 1957: Cleveland, O., 26-March 10; Syracuse, N. Y., 12-17.

## Miscellaneous

Burke's Wild Cargo: (Fair) Largo, Fla., 26-March 2.  
Hitler's Personal Auto: (Stock Show) Houston, Tex., 26-March 2.

# N. J. Games Ruled Out

NEW YORK — Concession games have been outlawed for another season in New Jersey by last week's 6-1 decision of the State Supreme Court. The ruling will affect midway operations at parks, fairs, boardwalks and bazaar firms, continuing a situation which set in on the eve of last year's July Fourth week.

The court ruled that games, whether or not skill is a factor, are illegal no matter what type of prize is awarded as long as the players wager money and the house has a chance to win.

As it appears, the only operations allowed will be those at which players play free, then purchase a gift.

Sen. Charles Sandman, who had a bill ready for submission in the Legislature when the court ruling came, says a referendum will be offered voters in November. The decision came on a plea by Carl and Ramagos, of Wildwood, and other operators who sought an injunction against officials who shut their games. The high court cited the gambling definition of the State Constitution.

FLOYD RUMFORD JR. has joined the Holmes Rodeo Company as stock contractor and show director. George E. Holmes, managing director, announced. Total ranch area controlled by the firm now tops 2,000 acres and the organization has a total of 300 head of stock, Holmes disclosed.

## Floyd Rumford Joins Holmes Rodeo Staff

# Spokane Lions Start Stadium

SPOKANE — A 17,000-seat amphitheater is planned for Manito Park here by the Manito Lions Club. It will have stage facilities for pageants, operas and symphonic and band concerts.

The project is to be constructed over a five-year period in a natural bowl. Scheduled for immediate construction is a 76 by 42-foot reinforced concrete slab stage. Future phases will include an addition to the stage on another level, dressing rooms and scenery storage rooms, complete lighting and public-address systems and permanent seats.

The Lions Club is financing the project with profits from its annual auto shows in the Spokane Coliseum. Stanley G. Witter, city park director, said the facilities will be primarily for amateur productions, but that some professional ones probably would be permitted. Louis W. Baker is project chairman.

Houston—Houston Boat, Sports & Travel Show (Coliseum), April 6-14. Bill Brown, Montagu Hotel.  
Houston—Pat Stock Show & Livestock Expo., Feb. 26-March 3. Harman Engle, Box 2371.  
Laredo—Washington Birthday Celebration, Feb. 19-March 2.  
Lubbock—West Tex. Nat'l Automobile Dealers' Show (Coliseum), March 20-24.  
Shamrock—St. Patrick's Day Celebration, March 16. Bob Roach.  
Wichita Falls—Diamond Jubilee, May 11-18. J. A. McDonald, P. O. Box 991, Iowa Park.  
Mercedes—Mercedes Rodeo, March 14-18. H. G. Stein.  
San Angelo—San Angelo Pat Stock Show, March 7-10.  
San Antonio—San Antonio Sports & Boat Exposition (Bexar Co. Coliseum), March 13-17. Ernest Reich.  
San Antonio—San Antonio Home Show (Bexar Co. Coliseum), April 7-14. Irving Wayne, Home Builders' Assn.

**Virginia**  
Richmond—Virginia Sportsmen's & Motor Boat Show (Arena), March 19-24. John E. Raine.  
Winchester—Shenandoah Apple Blossom Festival, May 2-3.

**Washington**  
Spokane—Sports Show, March 19-24.  
Tacoma—Better Homes Exposition, March 19-24. Patrick J. O'Toole, Winthrop Hotel.

(Continued on page 79)

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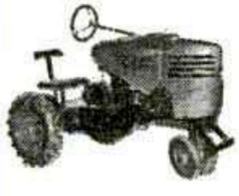
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## Gwynn Oak Subs Paper For Picnic Brochure

BALTIMORE — A slick-paper "newspaper" has been originated as 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 discard after a quick perusal. The newspaper will be put out periodically and will consume no more than the brochure's one-shot printing and distribution budget, it is reported.

Ensuing issues will be devoted to various aspects of the park operation. The first issue presents a page 1 rundown of all events booked to date. An inside page contains a list of more than 200 fraternal, industrial, academic and other organizations which used

Gwynn Oak's picnic facilities in 1956.

Various items give tips on picnic ground use, and report successful experiences by users in the matters of committee sizes, tickets and events, prizes, refreshments, tickets and programs.

Promotion chief Hal Steward sends copies to key people in every source of outings. A more personalized contact with both old and new customers, it is felt, will result from the new publicity approach.

## PSAA Alters Dates, Sees Chance for Gate Tax Vote

FEASTERVILLE, Pa. — The bill extending tax relief to rinks and pools is due to be fed into the legislative mill in Washington this week. Participating Sports Association of America will intensify efforts to gain favorable action after it is filed.

Federal admission taxes would be lifted from rinks and pools if the measure is passed. It would specify that exemption from admission tax would read: "(4) Swimming pools, etc.—Any admissions to swimming pools, bathing beaches, skating rinks or other places providing facilities for physical exercise (other than dancing)." Conventions Postponed

The 1957 convention dates have been set back two days by decision of the January PSAA meeting. New dates are Tuesday and Wednesday, March 26-27, at Somerton Springs, Feasterville, whose operator, Vernon D. Platt, is association president.

## PLARR'S OLD M-G-R DUE FOR LONG LIFE

ALLENTOWN, Pa.—The way Bob Plarr has been running his old-time Carousel, it is apt to outlast everyone in the park business and their descendants as well. The machine, stored at Dorney Park, is taken out of the warehouse only on special occasions, like two years ago when Plarr celebrated his 50th year there. Now it's back in storage, and Plarr figures he'll set it up again for his 75th anniversary. The unit is now 57 years old.

## ROLLER RUMBLINGS

### Fresno 'Dimes' Show Scores in Press, TV

FRESNO, Calif.—Roller skating rang the bell on the publicity meter here 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 March of Dimes. While final returns are not in, indications are that the show finished well in the black.

Paul J. Gilbert, manager of Skateland of Fresno, who produced and directed the show for the third year, said the affair received heavy advance publicity in the press 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 gains over the preceding one, financially and artistically, said Gilbert. The skating segments of this year's show were conceived and produced by Skateland's professional, Barbara Ziem, who also scored strongly with a solo performance. Miss Ziem also designed costumes.

Gilbert now has plans to use the show skating sequences, plus 14 more skating acts and members of the Fresno Skatelanders Club in two-hour April 28 and 29 offerings at Skateland, afternoon and night, to raise funds to cover expenses of amateurs who will participate in the upcoming RSROA California meet.

### Queen Contest-Dimes Drive Ring Press Bell in P'mouth . . .

PORTSMOUTH, O.—In the process of naming a local skate queen and raising \$3,008 for the March of Dimes campaign, the Portsmouth Roller Arena grabbed off an excellent hunk of publicity in the January 31 edition of The Portsmouth Times, which carried a good-sized story and two-column picture of the queen, Betty Cooper, who was crowned in ceremonies the preceding night.

The contribution represented a dime for each vote cast in the contest, in operation for a month, plus admission charges donated by the rink. The coronation and check presentation were made in dual ceremonies.

Final selection of the queen was made by a panel of judges comprising Mrs. Miriam Gee, of the Times; Mrs. Polly Daehler, Station WPAY; Bill Dawson, Station WNXT; James B. Pugh, of a local bank, and Robert L. Holzemer, of a manufacturing company. Frank McClung Denies Internal Revenue Charges . . .

DENVER—Frank C. McClung, former owner of Skateland, Boulder, Colo., has entered pleas of not guilty to charges made by the Bureau of Internal Revenue for allegedly attempting to evade and defeat federal admission taxes. A federal grand jury indictment returned last December accuses McClung with evading about \$300 in admission tax during the years

1951 and 1953. The charges, broken down into six specific accusations, each carry a maximum penalty on conviction of five years in prison and a \$10,000 fine.

### Windsor Firm Enters Skating Records Field . . .

TEMPLE CITY, Calif.—Doc Alumbaugh, president of Windsor Records, who branched out into the roller skating disk field six months ago, has announced a second release scheduled for early this month. Working with Joe LaTella, professional skater and manager of Shamrock Roller Rink, San Gabriel, Calif., Alumbaugh, as in the case of his first release, is using six musicians on 17 instruments in the latest four tunes tempoed for the tango, march, waltz and hokey pokey. The plastic disks are cut at Capitol Records studios in Hollywood. (Continued on page 77)

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PHOENIX, Ariz.—A 250-unit motel here has installed a miniature train. The motel, Hiway House, is the first unit of a proposed national chain of luxury motels. It is operated by the Flamingo Hotel System, which operates hotels in Phoenix and Las Vegas.

In this location an Allan Herschell Miniature Train operates on tracks that circle the open area at the front and winds among the swimming pool, golf putting green and kiddie recreation area, to the main lobby and dining area.

## Tenn. Resort Plans Rides

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

The spot is on Chickamauga Lake in Harrison Bay State Park and will feature a drama, "The Silver Stream," two week nights, a variety show on Saturdays, and a Sunday program that will include organ music, spiritual sings and popular singing. Theater will seat 3,500, according to present plans.

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## Jeffords, 85, Orangeburg Midway, Dies

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.

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

Jefford's reputation as a midway manager was that of an exceptionally stern but fair businessman, whose thoughts were with show business all year despite the distraction of his cotton business. At the fair, he is succeeded by his son, known as Son Jeffords.

He was born in Charleston in 1871. Surviving are his widow, Mrs. Mattie Salley Jeffords, and four sons. Death came December 17 in Orangeburg Regional Hospital, and burial was in Sunnyside Cemetery.



RECENTLY ELECTED OFFICERS OF THE WESTERN CANADIAN FAIRS ASSOCIATION (B Circuit), from left to right, are Monty Adolph, Weyburn, Sask., third vice-president; E. P. Rae, Estevan, Sask., past president; J. S. Reynolds, Melford, Sask., first vice-president; John Leach, Vegreville, Alta., president; George K. Ross, Prince Albert, Sask., secretary, and Keith Stewart, Portage La Prairie, Man., second vice-president.

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

SEDALIA, Mo. — M. C. Ervin, Sedalia farmer, ex-teacher and concessionaire, has been named secretary of the Missouri State Fair by John S. Williamson, new State director of agriculture. He succeeds W. H. Ritzenthaler, who took over the post in 1955 upon the death of Ross Ewing.

Governor Blair, who announced the appointment, lauded Ervin for his success in bringing Grand Circuit Harness racing back to the fair after a year's absence in 1956.

## PNE Appoints King Manager

VANCOUVER, B. C. — H. M. King, past-president of the Pacific National Exhibition and long a member of the board of directors, last week was named acting general manager of the big expo here. He takes office March 1, succeeding V. Ben Williams, who recently resigned after 10 years in that position.

King, who served as manager of the fair for one term in 1937, is a retired professor of the University of British Columbia, where he was head of the animal husbandry department.

W. J. Borrie, PNE president, gave no indication of how long King was to serve in the managerial post.

## TV BOOST CLICKS

### Extended Run Ups Winter Haven Gate

WINTER HAVEN, Fla. — Florida Citrus Exposition, aided by a longer run, wound up its nine-day program here Saturday (16) with attendance estimated at 15 to 20 per cent ahead of last year's six days.

The opening day parade, Saturday (9), drew a big turnout and many of the viewers flocked to the fairgrounds to top last year's kiddie day opener by a reported 10 per cent.

Major attraction at the fair's amphitheater was the daily airing of the Carry Moore network TV show for 30 minutes, Monday thru Thursday, and for 90 minutes Friday. Acts presented during the

telecasts included Joe Bridges and talent from the Cypress Gardens Water Show, the Hugo Zacchini cannon act, the Sarasota High School's Sail or Circus, Rollings College swimming team and nightly fireworks. The Winter Haven High School Band was also featured.

Governor LeRoy Collins of Florida, United States Secretary of Agriculture Ezra Benson and many other notables were hosted by Winston Lawless, fair president.

The James E. Strates Shows made its 1957 bow here to fair business. Due to limited space, some rides and shows were not brought in for this date.

## N. C. Sets Up Three Area Grievance Groups

HICKORY, N. C. — Three committees have been set up to handle grievances for the North Carolina Association of Agricultural Fairs by President Corbin Green. The action, initially 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 17 directors' meeting. Dr. J. S. Dorton had proposed that any carnival, 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 non-members.

Committees are as follows, with vice-presidents named first: West, Clyde Smyre, Statesville; J. R. McNeil, Mt. Airy, and Joe McKennon, Fletcher. Central, Clyde L. Propst Jr., Concord; William M. Oliver, Reidsville, and Neal Bolton, Winston-Salem. East, Alex McBryde, Fayetteville; W. K. Lanier, Warrenton, and Ernest P. Batton, Wilson.

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 non-members.

LINCOLN, Neb. — Nebraska State Fair has contracted Cisco Kid for a one-day appearance, Ed Schultz, fair manager, announced last week.

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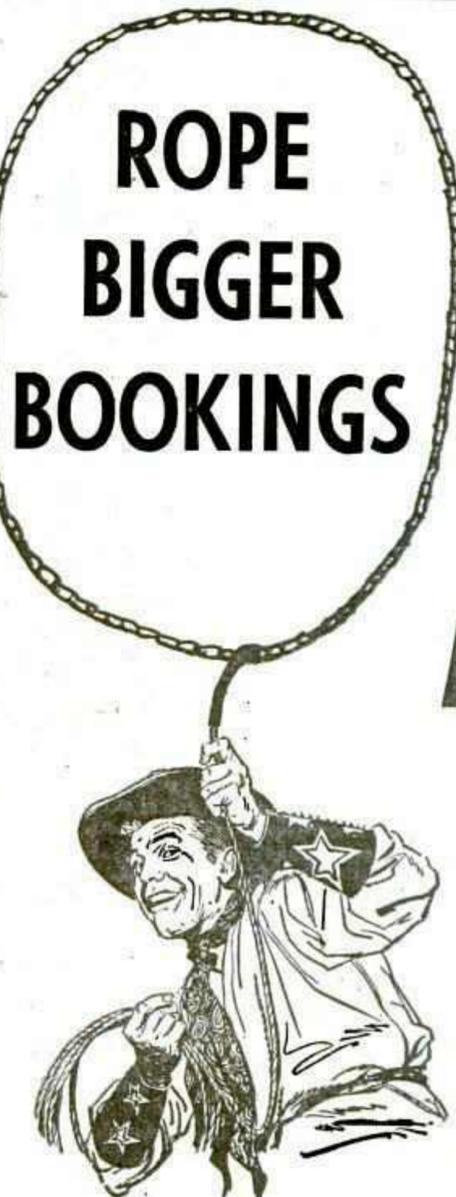
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## BEATTY WINS DATE AT PHILADELPHIA

Circus to Share 50-50 in Midway Take; Schedules 7 to 10 Days at Front, Erie

PHILADELPHIA — Clyde Beatty Circus has nailed down a contract to play here at the Front and Erie lot under a deal with Samuel Moonblatt and the Light-house organization.

General Manager Frank McClosky and General Agent Floyd King said that the show will be

there for at least a week and it may stay on for 10 days.

It was learned that the circus has made a 50-50 deal, by which it will share also in the operation of the midway that is booked for that date. Normally, many rides, shows and concessions, sometimes comprising several full organized carnivals, have played this lot and area during the annual circus stand.

In the past the engagement has been played by Ringling Bros.-Barnum & Bailey Circus. This year the Ringling organization has said it might arrange an open-air stadium or ball park date for Philadelphia. Ringling's date apparently still is tentative and would come after the Beatty show's appearance.

## Braden Named R-B Press Chief; Bary to Join

NEW YORK — Frank Braden last week was named general press agent to head up the Ringling publicity staff. On the road it will be Braden ahead, and Allen Lester back on the show, it is reported.

It is understood the circus is contemplating adding a third man for the road, to handle TV-radio. The union contract calls for a minimum of two on the road, but with no maximum.

Howard Y. Bary will join in New York for special promotions and tie-ins, the Association of Theatrical Agents and Managers claimed. Late word from Norman Carroll is that he may recover from an ailment in time to take over TV-radio in New York, which would bring the staff to full four-person strength for the opening stand.

Plans of last week to have Bill Doll head the New York press effort have been changed, it is learned. Doll also represents Mike Todd, whose "Around the World in 80 Days" would be a competing mid-town attraction.

## Much Paper Used By Kelly-Miller, Route Book Shows

HUGO, Okla.—Route book of the Al G. Kelly & Miller Bros. Circus, just issued, says the show distributed more than 1,000,000 postal heralds last season and that it used 250,000 sheets of paper plus 34,380 inches of display advertising in local newspapers.

In addition, the show participated in a heavy tie-in ad campaign thru arrangements with national advertisers. Show traveled 9,370 miles and gave 359 performances in 191 days.

## INDOOR SHOW PLANS EATERY

CHICAGO — Something new in operation of indoor shows is being planned for Clyde Bros. Circus this winter. Owner Howard Suesz said here last week that he expects to carry small "cook-house" facilities for personnel with the show.

He points out that in several cities he plays, the arena is at a fairgrounds or some other location removed from the business area, and it is impossible for show people to find convenient restaurants. Plan for the unit is to serve full meals to Clyde Bros. personnel only.

## ROSINBACKS GO LEAP FROGGING

HONOLULU — Since horses can't fly, they are leap-frogging. That is how the Alberto Zoppe Troupe of bareback riders is making a series of engagements that would be impossible otherwise.

Zoppe bought a second set of horses for his act. While he and the troupe were working at the Circo Atayde, Mexico City, with one set, the other was being taken by ship to Hawaii for the Shrine Circus.

The troupe flew to Honolulu for this stand and the horses were waiting. Meanwhile, the horses in Mexico City are being sent to Buffalo, where the Zoppes will ride for the Shrine show. Then the horses in Hawaii will be shipped to Omaha and Rink Wright's Shrine date.

Zoppe, Cucciola and others in the act travel between dates by plane.

## Clyde Signs N. Y., Ky. Dates; Names Talent

CHICAGO — Howard Suesz's Clyde Bros. Circus will open its new season with the Shrine date at Buffalo, N. Y., April 22-27, and move next to Syracuse's Shrine show before starting a 12-week route thru Canada.

Suesz announced also that the show will play a string of Kentucky Shrine dates, including Madisonville, Owensboro, Hopkinsville, Paducah and Bowling Green.

The owner has assumed most chores of the advance agent and promotion chief since Tom Parker, who has held that post, closed to join a promotion outfit connected with Time magazine. Harry Dorn is coming on to be billposter and Jack LaPearl will continue as press agent. The show will increase its use of billposting and is adding more special paper. Canadian paper will come from King Show Print, while in the U. S., the Globe Poster Company will furnish pictorials and Neal Walters Poster Corporation will supply dates.

Clyde Bros. will spring with new wardrobe of its own design plus wardrobe purchased recently from the defunct Ward-Bell Circus. It also will carry several carts and other special equipment for the spec and production.

A new mixed animal group broken by Tony Smaha includes camels, llama, guanaco and zebra. The show-owned elephant act (3) also is worked by Smaha, who has re-routined it.

As announced previously, the show will feature the Great Wallenda high wire troupe. Suesz said the performance also will include: Royal Rockets, skating; Ricci, juggling; Smaha's dressage act; St. Leons, teeterboard; Rietta, sway-pole; Nelson's Dogs; Anaya Troupe, Risley; Tex Burwell, Liberty horses; Karrells (24), Roman

ladder display; Billy Barton, cloud swing; Henderson Duo, chimps; ballet of 12 girls, and clowns, Jack Harrison, producing; Shorty Atkinson, Carl Nelson, Mike Gasca and John Carson.

## By Gosh Circus Invades W. Va., Ky.

BIRMINGHAM — Joining Byron Gosh's All-American Indoor Circus for a coming six-week tour of West Virginia and Kentucky are Wild Horse Harry, the Biehlers, Lang and Lee, Joe and Martha Smiga and Sylvia and Ray.

The show just completed a string of 23 towns in Mississippi and did well despite bad breaks in the weather. With it were the Smigas, Clarence the Clown, Minnie Rooney, Senorita Carol, Capt. Guy Leslie and His Seals, the De-Kramers, and By Gosh, booker and master of ceremonies.

Visitors on the show included Ralph Dean, agent; Oxford Trio, jugglers; the Holly Binsburys of "Super Circus" staff, and Russell Harriman, novelties.

## Henson in Owensboro

OWENSBORO, Ky. — W. E. (Shotgun) Page's Henson Bros. Circus played under Lions Club auspices in Owensboro February 7 to good business. Acts included Walter Harter's Dogs and Ponies; the Jacksons, bars and trampoline; the Heerdinks, rolling globe and hand balancing; Winston Townsend, wire and juggling; Ullaine Malloy, traps and rings; R. C. Cotton, wire and juggling; Tommy Whiteside and Jimmie O'Donnell, Bert Owens and Frank McCabe, clowns. Visitors included E. R. Gray and O. W. Mosely.

## UNDER THE MARQUEE

Ginny Lowery, who has been featured vocalist with Polack Bros. and Prof. George Keller, wild animal trainer, were married Tuesday (19) in his wild animal arena, set up in Cleveland Arena for the annual Grotto Circus, where he is appearing.

The Great Wallendas will be featured in a short-subject film depicting the training of high-altitude

circus performers. It will be produced by Warner Bros.

Charles J. Payne has been named director of the Long Beach (Calif.) Municipal Band to succeed the late Eugene LaBarre. Many members of the band have been with circuses. . . . Visitors on the Marie O'Day Palace Car recently in Texas included Bill Moore, agent; Si

(Continued on page 73)

## CIRCUS REVIEW

### Hamid Show Loaded For Big Assignments

By TOM PARKINSON

MILWAUKEE — This season's Hamid-Morton Circus is loaded for bear. It is out to make its mark on its standard big-city route in this first year after the death of Bob Morton, and it is pointing for an under-canvas stand at Palisades (N. J.) Park while the Ringling circus is at Madison Square Garden not far away.

Performance caught at the Milwaukee Arena last week would indicate that the Hamid production measures up to the role cut out for it.

It's got the basic big-act requirements in bareback, flying return and wild animal features. There is big-time material in the high act and aerial department, and this is more in the circus class that the grandstand category that sometimes has marked this show.

There is unusualness in Jack Joyce's mixed animal act and uniqueness for the gasp and rave department in the Flying Malkos' triple somersaults. Costine's Chimps are as visual an act as a picture editor, TV station or ticket buyer could hope for.

Anthony Lions, Tiger

First display after the grand entry is the LaBlonde Trio in aerial bars work that draws steady laughs. Pat Anthony works 12 lions and one tiger in his cage act. It's fast and noisy and often has several cats on the go simultaneously. There are strong run-around, fire hoop and rolling barrel bits as well as a laydown by several snarlers. Simultaneous rollovers by a lioness and the tiger are new. Business by the tiger adds much, and while most of the lions are females, there is a beautiful big male specimen for the fighting finish.

Tel-Teigen moves things upstairs for chair balancing on a small platform guyed near the ceiling. It was so high here that the looking up overpowered the act and made it seem long; not so high would be more sensational in this case.

The Wiswell Funny Ford act now features Merle Cook, nephew of the late founder, and it still is strong comedy and an endless series of funny gimmicks. It lacks the pantomime perfection that Ernie gave it, but it doesn't need that refinement to succeed.

A three-act display has Dime Wilson's table rock, the Chesters in comedy knockabout and a juggling duo. Clowns feature the Sylvesters in a cat and mouse routine. Costine's Chimps have a dog cart for the entry. These, like all chimps, then make like people, using baby bottle, pogo stick, vehicles, trapeze and similar helps. But what sets the act apart is its use of superior wardrobe, bright colored props and such other visual bits as fireworks sparklers.

Atterbury Produces

Hamid-Morton is long on production this time. Bob Atterbury is assistant manager in charge. For the web number there are Hawaiian wardrobe, island music and web sitters with ukes. Ten girls work the ropes. As their routine ends, lighting concentrates on the center ring. There a prop volcano gives forth smoke and then Miss Delilah (Zacchini) is raised from it. She reaches a trapeze and performs well in the head and foot balancing departments while swinging. Rudy Dockey follows with a clown dance number.

Three-way display has the Atterburys on the low wire, with Shirley offering a nice act and Bob coming

in for the wind-up; Munoz on the slack wire for a good routine, and in the center the Fennis Feroni Duo for a strong and fast rolyboly act that features a handstand to the head.

Fattini, in dress suit and with a comedy air, starts with an ape-like walk up the high pole. Comedy helps separate this one from all other pole acts, and a neat bit is use of cigar smoke. As the pole switches directions on each sway, Fattini puffs a cloud of smoke to make the spot.

The Merkys, trio of contortion and bar performers, have the center ring for their effective and considerably televised comedy. The Rhodins make good use of strobe-light effects in their revolving aerial ladder act. Another three-act number has a Jargo clown stunt, a ponies and elephant combination worked by the Vidbels, Rudy Duockey's balloon-bouncing boxer, and in the center the Doros. Latter is a duo in an English-type carrying act which, tho short of spectacular, is fresh and real circus. Clown car comes next.

Joyce, Malko Triple

Jack Joyce presents his unusual act that includes three camels, two guanacos, a zebra and a pony. Camels open with Liberty business at their unique pace. Zebra is added for free running Liberty and pedestal work. Guanacos are introduced to leap the crouching camels. That first phase of the act shows off the specialties of each species well, contrasts their color and markings, and makes unusual features out of animals which most shows in the past have only displayed as not-so-odd menagerie stock. Joyce's finale has the mixed group running, loping and leaping around the ring, and this further stresses their unusualness. The act, in this and earlier form, top caliber thruout and certainly is one of the most original and forward-looking efforts put forth by an American circus performer in years.

The Flying Malkos (4) have been making spectacular flying return news and made more here. In Memphis it completed nine out of 12 tries for the triple somersault. Mike Malko said that in Mexico City they threw many triples and now have lost track of their total. In Milwaukee they accomplished plenty of other flashy flying too. There was a double layout, double full twister and the tough double cutaway half. They make no announcement on the triple. But Tony Steele, the leaper, tries it at almost every performance. Odds have been that he will make it, as he did here Tuesday (19). Then announcer Charles Basile comes in with word that the audience has seen "history in the making." The act stops when Basile starts the announcement, then it resumes for its finale, a passing leap.

Dorchester Change, Click

Symphonettes, girl acrobatics team, has the center spot for fast work while Slim Collins and Trudy Wilson do contortion at the sides and Rudy Dockey is back with more clowning.

The Riding Dorchesters (7) come thru as one of the big acts of this heavy show. They have come a long way since arrival in this country three seasons ago. They have developed polish, form and routing. Their wardrobe and stock are fine. In taking direction from American producers they have conformed and grown into the pattern of big American riding acts.

(Continued on page 73)

# UNDER THE MARQUEE

• Continued from page 72

Rubens, former circus owner, and the advance personnel of the Tommy Scott Show, writes Charlie Campbell.

Circus people in the current Gene Autry show include Dieter Tasso and Happy Kellems. . . . Tige Hale is back in Panama City Beach, Fla., after visiting Tampa and Sarasota show centers. He reports a big crowd for a Sunday show at Ringling quarters and considerable building activity at the Cristiani quarters. Hale is considering a return to the circus band field.

Hugo, Okla., notes—Bob Grubb, of the Cole Circus, has a new trailer. . . . Mrs. Laura Anderson purchased a trailer park and renamed it Circus City to cater to show people. . . . Curly Miller, equestrian director with Hagen and radio performer in Hugo, has a new trailer.

. . . Frank Ellis, snake showman with Kelly-Miller, has revamped walkthru shows and bought a new 30-foot regal python. . . . Brownie Robbins and John Grady painted Ellis' units. . . . Jack and Dorothy Turner are in Hugo to rebuild their pit show for the Tex Carson Circus, where he is legal adjuster and she has the wagon. . . . Dick Loter has a new trailer. . . . Rex Rossi is breaking two new trick horses. . . . Ione Stevens has moved into her new home. . . . Flo McIntosh has returned to Hugo after a visit in Halifax, N. S. . . . Jack Moore and Tom McLaughlin, of the Carson Circus, planned to buy some equipment in Gonzales, Tex. . . . Charlie Cuthbert, Frank Ellis and Jack Turner promoted two indoor dates, a hillbilly show and a religious picture.

Chamber of Commerce at Hugo has designated the town as the Circus City. There are about 200 show people wintering in the town, which is home base for three circuses, three carnivals and a medicine show. Show people will take part in the city's observance March 27-31 of the Oklahoma Centennial.

From the Sullivan Circus Hall of Fame, Mary Jane Miller writes that Johnny Fortune and Leonard Darsey, of the Florida State University Flying High Circus, visited the hall. . . . Albert Powell, former swinging trapeze star, comes out daily to instruct a group of high school students in trapeze work. . . . Mr. and Mrs. Lou Jacobs are parents of a new daughter. . . . Shirley Meredith and Bobby Grosvenor announced their engagement. . . . Josephine and Mario Ivanof visited. . . . John Sullivan, president of the Hall of Fame, has been conferring with Garry Moore staffers about future plans.

Roland Butler, former chief of Ringling publicity, was quoted in a recent Tampa newspaper article as predicting the indoor Ringling show will be unsuccessful and that television "is going to wipe out the whole of circus business."

W. A. Sadler announces that Circus Fans will hold a get-together for Florida members and others at Sarasota on March 23-24. They will visit Ringling quarters, Sullivan's Circus Hall of Fame, the high school Sailor Circus and other Sarasota points.

Helen Haag has been made a life member in the Order of Eastern Star for her successful promotion of the Eastern Star Circus in Florida recently. She has her chimp act with the Orrin Davenport show now.

Bill Jones, formerly with Polack and other shows, now is in Phoenix, where he handles publicity chores. He is recovering from injuries received in a tumble down a 25-foot embankment. . . . Dr. C. R. Wilders and Paul Allen have opened a Snake Show between Pharr and Edinburg, Tex.

The Miami Herald for February 9 carried a color-picture story about the Circus Hall of Fame. . . . The Leonard Aylesworths visited the hall. . . . Mrs. Damos Dhotre has returned to Sarasota. . . . Greg Oliver got in some trampoline practice at the Hall of Fame. . . . Eva May Lewis visited the hall.

Fred Olsen, Sioux City, Ia., clown for bakeries, is recuperating from a heart attack. . . . Charles W. Parker, who was on the Barnum advance in 1914, has a printing business in Meriden, Conn. . . . Art McCall, Sandusky, O., amateur clown, is chairman of the Clown Club in that area. . . . John D. Sis-

son clowning a convention in Boston. . . . Louis F. Myers, Baltimore, has been booked to clown a Virginia fair.

Tommy O'Brien and Bill Bailey, of the Memphis Zoo, caught Hamid-Morton Circus. Bailey chatted with fellow clowns Slim Collins, Dime Wilson, Shorty and Peggy Sylvester as well as the LaBlonde Trio.

Wyatt Davies, clown and kiddie ride operator, will make the New Orleans Mardi Gras. . . . Glen Jason James is selling advertising materials out of Postville, Ia.

Herbert Weber, of the Los Latinos, tight wire act, writes that after playing "Big Top" TV, a week at the Hartford Sports Show and a Casino Theater engagement in Toronto, they will get set to go with the Beatty show for the season.

From Polack Western show, Jimmy Douglass writes that Francisco Gonzales, of the Flying Palacios, and Florene Foremski, of the disbanded Atomics acrobatic act, were married. . . . Circus fans at Flint entertained the personnel at a buffet party. . . . Visitors at early Polack stands included Joe Sherman, George Keller, Don Francisco, John and Eloise Cuneo, Nellie Vaughan, Kurt Oranto, Jules Jacot, Louis Reagan, Jimmy Reynolds, Paul Thorndike and Jimmy Kling.

Scott Hall, formerly with Ringling, has been in New York in connection with a movie showing at the Fox Theater, Brooklyn. . . . Four Ringling ticket wagons are spotted about a mile outside of Sarasota and fitted with the big R-B lattice sign that was used on the road, with the added information that the quarters are open to tourists.

Ray Ollech, former assistant property boss in Ringling, is making progress at the South Chicago Community Hospital, Chicago. He has been there 14 weeks and now is in a wheel chair part of the time.

Jorgen Christiansen writes that he is readying his property for shipment to Colorado later. He has a string of dates for his "Storybook" act starting in Arizona, after which he will go to Colorado to join his wife, Edna Curtis Christiansen.

Robert E. Parrish, general chairman of the Shrine Circus at Wheeling, W. Va., reports that the show again will be produced by the Tom Packs Circus and will be July 29-31. It will be the ninth year in for Packs.

Hal Haviland will have his dog act with Kelly-Miller this summer. He was with Hunt last season and made the final weeks of the sea-

## Hamid-Morton

• Continued from page 72

That's all to the good and it means there is another strong bareback troupe in the field. But it also means that the act has dropped some of the distinctive traits it brought from England. It used to seem faster, louder and rougher. They still fire a pistol but now its significance is dim; the male still grabs a head of hair to help a girl up to the rosinback but this novel touch is minimized.

The Arrignonis' (4) precision aerial work clicks with a jumble of bits not usually done by others. Topper is the trick in which one girl, head down, holds another by the latter's leg, while a third suspends from her handhold on the second girl's other leg.

The Vidbels work Hamid-Morton's three elephants in a routine manner. Clowns come in for another go. They include Jerry Bangs, producer; Dime and Connie Wilson, Bumpy Anthony, Rudy Dockey, Peggy and Shorty Sylvester and Slim Collins.

Finale has Emanuel Zacchini's human cannonball act. Joe Basile has the band. Richmond Cox is working press. Charles Basile is manager, and George A. Hamid has been with the show. Omer Kenyon handled the promotion in Milwaukee for his 18th season and business was running strongly ahead of last year, with sellouts from Thursday on.

son with Von Bros. He just toured the maritimes of Canada as agent for L. N. Fleckles' "Ice Varieties." He also appeared in the ice show.

Charles Schuler, former R-B publicist, handled press for the Grotto in Cleveland. He handled a Blinko Burch birthday party promotion, and worked a circus quiz with the Cleveland Press which drew 18,000 replies. He also had heavy scores with publicity on acts with the show and on the wedding in the arena of George Keller and Ginny Lowry.

Davenport, Ia., newspaper carried a feature about local CFA members. . . . The Hanel recently visited with the George Hannefords, Machinos, the Ivanofs, the Joannides, Eris and Baptiste Schreiber in Sarasota. The Hanel bought several lots in Sarasota during their stay. They appear with the Minneapolis Shrine show February 28-March 8 and then return to Sarasota to be with Ringling.

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## 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, spanning more than five years, has been awarded by Canadian National Exhibition here to the Conklin brothers, Patty and Frank, longtime suppliers of the fun zone attractions at the exhibition.

The period covered by the contract was not disclosed, but is understood to be longer than any midway contract ever given out by the CNE. Longest term covered by previous contracts has been for five years. The new contract is effective with this year's exhibition.

Shortly after the new agreement became known, the Conklins disclosed that they will establish a permanent kiddieland on the CNE grounds and will spend a large sum of money for added ride installations for the exhibition itself.

The kiddieland will be set up at the south end of the area occupied by the midway during the exhibition. This funspot, which will open May 16, will run thru August 17, when it will be dismantled and its rides shifted for the duration of the CNE to the location used in the past at the CNE for the Conklin kiddieland.

The May thru August operation will be supervised by Jimmie Conklin, Patty's son. Most of the units to go into the kid spot were formerly used at the Conklins' Sunnyside Kiddieland, which has been discontinued.

Patty Conklin revealed that an American Derby (or Derby Ride), with a capacity of 108 passengers, is to be installed on the CNE's midway. A building, 65 by 100 feet, will be built to house this new ride.

### Double-Decked Ride

A large Hot Rod also is to be added, with the installation to run under a part of the permanent Coaster and into the area embraced by the Coaster. The Hot Rod ride, Patty said, will be double-decked.

Other ride additions for the CNE will include a Wild Mouse, imported from Germany. An aerial swing, another importation from Germany, is to be installed in the kiddieland.

A handsome band organ, one of the many other units purchased by Patty on two buying trips to Germany early this winter, is also to be placed in operation.

### Equipment Arrives

The rides, organ and other equipment purchased in Europe by Patty began to arrive here the week of February 18. Three of 10 car loads of imported equipment arrived here from Halifax during that week.

Patty and his brother, Frank, took time off Wednesday night (20) to be among the 150 who attended the testimonial dinner to Walter Jackson, former manager of the Western Fair, London, Ont., at London.

Following the dinner, Patty returned here and Frank headed for Chicago, en route to Los Angeles on a combination business and vacation trip.

## GAMES NIXED

### N. J. Ruling Will Affect Show Routing

NEW YORK—Re-routing is in the works for shows which usually went thru New Jersey during the still date season because of last week's State Supreme Court decision. The high court ruled illegal all games in which the player pays a fee or receives a prize, or in which the house has a chance to win.

One show, Prell's Broadway Shows, has already made preparations to route around New Jersey. Others, which usually have still-dated there include Amusements of America, Penn Premier, James E. Strates and World of Mirth. The last-named has recently let its big Plainfield date serve as a season's opener in late May.

There are four fairs of consequence which have used midways, Trenton, Morristown, Flemington and Bridgeton.

The Supreme Court ruling came when an enabling bill was ready to be put thru the Legislature. But the court held that the games constitute gambling, and are thereby illegal. It makes no difference whether skill or chance is the main factor.

## Caravans Names New Committees

CHICAGO — Agnes Barnes, president of Caravans, Inc., appointed Irene Coffey as chaplain for 1957 and Rose Jarboe and Marian Falco as hostesses for the year at a recent meeting here. Josephine Glickman, Eilene Cherone and Rose Jarboe were named sentinels.

Committees named by President Barnes include: Finance, Claire Sopenar, Veronica Potenza, Eva LeRoy and Marianna Pope; ways and means, Helen Wettour, Pearl

*(Continued on page 75)*

## Downie Names Chairmen for PCSA Events

LOS ANGELES — Chairmen and committees for 10 of the 12 outstanding Pacific Coast Showmen's Association events to be held during the remainder of this year were announced here by Bob Downie, PCSA president.

Joe (Red) Dauer heads the committee for Showmen's Day at the National Orange Show in San Bernardino, March 19. Serving with him will be Jimmy Lantz, Alex Freedman, Fred Mortensen and Dick Searce. O. N. Crafts, owner of Crafts Shows, which will be playing the midway, will be host to club members.

Frank Warren was named chairman of a committee, including Hilton Hodges, Louis Cecchini and Steve Vaughn, for an event to be held at the Southern California Exposition in Del Mar this summer. No definite date has yet been set for the function.

The winter events will include memorial day services on December 8, with Hunter Farmer, the chairman, assisted by Harry Seber and Eddie Tait. Matt Herman is chairman of Past President's Night committee, with John Snobar and E. W. Coe, on December 9.

Edward J. Harris was named chairman of the annual banquet and ball to be held December 10 in the Gold Room of the Biltmore Hotel. Moe Levine is the co-chairman.

Sam Landesman heads the committee for the Christmas Day dinner, his committee including Fred Mortensen and Joe Steinberg.

Committees and the events for which they will function were named, with dates to be set later for Los Angeles County Fair, J. E. Brown, chairman, and S. L. Cronin, C. F. (Doc) Zeiger and Al Flint; Arizona State Fair, Sam Steffin, chairman, and Joe Steinberg and Louis Wald; West Coast Shows, Art Andersen, chairman, and Harry Myers, Hunter Farmer and West Coast Exposition Shows, Al Rodin, chairman, and Harry Martin, Max Silver and Maurice Schiller.

Committees are yet to be named for the New Year's Eve party and the installation of officers for 1958, date for the latter yet to be set.

## Page Readies Two Units For Early Bow

SPRINGFIELD, Tenn. — Both units of Page Bros. Shows are being given final touches for early bows. The No. 1 unit to carry Henson Bros. Circus as a backend feature, the No. 2 unit to consist of rides, shows and concessions under the management of Colon Lenard.

The first unit, under the management of W. E. Page, will open May 1 in Nashville and will also play Kentucky, Ohio and Alabama. The Lenard-managed show will spring in the near future and play Mississippi, Alabama, Tennessee, Illinois and Indiana.

Assisting Page on the first show will be Norman Littlefield, who will manage the 14 office-owned concessions. L. R. Page, brother of the owner, will be superintendent of operations and will also have his four kid rides on the show. Vernon Pearson will manage the Kiddieland. Louis Duchene will have two girl shows and Vernon Hagwood is readying his four concessions.

## Brashear Gets Okay Biz at Harlingen Cele

HARLINGTON, Tex. — Don Brashear's American Midway Shows assembled one of the largest collections of midway attractions at the annual Rio Grande Valley Celebration here last week and, as a result, wound up with a good gross.

Sponsored by the Chamber of Commerce, the celebration is aimed to welcome the big influx of winter tourists. On the program was a big street parade, queen contest and a series of special events.

On the Brashear midway were 70 concessions, 20 rides and 10 shows. Acts from Lee Bros. Circus served as free attractions, including Captain Christy's lions, McNeese ladder turn, and the Lee elephant. A new Twister was featured in the ride line-up and Marie O'Day's Palace Car was spotted near the entrance.

Nightly shows were staged in the nearby city auditorium.

## McKenna Contracts Seven Wis. Fairs, 13 Celebrations

MANITOWOC, Wis. — McKenna Rides and Amusements will have eight fairs on its 1957 route in addition to two centennials, 11 celebrations and several community fairs all in Wisconsin, Herman McKenna, co-owner, announced last week.

Latest additions were centennials at Spring Green, June 27-30, and Ontario, July 12-14. Fairs are at Elroy, Slinger, Crandon, Cedarburg, Baraboo, Philips, Clinton and Friendship.

A Spitfire was recently added to bring the total office-owned rides to 10. Several trucks were purchased plus a transformer and additional light towers. Mrs. A. Daymon, co-owner, has ordered a new trailer to serve as sleeping quarters for the crew.

Barry Kaufman, former concessionaire, assisted the production crew of the Garry Moore TV show during the run of the Florida Citrus Exposition at Winter Haven.

## 21 Shows Share 1957 Wis. Fair Business

PLYMOUTH, Wis. — Midway contracts at Wisconsin fairs are generally completed, it was announced here by Win Eldridge, secretary of the Wisconsin Associations of Fairs.

In a recapitulation of the booking season, Eldridge reported that the 21 shows had booked the following designated fairs:

Belle City Amusement Company, Antigo, August 2-4; Merrill, 5-8; Neillsville, 9-11; Wausaukee, 16-18; Medford, 23-25; Ladysmith, 26-28; Shawano, 30-September 2; Weyauwega, 5-8. Dobson's United Shows, St. Croix Falls, August 2-4; Glenwood City, 5-7; Spooner, 12-14; Ellsworth, 16-18; Hayward, 19-21; Luxemburg, 30-September 2.

Olson Shows, Chippewa Falls, July 30-August 4. Meverdeen's Rides, Mauston, August 8-11; Iron River, 16-18. Gold Bond Shows, Portage, July 25-28; Tomah, August 1-4; Wilmot, 8-11; Rhineland, 15-18; Rice Lake, 22-25; Plymouth, 31-September 2.

### Nine for McKenna

McKenna's Rides & Amusements, Elroy, July 18-21; Slinger, 25-28; Crandon, August 1-4; Cedarburg, 8-11; Baraboo, 15-18; Phillips, 22-25; Chilton, 30-September 2; Friendship, 4-8; Lodi, 27-29. Schafer's Just for Fun Shows, Menomonie, July 25-28; Monroe, Superior, August 13-18.

Greaser Amusements, Saxon, August 23-25. Wallace Bros. Shows, Madison, July 17-21; Darlington, 24-28; Jefferson, August 1-4; Janesville, 6-10; Wausau, 14-18; Manitowoc, 21-25; Elkhorn, 31-September 2; Beaver Dam, 4-8. Snapp Bros. Shows, Seymour, August 1-4; Fond du Lac, 7-11; De Pere, 14-18; Sturgeon Bay, 22-25; Oshkosh, 27-30.

Art B. Thomas Shows, La Crosse, August 7-11. 20th Century Shows, Marshfield, August 28-September 2. Larkee's Tip Top Shows, Green Lake, August 2-4; Mondovi, 8-11. Weydt's Rides & Shows, Westfield, August 8-11; Gillett, 16-18;

Athens, 22-25; Viroqua, September 19-22. Emhoff's Rides & Shows, Union Grove, 1-4; Richland Center, Dyer's Greater Shows, Bloomington, August 23-25; Lancaster, September 5-8. Pederson's Dairy State Shows, Eagle River, August 23-25. Dusty Rhode's Midway Attractions, Wautoma, August 15-18; Rosholt, 30-September 2. Brasch Bros. Shows, Gays Mills, August 8-11. Stipes' Shows, Webster, August 15-17; Grantsburg, 22-24.

## Allen Wins Front-End At Allentown Annual

ALLENTOWN, Pa. — Bernard (Bucky) Allen was awarded the concession contract last week by the Allentown Fair. Allen is concession manager of the World of Mirth Shows, which has played the date for many years. Allen has supervised the front-end operations at the fair for nearly two decades.

Decisions on concessions and on a separate ride-show agreement were made by the fair's concession and grounds committee.

During a three-day session, presentations were made by the World of Mirth, Amusements of America, Wade, and Reithoffer organizations. It was decided to split the contract, with the rides and shows being awarded to Reithoffer.

Final approval lies with the executive committee, which meets Monday (25), according to fair President Frank F. Hausman. William T. Harris Jr., chairman of the concession and grounds committee, said his group will tell the executive body that the contracts will earn the fair its greatest midway income ever.

## Seek Bertram Wood

LITTLE ROCK—Efforts were being made last week to locate Bertram Wood, the son of Frank H. Wood, retired Merry-Go-Round and Ferris Wheel foreman, who died February 16 in a hospital here. Anyone knowing the whereabouts of the son are urged to write to the deceased's stepdaughter, Florence Small, at 2002 Pike Avenue, North Little Rock.

## Spokane Fair Inks Inland

SPOKANE, Wash. — Inland Empire Shows has been booked for the 1957 Spokane Interstate Fair, September 18-22. More rides and attractions are planned than last year.

A \$10,000 grant by county commissioners for premiums will bring prizes up to the level of the Yakima and Puyallup, Wash., fairs and attract more exhibitors, officials believe. Additional spectators are expected to be attracted by addition of an old-fashioned threshing bee on 10 acres of wheat to be planted on the fairgrounds.

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**CLUB ACTIVITIES**

**Hot Springs Showmen's Association Ladies' Auxiliary**

On the rostrum for the February 20 meeting were Virginia Gamble, president; June Reynolds, first vice-president; Bonnie Wheatley, secretary, and Rose Marie Stein, treasurer.

Welcomed were Viola Parker, Margaret and Evelyn Hock, Sybil Lashbrook and Edith Conklin. Daisy Fritts is back after a month in Florida. Vivian Zimdars, chairman of the welfare and mercy committee, reported Mary Spitzer ill. Alice Hennies announced a March 10 wild duck dinner in the club rooms. Angie Conroy, who recently underwent surgery, is supervising a demonstration at the J. J. Newberry store.

The tacky dance drew 312 paid admissions. Ruffled off at the dance were a baby goat donated by Bill Wilcox and won by Rose Marie Stein, and an Emmett Kelly doll donated by Elsie Powell and won by Charles Cuthbert, of the Kelly-Miller Circus. The raffle netted more than \$100. First prize for the tackiest costumes were won by Shirley Bazinet and Al Renaldi.

**Pacific Coast Showmen's Association**

LOS ANGELES — Joe (Red) Dauer was named chairman of the Showmen's Day event to be held by the Pacific Coast Showmen's Association at the National Orange Show in San Bernardino March 19. Matthew (Jimmy) Lantz, PCSA vice-president, officiated at the regular weekly meeting in the absence of President Bob Downie Monday night (18). Also on the rostrum were Hunter Farmer, a past president, and H. D. (Bob) Matthews, secretary.

Plans were launched to make the Orange Show event a big one. Donations were made by O. N. Crafts, Lantz, Farmer, Al (Red) Cohn, Dick Searce and M. J. (Mickey) Doolan for entertainment. Crafts, whose shows will be playing that date, will supply a big top along with food.

Club members mourned the passing of Charles P. Carpenter, who was buried at Showmen's Rest Wednesday (20).

Joseph Redusco was voted into the membership.

Fred Donnelly was reported out of the hospital following surgery. Meyer Schlom is recuperating at a local rest home. M. M. Buckley was reported convalescing in a rest home in Phoenix.

Lantz called upon Jack Lee, Dan Callahan, Henry Sunderland, Dwight Peeples and Charles Elbey to take bows.

**MIDWAY CONFAB**

Mrs. Bobby Gerry, mentalist and former Side Show op, is doing her mental act in Gene Knight's Side Show on Blue Grass Shows. She has recovered from a recent illness and plans to go out this summer. . . . Willard Bernard will manage an American Legion celebration in Jaffrey, N. H., in April.

Ellsworth McAtee, assistant manager of Dyers' Greater Shows, is supervising work at the Searcy, Ark., winter base where a crew has been busy since the show was put away last fall. Shorty Rheams is handling mechanic and welding chores while Oscar Spwin is doing carpenter work.

Concessionaire John Gallagan Thursday (21) was reported in greatly improved condition in Baptist Hospital, Knoxville, following an operation Friday (15). Bleeding which had followed the operation subsided, and his appetite was reported good.

**Show Folks of America**

SAN FRANCISCO—The Monday (18) meeting was called to order by President Eddie Hellwig. Also present were Oscar Mattley, second vice-president; Joe Barell, third vice-president; Charlotte Porter, treasurer; Lola Cox, corresponding secretary, and Bonnie Townsend, recording secretary.

Jack Christensen filled in as first vice-president, and Harry Martin as financial secretary.

A moment of silence was observed in memory of the late Gladys Mackey.

It was announced that response to the Hi-Jinks tickets, which were distributed recently, was excellent. The event is scheduled for April 1.

The house committee was authorized to purchase new furniture. A steak dinner will be held in conjunction with the March 4 meeting.

Barney Stevens, membership chairman, announced a special drive would get under way April 1 with prizes offered the person recruiting the most new members.

**Showmen's League of America**

CHICAGO—In the absence of the president and first vice-president, Maurice Ohren, immediate past-president, called the Thursday (21) meeting to order with close to 50 members present. Also on the platform were George Johnson, secretary, and Homer Briant, executive secretary.

It was reported that Irish Gaughn was on the mend, and that John Gallagan, third vice-president, was still confined to Baptist Hospital, Knoxville.

One new member was announced, Willard (Bill) Masterson, manager of the Wisconsin State Fair, Milwaukee.

Main topic on the floor was the Tuesday (26) dedication of the building. Publicity breaks in the newspapers as well as on television and radio were scored by Nat Green, who is handling the public relations for the event.

**Caravans Names**

• Continued from page 74

McGlynn, Marianna Pope, Estelle Swaider, Eva Shine, Betty Broderick, Junice Milcezny and Eilene Cherone; house, Eva LeRoy, Isabella Brantman, Agnes Zelek, Veronica Potenza and Ann Sleyster; press, Lillian Lawrence, Wanda Derpa and Mollie Raymond.

Welfare, Mae Taylor and Lucille Hirsch; entertainment, Eva LeRoy, Frieda Rosen and Veronica Potenza; membership, Marianna Pope, Pauline Grey, Joan Sullivan, Dolly Young and Mae Oakes; forget-me-not, Mae Sopenar, Pearl McGlynn, Jeanette Wall, Ann Sleyster and Joan Sullivan, and birthday cards, Helen Hoffmeyer.

**SEARCHLIGHTS**

Brand-new Sperry and G.E. 60-inch Searchlights, still crated, located Albany, Chicago or St. Louis, with tires and complete spare parts box, \$400. Brand-new Generators, still crated, 16.5 kw., \$600. Complete Burner Heads, \$100 a set. Also very good buys in slightly used equipment.

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**WANT**

Good, clean Carnival for 23rd ANNUAL RODEO & OLD SETTLERS' REUNION July 2-3-4. Contact **JAMES LAWHORN** Wright City, Okla.

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Opening April 29, Washington, Pa. Want Foremen for Wheel, Merry-Go-Round and Kiddie Rides—\$70.00. All Rides office owned.

**FRANK KOPCHA** 1841 Hillcrest Ave. Washington, Pa. Phone: Baldwin 2-9136

**SAN BERNARDINO 42nd NATIONAL ORANGE SHOW CALIFORNIA'S FIRST BIG FAIR MARCH 14 TO 24, 1957. 11—BIG DAYS & NIGHTS—11**

Uptown location—plenty FREE parking—300,000 Attendance. NOW BOOKING SHOWS AND CONCESSIONS

ROY SHEPHERD WANTS Ride Supt., Electrician, Truck and Ride Mechanic, Ride Foremen, Ticket Sellers, Truck and Semi Drivers. Experienced Canvas Men for Big Top, also useful Carnival Help in all departments.

CRAFTS HAS FOR SALE: One Sellner Tilt-a-Whirl, \$3,000.00; one Pretzel Ride, new Tent; one #5 Eli Wheel. All rides in A-1 condition.

WRITE, WIRE OR PHONE **CRAFTS 20 BIG SHOWS, INC.** 7283 Bellaire Avenue, North Hollywood, Calif. Phone: Poplar 50909 or 50320

**GRAND AMERICAN SHOWS**

12 RIDES—8 MAJORS—4 KIDDIE—6 SHOWS

Want for the best route in Iowa—opening April 25, Ottumwa—two Saturdays. Keokuk, Newton and Waterloo to follow. Celebrations and Centennials June and July; Fairs in August and September.

WANT CONCESSIONS—Arcade, Jewelry, Photo, Hanky Panks of all kinds. Glass, Bear and Bird Pitches; Hi-Striker, Ball Games, Scales, Age, Slum Spindles. Owner operated Grind Stores—no count or coupon—must have Hanky Pank with each. All Concessions pertaining to Eats, Drinks, Popcorn, Floss and Snow booked. Lead Gallery booked. All other Concessions open. WANT Dog and Pony Show—will furnish top. Want Grind Shows with own equipment. Fun House wanted. WANT RIDE HELP—Foremen for Tilt, Roller Boaster, Merry-Go-Round; Second Help on all Rides; we will help you get chauffeur's license.

**L. O. WEAVER, Mgr.** Fairbank, Iowa

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WANT WANT WANT  
 SHOWS: Side Show Operator with Talent, have 100 ft. Banner Line, 22x80 ft. Top, Operator for Trailer Fun House, Girl Show Operator with two or more Girls, Athletic Show Operator who knows how.  
 RIDE HELP: Want First and Second Men on all Rides. Especially want Man for Dark Ride. All must drive.  
 CONCESSIONS: Will book a few more Hanky Panks. Want Agents for office owned Concessions of all kinds. Whittie Danley wants Cookhouse Help.  
 Show opens March 22. Official opening April 1, big Army pay day; followed by Navy pay day April 15. Winter Quarters open March 3.  
 JOIN A SHOW WITH "SURE PAY" EVERY WEEK  
 Address: **C. A. VERNON, Mgr.** Paragould, Ark (Phone: Cedar 2-7709)  
 P.S.: Kentucky Ray, call Mrs. Vernon at Bryan, Texas.

**GRIGGS BROS.' SHOWS**

OPENING YAZOO CITY, MISS., MARCH 9—2 SATURDAYS. ARMY AIR BASE PAY-DAY AT GREENVILLE, MISS., TO FOLLOW. ALSO ARMY PAYDAY FIRST OF MAY. BOB ECKLES, COME TO WINTERQUARTERS AT ONCE IF YOU STILL WANT JOB.

HELP: Want two experienced Men to Up and Down Concessions and Drive; must have licenses. Will give Head of new 16 ft. Bucket Store (Shorty, answer.) SLIM WILDER, CALL BARNEY REESE. Want Agents for Skillo, Razzle, Pins. Want two Girls for Girl Show. REX ALLEN, WILL BOOK YOUR SHOW FOR THESE TWO BIG PAY-DAYS OR FOR THE SEASON.  
 All People be in Yazoo City not later than March 8. Show leaves Winter Quarters March 4. All replies to: **CHARLES GRIGGS** c/o Western Union or Phone ATwater 5-4015, Dyersburg, Tenn.  
 P.S.: Crip and Harry, I never intended to make you angry, so come on over and go to work. Kirk and Margo, call me.

**OKLAHOMA EXPOSITION SHOW**

Want for the Biggest Spring Celebration. 50 Year Golden Anniversary SEMI-CENTENNIAL, Hugo, U.S.A., for 5 days and nites on the Street.  
 Want for 1957 season opening March 27-31. Want for well proven route of 8 Fairs, 10 Celebrations, more to be added, will be announced in The Billboard. Now booking Concessions of all kinds: Cork Gallery, Coke Bottle, Ball Games, Six Cats, Buckets, Swinger, Long or Short Range, Lead Gallery, Photo Gallery. Will book nice flashy Binko for the season, Jewelry Spindles, no exclusive on Concessions.  
 Will book high class Grind Show or any Show of merit. Want well-framed Side Show with own equipment and transportation, also Agimat Show, Fun House, Girl Revues, Snake Show and Athletic Show. Will book Rides: Tilt-A-Whirl, Spitfire or any Ride that does not conflict with what we have. Can place Foremen and Second Men: Wheel, Merry-Go-Round Mix-Up and other Rides. Note: If you are Licensed Driver report to Winter Quarters. CONTACT NOW FOR BIG SEASON.  
 Address to **JOE STARR, 807 W. Dalton Street, Hugo, Oklahoma**

**WANTED SIDESHOW**

for Detroit's largest amusement park. Must be on semi. Write **MANAGER, EDGEWATER PARK** 23500 W. Seven Mile Rd. Detroit 19, Mich.

**PAGE BROS.' SHOWS—NO. 2**

Opening in Brookhaven, Miss., March 1 thru 9, then 7 weeks in South Louisiana  
 Want Hanky Panks of all kinds, Cookhouse or Sit-Down Grab, Custard, Bear Pitch, 8-Cat, Buckets, Popcorn, Floss, Sno-Cones, Cork, Long and Short Range Galleries: SHOWS—Grind Shows, Monkey, Geek. WILL BOOK Merry-Go-Round, Tilt, Octopus, Ride Help wanted. Agents for office-owned Hanky Panks. Agents for Count Store, Pin Store and Skillo. Contact by wire. c/o Western Union.  
**C. R. LEONARD, Manager, Brookhaven, Miss.**

**SUNSET AMUSEMENT CO.**

Opening Excelsior Springs, Mo., April 25  
 RIDE MEN: Kiddie Rides (2) Foreman, Front Gate Man; Second Men on Octopus, Merry, Rock-o-Plane. All must drive semis. CONCESSIONS: Exclusive on Long Range, Photos, Age and Weight. Can use Ball Games and Hanky Panks. SHOWS: Want Athletic, Monkey Mechanical and Motordrome. J. T. Hutchens wants Acts, Lecturer and useful People for Side Show.  
**P. O. BOX 25, CORAL GABLES, FLORIDA.**

STOCK TICKETS	TICKETS	SPECIAL PRINTED	Double Coupon Double Price
1 Roll ..... \$ 1.50	of every description	Cash With Order Price	
5 Rolls ..... 4.50	Wheel tickets carried in stock for immediate shipment.	2,000 ..... \$ 6.90	
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ROLLS 2,000 EACH		30,000 ..... 15.20	
Double Coupons		100,000 ..... 33.00	
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No C.O.D. Orders		1,000,000 ..... 250.00	
Size: Single Tkt., 1x2	<b>THE TOLEDO TICKET CO.</b>		
	Toledo 12, Ohio		

Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.



**WANTED  
RIDES and CONCESSIONS**

August 26 to September 2, 1957, for  
**Olyphant Fire Dept.**

Olyphant (Lackawanna Co.), Pa., which will be host to NORTHEASTERN PENNSYLVANIA VOL. FIREMEN'S FEDERATION, consisting of 145 fire companies and rendering service to a million people.

**J. CHICHILLA**  
Phone: HUNter 9-4222

**CARNIVAL WANTED**  
for  
**GRAND ISLAND CENTENNIAL**

July 1 to 6, 1957, inclusive.

Carnival to be displayed on Main Street, town of 30,000 population.

Send full information to

**JERRY ANDERSON**  
1114 N. Eddy St. Grand Island, Neb.  
Phone: DU 2-8932

**LINDLE SHOWS**

**JACK LINDLE, BEARDSTOWN, ILL.**  
Now Booking For

8 Fairs—11 Celebrations—3 Centennials. Can place Long Range, Cook House or Sit-Downs Grab, Diggers, Short Range, Dish Pitch, Hi-Striker, Crazy Ball, Roll-a-Ball, Bear Pitch and any other Concession we do not have that works for stock. Gypsies and Flatties, don't bother. All Concessions have "EX." Open Beardstown May 20, downtown City Park, Homecoming and Fair. For Sale—Photo Gallery, ready to go, \$350.00.

**THANK YOU**

**E. J. (RED) and NELL ADAMS**  
owners Carlyn Gail Motor Court, Palmetto, Fla., for your Sportsman Mobile Home purchase.

"Save Money With Johnny"  
**JOHNNY CANOLE**  
8861 N.W. 18th Ave. Miami, Fla.  
Phone: Miami, Plaza 1-0206

**FOR SALE**

3-Man Six Cat, "It's nice"; also very good Remington .22 Automatic Gallery Rifle. Will open the first week in May. Need Agents for Peek Store, Six Cats and Hanky Panks. Playing good territory.

**JOHN ERNEST**  
421 North Grove St. Wichita, Kansas

**WANTED  
SCENIC ARTIST**

DUFFY, CALL ME.

**HARRY BEACH**  
MYRTLE BEACH, S. C.

**WANTED**

Carnival week of July 4 to play Fairgrounds and City Park. Annual American Legion Celebration past 25 years. No celebration within 40 miles. Contact

**W. T. BRUMMETT**  
Oasis Tavern, Olney, Illinois

**CARNIVAL WANTED**  
For the  
**74th ANNUAL OLD  
SETTLERS' REUNION**

August 30-31, Salem, Iowa.  
Town of 600—rich farm community.

**M. BAILEY**

**WANT**

Three or four good Rides for DeLuxe Drive-In Theatre, located near large Army post. Operate day and night—seven days a week. Season starts about April 1, ending October or November. Plenty space for trailers. Operators must be sober and reliable.

**BOX D-271**  
c/o The Billboard, 2160 Patterson St. Cincinnati 22, Ohio.

**General Agent Wanted**

Who knows Tennessee, Kentucky, West Virginia and Ohio. Must be able to handle kids' matinee. Forty weeks of work.

**FRANK W. PEPPER**  
Box 337, Mobile, Ala.

**RIDES FOR SALE**

All in A-1 condition.

Miniature Train (32-people capacity), \$3,800.00; #5 Ell Ferris Wheel, \$3,700.00; 40-Ft. Parker Merry-Go-Round.

Phone: Terminal 8-5356  
Address: 729 Hudgins, Ft. Worth, Texas

**WINTER FAIRS**

**Arizona**

Mesa—Maricopa Co. Fair & Horse Show (Civic Center), March 27-31.  
Phoenix—Maricopa Co. 4-H Fair, April 1-6.  
Tucson—Pima & Santa Cruz Counties Fair, April 13-14. G. E. Blackledge.  
Yuma—Yuma Co. Fair, April 10-14. Frank M. Deason.

**California**

Imperial—Mid-Winter Fair, March 2-10. D. V. Stewart.  
San Bernardino—National Orange Show, March 14-24.

**Connecticut**

Hartford—Hartford Fair, March 13-17. County Amusement Co.

**Florida**

Dade City—Pasco Co. Fair Assn., March 6-9. J. F. Higgins.  
De Land—Volusia Co. Fair Assn., March 4-9. Lee Maxwell.  
Eustis—Lake Co. Fair & Flower Show Assn., March 11-17. Karl Lehmann.  
Largo—Pinellas Co. Fair Assn., Feb. 26-March 2. J. H. Logan.  
Sarasota—Sarasota Co. Fair, March 11-16.  
Sebring—Highlands Co. Fair Assn., Feb. 23-March 3. B. J. Harris Jr.

**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 19.

Also returned were W. A. Scammel Case, first vice-president; C. N. Wilson, second vice-president, and Fred S. Crosby, treasurer. H. G. Harrison and C. G. Murdoch were named honorary co-presidents "in recognition of long and faithful service."

The president's report indicated that all stable units but one had now been moved to the new barn area, and the final one was in process of being moved.

Building and parking areas have been extended by the placement of sanitary fill and cover. In addition, a considerable amount of fill has been moved from higher ground into the marsh area, thus preparing both sections for eventual use as parking areas.

An early start on a major drainage project was also mentioned by the president.

**Sandusky, O., Event  
Gets Own Grounds**

SANDUSKY, O. — The four-year-old Erie County Fair last week acquired a 37-acre plot from the county one half mile south of the city limits on a main road.

Utilities, including water, gas, electric and telephone are available. Tents will be used this year due to limited funds. Dates for this year are August 10-14, according to Art McCall, secretary. Last year's operation netted \$1,750.

**Lethbridge, Alta.,  
Pacts KBD Show**

LETHBRIDGE, Alta. — KBD Enterprises, Calgary, has been signed by the Lethbridge and District Exhibition board to present the grandstand show at this year's exhibition, July 26-28. The same

**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 50th 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 catalog will be dedicated to the areas in the two States.

High point in the program will be Pioneer Day which will feature a homecoming for the area. The fair's dates are September 23-28.

**N. C. Event  
Gets Acreage  
For New Site**

YANCEYVILLE, N. C.—A 20-acre donation to Casewell County Fair has been made by the County Board of Commissioners to provide a new fairgrounds.

With the permanent site assured, Hoyt R. Moore, president of the fair association, reportedly work will be started in March on a new exhibition building. Water lines and other conveniences for house trailers are being installed.

Promotional budget has been doubled for this season, it was disclosed. Beam's Attractions will provide the midway, and there will be free acts and fireworks for the run of the fair, set for the week of September 23. Sam Shaw is first vice-president, and Melvin Wrenn, secretary-treasurer.

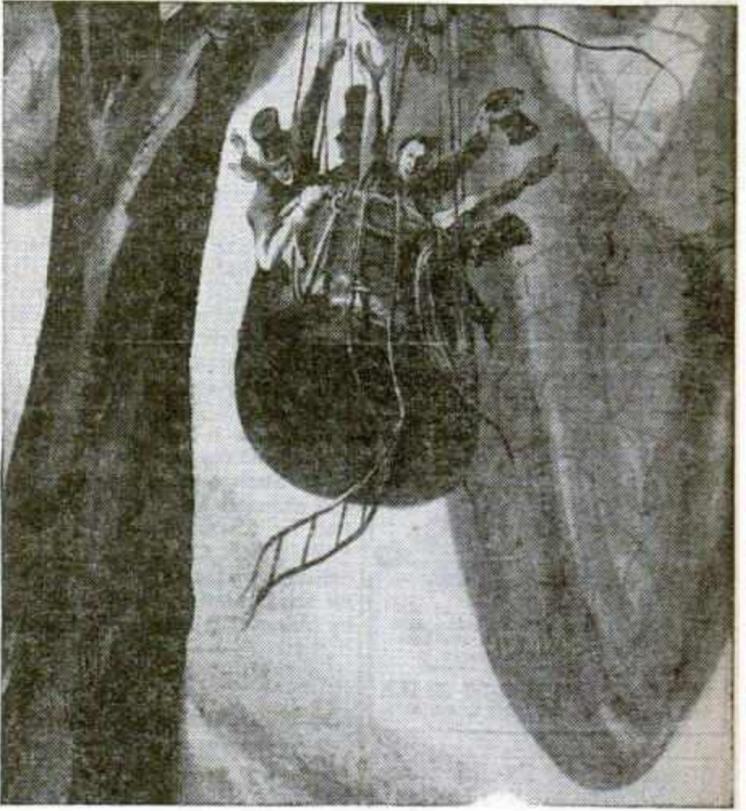
**Tyler, Tex., Elects  
Vanderpool Prez**

TYLER, Tex.—Milton R. Vanderpool, cattleman and bakery owner, was named president of the East Texas Fair at its recent annual meeting. He succeeds Mayor Dave Talley, who moves to the executive board.

Vice-presidents are Tom Joyner, A. S. Genecov, Joe Weaver and Harold Stringer. Bob Murdoch was re-elected secretary-manager for the fourth term.

Plans for a new 50 by 150-foot steel and concrete exhibit building were discussed by the directors. Don Franklin Shows will provide the midway attractions at the September 14-17 run of the fair.

office presented last year's show. Siebrand's Circus and Carnival will be on the midway for the first time.



**The old lady gave him what for**



From AMERICAN HERITAGE

AN OLD LADY living near Henderson, N. Y. in 1859 was shocked at the way the 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 aerial balloon had almost plunged beneath the angry waves of Lake Ontario. Then, after bouncing ashore, they had crashed wildly through a mile of tree-tops before stopping in one.

Now, his poise regained, Wise stood up to proclaim: "Thus ends the greatest balloon voyage ever made." He had come 1200 miles from St. Louis in 19 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 carnival 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.

168 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 sure—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 SAVINGS BELONGS IN  
U. S. SAVINGS BONDS**

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

## Profits Upped By Coliseum At Spokane

SPOKANE—Spokane Coliseum showed an operating profit of \$62,341 in 1956, an increase of \$15,116 over 1955. Income included \$156,291 in rentals and \$138,682 in concessions and parking lot fees. Operational expenses included \$51,900 costs in connection with Coliseum events and \$84,426 for

## Denver Auto Show Attracts 40,000

DENVER—Nearly 40,000 people jammed the Coliseum here during the five-night-and-one-afternoon showing of the 45th annual Rocky Mountain Area Auto Show. A 90-minute floorshow was produced by Sid Page.

operation of concessions and parking lot.

Among major future bookings are Fats Domino and his orchestra, March 3, and Birdland revue, "Stars 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 Harris, owners of the 3,800-seat State Theater, the city's sole remaining combination motion picture-vaudeville 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 \$50,000 for preliminary planning for the proposed municipal arena.

## Waco, Tex., Names Kultgen President

WACO, Tex.—J. H. Kultgen, board member of Heart o' Texas Fair since its inception, was recently named president of the annual. He is an automobile dealer and active in many civic organizations.

Vice-presidents are Cleon Warren, L. M. Crow and Holt Massey. Howard Hambleton was named treasurer; Ralph Russell, secretary, and Othel M. Neeley was re-elected general manager for his fourth term.

when answering ads . . .

**SAY YOU SAW IT IN THE BILLBOARD!**



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 roof of Burdine's Flagler Street Department Store in Miami, where it operated along with a Roller Coaster, Sky Fighter, Hand Cars, Autos, Tractors and a free act. The Reicher devices rode an estimated 165,000 people in 36 days.

**TIVOLI EXPOSITION SHOWS**  
**WANT WANT**  
**OPENING MARCH 1, ALEXANDRIA, LA.**  
 CONCESSIONS: Can place Penny Arcade, Long Range, Fishpond, Live Ducks, Balloon Darts, Ball Games, Basket Ball, String Game, Pitch-Till-You-Win, Age and Weight, Hoopla and any other not conflicting. RIDE HELP: Want Help on all Rides. Must drive semis. SHOWS: Can place any worth-while Show with own equipment except Girl Show, 5-in-1 and Snake Show.  
**Contact H. V. PETERSON, Mgr.**  
 Pelican Courts, Eunice, La., until Wednesday, Feb. 27; then Bentley Hotel, Alexandria, La. Wire or phone, don't write.

**WANT - - - AGENTS - - - WANT**  
 FOR MARCH 11 OPENING—LAFAYETTE, LA.  
**TIVOLI EXPOSITION SHOWS**  
 Agents for Count and Peek Stores, Scale and Age; also Agents for Six Cats and Bucket Stores. Can use a few Hanky Pank Agents. Up-and-Down Help, come on—will place you! No habits.  
 Wire c/o Western Union or write Gen. Del., Alexandria, La., this week.  
**FRANK SPINA, Business Manager.**

**WANT WANT**  
 FOR LAST 3 DAYS OF MOBILE MARDI GRAS, MARCH 3-4-5  
 K. OF C. COUNCIL #666  
 POSITIVELY THE BEST LOCATION IN MOBILE.  
 WANT SCRAMBLER, ROUND-UP, SPINEROO, ROCKET AND SCOOTER. These rides to be placed on main street. Will make guarantee or work on percentage. Phone at once.  
**BOBBY COOPER, c/o K. of C. Hemlock 8-2501. Mobile, Alabama**

**WANT**  
 FOR BIG HILLSBOROUGH COUNTY JR. AGRICULTURE FAIR AT  
 PLANT CITY, MARCH 13 TO 16  
 Concessions of all kinds, open midway. Positively no grift, gypsies or Girl Shows. Can use two educational Shows. NO RIDES NEEDED.  
 Concessions, contact MARIO ZACCHINI, Concession Mgr., 1620 10th Ave., Tampa, Fla. All others reply to E. J. GORDON, Gen. Mgr.  
**SOUTHLAND AMUSEMENTS** 8311 FLORIDA AVE. TAMPA 4, FLA.

## Roller Rumbblings

Continued from page 70

wood and suggested programs are printed on each label.

### Strickland Calls Off Daytona Roller Show . . .

DAYTONA BEACH, Fla.—J. T. Strickland Jr., operator of Skateland here, 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 Peabody 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 upturn in business this year due to an aggressive advertising program.

### Boteler Rollery Bows In K. C. Shopping Mart . . .

KANSAS CITY, Mo.—Antioch Roller Rink, covering 7,000 square feet, opened recently in the Antioch Shopping Center at Vivion and Antioch roads, Kansas City, North. Owners of the rink, first in the community, are Mr. and Mrs. S. L. Boteler, Grandview.

Entrance to the second-floor rink is from a large stairway on the south mall. A community youth center located near by is expected to provide patrons.

## Atlantic City's Convention Losses Hit Auditorium

ATLANTIC CITY—An anticipated decline of \$124,000 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. M. Thompson, manager of the auditorium, said neither the Dairy Exposition nor the American Cannery Show will be held in the hall this year.

As a result, the amount anticipated from convention rentals will drop from \$250,000 to \$200,000, and the sum for special service will decline from \$353,000 to \$300,000. Meanwhile, the city will contribute \$125,000 toward operating the auditorium in 1957.

when answering ads . . .  
 say you saw it in THE BILLBOARD!

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. . . insure steady bookings and a longer season thru 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 Showbusiness

**Write Today for More Details!**

## 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 1 o'clock)

400 EXHIBITORS      OVER 200 INDUSTRIES      12 FOREIGN COUNTRIES

## MERCHANDISE TOPICS

Smith Manufacturing Company, manufacturer of bingo cards, sheets and supplies, and J. M. Simmons & Company, publisher of astrological readings and spiritual, occult and yoga books, have consolidated with Lama Temple Incense Company under the name Lama Temple Corporation, 141 West 62d Street, Chicago 21. All operations are now handled by the last named firm and all facilities of a new three-story plant are devoted to the production of the combined products. Inquiries and orders receive prompt attention, the firm states.

Earrings closeouts are being featured by Princess Fashions, Inc., 1 Washington Avenue, Providence, R. I. Regular \$6.75 per dozen and over lots can be had for \$3.75 per dozen. The company says this is good merchandise, featuring semi-tailored clip, drop and pierced earrings. Also available are scatter pins, necklaces and bracelets of a better grade at \$3.75 per dozen.

Arlane Manufacturing Company, 4462-B Germantown Avenue, Philadelphia, the well known supplier of trick and joke novelties, claims that its prices are going down, and urges that readers send for a free catalog which is said to show the world's largest line of items related to this field.

An unusual deal is offered by Variety Sales Company, 1601 Race Street, Cincinnati. When you buy eight cartons of Waltham double-edge precision honed razor blades, you get a Geneva men's watch free. Each carton of blades contains 20 25-cent packages of five each totaling 800 honed-in-oil blades which have a retail value of \$40. The

men's watch, which comes in a modernistic lined box, is free and is regularly offered to the trade at \$8.95. It has expansion band, platter type bezel, is pre-ticketed at \$39.75 and carries a two-year guarantee. The 800 blades and watch may be had for \$9.50. Send cash with order or 25 per cent deposit. Variety Sales Company will send free on request a listing showing other specials which have been merchandised especially for Billboard buyers. The firm's aim is to establish itself as a dependable supplier that ships the same day order is received.

Profit of up to 300 per cent may be obtained by buying towels for 3 cents and reselling them 10 for \$1, according to Towel Shop, 510 Charles Street, St. Louis. These are said to be of fine unwoven cotton and rayon and the market for them is large, says the firm. A sample of 20 towels may be obtained from the firm for \$1.

If your operation can move re-conditioned watches which are guaranteed to be like new you should get in touch with Weinman's 182 South Main Street, Memphis. A choice lot of Benrus, Elgin, Waltham, Gruen and Bulova brands are offered to the trade for \$49, complete with expansion band. A special men's lot of Elgin and Waltham watches is available at \$6.45 each. These are also guaranteed, with expansion band included. Write to this firm for complete listing which shows other values obtainable at Weinman's.

## PIPES FOR PITCHMEN

By BILL BAKER

TRICKLING IN . . . to the Pipes desk is word that Lawrence (Lots of Action) Symes, "the Milwaukee wonder worker" in novelties, has made plans to join Bud Desplenter, of Chicago, and Frank Lazar, the hat boy of Springfield, Ill., at the New Orleans Mardi Gras for a sample of sunshine after a winter of good business in the Northland. Also expected to be seen in the Crescent City are such well knowns as Whitey (Nellie) Regan, Western hat salesman; Alonzo, the floss candy and specialty worker of St. Louis; Slim (Pecos) Moffett, sign painter; Joe Sassano, who reportedly rocked 'em at California's Disneyland, and the cotton pickin' crew of South Carolina, Top Dough Ralph Harrison, Junior Luther Elvis, Charles the Great and the renowned Low Dough Tommy.

HELEN V. GAGEN . . . of 1619 West 54th Street, Los Angeles 62, who formerly worked shampoo demonstrations for Annie Glick, would like to locate Carl or Arvilla Braun. Anyone knowing the Brauns' whereabouts are requested to contact Miss Gagen.

L. E. ROBA COLLINS . . . former magician and Side Show worker who is now employed at McDonnell Aircraft, East St. Louis, Ill., sends in a word of comment on the January 3 death of J. R. (Little Doc) Roberts in Gainesville, Fla. Collins recalls that he worked the seasons of 1927 and '28 with Roberts on a big platform show. "Many did not know it, but Doc did some excellent magic under the title of Robert the Wizard," says Collins, who asks that the address of Mrs. Roberts be sent to him at 1304 Illinois Avenue by anyone knowing

it. Collins extends an invitation to showmen and pitchmen passing thru East St. Louis to stop for a visit with him.

BOB DAVIS SR. . . who is taking the baths in Hot Springs after working a circus date in Memphis, pipes in that his home base of Newark, N. J., is still occupied by Joe Conti and that the latter is doing okay there. Another member of the fraternity Davis bumps into quite frequently is Duke Siegel, "who seemingly can work 20 hours a day without tiring." Before returning to Newark Davis plans on making Topeka, Kan.; the blowoff of the New Orleans Mardi Gras and perhaps Omaha, Oklahoma City and Dallas. "I believe this year is going to be an okay one, since it is starting out well," says Davis. "I wonder where Big Al Wilson and Count Seldom Scoff Kennedy are purveying their wares. I want the latter to know that the Honorable Lushwell is still a knight of the road and no 40-miler, for my 1957 route calls for about 10,000 miles."

AFTER A LONG . . . silence Joe Greenfield reports that there was quite a gathering of pitch folks at the recent do-it-yourself show in the Newark (N. J.) Armory. Among those noted at the event were Joe Conti, glass cutters; Mary Anderson, wire jewelry; Sam Held, corn punk; John Hassars, who got plenty of loot with vegetable peelers; Numbers Louie, trade sheets; Wallace Friedman, coils; Willie the Geek, bucket, and Pitkin and John, pens. The local Broadway Diner is becoming a rendezvous for pitch and carnival folks, says Greenfield, with a copy of The Billboard always there and enough jackpots to go around for everyone.

**FIRST TIME OFFERED AT LOW PRICE**  
4-Piece WOOD CANNISTER SET  
Hand Painted • Colorful Design • Seasoned Natural Varnished and Lacquered Hardwood.  
**\$2.00** per set  
Minimum order 6 sets. Sample \$3.00 prepaid. 25% dep. with order, F.O.B. Chicago. Cashier's check or money order.  
**COOK BROS.**  
916 S. Halsted St. Chicago, Ill.

**Hawaiian "TI" PLANT LOGS**  
Now bagged in polyethylene . . .  
**KEEP LONGER, SELL FASTER!**  
Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.  
**LOWEST PRICES ANYWHERE**  
**Sherfy's**  
2126 Boyer St. Seattle, Wn.

**EASTER TOYS!**  
6" PLUSH RABBIT \$6.00 dz.  
24" TAFFETA RABBIT \$6.50 dz. In gr. lots  
20" P. L. U. S. H. RABBIT \$12.00 dz. In gr. lots  
38" PLUSH RABBIT \$22.50 dz. In gr. lots  
No extra charge  
24 pcs. for samples 1/2 doz. of each . . . \$24.55  
**SPRING SPECIALS**  
Plastic Bags Free  
RAYON TAFFETA 25" Mouse Doll \$ 9.00 dz.  
25" Plush Bear . . . 21.40 dz.  
24" Clown & Doll . . . 4.50 dz.  
42" Bozo Clown . . . 18.00 dz.  
13" Peasant Doll . . . 6.00 dz.  
3" Plush Dogs . . . 9.00 gr.  
No extra charge for samples. 6 of each plus 1 \$31.30  
42 pcs. doz. Plush Dogs  
F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. Send for NEW 40-pg. FREE CATALOG and closeout lists.

**ACE TOY MFG. COMPANY**  
536 Broadway, N. Y. C. WA 5-3234

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Big Sales for Salesmen, Agents, Distributors.  
Write today for our BIG, FREE Catalog containing nationally advertised products at unbelievable LOW PRICES. Deal direct with widely known wholesale house handling complete lines of JEWELRY • NOVELTIES • TOYS • ENGRAVING • MDSE. • CARNIVAL MDSE.  
**Sterling Jewelers**  
1975 EAST MAIN ST. COLUMBUS 3, OHIO

**PRE-SEASON SPECIAL FOR BALLOON MEN**  
JUMBO AIRSHIP Stretched in asst'd colors (seconds) . . . \$4.50 Gr.  
JUMBO PADDLES Stretched in asst'd colors (seconds) . . . \$4.50 Gr.  
BALLOON STICKS, Special. Gr. . . 75c  
25% deposit with order, balance C.O.D., F.O.B. Chicago. Open Sundays Until 3 P.M.

**BELL SALES CO.**  
1107 SO. HALSTED ST. Chicago 7, Ill.

GIVE TO DAMON RUNYON CANCER FUND

**WHOLESALE ONLY FOR RESALE**  
Advertised in LIFE  
Nationally Famous  
**GENEVA WATCH**  
and Men's Jewelry Set  
ONLY \$5.75 each postpaid in lots of 6 or more  
Pre-priced at \$71.50 each.  
Sample \$6.95 each postpaid  
C.O.D.'s. 20% with order, balance C.O.D. plus postage.  
SWISS-LINE IMPORTING COMPANY • P. O. Box 1383 • Springfield, Mass.

- Jeweled Swiss Anti-Magnetic Wrist Watch
- Fancy Dial
- Matching Expansion Band
- Gold Finished Retractable Ball Point Pen
- Gold Finished Propel-Expel Lead Pencil
- Tie Bar and Matching Cuff Links
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Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Acker, Eddie
Adams, Rock
Addison, Geo.
Akins, Anthony
Aldrich, M. A. (Hank)
Alexander, L. Chas.
Alford, Henry
Allen, Mericous
Allen, Roy
Allen, Mrs. Waugetta
Alviti, Larry
Ames, Edw.
Annis, Ralph J.
Anthony, Jos.
Archambault, Gordi
Archer, Elvin
Armstrong, Elmer
Armstrong, Henry
Avery, Robt.
Bain, Gene
Baker, Fred
Bakowski, Jos. L.
Baldwin, Bill
Barr, Geo. J. E.
Barnard, Jr., Wm. B.
Bartlett, Chas. M.
Bass, Ed
Bell, Chas. E.
Bell, Leroy F.
Bentley, Whitey & Bertha
Bergman, Mrs. Lila
Bernard, Bill
Berrigan, Carl
Betsch, A.
Betsch, Geo. O., Jr.
Bills, Donald H.
Bire, Joe
Black, Aaron
Black, Jr., James R.
Black, Lester
Black, Paul (J or Y)
Black, Robt.
Blackley, A.
Blanton, Jesse
Blee, Clarence
Blub, James
Blum, Edw.
Boatright, Eric
Boaz, Wanda Lee
Boeroun, Floyd W.
Bojorquez, Abel M.
Bolton, Sam
Bond, John (Trumpet Player)
Booth, Rufus
Boucher, Harvey
Boyd, Ulisses E.
Bradford, Herman
Bradley, Jess
Bradshaw, Harvey B.
Brady, James R.
Brazg, Willie F.
Brown, Gus C.
Breding, Otto C.
Brenner, Jr., John
Brigford, G. D.
Brigman, Benny E.
Brodsky, Iz
Brown, Carl L.
Brown, Chas. A.
Brown, Joe S.
Brown, Johnny A.
Brown, Lewis W.
Brown, Ray
Bruno, Jack
Buck, Jay
Buckett, Chas. N.
Budgin, Brian
Bullis, Fredrick
Buoy, Travis
Burchett, Claude
Burchett, Shirley
Burke, Raymond
Burrige, Frank
Cain, Frank
Calk, Tommy
Campbell, Charlie
Campbell, Charlie
Campbell, O'Gard
Carothers, Carroll
Carawan, Lee & Mrs.
Cardwell, R. D.
Carlson, Kenneth
Carlton, Kenneth
Carr, Jeannie
Carroll, Curley D.
Carter, Wm. Henry
Carter, Willie Lee
Chaffins, Columbus
Chatman, Willie
Cheminant, Lee R.
Cherico, Jim & Mrs.
Chidester, Wm. J. (Survivors of)
Church, Robt. Lee
Clark, James M.
Clark, Johnie
Colclaiser, C.
Collier, Calvin
Collier, Jr., Lester N.
Combs, Joe
Combs, Reginald
Conner, Billy
Cook, Dan
Cooper, Jack & Neka
Cooper, John H.
Cornwall, Wm. H.
Cornwall, R. B.
Courtney, Wilfred
Cox, Bert Clayton
Craig, Burdette D.
Crawford, Shawn
Creech, Lester
Crew, Thos. H.
Crockett, Hamble
Crosby, Wm. C.
Crowe, Chas. H.
Curtis, Harold
Curtis, Joe
Daiter, John
Daniels, Aaron, Jr.
Daniels, Carl
Daniels, M. E.
Daniels, Raymond
Darnell, Ray
Daughter, Douglas C.
Davis, Flecher
Davis, Howard
Davis, Robert
Davis, Joe W.
Davis, Loyd
Davis, Virgil
Davis, Willie
Debus, Edw.
DeLano, Middle J.
Demese, D.
Denham, Captain
Dennis, Howard
DeWitt, Douglas
Dexter, Geo.
Dick, Norman E.
Dickens, Lyman
Divita, Eugene
Donald, John Henry
Doherty, J. Frank
Driggers, W. W.
Duchene, Mrs. Thelma
Duncan, Leonard
Dunn, Lonnie
Earle, Jack B.
Edwards, David
Edwards, J. D.
Ellis, Robt. Lee
Ellison, Sannie L.
Embree, John
Epperly, Dallas V.
Erickson, Harry
Estes, Buford Thos.
Evans, Bert
Evans, C. B.
Evans, Claude
Evans, Lawrence
Fagan, Chas. W.
Fagan, Fred H.
Faison, Leroy
Featherstone, Wilbur
Feriznie, Jeannie
Feriznie, Kelly
Ferrell, E.
Fields, Dennis
Finley, Fred
Finley, Henry E.
Fisher, Geo.
Flannagan, James T.
Flake, Mrs. James
Forte, Antonio
Foster, John
Fox, Roy
Franz, Otto
Fraser, Harold L.
Freed, Vernon L.
Freeman, Frank (Man With Badar)
Fuller, Mrs. Cynthia
Fuller, Margarette
Fuller, Robt.
Garner, Lewis & Mrs.
Garvin, Tony
Gasca, Mike
Gawronski, Lawrence
Geitner, Tony
Gentry, Margaret
Gentry, Tony
George, Herman
Germanoson, Gerald
Gerry, Claire L.
Glupczynski, Joe
Gray, Walter C.
Greeno, Emily Y.
Grimm, Richard E.
Grimm, Leroy
Haley, Peggy
Hall, Sue
Hamilton, David
Hamilton, John
Hamilton, Mrs. R. L.
Hamrick, Alton
Hamer, Virgil C.
Hanzler, Allan
Hardy, Clyde E.
Harrison, Frank
Harrison, Harry T.
Haskins, R. S.
Hawk, Jay
Hayward Rides & Show
Hazelwood, Beryl
Hendrix, C. W.
Henry, Clifford P.
Herman, Maxie
Hickman, Elaine
Hickman, Henry & Annes
Hibbler, Joe
Higgins, J. P.
Hill, Will
Hinshaw, Kent
Hornby, Jos. M.
Horney, Clarence Lee
Houghton, Rose
Howard, Jerry
Howells, Red
Humphrey, Wm.
Hunter, Chas.
Hunter, Mike
Hunter, Sally Mae
Isaac, Carl F.
Jackson, Andrew
Jackson, Emery
Jackson, Johnnie B.
Jahala
Jenkins, Chas. North
Joachim, Andrew
Johnson, Chas. (Bouncing)
Johnson, Johnny (From Carl)
Johnson, Leonard L.
Johnson, Patricia
Johnson, Richmond
Johnson, Robt. A.
Johnson, Roy (From Gentsch Show)
Johnson, Jr., Willie
Julliano, Jos.
Kane, W. S.
Kantve, Eugene
Kelker, George E.
Kelly, Jack Morrison
Kelly, Pat
Kelly, Roosevelt
Kempson, Fred Lee
Kempson, Roy
Kendrick, Charlie
Kern, John A.
Kester, William J.
Key, Golda M.
Kilgore, Patrick
King, Jr., George
Kinzie, Steve
Kinzie, George
Kirk, Frances Ellen
Kiser, G. B.
Kleinman, Joseph
Kline, Don A.
King, Marie
Knapp, Jim
Knight, Joe
Knipshild, Capt. Eddie
Kulick, John B.
Koch, Atha Jean
Kozlick, Frank
Kricak, Jr., William
Kruhl, Jack
Kyer, Leonard
Kyer, Leonard E.
La Breche, Charles & Mrs.
La Pearl, Loretta
Lafferty, Mrs. Irene
Lagob, Donald
Lamarre, Albert
Lameau, George
Lamm, Charlie
Lancaster, L. B.
Lane, Albert
Lange, Arthur E.
Lary, Bennie E.
Lawrence, Roy
Lawson, Alber. M.
Lee, James F.
Lee, T. Tona
Lentsch, Duane
Leonard, Mrs. Harry
Levy, Martin
Lihbart, Gladys
Lindhorn, Peter
Littler, Ray or Roy
Lockhart, Russell
Lorsson (Lorsson?)
Lorsson, Raymond & Mrs.
Lombardo, Johnny
Londin, Donald P.
Lotridge, Harry
Louthan, Robert
Low, Harry F.
Loyd, Mose
Lucas, James
Lumpkin, Herman & Jean
Lunsford, George S.
Lynch, Varnell
Lynn, Jackie
MacDonald, Robert
McBride, Arthur
McClain, Ross
McClinton, Leonard
McClorys, The
McCray, Albert
McCray, Johnny
McDaniel, Lamar
McDonald, C. W.
McDonald, Patrick J.
McFarley, James
McGill, Carlisle W.
McIntosh, Samuel V.
McKay, James V.
McLean, Albert
McMasters, William
McNeil, Lloyd
McTaggart, John
Madd, Eddie
Mahon, Dick
Mahoney, John L.
Malman, Marvin
Marble, Herman E.
Marlin, Clyde
Marshall, Thurman
Martin, Bill (Text)
Martin, Phyllis J.
Martine, Frank Boyd
Marva, Fred
Masgal, John
Mason, Tommy
Mathes, Jess
Matthewa, Henry
May, Roosevelt
Meade, Garnett
Meadough, Freddie
Medlin, James
Metcalf, Jr., William
Miles, Jr., Eddie
Miller, Mrs. Anna
Miller, Nelson
Miller, Calvin (Curly)
Miller, Danny
Miller, John
Miller, L. R.
Miller, Jack
Miller, Michael A.
Moffett, Daniel
Momphey, L. G.
Monahan, V.
Moore, Alfred H.
Moore, Jr., Lamukin
Moran, Chas. (Sailor)
Moran, James E.
Moran, Joseph L.
Morgan, James L.
Morgan, William T.
Morris, Everett
Morrissey, Harold
Moseley, Leo
Murphy, Robert
Neal, Chester L.
Neal, Lewis W. O.
Neas, Wm. P.
Nelson, H. A. & Mrs.
Nelson, Jr., Willie J.
Newbrey, Mrs. Jerry
Lyvonne
Newcomb, Robert
Newville, E.
Nichols, A. L.
Norris, William H.
North, Lovett
Northcutt, James
Northup, Van Ray
Nuckles, Martin
O'Brien, Gerald
Odea, James R.
Ogden, Don
Omestad, J. J.
Ormar, Charles O.
Osborn, Hal J.
Osteen, James
Painter, Edmond
Page, Glen A.
Page, Jr., Howard
Page, Norman T.
Palmer, Leslie A.
Parry, Elizabeth (Div. Pan.)
Parsons, Robert
Pawson, Wesley
Patrick, James E.
Patterson, Jr., Jesse
Patterson, Wm. R.
Paul, F. W.
Pava, Lawrence L.
Pearson, Charles
Pennington, Charles
Peracki, S. J.
Perex, James J.
Perrault, Lionel
Perrone, Joseph
Perrone, John Paul
Perry, Jim
Phillips, Jr., M. L.
Phipps, Jimmy
Pittman, Lionel A.
Pilon, Frisco (Farrell)
Pina, Valentine
Planie, Melvin
Poole, James Walter
Porter, Bill
Porter, Henry
Pocke, Oliver
Pocke, Kenneth
Ragan, Johnny (master engraver)
Rathliff, James F.
Rathliff, Joe L.
Ray, Gerald
Rayburn, Howard
Rearick, Albert L.
Reer, William D.
Redding, Bryan
Reed, G. W.
Reed, James E.
Reed, John E.
Reneca, Jean (Jo Ann)
Renece, Jean (Renece)
Repp, Earl R.
Reynolds, William
Rhodes, Dennis
Richard, Bayfield
Richardson, Chester
Richardson, Dorris
Richardson, Sam
Richardson, Ashbury
Richardson, Samuel A.
Ried, Carl
Rieman, Desmond
Richter, Royden
Rippel, Jack & Mrs.
Roberts, Edgar L.
Roberts, Harry E.
Roberts, Kenneth
Robinson, M. A.
Robinson, Roger
Rocco, Roger
Rogers, Mrs. H. L. (Evelyn)
Rogers, Leonard
Rober, Homer E.
Rollans, Edward
Romas, Esq., Roy
Rose, Donald
Rose, Jack (Tattoo)
Rose, Martin R.
Rosecrans, James
Ross, Eugene
Rossi, Thomas E.
Roundtree, Watson
Russell, William H.
Sakbole, Shirl
Sales, T. F. (or L. F.)
Sands, James R.
Saunders, Dudley
Scheible, Jr., George
Schultheis, Ray
Sciortino, Joe
Shannon, Wilburn
Shaw, Johnny
Sherwood, Roberta
Shields, Mr. Pearl
Skolhekevich, John
Slusser, Melvin Earl
Smiga, Joe
Smith, Frank
Smith, Joseph D.
Smith, Talia
Sparks, J. A.
Sparton Family
Spears, Jr., George E.
Spencer, Bill
Spencer, Marvin
Stafford, Ed
Stark, Carl
Stark, Perry
Stewart, Miguel
Stieckroth, Richard
Strickland, Myrtle
Sutherland, Frank W.
Swan, Walter L.
Tarrant, Bert
Tatro, Frederick D.
Taylor, Earl R.
Taylor, Mrs. Kathleen (Kitty)
Tenney, Joseph
Theodore, Gus
Thomas, Jack &
Thompson, Charlie
Thompson, Sylvia
Triska (highway tronne)
Tucker, Candy
Trivette, Clyde
Tuggles, Atoms
Utter, David E.
Valley, M. S.
Van, Kenneth
Wagner, Walter A.
Walden, Colton
Walker, Louise W.
Watson, Neva
Watts, Michael E.
Watts, Mike
Weaver, Mrs. Lillian
Weaver, Kermit
Webb, Lloyd
Welch, William
West, Fred W.
West, Frank & Mrs.
Wexter, Samuel P.
White, W.
Williams, Bill
Williams, (Fat Head)
Williams, Lawrence L.
Wilson, Clarence
Wilson, Herbert
Wineberg, Donald
Wold, Ronald
Woll, Carl
Woodward, Henry T.
Yeatts, Irvine T.
Young, C. A.
Young, Max B.
Ziltowsky, Stan

- Agne, Harry
Adams, Paul
Allegretti
Biaone, Robert
Biye, Fred
Roxxal, Art
Burnside, Jack
Clark, Vaughn S.
Clare, Eugene
Claire, I.
Dorsey, Howard
Dorso, Danny
Downie, Douglas
Fields, Joe
Kotarski, Joseph
Lotman, John
Maynard, Glenn
Meinz, R. R.
Moland, Leslie
Nashem, Joseph
Odell, Rose
Raiph, Art
Rennick, Mel
Rieser, Max
Richards, Nellie
Robbins, John
Romaine, Julie
Sineclair, Bobby
Sutton, V.
Swain, G.
Webber, Eva
Whitmer, Ken
Curtis, D.
Clark, Vaughan
Duane, Clyde
Futchins, Don
Konive, Eugene
Lavene, Charles
Lea, Jane
Jullian, V.
Kelly, Catherine
Kelly, Pat (Dolores)
Koeh, William J.
Kuhn, Wm. O.
L'Amour, Marie
Lewis, L. D.
Lowe, Thomas A.
McCoy, Bill
McKinnon, Francis
McLeonard, Leon
Manders, Hal J.
Marshall, E. H.
Melbye, Viggo
Metzger, Mrs. Gladys
Mickelsen, J.
Miller, Mrs. Ruby
O'Reilly, Jerry
Pava, Lawrence L.
Ratcliff, Curtress
Rawlings, Jack A.
Rawlings, Wm. &
Reynolds, Duke
Rice, W. B.
Roberson, Mr. & Mrs. Frank
Roberts, Max
Roberts, Tex (Curley)
Bosenheim, Jacob C.
Scott, H. L.
Scott, Toni
Smith, Stella (D. D.)
Starnes, Lucky
Stout, Laffey James
Sudduth, William F.
Swan, Jack
Taylor, Robert
Taylor, Shirley
Trembake, Billie
Towers, Toni
Walker, Mr. & Mrs. James
Warren, Russell E.
Wells, Mrs. Verna
Wilson, E. T.
Winn, C. L.
Winn, James & Lucille
Aldorf, James
Allen, H. S.
Allen, Robert
Arnold, May Joe
Bielm, L. E.
Bierbaum, Vince
Black, Mickey
Roaz, Howard
Canipe, Walter
Carl, Robert
Carpenter, Clifford
Case, Mr. & Mrs. Jimmie
Chidester, Wm. J.
Colhour, Oils
Coles, Bob & Dale
Columbus, Scott
Connors, Jack
Craden, Sam
Cook, James
Craig, Allen Carl
Crawe, Jesse
Cummings, Romer
Darling, Merle
Devreaux, Paul
Diaz, Izzy
Edson, R. J.
Evans, Claude
Edwards, Donald Bee
Foltz, Russell
Freeland, Colin
Freeland, Raymond
Graves, Johnnie
Hammond, Ray
Hansen, James
Harris, A. J.
Harris, Frank
Hanson, William
Hendricks, Ray
Hinds, Kenneth
Holderman, Steve
Hughes, Joe S.
Hull, Frank
Hunt, Bill
Hunter, James
Impeduglai, Lucille
Iroli, Mrs. Vincent
Jackson, John B.
Johnson, Robert Dale
Aldorf, James
Allen, H. S.
Allen, Robert
Arnold, May Joe
Bielm, L. E.
Bierbaum, Vince
Black, Mickey
Roaz, Howard
Canipe, Walter
Carl, Robert
Carpenter, Clifford
Case, Mr. & Mrs. Jimmie
Chidester, Wm. J.
Colhour, Oils
Coles, Bob & Dale
Columbus, Scott
Connors, Jack
Craden, Sam
Cook, James
Craig, Allen Carl
Crawe, Jesse
Cummings, Romer
Darling, Merle
Devreaux, Paul
Diaz, Izzy
Edson, R. J.
Evans, Claude
Edwards, Donald Bee
Foltz, Russell
Freeland, Colin
Freeland, Raymond
Graves, Johnnie
Hammond, Ray
Hansen, James
Harris, A. J.
Harris, Frank
Hanson, William
Hendricks, Ray
Hinds, Kenneth
Holderman, Steve
Hughes, Joe S.
Hull, Frank
Hunt, Bill
Hunter, James
Impeduglai, Lucille
Iroli, Mrs. Vincent
Jackson, John B.
Johnson, Robert Dale

- Meinz, R. R.
Moland, Leslie
Nashem, Joseph
Odell, Rose
Raiph, Art
Rennick, Mel
Rieser, Max
Richards, Nellie
Robbins, John
Romaine, Julie
Sineclair, Bobby
Sutton, V.
Swain, G.
Webber, Eva
Whitmer, Ken
Curtis, D.
Clark, Vaughan
Duane, Clyde
Futchins, Don
Konive, Eugene
Lavene, Charles
Lea, Jane
Jullian, V.
Kelly, Catherine
Kelly, Pat (Dolores)
Koeh, William J.
Kuhn, Wm. O.
L'Amour, Marie
Lewis, L. D.
Lowe, Thomas A.
McCoy, Bill
McKinnon, Francis
McLeonard, Leon
Manders, Hal J.
Marshall, E. H.
Melbye, Viggo
Metzger, Mrs. Gladys
Mickelsen, J.
Miller, Mrs. Ruby
O'Reilly, Jerry
Pava, Lawrence L.
Ratcliff, Curtress
Rawlings, Jack A.
Rawlings, Wm. &
Reynolds, Duke
Rice, W. B.
Roberson, Mr. & Mrs. Frank
Roberts, Max
Roberts, Tex (Curley)
Bosenheim, Jacob C.
Scott, H. L.
Scott, Toni
Smith, Stella (D. D.)
Starnes, Lucky
Stout, Laffey James
Sudduth, William F.
Swan, Jack
Taylor, Robert
Taylor, Shirley
Trembake, Billie
Towers, Toni
Walker, Mr. & Mrs. James
Warren, Russell E.
Wells, Mrs. Verna
Wilson, E. T.
Winn, C. L.
Winn, James & Lucille

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Agne, Harry
Adams, Paul
Allegretti
Biaone, Robert
Biye, Fred
Roxxal, Art
Burnside, Jack
Clark, Vaughn S.
Clare, Eugene
Claire, I.
Dorsey, Howard
Dorso, Danny
Downie, Douglas
Fields, Joe
Kotarski, Joseph
Lotman, John
Maynard, Glenn
Meinz, R. R.
Moland, Leslie
Nashem, Joseph
Odell, Rose
Raiph, Art
Rennick, Mel
Rieser, Max
Richards, Nellie
Robbins, John
Romaine, Julie
Sineclair, Bobby
Sutton, V.
Swain, G.
Webber, Eva
Whitmer, Ken
Curtis, D.
Clark, Vaughan
Duane, Clyde
Futchins, Don
Konive, Eugene
Lavene, Charles
Lea, Jane
Jullian, V.
Kelly, Catherine
Kelly, Pat (Dolores)
Koeh, William J.
Kuhn, Wm. O.
L'Amour, Marie
Lewis, L. D.
Lowe, Thomas A.
McCoy, Bill
McKinnon, Francis
McLeonard, Leon
Manders, Hal J.
Marshall, E. H.
Melbye, Viggo
Metzger, Mrs. Gladys
Mickelsen, J.
Miller, Mrs. Ruby
O'Reilly, Jerry
Pava, Lawrence L.
Ratcliff, Curtress
Rawlings, Jack A.
Rawlings, Wm. &
Reynolds, Duke
Rice, W. B.
Roberson, Mr. & Mrs. Frank
Roberts, Max
Roberts, Tex (Curley)
Bosenheim, Jacob C.
Scott, H. L.
Scott, Toni
Smith, Stella (D. D.)
Starnes, Lucky
Stout, Laffey James
Sudduth, William F.
Swan, Jack
Taylor, Robert
Taylor, Shirley
Trembake, Billie
Towers, Toni
Walker, Mr. & Mrs. James
Warren, Russell E.
Wells, Mrs. Verna
Wilson, E. T.
Winn, C. L.
Winn, James & Lucille

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Agne, Harry
Adams, Paul
Allegretti
Biaone, Robert
Biye, Fred
Roxxal, Art
Burnside, Jack
Clark, Vaughn S.
Clare, Eugene
Claire, I.
Dorsey, Howard
Dorso, Danny
Downie, Douglas
Fields, Joe
Kotarski, Joseph
Lotman, John
Maynard, Glenn
Meinz, R. R.
Moland, Leslie
Nashem, Joseph
Odell, Rose
Raiph, Art
Rennick, Mel
Rieser, Max
Richards, Nellie
Robbins, John
Romaine, Julie
Sineclair, Bobby
Sutton, V.
Swain, G.
Webber, Eva
Whitmer, Ken
Curtis, D.
Clark, Vaughan
Duane, Clyde
Futchins, Don
Konive, Eugene
Lavene, Charles
Lea, Jane
Jullian, V.
Kelly, Catherine
Kelly, Pat (Dolores)
Koeh, William J.
Kuhn, Wm. O.
L'Amour, Marie
Lewis, L. D.
Lowe, Thomas A.
McCoy, Bill
McKinnon, Francis
McLeonard, Leon
Manders, Hal J.
Marshall, E. H.
Melbye, Viggo
Metzger, Mrs. Gladys
Mickelsen, J.
Miller, Mrs. Ruby
O'Reilly, Jerry
Pava, Lawrence L.
Ratcliff, Curtress
Rawlings, Jack A.
Rawlings, Wm. &
Reynolds, Duke
Rice, W. B.
Roberson, Mr. & Mrs. Frank
Roberts, Max
Roberts, Tex (Curley)
Bosenheim, Jacob C.
Scott, H. L.
Scott, Toni
Smith, Stella (D. D.)
Starnes, Lucky
Stout, Laffey James
Sudduth, William F.
Swan, Jack
Taylor, Robert
Taylor, Shirley
Trembake, Billie
Towers, Toni
Walker, Mr. & Mrs. James
Warren, Russell E.
Wells, Mrs. Verna
Wilson, E. T.
Winn, C. L.
Winn, James & Lucille

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Agne, Harry
Adams, Paul
Allegretti
Biaone, Robert
Biye, Fred
Roxxal, Art
Burnside, Jack
Clark, Vaughn S.
Clare, Eugene
Claire, I.
Dorsey, Howard
Dorso, Danny
Downie, Douglas
Fields, Joe
Kotarski, Joseph
Lotman, John
Maynard, Glenn
Meinz, R. R.
Moland, Leslie
Nashem, Joseph
Odell, Rose
Raiph, Art
Rennick, Mel
Rieser, Max
Richards, Nellie
Robbins, John
Romaine, Julie
Sineclair, Bobby
Sutton, V.
Swain, G.
Webber, Eva
Whitmer, Ken
Curtis, D.
Clark, Vaughan
Duane, Clyde
Futchins, Don
Konive, Eugene
Lavene, Charles
Lea, Jane
Jullian, V.
Kelly, Catherine
Kelly, Pat (Dolores)
Koeh, William J.
Kuhn, Wm. O.
L'Amour, Marie
Lewis, L. D.
Lowe, Thomas A.
McCoy, Bill
McKinnon, Francis
McLeonard, Leon
Manders, Hal J.
Marshall, E. H.
Melbye, Viggo
Metzger, Mrs. Gladys
Mickelsen, J.
Miller, Mrs. Ruby
O'Reilly, Jerry
Pava, Lawrence L.
Ratcliff, Curtress
Rawlings, Jack A.
Rawlings, Wm. &
Reynolds, Duke
Rice, W. B.
Roberson, Mr. & Mrs. Frank
Roberts, Max
Roberts, Tex (Curley)
Bosenheim, Jacob C.
Scott, H. L.
Scott, Toni
Smith, Stella (D. D.)
Starnes, Lucky
Stout, Laffey James
Sudduth, William F.
Swan, Jack
Taylor, Robert
Taylor, Shirley
Trembake, Billie
Towers, Toni
Walker, Mr. & Mrs. James
Warren, Russell E.
Wells, Mrs. Verna
Wilson, E. T.
Winn, C. L.
Winn, James & Lucille

COMING EVENTS

- Continued from page 69
Wiscousin
Milwaukee—Sentinel Sports & Vacation Show & Great Lakes Boat Show (Arena and Aud.), March 23-31. Charles D. Collins.
Waukesha—Waukesha Dairy Show, March 18-22. W. D. Rogan.
CANADA
Alberta
Edmonton—Better Homes Expo., April 12-20. Arthur Gilbert.
Edmonton—Spring Horse Show, May 15-18.
Edmonton—Spring Livestock Show and Sale, March 25-April 2.
Manitoba
Brandon—Manitoba Winter Fair, April 1-5.
Ontario
Toronto—Canadian National Sportsmen's Show (Coliseum), March 15-23.
Quebec
Montreal—Montreal Sportsmen's Show (Show Mart Bldg.), March 29-April 7. Ted Glendening.
Saskatchewan
Saskatoon—Interprovincial Bull Show & Sale, April 17-18.

Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits! Send \$15 for sample package of 10 items. WRITE FOR FREE 1957 LOUIS WATCH BROCHURE. You may re-order any of the individual numbers you desire. Sample package of our 10 Latest Promotions. Each item tested and proven to be "hot" sellers. Our repeat orders prove each number is a winner. If you are not satisfied with our selection we will refund your money. 25% dep., bal. C.O.D., F.O.B. Chicago. DIVISION SALES 3341 W. Roosevelt Rd., Chicago 24, Illinois Phone: LAwndale 2-7377

HI-POWERED VALUE! LOWEST PRICES EVER OFFERED 6x35 BINOCULARS. A newly designed simplified binocular. Light weight and compact with extra sturdy aluminum body, leather covered. Coated non-prismatic aromatic lenses with inter-pupillary adjustment. Central focusing and bright image reproduction for bird study, sightseeing, etc. 7-lime magnification, 35mm. field. Genuine leather carrying case and shoulder strap. Wt. 1 pound. \$6.75 List \$39.95. each in lots of 4. Sample \$8.25 ea. 7x35 BINOCULAR Same as above in 7x35 size. \$8.72 each in lots of 3. Sample \$10.95 ea. Send Today for Our FREE 108-Page Color Illustrated Name-Brand Catalog. 25% dep., bal. C.O.D., F.O.B. Chicago. Standard Industries 1112 S. Wabash Ave., Dept. B-D Chicago 5, Illinois

LITTLE ATOM World's Smallest Pistol COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS. ACTUAL SIZE. Dealer's Cost... \$12.00. List... \$1.95 ea. Actually shoots caps with terrific report... sells on sight with a bang! DISPLAY CARD MOVES 'EM FAST. Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '57 Catalog. G & S Mfg. Co. Dept. B. NASHVILLE, TENNESSEE

Buy direct from Costume Jewelry Manufacturer. Offers a full line of Earrings, Scatter Pins, Neck lace and Earring Sets, Religious Jewelry, Rings, Bracelets, Idents, etc. OVER 150 DIFFERENT fully illustrated and easy to sell jewelry items. COMPARE OUR PRICES & QUALITY! Also: Men's and Ladies' Watch Sets. THIS WEEK'S SPECIAL MIRACLE PRAYER CROSS. Finest quality rhinestones. New, individual transparent cover boxes. \$4.25 per doz. PACKARD JEWELRY CO. Dept. B, 48 W. 25th St., N. Y. 10, N. Y.

32" PLUSH BEAR COTTON FILLED \$20.00 per dozen. 21" ALL PLUSH BEAR Flapper Cotton Filled \$11.00 dz. 17" MONKEY, SPECIAL \$8.40 dz. 22" BONNET DOLL SPECIAL \$8.40 dz. TEE JAY TOYS, INC. 48 West 20th St., NYC 11 WA 9-6865

P D Q - World's Greatest PHOTO BOOTH CAMERAS. Dependable - efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed. Also portable cameras. Write for details. P D Q CAMERA CO. 1544 W. Cortez Chicago 22, Ill.

SALESMEN DOES \$30 A DAY. Interest you? You can make it easy with NU-LIFE BATTERY REVIVER. Sample carton \$1.00 postpaid. Details free. Money back if not satisfied. RAYSOL PRODUCTS Box 464-B Poplar Bluff, Mo. GIVE TO DAMON RUNYON CANCER FUND

THE FIRST "NEW LOOK" PENNANTS in over 2,000 years. Send for our free literature illustrating the largest line of traffic sloppers ever manufactured under one roof. Make your place stand out like a sore thumb. You get attention with Myrlo products. MYRLO CO., Dept. B 1231 Main Ave. Cleveland 13, Ohio

SUPPLIES and EQUIPMENT. 7 and 10 color specials 4-5-6 and 7 ups. Midgits, 3,000 series—7 colors. Paper and Plastic Markers. Wire and Rubberized Cages. Pencils—Crayons—Clips. 5x7 Heavyweight Cards. Electric Blowers & Flashboards. Lapboards Made to Order. Free Catalog Available. JOHN ROBERTS CO. INC. 817 Broadway, Newark, N. J.

WATCH SPECIALISTS FOR 67 YEARS. Copy of \$975 Diamond Bracelet Watch... \$9.50. Mail. Adv. 10 Piece Watch Sets... \$5.95. In quantity can make sets to your price with your own name. Catalog 171 & 71 Very Thin Men's, Women's Watches & Original Watch Sets. RESULT SALES Dept. B 580 FIFTH AVE., NEW YORK 36, N. Y.

JOBBERS—PITCHMEN. NEW FOR '57. TWO TONE, FULLY AUTOMATIC top action retractable ball pen, no clip mechanism. With silver tipped & refill. ATTRACTIVELY PACKAGED. \$15.84 per gross 10 gross lots. SAMPLE GROSS \$16.50. 5-PIECE POCKET SETS. 3 different color ball pens with ink to match, handy comb and plastic pocket saver. \$49.50 per gross 10 gross lots. SAMPLE GROSS \$51.00. STANDARD GOLD CAP RETRACTABLES. \$13.50 per gross 10 gross lots. SAMPLE GROSS \$15.00. Individually packaged SILVER TIP REFILLS \$6.48 GR. Buy the box in bulk & Save \$35.00 M. MODERN PEN MFG. CO., INC. 384 Broadway New York 13, N. Y.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS. TIP CARDS. BASEBALL CARDS. at very reasonable prices. Phone: Wheeling—CEDAR 34282. COLUMBIA SALES CO. 302 Main St., Wheeling, W. Va.

SHAMROCK CHARM BRACELET. or Necklace with Genuine Blarney Stone from Blarney Castle, Ireland; encased in clear Lucite ball. Also Pins and Ears. Choice \$5.75 dz. All items carded—free counter card. 25% deposit, balance C.O.D. Please order early! MASTERCRAFT JEWELRY MFG. CO. 16 High Street Pawtucket, R. I.

**WEINMAN'S** MEN'S WOMEN'S New Styles

**BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES**

Guaranteed LIKE NEW!

Choice Lot 6 FOR \$49

All Famous makes—complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

Assortment, Men's Elgin, Waltham. Complete with Expansion Bands. \$69.50

SPECIAL LOT—Men's Elgin, Waltham Watches. Reconditioned and Guaranteed. Expansion Bands included. \$6.45 Each

5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send Money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT

**WEINMAN'S**

182 S. Main St., Memphis, Tenn.

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A Market Place for Buyers and Sellers

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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attract more attention and produce quicker and greater results thru the use of larger type and white space.

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CHALK TALK SUPPLIES, RAG PICTURES, books on entertaining. Black Light Novelties. Send 10¢ for catalog. Balda Art Service, Oakkosh, Wis. mh2

YOKS FOR VOX JOX! DISC JOCKEYS. Write for information on sensational monthly comedy service. Show-Biz Comedy Service (Dept. BB-9), 1613 East 29th St., Brooklyn 29, N. Y. ap20

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs., doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ap20

### AGENTS & DISTRIBUTORS

#### A SALESMAN'S DREAM

Sell the Holy Bible, Catholic, Protestant & International Editions; the greatest seller of all time. Fabulous earnings, up to 300% profit; write at once for our "Earn \$15,000 a Year Plan" free.

#### INTERNATIONAL BOOK & BIBLE HOUSE

Dept. B Box 7204, Capitol Station, Albany, N. Y.

AGENTS—BIG PROFITS STAMPING KEY Protectors. Social Security Plates. Send 50¢ each sample with name, address, social security number. Catalog free. General Products, 188 State St., Dept. BB-2, Albany, New York.

AGENTS-SALESMEN—1957 WHOLESALE Buyers Directory! Get the "original" Blue Book Directory of Manufacturers, Jobbers and Wholesalers. Deal direct with over 6,000 firms who can supply anything, and up to 100% dealer discounts. If you are looking for new products, new buying connections, the Blue Book has them. It's the nationally accepted Directory by wholesale buyers, dealers, nation wide. When you buy right, you can sell right. Details free. Associated Wholesalers, 1016-BB Starr, Burlington, Iowa.

ATTENTION—HOSIERY: LOW PRICES FOR Jobbers, pitchmen and salesmen: complete line Ladies' and Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order dozens, slightly imperfect. Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1238 Market St., Chattanooga, Tenn. mh16

Did This Ad ATTRACT YOUR ATTENTION! Use DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

**RATE: \$14 PER INCH**

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### FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches ..... \$1.75 dz.  
Stoned & Tailored Earrings ..... 1.75 dz.  
Pierced Earrings on Display ..... 1.25 dz.  
Charm Bracelets, asst. ..... 3.00 dz.  
Lord's Prayer Necklace, boxed ..... 3.00 dz.  
Children's Jewelry, boxed, asst. ..... 2.95 dz.  
Asst. Tie Slides, carded ..... 1.00 dz.  
Rosaries, imported ..... 1.95 dz.  
Cameo Sets, boxed ..... 7.25 dz.  
Tie Slide Sets, asst. boxed ..... 4.00 dz.  
4 Pc. Rhinestone Sets, boxed ..... 18.00 dz.  
Summer Earrings, asst. ..... 7.00 gr.  
Pearl Necklaces (domestics) ..... 1.45 dz.  
Neck & Earrings, asst., boxed ..... 9.00 dz.  
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

**SAMUEL SILVERMAN & CO., INC.**  
1820 Westminster St. Providence, R. I.

EARRINGS—ASSORTED STONED AND tailored. \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. mh30

JAPAN DIRECTORY—LIST OF JAPANESE manufacturing exporters, plus Japan trade journal information, opportunities. Just \$1. Nippon Annai, 920 3rd Ave., Box 739-I, Seattle 4, Wash. mh23

JOBBER & DISTRIBUTORS—BEAUTIFUL hand-tooled Mexican Ladies' Leather Handbags. (Large size.) \$50 per dozen; sample, \$5. Satisfaction or refund. Other items. Ray Daum, 3002 Santa Ursula Ave., Laredo, Tex. mh9

"MENDS-ALL"—THE MAGIC SIXTY SECONDS fabric mender. Fast demonstrator, fast seller, repeater, newest product, \$50 gross; \$26 half; \$14.50 three dozen. Rabiro, 228 East 2nd St., New York 9B, N. Y. mh9

MEN'S WALLETS—PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage, C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. mh30

### NEW BETTER CLOSEOUTS

Charm Brae, Asst. .... \$ 2.50 dz.  
Spring Floral Ear. asst. .... 2.75 dz.  
New Spring Colored Ropes ..... 3.00 dz.  
Colored Enamel Pins & C/L ..... 2.50 dz.  
Tailored Earrings, asst. styles ..... 1.50 dz.  
Gen. Cultured Pearl Pins & Neckls. .... 2.50 dz.  
Pierced Earrings on display ..... 1.75 dz.  
4 Pc. Pearl Set, boxed ..... 13.50 dz.  
3 Pc. Rhinestone Set, boxed ..... 13.50 dz.  
3 Pc. Boxed Sets asst. styles ..... 4.50 dz.  
Crystal Beaded Necklaces ..... 5.00 dz.

NEW FREE DESCRIPTIVE LITERATURE ON HUNDREDS OF TERRIFIC VALUES 20% deposit with order, balance c.o.d.

### KAREN ORIGINALS

45 N. Main St., Dept. 4 Bristol Conn. OPERATE ROUTE "FUN SHOP" DISPLAY Racks. Fast selling tricks, jokes, puzzles. Start \$250.00 investment. Big profit! Robbins, Co., 127-R West 17th St., New York City. ch-mh9

RETRACTABLE BALL PENS, 5 FOR \$1; 100 for \$15; refills, \$1 dozen. Guarantee money refunded. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. mh9

### ANIMALS, BIRDS, PETS

ACCLIMATED HUMBOLDT PENGUINS. The kind that live without ice. \$85 each. Snake Dens, \$25. Snake Farm, LaPlace, La.

CHAMELEONS, \$15 HUNDRED PREPAID; Crocodiles, Alligators, Snakes, Baby Turtles, Cobras, Boas, Pythona. Animals on hand now. Snake Farm, LaPlace, La.

IMPORTERS OF WILD ANIMALS, INCLUDING unusual ones for show business. Birds, Reptiles. Largest suppliers Baby Calmans. Free list Jungle & World, Inc., Box 947, Miami 48, Fla.

KING COBRA, SIAMESE COBRAS, RUSSEL Vipers, Mangrove Snakes, Anaconda Reptile Farm, 2214 N. San Gabriel, S. San Gabriel, Calif. At. 05763. mh9

PAIR ELK, ADULT, \$325; PAIR BLACK Bear, \$50 each; female Guanoaco bred, \$325. Orla L. Drum, Lakeside Zoo, Rt. 2, Cortland, O. Phone: NE 74215.

PONIES—EIGHT, EXTRA NICE, PONY Sweep, Saddles, Brides, worked on child's ride; 1948 Ford School Bus, \$1,850. H. W. Desportes Jr., 2001 1/2 Assembly St., Columbia, S. C.

QUALITY STOCK PROMPT SHIPMENTS—Plenty Snakes, Armadillos, Alligators, Badgers, Coati-mundis, Hawks, Guinea Pigs, Blue Peafowl, Emus, Pumas, African Lion Cubs, Wild Cats, White Doves, Prairie Dogs, many others. Otto Martin Locke, New Braunfels, Tex. Phone: MA 5-4523. mh16

SEA ELEPHANTS, CALIFORNIA SEA- lions. Seal Men suppliers zoos and circuses entire world. Marine Enterprises, Inc., Hermosa Beach, Calif. mh23

### SPECIAL

**BABY ELEPHANTS**

**DROMEDARY CAMELS**

Immediately available, excellent health. Phone: Whitehall 3-4073.

### NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.

50 Broad St. New York

SURPLUS FLORIDA REPTILES FOR SALE. Visit Ross Allen's Reptile Institute, Silver Springs, Fla. mh16

7-YEAR-OLD MALE CHIMPANZEE, BEAUTIFUL specimen, healthy. Will make a wonderful cage display animal. \$400 for quick sale. Leon Smith, 808 N. Fulton Ave., Evansville, Ind.

### BUSINESS OPPORTUNITIES

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

FREE SEASON AHEAD! SUCCEED WITH Graphology. Make money analyzing hand-writing. Details free. Ben Kandel, 203-B Jefferson Ave., Eatonton, Ga.

FREE MEXICAN, CUBAN IMPORTS CATALOGUE. Shoes, Purses, Belts of alligator tooled leather, Snake, Unicorn Calif. Import Sales, Box 955, Pomona, Calif. mh23

EXCELLENT INVESTMENT OPPORTUNITY. Seaside amusement park. Legal slot mchs., legal whisky. Several properties for sale. Restaurants, Bars, Hotels, Arcades, Dance Hall, Bingo, Pier, Boats, etc. Peninsula Realty Co., No. Beach, Md.

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### JERSEY JUNGLE WANTS

10 good Kiddle Rides, 3 Major Rides, 1 Miniature Train Ride. Must be good equipment, no junk. This is New Jersey's newest amusement center, 16 acres, 1,350 frontage on busy Hwy 33, 8 miles from Asbury Park. Opening May 30. Concession or lease. Send list with deal.

### JERSEY JUNGLE WANTS

50 Monkeys, 30 large Animals for show. No carnivorous, tame preferred. Send list with best deal. 177 Getzmer Ave., Jamesburg, New Jersey 1-0593

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144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. ap20

### DISPLAY CLASSIFIED AD

Your Advertisement displayed in a space this size will cost only \$14 per insertion

### FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh9

PAIR 16MM. SOUND AMPRO ARC Projectors, complete, good condition, \$700. Colonial Films, 71 Walton St. N.W., Atlanta 3, Georgia.

GOLF DRIVING RANGE EQUIPMENT—Par 56, Mounted Spots, Locke Pickler, Mats, Balls, etc. Sacrifice. Write Morton Novelty Co., 723 Mandan St., Bismarck, North Dakota. mh9

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ALLAN HERSHELL 3-ABREAST MERRY-Go-Round, rebuilt. All accessories with Van and Tractor, \$14,000. Selling due to death. Buelha Slenk, 4142 S. Albany, Chicago 32, Illinois.

BLEACHERS, 3,000 FOLDING CHAIRS, Theater Chairs, Stadium Chairs, Tents, Lockers, Benches, Tables, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

BRILL'S NEWEST PLANS—10 SIDE SHOW Stunts (detailed), \$5; Burned Alive, \$5; 3 Cute Illusions, \$3; 43 Illusions and Pit Show, \$50. Free catalog. Brill, Box 875, Peoria, Ill.

COMPLETE AMUSEMENT PARK—KIDDIE Wheel, Train, Adult Chair-or-Plane; 72 Arcade Machines, complete or piecemeal. Phone 34010, Percell's Park, S. Williamsport, Pa. mh9

FOR SALE—AN 8-CAR OCTOPUS, \$1,000. Reason, need space. Michael Zaccaria, 469 Boulevard, Revere, Mass.

KIDDIE 20-HORSE MERRY-GO-ROUND, with or without transportation, Johnny Durham, 120 N. Governor, Iowa City, Iowa.

MERRY-GO-ROUND, CENTER POLE. Sweeps, Crossarms, Scenery, Platform, new Top, new U-1 International Power Unit, S. B. Rhodes, 1701 Harrison St., Amarillo, Texas. mh9

OCTOPUS, 8 TUB AND SEMI TRAILER equipped to haul same; good condition. Earl L. McReynolds, Box 31, Caney, Kan.

STEAM TRAIN, BY OTTAWAY, WITH three coaches; serviced at factory and in new condition, \$2,500. R. H. Chance, 1119 Geo. Wash. Ave., Wichita 16, Kan. mh16

THIS IS A 14-LINE AD FOR ONLY \$14

You can buy this space to profitably buy or sell Used Show Equipment.

TRACK—SACRIFICE, 3,000 FT. 22" GAUGE 12 lb. rail, metal cross ties welded. TMP, 6301 Florida Ave., Tampa, Fla. mh9

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details. \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. mh9

**ST. PATRICK'S DAY SPECIALS**

Badges w/ribbon, \$2.25 per 100, \$20.00 per 1,000.

Badges w/shamrock, pipe or hat, \$3.50 per 100, \$32.50 per 1,000.

12x30 Pennants, \$15.00 per 100.

18" Irish Harp Flags, \$2.00 Doz. \$22.50 Gr.

12" Irish Harp Flags, \$1.35 Doz. \$15.00 Gr.

Irish Buckrum Derbies, \$1.75 Doz. \$20.00 Gr.

Irish Plastic Derbies, Swiss Hats or Hi Hats, \$1.80 Doz. \$21.00 Gr.

1/3 deposit with order, balance C.O.D.

**Schattur Novelty Co.**  
142 Park Row New York 7, N. Y.  
Cortlandt 7-8986

GIMMICKS APPLIANCES

**LADIES', MEN'S and CHILDREN'S JEWELRY & NOVELTY ITEMS**

NEW SPRING STYLES FAST SELLERS!

Selective Assortment #1 \$6.75 per doz.

708 Sansom, Phila. 6, Pa.  
609 Spring Garden St., Phila. 23, Pa.

**RAKE COMPANY**

JEWELRY

**Watch Makers' Special**

Used Men's and Ladies' Wrist Watches, also Pocket Watches. As is—

**5 for \$10**

Wholesale only. 25% with order, balance C.O.D. immediate delivery.

**JOSEPH BROS.** 53 Wabash Ave. Chicago 3, Ill.

**JEWELRY CLOSEOUTS**

E1—Tailored Earrings, Asst. Gr. .... \$18.00  
E2—Stone Earrings, Asst. Gr. .... 21.00  
E3—Pierced Hoop Earrings, Gr. .... 8.50  
E5—Stone E-Rings, Etc. Asst. Gr. .... 12.00  
T1—Tailored Tie Sets, Bkd. Dz. .... 3.50  
T2—Stone Tie Sets, Bkd. Dz. .... 4.50  
T3—Asst. Tie Sets, Bkd. Dz. .... 5.75  
T4—Tieslides, Carded, Dz. .... 1.25  
T5—Marilyn Monroe Tie Sets, Dz. .... 10.50  
C1—Cufflinks, Carded, Dz. .... 1.25  
O1—Odd Lot Neckls & Bracelets, Gr. .... 15.00  
B1—Bracelets, Asst. Gr. .... 24.00  
2160—Stone Neckls & Ears, Bkd. Dz. .... 7.50  
L3—Stone Neckls & Ears, Bkd. Dz. .... 9.00  
2256—3-Piece Pearl Set, Bkd. Dz. .... 12.00  
L3—Stoned Pen & Litter, Bkd. Dz. .... 19.80  
R3—Gents' Stone Rings, Asst. Dz. .... 2.75  
BF446—Ladies' Wallets, Bkd. Dz. .... 15.00  
BF447—Men's Wallets, Bkd. Dz. .... 11.25

K101—Ladies' Manicure Set, Dz. .... \$7.20  
K110—Men's Manicure Set, Dz. .... 7.20  
R101—Pearl Rosaries, Bkd. Dz. .... 5.25  
R102—Pearl Rosaries, Bkd. Dz. .... 5.25  
R104—Religious Medallions, Bkd. Dz. 6.75  
W1—Men's 6-Piece Watch Set ..... 5.95  
W2—Ladies' 5-Piece Watch Set ..... 6.25  
WF8—Men's Stone Dial Watch ..... 5.50  
P12—Men's 10-Piece Watch Set ..... 7.50  
P15—Men's 10-Piece Watch Set ..... 7.50  
P16—6 Asst. Cuff Sets, Bkd. .... 3.00  
P24—Men's 6-Piece Watch Set ..... 5.00  
2—Gift Perfume Set, Bkd. Dz. .... 14.40  
6—"Your Grace" Perfume, Bkd. Dz. .... 9.00  
8—"Lis'n Dear" Perfume, Bkd. Dz. .... 21.00  
BF101—Ladies' Wallets, Dz. .... 4.50  
BF122—Ladies' Wallets, Dz. .... 3.60  
BF445—Ladies' Wallets, Dz. .... 6.50  
BF124—Men's Wallets, Dz. .... 3.60

Try samples of any items at reg. prices. 20% dep., bal. COD. Free catalog.

**NEW ENGLAND JEWELRY BUYERS**  
124 Empire St., Dept. 8 Providence, R. I.

**GRASS SEED**

Free of Crabgrass—"A blend of laboratory tested seed." High Germinating.

5 lb. Clear, heavy plastic bag. \$1.10 per bag

25% dep. with order, bal. C.O.D., F.O.B. Chicago

**C & G Sales** 1180 Milwaukee Ave Chicago 22, Illinois

**NOVELTY TIES**

At a casual glance these handsome rayon ties are embroidered with a beautiful design. Turn tie horizontally to get a laugh. Four different "designs" available: "Nuts to you," "Kiss Me Babe," "Go to He—" and "What'll You Have?" Assorted colors. Each tie in window display box.

Per dozen ..... \$12.00

25% deposit on all COD orders. Include postage with order.

**KIPP BROTHERS**

Wholesale Distributors Since 1880

240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

**NEW "COLOR-PIX" T.V.**

Make PICTURES IN COLOR a reality. Attach to any Black & white T. V. receiver in seconds—without tools. Instantly vivid "REAL AS LIFE" color. Eliminates glare and eye-strain. Low price—tremendous sales & profits.

DON'T DELAY—be first in your area with this startling "COLOR-PIX" miracle. SAMPLE DEMONSTRATOR—\$1.00. NO C.O.D.'s. SPECIFY SIZE. Special discounts to distributors, crew managers, etc. Don't miss this TREMENDOUS OPPORTUNITY. Write today:

**ALRICH MANUFACTURING CO., INC.**  
Dept. B, Box #469, Great Neck, N. Y.

**Free Wholesale Catalog**

CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closets, Etc.

SEND FOR YOUR COPY TODAY

Please state your business.

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**MISCELLANEOUS**

**AGA LEVITATION**—WILL PURCHASER of Aga bought from Musselman, Louisville, in January, please contact Joseph W. Robertson, 297 South High St., Columbus 15, Ohio. mh2

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**Forms Close Thursdays for the Following Week's Issue**

**EXPERIENCED MANAGER—PROFESSIONAL** for Kentucky rink; good salary plus commissions; extensive references required. write Box C-138, c/o Billboard, Cincinnati 22, Ohio.

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**LARGE AGENCY BAND DEPARTMENT** has opening for traveling dance bands. Consistent bookings for qualified band leader. Also new Girl Piano or Organ Singles for location engagements. Send photos and details to: Box C-143, c/o Billboard, Cincinnati 22, O. mh2

**TENOR-CLARY—READ, CUT SHOWS**, vocalist preferred. Small unit, steady locations. Leader, 2133 Southeast 46th, Portland, Ore Belmont 2-8780.

**TENOR SAX, GOOD CLARINET, CUT OR** no notice. Buddy Bird, 716 Bona Allen Bldg., Atlanta, Ga. mh2

**TRUMPET—COMMERCIAL COMBO, LOCATIONS**; \$90 minimum, surtax paid. Sing harmony, doubles preferred. Others, write. Leader, Chisman's Court, Colorado Springs, Colorado.

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**MISCELLANEOUS**

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**ARRANGER, ANY STYLE. BOB VAN**, 2501 Lowry Ave. N. E., Minneapolis, Minn.

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**AREN'T THERE BAND LEADERS IN THE** west needing an experienced Drummer? Locations only Arnold Salmon, Apache Hotel, Phoenix, Ariz. mh16

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**BASS MAN AVAILABLE IMMEDIATELY**. Name experience, interested in band, combo doing locations only. Don't misrepresent. Musician, c/o Burkee, General Delivery, Portsmouth, Va.

**BASS MAN DOUBLING TRUMPET—FEA-** tured Vocalists for Irish Northern locations. Musician, 693 Belander, #7A, Houma, Louisiana.

**COMMERCIAL LEAD, ALTO OR TENOR**, double Flute, ad lib. Clarinet, Bass Clarinet, read shows well. Name experience. Consider combo or hotel work only. Write or wire Eddie Beau, Taycheedah, Wis.

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**DRUMMER—DOUBLE VOCALS. DESIRES** location spots with combo. Own car, neat, dependable union. Write, wire Johnny Boning 125 Sunny Rise Blvd., North Miami Beach, Fla. mh2

**DRUMMER—PLAY ANY STYLE. PREFER** combo. Union, Musician, 2801 Canal St., New Orleans, La. Galver 9416.

**ELECTRIC GUITAR—TAKE-OFF OR** rhythm. Read or fake. Double piano. Sing; union. Prefer small combo. Can work alone. John E. Meyer, Box C-136, c/o Billboard, Cincinnati 22, Ohio. mh9

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**PIANIST—READ, FAKE, PLAY SHOWS**. Prefer combo work. Single, union, go anywhere. Experienced. Address: Pianist, 848 North St., Jackson, Miss.

**STRING BASS—FORMERLY WITH RED** Nichols, Gus Arbhem, Will Osborne, Georgie Auld. Age 38, sober and reliable. Location band or combo only. Will cut or no notice. Local 47 card. Single. Jack Haggerty, 1502 N. 6th St., Grand Forks, North Dakota. mh9

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**HERE IS THE TOUGHEST AND MOST** dangerous assignment a Stunt Man can get. Sensational high diving as featured by Fox Movietone. You name your date and a performance that will be long remembered. For reservations, particulars and price address: Capt. Mac's Productions, 456 Lamplier Place, Warren, O. Tel. 45337. mh16

**RAY'S CIRCUS REVUE NOW SOLICITING** offers for season 1957. You can't go wrong with this combination. Magnolia, O. Route #1. je15

**SENSATIONAL & NOVELTY ACTS OF** every description. Animal Acts & Girl Revue. Address: 2015 Oliver St., Fort Wayne, Ind. Phone H. 1196.

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**Merchandise You Have Been Looking for**

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Send for circular. Exclusive territory available.

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Phone: Canal 8-3218

**LAVENDER SACHET BASKETS**

Made of tightly woven bleached rattan holds dried lavender flowers without spilling. Each with colorful plastic stopper

**\$79.00 PER 1,000**

\$45.00 per 500  
Imported dried lavender flowers.  
10 lbs. \$8.50.

**SHERFY'S, LTD.**  
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**PIN-UP SETS**

12 big 4x5 glossies to set. FABULOUS models, including BETTIE PAGE, CHERIE KNIGHT, Lynn Carter. Fifty-five different numbers available. Catalog and sample set 50¢. Write on your letterhead. WHOLESALE ONLY.

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## Welcome FTC Look At High Coffee \$

Operators Pleased at Probe to Find Out Why Prices Climbed 25c in 1956

By NICK BIRO

CHICAGO—Announcement by the Federal Trade Commission last week of their intention to investigate the high level of coffee prices was welcomed by vending machine operators considering expansion in the relatively new self-brew market.

FTC officials have stated they want to find out why coffee prices climbed as much as 20 to 25 cents a pound during 1956. They also

intend to look into trading practices on the New York Coffee and Sugar Exchange.

For vending machine operators the news becomes increasingly significant. In the past, when vending machines used frozen and powdered coffee concentrates exclusively, fluctuations in green coffee prices were not readily reflected back to the operator.

However, with the advent of the self-brew machines, which utilize ground coffee, any fluctuations in coffee prices will quickly show up in the operator's margin.

### Self-Brew Costs

At present, ground coffee is selling anywhere from 70 cents to \$1.25 a pound, depending upon the grade used. With most operators of self-brew machines getting about 60 to 65 cups out of a pound of coffee, the average cost of coffee used per cup comes to between 1.6 cents to two cents per cup.

But most operators did not enter the self-brew market until the fall of 1956. Since then the price of

(Continued on page 95)

## Canteen Sales Running Ahead Of Last Year

NEW YORK—Gross sales and net earnings for the first quarter of this fiscal year are ahead of figures for the like period in 1955, according to a statement issued this week by Automatic Canteen Company of America.

Nathaniel Leverone, chairman of the board, reported that sales and revenues for the 12 weeks ended December 22, 1956, were \$25,482,360, a 3.4 per cent increase over the \$24,649,000 for the first quarter of the previous fiscal year.

First quarter earnings were \$653,210, equivalent to 68 cents a share on 960,267 common shares outstanding. This is an increase of 10.9 per cent over the first quarter of the previous fiscal year when earnings were \$589,159, or 67 cents a share on 884,324 shares.

### Stock Option Plan

The stockholders approved a restricted stock option plan involving 25,000 shares of common stock for certain officers and key employees.

All directors were re-elected, and approved was an amendment increasing authorized capital stock of the company from 1,200,000 shares of common to 1,500,000 shares, \$5 par value.

The quarterly dividend was increased from 35 cents to 40 cents a share, with the dividend payable April 1 to stockholders of record March 15.

## R. A. Parina Coast Rep For Du Grenier

NEW YORK — The R. A. Parina Company has been named West Coast representative for Arthur H. Du Grenier, Inc., Richard E. Gibbs, Du Grenier sales manager, announced last week.

The West Coast territory includes California, Oregon, Washington, Idaho, Nevada, Utah, Arizona, Wyoming, Colorado, Alaska and Hawaii.

Parina has been operating cigarette routes in the San Francisco and Sacramento areas 20 years, before which he was associated with Du Grenier.

He is the brother of A. F. (Tony) Parina, Du Grenier West Coast representative who died last year. Richard Parina will concentrate on sales to operators and will carry a full line of parts.

Headquarters of the firm is 66 Page Street, San Francisco.

## MAY WRAP CIGARETTES IN TOBACCO

CHICAGO—Cigarette manufacturers may soon be wrapping their cigarettes in tobacco instead of paper. So say Alexander Makovka, vice-president of Wims Research Laboratory, New York.

Makovka announced they have developed a cigarette paper made entirely of tobacco, that is now ready for commercial use. He says the paper, which is available in light tobacco color or pure white, has sufficient tensile strength for use on modern cigarette making machines and meets every standard as to porosity, opacity, combustibility and smoothness of burning.

According to Makovka, the practically unanimous verdict by test smokers is that the pure tobacco paper gives a smoother, milder smoke than do filter-tip cigarettes using the same mixture and standard paper.

Decision has not been reached whether to license use of the paper to cigarette manufacturers, or to produce a new brand of cigarette using the tobacco paper.

## Calif. Cig Group to Fight 3c Tax Bill

Operators Feel Education Assessment Unfair, Should Come From General Funds

By SAM ABBOTT

LOS ANGELES — An all-out fight against the 3-cent-per-pack tax on cigarettes proposed along with a beer levy in the California Legislature was urged at a luncheon meeting of the Cigarette Vendors' Institute of California, Inc., Wednesday (20) in the Hotel Statler Los Angeles Room here.

The tax is being supported as part of the California Teachers' Association program to raise \$74 million to increase teachers' salaries and other educational costs.

Gov. Goodwin Knight, who had indicated that he would sign the tax bill if passed by the Legislature, changed his views on the matter Tuesday (19), saying that he would approve of some revenue source other than the cigarette-beer levy to finance schools.

George Seedman, well-known cigarette vendor who was the principal speaker, emphasized that the operators are not against increasing educational facilities and salaries, but opposed to the manner in which it is being done.

"The proposed cigarette tax to go for a specific purpose—education—is opposed to every theory of good governmental financing," Seedman said. "Education is the problem of all the people. There is no other tax in California where a segment of industry is taxed where that particular segment does not benefit. The gasoline tax goes for good

(Continued on page 83)

## Hebel & Cole Plan Series Joint Showings

CHICAGO—A series of at least 12 joint showings got under way this month by the Fred Hebel Corporation and Cole Products Corporation. Each is scheduled to run two days, with two or three showings per month.

Hot-cold beverage, hot food and ice cream machines are to be featured. Robert Fagin, Hebel sales manager and Richard Cole, Cole executive vice-president will attend each session.

The first two showings were held in Cincinnati, February 5-6, and Milwaukee, February 22-23.

Future plans call for the next session to be held in New York at the Commodore Hotel, March 15-16. Dates were not finalized at press time for other showings, but they will include: Boston, Atlanta, Dallas, Detroit, St. Louis, Seattle, San Francisco and a yet unnamed Colorado city.

## Electronic Window Vender Installed in New York Store

Third Loft in N. Y. Area Takes Up to \$3; U. S. Manufacture of Machine Set

Continued from page 1

ture of the new Windomatic. The operator establishes the selling price for any of the eight columns by using an electrical plug board similar to that used in automatic business machine equipment.

This serves as the unit's memory. The customer selects his item by using a rotary dial, then inserts coins in any combination or sequence.

The electronic brain then begins to count, comparing the deposited amount with the predetermined selling price. Coins, as they are inserted, are held in escrow.

While the customer is depositing the money, an electronic scoreboard tells him how much he has inserted.

As soon as the deposited amount matches the selling price, the control sends impulses to the section of the machine that vends the item. If the selection is sold out, tho, the control informs the customer when he sets the dial. If the customer still insists in inserting money, he is offered the option of getting his money back or applying it to another selection.

### Money Removed

When the vending section has received the initiating impulses, it acknowledges them and sends back impulses informing the control to remove the money from escrow and wipe out the customer's balance.

As soon as this is done and checked electrically, the control sends impulses which initiate the mechanical vending operation. Total time required for this information interchange and checking varies, but it averages about 2/10 of a second.

When the vend cycle is completed, impulse from the slave unit of the control reset all circuits in preparation for the next cycle. The entire vending cycle takes about six seconds.

The basic pulse rate of the machine is 60 a second on a standard A.C. line. The machine will vend any item from 5 cents to \$3 and will accept pennies, nickels, dimes or quarters. Virtually any of the firm's confectionery packages will fit into the unit.

### 2-Pound Box

Currently, the top-priced item in the new unit is a two-pound box of chocolates for \$2. Big seller in the two stores with the manually operated units are 50-cent boxes of candy. The manually operated units, both 10-column machines, vend candy items for 25, 35 and 50 cents. Each column has a capacity of 30 three-by-five-inch boxes.

All Windomatic units are loaded from the rear, or inside the store. The consumer can sell all the merchandise in the machines at all times in the mechanical units, but

only one item from each column in the electrically operated machines.

Ettlinger said that a third unit, similar to the electrically operated Windomatic, but with a cooling unit for perishable foods, will be ready soon.

### Made in U. S.

Such a unit would probably be used by food supermarkets. All Windomatic units will be made in the United States, Ettlinger said, but he would not say where.

While it is too early to analyze sales in the Jamaica installation, most of the sales in the Manhattan installations are made during store hours. On weekends and in the evening, foot traffic is light.

However, the Jamaica installation should do better after hours, as it is in a bus terminal which is headquarters for 27 lines and has a more even traffic flow.

## Mills Coffee Machine Sold to Joyner, Patten

CHICAGO—Rights to the Mills Coffee Machine have been purchased by Ray Joyner and Jack Patten, who are setting up a new firm, the Joyner Coffee Service Corporation, Sycamore, Ill., for production of the unit. The firm will be a subsidiary of the J. V. Patten Corporation.

Joyner and Patten have purchased the tools, a small stock of machines and the name Mills, which will not be used in conjunction with the new company.

Joyner, widely known in the vending industry as both an operator and Mills representative, has stated that the basic machine will

be altered to include features that his own operation has found wanting.

The purchase brings the machine home to the man who at one time was largely responsible for its development. Originally the machine was developed by Mills Industries, from design ideas supplied by Jack Patten, then sold with the company twice, ending up as a property of the F. L. Jacobs Company.

Joyner stated that manufacturing facilities will be set up in the Patten plant where the original model of the coffee machine was produced.

## Merkle-Korff Announce New Coast Branch

CHICAGO — Merkle Korff Gear Company, suppliers of motors for automatic vending equipment, opened a new West Coast branch office, at 1412 South Los Angeles Street, Los Angeles, California.

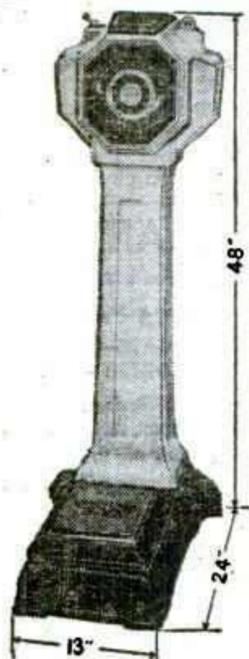
New offices will be under the supervision of Robert R. Young who has been assistant sales manager at the Chicago factory office. Henry F. Kaelin, who has been associated with Merkle-Korff for over 20 years, continues as the West Coast field engineer, specializing in vending applications.

John D. Simms has been elevated to the position of factory manager and is now in charge of all manufacturing operations for the firm.

## Lyon Ind. Names European Distrib.

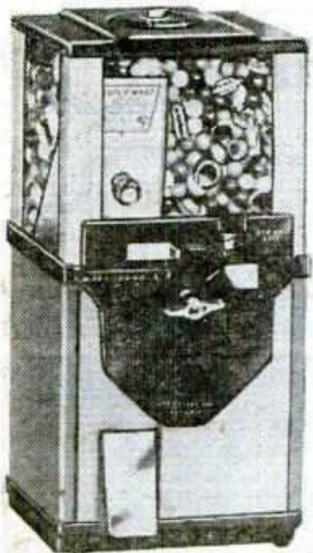
NEW YORK—Coolers & Venders, Ltd., of London has been named European representative for Lyon Industries, Stuart Lyon, head of the American cup drink machine firm announced last week.

Lyon said the agreement had recently been negotiated here between himself and Julius Trup, of the British organization, and that the first shipment of machines has been sent to England.



**\$25 DOWN**  
**Balance \$10 Monthly**  
**ALL WEATHER SCALE**  
**COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.**  
**WRITE FOR PRICES.**  
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 With the Sensational  
**LOOK-SEE VIEWER**



- **LARGE CAPACITY**
- **TAKES IN APPROXIMATELY \$22.50** (210 BALL-GUM & CHARMS)
- **PENNY-NICKEL COMBINATION**
- **FAST PLAY—OUT-PRODUCES ANY OTHER MACHINE EVER MADE**

**VICTOR VENDORAMA** **\$24.95 EACH**  
 with the **LOOK-SEE VIEWER**

Capacity: 460 Capsules with Viewer—485 Capsules without Viewer.

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PLASTIC ..... \$2.50 per M assorted  
 ASS'T'D PLATING. \$5.50 per M assorted (copper, nickel & Hamilton)  
 Have the kids "play house" with a complete set of their own pots 'n' pans!

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**• ATTENTION! •**

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 Encased in chrome frame.

Exact duplicate of "Disabled Vet's" plates! Vends in all kinds of machines.

**Special Prices**

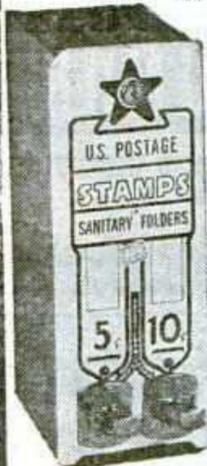
- 1 to 4 thousand..... \$7.00 per M
- 5 to 24 thousand..... 6.25 per M
- 25 to 99 thousand.... 6.00 per M
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 For Victor Vending Corp. Machines, Parts, Globes, Charms, Merchandise Supplies  
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 Folder Type



**ATTRACTIVE OUTSTANDING**  
 Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

- 2 Col. Vendor (as illustrated) \$24.50 ea.
- 3 Col. Vendor \$32.50 ea.

**STAMP FOLDERS** Very Low Prices.

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**J. SCHOENBACH**  
 Distributors of Advance Vending Machines.  
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**SAVE MORE MONEY—MAKE MORE MONEY**  
 Subscribe to The Billboard TODAY!

**Calif. Cig Group to Fight Tax**

• Continued from page 82

roads. Money from fishing and hunting licenses goes for wildlife conservation. The schools, if the tax on cigarettes is levied, will be cut from the general budget for normal State expenditures.

Seedman announced he will go with Arch Riddell, CVI secretary, to Sacramento March 3 to be on hand when the Legislature convenes the following day. The problem, he added, is to prevent the proposed tax from being recognized as an emergency bill.

"Put yourself in the place of your legislator," Seedman emphasized. "He wants to do what is right. Should he vote for education or a cigarette tax? We are not against education, but we are against an unfair cigarette tax. The tax will be hard on the laboring man. It is not a just tax."

**Contact Ops**

Riddell reviewed the work his office has done in making mailings to operators. "The purpose of these messages," he continued, "was to get operators, location owners and others to write letter protesting the cigarette assessment."

Riddell introduced Henry Davidson, chairman of the CVI; Ron Wattles, of Bakersfield; Clarence Nickels, El Centro, and Ray Menger, John Green and Robert Menger, San Diego.

Brief talks, asking for support were made by B. J. (Bob) Grenier,

California Automatic Vendors' Association president; Will Golden, well-known local operator; Davre Davidson, Davidson Brothers; Tom White, National Association of Tobacco Dealers, and Ben Levin, CVI attorney.

Grenier 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 commissions in the event of a tax levy or wholesale price increase.

**Sugar Deliveries**

Deliveries of sugar for U. S. consumption during December, 1956, totaled 651,000 tons (preliminary), up 14 per cent from December, 1955, according to Agriculture Department. Deliveries thru January 19 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 6.40 cents per pound at the beginning of January, and reached 6.48 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 because of the nickel play. The Atlas-Master exclusive coin mechanism will not jam, skip, nor take washers.

EXCLUSIVE NAT'L SALES AGENT

World's Largest Selection of Miniature Charms

**PENNY KING COMPANY**

2538 MISSION STREET

PITTSBURGH 3, PA.

*the new* **OAK'S "PREMIERE"**

vends **Ball Gum and Picture Card** both for 1c

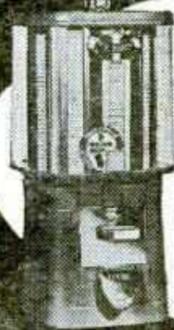
Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



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**oak's "GOLD MINE" tab gum selector**

Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.



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**OPERATORS VENDING MACHINE SUPPLY**  
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East & Midwest Factory Sales Office  
**M. J. ABELSON**, Phone AT 1-6478  
 2033 Fifth Ave., Pittsburgh, Pa.

**OAK MANUFACTURING CO., INC.** 11911 Knightsbridge Ave., Culver City, California

**Cigarette Machine Conversions**

IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for **ROWE** Imperials, Royals **NATIONAL** 930, 950 **UNEEDA** All Presidents, Crusaders **750, 9A** Models

ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MACHINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

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The Nation's Leading Distributor of Vending Machines  
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**ROWE CRUSADER** 8 Cols., 340 cap., 25c and 30c Vend. King and Regular. Fully Modernized—Cut Stand.

**Sensational Special Offer—Only \$99.95**

All Equipment Unconditionally Guaranteed

COMPLETELY RECONDITIONED AND REFINISHED

We Carry in Stock Every Make and Model of Name-Brand Cigarette and Candy Vendors.

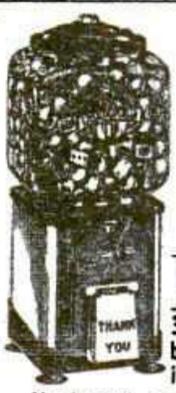
TRADE PRICES

1/3 deposit, balance C.O.D.

GIVE TO DAMON RUNYON CANCER FUND

**THREE COLOR BABY CHICKS**  
 Makes a beautiful capsule just in time for Easter. Special closeout prices.  
**\$12.50** per M  
**\$10.00** per M in 5M lots  
 Also asstd. filled capsules—closing out at \$15.00 per M.  
 Samples on Request.  
**MODERN COIN CO.**  
 2418 Spring Grove Ave.  
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**SHIPMAN STAMP VENDORS**  
 IT IS ESTIMATED 90% OF ALL OPERATORS USE SHIPMAN POSTAGE MACHINES  
 Don't you wish you did? The reason is obvious. Simply because they are recognized as the very finest available by those who know! Write for prices. This is our 25th year!  
  
**SHIPMAN MFG. CO.**  
 LOS ANGELES 23, CALIF.

**VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each**  
  
**\$12.75 Each 100 or more**  
 30 day money-back guarantee if not satisfied  
 1/3 deposit on all orders  
 Write for lowest prices on filled capsules. Immediate delivery.  
**SPECIAL TRADE-IN OFFER**  
 As High as \$6.00 Per Machine on VICTOR TOPPERS  
 Send Us Your List.  
**VEEDCO SALES CO.**  
 2124 Market St., Philadelphia 3, Pa.  
 Phone: LOcuet 7-1448

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**3.25** per M F.O.B., N.Y.C.  
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 Fully Automatic Popcorn Machine  
**10c Hi Profit %**  
**\$159.00**  
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**HUNDREDS OF MONEY-MAKING VENDING IDEAS**  
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**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 650,000 gallons of juice carried in stainless steel tanks. The ship and its cargo are owned by Fruit Industries, Inc., of Bradenton, Fla., which is attempting to popularize cartoned whole orange juice by distributing the product thru dairies.

Vending, too, figures heavily in Fruit Industries' plans. The firm has worked out a finance deal in co-operation with the Vendo company, calling for five-year terms at bank interest, with no down payments.

**Pact Terms**  
 Any operator using the plan must vend at least one column of cartoned orange juice per machine. On a three-column Vendo, for example, one selection of orange juice and two selections of milk are acceptable.

Fruit Industries will get the locations for the operator, 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 does an annual volume of more than \$15,000,000 in whole cartoned orange sales to dairies, and a total business of \$35,000,000 a year.

**FI Operation**  
 Price said that Fruit Industries operates 1,200 machines, 700 of them in Florida. Most of the Florida locations are in schools, but some are in industrials. Other locations are thruout the Southeast. He added that the firm plans to curtail its own operation as the operator finance 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 will be 1,450,000 gallons after the program gets in full motion. As soon as the ship docked, the juice was pumped ashore into refrigerated stainless steel tanks at

States, the District of Columbia and two Canadian Provinces. According to Anthony T. Rossi, 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.

**Ball and VENDING GUMS**  
**LOW Factory Prices**  
**BUBBLE • CHICLE CHLOROPHYLL and TAB**  
 Bubble Ball Gum, 140-170 & 210 ct. .... 27¢ lb.  
 Chicle Ball Gum, 130 ct. .... 35¢ lb.  
 Clor-o-Vend Ball Gum, 40¢ lb.  
 Clor-o-Vend Chicks, 320 ct. .... 40¢ lb.  
 Chicle Chicks, 320 & 520 ct. .... 36¢ lb.  
 Bubble Chicks, 320 & 520 ct. .... 27¢ lb.  
 Tab (short stick), 100 ct. .... 38¢ box  
 S-Stick Gum, 100 packs ..... \$1.90  
 F.O.B. Factory. 150 Lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
 4th & Mt. Pleasant • Newark 4, N. J.

**MARBLES**  
 The season will soon be here! Order now before the rush.  
**AGATE—GLASS ASSORTED COLORS**  
 Barrel of 50,000, size 9/16 . . . \$45.00  
 Barrel of 40,000, size 5/8 . . . . 35.00  
 Keg of 21,000, size 9/16 . . . . 21.00  
 Keg of 17,000, size 5/8 . . . . . 19.00  
 Shipments made at once F.O.B. factory. Freight or truck.  
**ELVIS PRESLEY BUTTONS**  
 3 Colors  
 6 designs  
**\$62.50**  
 per carton of 5,000, F.O.B. factory.  
**FOR EASTER**  
 Chic 'n' Egg Charms.  
 \$45.00 per carton of 5,000, F.O.B. factory.  
**FULL CASH WITH ORDERS**

**ROY TORR**  
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**T. T. VENDING SALES CO.**  
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**PRICE BREAK on LOOP-A-LINKS**  
 100,000 lots ..... \$1.90  
 50,000 lots ..... 2.00  
 25,000 lots ..... 2.10  
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 All prices per 1,000  
 Buy Direct from Eppy: Or—  
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 A Word to the Wise Buyer—Buy & Try. You'll be GLAD you did!  
**SAMUEL EPPY & CO., INC.** 91-15 144th Place  
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**OAK'S "PREMIERE"**  
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**MANDELL GUARANTEED USED MACHINES**  
 N.W. Model 49, 1c or 5c ..... \$12.00  
 N.W. DeLuxe 1c & 5c Comb. .... 12.95  
 N.W. #39 1c Perc. .... 7.95  
 N.W. #33 1c Perc. B.G. .... 6.50  
 Columbus 5c Bulk ..... 6.50  
 Silver King 1c B.G. or Mds. .... 7.45  
 A&T Guns ..... 30.00  
 Acorn, 1c or 5c ..... 8.50

**MERCHANDISE & SUPPLIES**  
 Pistachio Nuts, Jumbo Queen ..... .75  
 Pistachio Nuts, Large Tulip ..... .72  
 Pistachio Nuts, Vendor's Mix ..... .65  
 Pistachio Nuts, Sheik ..... .53  
 Cashew Whole ..... .66  
 Cashew Butts ..... .61  
 Peanuts, Jumbo ..... .45  
 Spanish ..... .22  
 Mixed Nuts ..... .57  
 Tabby-Lets, 520 ct ..... .30  
 Rainbow Peanuts ..... .32  
 Boston Baked Beans ..... .32  
 Jelly Beans ..... .28  
 Licorice Gems ..... .28  
 Leaflets, 550 ct. .... .40  
 M & M, 550 ct. .... .50  
 Hershey's ..... .43  
 Rain Bio Ball Gum, 60 ct. .... .28  
 Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct. .... .30  
 Rain Bio Ball Gum, 100 ct. .... .32  
 200 lb. minimum, prepaid on all Rain Bio Ball Gum.  
 Adams Gum, all flavors, 100 ct. .... .45  
 Wrigley's Gum, all flavors, 100 ct. .... .45  
 Beech-Nut, 100 ct. .... .45  
 Hershey's Chocolate, 300 ct. .... 1.40  
 Minimum Order, 25 Boxes Assorted.  
 Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
 1/3 Deposit, Balance C.O.D.  
**STAMP FOLDERS, Lowest Prices. Write**

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**Northwestern® VENDERS**  
  
 are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the  
**NORTHWESTERN 5c PACKAGE GUM VENDER**  
 For full information on our complete line of profit-making venders write to—  
**SUCCESSFUL VENDING REQUIRES:**  
 The availability of quality merchandise which most people buy at frequent intervals; inexpensive, trouble-free machines which can be economically and quickly serviced, and a fair margin of profit.  
**THE NORTHWESTERN CORP.**  
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EDITORIAL

## Love That Pride!

Manufacturers have a product that is not sold which makes the U.S. the world's greatest mass producer of quality goods. That product is not automobiles or refrigerators or juke boxes. It is pride. Pride in their products.

We were happily reminded of this fact last week. We think the incident so well typifies the fierce pride of juke box manufacturers that it's well worth passing on to you. In fact, we think it's an anecdote that would go a long way in telling all people how proud people in the juke box business are.

Here's the story: We published a brief article last week which told about the only juke box operator in Nigeria, Africa. He's the head of state and has a monopoly on juke boxes in the country: he has two juke boxes, both AMI's, one in the government mansion, one in an embassy building. But, unfortunately, neither are in operating condition.

Now, as everyone knows, it's to the shameful discredit of the head of state as an operator that he doesn't keep his route in good condition. But as everyone also knows, it is surely not the manufacturer's job to do that for him.

But the people of AMI didn't see it that way. And we don't mean only AMI's executives. We mean the people who work at AMI and who take a deep sense of pride in building a juke box which they'd quickly tell anybody is "the best money can buy" (at last report, at least a dozen AMI people expressed their dissatisfaction. But it wasn't the article that really rankled them. It was the fact that there was AMI equipment (vintage unknown) somewhere in the world not in operating condition).

Why, they reasoned, should our machine—regardless of its age—not be in operating condition? They were up in arms. AMI had to take action—and right away.

An expert on AMI equipment headquartered in Switzerland was promptly notified that he had a service call to make. Where? Nigeria, Africa.

Not only will he see to it that the machines are put back into operating condition, but he'll also make sure the head of state will know how to keep them that way.

Bob Dietmeier

## CMMA Intros New TV Quiz Series

LOS ANGELES—"Juke Box Derby," a new half-hour TV musical-quiz show sponsored by the California Music Merchants' Association, went on the air for the first time, Saturday night, February 9, at 7 o'clock in Los Angeles.

Acting as emcee was local deejay Bill Bradley, backed by Buddy Bregman's 12-piece orchestra. Guest star for the week was Jim Lowe.

Bregman and Bradley will be regulars on the program, with a different guest star featured each week. The second program, Feb-

## MOA Plans For Convention

CHICAGO — Altho it's still three months away, plans for the Music Operators of America convention scheduled for May 19-21, at the Morrison Hotel, Chicago, are well under way. George A. Miller, president, announced that already 15 firms have been assigned exhibit space.

Miller added that orders for banquet tickets are being accepted. Members of MOA and exhibitors will have first choice. Price of the tickets are \$20 each.

Miller also announced that advertising space in the souvenir program is being accepted at this time. Rates for quarter page ads are \$50; half page, \$100, and full page, \$200.

Phonograph manufacturers have appointed a committee to work with the MOA on convention plans. E. R. Ratajack, AMI, has been named chairman, and E. W. Ristau, Rock-Ola, and A. D. Palmer, Wurlitzer, co-chairmen. Confirmation of the appointments was made by R. C. Rolfing, president of the Automatic Phonograph Manufacturers' Association.

ruary 16, featured Pat Boone, a plum for "Juke Box Derby," as Boone has never appeared on any TV program except Godfrey's "Friends."

The show was extended as far south as San Diego, Calif., and as far north as Fresno, Calif., and is expected to cover the entire State within the next few weeks, with eventual plans for national coverage.

Gorge A. Miller, State president and business manager of the CMMA, appearing on the show, told the listening audience the purpose of the program was twofold.

First, "Juke Box Derby" would provide entertainment for young and old alike. Second, it would "acquaint the general public with their local juke box location and music operator."

"The juke box operator," Miller continued, "is the person who constantly strives to bring you the finest in recorded music along with the top recording artists. His juke box sells nothing but enjoyment, relaxation and entertainment. We know that thru your continued visits, the playing of your favorite records and participation in this show, "Juke Box Derby," which is now only seen locally, will be televised from Coast to Coast in the near future."

The show had three contestants  
(Continued on page 99)

## Coven to Host Operators at Wurlitzer Fete

CHICAGO—Ben Coven Music Corporation, Wurlitzer distributor here, will play host to some 60 music operators, all members of the Wurlitzer Centennial Club, at a cocktail party, supper and dance on March 10 at the Covenant Club, Chicago.

The affair will be preceded by  
(Continued on page 99)

## BB Takes Major Step to Get Answers to Help Operators

By BOB DIETMEIER

CHICAGO—A major step was taken toward solving the need for statistics about and for the nation's juke box operators Monday when the mailing of 5,500 questionnaires to music operating firms thruout the country got underway.

The questionnaires cover every aspect of the music operating business and are designed to contribute to a better knowledge and understanding of the juke box industry and the people in it.

The most comprehensive questionnaire for music operators yet devised, it contains 67 questions, ranging in scope from the number of children an operator has to the number of records in all categories he bought last year.

Despite its comprehensiveness, it is especially designed for ease in answering. All questions can be answered by checking answers provided or by filling in short blanks.

Questions were prepared by The Billboard's coin machine editorial staff with the help of a market research firm. Preparation of the questions required weekly meetings over a period of six months.

Preliminary tabulating of questions will be done by the research division with final tabulation and statistical analysis by the private research company.

Every measure possible was used

to insure complete privacy of an individual operator's responses. Replies made will be completely anonymous to encourage complete and frank responses. All information on individual operations—even the anonymous—is held in strict confidence. Only tabulated results will be published.

Questions, even the easy to answer, are designed to provide more statistically sound information than ever before available for the operator to use in explaining major facts of operating business both to business accounts and to the general public.

The questionnaire, which will provide results for what will be

published as the 10th Annual Juke Box Operator Poll, differs from previous poll questionnaires in the type of responses asked for and in the structure of questions.

In addition, a number of new questions have been added to the questionnaire, some covering the personal family life of the operator.

The information the poll is designed to obtain will be helpful not only to every juke box operator, but will also provide valuable information to the juke box industry as a whole. The record industry also stands to benefit from results by finding out how big a slice of the total record market juke boxes account for.

## MUSIC OF DISTINCTION

### Background Music Firm Works From Ground Up

NEW YORK—Sidewalk superintendents watching construction of the new Union Dime Savings Bank Building at 40th Street and Sixth Avenue here get a play-by-play report of the building job between selections of taped background music.

It's all part of the operation of Music of Distinction, Inc., pioneer of the operation of tape background music systems in Manhattan. The music and recorded progress narrations are piped along peepholes in the fence surrounding the building site.

According to John Andrew, MOD president, the firm has been using tape and leased telephone wire to get music to its clients for nine years.

**15 ON and 1 Off**  
Music is played 15 minutes on and 15 minutes off, with monthly charges to the location ranging from \$30 to \$250, depending on the number of hours the music is played and the number of speakers required.

### Madison Ops Report Dime Play Progress

MADISON, Wis.—reports from music operators in the Madison area indicate a strong upsurge in dime play activity.

The most optimistic estimates put at 50 per cent the percentage of machines currently operating on a dime.

One operating company, Modern Specialties, is rapidly approaching the half-way mark on its dime play conversion program, according to  
(Continued on page 98)

### Conn. Ops Elect Slate

HARTFORD, Conn.—A new slate of officers was elected by the Music Operators of Connecticut, Inc., in their recent monthly meeting held here.

Re-elected for the third consecutive year was James F. Toliano, president. Also named to head the organization were Jerome Lambert, vice-president; Glen Klepfenstein, secretary; Anthony Wilkas, treasurer; Mike Bans, sergeant at arms and Nate Lesser and Joseph Daniele, delegates at large.

## Wurlitzer Has Regional Meet

PHILADELPHIA — Wurlitzer distributors from the Northeast gathered here Monday (18) for a sales seminar conducted by Bob Baer and A. D. Palmer of the Wurlitzer factory.

Each distributor took his sales and service managers for the day-long meet, which included talks and sales films and wound up with a dinner at the Celebrity Club.

Representing Young Distributing Company, New York outlet, were Allie Goldberg, Sherwood Schwach and Henry Slavis. Other distributors present included John Bilotta, Newark, N. Y.; Ken O'Connor, Richmond, Va.; Rusty Smith, Pittsburgh, and Harold Roth, Wilkes-Barre, Pa.

The new Wurlitzer Model 2150 was discussed at the meeting.

## Plans Set for NMG Meeting March 30-31

NORFOLK, Neb.—Plans are completed for the quarterly meeting of the Music Guild of Nebraska to be held at the Hotel Madison here March 30 and 31.

A blanket invitation was sent to operators in three surrounding States—Kansas, Iowa and South Dakota—to attend, as well as all Nebraska operators.

It was also announced that Frank Maraso, Omaha operator, was elected to fill first term of newly-created post of sergeant at arms.

Present officers and directors of the group are: Ted Nichols, president; Howard Ellis, secretary-treasurer; Richard Taylor, vice-president. Six zones of the State each have a director. Directors are: H. W. Marble, C. R. McKee, Hugo Prell, Joe Zwiener, Warren Tunis and Jerry Witt.

While most programs emanate from the MOD studio, the firm will occasionally place the tape machine on location and have the tape played directly.

The tape machine, called Tape-way, is handmade by MOD and used exclusively for its own operation. However, Andrew said the firm might consider making the unit for other background music operators. The unit, he added, is completely automatic and may be set to play 15 minutes on and 15 minutes off.

Andrew uses tapes from three libraries—Musictapes, Magnamusic and Audio-Video, and has bought the London, Standard and Capitol tape libraries.

The Seagram Building, under  
(Continued on page 99)

## Moore Buys 50% Of Young Dist.

NEW YORK—Sandy Moore, head of Suffolk-Nassau Amusement Company, Freeport, L. I., last week announced he bought a 50 per cent interest in Young Distributing Company, local Wurlitzer distributor.

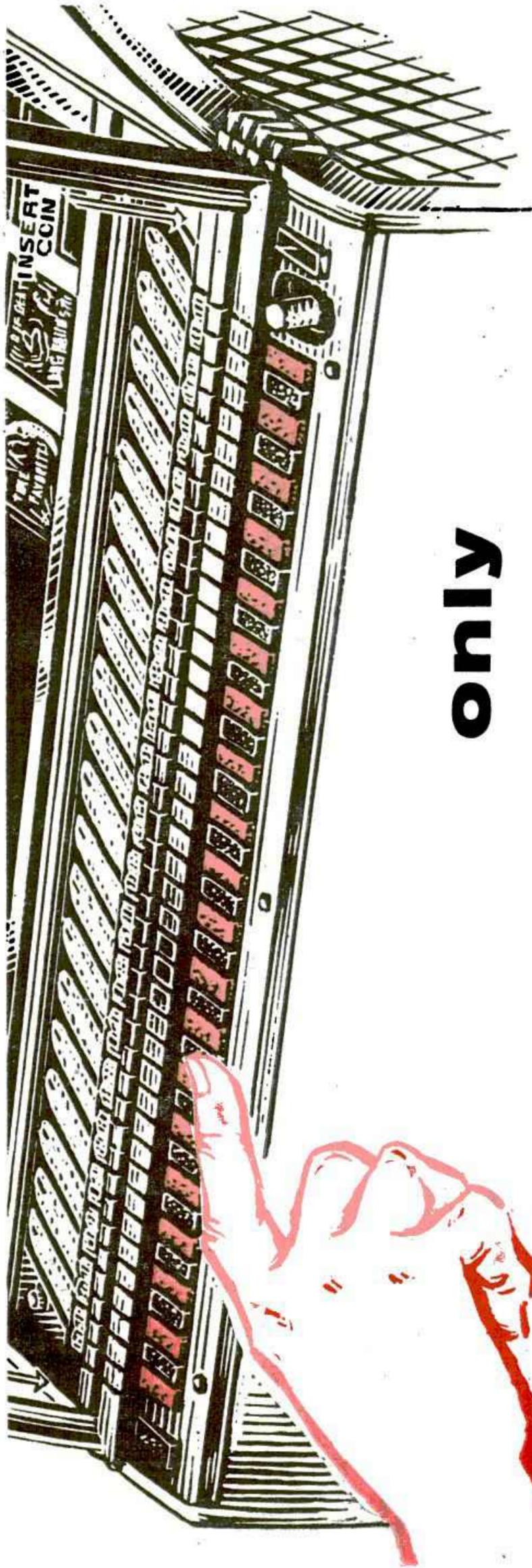
He bought the financial interest in Young formerly held by Joe Green, Brooklyn operator and Irving Holzman, veteran operator and distributor. Holzman had served as secretary of the firm.

The transaction makes Joe Young and Moore equal partners in the firm. It was also announced that Suffolk-Nassau also will act once again as sub-distributor for Wurlitzer on Long Island.

At the same time, Moore said that Bernard Levine and Sherwood Schwach, both of whom operated routes for Suffolk-Nassau for 10 years, will join Young Distributing. Levine becomes controller and Schwach a salesman for the firm.

## N. J. OPS SET ANNUAL DINNER

NEWARK, N. J. — The Music Guild of New Jersey, one of the nation's oldest juke box operator associations, will hold its 20th annual dinner dance April 6 at the Hotel Essex House. Harold Chasen is chairman of the event. Dick Steinberg, MGMJ executive secretary, said that about 500 are expected to attend.



**only**

# ROCK-OLA

## has one button selection

200, 120 and 50  
Selection Phonographs

*manufactured by*

**ROCK-OLA**  
*Manufacturing Corp.*

800 N. Kedzie Ave., Chicago 51, Illinois

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

# MUSIC OPERATOR FORUM



The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throught the country on current operating problems. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letter to Forum Editor, Coin Machine Division, The Billboard, 188 West Randolph, Chicago 1.

## HERE'S HOW

# Ops Give Answers: Ease Income Pinch

- Majority hang hat on better commissions, but other approaches to problem important
- Cite role of dime play, associations, trimmed costs, bookkeeping and customer promotion as vital

This is the second of a four-part forum dealing with operator profits and how they plan to improve them.

Operators are becoming increasingly aware of the squeeze that is developing in the music business. With expenses rapidly outgaining gross takes, most of today's juke box men are finding their share of the take being shaved thinner and thinner.

Few dispute the fact that it is only a matter of time before they will be dangerously close to the break-even point, if many are not there already.

All realize that positive steps have to be taken if they are to continue operating an economically profitable juke box route.

Significantly enough, operators are counting on a variety of measures by which they hope to carry on their battle for more dollars. While better commission splits and dime play seem to be the popular favorites, Forum replies seem to indicate at least as much interest in other approaches to the problem.

### Commissions

A look at some of the answers proves interesting. When asked what single factor they thought would help most in improving profits during 1957, the greatest single number of votes fell to better commission splits. Fully 35 per cent of the operators hung their hats on this as their big gun.

However, a strong showing by some of the other categories indicated that operators would hedge their bets, using more than one tool to bolster their financial position.

As Frank Sural, a Saginaw, Mich., operator stated: "Better commissions and dime play seem to be the best bet. But there should also be a continued effort to find something that would encourage the customer to play the juke box more."

Tom Sheldon, of Payette, Idaho, is another operator who pointed to better commissions as a necessity, but who also cautioned operators to "forget about money-losing locations," if they wanted to come out ahead.

The fact that the greatest emphasis is put on commissions is not surprising. Previous Forums on this subject disclosed that most of today's operators are still saddled with the traditional 50-50 slice of the juke-box gross. Efforts at front money and/or a 60-40 commission arrangement have been choked down by tight competition.

### Associations

With this thought in mind, it isn't too surprising that a substantial number of operators—13 per cent—pointed to stronger local associations as "most important" for improving their profits.

expressed by many regarding dime play. While literally every operator agrees that the 10-cent piece holds the key to a successful music operation, only 17 per cent indicated this as the "most important" single factor for improving their takes in 1957.

The reason for this becomes more evident with a look at some previous Forums on this subject.

While the dime still has a long way to go before it'll be a standard in the music business, previous Forum replies show that fully 65 per cent of today's operators have the dime installed on 80 to 100 per cent of their best stops. Thus the feeling becomes—having done this, what else can we do to increase take?

This is equally significant in pointing out the mass acceptance that the dime has received by operators as a necessity for profitable operation. Most of today's operators realize and accept the fact that the dime is a necessity, and even now are looking for other means of boosting incomes, hence the largest percentage indicating commissions as being "most important."

### Trim Costs

Still another substantial segment—13 per cent—feel the answer to increased income lies in watching their own expenses and trimming costs to a minimum.

"Trimming operating costs" were cited by Lloyd Kiester, Frontenac, Minn., as being a must for continued operation.

Jerry Rubin, Canton, O., operator, cautioned other operators to be "more selective in buying records." Still others warned that careless record buying can saddle a route with needless and very costly expenses.

Cutting down on excess help and more economical use of equipment also showed up in Forum replies as points to be watched in keeping their expenses to a minimum.

### Bookkeeping

Along this line, fully 9 per cent of the operators answering the Forum indicated that a step in the right direction to accomplish this would be in installing better bookkeeping practices within their own organization. By carefully keeping track of their expenses, as well as their incomes, most feel they can obtain better utilization of available manpower and equipment. Another factor to be remembered here is that by the accurate keeping of records the operator will be in a better position to file an accurate tax return and take advantage of many hidden or forgotten expenses as well as deductions that might be overlooked.

New juke boxes to increase stepping down routes was listed as "most important" by 9 per cent of the Forum replies, with an additional 4 per cent adding better programming to the list.

## What Operators Say:

### The Question:

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

### The Answers:

Fred Norberg, Mankato, Minn.: "Base the commissions on the gross play per week and in proportion to the age of the equipment. Also, convert to dime play. Some places may drop a little but the increase will be not less than 30 per cent. In many places the take will double or even triple." . . . Frank Padula, Chicago: "Operators have to get 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 servicemen you have to pay more money for salaries."

Tommy Woods, Sebree, Ky.: "The operator should be able to get front money or guarantees. The only way to do this is thru a close association of the operators themselves." . . . S. L. Crawford, Miami, 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 \$5-per-week location!) Expert programming of a juke box is an operator's lifeline."

Frank Sural, Saginaw, Mich.: "Dime play and better commissions 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 Kiester, Frontenac, Mich.: "Better commissions could be obtained thru better relations with locations. There is also a need for trimming operating costs." . . . Tom 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-losing locations."

M. F. Moore, Huntington, W. Va.: "The music business needs to be pushed thru different methods to get to the customer at all times. This could be accomplished thru 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 half dark."

Jerry Rubins, Canton, O.: "You have to be careful in buying records, and concentrate on location requests. Dime play on a 100 per cent basis would also help. Equipment should be kept in good shape as to looks and mechanical 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 answer. However, this cannot be brought about unless the operators join together in strong associations."

## Forum Votes

What single factor do you think would help you most in improving your profits during 1957?

- 35% Better commission split
- 17% Dime Play
- 13% Stronger local association
- 9% Better bookkeeping
- 9% More brand-new or newer juke boxes to increase stepping down route.
- 4% Better programming
- 13% Other, which is lower taxes, lower cost on equipment and cutting help.

Many feel that with commissions becoming increasingly important, and cut-throat competition blocking any individual efforts they might make to improve on the situation, the role of the operator association becomes pivotal.

The feeling was aptly stated by David J. Baker, of 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 answer. However, this cannot be brought about unless the operators join together in a strong organization, consisting of the great majority of music equipment owners in a given area."

It is evident that operators now look to the association to accomplish what the individual operators were unable to do singly, namely, obtain a better commission split for the operators without fear that the location would be tempted to jump to some other operator who was willing to carry the location on a less favorable arrangement.

### Dime Play

Another interesting development is the feeling

M. F. Moore, Huntington, W. Va., operator summed up the philosophy of this thought when he said: "Better equipment, better programming and better advertising of the machine to your paying customers is essential."

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 installing newer machines, utilizing better programming and using various, promotion aids to increase customer play of the juke box, the gross will pick up, benefiting both the operator and the location. This can be a self-perpetuating thing. Added takes will increase interest on the part of the location owner, who in turn will increase his own efforts to promote the juke box.

Just how many new records do operators plan to buy next year, and how did this compare with the previous year? And how about juke boxes, and EP's? In next week's Forum an analysis will be made of operator replies to how they plan to schedule their buying in an effort to improve on today's pinch.

ON OKLAHOMA'S TURNER TURNPIKE



# WURLITZER

## Phonographs

with

## 50-CENT PLAY

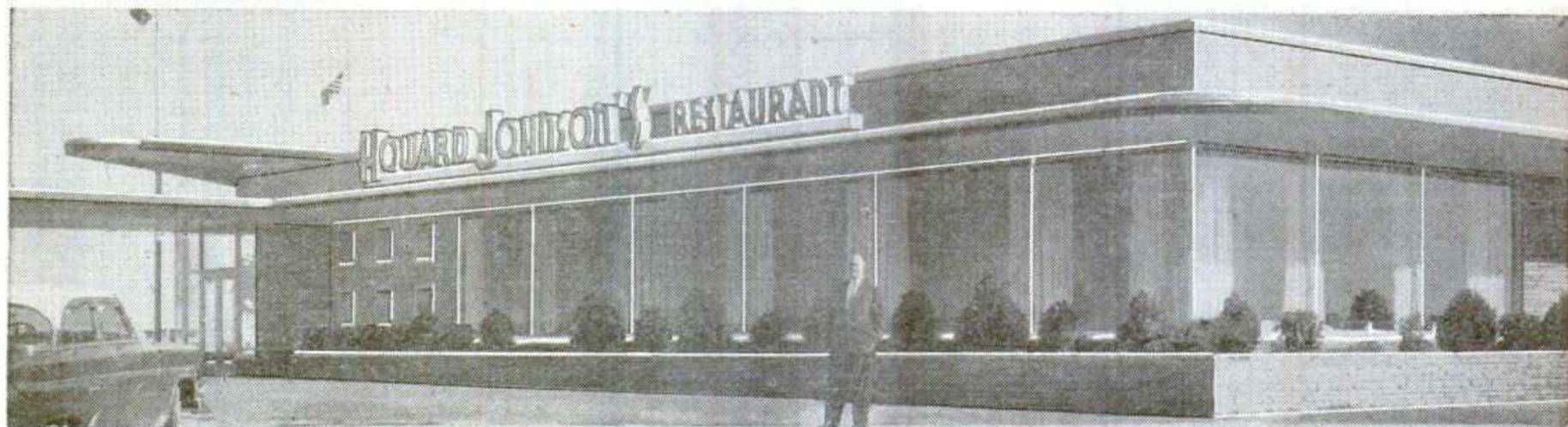
increased  
returns by

## 100 TO

## 125 %

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.

Typical of the Howard Johnson Restaurants on Oklahoma's Turner Turnpike now offering Wurlitzer Music.



**WURLITZER • NORTH TONAWANDA, NEW YORK • Established 1856**

# Coinmen You Know

## Chicago

By NICK BIRO

The many friends of Sam Solomon, owner of University Coin Machine Exchange, Columbus, O., were sorry to hear of the death of his father, Phillip Solomon, on February 17. . . . Fred Kline, First, greeted a host of visiting operators, including Bill O'Neill, Jim Garrity, Bob Street, Issy Turkowski, Tony Hodina and Leonard Strand. . . . Herb Perkins, Purveyor Distributing Company reports that five-ball pins are in big demand overseas. He's also making efforts to expand the shuffle bowler demand for foreign markets. He says inquiries have started to come in.

Jack Burns, Empire Coin roadman, traveling the Illinois roads this week. . . . In to chat with Joe Robbins, Empire sales manager, were Roy Brown, Rockford, and Paul Andre, Lansing. . . . One boss who occasionally buys his secretary a free lunch is Ted Rubenstein, Marvel Manufacturing Company. Ted may be setting a dangerous precedent in the industry.

Bill DeSelm, United's busy sales manager hosted Glen Walters and R. C. Walters in FROM Dayton, O. . . . Kurt Kluever has his office all to himself at Rock-Ola for the next few weeks. Les Rieck is off on a tour of the Southwest visiting St. Louis, Kansas City, Memphis, New Orleans, Tulsa, and Jackson, Miss. Ed Ristau meanwhile is covering the Southeastern section of the country, visiting Louisville, Ky; Montgomery, Ala.; Miami; Jacksonville; Atlanta; and Johnson City, Tenn.

Ben Coven, president of Coven Music Corporation will take his first vacation in 15 years this summer. He plans

to take a month and cruise the Great Lakes in "Trudy Too," a 35 foot cabin cruiser that he's having built. Incidentally, his wife's name is Trudy, too. Coven's well prepared having been granted a boat pilot license from the Coast Guard.

## New York

By AARON STEINFELD

The game operating firm of Jabco has joined the Associated Amusement Machine Operators of New York. Partners in the operation are Jack Ezrati, Al Ezrati and Bill Kobler. . . . Al Simon is vacationing in Florida.

Al (Senator) Bodkin, Forest Hills Music, and Barney Sugeran, Runyon Sales, are back from Florida vacations. . . . Bob Baer, sales manager, and Ted Parker, district manager of Wurlitzer, visited Joe Young last week.

Tom Greco, Greco Brothers, Glasco, N. Y., visited Johnny Bilotta, Newark, N. J., Wurlitzer distributor, last week. . . . Johnny and Jim Bilotta went to Fort Dix, N. J., to visit Jim's son, Pat, who is stationed there. . . . Lou and Dom Bruno, Bruno Novelties, Canastota, N. Y., are on a five-week Miami vacation. . . . Meyer Parkoff, Atlantic-New York Corporation, drove to Glasco, N. Y., to visit the Greco Brothers.

Sam Pinn, Mid-City Amusements, Plainfield, N. J., is in Muhlenberg Hospital, Plainfield. . . . Lou Boorstein, Leslie Distributors, has called an executive committee meeting for the Coin Machine Division of the United Jewish Appeal for Thursday (28) at the Henry Hudson Hotel. The testimonial dinner this year will be in honor of Meyer Parkoff, Atlantic-New York.

Eddie Fisher, Boro Aumotaci Music routeman, is out of the hospital and back on the job. . . . Ken Grathwold, Suffolk Vending, East Northport, L. I., was a visitor on 10th Avenue.

## Denver

By BOB LATIMER

Glenn Mason, phonograph operator of Craig, Colo., checked in at Draco Sales Company for several new phonograph purchases. Craig, whose headquarters are in a southwestern Colorado mountain town, reports that he has increased route coverage all the way to the New Mexican border. . . . Members of the Colorado Music Merchants Association met on the evening of February 13th at Draco Sales Company, to continue plans for 100 per cent adoption of 10-cent play thruout the city.

Lou Shulman, president, reported a full turnout and that association membership to date was considerably greater than had been the case with the old Colorado Music Guild which ceased operations two

(Continued on page 91)

## SLIM PICKIN'S

# Juke Box Looks at '56 Balance Sheet

ARLINGTON, Mass. — An accounting of the cost and income of a music operator in Massachusetts was given to ASCAP to explain the financial predicament operators face.

The information was contained in a letter to Paul Cunningham of ASCAP from David J. Baker, president of Melo-Tone Music Company, Inc., in response to a request from the licensing society that operators state their views on the juke box exemption clause of the Copyright Act of 1909.

Baker, head of the State's operator association, stated that there are approximately 250 music operators in the State who operate an estimated 8,000 machines. According to Baker, "only seven operators in the entire State have more than 100 juke boxes, and the largest has under 150. The average operator has about 35 units.

Baker gave a breakdown of figures on his operation for last year received in a statement from the firm's accountant. They show gross proceeds to the firm—after location commissions—of an average \$9.50 per week per machine.

Operating cost breakdown for Melo-Tone for 1956 records 16 per cent of total costs; collections and maintenance, 21 per cent; depreciation, 28 per cent. Baker pointed out that this leaves a grand total of 35 per cent or \$3.50 per unit out of which these expenses must be paid: liability insurance, fire and theft insurance, personal property taxes, telephone, book-keeping, rent and "the hundred and one other expenses attached to running a business."

Moreover, Baker said, virtually all operators—including all in the State—owe considerable amounts of money to banks or finance companies on their equipment.

Baker wound up his financial accounting by pointing out that because of all these expenses and in view of the narrow margin of profit, he does not know where money to pay any additional costs would come from.

Examine the U. S. Department of Commerce Figures for the First 10 Months of 1956. Then

## ASK YOURSELF:

Am I Sharing in This Ever-Growing Export Market of Coin-Operated Equipment Which Is Projected to Exceed \$30 Million in 1956?

Facts About  
**JUKE BOX SALES**  
Totals are for the 1st 10 months of 1956  
**DOLLAR VOLUME . . . \$11,300,998**

Facts About  
**PHONO RECORD SALES**  
Totals are for the 1st 10 months of 1956  
**DOLLAR VOLUME . . . \$7,851,394**

Facts About  
**AMUSEMENT GAME & VENDING MACHINE SALES**  
Totals are for the 1st 10 months of 1956  
**DOLLAR VOLUME . . . \$4,941,694**

## GRAND TOTAL FOR ABOVE CLASSIFICATIONS

Totals are for the 1st 10 months of 1956

Juke Boxes . . . . .	\$11,300,998
Phono Records . . . . .	7,851,394
Amusement Games & Vending Machines . . . . .	4,941,694
<b>TOTAL</b>	<b>\$24,094,086</b>

Projected Estimate for  
U. S. Coin Machine Exports in 1956  
**\$30,000,000**

## FACTS ABOUT BILLBOARD INTERNATIONAL

a bimonthly magazine designed to further world trade in coin-operated machines and records.

DATE OF FIRST ISSUE:	To be released in the near future.
NEXT ISSUE:	April.
ADVERTISING DEADLINE:	March 15.
PRINTED IN 4 LANGUAGES:	English, French, German and Spanish.
GUARANTEED CIRCULATION	5,000 copies into more than 100 foreign countries.
WHO GETS BILLBOARD INTERNATIONAL?	Manufacturers, Distributors, Exporters, Importers, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines.
SIZE:	7"x10".
PAPER STOCK:	Enamel Stock.
ADVERTISING RATES:	Please contact your nearest Billboard Office for details.



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## 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-monthly meeting, Ivy House, West Springfield, Mass.
- March 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- March 4—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, ballroom floor, Detroit.
- March 5—Washington Music Merchants' Association, monthly meeting, Seattle.
- March 5—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- March 6—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- March 6—Summit County Music Operators' Association, monthly meeting, Akron.
- March 7—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.
- March 7—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.
- March 12—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
- March 12—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.
- March 12—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- March 13—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Co., Massillon, O.
- March 13—New York State Operators' Guild, monthly meeting, Palatine Hotel, Newburgh, N. Y.
- March 14—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- March 17—Iowa Music Operators' Association, State-Wide meet, Des Moines.
- March 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- March 20—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
- March 25—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.
- March 26—Music Operators of New York, quarterly meeting, 258 West 57th St., New York.
- April 1—West Virginia Music Operators, quarterly meeting, State offices, Charleston, W. Va.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed equipment."

(For nine-week period ending with issue of February 23, 1957)

Table with columns: High, Low, Mean Avg. Section: PINBALL GAMES. Includes BALLY, CHICAGO COIN, EVANS, GENCO, GOTTIEB.

Table with columns: High, Low, Mean Avg. Section: CHICAGO COIN. Includes Basket Ball Champ, Home Run.

Table with columns: High, Low, Mean Avg. Section: EVANS. Includes Saddle & Turf Club Model.

Table with columns: High, Low, Mean Avg. Section: GENCO. Includes Invader.

Table with columns: High, Low, Mean Avg. Section: GOTTIEB. Includes Arabian Knights, Chinatown, Crossroads, Cyclone, Daisy Mae, Derby Day, Diamond Lill, Dragonette, Duette, Flying High, Four Belles, Four Stars, Frontiersman, Gold Star, Grand Slam, Green Pastures, Guys & Dolls, Gypsy Queen, Happy Days, Harbor Lites, Hawaiian Beauty, Jockey Club, Jubilee, Lady Luck, Marathon, Marble Queen, Mystic Marvel, Pin Wheel, Poker Face, Queen of Hearts, Quinette, Score-Board, Shindig, Skill Pool, Sluggin' Champ, Southern Belle, Spot Bowler, Stage Coach, Stage Door Canteen, Toreador, Tournament, Wild West, Wishing Well.

Table with columns: High, Low, Mean Avg. Section: UNITED. Includes ABC, Cabana, Caravan, Circus, Havana, Hawaii, Leader, Manhattan, Pixie, Rio, Singapore, Stardust, Stars, Tahiti, Triple Play, Tropics, Zingo.

Table with columns: High, Low, Mean Avg. Section: WILLIAMS. Includes Army & Navy, Big Ben, C. O. D., Colors, Dealer '21', Deluxe Baseball, Disk Jockey, Four Corners, Grand Champion, Gun Club, Hayburner, Jalopy, Jolly Joker, King of Swat, Lazy Q, Lu Lu, Major League, Nine Sisters, Palisade, Peter Pan, Quarterback, Race the Clock, Rainbow 5 Ball, Regatta, Screamo, Sea Jockeys, Singapore, Sky Way, Star Pool, Times Square, Twenty Grand, Wonderland.

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mutoscope; K—Kooovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams, Wa—Watlinc.

Table with columns: High, Low, Mean Avg. Section: ARCADE EQUIPMENT. Includes ABT Challenger, Air Football, Air Hockey, Air Raider, All Star Baseball, Anti Aircraft, Atomic Bombers, Auto Photo, Balloonamat, Baseball, Baseball, 2 Player, Basketball, Basketball (CC), Bat-A-Score, Bat-A-Score Sr., Bert Lane Merry-Go-Round, Big Broncho, Big Inning, Big League Baseball, Big Top, Bingo Roll, Bonus Deluxe, Bonus Gun, Broncho Horse, Card Vendor, Carnival Deluxe, Carnival Gun, Champion Baseball, Champion Hockey, Coon Hunt, Dale Gun, Defender, Derby, 4 Player, 500-Shooting Gallery, Flash Hockey, Flying Saucer, Football, Goalee, Gun Patrol, Harvard Metal Typer, Hi-Ball, Hockey, Jet Fighter, Jet Gun, Jungle Gun, Kicker & Catchers, K O Fighter, Lite League, Mauser Pistol, Midget Movies.

Table with columns: High, Low, Mean Avg., My Price. Section: MUSIC MACHINES. Includes Midget Skee-ball, Moon Rides, Panoram, Pennant Baseball, Photomatic, Photomatic Deluxe, Pistol Pete, Pitch'm & Bat'm, Polar Hunt, Pop Up, Ranger, Rifle Gallery, Safari, Set Shot Basketball, Shoe Brush Up, Shoot the Bear, Shooting Gallery, Sidewalk Engineer, Silver Bullets, Silver Glovers, Six Shooter, Skee Ball, Sky Fighter, Sky Gunner, Sky Rocket, Space Gun, Space Ranger, Space Ship, Sportland, Sportsman, Standard Metal Typer, Star Series, Submarine, Super Home Run, Super Jet, Super Sluggler, Teledquiz, Treasure Cove, Undersea Raider, Voice-O-Graph, Zingo.

MUSIC MACHINES

Table with columns: High, Low, Mean Avg., My Price. Section: MUSIC MACHINES. Includes AMI Model A, Model B, Model C, Model D, Model E, Model F, Model G, Model H, Model I, Model J, Model K, Model L, Model M, Model N, Model O, Model P, Model Q, Model R, Model S, Model T, Model U, Model V, Model W, Model X, Model Y, Model Z. Includes ROCK-OLA 1428, 1432, 1434, 1436, 1438, 1446. Includes SEEBURG 148 ML, HM-100-A, M-100-A, M-100-B, M-100-C, M-100-R, M-100-W, HF-100-G.

	High	Low	Mean Avg.
<b>WURLITZER</b>			
1100 (47) 24 sel., 78 RPM.....	\$125.00	\$ 89.00	\$ 89.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM.....	125.00	119.00	119.00
1250 (50) 48 sel., 45 or 78 RPM.....	165.00	69.00	130.00
1400 (51) 48 sel., 45 or 78 RPM.....	195.00	125.00	174.50
1500 (52) 104 sel., 45-78 RPM Mix.....	395.00	195.00	249.50
1650 (53) 48 sel., 45 RPM.....	325.00	249.50	275.00
1700 (54) 104 sel., 45 RPM.....	675.00	395.00	539.00
1800 (2/55).....	840.00	625.00	795.00
<b>SHUFFLE GAMES</b>			
Ace Bowler (CC) (9/50).....	\$165.00	\$145.00	\$150.00
Advance Bowler (CC) (5/53).....	105.00	75.00	95.00
Arrow (CC).....	275.00	225.00	245.00
Banner (U) (8/54).....	175.00	135.00	150.00
Bikini (K) (6/54).....	135.00	125.00	130.00
Bonus Bowler (K) (3/54).....	265.00	95.00	125.00
Bonus Score Bowler (CC) (4/55).....	275.00	195.00	245.00
Capitol (D) (6/55).....	275.00	225.00	235.00
Carnival (K) (5/53).....	195.00	50.00	55.00
Cascade (U) (2/53).....	175.00	50.00	75.00
Champion (B) (5/54).....	300.00	125.00	195.00
Chief (U) (11/53).....	250.00	65.00	140.00
Classic (U) (6/53).....	140.00	50.00	89.50
Clipper (U) (5/55).....	275.00	149.50	235.00
Clipper Deluxe (U) (5/55).....	425.00	225.00	325.00
Clover Shuffle (U) (1/55).....	125.00	39.50	75.00
Comet Targette (U) (11/54).....	350.00	125.00	250.00
Criss-Cross (CC) (11/53).....	150.00	85.00	125.00
Criss-Cross Targette Deluxe (CC) (1/55).....	275.00	125.00	150.00
Criss-Cross Targette Regular (CC) (1/55).....	125.00	125.00	125.00
Crown (CC) (4/53).....	110.00	75.00	110.00
Diamond (K) (5/53).....	165.00	155.00	160.00
Domino (K) (5/53).....	75.00	60.00	65.00
Double Score (CC) (3/53).....	75.00	65.00	65.00
Feature (CC) (7/54).....	145.00	115.00	125.00

	High	Low	Mean Avg.	My Price
Fifth Inning Deluxe (U) (6/56).....	395.00	225.00	225.00	295.00
Fireball (CC) (11/54).....	225.00	85.00	85.00	195.00
Flash (CC) (9/54).....	195.00	185.00	185.00	195.00
Gold Cup (CC) (7/53).....	150.00	110.00	110.00	115.00
Gold Medal (B) (3/55).....	275.00	225.00	225.00	245.00
Hi Speed Triple Score (CC) (8/53).....	85.00	85.00	85.00	85.00
Holiday Match Bowler (CC) (9/53).....	235.00	150.00	150.00	175.00
Hollywood (CC) (5/55).....	295.00	185.00	185.00	245.00
Imperial (U) (9/53).....	95.00	60.00	60.00	95.00
Jet Bowler (B) (8/54).....	170.00	100.00	100.00	145.00
League (K) (8/50).....	125.00	75.00	75.00	75.00
League Bowler (U) (1/54).....	125.00	89.00	89.00	125.00
Lightning (U) (2/55).....	225.00	185.00	185.00	210.00
Lightning Deluxe (U) (2/55).....	295.00	275.00	275.00	275.00
Magic (B) (12/54).....	225.00	150.00	150.00	175.00
Mars (U) (1/55).....	295.00	225.00	225.00	275.00
Mars Deluxe (U).....	395.00	185.00	185.00	245.00
Match Bowl-A-Ball (CC) (8/52).....	265.00	235.00	235.00	265.00
Match Pool (Ge) (2/54).....	99.50	75.00	75.00	80.00
Mercury (U) (12/54).....	175.00	150.00	150.00	165.00
Mercury Deluxe 11th Frame (U).....	295.00	235.00	235.00	245.00
Mystic Bowler (B) (12/54).....	150.00	125.00	125.00	150.00
Name Bowler (CC) (1/54).....	65.00	55.00	55.00	60.00
Olympic (U) (8/54).....	85.00	70.00	70.00	75.00
Original.....	95.00	50.00	50.00	70.00
Pacemaker (K) (9/53).....	95.00	80.00	80.00	85.00
Playtime Bowler (CC) (10/54).....	215.00	195.00	195.00	215.00
Rainbow Shuffle Alley (U) (8/54).....	265.00	99.50	99.50	175.00
Rocket (B) (8/54).....	275.00	175.00	175.00	275.00
Royal (U) (8/54).....	95.00	75.00	75.00	85.00
Score-A-Line (CC) (9/55).....	325.00	295.00	295.00	295.00
Shuffle Pool (Ge) (11/53).....	295.00	125.00	125.00	295.00
Speedlane Bowler (K).....	175.00	150.00	150.00	175.00
Speedy (U) (8/54).....	195.00	125.00	125.00	150.00
Star 10th Frame (U) (9/52).....	60.00	55.00	55.00	55.00
Starlite (CC) (5/54).....	295.00	145.00	145.00	195.00
Super Bonus Deluxe (U).....	355.00	275.00	275.00	325.00
Super Frame (CC) (5/54).....	155.00	85.00	85.00	100.00
Targette (U).....	295.00	125.00	125.00	185.00
Team Bowler (U) (1/54).....	295.00	100.00	100.00	165.00
Team Bowler (K) (10/52).....	125.00	75.00	75.00	125.00

	High	Low	Mean Avg.	My Price
Tenth Frame (K).....	55.00	50.00	50.00	50.00
Tenth Frame Bowler (CC).....	95.00	65.00	65.00	75.00
Thunderbolt (CC).....	275.00	155.00	155.00	245.00
Triple Score Bowler (CC) (6/53).....	95.00	50.00	50.00	85.00
Triple Strike Bowler (CC).....	275.00	175.00	175.00	235.00
Yankees (U).....	139.00	100.00	100.00	130.00
<b>VENDING MACHINES</b>				
Acorn 5c or 1c.....	\$ 10.00	\$ 8.50	\$ 10.00	
Columbus 1c Bulk.....	6.50	6.50	6.50	
Du Grenier (7 Col.).....	50.00	45.00	45.00	
Du Grenier (9 Col.).....	65.00	65.00	65.00	
Du Grenier Tab Gum (4 Col.).....	10.95	10.95	10.95	
Du Grenier Tab Gum (6 Col.).....	14.50	14.50	14.50	
Du Drenier Model W (9 Col.).....	85.00	45.00	45.00	85.00
Eastern Electric C-8.....	100.00	100.00	100.00	
Electro (8 Col.).....	95.00	95.00	95.00	
Keeney Electric (9 Col.).....	135.00	135.00	135.00	
Master 1c & 5c Bulk.....	8.50	8.50	8.50	
Mills Candy (5 Col.).....	65.00	65.00	65.00	
Mills Tab Gum (6 Col.).....	17.50	17.50	17.50	
National 930.....	95.00	95.00	95.00	
National 950.....	110.00	110.00	110.00	
Northwestern 39, 1c.....	7.95	7.50	7.50	
Northwestern 33 Ball Gum.....	7.50	6.50	6.50	
Northwestern 49, 1c.....	12.50	12.00	12.00	
Northwestern Deluxe 1c & 5c.....	12.50	12.00	12.00	
Northwestern Jet 5c.....	10.00	7.50	7.50	
Northwestern (10 Col.) Tab Gum.....	19.50	19.50	19.50	
P X (8 Col.).....	90.00	75.00	75.00	85.00
P X Electric.....	90.00	75.00	75.00	75.00
Rowe Candy (8 Col.).....	60.00	60.00	60.00	
Rowe Crusader (8 Col.).....	100.00	100.00	100.00	
Rowe Diplomat Electric (8 Col.).....	105.00	95.00	95.00	
Rowe President (8 Col.).....	90.00	90.00	90.00	
Silver King 1c.....	8.50	7.45	7.45	8.50
Silver King 1c Ball Gum.....	8.50	7.45	7.45	7.45
Silver King 5c.....	8.50	8.50	8.50	8.50
Stoner Candy (6 Col.).....	125.00	70.00	70.00	80.00
Stoner Candy (8 Col.).....	185.00	110.00	110.00	165.00
Uneda Cigarette (6 Col.).....	45.00	45.00	45.00	45.00
Uneda Candy (6 Col.).....	65.00	45.00	45.00	65.00

**BUFFALO RETURNS**

**2 for 5c Box Builds Teen Play Appeal**

DENVER — A clever stunt which has heavily increased play at a busy drugstore-luncheonette here is a two-for-nickel box installed by Jack Arnold, owner of American Amusement Company. At Continental Drug, a busy East Denver 20-stool fountain luncheonette, Arnold has installed seven wall boxes along the fountain rail. In order to make sure that there is plenty of play, one wall box at the rear is set to give two selections for a nickel, as a concession to the waitresses, fountain dispensers, and other employees of the drug store.

**Teen-agers React**  
This insures plenty of play by teen-age store employees, Arnold indicated and as a result, customers are reminded of the music facilities and are more likely to drop their dimes.

"It's the best sort of promotion we have ever used," Arnold said, "the employees keep the phonograph going thruout the day, playing two selections for a nickel whenever customer play drops off."

The veteran phonograph operator has many wall box installations in restaurants, drugstores and drive-in sandwich shops. In most such installations, because space is limited, the phonograph does

**COINMEN YOU KNOW**

• Continued from page 89

years ago... Theater lounges have become "big business" for amusement machines operator Paul Brower.

Typical of his operations in this field is the lobby at the Denver Theater, Denver's largest downtown movie palace. Here, Brower has no less than 18 machines on duty and finds that volume has been heavy enough to necessitate installation of a vendo changer. Movie patrons who arrive in the middle of the picture often elect to amuse themselves with the games until they can see the picture from the beginning.

More than a dozen amusement machines went up in smoke on the night of February 12th, when the non-commissioned officers

club at Lowry Air Force Base, near Denver, went up in flames. The \$200,000 conflagration represented a complete loss, according to operators with locations at this point.

Allen Nilva, St. Paul, stopped at Paster Distributing Company headquarters on a business visit... Walter Tetting, Oconomowoc music and games man, made the rounds of local suppliers shopping for equipment and disks. Tetting plans to leave for a brief vacation in Florida.

**Industry Mourns Death of M. Wein**

NEW LONDON, Conn. — Members of the music industry were saddened by the recent death of Maurice Wein, New England Music Company, New London, Conn.

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

In expressing regret over Wein's death, James F. Tolisano, president of MOC, stated that Wein had served the organization ably and conscientiously for his tenure. "His loss is deeply felt by our members as well as our industry in general."

**Milwaukee**

By BENN OLLMAN

Six-pocket pool games are moving at a fast pace, according to Sam Cooper, Paster Distributing Company. Also accounting for a good share of volume to date, says Cooper, are 14-foot bowling games. Bulk of the new, long bowling units are being purchased by up-State coinmen. "Local operators haven't latched on very strongly to the new bowling games yet," notes Cooper.

Dime play results are slow in coming, reports veteran coinman George Schroeder, "but we are going to stay with it since so many other firms are reporting increases. Our luck with dime play

(Continued on page 96)

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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. Where in countless other instances the industry has been over-heavy on the supply end, this time it's another story. The used pin game market has all but reached the bottom of the barrel.

Distributors thruout the country over the past three weeks have dived into the used pin game mar-

ket and, with few exceptions, have found it wanting.

The best that can be said for the situation, however, inconvenient it may be for the time being, is that it's a healthy one for the industry in general.

Why the sudden shortage? Factors involved are many, but two things stand out:

1. An unprecedented demand for games, especially five-ball pins, from overseas markets.

2. A controlled production by manufacturers which tends to keep demand and price up on used equipment.

New Games Exported

Five-ball manufacturers have continued to hold output to normal level in the face of 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-balls out on location for longer periods, and trade-ins of used five-balls have been reduced.

In-line pin manufacturers are concentrating on output of new long-alley bowling games, and in-line output, temporarily at least, takes a back seat.

Prices on used pinball models are generally about \$50 above what they were six months ago on the same models.

The export market is stimulated by new and expanded markets opening in some countries. Among the top game markets over the past month was Italy, where restrictions were eased and big shipments of  
*(Continued on page 93)*

## SIX-NATION PACT COULD UP EUROPE COIN TRADE

PARIS—A mutually advantageous trade pact that would gradually blend the economies of six European nations into a common trade market was agreed upon last week at a meeting of statesmen here.

The pact is expected to stimulate coin machine trade among the six nations involved—France, West Germany, Italy, Belgium, The Netherlands and Luxembourg.

It is likely, however, that the pact may have an adverse effect on export of U. S. coin machines to these markets.

The six-way common market would form a single economic block over a 17-year period, with no internal trade barriers and uniform trade regulations for nations outside the pact. This could tend to further restrict imports from the U. S. and other non-member countries.

The trade pact would be one part of a twin treaty which would also gradually merge Western Europe's nuclear resources into an atomic pool.

## FIRE 1, FIRE 2

### Williams Bows 1st '57 Gun; Adds New 5-Ball

CHICAGO — Williams Manufacturing Company shipped a new five-ball pin game, Star-Fire, last week and also kicked off what might be the beginning of the 1957 spring season with the introduction of the year's first gun game.

Cross Fire, the new gun, is a compact, 25-shot rifle target unit, comparable to those which have been popular on the market since 1954. Rifle is electrically operated, with targets reflected from bottom of cabinet onto the backglass. A special timer feature adds excitement to the play. Players are rated according to scores as rifleman, sharpshooter or expert.

Target field pictures an Australian hunting scene, with a moving, dodging kangaroo as lead target. When hit, the kangaroo's head flies back and a baby kangaroo in the pouch ducks for cover.

Four steel balls shoot up trees in the background when hit and cause native warriors to pop up to view in the foreground. Stationary animal targets will out the field of fire.

Rifle will fire automatically when player holds back the trigger. Cross Fire is available in regular or match play models.

Star-Fire, the new pinball, is a single-player five-ball model, featuring a jet plane motif. It features high scoring by hitting roll-overs, ball targets and skill holes. Ball bumpers, kickers and button-operated flippers add to the action.

### Marvel to Ship New Horoscope, Larger Model

CHICAGO—Marvel Manufacturing Company begins shipment this week of an improved model Lucky Horoscope, dimensions 18 by 8 by 6 inches. Shipping weight is 20 pounds.

The machine, a combination horoscope and ticket vending unit, delivers individual numbered tickets with horoscope printed on each ticket.

The machine has two coin rejector pockets, where the initial model had only one, and returns coins when empty.

Lucky Horoscope is decorated with the signs of the Zodiac and the figure of a swami fortune teller.

Marvel expects to introduce a new six-pocket type pool game in the near future, and is still in production on conversion tops for coin pool games, according to Ted Rubenstein, owner.

The skill hole lights up to score replays and special scores. The game has the National slug rejector coin mechanism. Twin chutes are available.

## Chi Coin Ships Bowling League, New Long Alley

CHICAGO — Bowling League, new Chicago Coin Machine Company six-player long alley bowling game, was shipped to distributors last week.

The game will be available in 14 foot 8-inch and 11 foot 11-inch models, but only the larger size is presently being shipped. It can be shipped in three sections and is packed in two crates. The game is about two inches wider than comparable models.

All mechanisms are located in the backrack. Special design feature is a set of realistic-type, dark-stained ball gutters flanking the playboard.

A handicap button is located at end of the board, so that average players can compete with top scorers. Each time button is pushed before game begins, scores of individual players jump ahead 10 points. Scoring is based on regulation type bowling.

Bowling League has the standard ball return rack and three-inch hard rubber balls, and comes equipped with a National slug rejector coin chute. It has the 7-10 pick-up feature.

## BIG BOWLERS UP TOURNEY PLAY ACTIVITY

DENVER—Ray Ruhland, Century Supreme Music Company, here, has found that the new long-alley bowlers are providing the nucleus of active tournaments and similar competitive play at locations.

Ruhland reports that where interest in shuffleboard tournaments in taverns, lounges and neighborhood centers waned long ago, it is an easy matter to get similar events under way with the new bowling games.

In some cases location owners are coming up with trophies and prizes to build traffic into their spots.

## N. Y. Game Ops To Elect Slate At Wed. Meet

NEW YORK—Members of the Associated Amusement Machine Operators of New York meet Wednesday (27) at the Skylight Roof of the Shelburne Hotel to elect officers for 1957-58.

Nominated for re-election are Sandy Warner, president; Irv Holzman, vice-president, and Morris Wurtzel, sergeant at arms.

Also nominated were Harry Schilderout, vice president; Al Koondel and Dave Lowy, treasurer; Lou Glatzer, financial secretary, and Lou Rosenberg, recording secretary.

Officers are automatically on the board of directors. To fill the other seven posts on the 15-man board, the following were nominated: Mike Giannuzzi, Bob Jacob, Harold Prager, Hy Jaffee, Sol Tab, Irv Levine, Sid Wulfson, Sol Greitzer, Phil Sharf, Harry Berger, Ted Faith and Irv Fenichel.

## Calif. Jury Rules In-Line Pins Illegal

SANTA CRUZ, Calif. — A Superior Court jury decided February 14 that four in-line pinball machines confiscated last August are illegal under the State's anti-slot machine law.

Testimony against the pins included that of E. P. DeGarmo, professor of engineering at the University of California, hired by the State to study the machines. DeGarmo said the games are "95 per cent chance and 5 per cent skill."

District Attorney Ray Scott ex-  
*(Continued on page 94)*

## New Minn. Bill To Hit Pinballs

ST. PAUL — A tough anti-gambling bill which hits at numerous forms of gambling, as well as at free-play pinball games, has been prepared by Attorney General Lord and was to be introduced in the Legislature this week.

Lord is reportedly unhappy because existing laws do not cover all types of free-play pinballs, with the result that he was unable many months ago to obtain a conviction in the courts in a case where an  
*(Continued on page 94)*

## Ind. High Court Hears Attack on Free-Plays

INDIANAPOLIS—The Indiana law that holds free-play pins are legal was attacked as "unconstitutional" here last week (19) 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 court order barring seizure of the games unless gambling is taking place at the time of seizure.

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

1. That it is class legislation—providing special benefit for one group.

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

Owners of the machines confiscated, on the other hand, said that 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 that hence the law is constitutional. They added that since no tickets are distributed in the play of a pinball, there is no lottery connected with the games.

The Hasbrook law was last year amended to exempt free-play pins

from classification as gambling devices.

Asa Smith, deputy Marion County prosecutor, stated that the free-game feature of pinballs is "frequently perverted to gambling by the payment of cash instead of free games."

John Royle, attorney for the owners, stated that the fact that a device is sometimes used for gambling is sometimes used for gam-  
*(Continued on page 93)*

## Canada In-Line Pins Out; 5-Ball Trade Slowed

VAUCOUVER, B. C.—Government regulations in regard to pinballs have tightened up considerably in Canada during the past few months.

Last December the Supreme Court of Canada, in considering several appeals from former judgments, outlawed the in-line multiple play machines for all of Canada.

Five-ball pins are still legal in most Provinces provided there is no cash pay-off and player wins only extra free plays. However, there are several test cases in British Columbia to come before local magistrates in towns where police have laid charges against operators  
*(Continued on page 93)*

## Carolina Pin Cases Await Federal Rule

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

The high court ruling will follow a decision in the U. S. Court of Appeals, Chicago, that pinballs are not subject to the \$250 tax on gaming equipment under present internal revenue law.

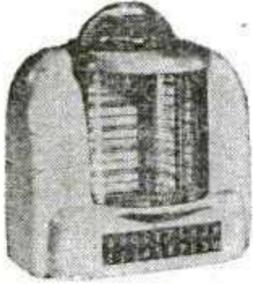
Federal and State officers made a mass raid on several South Carolina cities last May, seizing several hundred pinball machines which did not carry the \$250 tax stamps. The cases had been pending, scheduled for February trial.

## Genco Readies New Rifle Unit

CHICAGO—Circus Rifle Gallery, a new gun game, was being prepared for shipment at Genco Manufacturing & Sales Company last week.

Regular shipments are expected to start this week. Details are not yet available, but the game is expected to be designed along the lines of the electrically operated .22 rifle units first introduced to the market in 1954.

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Model "B"	79.50

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1900 (104 sel.)	795.00
1800 (104 sel.)	650.00
1500 (A)	249.50
1400	174.50

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## Trade Hunts for Used Pins

Continued from page 92

five-balls, the games most in demand, moved in. Reports of single orders of as many as 1,000 games from points overseas have been noted, but no such orders could be filled State-side.

### Brisk Trade Abroad

Other top game markets over the past month were Sweden, Switzerland, Belgium, Honolulu, Puerto Rico and Panama. Demand from both European and South American markets is brisk.

Meanwhile, distributors wish that there existed a comparable export market for shuffle bowlers. There are reportedly quantities of shuffle bowlers on hand to ship, but little demand.

New type bowling games and good late models tend to keep the domestic shuffle game market from expanding, and the games have never figured as favorites on the European or Latin scene.

Further, shuffles cost about twice as much to ship as do pin games, due to their greater weight and bulk. Price tag on used shuffles is, however, much lower than that on used pins—about \$75 compared to \$350 on the average—and this bids well for eventual demand from overseas buyers.

A factor not to be overlooked as affecting the supply of good used

equipment is the relatively high price of new games. Many operators have turned to purchases of late used equipment instead of investing in new pieces. The new high-priced long-alley bowlers discourage quantity purchases, in most cases. Late used equipment thus must fill the gap.

### Floods Hit Kentucky

A special problem arose around the Louisville area, where large sections were recently hit by flood waters, putting numerous pieces of equipment out of action. Operators and distributors, further squeezed by the shortage of used games, were hard put to find replacement pieces.

The demand has been highest for five-ball pins. Fewer of these games are manufactured from year to year, the domestic market has been continually a steady one, and there is always a ready overseas market.

In-line pins, on the other hand, are in demand mainly because new domestic markets have opened up recently. Where some areas have been hit by in-line legal bans, other areas have reopened pending a U. S. Supreme Court ruling on the games. The export market for these games is limited in many countries, due to legal restrictions

## Indiana Court

Continued from page 92

bling does not make the device a gambling machine. As for the claim of class legislation, Royse declared that pinballs had not been invented in 1935, hence they could not come under Indiana's 1935 slot-machine law. He said that free-plays are legal under the 1955 Hasbrook law, and the law-enforcement officers are still free to seize the machine when they find gambling involved.

Indianapolis Mayor Philip Bayt recently ordered police to seize pinballs on sight, regardless of lower-court ban on seizures. He modified the order when police officials claimed they lacked manpower to enforce it, but insisted all pinballs must be rendered inoperative until the Supreme Court rules on the appeal from the lower court's injunction against seizure.

Earlier in February a bill in the Indiana Legislature to amend the State's 1955 anti-gambling law by removing the section which permitted free-play on pins gained support when the Public Policy Committee of the House voted to outlaw free-plays (The Billboard, February 23).

There was doubt, however, that the bill would be passed in the Legislature before March 11 adjournment.

## First Celebrates 8th Anniversary With Sales Push

CHICAGO — Joe Kline and Wally Finke, First Coin Machine Exchange, celebrated their Seventh Anniversary last week (18), and topped it off with announcement of a huge close-out sale of new games in order to make room for the Chicago Coin Bowling Leagues game just shipped in from the factory.

Kline said that the advance bookings on the new game were the best the firm has had in its history on a new game model. "Our only problem is to figure out how to spread our first two truck-loads over a few hundred orders already on hand," said Joe.

## Canada In-Line

Continued from page 92

for allowing cash pay-offs. In other instances police have attempted to have the five-balls declared illegal.

Until these cases are tried and court rulings are made, the future of pinballs in British Columbia is more or less static. This situation has slowed down sales of new and used equipment considerably and some arcades that had mostly in-line games on their floors have shut down permanently.

According to some prominent Vancouver operators, should a magistrate in one town find against the machines, the magistrate in the next town generally follows suit. This has been the picture in former cases and will no doubt follow thru, which means more and more appeals against judgments, and court and legal fees piling up. Consequently, to avoid expense and worry, many former pinball operators are switching over to juke box and vending machine routes.

MARION, O. — Pinballs were given a vote of confidence here by Police Inspector Clyde Hardin, who said that the games are legal and subject to license in this city of 33,800.

The games are covered by a license issued specifically for "mechanical amusements." A total of 133 such licenses are presently in force in Marion, the auditor's office reported. A 5 per cent amusement tax is collected.

## A-1 MECHANIC WANTED FOR BINGO GAMES

- ★ WORK IN CHICAGO AREA
- ★ SALARY—\$600.00 PER MONTH
- ★ BONUS ARRANGEMENT
- ★ REGULAR HOURS
- ★ VACATION
- ★ MUST HAVE CAR

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The Billboard  
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—All Types

Send in Complete Lists

## SPECIAL

25 SEEBURG M100BL's

Completely reconditioned.

Fresh decals, steam cleaned, new white buttons. Exceptionally clean.

**\$445 ea.**

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.



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IN NEW ENGLAND  
IT'S TRIMOUNT

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## BRAND NEW! LATEST MODEL!



Plastic light-up bumpers, cabinet size 36" by 60". **\$125.00**

Slate pool tables, reconditioned with brand-new slate top installed. **\$125.00**

Reconditioned pool tables. Each **\$75.00**

### NEW CLOSE OUTS

Keeney Flicker	\$150.00
Keeney Arcade	150.00
Genco Reg. Pool	125.00
Spanish Pool	95.00
Exhibit Ringer Ball	295.00
Baseball Pool	115.00
Miami Shuffle	150.00

### REPLACEMENT TOPS

SLATE TOPS—FINEST QUALITY

for regulation size (32" x 48") games \$65.00

### 4-HOLE BUMPERLESS RACK

POOL TOPS, 1 hole in each corner, regular size w rack, oversize cue ball \$29.50

### RACK POOL TOPS

all new with rack and oversize cue ball. Regular size, \$25.00 Jumbo size, \$35.00

### SUPPLIES

Rotation balls, Sets	\$12.50
Def. Rotation Balls	18.50
Playfield Cloth	9.50

Peas, 1 to 10, Per Set	\$ .65
Plastic Pea Bottles, Each	1.25
Triangle Racks, Each	1.25
Oversize Cue Balls, Each	2.00

### GUNS

Genco State Fair	\$375
Genco Wild West	275
United Deluxe Carnival	185
Seeburg Bear Gun	140
Mutos Super Bomber	140
Mutos Sky Fighter	130
Ex. Shooting Gallery	120
Under Sea Raider	120
Ex. Space Gun	90
C.C. Pistol Pete	70
Ex. Dale Gun	50

### SHUFFLES

CHICAGO COIN

*HOLLYWOOD	\$195
*TRIPLE STRIKE	270
*ARROW	225
*THUNDERBOLT	195
*HOLIDAY	195
FLASH	190
BOWLING TEAM	320
*GOLD CUP	110
ADVANCE	100
TRIPLE SCORE	80
DOUBLE SCORE	70
*NAME	60

### UNITED

SUPER BONUS	\$290
*IMPERIAL	90
ROYAL	80
OLYMPIC	70
*STAR 10TH FRAME	55

### KEENEY

*DIAMOND	\$160
BIKINI	130
PACEMAKER	80
*DOMINO	60
CARNIVAL	50
10 PLAYER	50

\*Indicates Match Play

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11th Frame	175.00
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Super Bonus	245.00
Pool Alley	295.00
Select Play	375.00
Regulation	395.00
Handicap	425.00
5th Inning	425.00
Bally Blue Ribbon	250.00
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ABC	395.00
C.C. Miami Shuffle	195.00

WANT—QUIZZERS AND UNITED DERBY ROLLS Write or phone quantity and price

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Big Bronco	\$325.00
Bally Space Ship	275.00
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Ex. Small Horse	195.00
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Lane Miss America	295.00
Lane Carousel	325.00
Locomotive	250.00
Midjet Racer	250.00
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Space Ship	325.00
Texas Merry-Go-Round	325.00

MILLS COFFEE VENDORS \* 15 Model 202 complete with Hot Chocolate attachments, \$199.50 ea.

ARCADE EQUIPMENT

Atomic Bomber	\$125.00	Muto. Card Vendors	\$50.00
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Bally Big Inning	85.00	Muto. Lord's Prayer	Write
Bally Defender	125.00	Muto. Voice Recorder	375.00
Balloomat, F.S.	345.00	Oracle of the Sphinx with cards	150.00
2 Pl. Basketball	75.00	Panorams	325.00
Boomerang	75.00	Pitch'm & Bat'm	175.00
Coon Hunt	85.00	Pop Sez	65.00
C.C. Hockey	75.00	Genco Rifle Gallery	175.00
Champion Hockey	125.00	Silver Bullets	125.00
Chester Pollard Foot Ball	85.00	Shoe Brush Up	95.00
C.C. 2-Man Hockey	385.00	Shoe Shine	150.00
Dale Gun	50.00	Undersea Raider	125.00
Evans Bat-A-Score	145.00	Un. Super Slugger	295.00
Flash Hockey	225.00	Foot Vibrator	150.00
Flash Hockey	225.00	Genco Wild West	250.00
Ex. Hi Ball	95.00	Wms. Crane	225.00
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Wms. Jet Fiter	225.00		
K.O. Fiter, F.S.	325.00		
Keeney Air Raider	150.00		
Keeney Submarine	125.00		
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Wur. 1400	175.00
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New Bowlers Score High In Arkansas

LITTLE ROCK — The new long-alley bowling game is already highly popular in Arkansas, and operators have hopes of it being the best grosser they've had in years. Louis Jack Berger, owner of Berger Amusement Company, West Memphis, Ark., said it 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 Foster, owner of Foster Music Company, Pine Bluff, reported the 14-footers pulled in collections which averaged a great deal more than other games.

Eddy Boyce, owner of Boyce Amusement Company, Bald Knob, said he has several of the big bowlers on location and that customers are playing them like they've never played any game before.

George Sammons, president of Sammons - Pennington Company, Memphis, a distributor of the United model, reported sales were the best he's had on any game in years. He said he believed the game will eventually replace the shuffle bowlers, which have been standard here.

Sammons calls personally on operators in Arkansas and Mississippi each week. He works Arkansas for two or three weeks, returning to his home in Memphis each weekend, then swings down into Mississippi for a week.

Because the game is played more like a regular bowling game, the public apparently likes it better than the shuffle bowler, he said. (The long-alleys are played with rubber balls, rather than pucks, with fly-away bowling pins as targets). Sammons predicted a bright future for the game and saw it as a solid mainstay for operators and a means of regular high collections.

California Jury

plained that if the jury's action is upheld by higher courts, a precedent will be established for confiscation of similar machines throughout California. He termed the court trial a "test case."

Owners of the machines are Sam Milauo, Santa Cruz, and John Moncovich, Watsonville. They claimed the pins are games of skill, and filed suit to regain custody 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 in 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 Rep. Don 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 by that body when the Legislature reconvenes March 4.

New Minn. Bill

owner of such machines was involved.

The bill is expected to be turned over upon completion to Rep. Alfred Otto, St. Paul, chairman of the House Crime Prevention Committee. Otto may hold public hearings before the measure formally is presented to the Legislature. This would give the bill committee backing, Lord calculates.

The bill would become effective immediately, if passed.

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ARCADE

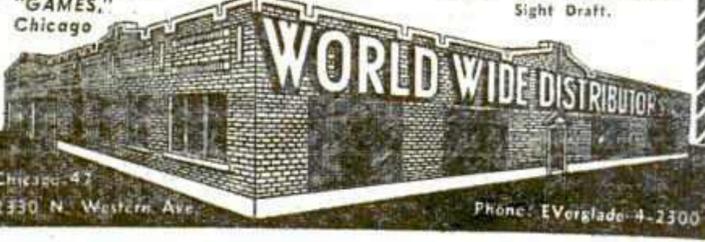
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BINGO GAMES

BIG SHOW	\$575.00
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# Welcome FTC Look at Coffee \$

Continued from page 82

coffee has remained relatively stable. And at present, self-brews account for but a small percentage of the average operator's route.

However, with operators indicating an intention to add more and more self-brew machines to their routes, due primarily to customer request, the prospect of higher coffee prices becomes of paramount importance.

As one leading Midwest operator, Bernard J. Kiley, Airport Vending Service, stated, "we now operate 15 self-brew machines scattered thruout our route. But our plans for 1957 are to add approximately 150 machines, all in the self-brew category. The customers are asking for it, and we intend to give it to them." Kiley stated that he gets a dime for a cup from both his instants and his self-brew machines.

### Coffee Price Vital

Another operator of both instants and self-brews, David Gottlieb, Kafe Coffee Service, Chicago, stated that the price level of ground coffee was of primary importance to him in his operating margin.

Gottlieb stated he pays roughly \$1.10 per pound for coffee, and obtains about 60 cups per pound.

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setting his coffee costs per cup just under 2 cents.

However, on his instants, where he uses frozen concentrate coffee, he pays about \$7.55 per gallon, and obtains roughly 625 cups of coffee from a gallon of concentrate, setting his instant coffee costs at about 1.2 cents a cup.

Besides higher ingredient costs, Gottlieb pointed to the higher price of self brews as opposed to instants, and the increased servicing costs involved. He estimated that it took almost twice as long to service a self-brew machine than an instant, increasing the servicing cost factor alone by better than 40 per cent.

### Dumping Expensive

He also cited the "dumping factor" in self-brews which added to the significance of ingredient costs. Most self-brews are set to dump excess amounts of coffee that have remained in the machine too long, and brew a fresh batch. As an example, if a machine brews 16 cups, and uses only eight, it will dump the remaining eight, and start over. At just under two cents a cup, this comes to roughly 15 cents down the drain, per "dump." Multiply this by about a hundred machines several times a day, and you have a substantial amount of coffee going down the drain.

With operating margins already trimmed to a minimum, any appreciable increase in ground coffee prices would ultimately have to be reflected back to the consumer, and it is questionable whether customers would "buy" a price higher

# Blumenthal Names 2 Reps

PHILADELPHIA — Blumenthal Brothers Chocolate Company appointed two new brokers in the West to handle their full line of confections. Appointments were announced by Joseph Blumenthal, sales manager of the confection division.

Pelke Brokerage Company, Sherman Oaks, Calif., will handle the line in Los Angeles and Southern California. David Levin Company, Tucson, Ariz., will cover the States of Arizona and New Mexico.

Walter Roth, field sales manager of the confection division said the appointments are part of Blumenthal's increased activity on the West Coast. The firm also recently opened their third warehouse on the coast.

Blumenthal products include Raisinets, Goobers, Sno-Caps, Malties, Buddy Bars, Joelys, Fruit & Nut, Stars, Treats, Silver Rays and Popovers.

than a dime for a cup of vended coffee.

### FTC Move

The FTC action is intended to determine if the present level of coffee is abnormally high, and to prevent any future rises in coffee prices due to unnatural causes.

A similar study in 1954 put most of the blame for sharp price swings on speculators, inadequate crop reporting and "trading irregularities." The Commission in 1955 got the New York Coffee and Sugar Exchange to broaden the allegedly restrictive contracts used in trading Brazilian coffee futures.

While most brands of coffee are currently down from 1956 highs, the lower prices wouldn't prevent the FTC from issuing a complaint if it decided the high 1956 prices were caused by unwarranted speculation or price fixing.

A recently completed FTC staff economic report suggests among other things that delivery on coffee futures contracts should be permitted outside of New York City. Future deliveries must now be made in New York, then shipped to the purchaser at his expense. Net effect of such a change, if carried out would be to permit traders in many points outside New York City to pay less for their coffee purchases.

**JUNIOR JET KIDDIE RIDE \$95.00**  
Coin-Operated—10c Play—Reconditioned—Ready for Location.

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<b>BALLY A. B. C. BOWLING LANE</b>		Beauty	60.00
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<b>NOW DELIVERING—WRITE</b>		Bright Light	49.50
Chicago Coin DeLuxe Skee Roll	Write	Broadway	395.00
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Rock-Ola 1455-D	Write	Seeburg M-100-B	\$425.00
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Rock-Ola 1438	\$450.00	Wurlitzer 1400, 45 R.P.M.	135.00
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**FREE:** With each playfield, Deluxe Cue Ball, 2 1/4", and Triangle.

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Available in 2 or 3 hole at same prices as listed above.

No. 1 Grade Bumper Pool Cues, 48", \$36 val., Special Price, \$28.50 dz. Solid mahogany butts; white points with tips. You can't buy better cues.

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Rule cards and instruction sheets packed with each set

Deluxe Cue Balls, 2 1/4", Each \$2.50 2 1/4" 10-Ball Racks, . . . Each \$1.50

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• ACE • TEAM • BANNER • RAINBOW

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**COINMEN YOU KNOW**

• Continued from page 91

has not been spectacular." . . . Schroeder's serviceman, **Danny Karolczak**, was blessed last week with an addition to his family, a girl, the first child in his family. . . . **Harry Jacobs Jr.** just returned from a trip thru the Fox River Valley.

New United, Inc., headquarters at 1101 West Vliet Street is shaping up nicely, according to **Harry Jacobs Jr.** "We're getting a lot of visitors," he says.

**Stu Glassman**, disk buyer at Radio Doctors, one-stop, has resumed his Sunday night disk jockey stint over Station WRIT. Specializing in jazz music, he labels the 10 to 12 p.m. air stint as "Jazz With Dr. Stu." According to station reports, the program is picking up listeners. . . . **Ed Gronowski**, route foreman for Red's Novelty Company, is out of the hospital following treatment for a spine ailment.

His Florida vacation was wonderful, claims **Sam Hastings**, Hastings Distributing Company. He caught 93 pounds of jackfish in two hours. He spent his time at Vero Beach and Fort Pierce. Bigger news than his Florida vacation is the expected birth of another grandchild, the first for his son, **Jack**, firm's office manager.

Dime play continues to catch on for Red's Novelty Company, according to **Red Jacomet**. "We've got about 25 per cent of our music equipment on dime play to date," he says. Recent addition to the payroll is **Jack Vomberg**, a routeman. . . . **Barney Kuehn's** North Side Music Mart continues to build its one-stop disk business. Recent

visitors included **Eddie Tarman** and **Les Dallman**, Milwaukee, and **Luke Zetting**, Slinger.

**Detroit**

By **HAL REVES**

**Kenneth Styles**, who claims to be the oldest active coin machine operator in the Detroit area (he started in 1932), is forming Amusu Novelty Service to operate a diversified route. Starting with juke boxes, he plans to add games and go into candy and nut vending. Styles is also a partner and manager of Jet Music Service Company, operating a juke box route.

**William Green**, Sportland Amusement Company, 8600 West Vernor, is planning to expand his quarters. Offices and showrooms will move in March to a two-floor building at 6243-47 West Vernor. The old site will be used for stock. The two-year-old firm also includes two full-time staff men and a part-time service man. . . . **Jack Kirschner**, Jack's Music, 18450 Wisconsin, is vacationing in Florida.

**Boston**

By **CAMERON DEWAR**

Biggest news along coin row is the shortage of good used equipment. Music and game men say if they could get the pieces they could make hay. . . . **Tony Grazio**, Globe Automatic Vending Company, Quincy, will leave for Cuba on a 15-day jaunt to cement relations in his growing export business.

The recently imposed \$50 Boston tax on juke boxes is beginning to be felt. **Dave Gropman**, Beacon Hill Music Company, reports that he dropped three locations in the city because of it. They just weren't worth the added fee.

Music Operators' Association of Massachusetts called a special meeting to hear **Sidney Levine**,

secretary of the Music Operators of America, speak on the growing need for membership in MOA to fight the threat of ASCAP and BMI. . . . A big shift in the operators' group has been the dropping of its legal counsel, **Jacob Levy**. Another attorney is expected to be selected soon. Next meeting is February 28.

**Jerry Flatto**, Boston Record  
(Continued on page 97)

**WAIT!**  
*Keeney's*  
**TRUE-SCORE**  
Bowling Game has sensational Skill Feature. Fast Ball Return. Just what all players are looking for.  
**J. H. KEENEY & CO., INC.**  
2600 W. 50th ST. • CHICAGO 32, ILL.

**NOW'S THE TIME TO ACT ON MONARCH'S KIDDIE RIDE SPECIALS!**

BALLY MOON RIDES.. \$185 EA.  
BALLY SPACE SHIP.. \$215 EA.  
SPACE PATROL.. \$185 EA.  
ATOMIC JET... \$195 EA.

**ORDER TODAY—**  
Get Set for Profitable Spring and Summer Operating!  
Get Our List, New-Used Games, All Types  
**CHARLEY PIERI**  
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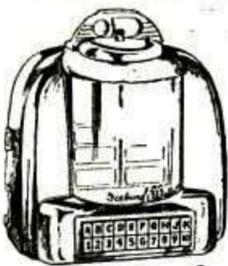
They Look and Operate Like New!

Write! Wire! Phone Us Collect!

(These Specials available preset for 10¢ play if requested)

**Davis**  
Guarantee  
• Mechanism Steam Cleaned  
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• Amplifier Reconditioned  
• Sprockets Inspected  
• Tension Pulvered  
• Lubricated Professionally  
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SEEBURG		AMI	
HF100R	\$769	G-200	Write
HF100G	669	G120	\$675
100W	649	E120	395
M-100C	539	D80	275
M-100BL	419	D-40	189
148ML	89		
HI47 HIDEAWAY	50		
ROCK-OLA		WURLITZER	
1434	\$219	1900	Write
1428	89	1100	\$ 89



**SEEBURG 100-selection** wall boxes are available at \$57.50. Chrome covers . . . new selection buttons and new instruction plates . . . backed by Davis 6-point Guarantee— (Canadian and American operators, wire or write for special volume prices).

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The Famous Sierra

**BUILT ON QUALITY SERVICE**

Title Strips,

**THIS WEEK'S Special**

2 weeks only

Seeburg V-200's . . . \$799.50

Seeburg 3 W-1's, gray covers, as is . . . 39.50

\$3.25 per box  
(5,000 to box)

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- C. C. Championship Bowler
- C. C. 6 Player Ski Bowl
- Genco 6 Player Skill Ball
- Genco 2 Player Skill Ball
- Bally Deluxe ABC
- Bally ABC
- United Regulation Bowler
- Exhibit Ringer Ball

Write—Wire—Call

Special Quantity Discounts  
Some equipment brand new in original crates.

We also have a complete stock of all bowlers.

Write for complete list.

1/3 deposit with order, balance C.O.D. or sight draft

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Bowl-o-Game, most sensational American game; 10 electric Amusement Machines in new condition at a very low price. Owner is old and ill, must retire. Phone or write: **BOWL-O-GAME**  
Attn.: Eugene  
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Tel.: Dexter 1-8946  
May be reached by phone at any time.

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

**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, Roxbury, sees a big future for the 14-foot bowling alley and is anxiously waiting for delivery.

Ed Ravreby, Associated Amusements, Inc., sees great hope for increasing dime play in the metropolitan area. Now that all companies have 200-selectors and with the big bowling alleys and other games coming in set on 10 cents, Ed feels patrons are going to be quickly oriented to the idea of paying a dime for all games and music. . . . Bob Jones, Redd Distributors off in the Western part of the State scooping up the orders. . . . Louis Blatt, Atlas Distributors (AMI), trying to hold the fort while brother Barney enjoys Florida.

**Washington**

By DELORES NEWCOMB

Hirsh de La Viez, president of Hirsh Coin Machine Corporation is enjoying a Caribbean cruise. Vice-President Phil Mason and Treasurer Roger Squitiero are keeping the wheels running while Hirsh is away. Squitiero says business is climbing again after a slight drop in late January. . . . The Washington Music Guild will hold its annual election soon, according to Guild President Evan Griffith.

Funland Arcade is enjoying a fairly steady business. Movies, pinballs and voice



**Keene's**  
**6 PLAYER REGULATION SKEE-BALL BOWLETTE**  
with **BONUS SCORING** of 100 POINTS on 1st, 2nd and 3rd ball when made consecutively in 30, 40 and 50 pocket.  
Ball in 50 pocket in last frame always good for "extra ball" and shoot again!

Adjustable Playfield  
9 Feet, 12 Feet, 14 Feet

Adjustable to 5-frame, 7-frame or 10-frame play.

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**BINGO SPECIALS**

CLEAN GAMES—READY FOR LOCATION

NITE CLUB	\$435	YACHT CLUB	\$60
BROADWAY	375	PALM SPRINGS	60
MIAMI BEACH	225	DUDE RANCH	60
GAYTIME	195	BEACH CLUB	60
VARIETY	135	BEAUTY	60

Immediate Delivery. 1/3 Deposit

FRANK MILLS, Mgr., Dept. R-6

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**ROYAL**  
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**BANNER** . . . . . \$135.00

**TARGETTE VENUS** . . . . . \$175.00

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MODEL 100C — Highly polished chrome tubes (replaces glass tubes). Set of 12 . . . . . \$14.95	Model 144-147-148 Domes . . . . . 15.95	MODEL 1500 Center Dome . . . \$14.50
Model 144-147-148 Domes . . . . . 15.95	Model C—Chrome Pilasters, pr. . . . . 17.50	MODEL 1015 Top Center, l. or r. 7.50 Lower Sides, ea. . . 5.50
Model C—Chrome Pilasters, pr. . . . . 17.50	MODEL 1250 Center Dome . . . \$18.95 Dome Ends, ea. . . 4.10	Replaces old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear—4 curved colored . . \$7.75
MODEL 1400 Center Dome . . . . . 13.45 Dome Ends, ea. . . 10.50 Bottom Sides, set of 2 . . . . . 16.50	MODEL 1400 Center Dome . . . . . 13.45 Dome Ends, ea. . . 10.50 Bottom Sides, set of 2 . . . . . 16.50	Also available to fit Models 950, 850, 750, 700, 600, 500.
MODEL 1400 Bottom Sides, set of 2 . . . . . 16.50		TERMS: 1/3 deposit, balance C.O.D. or S.D. Satisfaction guaranteed. All prices F.O.B. Chicago.

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**PHONOGRAPHS**

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Seeburg 100-G . . . . . 625.00	Walling 500 Fortune . . . . . 85.00
Seeburg 100-R . . . . . 695.00	Walling 500 Guesser . . . . . 85.00
Rock-Ola 1438, 120 Sel. . . . . 395.00	Kirk HiBoy Guesser . . . . . 45.00
Rock-Ola 1446, 120 Sel. . . . . 495.00	Rock-Ola LoBoy . . . . . 35.00

These Phonographs and Scales are now on location. We are the original owners. They are not trade-ins.

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PROVED IN THOUSANDS OF LOCATIONS

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Distributors in Wis., Mich., Northern Illinois, E. Iowa, Northern Ind.

**ARCADE SALE**

**BARGAINS!**

**BARGAINS!**

**NEW EQUIPMENT**

Peppy . . . . . Write	Wms. Crane . . . . . Write
Grandma Horseshoe . . . \$495.00	Gence Quarter Back . . . 215.00
Hy Fly Baseball . . . . . 345.00	

**USED BASEBALL GAMES**

Deluxe Baseball . . . . . \$125.00	Pennant Baseball . . . . . 125.00
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**MISCELLANEOUS**

Muto, Football . . . . . \$195.00	2-Player Basketball . . . . . 185.00
Crane . . . . . Write	Sidewalk Engineer . . . . . 150.00
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Drive Ur Self . . . . . \$475.00	Telequiz . . . . . 90.00
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Merry-Co-Round . . . . . \$375.00	Champion Horse . . . . . 350.00
Thunderbolt Horse . . . . . 225.00	Range Rider . . . . . 325.00
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**SHUFFLE GAMES**

Select Play (New) . . . \$295.00	Mars . . . . . \$145.00
United Pool Alley . . . 295.00	Arrow . . . . . 225.00
Regulation . . . . . 375.00	11th Frame . . . . . 150.00
"300" . . . . . 278.00	Mercury . . . . . 150.00
Capitol, Match . . . . . 235.00	Triple Strike . . . . . 175.00
Clipper, High Score . . . 215.00	Holiday . . . . . 165.00
Bonus Score . . . . . 225.00	Magic . . . . . 150.00
Thunderbolt . . . . . 305.00	Mainliner . . . . . 150.00
Hollywood . . . . . 215.00	Speedlane . . . . . 150.00
Miami Shuffle . . . . . 175.00	Banner, Mch. Score . . . 150.00
Gold Medal . . . . . 275.00	Mystic . . . . . 125.00
Lightning . . . . . 185.00	Speedy, High Score . . . 150.00
	Cross Cross Target . . . 125.00

**5 BALLS**

<b>GOTTLIEB</b>	<b>GOTTLIEB</b>
Gladiator . . . . . \$295.00	Happy Days . . . . . \$ 95.00
Duetto . . . . . 225.00	Chinatown . . . . . 75.00
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Sluggin' Champ . . . . . 195.00	
Twin Bill . . . . . 175.00	<b>WILLIAMS</b>
Mystic Marvel . . . . . 135.00	<b>STARFIRE</b> . . . . . Write
Daisy Mae . . . . . 150.00	Can Can . . . . . \$245.00
Hawaiian Beauty . . . . . 135.00	Super Score . . . . . 250.00
Arabian Nights . . . . . 125.00	Race the Clock . . . . . 225.00
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Queen of Hearts . . . . . 110.00	Peter Pan . . . . . 165.00
Pinwheel . . . . . 110.00	Skyway . . . . . 140.00
Marble Queen . . . . . 100.00	Big Ben . . . . . 135.00
Poker Face . . . . . 100.00	9 Sisters . . . . . 110.00
Grand Slam . . . . . 95.00	Lazy Q . . . . . 110.00
	Scream . . . . . 110.00
	Grand Champ . . . . . 95.00
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**NEW POOL GAMES**

Gence King Size . . . . . \$125.00	Star Pool . . . . . 95.00
Roto Pool . . . . . 95.00	Spanish Pool . . . . . 95.00
Baseball Pool . . . . . 95.00	Pro Pool . . . . . 145.00

Used Pool Games From \$50.00.

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<b>PIRATE GUN</b> . . . Write	Coon Hunt . . . . . \$175.00
<b>DAVY CROCKETT</b> . Write	Sky Gunner . . . . . 145.00
State Fair . . . . . \$395.00	Nite Fighter . . . . . 145.00
Treasure Cove . . . . . 275.00	Bear Gun . . . . . 145.00
500 Shooting Gallery . . . . . 250.00	Invader . . . . . 145.00
Jet Fighter . . . . . 230.00	Silver Bullet . . . . . 125.00
Carnival . . . . . 195.00	Shoot'g Gallery . . . . . 110.00
Rifle Gallery . . . . . 175.00	Anti-Aircraft . . . . . 99.50
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HF 100 R . . . . . \$745.00	D 40 . . . . . \$225.00
HF 100 G . . . . . 665.00	D 80 . . . . . 345.00
M 100 C . . . . . 325.00	E 40 . . . . . 295.00
M 100 B . . . . . 425.00	E 40 (45 r.p.m.) . . . 365.00
M 100 A . . . . . Write	E 80 . . . . . 400.00
V 200 . . . . . Write	E 120 . . . . . 445.00
Wurlitzer 1800 . . . . . 450.00	G 200 . . . . . Write

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**3** Special Rollovers  
Score Replays!

**2** Special Targets  
Score Replays!

SKILLHOLE lites for  
"Special" to score  
replay and  
"Super  
Special"  
to score  
6  
Replays!

HIGH  
SCORES!

Twin Chutes at slight extra cost

**WILLIAMS NOW DELIVERING  
CROSSFIRE  
THE GREAT NEW GUN GAME!**

CREATORS OF DEPENDABLE PLAY APPEAL  
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- ★ THUMPER BUMPERS
- ★ CYCLONIC KICKERS
- ★ FLIPPERS

★ WILLIAMS MANUFACTURING COMPANY

recorders are popular, says owner Jerome Oxenberg. . . . Don Epstein, owner of Don E. Vending Company, says business is off a little. Blames it on the weather and a slight drop-off of retail sales in the area.

**Memphis**

By ELTON WHISENHUNT  
Clarence A. Camp, president of Southern Amusement Company, flew to Florida for the NASCAR meeting. Camp, president of the Memphis-Arkansas Speedway, Leli, Ark., stages races each summer. Accompanying him were Harry Galster, flyer, and Arnold Yergen, speed bowl manager.

A recent column didn't make clear that Drew Canale, who recently bought a large phonograph and game route, Service Amusement Company, with a silent partner, will manage and operate the route. Canale already owned Canale Amusement Company. The silent partner made a limited investment and will have no part in the operation.

Canale has also formed a new corporation, Music, Inc., of which he is president. The firm will be the parent organization for a record company which hasn't been

named as yet. Canale has inked a baritone, Sylvo Cavallo, to do the company's first disk, which will feature two tunes by Lucile Van Brocklin, "There's No Moon Tonight" and "Crying in the Night."

New secretary-treasurer of the Arkansas-Missouri Operators' Association is Elmer Womack, owner of Womack Music Company, Jonesboro, Ark. He succeeds Robert E. Eblin, late owner of Eblin Music Company, Paragould, Ark., who died several months ago of cancer.

George Sammons, president of Sammons-Pennington Company, Seeburg distributor, was in Mississippi recently calling on operators. He reported the Tombigbee River overflowed at Columbus because of heavy rains, and a number of North Mississippi music and game operators were hurt when locations were flooded with several feet of water.

Sammons and Lexie Howard, partner in Crystal Amusement Company, Grenada, Miss., pulled an Ike while Sammons was in Mississippi. They went quail hunting. But The Billboard correspondent gathered in talking with Sammons that he didn't care much for the sport and would rather sell Seeburgs.

Operators in Memphis recently: H. H. Hays, Jefferson Music Company, Pine Bluff, Ark.; C. O. Temple, Hope (Ark.) Novelty Company; Bill Smead, Camden (Ark.) Novelty Company; Edward Wilcox, Baker Music Company, Pine Bluff, Ark.; Raymond Bailey, Forsythe-Music Company, Millington, Tenn.; Lavaughn Johnson, Johnson Music Company, Corinth, Miss.; Henry Hitchcock, Jonesboro (Ark.) Music Company.

John Brunner Jr., John-Frank, Inc., Marked Tree, Ark.; Elmer Womack, Womack Music Company, Jonesboro, Ark.; Carlton Collins, Crystal Amusement Company, Grenada, Miss.; Guy Jones, Pine (Ark.) Bluff Music Company, and Bill Hayden, Hayden Music Company, Caruthersville, Mo.

Coming up for discussion at next meeting of Memphis Music Association is the proposed bill in the Senate, which would make it a violation for persons under 18 to play pinball machines. Operators here already have that restriction within the city limits and believe it is unfair for the State to try to legislate them out of business. Opposed are Drew Canale, Edward H. Newell, owner of Ormatt Amusement Company, and Parker Henderson, general manager of Southern Amusement Company.

**Madison Ops**  
• Continued from page 85

owner Lou Glass. Collections have climbed in almost every instance where the dime has been instituted.

Dick Suchomel, who bought the Ed Silvera routes and hostess music operation several years ago to convert it all to juke box installations, is also reporting dime play success. A recent convert to the new price tag, Suchomel favors moving to the dime carefully. But he is pleased with the spots he has converted.

Another relatively new operator, Don Millard, is completely sold on dime play. His route of music machines and amusement games is still comparatively small, but he reports that he entered the operating business with only very few nickel-play machines. According to Millard, one recent switchover of a 200-play juke box from nickel to dime play has resulted in doubling receipts in just several weeks.

**ARCADES**  
Complete Arcade Outfitters Since 1912.

Exhibit Shooting Gallery	\$145.00
Exhibit "500" Gun	275.00
Exhibit Treasure Cove	325.00
Exhibit Sportland	225.00
Exhibit Star Gallery	195.00
Exhibit Gun Patrol	110.00
Exhibit Six Shooter	110.00
Exhibit Jet Gun	110.00
Exhibit Silver Bullets	125.00
Exhibit Space Gun	110.00
Evans Tommy Gun	110.00
Genco Sky Gunner-Invader	125.00
Genco Skyrocket	295.00
Keeney Air Raider	125.00
Keeney Anti-Aircraft	95.00
Keeney Sportsman	175.00
Mutoscope Ace Bomber	110.00
Mutoscope Sky Fighter	110.00
Mutoscope Flying Saucer	110.00
Mutoscope Bangaway	150.00
Evans Tommy Gun	110.00
Night Bomber	125.00
Seeburg Shoot the Bear	175.00
Seeburg Coon Hunt	175.00
Williams Jet Fighter	145.00
Williams Safari Gallery	275.00
United Jungle Gun	175.00
Sky Pilot, 24"x33" floor space	110.00
Midget Movies	145.00
Midget Movies, new	295.00
Air Football	195.00
Air Hockey, first model	295.00
Air Hockey, late model	295.00
Chicoin Basketball	125.00
Chicoin Midget Skeeball	125.00
Mutoscope Drivemobile	125.00
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Variety	80.00
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Broadway	325.00
Cay Time	185.00
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Lovely Lucy	\$ 95.00
Diamond Lil	145.00
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- + HANDICAP FEATURE!
- + ALL MECHANISM IN BACK RACK!

"FIRST COIN" IS EXCLUSIVE DISTRIBUTOR FOR CHICAGO COIN in ILLINOIS and INDIANA!

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for the truckloads of Bowling Leagues we're shipping every day! So, we're closing out our inventory of other BRAND-NEW equipment, way below manufacturers' cost! Write or phone for our Sensational "Illustrated BARGAIN BROCHURE" today!

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**BRAND-NEW LATEST MODEL BUMPER POOL by CHICAGO COIN**

SENIOR SIZE: 36"x60"

- Illuminated Jumbo Bumpers
- Levelmatic Adjusters
- All Latest Features

PRICES SLASHED FAR BELOW COST!

**SLATE POOL GAMES**

FINEST RECONDITIONED TABLES WITH BRAND-NEW SLATE TOPS INSTALLED. Ready for Location

**REPLACEMENT TOPS**  
For those big Pool Game earnings!

**FINEST SLATE TOPS**  
Regulation size 32" x 48". Rubber-backed billiard cloth. Jumbo Plastic Bumpers **\$67.50**

**RACK POOL TOPS**  
Best quality construction. 32"x48". Includes RACK and CUE BALL. KING SIZE, \$10.00 additional. **\$25.00**

**4-HOLE RACK POOL TOPS**  
Bumperless model. Holes in corners. Regulation size 32"x48". Includes RACK and oversize CUE BALL. (Runways, \$6.00 additional) **\$29.50**

**SLATE TOPS FOR RACK POOL**  
2-Hole Rack Pool Model. 32"x48". Finest quality slate. Includes RACK and oversize CUE BALL **\$67.50**

**ONLY \$125 COMPLETE**

**\$125**

**FIRST** COIN MACHINE EXCHANGE, INC. 1st AND THE GARDENS

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

**We ONLY Advertise What We Have in Stock**

ALL MACHINES 100% CLEAN AND CHECKED

Refund in 10 Days if Not Satisfied

**POOL TABLES**

Bally Booster Pool, new	\$ 75.00
Star Pool	100.00
Chicago Coin Advance Pool	100.00
Champion Senior	100.00
Genco 3-Hole Star Pool	75.00
Genco 3-Hole Lite-Up	75.00
Olympic Pool, new	100.00
Williams 2-Way Deluxe	75.00
Diamond Pool	100.00
Klick, new	100.00
Diamond Senior	125.00
Champion 3-Hole Regular	100.00
Clover Pool	100.00
Hooligans	75.00
Williams Score Pool	75.00
Automatic Pool	75.00
Exhibit Skill Score	75.00
United Hi Score	75.00
Genco Marklite	145.00
Que Ball	45.00
Williams Recreation Pool	90.00

**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. ACT QUICKLY—ORDER TODAY!**

1/3 with order, balance C.O.D.

**DAVID ROSEN**  
Exclusive AMI Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

**Panoram Operators!**  
**FOR SALE**  
 We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.  
**Phil Gould**  
 283 Market St. Newark 5, N. J.  
 Market 2-4275

**WOW! - WHAT A GAME!**  
  
**Keeney's TRUE-SCORE BOWLER**  
 with New Skill Feature.  
**J. H. KEENEY & CO., INC.**  
 2600 W. 50th St. • CHICAGO 32, ILL.

**THIS WEEK'S SPECIALS**

18—Model M-100A Seeburg. Each ...	\$160.00
2—Model R. Seeburg. Each .....	695.00
3—Model 1800 Wurlitzer .....	795.00
1—Model 1700 Wurlitzer .....	625.00

**CULP DISTRIBUTING COMPANY**  
 614 West Grand Avenue  
 Oklahoma City, Oklahoma  
 Phone: Central 2-8084

GIVE TO DAMON RUNYON  
 CANCER FUND

**Coven to Host**  
 • Continued from page 85

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. Roling, 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 Paris and Herb Bidekap, sales representatives of Coven Music Corporation.

The Centennial Club is composed of operators who bought 15 or more Wurlitzer phonographs during 1956. The name originated in August of 1956, 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 last fall 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 Dime Building.  
 Andrew considers banks good

prospects for the service. Among his accounts are the five branches of the First Federal Savings & Loan Association and four 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.

**CMMA 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 rating 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 makes 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 Derby," 1313 North Vine Street, Hollywood.

VOLUME DELIVERIES NOW BEING MADE!  
**VOICE-O-GRAPH®**  
 THE NEW 45-78 RPM  
 With 10 Second Musical Introductions — A Sensational Feature!  
 Reorders already received from 22 states  
 Write today for complete details!

**INTERNATIONAL MUTOSCOPE CORPORATION**  
 44-02 Eleventh Street, Long Island City 1, New York

**JOE ASH says:**

We have Seeburg V-200's and Wurlitzer 1800's, 1900's and 2000's And we will TRADE for BALLY BINGOS PARADE BROADWAY DOUBLE HEADER NITE CLUB BIG SHOW KEY WEST

Exclusive Distributors for Wurlitzer, D. Gottlieb & Co., and Exhibit in S. Jersey, Del. and E. Penna.

**ACTIVE**  
 AMUSEMENT MACHINES CO.  
 666 N. Broad St. Phila. 30  
 POplar 9-4495  
 Write or wire for prices  
 YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS!

**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 at only  
**\$445**

RECONDITIONED—REFINISHED LIKE NEW!  
 Terms: 1/3 Dep., Bal. C.O.D.

**ATLAS MUSIC COMPANY**  
 A Quarter Century of Service.  
 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

**WE GOT 'EM**  
 Immediate Delivery

BINGO		PINS	
NITE CLUB .....	\$475.00	HARBOR LITES .....	\$195.00
PARADE .....	475.00	EASY ACES .....	195.00
BROADWAY .....	395.00	DUETTE .....	225.00
BEACH BEAUTY .....	375.00	MINSTREL MAN .....	45.00
BIG TIME .....	245.00	DIAMOND LIL .....	135.00
GAY TIME .....	225.00	QUEEN OF HEARTS .....	85.00
VARIETY .....	125.00	ARABIAN NIGHTS .....	115.00
GAYETY .....	110.00		
HI-FI .....	75.00		
YACHT CLUB .....	75.00		
DIXIE .....	195.00		
STAR DUST .....	275.00		

**MANY LATE USED SHUFFLE ALLEYS REASONABLE**

SADDLE & TURF CLUB MODEL, \$195.00 HUNTERS, \$295.00 RINGER BALL, \$225.00  
 HARRY, SAM & JERRY

**UNIVERSITY COIN MACHINE EXCHANGE**  
 858 NO. HIGH STREET COLUMBUS, OHIO  
 TELEPHONE: AXminster 4-3529

**WAIT!**

**IF IT'S A GUN by GENCO**  
 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.** 2621 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. 2 hrs.
- Automatic scoring, spares, strikes, balls (not pucks).
- 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 2¼" noiseless rubber balls.
- Chrome-plated ball return.
- Roll-overs for playing field.
- New raised foul line bar.



1 yr. unconditional guarantee on fool-proof ball lift!

CHROME PLATED BALL RETURN!

8 ft. CONVERSION KIT **\$169.50**

8½ ft. CONVERSION KIT only \$5 more

SHIPPING WEIGHT UNDER 100 LBS.!

IMMEDIATE DELIVERY! 1/3 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

## 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 announcement was made by Edward K. Walsh, general manager of sales. McFadden succeeds George F. Henschel, who resigned. An employee of the container firm since 1937, McFadden was sales manager for two years of Canco's Atlantic division before he recently became assistant to the general manager of sales.

**BE WISE!**  
Keeney's **TRUE-SCORE BOWLER**  
Is your best buy!  
• NEW SKILL FEATURE

J. H. KEENEY & CO., INC.  
2600 W. 50th ST. • CHICAGO 32, ILL.

## 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 DISTRIBUTORSHIPS STILL AVAILABLE

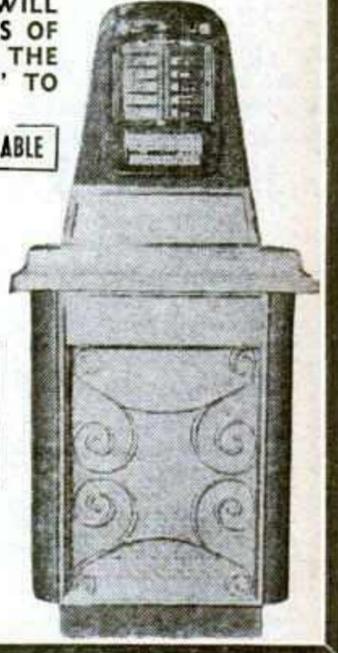
### REX'S Consolette

"CONSOLETTA" will replace 4 to 8 Wallboxes at a fraction of the cost

- USE WITH ANY MAKE MACHINE
- ANYONE CAN INSTALL
- 60" HIGH, 27" WIDE, 18" DEEP
- REMOTE CONTROL WITH VOLUME CONTROL
- WIDE SELECTION OF COLORS
- TOTAL WEIGHT WHEN PACKED FOR SHIPPING, 60 LBS.

WRITE FOR COST & INFORMATION

**REX**  
COIN MACHINE DISTRIBUTING CORP.  
821 So. Salina St. Syracuse 3, N.Y.  
Phone: 2-8255



when answering ads . . .

Say You Saw It in The Billboard

ANOTHER THOROUGHLY TESTED AND PROVEN  
**PROFIT BOOSTER!**

# GOTTLIEB'S ACE HIGH

- Bulls-eye Hit on 3 Targets Lites Queens, Kings and Aces
- 3 Queens, 3 Kings or Any Ace Awards Specials in Holes
- Hitting Spade, Heart, Diamond and Club Rollovers Lite Out Hole for Special
- Rollovers Lite 4 Pop Bumpers and Side Targets Lite 2 Cyclonic Kickers for High Score
- Super-Powered Flippers Placed to Provide Skill Shots at All 3 Targets

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

## BUY THE BEST... WE DO!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Subject to AMUSEMENT TAX Only!

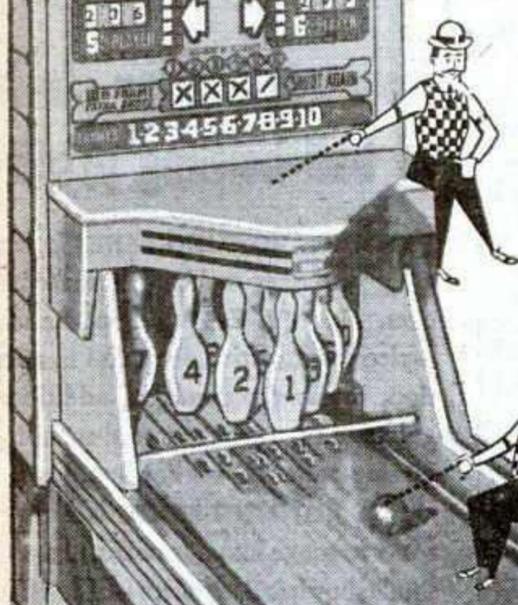
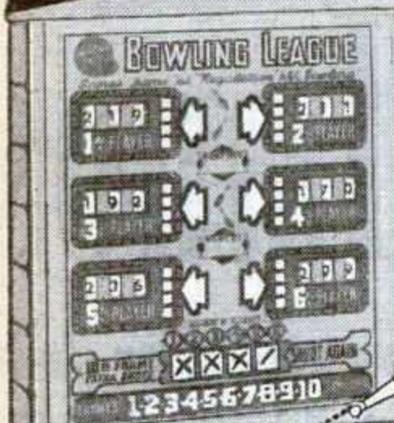
**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

# 'Live Bowling'...

**NOW!**  
SET UP YOUR OWN BOWLING CENTER!...  
CASH IN ON BIG PROFITS FOR YEARS!

chicago coin's

# BOWLING LEAGUE



All Of The Mechanism Is Located And Is Easily Accessible In The Back Rack!

**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! AUTOMATIC REGULATION SCORING!

Strikes . . . Spares . . . Splits . . . Regulation Leaves! Every Shot Gives Player All The Excitement . . . All The Thrills Of Real Bowling!

### LOOK! 3 INCH HARD RUBBER BALLS!

They Look . . . Feel . . . Play And Simulate Every Action Of A Real Bowling Ball.

### 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 Size Cabinets! (3 Sections For Easy Handling)

14'8" LONG  
11'11" LONG  
29 Inches Wide - 18 Inches High



### SCORING HANDICAP CONTROL!

Player Before Shooting The 1st Frame May Handicap His Score Same As In Real League Play!

**chicago coin**  
MACHINE COMPANY

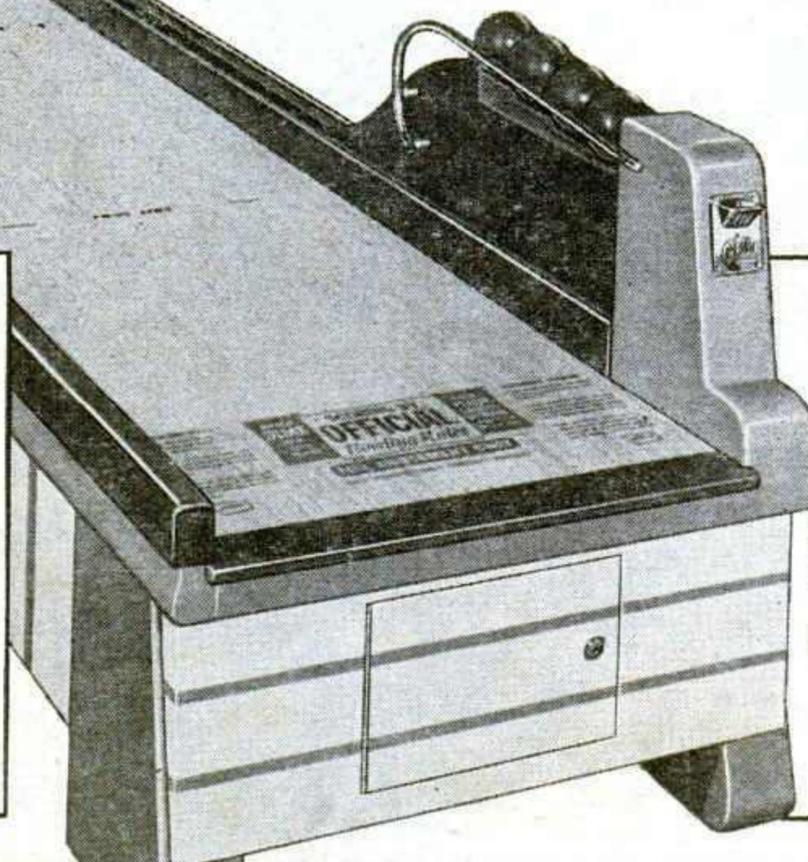
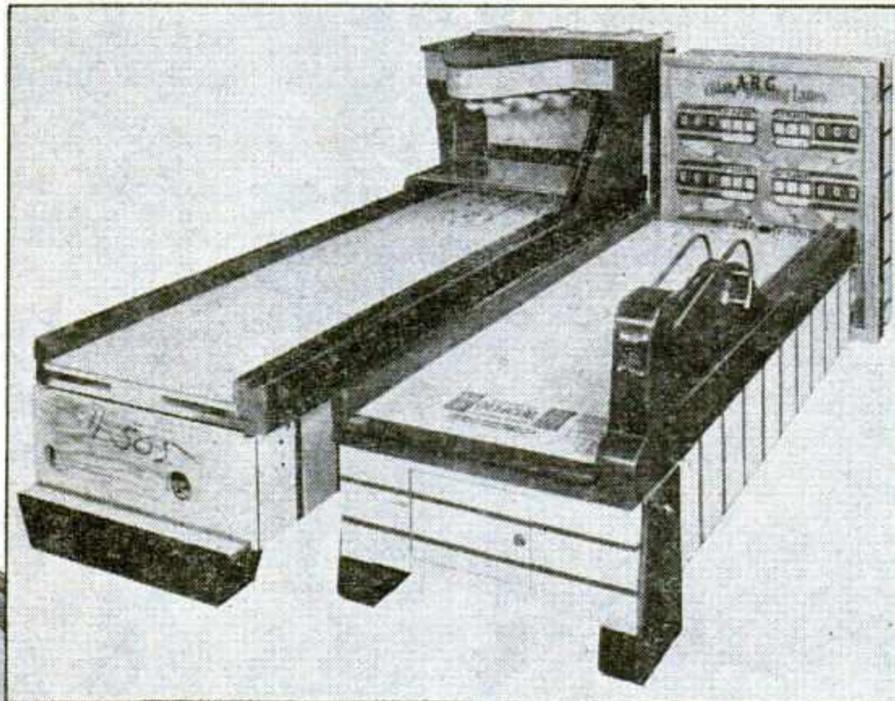
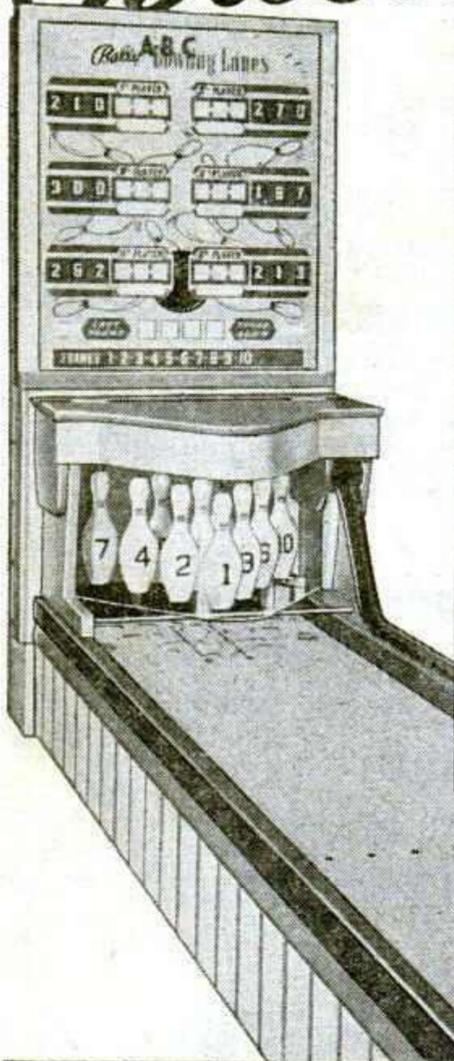
**LOOK!** Equipped With National Slug Re-jector!

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

New **"E-Z-3"** easy-to-handle 3-piece construction

simplifies installation, gets you in more spots with

# Bally 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.

**PLAYED WITH 3 IN. BALLS**  
SPECIAL QUIET-ROLL COMPOSITION

SCORES AUTOMATICALLY TOTALIZED BY  
**OFFICIAL BOWLING RULES**

**STRIKES — SPARES — SPLITS**  
REGULATION LEAVES • 7-10 PICK-UP

PLAYER CAN ROLL ALL REGULATION SHOTS  
STRAIGHT BALL • HOOK BALL • BACK-UP BALL

1, 2, 3, 4, 5 or  
**6 CAN PLAY**

2 POPULAR SIZES  
**14 ft. long — 11 ft. long**

HIGH-SPEED LIGHT-UP TOTALIZERS  
HIGH-SPEED PIN-SETTER  
GIANT PINS



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

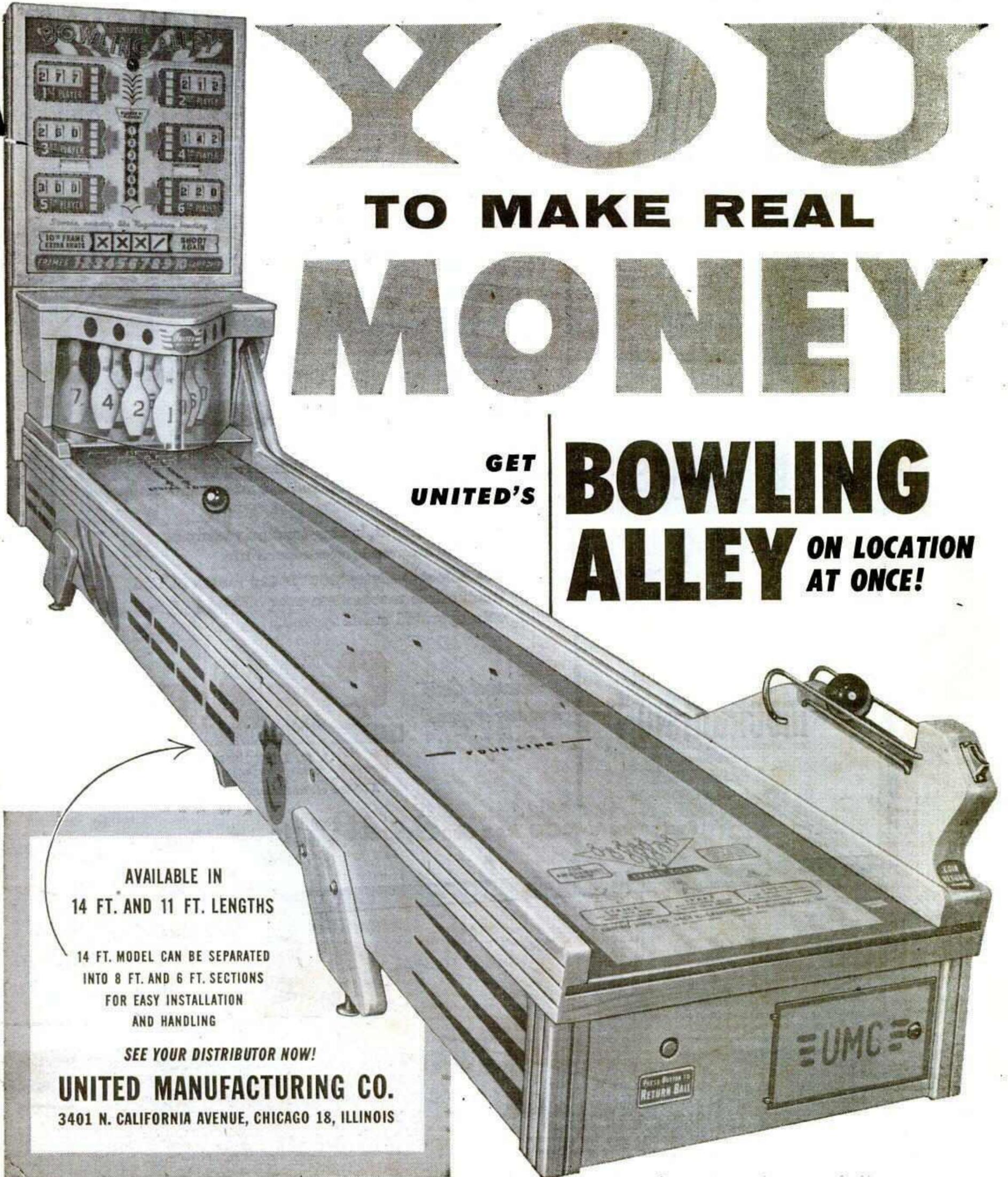
# NOW

## IS THE TIME FOR

# XOOU

## TO MAKE REAL

# MONEY



**GET  
UNITED'S**

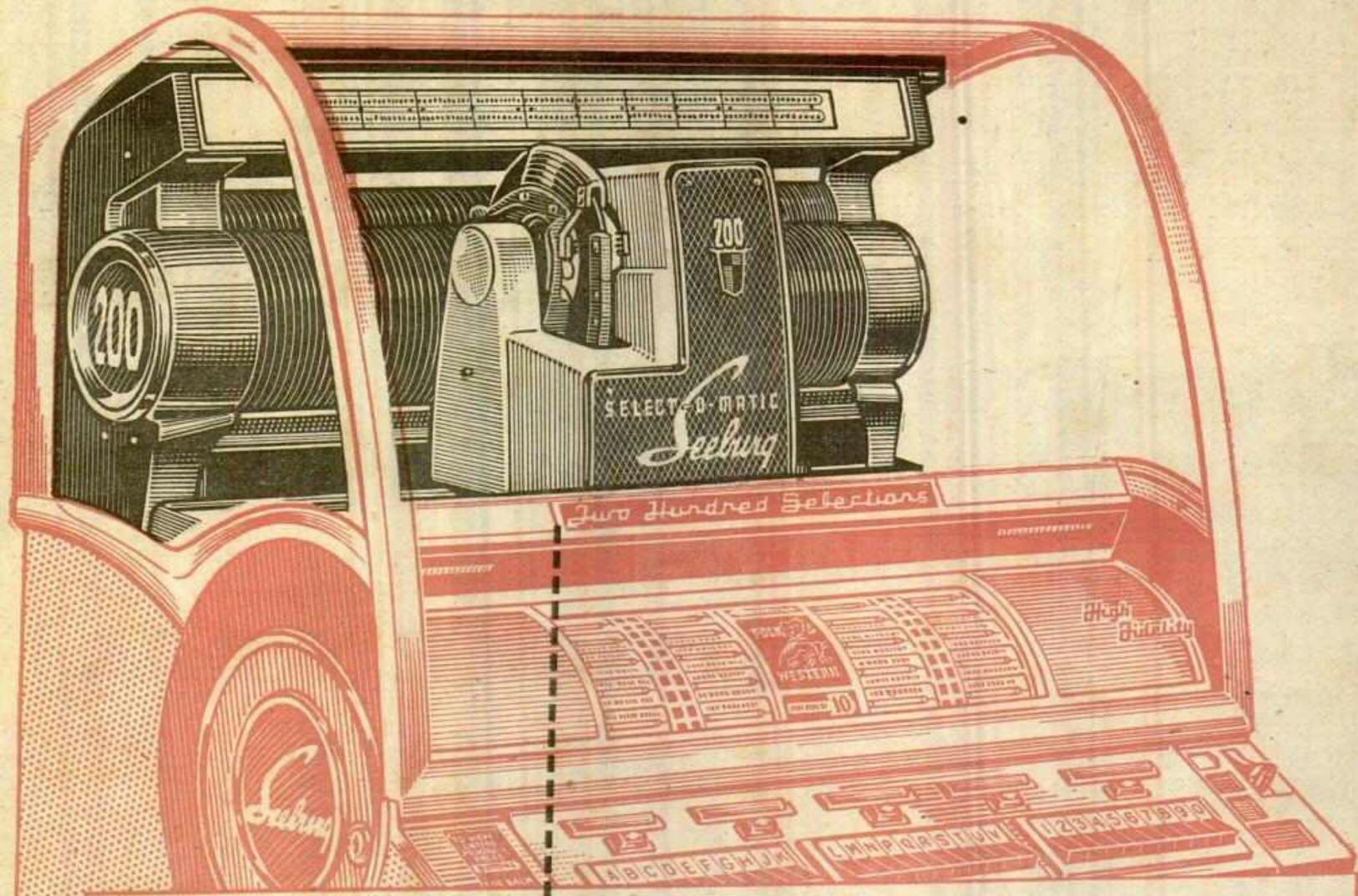
# **BOWLING ALLEY** ON LOCATION AT ONCE!

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**  
**200**  
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.

*America's finest  
'and most complete  
music systems*

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
**J. P. SEEBURG**  
Chicago 22, Illinois  
A Division of Fort Pitt Industries, Incorporated

Only the V-200 has the **Select-o-matic** **200** mechanism