

# The Billboard

PRICE:  
35 CENTS

ALL OVER  
THE WORLD

MARCH 9, 1957 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Fairs Raising Gates, Public Flooding In

Costs Force Admissions Up, But People—And More of Them—Still Eager to Go

By HERB DOTEN

CHICAGO—Higher costs are forcing fairs to hike their outside gate prices and are whittling the number of so-called free fairs, those at which no charge is made to get into the grounds.

Tilted admission fees, however, are not keeping the folks away; they are just as eager to attend as ever before, and, thanks to the population bulge, there are more of them.

The decision to up admission prices is before a substantial number of fairs. They see no other way of meeting the increased cost of operating, of maintaining their plants, or assuring needed capital improvements.

Generally, fair managers go thru a series of sleepless nights before they finally decide in favor of the hikes. On record, tho, practically every fair which has decided to hike its admission tariff has been pleasantly surprised at the easy acceptance of the tilt.

Carnival owners, who once balked at fairs' consideration of higher admission fees, have come to accept them with good grace, convinced that the increases at the gate won't hurt much, if at all, and that such increases over the long term will serve to assure the continued growth of fair attendance.

### Florida Fair Wins

A shining example of what happens when a fair ups its tariff was given during the recent Florida State Fair at Tampa. The going rate for adults had been 50 cents, with no charge for children.

Upped expenses dictated increases. The adult price went up to 75 cents and for the first time a 25-cent charge was placed on children's admission.

The fair had figured its gate would drop about 15 per cent. An even greater drop was anticipated in the midway gross. But, with an assist from the weather man, the fair finished with its total gate

## CNE to Pay Hope 100G

TORONTO—Bob Hope will receive \$100,000 and possibly more for his nightly appearances in front of the grandstand at the 14-day Canadian National Exhibition here this year.

Hope's contract, now awaiting only the formal signing, calls for a guarantee of \$100,000 and 50 per cent of grandstand receipts in excess of \$470,000. Up to now, the peak gross for the CNE's big night spec has been \$450,000.

The comic, with his supporting talent, will be presented in the second half of the show. The first half will be the traditional CNE spec, produced by Jack Arthur.

## SONG POINTS UP SHOW BUSINESS CIVIL WAR KICK

NEW YORK—Songwriter Charlie Tobias has written a tune "Johnny Reb and Billy Yank," tying in with the New York Herald Tribune Syndicate's cartoon of the same title. Tobias' song, which comes at a period of peak interest in the Civil War, will be carried in the Sunday cartoon for four or five weeks—one verse and chorus each week. Going out over the Herald Trib Syndicate, it is estimated the song will reach thru this service over 4,000,000 readers, serviced by 148 newspapers.

The song is expected to run in the cartoon the latter part of March. Tobias, who wrote both words and music, concluded the deal with Ben Martin, Herald Trib exec. The Herald Tribune Syndicate, according to Tobias, will receive 5 per cent of all income accruing from performances, mechanicals, sheet sales, etc.

It's known that two record companies are cutting the tune with a view toward singles and album releases. The song is published by Tobias & Lewis.

The Civil War period has been proving an increasingly fertile source for show business. The biggest recent impact in records, of course, was "The Yellow Rose of Texas." This year, TV is scheduled to debut several lavish series on the period, and Hollywood is reportedly preparing 14 full-length features based on Civil War themes. In the book field, of course, new volumes on the Civil War have reached an all-time high.

down a scant few percentage points, its gate receipts roughly 35 per cent higher than last year and its midway receipts up about 17 per cent.

Heartened by this, other fairs in increased numbers are planning hikes. Included among the larger ones, the Wisconsin State Fair at Milwaukee recently announced it has upped its adult admission price from 50 to 75 cents, but will continue to admit children between the ages of five and 12 years for 25 cents and admit free all children under five.

### CNE Ups Rate

Toronto's big Canadian National Exhibition, after exploring other possible ways of offsetting higher costs, a week earlier announced a hike in its price scale from 50 to 75 cents. In the CNE's case, children will continue to be admitted for a dime, the same price which has prevailed for years, while the adult admission was increased in steps from 25 cents in 1941 to 75 cents for this year's run.

The higher admissions at the CNE have had no adverse effect on attendance. Each time the price went up the attendance gained. In 1941 it was 1,838,000, whereas last year, with double the fee, the gate was 2,723,000.

Free fairs, which had considerable popularity in the depression '30's, are on the wane. The Louisiana State Fair at Shreveport switched to a 50-cent paid gate three years ago. Initially, the fair felt a drop in attendance; receipts from sources inside the ground fell. But the move has since been

(Continued on page 63)

## Hotel People Create Own Peak TV Time With Sets in Rooms

Hours Differ From Home Viewing; Sets Now as Standard as Beds

By BOB BERNSTEIN

NEW YORK—A vast new segment of America's television audience, growing daily, is quietly turning some odd hours into prime TV time. The residents and transients of the country's 14,000 hotels are stepping out during the 7:30-10:30 p.m. Class A time while straying in their rooms from 6 to 7:30 and after 11 p.m.

Of the 1,450,000 hotel rooms in the U. S., all but a handful now have portable sets available for installation, with 66 per cent having permanent sets as part of the furnishings. In 1953, only 37 per cent of the hotels made TV available in any form. This rapid growth is now veering toward color in the larger cities, with even small hotels buying color sets for at least their public rooms.

### Essential as Beds

"A TV set in the room is essential as a bed today," says Roger Sonnabend, vicep of the Hotel Corporation of America, whose 5,000 rooms (Mayflower, Washington; Somerset, Boston; Edgewater Beach, Chicago; Cleveland, Cleveland; Roosevelt, New York) are 100 per cent equipped. Admiral and Emerson are the big sellers, with 17-inch and 21-inch table models standard. Console sets stand in lounges, bars, writing rooms and some barber shops of these hotels, with two color sets in each building.

The Roosevelt, typical of large hotels in major cities, installs extra

public sets for World Series coverage, election and other national events. It maintains a TV repair service 20 hours a day. It rents closed-circuit facilities upon short request.

New York's first new hotel in 30 years, the Manhattan (actually a thoro renovation of a derelict structure) will have a set in each of its 1,400 rooms, with color sets in the luxury suites. The Hilton in Chicago, the nation's biggest hotel, also is being converted to 100 per cent permanent TV. Master antennas are becoming more popular.

### Linking Business

Television is becoming such an integral part of the selling campaign that many hotel chains are buying into TV companies of various services, and at least one sales-and-service company, Wells Television, Inc., has bought a few hotels after doing business with them for the past seven years.

Random questioning of residents and employees of the Secor Hotel in Toledo, the Statler in Buffalo, the Roosevelt and Waldorf-Astoria and the tiny Paris in New York, and the American Hotel Association fosters the clear impression that there have been two big changes in TV habits.

### Odd Hours

First, hotel guests no longer stay in their rooms, as they did in the days when TV was a novelty, to watch specific shows in prime time. Second, they are now turning the sets on while dressing, reading or preparing for bed with uncritical regularity comparable to the radios, which accompany housewives' daily chores.

With less selectivity and more viewers in the 6-7:30 p.m. and 10:30 p.m.-2 a.m. periods, the hotels are providing audiences whose strength the networks and ad agencies have yet to recognize or assess. Color is still a long way

Continued on page 19

## Hotels Revise Decor for TV

NEW YORK—Hotel ballrooms and meeting rooms are now being built, renovated or redecorated with a new concept in mind—television. Lighting, proportions, wall and carpet colors and seating are being slanted toward more comfortable, attractive and utilitarian viewing for regular network shows and closed-circuit uses, according to the American Hotel Association.

The first question formerly asked, "Will the room give you a happy feeling?" has given way to "Can you see the big screen from all corners?"

## NEWS OF THE WEEK

### NBC-TV to Put Sales Emphasis On Bread-Butter Sponsors . . .

NBC-TV is going to put its sales emphasis on the "bread and butter" advertisers from now on, and is conducting an all-out campaign to meet their needs. . . . Page 2

### Big Question in TV: Who Will Get Paramount's Movies? . . .

The big question in TV circles today is: Who is going to get the TV rights to Paramount's movie backlog, with a large number of prospects throwing their moneybelts into the ring? The leading independent candidates appear to be National Telefilm Associates and Associated Artists Productions. . . . Page 12

### Columbia Sets "Buy-of-Broadway" Program; Releases New Product . . .

Columbia Records inaugurates "Buy-of-Broadway" promotion, a two-disk bargain offer for consumers. Dealer makes his full mark-up. Packages in the program number 21, including the cream of the Columbia original cast albums. Record buyer buys any of the packages for \$2.98 provided he purchases an additional one for the full price of \$5.98. . . . Page 21

### PNE Operating Revenue Hits \$185,298 in 1956 . . .

The Pacific National Exhibition at Vancouver, B. C., operated on record gross income in 1956 and raked up a net overall operating revenue of \$185,298. . . . Page 69

### U. S. Hits Second Juke Box Mfr. With Anti-Trust Suit . . .

A civil anti-trust complaint against the Rudolph Wurlitzer Company was filed in Federal Court in Buffalo charging the firm and its distributors with "a combination and conspiracy in restraint of trade" and asking for a permanent injunction against practices allegedly illegal. . . . Pages 82

### DEPARTMENTS AND FEATURES

Amusement Games . . . . . 92	Music Pop Charts—
Aud.-Arms . . . . . 66	Album Buying Guide. . . 34
Carnival . . . . . 74	Honor Roll of Hits. . . . 40
Circus . . . . . 72	Best Seller Lists . . . . 44
Coming Events . . . . . 65	Tips on Coming Tops. . . 52
Classified Ads . . . . . 80	Parks & Pools . . . . . 79
Coin Machine Market. . . 85	Pipes . . . . . 78
Fairs & Expositions. . . . 69	Radio . . . . . 21
Final Curtain . . . . . 67	Rinks . . . . . 71
General Outlook . . . . . 63	Routes . . . . . 67
Letter List . . . . . 79	Television . . . . . 2
Merchandise . . . . . 78	TV Film . . . . . 12
Music . . . . . 21	TV, TV Film Reviews. . . 29
Music Machines . . . . . 82	Vending Machines . . . . 89

## NBC Starts Full-Scale Push On Bread-Butter Sponsors

NEW YORK—Bread and butter has become the rallying cry of NBC-TV for the season of 1957-'58. The network is waging a full-scale drive to corral the bread and butter network advertisers. These are the major clients who must stay in the medium and who can be counted on to spend the big bucks, to build and program bread and butter shows, those programs which function efficiently enough to guarantee sponsors satisfactory cost-per-thousands. The web also plans administering its operation in a bread and butter fashion so that waste is ended.

Within the past month, top NBC executives have made the rounds of the important advertisers, including Procter & Gamble, General Foods, Bristol-Myers and the important cigarette companies. They have made it plain that they wish to work more closely with such clients to fill their needs. The NBC toppers have told them that they recognize that the novelty has worn off the medium, and that

they wish to program perhaps shows which are a little more conventional, but which give stronger leads and have a greater interest for the majority of viewers.

### Sales Change

The network has also tightened up its sales operation tremendously. In addition to the network sales operations, there were sales specialists departments, one which concentrated on daytime sales and one on "Today," "Home," and "Tonight." These both have been broken up and integrated into the network sales unit. A group of top

sales executives within network sales, is being created which will contact top network advertisers directly. Agencies, of course, will be handled by the network sales staff.

The thinking of President Bob Sarnoff and Executive Vice-President Robert Kintner is to have a small, closely knit sales operation that will move fast and cover more ground.

It will also possibly be responsible for a de-emphasis on the attraction of participation advertisers because they are not as economically serviced.

## DUE FOR FALL

# Revolving Variety, Comedy for NBC

NEW YORK—NBC-TV, the indications are, will lean hard on its revolving comedy and variety format during the season of 1957-'58. Dinah Shore will move into the Sunday 9-10 p.m. time period for 20 hours under the sponsorship of General Motors, which has also bought the hour for six summer musical comedy and special events programs. They would include shows from the St. Louis Municipal Opera and the rubes.

Tuesday 8-9 is being set aside for a combination of Eddie Fisher and George Gobel, with solos by Jerry Lewis and Dean Martin to fill out the rest of the 30 weeks. Interest has already been displayed by Chesterfield, most likely in the Fisher stanzas.

There is also a likelihood that Friday 9-10 may be used for another revolving comic stanza. This may involve Sid Caesar, who is due to be shifted. The time period would also be used for about 19

spectaculars based on fairy tales which Fred Coe is packaging for the web.

NBC, of course, will have to make decisions as to the name talent it will have to employ for some of these stanzas. Among the possibilities are Ray Bolger, Jimmy Durante, Gisele McKenzie (if she is signed by the web) and whatever others are available.

## NBC WOOS SHOWS

# Net May Get 'Ranger,' But Not 'Rinty,' Welk

NEW YORK — NBC-TV's bid to attract ABC-TV programming seems to have succeeded on one front, but failed on two others. Lawrence Welk and "Rio Tin Tin" will most likely stay at ABC, but "Lone Ranger" may move over to NBC.

The NBC power play to get Chrysler to move Welk to Saturday at 9 p.m. on its web reportedly failed because the network did not offer enough. In addition to the Saturday night, NBC would have opened Sunday 6:30-7:30 p.m. for

## NBC Mulls Two Hour Shows

NEW YORK—NBC-TV is reported to be considering two new hour shows for its early evening time periods. A new hour film show produced by Don Sharpe and titled "Vigilante" is said to be a contender for the 6:30-7:30 time period on Sunday, tho it may be moved to an hour later.

The DeLbert Mason-David Swift-David Shaw package, "Escape," is being considered for Monday nights 7:30-8:30 on the web. This would concentrate on tales of suspense.

## Rice to Firm Coast AB-PT

SAN FRANCISCO — Another step in the American Broadcasting-Paramount Theater blueprint for consolidating its West Coast departments under a single staff vested in TV, radio, movies and theater management will be accomplished when George Rice takes up new duties here as program director of KGO and KGO-TV in April.

Rice is current program director of WABC-TV in New York. First move in the AB-PT plan was the move of veepee John Mitchell to the post of general manager of KGO. Mitchell is slated to head the entire West Coast operation following the retirement of Earl Hudson this spring.

## Loretta Young, 'Life' Renewed

NEW YORK—Procter & Gamble last week renewed two of its nighttime shows on NBC-TV for sponsorship next year. They are the Loretta Young show, Sundays 10-10:30.

The advertiser has not renewed the Jane Wyman show as yet but it is in negotiations. Both "This Is Your Life" and Loretta Young will most likely remain in their same NBC time periods next season.

## 'Giant Step' Gets Renewal

NEW YORK — "Giant Step" last week received a reprieve. The quiz show was renewed for another 13 weeks in the Wednesday 7:30-8 p.m. time period on CBS-TV.

The program, produced by Entertainment Productions, Inc., has been steadily improving its ratings after a slow start. Its latest Nielsen, according to CBS, was a 24.4.

## Two NBC Hiatus Replacements Set

NEW YORK—Two more summer replacement shows were set last week at NBC-TV. Ernie Kovacs will take over Saturday 9-10 p.m. as a summer replacement for Sid Caesar.

Robert Montgomery's Neptune Productions will again feature their

## P-T Reruns To WOR?

NEW YORK—WOR-TV is reported to have already bought the reruns of the Pine-Thomas package, the first run of which was only recently bought by WRCA-TV. WOR-TV was reported to be paying the same for its multi-run deal as WRCA-TV did for its first run, that is \$2,500 per picture.

The Pine-Thomas package of 35 adventure pictures was only recently put on the market by Signet TV, headed by Nat Gussman.

summer stock group as a replacement for his Monday 9:30-10:30 stanza. Montgomery will move out of the time period in the fall.

## NBC-TV Yanks Alcoa Hour for Miss Shore

NEW YORK—Live drama last week took its second blow of the year when NBC-TV moved the Alcoa-Goodyear hour out of its Sunday night 9-10 slot for Dinah Shore. The first blow was the exit of Robert Montgomery from Mondays 9:30-10:30 p.m. on the same web for a combination of 10 filmed Alfred Hitchcock produced shows and 20 live dramas to be produced by MCA-TV.

Alcoa has bought alternate Mondays, 9:30-10 p.m. next season for a show as yet unselected, but Goodyear's plans are, as yet, unformulated for 1957-'58. Goodyear is a possibility for an ABC dramatic show or an alternate week stanza on NBC.

The Sunday night 9-10 dramatic hour for many years was the most important in TV for lovers of this entertainment form. Under the production guidance of Fred Coe

and the sponsorship of Philco, it was responsible for bringing such talents as Faddy Chayevsky, Robert Alan Arthur, J. F. Miller, Tad Mosel, David Shaw and others to the attention of the public.

## 'Tonight!' May Stress Clubs

NEW YORK—NBC-TV is said to be playing with a revamping of its "Tonight!" format, the 11:15-1 a.m. EST strip. The program now emphasizes news of feature coverage via big name columnists. The revision would accent entertainment.

It would consist of remotes from important night clubs around the country, with 10 such clubs already said to be hoed up.

## TALKING

# Todd May Do Du Pont CBS Specs

NEW YORK—There may be a Mike Todd in Du Pont's TV future if CBS plans go thru. The web is reportedly close to signing Du Pont to sponsor between 10 and 13 hour spectaculars next season.

The web is also dickering with Todd to produce a group of high budgeted spectaculars which are reportedly linked to Du Pont TV destinies. Todd will produce these shows abroad at the same time he is producing "Don Quixote" in Todd-AO. Also on his agenda for theatrical production is "Hamlet."

## ABC Picks Up New Clients

NEW YORK—General Foods has picked up the quarter sponsorship of "Disneyland" vacated last week by American Dairy Association, starting in April over ABC-TV.

Also on the ABC sales front, the Menzies Company has made an alternate-week buy of "O.S.S.," new adventure series being filmed abroad, dependent on a web sale of the other half.

Skippy Peanut Butter has renewed "This Is Galen Drake" thru July in the Saturday 7-7:30 p.m. slot.

## The Billboard

The Amusement Industry's Leading Newsweekly  
Founded 1874 by W. H. Dohalson

### Publishers

Roger S. Littfield, Jr.  
William D. Littfield

E. W. Evans ..... Pres. & Treas.  
M. L. Bauer ..... Vice-Pres.  
Lawrence W. Gally ..... Secy.

### Editors

Paul Ackerman ..... Music-Radio Editor, N. Y.  
Herb Dutton ..... Column Editor, Chicago  
Eust. Diemer ..... Circ. Mch. Editor, Chicago  
Wm. J. Sachs, Exec. News Editor, Cincinnati  
Leon Morris ..... Television News Editor, N. Y.

### Managers and Divisions

E. W. Evans ..... Main Office, Cincinnati  
R. S. Littfield, Jr. .... Music-Radio Div., N. Y.  
Sam Chase ..... Television Division, New York  
Lee Zullo ..... West Coast TV Division, L. A.  
M. L. Bauer ..... Outdoor Division, Chicago  
Homer Stark ..... Circ. Mch. Division, Chicago

### Offices

Cincinnati 22, 2160 Patterson St.  
E. W. Evans  
Phone: 341-8000  
New York 36, 1284 Broadway  
W. D. Littfield  
Phone: PLaza 1-2800  
Chicago 1, 188 W. Randolph St.  
Harvard L. Bauer  
Phone: Central 8-7781  
Hollywood 28, 9010 Sunset Blvd.  
Sam Akshoff  
Phone: 340-1000  
St. Louis 2, 390 Arcade Building  
Frank S. Jennings  
Phone: CHannel 1-4441  
Washington 5, 1420 G St., N.W.  
News Bureau  
Phone: National 8-4748

### Advertising Managers

Chicago-Mpls. .... C. J. Lynch, Cincinnati  
Music-Radio ..... Dan Collins, New York  
Television ..... Andrew Cull, New York  
Circ. Mch. .... Richard Ford, Chicago

### Circulation Department

E. A. Burns, Director ..... Cincinnati  
Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$12 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Full dollar worth of free gifts with each subscription. Send no money now. Please allow 4-6 weeks for change of address to take effect. Office, Cincinnati, Ohio, under all names.

March 9, 1957. Copyright 1957 by The Billboard Publishing Company. The Billboard and its contents, text, the names of persons and companies, are registered trademarks of Billboard, Inc. 19

Vol. 69 No. 10

## MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

Name \_\_\_\_\_

Occupation or Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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

EDITORIAL

# After WBC, What?

The enthusiastic response of broadcasters attending last week's conference on public service programming, under the auspices of the Westinghouse Broadcasting Company, leads to several afterthoughts. The first of these is: What next?

With all due respect to those conferences held with similar high intent under the leadership of such esteemed organizations as Ohio State University and Broadcast Music, Inc., this was the first meeting on this theme specifically held for commercial broadcasters and run by commercial broadcasters. There was no doubt, from the attitude of the departing attendees, that this was doubtless the most successful endeavor of its kind and that high hopes may be held for the good that can result.

The question now is whether the conference will go down as a three-day wonder, or whether some means will be found to carry on the active interchange of ideas among station people. Whether the responsibility for future sessions is retained by WBC, which is understood to have spent better than \$75,000 of its own cash for this meeting, or whether it should be picked up by an industry group such as the National Association of Radio and Television Broadcasters, perhaps cannot be settled at this time. But its continuation in some form is not only desirable, but mandatory.

Another afterthought comes from the constant reiteration of a single theme. Several key participants uttered this thought in their own way.

Ed Stanley, NBC pubserv program manager, said, "Make no concessions to the I. Q. of your audience. Don't put things in simple terms for a mass audience. They don't have to understand everything."

Lou Cowan, CBS veepee, said, "Broadcasters no longer broadcast for a 12-year-old mind."

Dr. Bergen Evans said, "I have never talked down to an audience, or talked to only one segment of an audience. Reach those listening, and they will get out of it what they can."

Dr. Frank Baxter said, "People have a hunger to be entertained in a more specific way. They want to stand one millimeter higher than the day before. Dangle the carrot one millimeter higher before their noses."

Charles Van Doren said, "Outsiders sometimes get the impression that the communications industries have less faith in their audiences than they should have. I have heard so many people say: 'Let's have something that stretches us a little—keeps us awake, because we use TV as a soporific, to sleep, so we don't have to use pills.'"

Federal Communications Commission Chairman George C. McConaughy said, "Long ago we debunked the idea that programs should be shot at a 14-year-old appeal. A nation that has lifted itself as high materially as ours will certainly demand, and be entitled to, a comparable uplift in quality of its spare-time interest."

Finally, attorney Joseph N. Welch said, "Your audience may be more intelligent and more mature than you think. You may have underestimated them. I suggest you consider raising your sights somewhat. Having raised them, you will create an appetite for better things and have to raise them further."

Finally, and perhaps more than an afterthought, if WBC was entitled to the thanks of the industry for merely conceiving this conference, it is deserving all the more to its plaudits for the magnificent manner in what it carried thru. WBC President Don McGannon, programming Veepee Dick Pack and the others involved in planning the sessions have earned the gratitude, and even more, the action of the nation's broadcasters in carrying thru the high intentions and practical ideas voiced in Boston.

# WBC Pubserv Programming Confab One of Hard Work

## Shirtsleeved Delegates Dig Into All Ideas for Better Public Service TV

By SAM CHASE

BOSTON — Over 200 tired delegates to the Boston conference on local public service programming left here for home this weekend after three days of the most concentrated work in the memory of those attending industry functions for many years. The shirt-sleeve sessions, held under the auspices of the Westinghouse Broadcasting Company, ran from early morning to late in the evening on its first two days, with most attendees leaving for home early Friday (1) evening, after the final panel.

The consensus was that there was more real work and less socializing than in a spate of normal conferences, as the representatives of better than 100 stations showed

their determination to bring back constructive ideas which they could put into action on their own facilities. In this regard, they met the challenge tossed at them at the opening session by WBC President Donald H. McGannon, who urged them to re-examine "the whole gamut of programming in news, religion, education and public affairs, intensely seeking wiser ways in which to enlighten and ennoble the people without disengaging their interest."

Further challenges were presented as a prolog via filmed messages from Vice-President Richard M. Nixon, who urged a search into several channels which would enable broadcasters "better to contribute to better living for all Americans"; from Dr. Milton Eis-

enhower, who proposed that educators and broadcasters "at once do what we really know we should"; from Sen. John F. Kennedy, who proposed "helping to broaden our people's understanding of their very rich heritage in history"; from Rear Adm. H. B. Rickover, who noted that this nation spends about 3 per cent of its national income on education, "a little less than we spend on advertising"; from United Nations Under Secretary Ralph Bunche, who spoke of the reliance on broadcasters to employ their power "in behalf of freedom, of justice, of world order and of secure peace," and from poet Carl Sandburg, who read some moving passages from his work "The People, Yes."

One of the most highly-anticipated sessions was the panel on "showmanship in public service programming," chaired by James MacAndrew, broadcast director for the New York Board of Education, with panelists including Dr. Bergen Evans, Dr. Frank Baxter, Bob Saudek, NBC Pubserv Chief Ed Stanley, CBS veepee Lou Cowan, ABC program veepee Jim Aubrey, and WBC National Program Manager Bill Kaland.

Baxter objected to the use of the word "extraordinary" in connection with showmanship, saying the simplest thing may be used in a most eloquent way. He thereupon rubbed the table-top in the hotel hall, called upon the audience to look upon "Hilton's dust," and proceeded to capture the throng with a declamation on the subject. Evans pointed out that he never knew a great educator who was not also a great showman, adding he had no faith in teaching but unbounded faith in learning. The problem is to instill a desire to learn, rather than to teach.

Saudek stated that the ingredient of surprise is what turns mere listening to a show into an experience where one can scarcely stop listening. He cited broadcasts, such as quiz shows and sports events, where the rules and even the personalities are the same time after time, but where the result is the surprise awaited. He called for means to add to pubserv offerings, such as new shows, this surprise element.

Evans said that showmanship is not what should be injected, rather it should be showmen. Kaland added that running after showmanship can make a show become tasteless. Cowan declared that even a network radio show with showmanship could some day become a great national passion if sufficient budget were available to air it exclusively on AM. He cited "Twenty-One" as an example, if it

(Continued on page 9)

## AT WBC CONFAB

# Production Economy, Spots Provide Interest

BOSTON — Two of the final panels at the Boston conference were among the most interesting, dealing with TV production and the use of spots. In the production panel, broadcasters were urged to seek economical production methods by Philip H. Cohen, veepee for radio-TV at Sullivan, Stauffer, Colwell & Bayles, who said any use of animation requires getting bids from producers because of the great variance in prices asked.

Arnold L. Wilkes, director of public affairs and education for Hearst Radio & TV, said that to secure maximum results in dealing with various community pubserv groups, it is essential to have each group select a single individual who will be a permanent contact. He also said stations could show their originality by their variations

on national themes, citing Baltimore's use of a black knight wearing a red feather who personalized the Community Chest campaign via TV appearances.

Charles Vanda, TV veepee at WCAU-TV, Philadelphia, defined pubserv programming as first-class station promotion with second-class production in a third-class time period. He stated that pubserv must be approached with the same zeal as tho it were a commercial show, and that it then may very well become one. He cited several WCAU stanzas which got sponsors and have gone network.

The panel, chaired by Bill Dempsey, program manager of KPIX, San Francisco, also featured Ray W. Treut, program manager of KDUB-TV, Lubbock, Tex., who

(Continued on page 9)

## Spike Jones To Sub for 'Trust Wife?'

NEW YORK—Liggett & Myers last week bought Spike Jones for its Tuesday night 10:30-11 p.m. time period as a replacement for "Do You Trust Your Wife?" It is not known whether it is an alternate week buy or for every week. Jones, in addition to entertaining, will be merchandised strongly on the road.

On NBC-TV, Lanolin Plus has thrown in the towel on "Hold That Note," as of the end of March. The time period will be turned back by NBC to its affiliates.

## Pabst Acct.: 'Status Quo'

CHICAGO — Barney Brienza, advertising manager of Pabst Brewing Company, said "everything is status quo" with regard to widespread trade rumors that Pabst's fat account was about to be yanked from Leo Burnett Company. TV slice of the budget comes to about \$2,000,000. The rumors touched off a mad dash to make a pitch on the part of many top agencies here.

Brienza qualified his denial of an impending switch with one of the enigmas of the year: "Now I

# WNDU's Use of Movie Footage for Pubserv Keys Hot Freedom Panel

BOSTON — What TV broadcasters agreed was the single most useful specific suggestion to come out of the Boston conference was made at the panel called "Assignment Public Service: Freedom." It came from Bernard C. Barth, v.p. and general manager of WNDU-TV, South Bend, Ind. Barth demonstrated how material from some 400 feature films in the station's library have been utilized to get across public service messages in a way which has major impact for the audiences.

In a demonstration, including screenings, Barth showed how his station had cut out from the features scenes in which the stars play out scenes relevant to freedom and citizenship. These sequences then are utilized in the station's live shows.

He said he is now seeking clearance on an additional 200 features for the same use. Credit is always given the film and its distributor when such use is made on a live show, he said. The station's overall campaign is titled "Epic," which stands for "encouraging participation in citizenship."

don't want to be quoted directly because—well, that would be like being quoted."

In opening this panel session, its chairman, Jerome R. Reeves, general manager of KDKA-TV, Pittsburgh, called for greater imagination in pubserv programming. He called it "the all-important tool of the program builder in harnessing educational force to personality impact."

News documentaries to project freedom were demonstrated by Ralph A. Renick, news director of WTVJ, Miami. He urged stations to use their social conscience because of their power, and to go beyond newscasts into special shows. Portions were shown of a special film shot by Renick in the course of his settling a difficult racial dispute in a nearby town when all other efforts had failed.

Lewis Freedman, producer of WCBS-TV's "Camera Three," said the real secret in developing exciting educational shows is that they can be done anywhere under a limited budget, but that the experimentation begins in the approach to the subject. If that is fresh, he said, everything else will be too.

### Station Ideas

Carl Fox, manager of KYTV, Springfield, Mo., showed how a children's program integrates information about freedom into the

show. Herbert C. Cahan, program manager of WBZ-TV, Boston, described the station's well-known "Let Freedom Ring" project, which is a year-round campaign on 12 freedom theses.

Earlier, a panel of newspaper critics took a severe lacing from radio broadcasters in the audience for their seeming lack of interest in the sound medium. The first panel of the conference got off slowly, but the heat engendered by the AM participants finally got things moving rapidly and with much heat.

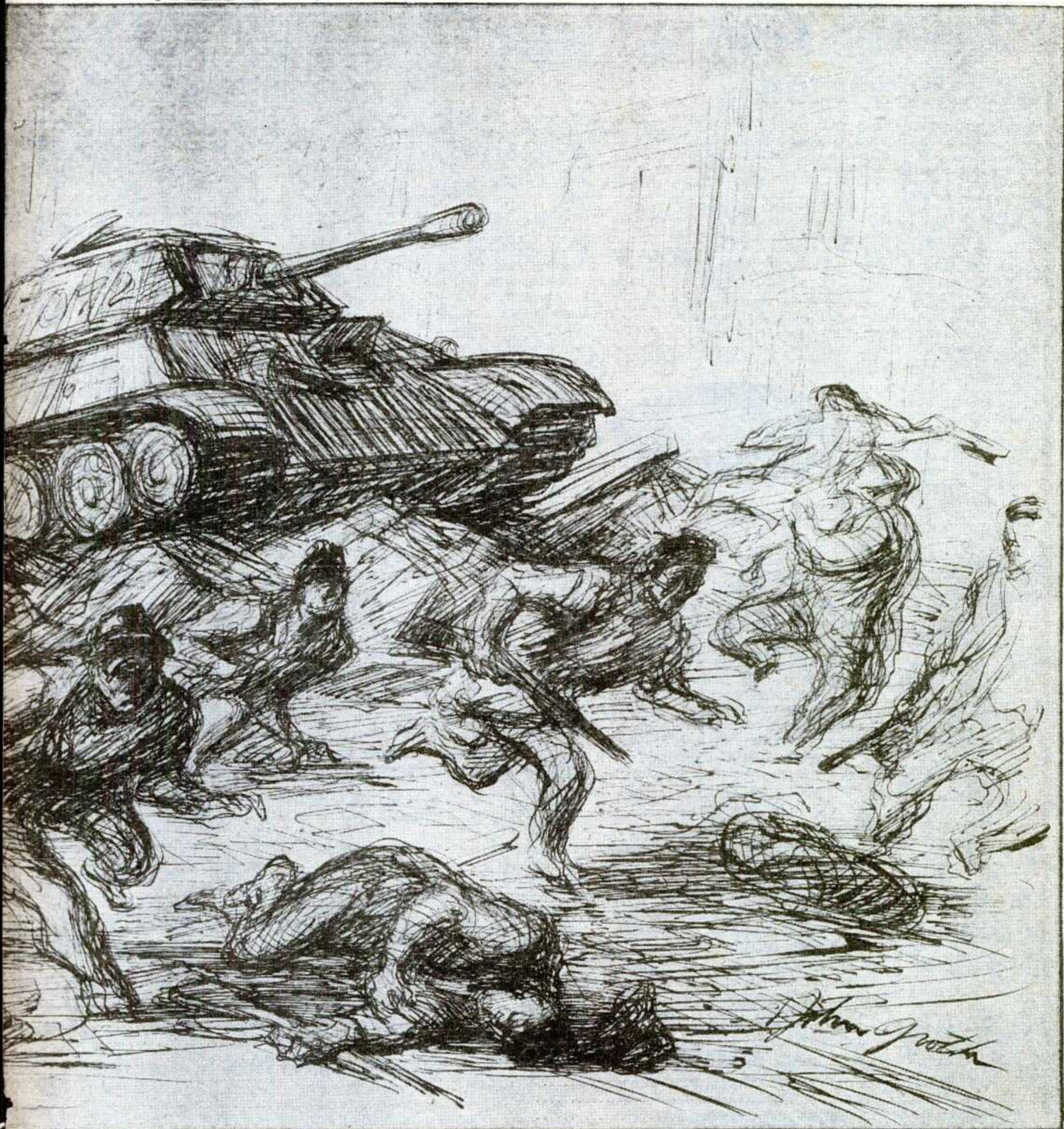
A panel on informational film was told by Richard Carlton, veepee of Trans-Lux Films, that this type of material frequently can be good, solid programming, and is not meant to merely be used between two baseball games. Charles Dolan, executive v.p. of Sterling Movies, said that there is a danger in broadcasters taking a fixed attitude about this material and that each film should be evaluated individually. Michael Hayward, of United Nations, told of a new kinescope newsreel service now in preparation. Caleb Paine, of WGY, Schenectady, N. Y., and John F. White, general manager of WQED, educational station in Pittsburgh, also were on the panel.



## **The next-to-the-last word on Hungary**

Someday, the Hungarian people will have the last word. Meantime, to record in sharp focus all the heartbreaking events to date, NEWSFILM sifted through its thousands of feet of exclusive film from inside Hungary and produced a stark history of the revolt.

NEWSFILM subscribers in the United States, Alaska, Cuba, Mexico, Argentina, Australia, Japan and throughout Europe got it free... a bonus surprise package. And the response from all quarters was tremendous.



Typical is this letter from KTVA-KTVF, Alaskan stations: "Excellent coverage...tremendous contribution to your subscribing stations. We used it on both our Anchorage and Fairbanks stations then turned it over to the high school systems of both cities." From WTVH, Peoria: "You are to be highly complimented...it was stark drama, yet presented in good taste. We used it very effectively as part of a show covering the arrival of a plane load of Hungarian refugees in Peoria." Stockholm newspapers

commented: "Terrifying...a compressed, clear summary...one of the best documentary films."

"Hungary in Revolt" is simply another excellent example of NEWSFILM's vastly-superior coverage of the news - fast, professional, complete. A product of CBS News, NEWSFILM is available to *all stations*. For the last word in television station news, get in touch today with the nearest office of...

**CBS TELEVISION FILM SALES, INC.**

"...the best films for all stations"



This One



DLDF-8EQ-CTLK

UPWARD SWING

ABC Plots 3-Year Star, Show Plan

NEW YORK—ABC-TV is hard at work on a three-year timetable to bring new personalities to TV and to establish a huge programming department of staff writers, directors, producers, designers and planners, according to James Aubrey Jr., web veepee in charge of programming.

Thinking beyond the fall schedule into 1958 and 1959, ABC is talking deals with movie greats who, says Aubrey, are "now convinced that TV appearances won't wear out their welcome with the public." Yul Brynner and Bing Crosby, originally announced as coming to TV this year, are among the 1958 fall probabilities.

"We're not interested in already established TV stars switching from the other networks," Aubrey states, "but are taking our cue from President Leonard Goldenson in looking for fresh TV faces with whom to develop new formats." A stream of lesser names now being nudged to stardom by Am-Par movies and recordings is likewise expected to find its way into next year's show line-up.

The augmenting of the department, slated to begin late this year, will bring a casting office, literary department and dozens of creative staffers to ABC so that, in Aubrey's words, "ABC need only gamble a few thousand dollars on a sample of one of its own shows instead of having to contract for an entire outside series which may not go." The farm-out system ABC is using for this fall is costing it \$1,000,000 for each 26-week package.

Frank Sinatra, Pat Boone, Guy Mitchell and Mike Wallace have been signed for star stanzas in the belief that advertisers are helped most toward product identification when the show has star identification. For the same reason, Aubrey

KETV TALK

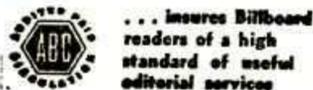
S. Larmon Sees Danger In Cost Rise

OMAHA — Sigurd S. Larmon, president of Young & Rubicam, Inc., addressed the Omaha Advertising Club here Tuesday (26) after the laying of the cornerstone of the new home for Station KETV, a 316,000-watter now under construction.

Larmon's remarks were directed to the challenges facing the TV industry. Besides the challenge of ethical and moral responsibility, of service to the community and the world at large, Larmon underscored what he termed "the biggest" problem, that of cost.

He pointed out that an advertiser a few years ago was spending \$55,000 to \$60,000 for a half-hour show and that now the price tags range from \$75,000 to \$90,000 and even \$100,000. The spectacular "Mayerling," he said, was reported to cost \$600,000, or \$200,000 per half hour.

He pointed to these figures as the greatest challenge to advertisers to maintain the valuable continuity of advertising and issued the warning that in the future—with color et al.—costs must be halted or, better still, worked down or real trouble could be in the making."



March Juggles Fall TV Plans

NEW YORK — Hal March is juggling some interesting fall contracts. Revlon is preparing a weekly variety stanza for him, in accordance with its contract agreement to come up with a second show for him when he re-signed for "\$64,000 Question."

The Ford Motor Company is negotiating with March to be the identified TV spokesman for its new Edsel car, including hosting chores on its 10 planned spectaculars. And Joe Pasternak wants him for two of the musical revues he will produce for ABC-TV.

SG Quizzer Pits Man Vs. Machine

NEW YORK—Screen Gems is getting into live program packaging with a novel quiz format titled "The Brain and You." It pits one of those mechanical monsters against human geniuses.

"Brain" was created by Steve Krantz, program development director of Screen Gems.

Lincoln-Mercury Mulls '90' Buys

NEW YORK—Lincoln-Mercury is reported interested in buying the open half hours of "Playhouse 90," CBS-TV, Thursday, 9:30-11 p.m., for six weeks thru the spring. It would use this time to promote its new station wagon.

Gillette Pacts Fights Again

NEW YORK—Gillette will continue to sponsor International Boxing Club fights for the next two years. The advertiser's pact signed with the IBC provides that it continue to pay \$24,500 per week for the bouts, the same sum it has been paying for the last five years. "Cavalcade of Sports," as the show is called, will probably continue in the Friday night, 10-10:45 slot on NBC-TV next season, after staying on all summer.

Durgin to NBC as V-P

NEW YORK—Don Durgin was named vice-president and director of sales planning for the NBC-TV network last week. He resigned as vice-president in charge of the ABC radio network.



BY PROGRAM TYPE FOR JANUARY

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

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

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.

Drama Programs

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE
1. ALFRED HITCHCOCK (Bristol-Myers, CBS).....\$1.74
2. G. E. THEATER (General Electric, CBS)..... 1.93
3. CLIMAX (Chrysler, CBS)..... 1.95
4. PLAYHOUSE 90 (Bristol-Myers, Amer. Gas, CBS)... 2.32
5. CONFLICT (Chesebrough-Ponds, General Electric, ABC) ..... 2.38
6. KRAFT TV THEATER (Kraft, NBC)..... 2.45
7. THE MILLIONAIRE (Colgate, CBS)..... 2.47
8. U. S. STEEL HOUR (U. S. Steel, CBS)..... 2.53
9. LUX VIDEO THEATER (Lever, NBC)..... 2.55
10. STUDIO ONE (Westinghouse, CBS)..... 2.84

- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE
1. ALFRED HITCHCOCK (Bristol-Myers, CBS).....\$1.77
2. G. E. ELECTRIC (General Electric, CBS)..... 1.99
3. CLIMAX (Chrysler, CBS)..... 2.36
4. KRAFT TV THEATER (Kraft, NBC)..... 2.81
5. U. S. STEEL HOUR (U. S. Steel, CBS)..... 2.94
6. THE MILLIONAIRE (Colgate, CBS)..... 2.98
7. PLAYHOUSE 90 (Bristol-Myers, Amer. Gas, CBS)... 3.10
8. LUX VIDEO THEATER (Lever, NBC)..... 3.14
9. SCHLITZ PLAYHOUSE (Schlitz, Procter & Gamble, CBS) ..... 3.62
10. LORETTA YOUNG (Procter & Gamble, NBC)..... 3.73

- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE
1. ALFRED HITCHCOCK (Bristol-Myers, CBS).....\$1.47
2. G. E. THEATER (General Electric, CBS)..... 1.64
3. CLIMAX (Chrysler, CBS)..... 1.73
4. THE MILLIONAIRE (Colgate, CBS)..... 2.11
5. PLAYHOUSE 90 (Bristol-Myers, Amer. Gas, CBS)... 2.15
6. LUX VIDEO THEATER (Lever, NBC)..... 2.25
7. KRAFT TV THEATER (Kraft, NBC)..... 2.27
8. U. S. STEEL HOUR (U. S. Steel, CBS)..... 2.53
9. STUDIO ONE (Westinghouse, CBS)..... 2.56
10. ROBERT MONTGOMERY PRESENTS (S. C. Johnson, Schick Razor, NBC)..... 2.61

- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE
1. CONFLICT (Chesebrough-Ponds, General Electric, ABC) .....\$3.49
2. G. E. THEATER (General Electric, CBS)..... 4.10
3. ALFRED HITCHCOCK (Bristol-Myers, CBS)..... 4.94
4. WEST POINT (General Foods, CBS)..... 5.09
5. TELEPHONE TIME (Bell Telephone, CBS)..... 5.39
6. THE MILLIONAIRE (Colgate, CBS)..... 5.63
7. CLIMAX (Chrysler, CBS)..... 5.66
8. CROSSROADS (Chevrolet, ABC)..... 6.58
9. NOAH'S ARK (Liggett & Myers, Max Factor, NBC).. 6.99
10. JANE WYMAN (Procter & Gamble, NBC)..... 7.06

Situation Comedies

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE
1. I LOVE LUCY (General Foods, Procter & Gamble, CBS) .....\$1.90
2. DECEMBER BRIDE (General Foods, CBS)..... 2.16
3. PRIVATE SECRETARY (Amer. Tobacco, CBS)..... 2.47
4. PHIL SILVERS (R. J. Reynolds, Williams, CBS).... 2.53
5. BOB CUMMINGS (Colgate, CBS)..... 2.65
6. BURNS AND ALLEN (Carnation, Goodrich, CBS)... 2.67
7. FATHER KNOWS BEST (Scott, NBC)..... 3.01
8. MR. ADAMS AND EVE (Colgate, R. J. Reynolds, CBS) ..... 3.02
9. LIFE OF RILEY (Gulf, NBC)..... 3.48
10. OZZIE AND HARRIET (Eastman Kodak, ABC).... 3.60

- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE
1. I LOVE LUCY (General Foods, Procter & Gamble, CBS) .....\$2.37
2. PRIVATE SECRETARY (Amer. Tobacco, CBS)..... 2.90
3. DECEMBER BRIDE (General Foods, CBS)..... 2.96
4. PHIL SILVERS (R. J. Reynolds, Williams, CBS).... 3.22
5. BURNS AND ALLEN (Carnation, Goodrich, CBS)... 3.43
6. BOB CUMMINGS (Colgate, CBS)..... 3.79
7. MR. ADAMS AND EVE (Colgate, R. J. Reynolds, CBS) ..... 3.83
8. FATHER KNOWS BEST (Scott, NBC)..... 4.41
9. LIFE OF RILEY (Gulf, NBC)..... 4.55
10. OH SUSANNA! (Nestle, CBS)..... 4.75

- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE
1. I LOVE LUCY (General Foods, Procter & Gamble, CBS) .....\$1.59
2. DECEMBER BRIDE (General Foods, CBS)..... 2.04
3. PRIVATE SECRETARY (Amer. Tobacco, CBS)..... 2.14
4. FATHER KNOWS BEST (Scott, NBC)..... 2.16
5. BURNS AND ALLEN (Carnation, Goodrich, CBS)... 2.46
6. PHIL SILVERS (R. J. Reynolds, Williams, CBS).... 2.61
7. BOB CUMMINGS (Colgate, CBS)..... 2.66
8. MR. ADAMS AND EVE (Colgate, R. J. Reynolds, CBS) ..... 2.67
9. LIFE OF RILEY (Gulf, NBC)..... 3.35
10. OH SUSANNA! (Nestle, CBS)..... 3.50

- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE
1. BOB CUMMINGS (Colgate, CBS).....\$2.66
2. I LOVE LUCY (General Foods, Procter & Gamble, CBS) ..... 2.82
3. PHIL SILVERS (R. J. Reynolds, Williams, CBS).... 2.92
4. PRIVATE SECRETARY (Amer. Tobacco, CBS)..... 3.33
5. FATHER KNOWS BEST (Scott, NBC)..... 3.38
6. BLONDIE (Nestle, Toni, NBC)..... 3.49
7. LIFE OF RILEY (Gulf, NBC)..... 3.74
8. DECEMBER BRIDE (General Foods, CBS)..... 3.82
9. OH SUSANNA! (Nestle, CBS)..... 3.91
10. BURNS AND ALLEN (Carnation, Goodrich, CBS).. 4.09

These listings appear nowhere but on these pages. They are copyrighted by The Billboard Publishing Company and no use of any kind may be made of them without The Billboard's consent. Requests for such consent must be submitted in writing to the publishers of The Billboard, 1564 Broadway, New York 36, N. Y.

# REACHING FOR RATINGS?



**SCREEN GEMS**  
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

PRESENTS

## JUNGLE JIM

STARRING JOHNNY WEISSMULLER



26 EXCITING HALF HOURS OF THRILLING  
ADVENTURE FOR ALL-FAMILY TELEVIEWING

MEMPHIS  
WMCT  
**18.6**

MOBILE  
WKRK  
**42.8**

WASH., D.C.  
WMAL  
**16.8**

LITTLE ROCK  
KATV  
**27.2**

FOR INFORMATION CONTACT

**NEW YORK**  
711 Fifth Ave.  
Plaza 1-4432

**DETROIT**  
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

RATINGS — A.R.B. NOV. 1956

**REALIGNMENT**

# JWT Revamps to Bolster Services

NEW YORK—In line with the current trend in advertising toward giving clients greater service, the J. Walter Thompson Agency has gradually revamped its TV and radio department. The agency has assigned several of its top account executives to function as TV account supervisors within the department. They, of course, report directly to Dan Seymour, vice-president and head of TV radio, and to the clients.

The recently hired Woody Benoit supervises the Sylvania account, with the assistance of Tom Haas. Vice-President Buck Buchanan supervises the Ford Motors and Scott Paper accounts. He is assisted by Howard Spokes and Ben Conway. The Lever Bros. TV account supervision is handled by Storrs Haynes, who has Warren Weldon as his assistant. Bart McCue is associate director of the department.

These executives function on a program buying and planning level. The agency has a separate

## Daytime Over For Ernie Ford

NEW YORK—Tennessee Ernie Ford will windup his daytime career on NBC-TV sometime in the spring. The comedian, now in the 2:30-3 p.m. slot, wants to devote more time to his Thursday 9:30-10 p.m. stanza for Ford next season.

NBC is now looking for a replacement, presumably a strong personality, to replace Ernie.

department under Vice-President Art Porter which handles the buying of other broadcasting media. The J. Walter Thompson account supervisory system is closely related to one installed last year by McCann-Erickson.

## KTLA Plan Knits Public Advertisers

HOLLYWOOD — Station KTLA, here, has worked out a large advertising and merchandising plan to bring its advertisers and its listeners into closer relationship. The plan has been worked out with the Continuing Consumer Panel of Research, a rapidly growing organization comprised of volunteer consumers from every community in the Los Angeles area.

These consumers, classified in 50 different ways, will be made available to KTLA consumer product advertisers wanting sampling, product analysis, or assistance in distribution at a retail level, thru complete co-operation of the station.

This program will be launched in mid-March with in-market promotion featuring the station's personalities, stack guarantees, air plugs, etc.

A second facet of the plan includes a "new products" hour on the Dorothy Gardiner show in which 10 accounts will receive Consumer Panel support. This also is set for mid-March.

# Jones Names New V.-P.'s to CBS Roster

NEW YORK—In his first major move to strengthen his top echelon executive corps, Merle Jones, CBS-TV president, last week named William H. Hylan, vice-president of sales administration, and William B. Lodge, vice-president of station relations and engineering. Together they will in effect step into the breach opened when Jones, former vice-president of the network, became its president. The web's sole executive vice-president is Hubbell Robinson Jr.

Also appointed were Thomas Dawson, who becomes vice-president of network sales replacing Hyland, and Edward H. Shurick, vice-president and director of station relations.

Jones also named an executive committee on which he will act as chairman. It consists of Thomas K. Fisher, William J. Flynn, Leslie Harris, W. Spencer Harrison, William H. Hylan, Craig Lawrence, William B. Lodge, Hubbell Robinson Jr. and Edward Saxe.

A report printed in The Billboard last week that Saxe would be appointed executive vice-president was erroneous. Saxe will, however, be responsible for the broad area of network program physical production as vice-president of network production. Jay Eliasberg, now acting director of research for the CBS-TV network, has been named director.

# New TV Spot Campaigns

Contracts Set in Every Region In Two Weeks Ending February 16

This chart provides live sales leads for TV stations and their reps, and informs advertisers and agencies of TV spot activity by other companies. It summarizes new national spot business actually set during the period listed above, regardless of when the campaigns begin airing. This feature, based on a survey made by The Billboard of all U. S. TV stations, runs on alternate weeks.

Where available, the ad agency placing the business is listed. Types of contracts are indicated, when known, by the following symbols: (Ann.)—Announcements; (ID)—Identifications; (Part.)—Participations; (Prog.)—Program Buy.

### On Eastern Stations

Anacin, American Home Products thru Ted Bates (Part.)  
 Arrid Men's Spray, Carter thru Ted Bates (Ann.)  
 Atlantic Oil thru N. W. Ayer (Ann.)  
 Bakery Products, Continental Baking thru Ted Bates (Prog.)  
 Blue Dot Duz, Procter & Gamble thru Compton (Ann.)  
 Carlings Beer thru Lang, Fisher & Stashower (Ann.)  
 D. L. Clark Candy thru Grant (Part., Prog.)  
 Dash, Procter & Gamble thru Compton (Part.)  
 Dog Food, Purina thru Gardner (Ann.)  
 Double Danderine, Sterling Drug thru Thompson-Koch (Part.)  
 Du Pont Paint thru Batten, Barton, Durstine & Osborn (Prog.)  
 Easy Glamour Rug Cleaner thru Grey (Ann., Part.)  
 Engineer Recruitment, Fairchild Airplane thru Gaynor, Colman, Prentiss & Varley (Ann.)  
 Eskimo Pies thru Eastern (Ann., ID)  
 Ford Trucks thru J. W. Thompson (Ann.)  
 Gilm, B. T. Babbitt thru Dancer-Fitzgerald-Sample (Ann.)  
 Green Stamps, Sperry-Hutchinson (Ann.)  
 Hood Canvas Shoes thru McCann-Erickson (Part.)

Instant Sanka, General Foods thru Young & Rubicam (ID)  
 Kasco Cat Food, Corn Products thru Donahue (Ann.)  
 Keebler Crackers (Ann.)  
 Kent Cigarettes, P. Lorillard thru Young & Rubicam (Ann.)  
 Lustre Creme Shampoo, Colgate-Palmolive thru Lennen & Newell (Part.)  
 M & M Candy, Hawley & Hoops thru Ted Bates (Ann., Part.)  
 Minute Maid Frozen Juice thru Ted Bates (Ann., Part.)  
 Norge Appliances, thru Donahue (Ann., Part.)  
 Purina Dog Food thru Gardner (Ann.)  
 Ravoli & Sauce, American Home Foods thru Young & Rubicam (Part.)  
 Robert Hall Clothes (Ann.)  
 Saturday Evening Post, Curtis Publishing thru Batten, Barton, Durstine & Osborn (ID)  
 Scott Tissues thru J. Walter Thompson (Ann.)  
 Tide, Procter & Gamble thru Benton & Bowles (Ann.)  
 Toni Home Per anent thru North Advertising (Ann., Part.)  
 Whitehall Drugs thru Ted Bates (Ann.)  
 Wild Irish Rose Wine, Canandaigua thru Hutchins (Ann.)  
 Wisk, Lever thru Batten, Barton, Durstine & Osborn (Ann.)

### On Southern Stations

Art Course thru Knox Reeves (Prog.)  
 Bayer Aspirin, Sterling thru Dancer-Fitzgerald-Sample (Ann.)  
 Budweiser Beer, Anheuser-Busch thru D'Arcy (Ann.)  
 C & H Sugar thru Honig-Cooper (ID)  
 Centi-Seed, Patten thru Liller, Neal & Battle (Ann., Part.)  
 Dexter Sewing Machine, Grant thru Arthur Meyerhoff (Prog.)  
 Dog Chow, Ralston thru Gardner (Ann.)

E-Z Bleach, Hood thru Pritchard, Daniels & Dreher (ID)  
 Ford Trucks thru J. Walter Thompson (Ann.)  
 Frosty Morn Meat Packing, Valleydale thru Noble Drury (Ann.)  
 Gasoline, Atlantic thru N. W. Ayer (Ann.)  
 Haley's MO, Sterling thru Dancer-Fitzgerald-Sample (Ann.)  
 (Continued on page 15)

# our personalities wear two hats... Radio and TV!



**FRED WOLF**

Radio—6 to 9 a.m. weekdays  
 TV—Bowling Champions  
 Championship Bowling  
 Hot Rod Races



**ED MCKENZIE**

Radio—3 to 6:15 p.m. weekdays  
 TV—Saturday Party  
 12 noon to 2 p.m.



**JOHNNY SLAGLE**

Radio—1 to 3 p.m. weekdays  
 TV—Sunday Dance  
 Matinee  
 2:30 to 3:30 p.m.



Seems like they spin records with one hand while slapping on TV makeup with the other.

Their "double exposure" pays off in bigger audiences—as their loyal radio listeners become their faithful TV viewers, and vice versa.

That's why our personalities are the best known in Detroit.

## WXYZ Radio Detroit WXYZ-TV

American Broadcasting Company

Represented Nationally by:  
 John Blair & Co. Blair-TV, Inc.



**MICKEY SHORR**

Radio—7:15 to 10 p.m. weeknights  
 TV—Mickey's Record Room  
 4:30 to 5 p.m. weekdays

# WM, 4 Star in Italian Series

ROME — The William Morris Agency and Four Star Films will go into production here this spring on 39 half-hour dramatic shows modeled on America's "Four Star Playhouse." Titled "Four Star Theater," the series will feature Anna Magnani, Rossano Brazzi and two other Italian film stars. Gina Lollobrigida and Vittorio Gassman are possibilities.

The series will be made in Italian, with English sound dubbed later for U. S. and British markets. An American production staff is to be imported.

## WBC Pubserv

• Continued from page 3

were only a radio show. Baxter said there is a danger on using gimmicks rather than people, citing movies which are forced to advertise that they use "20,000 gallons of salt water" to get audiences.

### Create Feeling

Kaland suggested that broadcasters seek to create feeling in their audiences — "strong, violent, feeling, arithmetic and ratings notwithstanding," and he also urged them to "dream a little in this cynical world." Aubrey thought it possible for local stations to get the educational stars of their own communities on the air.

In each area, he said, there is one instructor who stands out as a classroom showman and in popularity. This man would make excellent broadcast timber, said Au-

# Sales Talled On 'O. Henry'

NEW YORK—Regal Beer has bought "The O. Henry Playhouse" for about six cities in Florida from Cross-Krasne. The vidfilm series has also been sold to Serta Associates for its mattresses in Cincinnati, Columbus, O., and in Huntington, W. Va.

The show has also been picked up in Dallas and San Diego, Calif. It is now sold to every market on the West Coast and has wrapped up a total of 98 sales.

brey. MacAndrew closed the session with the thought that an idea should not be discarded merely because at first blush it seems simple and ordinary.

# WREX-TV Devises Sequential Schedule

ROCKFORD, Ill. — Sequential programming is the key to keeping a maximum carry-over audience, according to WREX-TV here, which leads its viewers from grand opera to horse opera in gentle half-hour steps each evening calculated to hold onto every single one of them.

A typical night's progression moves from opera ("Voice of Firestone") to light music (Lawrence Welk) to light comedy ("December Bride") to comedy-drama ("Studio One") to drama-adventure ("Man Called X") to Western adventure ("Frontier").

The CBS-ABC affiliate has risen from a six-figure deficit at the end

of its first year to a six-figure profit at the end of its third (1956) by means of subtle programming techniques, avoiding abrupt contrast in types of shows. Fringe time having been converted into profit via 11 weekly feature films, the telecasting day is designed to glue the same people to the same channel for 14 hours.

The station reinforces this policy with local remote shows, color, a daily 4-6 p.m. syndicated film block and merchandising co-operation praised by the president of Carnation Milk as "among the top five jobs in the nation." In the No. 61 TV market in the U. S., larger than markets such as Denver, Duluth, Minn., and Salt Lake City, whose rate cards are 50 to 100 per cent higher, WREX faces the problem of comparison with slick programming in nearby Chicago and Milwaukee.

Thanks to local shows, which WREX trumpets as much for their money-making prowess as for community good will, Butternut Coffee moved from ninth to second place in coffee sellers last year. The audience loyalty created by the station's 13 Rockford area personalities provides a neat bridge from network to syndicated to feature film fare several times each day. When a web show or film can't be found to support the sequential formula, a local live solves the problem.

The management team employs an intimate, friendly approach with local folk. It switches properties from one show to another, so that a sponsor can have a more appropriate offering. It runs buffet suppers in the studios for dealers, salesmen, business groups and their families. It allocates hours to school graduations, church services and current events without financial loss.

With a studied effort to avoid cycles, the sales and programming men sit in on each other's decisions and plan elaborate promotions. An example of the latter is the current "Brave Eagle" schedule of movie theater parties for regional sponsor Dean Milk. Free admission, safety talks by the Police Department, a coloring contest, giveaways and 200,000 heralds have been combined into a popular nine-town tour. The "Brave Eagle" show, Dean Milk and WREX are benefiting equally at minimum cost.

## At WBC Confab

• Continued from page 3

demonstrated economical ways in which a smaller station can cut down production costs.

In the conference's final panel, titled "Spots Before Your Eyes," WBC National Program Manager Bill Kaland stressed that stations frequently can improve on the spot material supplied from national pubserv sources.

The panel chairman, General Manager Franklin A. Tooke of WRZ-TV, Boston, said that stations must achieve a face of their own in their communities. He also said that creative people have few outlets left with the satisfaction of public service material, since they cannot adapt material provided by the major ad agencies but can make original use of basic material supplied by pubserv organizations.

He also provided a check list of do's and don'ts for good puber, which included: There is no summer slump for pubserv, when even more time periods are available; too much material is sent not timed properly for TV use, a news release cannot be used as a spot, too many vague requests for help, last-minute appeals are murder; trite material and apathetic volunteers don't help matters.

Billboard



## BY SPONSOR GROUPS FOR JANUARY

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

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

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.

### Automotive & Petroleum Sponsors

#### • COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. DODGE (Lawrence Welk, ABC).....\$1.00
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.17
3. CHRYSLER (Climax, CBS)..... 1.95
3. DODGE (Welk Top Tunes, ABC)..... 1.95
5. AMERICAN MOTORS (Disneyland, ABC)..... 2.12
6. DE SOTO (You Bet Your Life, NBC)..... 2.19
7. FORD (Ernie Ford, NBC)..... 2.60
8. GOODRICH (Burns and Allen, CBS)..... 2.67
9. FORD (Zane Grey, CBS)..... 2.73
10. CHRYSLER (Shower of Stars, CBS)..... 2.93

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

1. DODGE (Lawrence Welk, ABC).....\$ .98
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.07
3. DODGE (Welk's Top Tunes, ABC)..... 2.12
4. CHRYSLER (Climax, CBS)..... 2.36
5. DE SOTO (You Bet Your Life, NBC)..... 2.61
6. FORD (Ernie Ford, NBC)..... 3.06
7. ZANE GREY (Ford, CBS)..... 3.09
8. GOODRICH (Burns and Allen, CBS)..... 3.43
9. U. S. RUBBER (Navy Log, ABC)..... 3.57
10. AMERICAN MOTORS (Disneyland, ABC)..... 3.59

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

1. DODGE (Lawrence Welk, ABC).....\$ .77
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... .88
3. DODGE (Welk's Top Tunes, ABC)..... 1.71
4. CHRYSLER (Climax, CBS)..... 1.73
5. DE SOTO (You Bet Your Life, NBC)..... 1.90
6. FORD (Ernie Ford, NBC)..... 2.29
7. GOODRICH (Burns and Allen, CBS)..... 2.46
8. CHRYSLER (Shower of Stars, CBS)..... 2.49
9. AMERICAN MOTORS (Disneyland, ABC)..... 2.76
10. FORD (Zane Grey, CBS)..... 2.84

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

1. AMERICAN MOTORS (Disneyland, ABC).....\$1.33
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.45
3. DODGE (Lawrence Welk, ABC)..... 2.26
4. FORD (Zane Grey, CBS)..... 3.63
5. GULF (Life of Riley, NBC)..... 3.74
6. GOODRICH (Burns and Allen, CBS)..... 4.09
7. U. S. RUBBER (Navy Log, ABC)..... 4.28
8. DODGE (Welk's Top Tunes, ABC)..... 5.37
8. DE SOTO (You Bet Your Life, NBC)..... 5.37
10. CHRYSLER (Climax, CBS)..... 5.68

### Home Appliance & Furnishings Sponsors

#### • COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. GENERAL ELECTRIC (G. E. Theater, CBS).....\$1.93
2. SUNBEAM, RCA WHIRLPOOL (Perry Como, NBC)..... 1.97
3. AMERICAN GAS (Playhouse 90, CBS)..... 2.32
4. GENERAL ELECTRIC (Conflict, ABC)..... 2.38
5. U. S. STEEL (U. S. Steel Hour, CBS)..... 2.53
6. WESTINGHOUSE (Studio One, CBS)..... 2.84
7. SCOTT (Father Knows Best, NBC)..... 3.01
8. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.10
9. SYLVANIA (Buccaneers, CBS)..... 3.11
10. KAISER (Circle Theater, NBC)..... 3.21

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

1. GENERAL ELECTRIC (G. E. Theater, CBS).....\$1.99
2. SUNBEAM, RCA WHIRLPOOL (Perry Como, NBC)..... 2.00
3. JOHNS-MANVILLE (Meet the Press, NBC)..... 2.94
3. U. S. STEEL (U. S. Steel Hour, CBS)..... 2.94
5. AMERICAN GAS (Playhouse 90, CBS)..... 3.10
6. U. S. RUBBER (Navy Log, ABC)..... 3.57
7. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.59
8. GENERAL ELECTRIC (Cheyenne, ABC)..... 3.79
9. SYLVANIA (Buccaneers, CBS)..... 3.86
10. WESTINGHOUSE (Studio One, CBS)..... 3.87

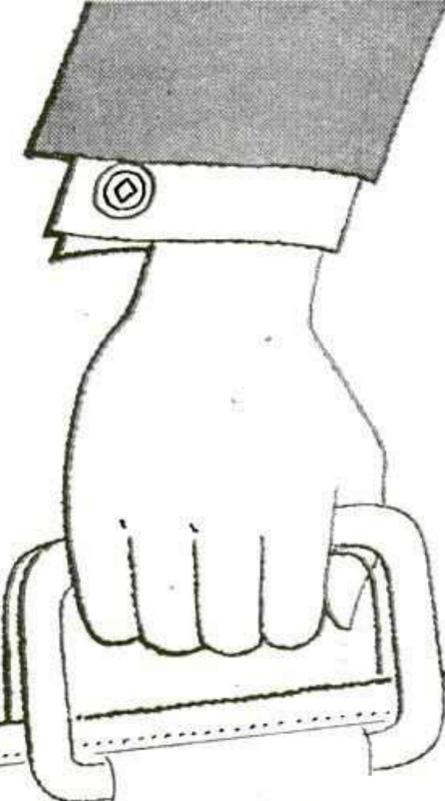
#### • COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. RCA WHIRLPOOL, SUNBEAM (Perry Como, NBC).....\$1.56
2. GENERAL ELECTRIC (G. E. Theater, CBS)..... 1.64
3. AMERICAN GAS (Playhouse 90, CBS)..... 2.15
4. SCOTT (Father Knows Best, NBC)..... 2.16
5. U. S. STEEL (U. S. Steel Hour, CBS)..... 2.53
6. WESTINGHOUSE (Studio One, CBS)..... 2.56
7. KAISER, ARMSTRONG (Circle Theater, NBC)..... 2.89
8. JOHNS-MANVILLE (Meet the Press, NBC)..... 2.94
9. GENERAL ELECTRIC (Conflict, ABC)..... 3.03
10. GENERAL ELECTRIC (20th Century Fox, CBS)..... 3.40

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

1. REYNOLDS METAL (Circus Boy, NBC).....\$2.08
2. SYLVANIA (Buccaneers, CBS)..... 2.43
3. RCA WHIRLPOOL, SUNBEAM (Perry Como, NBC)..... 2.53
4. GENERAL ELECTRIC (Cheyenne, ABC)..... 2.92
5. SCOTT (Father Knows Best, NBC)..... 3.38
6. GENERAL ELECTRIC (Conflict, ABC)..... 3.49
7. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.81
8. GENERAL ELECTRIC (General Electric Theater, CBS)..... 4.10
9. U. S. RUBBER (Navy Log, ABC)..... 4.28
10. KAISER, ARMSTRONG (Circle Theater, NBC)..... 8.67

These listings appear nowhere but on these pages. They are copyrighted by The Billboard Publishing Company and no use of any kind may be made of them without The Billboard's consent. Requests for such consent must be submitted in writing to the publishers of The Billboard, 1564 Broadway, New York 36, N. Y.



Wait till you see what's now on the way

from **NTA**

**6 GREAT NEW TV SERIES**

produced by **20th CENTURY-FOX...**

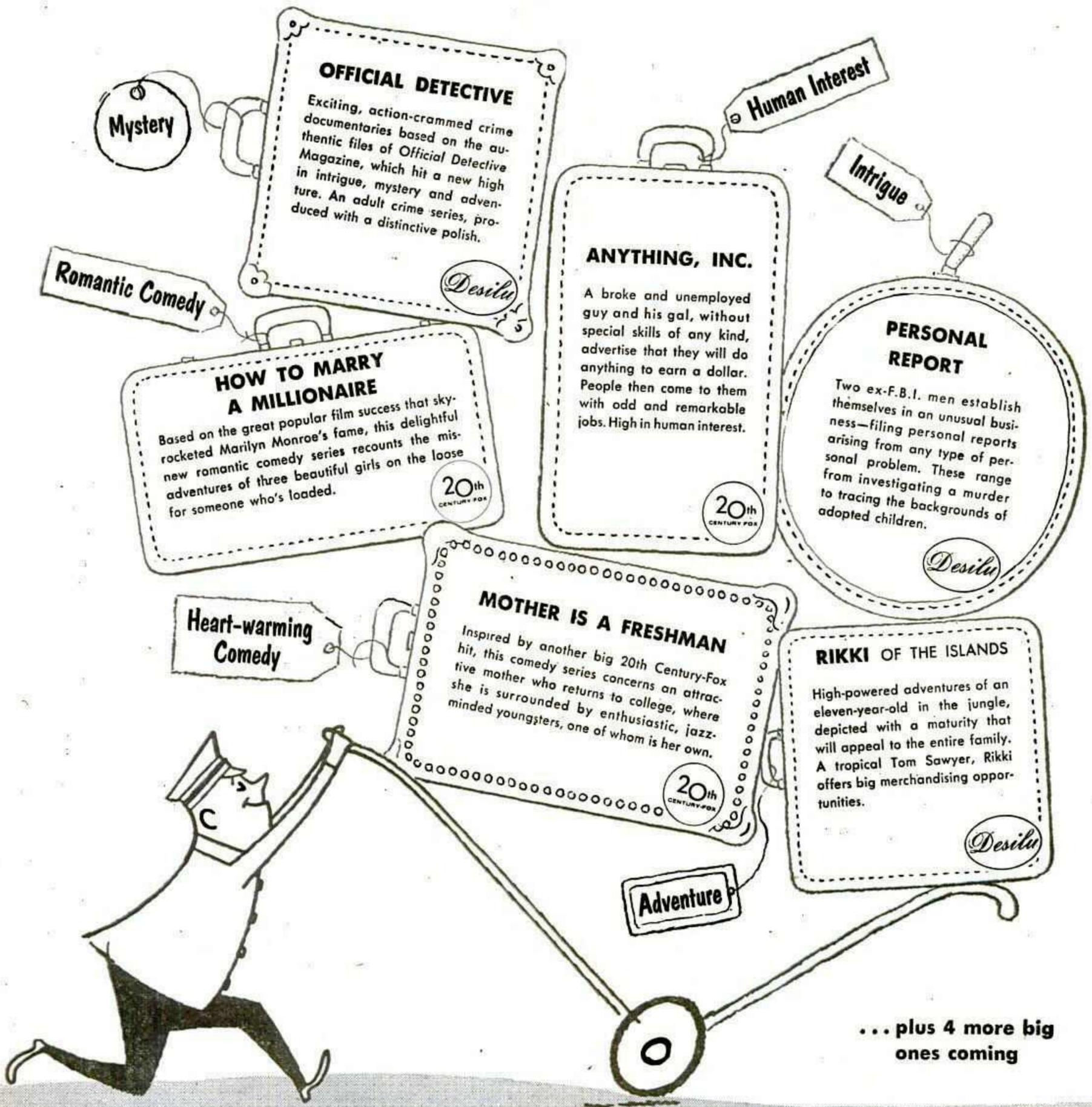
and produced by *Desilu* productions

En route to you from NTA are six wonderful new half-hour TV series produced by those two studios with the Olympic-like track records 20th Century-Fox and Desilu Productions.

They've applied all their skill and experience to create six—count 'em—six brilliant new TV offerings. And more will follow shortly.

Whatever your preference—mystery, adventure, comedy, romance—you'll find them all in this inspired half-dozen from these two truly great producers. Alert program buyers and advertisers won't let much grass grow under their feet.

They'll get in touch with NTA now...to arrange for previews of the latest Big Six to emerge from NTA. And how do you do that? Why, it's simple! Just phone, wire or write NTA today, to arrange preview dates now!



... plus 4 more big ones coming



Arrange preview dates now! Today, phone, wire or write:

NATIONAL TELEFILM ASSOCIATES, INC.

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

CHICAGO • HOLLYWOOD • TORONTO • MEMPHIS • BOSTON • MINNEAPOLIS

# Answer to Who Gets Para's Movies Is Any Man's Guess

NEW YORK—The big question in the trade right now is: Who is going to get the Paramount deal? It is likely to be the subject of as much rumor and speculation as the M-G-M deal was last spring.

In the case of Metro, there was an early indication that it would finally decide to go into TV distribution itself. Right now, it seems less likely that Paramount will. Having watched Metro's fortunes in distribution, Paramount, it is said, favors a capital gains deal.

For months, Paramount's top command has been listening to offers. A deal will certainly be made in 1957. It may be sooner than many people expect.

How many offers have been made only Paramount knows. They have undoubtedly come from the usual sources plus the group of major-market stations convened a couple of months ago by Ted Cott.

The leading independent candidates seem to be National Telefilm Associates and Associated Artists Productions. The networks appear to be less vehement in their bidding.

### CBS Report

A report last week that Paramount had concluded a deal with CBS-TV caused so much of a stir that it was officially denied on the stockmarket ticker. Nevertheless, the rumor was still flying at the end of last week. It was also rumored that NBC, the network that has denounced feature films, was interested in a Paramount deal.

CBS-TV has, in fact, had some negotiations with Paramount, but they have not got as far as the board of directors of either company. CBS has made its own evaluation of the Paramount backlog, and the parties are understood to be over \$10,000,000 apart.

Both of the two hottest indie bidders have done business with Paramount before. NTA has made two Paramount deals. One was for seven pictures when it bought Rainbow Productions ("Bells of St. Mary's," "Good Sam") last fall. The other was its acquisition of the Paramount short library with its purchase of UM&M.

NTA is understood to have offered Paramount a \$10,000,000 cash down payment for its feature library, an attractive guarantee and overrides that would bring Paramount's gross take to \$50,000,000. NTA officials would make no comment on this report.

### AAP Deal

AAP's former deal with Paramount was for the 234 "Popeye" cartoons. Prior to that, AAP had a deal with Paramount that collapsed. It was for the Pine-Thomas pictures. It fell apart when AAP failed to come to terms with the American Federation of Musicians on music repayments.

AAP had offered M-G-M \$50,000,000 gross for a complete buy-out of its feature library, a deal that would have netted Metro \$37,000,000. It's a good bet that AAP is offering as good a deal to Paramount.

It is interesting to note that both these outfits are currently immersed in the sale of other major studio features, 20th Century-Fox for NTA and Warner Bros. for AAP. Just how they would handle an imminent acquisition of the Paramount library, in view of their involvement with their current product, nobody at the moment knows.

## TPA's 'Hawkeye' Now in 90 Markets

NEW YORK—Television Programs of America has sold "Hawkeye and the Last of the Mohicans" in over 90 markets in the U. S. so far, including the original Langendorf Bakeries deal. The sponsors are mainly in the kid class, including bakeries, dairies and soft drinks.

The major exception to this is Burger Brewing, which bought the "Eastern" in four markets: Cincinnati, Columbus and Zanesville, O., and Indianapolis.

## Derel to Film 'Tension' Pix

NEW YORK—Derel Producing Associates has wrapped up a deal with Doubleday & Company for Derel to package a TV series based on the mysteries published under the long-running Crime Club imprint. The title of the series is "Tension."

Top mystery writer names are represented in the material, and Derel is now negotiating with three top stars to rotate in the series. The production firm says that its other package "Exclusive!" is due for a berth on ABC-TV.

Other adult sponsors are the Ford Dealers in Fort Wayne, Ind., the Niagara-Mohawk Power Company for Syracuse and the Nashville Trust Company.

The supermarket chain, Consumers Warehouse Markets, has bought "Hawkeye" in three Far Western markets and is understood to be shooting for a total of 15.

In the kiddie class are Pepsi-Cola, which bought it in three markets including New Orleans, Coca-Cola for Salt Lake City, Hoods Dairy and Bell Bakeries co-sponsoring in a couple of Florida markets, Canada Dry co-sponsoring in Syracuse, Ideal Baking and Taste Baking.

TPA says its gross now exceeds \$40,000 per episode.

## Flav-R-Straw, AAP in Deal For 'Popeye'

NEW YORK — Flav-R-Straw, which has been using the "Popeye" cartoons here and there the past couple of months, last week concluded a deal with AAP for a minimum of three participations a week in a minimum of 20 markets on the high-rated cartoon show. It's a firm 52-week deal.

The spot purchases are ultimately with the stations rather than with AAP which distributes the cartoons. What the deal does for AAP is give it a lever to sell the package to additional stations. In cases where AAP has one of its "Program Profit Plan" contracts, it will get part of Flav-R-Straw's expenditure, said to range up to 50 per cent.

In some markets, where AAP already has a straight sale to a station, it will merely have done the station a favor by bringing it the Flav-R-Straw business. Flav-R-Straw's agency is Ruthrauff & Ryan.

## ABC-TV Buys MP's 'McCoys'

HOLLYWOOD — "The Real McCoys," comedy about a modern-day rancher in Southern California, was bought by ABC-TV from Danny Thomas' Marterto Productions. Original pact calls for 26 half hours.

The series, starring Walter Brennan, will be produced by Irving and Norman Pincus. Bill Manhoff will write the show.

Manhoff will also produce the pilot of a new program titled "Maggie," a situation comedy for which Margaret O'Brien has been signed.

## 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 Mystery Shows

DECEMBER RATINGS			AMONG WOMEN		
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Highway Patrol (Ziv)	17.0	1.	Mr. District Attorney (Ziv)	.90
2.	Code 3 (ABC)	11.9	2.	Ellery Queen (TPA)	.89
3.	Badge 714 (NBC)	11.2	3.	Highway Patrol (Ziv)	.86
4.	San Francisco Beat (CBS)	9.8	3.	Mr. & Mrs. North (Schubert)	.86
5.	Boston Blackie (Ziv)	8.7	5.	San Francisco Beat (CBS)	.85
6.	City Detective (MCA)	8.4	6.	Public Defender (Interstate)	.84
6.	Mr. District Attorney (Ziv)	8.4	7.	City Detective (MCA)	.82
8.	Lone Wolf (MCA)	7.9	7.	Inspector Mark Saber (Thompson)	.82
9.	Racket Squad (ABC)	7.4	7.	Whistler, The (CBS)	.82
10.	Public Defender (Interstate)	6.4	10.	Lone Wolf (MCA)	.80
			10.	Racket Squad (ABC)	.80

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Lone Wolf (MCA)	84	1.	Badge 714 (NBC)	.58
1.	Racket Squad (ABC)	84	2.	Highway Patrol (Ziv)	.37
1.	Whistler, The (CBS)	84	3.	Boston Blackie (Ziv)	.33
4.	Mr. & Mrs. North (Schubert)	83	4.	Sherlock Holmes (Guild)	.25
5.	Boston Blackie (Ziv)	82	5.	City Detective (MCA)	.21
6.	Ellery Queen (TPA)	81	5.	Code 3 (ABC)	.21
6.	Highway Patrol (Ziv)	81	5.	Lone Wolf (MCA)	.21
6.	Inner Sanctum (NBC)	81	5.	Mr. & Mrs. North (Schubert)	.21
6.	San Francisco Beat (CBS)	81	5.	San Francisco Beat (CBS)	.21
10.	Public Defender (Interstate)	80	10.	Ellery Queen (TPA)	.17

## Syndicated Film Comedy Shows

DECEMBER RATINGS			AMONG WOMEN		
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Life of Riley (NBC)	16.2	1.	My Little Margie (Official)	.87
2.	Great Gildersleeve (NBC)	9.4	2.	Life With Father (CBS)	.86
3.	Amos 'n' Andy (CBS)	9.1	3.	Beulah (Flamingo)	.84
4.	My Little Margie (Official)	7.5	3.	Mickey Rooney Show (Screencraft)	.84
5.	Susie (TPA)	6.4	5.	Great Gildersleeve (NBC)	.83
6.	Stu Erwin Show (Official)	6.2	5.	Stu Erwin Show (Official)	.83
7.	Life With Father (CBS)	5.5	7.	Susie (TPA)	.82
8.	Mickey Rooney Show (Screencraft)	5.1	8.	Ray Milland Show (MCA)	.81
9.	Halls of Ivy (TPA)	4.1	9.	Corliss Archer, Meet (Ziv)	.80
10.	Laurel & Hardy (Governor)	4.0	10.	Amos 'n' Andy (CBS)	.79

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Great Gildersleeve (NBC)	.79	1.	Laurel and Hardy (Governor)	.93
1.	Life of Riley (NBC)	.79	2.	Corliss Archer, Meet (Ziv)	.50
3.	Ray Milland Show (MCA)	.75	3.	Life With Father (CBS)	.39
4.	Amos 'n' Andy (CBS)	.73	4.	Amos 'n' Andy (CBS)	.36
5.	My Little Margie (Official)	.72	4.	Mickey Rooney Show (Screencraft)	.36
5.	Stu Erwin Show (Official)	.72	6.	Life of Riley (NBC)	.29
7.	Life With Father (CBS)	.69	7.	Great Gildersleeve (NBC)	.28
8.	Halls of Ivy (TPA)	.68	8.	Susie (TPA)	.23
9.	Life With Elizabeth (Guild)	.64	9.	Beulah (Flamingo)	.22
10.	Mickey Rooney Show (Screencraft)	.63	9.	My Little Margie (Official)	.22

## Col. Films for Class Market

NEW YORK—The new package of 39 Columbia pictures being brought out by Screen Gems will be aimed at the class market. Approximately two-thirds of the features in the package will be "A" productions.

This marks the third set of six Columbia is releasing, and, from the titles obtainable, is probably the best. New pix will bring total of the studio's feature properties available in TV close to 200.

Among the new films is "Dead Reckoning," Humphrey Bogart and Elizabeth Scott, 1947; "The Awful Truth," Carey Grant and Irene Dunne, 1937; "Golden Boy," William Holden and Barbara Stanwyck, 1938; "The Howards of Virginia," Carey Grant, Martha Scott, Richard Carlson, 1940; "Johnny O'Clock," Dick Powell and Evelyn Keyes, 1947; "Over 21," Irene and Alexander Knox, 1945; "The Whole Town Is Talking," Edward G. Robinson and Jean Arthur, 1935; "Tars and Spars," Alfred Drake, Janet Blair, 1946; "You Were Never Lovelier," Rita Hay-

## 'Bean' Adds 9; Total Up to 85

NEW YORK—Screencraft Pictures sold its "Judge Roy Bean" series in nine markets last week, bringing the Western show into a total of 85 markets, 10 of them in color. New sales include KBMB, Bismarck, KCJB, Minot, KXJB, Valley City and KDIX, Dickinson, in North Dakota; WCKT, Miami; KTAR, Phoenix, Ariz.; WIN-T, Fort Wayne, Ind.; KBST, Big Springs, Tex., and WBRE, Wilkes-Barre, Pa.

Added sales for Screencraft's Mickey Rooney Series include WCKT, Miami, and KIMA, Yakima, Wash.

## Wald to Do Musicals

KEY WEST, Fla.—Malvin Wald will produce a musical TV series with music by Hank Sylvern. The series of half-hour shows will feature young talent and be filmed entirely on the grounds of the Casa Marina Hotel here.

worth and Fred Astaire, 1942, and "You Can't Take It With You," James Stewart and Jean Arthur, 1938.

great going, Lloyd



LLOYD YODER WRCV-TV, PHILADELPHIA, PA.

for boosting time slot rating by 262%\* with **CODE 3**. No. 1 in time slot. Sponsors: Mrs. Smith's Pies and Freihofer's Bread



\*ARB, Oct. 1956

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

## NTA Program SRO With Buy From Old Gold

NEW YORK—The NTA Film Network struck gold last week in selling out the remaining third of its feature film program. Old Gold will sponsor a half hour of the show on 128 stations for 39 weeks. The other hour was previously sold to Warner-Lambert. The price paid by Old Gold was not announced, but the asking price for a third of the show was reported to be about \$35,000 a week.

The designation of an hour and half hour to each sponsor will in some cases be a technicality, since wherever possible NTA will get its stations to play the pictures full length without any additional commercial time. Some of the pictures run over two hours.

A title for the show had not yet been picked by the end of last week. Nor was there any decision on the 20th Century-Fox contract players who will serve as host and hostess. Nevertheless, NTA expected to start shooting the openings this week. The show goes on the air the first week in April.

Old Gold now sponsors half the Jackie Gleason show. Earlier in the season it co-sponsored the Walter Winchell show on NBC-TV. Its agency is Lennen & Newell.

## M-G-M Offers Library Plans

NEW YORK — MGM-TV last week finally decided how it was going to break up its library. It has two plans which go into effect March 15. For medium-sized markets it will offer half the full library, that is, a package of 360 pictures. For smaller markets it will offer a couple of different packages of 100 pictures each.

Meanwhile, Metro continued to rack up sales of the full library. General Teleradio bought it for CKLW, Detroit, and WHBQ-TV, Memphis. This brought total sales on the library to 32 stations and an outside gross of \$34,000,000.

Teleradio is still negotiating purchase of the library for its WNAC-TV, Boston. Teleradio stations this season have been making heavy use of its own RKO library. It cannot have the M-G-M pictures for its New York and Los Angeles stations, since CBS already has them in those two markets.

## 'Life Begins at 400'

NEW YORK—Last week The Billboard reported that the name of the projected Hermione Gingold-Farley Granger film series was "Life Begins at 40." If nothing is something, then something was missing from this erroneous tag. The real title is "Life Begins at 400."

## Ziv to Keep Up Product'n Of 'Highway'

NEW YORK—Ziv-TV denied last week that it had decided to pull "Highway Patrol" out of production at the end of its second year. A top Ziv executive further denied that it was pitching either of its new properties, "Harbor Command" or "Martin Kane," to Ballantine Beer, the largest single sponsor of "Highway."

"Highway Patrol," one of the most successful shows ever to play syndication, comes to the end of its second year on the air in September. As far as he could see now, the Ziv spokesman said, the show is expected to go into a third year of production. He pointed

## 20th Balks at GE Nix Plea

NEW YORK—Twentieth Century-Fox is balking at allowing General Electric to cancel its alternate week sponsorship of "Broken Arrow" on ABC-TV. The vidfilm series, co-sponsored by Miles Laboratories, is in the Tuesday 9-9:30 p.m. slot where its ratings are holding up well.

GE's attempt to cancel was in the nature of a cutback, and is no reflection of the show's audience pulling power.

out, however, that final determination of this is still a few months off.

## 'AMER. LEGEND'

# Official Launches New Push on Strip

NEW YORK—Official Films is starting another "stripable programming" promotion along the lines of its efforts on "My Little Margie" and the Stu Erwin show. The new drive will be on "American Legend."

The distributor last week acquired another 41 "Cavalcade of America" reruns from du Pont, which, added to the 39 it got last year, makes a package of 80 films.

Prior to its station sales on "Legend," Official is trying to get

a national advertiser to buy the middle commercial so that the stations will get the show with a built-in participation. Official emphasized that this plan does not involve a trade. "When an advertiser purchases a spot on the 'Legend' series," said an Official spokesman, "the deal is made directly with the station."

Official itself will not get any revenue from these sponsor deals. It will use them only as a wedge to  
(Continued on page 19)

in **BOSTON**

**ALL\*** of the Top Ten  
Syndicated Film Programs  
are on

**wnac-tv**

\*10 out of 10 ARB, January 1957  
and  
10 out of 10 PULSE, December 1956

*... If you're buying BOSTON  
select the Leader...*

**wnac-tv** **7**  
CHANNEL

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

Offices in  
principal cities  
throughout the  
United States

**MCA-TV**  
Film Division

SOLD  
SOLD  
SOLD  
SOLD  
SOLD  
SOLD  
SOLD

Langendorf United Bakeries, through Compton Advertising, Inc., on the entire West Coast!

Among the markets already purchased are Portland, Maine; Cincinnati, Memphis, South Bend, Seattle, San Francisco, Los Angeles, Baltimore, Detroit!

Tulsa, Tucson, Salt Lake City, Denver, San Diego, Portland, Oregon; Eugene, Stockton, Chico, Fresno, Syracuse, Baton Rouge, Indianapolis, Tallahassee, Miami, Phoenix, San Antonio, Yakima, Bakersfield, Salinas, San Luis Obispo, Roanoke, Schenectady, New Orleans!

Albuquerque, Santa Barbara, Boise, Springfield, Missouri; Pittsburg, Kansas; Hutchinson-Wichita, Columbus, Ohio; St. Petersburg, Nashville, etc., etc.!

Among the advertisers are Bell Bakeries through The Caples Company; Tasty Baking Company; Sealtest Milk; Hood's Dairy; Canada Dry; Pepsi-Cola; Stewart's Ice Cream through Woodard, Voss & Hevenor, Inc.!

Burger Brewing Co. through Midland Advertising Agency; Walter Construction Co.; Niagara-Mohawk Power Co.; Nashville Trust Co.; Bunker Hill Meats; and many others!



# HURRY

Stations and sponsors immediately recognize the universal appeal of HAWKEYE and the LAST OF THE MOHICANS, the great American outdoor action classic! So arrange today to enjoy a private screening and to get the profitable-for-you facts about HAWKEYE. But please hurry! Every day markets are snapped up and even a day's delay may cost you your own home market. Wire or phone us right now!

**JOHN HART · LON CHANEY**  
as **HAWKEYE** as **CHINGACHGOOK**

# HAWKEYE

AND THE

# LAST OF THE MOHICANS

Wire or Phone, 'Let's  
**POW-WOW**  
**NOW**

Television Programs of America, Inc.

EDWARD SMALL · MILTON A. GORDON · MICHAEL M. SILLERMAN  
Chairman President Executive Vice-President

488 Madison Ave., New York 22, N. Y. · PL. 6-2100



# COMMERCIAL CUES

## COMMERCIALS SHOULD BE FUN

According to a recent Schwerin Research Corporation study on the effectiveness of entertaining commercials, there are differences in approach to a male and female audience. For the study the group noted a 13 for women and a 26 for men with an abstract fantasy blurb on a cereal; a four for women and 10 for men on an animated container for a beverage, a four for women and 13 for men with a puppet blurb for a cereal, and a seven for men and a minus two for women with a hair tonic sponsor's off-beat music commercial. Schwerin also added some notes of warning to the results of the survey. These commercials are not the only type effective among women, and the more heavily entertainment is present, the more likely will the effect take with women. The male public must be especially catered to, and the entertainment for both sexes must have some bearing to the product involved.

## ID'S . . .

Fred Niles Productions, Inc., will open headquarters in Paris to acquire European animation art and stop motion photography. Robert L. Fierman, formerly a Ziv salesman and TV writer, will be in charge. He will leave for Paris on March 15. . . . Other personnel notes include the appointment of William Bernal as creative supervisor at Robert Lawrence Productions, New York. Also Donald E. Wills has joined Keitz & Herndon, Dallas, as an animation artist. . . . Reports on voice-over work have Virginia Gregg, Bud Heistand and Paul Frees busy at Playhouse Pictures for Lanvin Perfume, Mobilgas and Schlitz Beer. Also Allan Swift doing spots for Ballantine Beer and a man from Mars for Moore's Paint.

## TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any) No. (Seconds)	Type (C-Color)	Commercials Producer
<b>FOODS AND BEVERAGES</b>		
<b>Food Ingredients</b>		
Burrus Mills, Lighterust Flour, Tracy-Loeke . . . . .	1 (08) . . . . . NA	Alexander
Pillsbury Mills, Grand Natl. Bake-Off, Campbell-Mithun . . . . .	2 (90), 1 (05) . . . . . LA	Pathe
<b>Canned and Packaged Foods</b>		
Quaker Oats, Puss 'n' Boots, Lynn Baker (Rose Bowl) . . . . .	8 (60) . . . . . LA	Vidicam
Kellogg, Gro-Pup, Leo Brunett . . . . .	1 (60), 1 (20) . . . . . LA	Vidicam
Frito Company, Fritos, Tracy-Loeke . . . . .	4 (08) . . . . . NA	Warner
Pet Milk, Pet Milk, Gardner . . . . .	— . . . . . NA	Sarra
La Rosa, Spaghetti, Ravioli, Pizza Pie, Sullivan, Stauffer, Colwell & Bayles . . . . .	1 (60) . . . . . LA	Sound Masters
General Foods, Jello, Young & Rubicam . . . . .	1 (60) . . . . . FA	Ray Patin
Pacific Milk, Milk, James Lovick . . . . .	2 (20) . . . . . FA	Ray Patin
MJB Co., MJB Rice, Batten, Barton, Durstine & Osborn . . . . .	1 (60), 1 (20), 2 (10) . . . . . FA	Ray Patin
Quaker Oats, Puffed Rice & Wheat, Wherry, Baker & Tilden . . . . .	1 (60) . . . . . LA	Fred Niles
Columbia River Packer, Assn., Bumble Bee Tuna, Richard K. Manoff . . . . .	— . . . . . NA	MPO
General Mills, Wheaties, Knox Reeves . . . . .	2 (20) . . . . . LA	George Ryan
Mars, Inc., Mars Candy, Knox Reeves (Buffalo Bill Jr.) . . . . .	2 (20), 4 (60) . . . . . LA	Cascade
General Mills, Wheaties, Knox Reeves (Lone Ranger, Wyatt Earp) . . . . .	1 (60) . . . . . LA	George Ryan
Beech-Nut, Cereal, Kenyon & Eckhardt . . . . .	3 (60), 4 (20) . . . . . LA	Hal Roach
Nestle, Nescafe, Bryan Houston (Oh! Susanna) . . . . .	1 (17), 1 (10), 1 (05) . . . . . LA, SE	Hal Roach
Stoppette, Earle Ludgin (Oh! Susanna, Washington Square) . . . . .	2 (60) . . . . . LA, SE	Hal Roach
Artes, Potato Chips . . . . .	1 (10) . . . . . SA	Filmack
Habitant Soup, Charles F. Hutchinson . . . . .	1 (08) . . . . . LA, SE	Beacon
<b>Frozen Foods</b>		
Minute Maid, Frozen Juice, Ted Bates . . . . .	3 (45) . . . . . FA	Shamus Culhane
<b>Bakery Goods</b>		
Powell & Warrne, Archway Cookies, Walter Klein . . . . .	2 (50) . . . . . LA (C)	Walter Klein
1 (50) . . . . . SE (C)	Walter Klein	
1 (50) . . . . . SA (C)	Walter Klein	
Holsum Bread, W. E. Long . . . . .	1 (60), 1 (20) . . . . . FA, LA	Shamus Culhane
1 (20), 1 (10) . . . . . FA	Shamus Culhane	
1 (20), 1 (10) . . . . . LA	Shamus Culhane	
<b>Food Beverages</b>		
Flav-R-Straws, Walter J. Klein . . . . .	1 (30) . . . . . LA (C)	Walter J. Klein
Hoffman Beverage, Hoffman Mixers, Grey . . . . .	1 (10) . . . . . LA, SA	Transfilm
The Squirt Co., Squirt Soft Drink, Fletcher D. Richards . . . . .	3 (6), 3 (20), 1 (10) . . . . . FA, J, SE	Transfilm
The Nestle Co., Cocoa, McCann-Erickson (Our Miss Brooks, Garry Moore) . . . . .	6 (60) . . . . . LA	Sound Masters
MJB, MJB Coffee, Batten, Barton, Durstine & Osborn . . . . .	2 (20) . . . . . FA	Playhouse
Tree Tea, Batten, Barton, Durstine & Osborn . . . . .	1 (20) . . . . . FA, LA	Playhouse
Dr. Pepper, Direct . . . . .	1 (90) . . . . . FA	Keith & Herndon
1 (90) . . . . . SA (C)	Keith & Herndon	
6 (60), 6 (20) . . . . . FA, LA	Swift-Chaplain	
6 (08) . . . . . FA	Swift-Chaplain	
Luzanna Coffee, Walker Saussy . . . . .	4 (20), 1 (08) . . . . . FA	Five Star
Daisy Fresh, Coffee, Lang, Fisher & Stashower . . . . .	1 (10) . . . . . SM	Filmack
Tru Ads, Soft Drinks, Beaumont & Hohman . . . . .	2 (08) . . . . . SA	Filmack
Dan De, Coffee, Lustig . . . . .	1 (10) . . . . . SM	Filmack
Royal Crown Cola, Lustig . . . . .	1 (10) . . . . . SM	Filmack
Cotton Club, Orange Drink, Lustig . . . . .	1 (10) . . . . . SM	Filmack
Holiday Coffee, Coffee, Charles F. Hutchinson . . . . .	1 (08) . . . . . LA, SA	Beacon

(Continued next week)

## Lance Prods. Expands Activity Four Ways

NEW YORK—Lorraine Lester, president, is spearheading activity on several fronts these days at Lance Productions, Inc., here, with concentration on features, TV series, commercial productions and sales on its "Bobo the Hobo" puppet series.

Lance Productions is the owner of Liberty magazine's library dating from 1924 to 1950, from which it is currently drawing plans for feature films and TV series. In the works is a series called "Secrets of New York's Homicide Squad," which is being produced as a whodunit type, emphasizing the story behind the murder. This is being done with the help of the New York police force.

The wide range of Liberty material allows room for other TV film series, as well as theatrical features. Lance plans low-budget feature productions, the first being "Caviar for the Colonel."

"Bobo the Hobo and His Traveling Troupe," already tested on about 60 UHF stations thru National Telefilm Associates' distribution, is now being eyed for network sponsorship. There are 26 of these color puppet films in the can, with more available for production when the network deal is set. They are of satirical nature for the benefit of parents as well as the kiddies. The series includes 13 films in which Bobo and his troupe perform fairy tales and 13 in which they do their versions of the classics, while supposedly on a good-will tour of Europe.

### Fantasy Features

Produced by Fantasy Features, Inc., a division of Lance, the series has completed first and second run in Norfolk over WTAR-TV, where it was sponsored by Kotarides Baking for Mary Jane Bread. The client noted that its promotion of its new bread wrapper on the "Bobo" show resulted in a 60 per cent sales hike. Besides doing the show, Lance also helps the sponsor with publicity and advertising ideas.

In fact, an additional subsidiary is being set up to handle merchandising of the "Bobo" characters. One merchandising item now available is a "Bobo the Hobo" record of songs from the shows.

Besides these activities, Lance continues production of industrial film under the guidance of William V. Adams, and also is active in animated and live TV film commercials (The Billboard, March 2).

## New TV Spot Campaigns

Continued from page 8

Hollywood Bread thru Hopkins & Patel (Ann.)  
Home Sites, Le High Acres thru Arthur Meyerhoff (Prog.)  
Keds, U. S. Rubber thru Fletcher D. Richards (Part.)  
L & M Cigarettes, Liggett-Myers thru Dancer-Fitzgerald-Sample (Ann.)  
Margarine, Lever thru Cone, Foote & Belding (Ann.)  
Paper, Charmin thru Campbell-Mithun.  
Poll Parrott Shoes, Robertis, Johnson & Rand thru Krupnick & Assoc. (Part.)

Purina Flour, General Mills thru Knox Reeves (Part.)  
Purina Feeds thru Gardner (Prog.)  
Royal Crown Cola, Nehi thru Compton (Ann., ID)  
Robot Gardner, Grant thru Arthur Meyerhoff (Prog.)  
Salad Mixer, Grant thru Arthur Meyerhoff (Ann., Prog.)  
Snowcrop, Minute Maid thru Ted Bates (Ann.)  
Spic & Span, Procter & Gamble thru Young & Rubicam (Ann.)  
Texise Cleaner thru Anderson (Ann.)

### On Midwestern Stations

Birds Eye, General Foods thru Young & Rubicam (ID)  
C & H Sugar thru Honig-Cooper (Ann., ID)  
Colgate Toothpaste thru Ted Bates (Ann.)  
Comet, Procter & Gamble thru Compton (Part.)  
Dog Chow, Purina thru Gardner (Ann.)  
Flav-R-Straws thru Ruthrauff & Ryan (Part., Ann.)  
Folger's Coffee thru Cunningham & Walsh (Part.)  
Glamorene thru Product Services (Ann.)  
Golden Capri Salad Oil, Anderson-Clayton thru McCann-Erickson (Ann.)  
Instant Sanka Coffee, General Foods thru Young & Rubicam (ID)  
Kasco Dog Food, Corn Products thru Donahue (Ann.)  
Keds, U. S. Rubber thru Fletcher D. Richards (Ann., Part.)  
Kleenex thru Foote, Cone & Belding (Part.)  
L & M Cigarettes, Liggett & Myers thru Dancer-Fitzgerald-Sample (Ann.)

M & M Candy, Hawley & Hoops thru Ted Bates (Ann.)  
Maybelline thru Gordon Best (Part.)  
Nabisco thru McCann-Erickson (Part.)  
Norex Amitone, Norex Labs. (Prog.)  
Northern Tissue, Marathon (Part.)  
100% Bran, Nabisco thru Ted Bates (Ann., Part.)  
100% Bran, National Biscuit thru Kenyon & Eckhardt (Ann., Part.)  
Oldsmobile, General Motors thru D. P. Brothers (Ann.)  
P. F. Shoes, Hood Rubber thru McCann-Erickson (Ann., Part.)  
Red Ball Shoes, Mishawaka thru Campbell-Mithun (Ann., Part.)  
Rumba Kites, Hutson thru F. N. Sinclair (Part.)  
Saturday Evening Post, Curtis thru Batten, Barton, Durstine & Osborn (ID)  
Seed Corn, Pioneer Hybrid thru Wallace (Prog.)  
Terramycin, Pfizer thru Leo Burnett (Ann.)  
Western Airlines thru Buchanan (Part.)

### On Southwestern Stations

Budweiser Beer, Anheuser-Busch thru D'Arcy (Ann.)  
Chili, Walker's Austell thru Dancer-Fitzgerald-Sample (Prog.)  
Conolite thru Fiore & Fiore.

Dog Chow, Ralston thru Gardner (Ann.)  
Miracle Margarine, Kraft thru Needham, Lewis & Brorby (Ann.)  
Rolaids, American Chicle thru Ted Bates (Ann.)

### On Rocky Mountain & West Coast Stations

Bonnie Dog Food thru Chapin-Dumm (Part.)  
Bromo Quinine, Grove thru Benton & Bowles (Ann.)  
C & H Sugar thru Honig-Cooper (ID)  
Calo Dog Food thru Frank Wright (Prog.)  
Coffee, Hill Bros, thru Ayer (Ann.)  
Hit Parade Cigarettes, American Tobacco thru Batten, Barton, Durstine & Osborn (Ann., ID)  
Jet Shoes, Mishawaka thru Campbell-Mithun (Part.)  
Leslie Salt thru Honig-Cooper (ID)

Maybelline thru Gordon Best (Ann.)  
Mercury Cars, Ford thru Kenyon & Eckhardt (Ann.)  
Milwaukee Railroad thru Roche, Williams & Cleary (Ann., Part.)  
Oil Additive, Cromwell thru Anderson-McConnell (Prog.)  
P. F. Shoes, Hood Rubber thru McCann-Erickson (Part.)  
Pioneer Mined Sea Clams thru Miller, MacKay, Hoek & Hartung (Part.)  
Royal Crown Cola, Nehi thru Compton (Part.)  
Western Airlines thru Buchanan (Ann.)

## CBS Renews 'Playhouse'

HOLLYWOOD — CBS last week renewed its pact with Screen Gems on "Playhouse 90," the new contract calling for the studio to turn out five 90-minute films for the network next season. Deal for this year was for eight.

Negotiations between CBS and Screen Gems had come to an impasse recently as a result of differences on price and star casting (Billboard, March 2.) New pact carries a sliding scale above \$150,000, the price this season, depending on stars obtained for the pix and amount that they're paid. It's understood total cost for a film could go as high as \$250,000.

## Salvation Army Prepares TV Pix 'The Living Word'

NEW YORK — The Salvation Army is preparing a series of 26 films called "The Living Word." The 15-minute programs will be available to stations on a public service basis and are non-denominational in content. Each show will be built around a word from the Bible—faith, vision, roads, light, etc.—and will include a Salvation Army officer in chats with viewers.

The 16mm. films will be in black and white with sound, but color prints will be supplied by special arrangement. The series will not attempt to evangelize but merely inspire and encourage the viewer.

"1 LED 3 LIVES"  
Starring RICHARD CARLSON  
ZIV TELEVISION  
NOTHING TURNS ON THE HEAT LIKE A ZIV PRODUCTION!

#1 SYNDICATED SHOW IN FT. WORTH

# 23.5

RANKS #6 ALL WEEK AMONG ALL NETWORK SHOWS!

BEATS:

6. \$64,000	8. BOXING . . . . . 22.5
7. CHALLENGE (TIE) . . . . . 23.5	9. LAWRENCE WELK . . . . . 22.1
7. DISNEYLAND . . . . . 23.4	10. PHIL SILVERS . . . . . 20.8

PULSE, August, 1956

# CBS Protests Pay TV Test Proposal

WASHINGTON — Free programming on television would get no protection from the inroads of Pay TV, in the test proposed by the Commerce Senate staff report on Subscription TV, CBS said Wednesday (27). The same danger would exist for creative talent, since "no line can be drawn" between pay and free TV as far as

authors and performers are concerned, the net claimed.

The CBS warning to hold that TV tiger called the proposed test "inconclusive and unreliable." (Senate committee members have not so far endorsed the staff proposals.) The only "full operation" of Subscription TV can be basis for judging all effects of the service, the net said, including claims that it would "aid UHF." It is not enough to try it out in a few scattered markets, CBS claimed. Also, heavy financial investments in such a trial "would make a future cut-off unfeasible."

On programming, CBS said the

staff report's classification of "box-office attractions" for Subscription TV includes a "vast amount of material such as sports events and plays, now regularly on free television." Even under controlled conditions proposed in the test, "nothing can keep creative talent" and programming from being siphoned into the pay area, the net pointed out. Technically, no one knows if the pay devices "would be compatible with color telecasting," or even with each other, should the Federal Communications Commission authorize a trial of more than one system.

#### Authorization

Legally, the net doubts that the FCC is in any position to decide it can authorize Toll TV, without holding extensive hearings and taking definite steps to protect the present free service. Also, the FCC is not empowered to cope with the "degree of regulation necessary"

for a pay service, which would require ruling on its programming, among other things. CBS was shocked at the staff proposal to allow the franchise holder to select which station in the market would get the test assignment.

Echoing a statement recently released by National Association of Radio & Television Broadcasters President Harold Fellows, the net said the American public would "inevitably" pay heavily for the new service. John Q. would have to "pay for programs now received free," at least to some extent.

CBS denied the staff report charges of inconsistency in network claims that the fee service would probably fail, yet Toll TV would be overwhelmingly successful and murder free. CBS said Toll TV might fail to get off the ground financially. But if it did succeed, its effect on free service must "be overwhelming."

# KYW 'Jungle' Kid TV Rings Late Night Bell

CLEVELAND—KYW-TV here pulled an unusual programming switch to charge up the ratings of its 11:20-11:30 p.m. strip connecting its late news show and NBC-TV's "Tonight!"

The segment was being swamped by the opposition feature films. Late in January KYW installed Sterling Television's "Jungle" package, conventionally used in kiddie shows, and framed it with a worldly character it named Cesare, played by local actor named Paul Orgill.

The unusual nature of the program brought it columns of publicity. Soon after it went on the air three nights were bought by Beemans and Clorets, and the other two by the local Studebaker dealer.

Last week the February report of the American Research Bureau showed KYW had moved to top audiences in that strip in all but one night, Thursday, where it missed the top by .3, actually less than the margin of error. The rating increases ranged from 28 to 180 per cent. The ratings ranged from 7.8 to 11.5.

#### Orgill Get-up

The fascination in the show is undoubtedly in the weird, seductive nature of the wrap-around. Orgill sports a saber scar across one cheek. He wears a dressing gown and white tie. He is lighted mysteriously. His cluttered study is decorated with hunting heads. He strokes a cat as he talks, and makes sly, insulting remarks.

Sterling is understood to be planning to sell other stations on this kind of use of its "Jungle" films, which is a large and varied collection.

# Gottlieb Sets 2 New Series

HOLLYWOOD—Producer Alex (Oh! Susanna) Gottlieb is prepping two new teleseries, first of which is scheduled to go before the cameras March 11. Shows are being filmed at and in conjunction with Hal Roach Studios.

First to roll will be "Jacques and Jill," a sophisticated comedy starring Ann Jeffries and Robert Sterling in their first TV series since "Topper." Gottlieb is writing the script which William Seiter will direct.

For his second show, Gottlieb scored a coup by signing Evelyn Rudie, the much sought-after "Eloise" of "Playhouse 90" fame. She'll play a sympathetic moppet in a program titled "Cindy," with Florence and Billy Hallop as her parents.

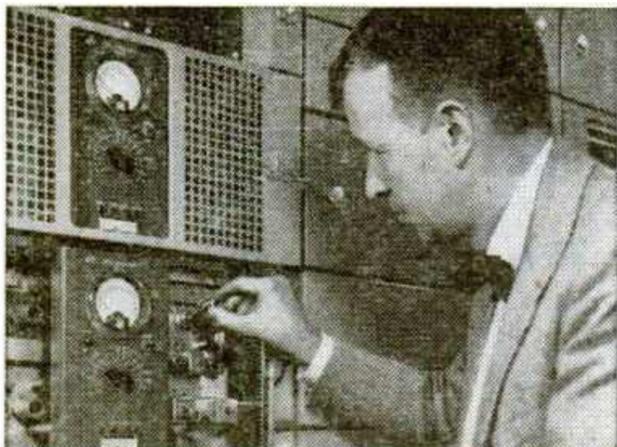
## REHEARSAL SPACE

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



## Meet the Bell System's new guardian of microwave transmission quality



Bell System automatic protection switching substitutes a spare channel when interference occurs during transmission. B. C. Bellows, a designer of the system, checks terminal indicating equipment.

There's a new watchman on duty along Bell System microwave channels, protecting your transmissions against fading and equipment failures.

Its name—*automatic protection switching*. Its reflexes are so fast that it prevents failures before TV audiences are even aware of the trouble.

It works this way: When a channel encounters trouble, a spare (or protection channel) is automatically switched so as to parallel the troubled channel; both then carry the same signal. At the receiving end, Bell System equipment determines which of the two signals—regular or spare—is better, and relays it on.

The entire series of events takes less than one-twentieth of a second.

This development is one more example of how the Bell System is constantly finding new and better ways to serve the broadcasting industry.

BELL TELEPHONE SYSTEM



Providing intercity channels for network television and radio throughout the nation

# We're Sincerely Grateful

and Mighty, Mighty Proud of These Multiple Honors Awarded Us by TV Stations, Television Advertisers and Advertising Agencies For The Past Two Seasons.



**OFFICIAL FILMS, INC.**  
25 West 45th St., New York 36, N. Y.  
PLaza 7-0100

# The Billboard Award

*for outstanding achievement*

## Billboard Award

presented to

**ART BREECHER**

*Official Films*

Voted

**The Salesman Who Gave  
the Best Service**

**1957**

## Billboard Award

presented to

**JERRY LEE**

*Official Films*

Voted

**The Salesman Who Gave  
the Best Service**

**1956**

## Billboard Award

for

**BEST SALES STAFF**

(3rd Place)

presented to

**OFFICIAL FILMS**

**1957**

## Billboard Award

for

**BEST LIBRARY  
PLAN**

presented to

**OFFICIAL FILMS**

**1956**

## Billboard Award

for

**BEST LIBRARY  
PLAN (2nd place)**

presented to

**OFFICIAL FILMS**

**1957**

## Billboard Award

presented to

**STAR  
PERFORMANCE  
(OFFICIAL FILMS)**

Voted

**BEST HALF-HOUR  
DRAMATIC SERIES**

**1956**

## Billboard Award

for

**BEST  
TECHNICAL  
SERVICE**

(3rd Place)

presented to

**OFFICIAL FILMS**

**1957**

# Toll Test May Need Control Legislation First

WASHINGTON — Belief here is growing that any test for Toll TV would require specific control legislation beforehand — even if the Federal Communications Commission should decide it has the right to authorize a pay service trial. Should the FCC decide to authorize a test, when it meets Monday (4), legislative controls for the Pandora's box of Pay TV would be strongly advised by the agency's general counsel, Warren Baker.

The FCC will be questioned Tuesday (5), the day following its own meeting, at Senate Commerce Committee hearings. The Senate group's own staff report recommending a trial for Pay TV will be the basis for the questioning. Chairman Magnuson made the announcement at the conclusion of a stormy meeting last week, in which the Senators could not agree on the staff report's recently leaked proposals of "large-scale" trial for Pay TV.

"A tremendous policy-making decision is facing the commission," said Baker. The FCC will have to decide whether it can "take the risk of authorizing an experimental service when it does not have the necessary controls" over rates, programs, time allowed and other

### Phases of Toll TV

The agency could decide that no form of Pay TV is in the public interest. But the Senate staff report has warned them to think twice before "closing the door" on the Toll TV entrepreneurs who have asked for their chance. If the FCC decides to give Toll TV a trial, Baker will advise them to ask Congress for control legislation "before any test is authorized."

This would put responsibility back on the Senators, who tossed the ball to the FCC by deciding to ask the agency for a final yes or no. Senator Pastore, chairman of the communications subcommittee, said emphatically, "Let the FCC decide. If they feel they haven't the authority, let them come to us for legislation to empower it." Both he and Magnuson agreed that the issue should get an early settlement.

# 'Private Line' Gets Audition

HOLLYWOOD—"Private Line"—Hollywood—live package put together by the Walt Tibbals-Lee Savin firm and starring Paul Coates and Zsa Zsa Gabor, was auditioned by Revlon and BBD&O execs here last week.

Program, which is being considered for either local or national airing, was telecast over Station KTTV on a one-time-only basis. An interview-type show, it had Coates and Miss Gabor visiting the homes of Dimitri Tiomkin and Bob Stack.

# PULSE LOCAL RATINGS FOR JANUARY

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

**BUFFALO**  
3 TV STATIONS—347,300 TV HOMES  
Population—1,212,400 (14th in U. S.)  
Buying Income—\$1,978,712,000 (14th)  
Retail Sales—\$1,449,717,000 (14th)  
Food Sales—\$346,398,000 (13th)  
Drug Sales—\$40,931,000 (16th)  
Automotive—\$263,039,000 (15th)  
Above figures include following counties: Erie, Niagara.

- TOP NETWORK SHOWS**
1. Ed Sullivan, WBEN, Su. ....47.6
  2. \$64,000 Question, WBEN, T. ....41.2
  3. G. E. Theater, WBEN, Su. ....40.9
  4. Alfred Hitchcock, WBEN, Su. ....40.0
  5. Boxing, WGR, W. ....39.5
  6. Lawrence Welk, WGR, S. ....38.3
  7. Climax, WBEN, Th. ....38.1
  8. \$64,000 Challenge, WBEN, Su. ....37.0
  9. Playhouse 90, WBEN, Th. ....34.5
  10. What's My Line? WBEN, Su. ....33.9

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WGR, M.-F. ....18.9
  2. News (11:00 p.m.), WBEN, M.-F. ....16.1
  3. Guiding Light, WBEN, M.-F. ....1.6
  4. Gene Autry, WBEN, M. W. F. ....11.5
  5. Search for Tomorrow, WBEN, M.-F. ....11.3
  6. Arthur Godfrey, WBEN, M.-F. ....11.0
  7. CBS News, WBEN, M.-F. ....10.9
  8. Sports (11:15 p.m.), WBEN, M.-F. ....10.9
  9. Love of Life, WBEN, M.-F. ....10.6
  10. News, Weather (6:30 p.m.), WGR, M.-F. ....10.3

- TOP FEATURE FILMS**  
Once Weekly
1. Mobson's Golden Ale Theater, WBEN, F.-11:30-12:00 mid. ....10.7
  2. Prize Playhouse, WBEN, M.-11:30-12:00 mid. ....10.7
  3. Saturday Playhouse, WBEN, S.-11:30-12:00 mid. ....9.9
  4. Academy Playhouse, WGR, Su.-2:00-3:30 p.m. ....9.8
  5. Crystal Curtain Time, WBEN, W.-11:30-12:00 mid. ....7.0

- Multi-Weekly
1. 11:30 Theater, WBEN, T., Th., Su.-11:30-12:00 mid. ....9.6
  2. Mid-day Matinee, WGR, T.-F.-1:00-2:00 p.m. ....5.7
  3. Million \$ Movie, WBUF, M.-F.-Su.-5:30-12:00 mid. ....4.9
  4. Million \$ Matinee, WBUF, M.-F.-1:00-2:15 p.m. ....2.8
  5. Early Bird Theater, WBUF, M.-F.-9:00-10:00 a.m. ....2.5

- TOP SYNDICATED FILMS**
1. Man Called X (Ziv), WBEN, M.-9:30 ....25.0
  2. Cisco Kid (Ziv), WBEN, Th.-7:00 ....21.7
  3. Superman (Flamingo) WBEN, W.-7:00 ....20.5
  4. San Francisco Beat (CBS), WGR, M.-9:00 ....20.2
  5. Annie Oakley (CBS), WBEN, T.-7:00 ....19.2
  6. Sheriff of Cochise (NTA), WBEN, F.-7:00 ....16.4
  7. Studio 57 (MCA), WBEN, M.-7:00 ....16.4
  8. Dr. Christian (Ziv), WGR, S.-10:30 ....15.5
  9. Star Showcase (TPA), WBUF, M.-10:30 ....14.7
  10. Captain Gallant of the Foreign Legion (TPA), WGR, Su.-6:00 ....14.2
  11. Star and the Story (Official), WGR, Th.-10:00 ....13.9
  12. Captain Midnight (Screen Gems), WGR, S.-9:00 a.m. ....13.5
  13. Soldiers of Fortune (MCA), WGR, W.-6:00 ....13.5
  14. Science Fiction Theater (Ziv), WBEN, S.-7:00 ....13.2
  15. City Detective (MCA), WGR, Th.-10:30 ....13.0
  16. Sky King (Nabisco), WGR, T.-6:00 ....12.7

**CINCINNATI**  
3 TV STATIONS—305,500 TV HOMES  
Population—997,000 (16th in U. S.)  
Buying Income—\$1,846,653,000 (18th)  
Retail Sales—\$1,237,083,000 (18th)  
Food Sales—\$288,030,000 (16th)  
Drug Sales—\$39,028,000 (20th)  
Automotive—\$233,243,000 (20th)  
Above figures include following counties: Campbell and Kenton, Ky.; Hamilton, O.

- TOP NETWORK SHOWS**
1. Ed Sullivan, WKRC, Su. ....49.2
  2. Alfred Hitchcock, WKRC, Su. ....39.4
  3. Perry Como, WLW-T, S. ....38.4
  4. G. E. Theater, WKRC, Su. ....37.7
  5. I Love Lucy, WKRC, M. ....36.7
  6. Boxing, WCPO, W. ....34.4
  7. What's My Line? WKRC, Su. ....32.7
  8. Disneyland, WCPO, W. ....32.2
  9. Climax, WKRC, Th. ....31.1
  10. \$64,000 Challenge, WKRC, Su. ....31.0

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WCPO, M.-F. ....21.4
  2. 50-50 Club, WLW-T, M.-F. ....15.1
  3. News, Weather (11:00 p.m.), WKRC, M.-F. ....13.0
  4. 3 City Final, WLW-T, M.-F. ....11.9
  5. Pantomime Hit Parade, WCPO, M.-F. ....11.6
  6. NBC News, WLW-T, M.-F. ....11.3
  7. Our Gang Comedy, WCPO, M.-F. ....11.2
  8. Eddie Fisher, WLW-T, M.-F. ....10.0
  9. Sobio Reporter, Weather (7:00 p.m.) WLW-T, M.-F. ....9.7
  10. Art Linkletter, WKRC, M.-F. ....9.2
  11. Arthur Godfrey, WKRC, M.-F. ....9.2

- TOP FEATURE FILMS**  
Once Weekly
1. Best of Hollywood, WKRC, Su.-11:15-12:00 mid. ....14.2
  2. Gold Cup Theater, WLW-T, S.-5:00-6:30 p.m. ....8.7
  3. 3:00 Playhouse, WCPO, Su.-3:00-4:30 p.m. ....8.1
  4. Million \$ Movie, WCPO, Su.-10:30-12:00 mid. ....7.6
  5. Movietime U. S. A., WLW-T, Su.-2:00-12:00 mid. ....7.2

- Multi-Weekly
1. Home Theater, WKRC, M.-F.-11:15-12:00 mid. ....8.2
  2. Hollywood Theater, WCPO, M.-F.-11:00-12:00 mid. ....6.4
  3. Ladies' Home Theater, WKRC, M.-F.-5:00-6:15 p.m. ....5.9
  4. Movie Matinee, WCPO, M.-F.-12:00-1:30 p.m. ....3.4
- TOP SYNDICATED FILMS**
1. Man Called X (Ziv), WKRC, W.-9:00 ....19.5
  2. Sheriff of Cochise (NTA), WLW-T, M.-10:30 ....18.9
  3. Science Fiction Theater (Ziv), WLW-T, T.-10:30 ....17.7
  4. Highway Patrol (Ziv), WCPO, Th.-10:00 ....17.5
  5. Dr. Hudson's Secret Journal (MCA), WKRC, T.-10:30 ....17.2
  6. Great Gildersleeve (NBC), WKRC, T.-7:00 ....15.0
  7. Superman (Flamingo), WLW-T, M.-6:00 ....13.8
  8. Rosemary Clooney (MCA), WKRC, Th.-7:30 ....13.0
  9. Cisco Kid (Ziv), WCPO, Su.-6:00 ....12.9
  10. Steve Donovan, Western Marshal (NBC), WKRC, S.-6:30 ....12.8
  11. Susie (TPA), WCPO, T.-9:30 ....12.7
  12. Annie Oakley (CBS), WLW-T, T.-6:00 ....12.5
  13. Frontier Doctor (Hollywood), WCPO, F.-9:30 ....12.5
  14. Foreign Legionnaire (TPA), WKRC, M.-6:30 ....12.4
  15. Your All Star Theater (Screen Gems), WKRC, T.-7:30 ....12.2
  16. Sky King (Nabisco), WCPO, Th.-6:00 ....11.9

**DAYTON, O.**  
2 TV STATIONS—125,000 TV HOMES  
Population—526,700 (44th in U. S.)  
Buying Income—\$72,359,000 (34th)  
Retail Sales—\$674,145,000 (39th)  
Food Sales—\$151,343,000 (38th)  
Drug Sales—\$21,540,000 (36th)  
Automotive—\$138,619,000 (35th)  
Above figures include following counties: Greene, Montgomery.

- TOP NETWORK SHOWS**
1. Ed Sullivan, WHIO, Su. ....44.5
  2. I Love Lucy, WHIO, M. ....42.0
  3. Phil Silvers, WHIO, T. ....41.8
  4. West Point, WHIO, F. ....41.3
  5. Burns & Allen, WHIO, M. ....41.0
  6. Brothers, WHIO, T. ....40.8
  7. Godfrey's Talent Scouts, WHIO, M. ....39.8
  8. Gunsmoke, WHIO, S. ....39.3
  9. Oh! Susanna, WHIO, S. ....39.0
  10. Playhouse 90, WHIO, Th. ....38.9

- TOP MULTI-WEEKLY SHOWS**
1. Reporter, Sports Desk (6:30 p.m.), WHIO, M.-F. ....26.0
  2. Front Page News, WHIO, M.-F. ....20.9
  3. NBC News, WIND, M.-F. ....20.4
  4. Mickey Mouse Club, WLW-D, M.-F. ....18.6
  5. Wild West Show, WHIO, M.-F. ....17.2
  6. Eddie Fisher, WLW-D, W., F. ....15.3
  7. Arthur Godfrey, WHIO, M.-Th. ....14.7
  8. Strike It Rich, WHIO, M.-F. ....14.4
  9. Guiding Light, WHIO, M.-F. ....14.1
  10. Search for Tomorrow, WHIO, M.-F. ....14.0

- TOP FEATURE FILMS**  
Once Weekly
1. Saturday Theater, WHIO, S.-11:45-12:00 mid. ....25.0
  2. Midwestern Matinee, WLW-D, S.-6:30-7:45 p.m. ....24.8
  3. Gold Cup Theater, WLW-D, S.-5:00-6:30 p.m. ....17.3
  4. Frontier Theater, WLW-D, Su.-11:15-12:00 mid. ....17.2
  5. Sunday Matinee, WHIO, Su.-2:30-4:00 p.m. ....17.1

- Multi-Weekly
1. Wild West Show, WHIO, M.-F.-5:00-6:00 p.m. ....17.2
  2. First Run Theater, WLW-D, S., Su.-11:45-12:00 mid. ....14.4
  3. Evening Theater, WHIO, M.-Th.-11:15-12:00 mid. ....14.0
  4. Movie Matinee, WHIO, M.-F.-4:00-5:00 p.m. ....10.9
- TOP SYNDICATED FILMS**
1. Highway Patrol (Ziv), WHIO, T.-9:00 ....37.8
  1. Amos 'n' Andy (CBS), WHIO, W.-7:30 ....37.8
  3. The Whistler (CBS), WHIO, S.-7:00 ....36.3
  4. Gene Autry (CBS), WHIO, W.-7:00 ....34.3
  5. Soldiers of Fortune (MCA), WHIO, M.-7:00 ....34.0
  6. Badge 714 (NBC), WHIO, S.-10:30 ....33.8
  7. Rosemary Clooney (MCA), WHIO, T.-7:30 ....31.3
  8. Man Called X (Ziv), WHIO, F.-10:30 ....31.0
  9. Superman (Flamingo), WHIO, T.-6:00 ....30.0
  10. Sky King (Nabisco), WHIO, M.-6:00 ....28.8
  11. Police Call (NTA), WHIO, M.-6:30 ....28.0
  12. Crunch and Des (NBC), WLW-D, Th.-7:00 ....26.3
  13. Frontier (NBC), WLW-D, Su.-10:30 ....26.0
  14. Wild Bill Hickok (Flamingo), WHIO, W.-6:00 ....25.5
  15. Range Rider (CBS), WHIO, Th.-6:00 ....24.3
  16. Stars of the Grand Ole Opry (Flamingo), WHIO, S.-6:30 ....20.0
  17. Sheriff of Cochise (NTA), WLW-D, W.-10:30 ....19.8

**DETROIT**  
4 TV STATIONS—957,600 TV HOMES  
Population—3,518,600 (5th in U. S.)  
Buying Income—\$7,386,946,000 (5th)  
Retail Sales—\$4,841,614,000 (4th)  
Food Sales—\$1,086,050,000 (4th)  
Drug Sales—\$193,768,000 (4th)  
Automotive—\$1,115,412,000 (4th)  
Above figures include following counties: Macomb, Oakland, Wayne.

- TOP NETWORK SHOWS**
1. Ed Sullivan, WJBK, Su. ....45.2
  2. I Love Lucy, WJBK, M. ....42.2
  3. Lawrence Welk, WXYZ, T. ....36.9
  4. Wyatt Earp, WXYZ, S. ....33.7
  5. Boxing, WXYZ, W. ....32.7
  6. Alfred Hitchcock, WJBK, Su. ....31.5
  7. Disneyland, WLXZ, W. ....31.3
  8. Godfrey's Talent Scouts, WJBK, M. ....31.3
  9. Jackie Gleason, WJBK, S. ....31.1
  10. G.E. Theater, WJBK, Su. ....30.9

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WXYZ, M.-F. ....27.8
  2. Arthur Godfrey, WJBK, M.-Th. ....11.3
  3. News (11 p.m.), WJBK, M.-F. ....11.1
  4. Justice Conf. CKLW, M.-F. ....11.0
  5. Million \$ Movie, CKLW, M.-F. ....10.4
  6. 12 o'Clock Comics, WXYZ, M.-F. ....10.4
  7. Art Linkletter, WJBK, M.-F. ....10.3
  8. News—John Daly, WXYZ, M.-F. ....10.3
  9. Kukla, Fran & Ollie, WXYZ, M.-F. ....10.1
  10. Garry Moore, WJBK, M.-F. ....9.8

- TOP FEATURE FILMS**  
Once Weekly
1. Sneezbrush Shorts, WJBK, Su.-11:00-12:00 p.m. ....14.5
  2. N.T.A. Theater, CKLW, Su.-2:30-4:00 p.m. ....12.6
  3. First Run Theater, CKLW, Su.-1:00-2:30 p.m. ....10.4
  4. Jumbo Theater, WXYZ, Su.-3:30-4:30 p.m. ....10.3
  5. Saturday Matinee, CKLW, S.-2:15-3:15 p.m. ....6.3

- Multi-Weekly
1. Million \$ Movie, CKLW, M.-F., Su.-4:00-9:00 p.m. ....11.6
  2. Hollywood Premiere, WXYZ, S., Su.-11:00-12:00 mid. ....9.3
  3. Family Theater, CKLW, M.-Th.-6:00-7:00 p.m. ....8.4
  4. Nightwatch Theater, WJBK, M.-Su.-11:15-12:00 mid. ....7.8
  5. Early Show, WJBK, M.-S.-5:00-6:15 p.m. ....6.2
- TOP SYNDICATED FILMS**
1. Sheriff of Cochise (NTA), WWJ, S.-2:00 ....21.9
  2. Highway Patrol (Ziv), WJBK, T.-10:30 ....21.2
  3. Frontier Doctor (Hollywood), WXYZ, Su.-6:00 ....20.9
  4. Wild Bill Hickok (Flamingo), WXYZ, Th.-6:00 ....18.3
  5. Annie Oakley (CBS), WXYZ, M.-6:00 ....17.7
  6. Badge 714 (NBC), WJBK, Su.-7:00 ....17.2
  7. Brave Eagle (CBS), WXYZ, M.-6:30 ....16.9
  8. Mr. District Attorney (Ziv), WJBK, F.-9:30 ....16.5
  9. Superman (Flamingo), WXYZ, T.-6:00 ....16.2
  10. Racket Squad (ABC), WJBK, S.-10:30 ....15.9
  11. Buffalo Bill Jr. (CBS), WXYZ, W.-6:00 ....15.7
  12. Soldiers of Fortune (MCA), WXYZ, F.-6:00 ....15.0
  13. Dr. Hudson's Secret Journal (MCA), WXYZ, M.-10:30 ....14.9
  14. Sky King (Nabisco), WXYZ, Su.-5:30 ....13.7
  15. Man Called X (Ziv), WJBK, T.-7:00 ....12.5

## BATTLE LOOMS

# KFJZ-TV Features Vs. Net Programs

FORT WORTH—One of the most interesting features vs. network battles will unfold in early March when KFJZ-TV, the independent station here, springs its full line-up of feature film programming.

The station has acquired what is undoubtedly one of the top two or three feature libraries in the country, including the M-G-M, Warner Bros., Columbia, NTA network, Selznick, Associated Artists and Republic packages, plus several

others—all in all some 2,000 pictures.

The new pix are those from M-G-M, the cream of which will go in Friday night, and the NTA net, which will play Saturday. Warner Bros. only recently went on the air, and full results aren't in yet, but according to Stan Wilson, assistant to the president of the station, a preliminary coincidental ARB survey was encouraging.

The station is now playing a total of 36 pix a week, 10 of them

in Class A time. Going on the air about two years ago, it has made only a moderate dent in the market, being third in Fort Worth, and a rather distant fourth in Dallas.

Station execs feel, however, that considerable part of this is due to their own programming mistakes, principally in running one feature for three consecutive nights. Whereas this might be practical in such large markets as New York or Los Angeles, it hasn't paid off here, where the total audience is too limited.

The station is hoping that, with both the quality and quantity of the new product, especially the M-G-M pix, it will be able to push into the No. 2 spot in the area (a \$5,000 advertising campaign has been scheduled for the M-G-M kickoff). In this it may be helped somewhat by the NBC-ABC affiliation situation in the market (Billboard, February 19), both being shared by two competing stations.

# Screen Gems Reorganizes

HOLLYWOOD—In line with Screen Gems' plans to bring out two to four first-run programs for regional and syndicated sales each season (Billboard, March 2), the Columbia subsid last week reorganized its Western sales staff.

Heading the West Coast branch will be Sales Manager Dick Dinsmore, who'll handle only national and regional accounts, plus Los Angeles locally, in the future.

Dick Buch has been placed in charge of syndication in the West. The remainder of the staff consists of Tom Seehof, who'll handle the Mountain States; Peter Carey, operating out of San Francisco; John Hunt out of Seattle and Lou Goldstein out of Los Angeles.

DESTINED TO BE NO. 1 RECORD IN THE COUNTRY

The Original

# 'BUTTERFLY'

on Cameo Records

by

**CHARLIE GRACIE**

For Availability Contact

**BERNIE ROTHBARD**

**SJZ ROTHBARD OFFICE**

250 S. Broad St., Philadelphia 2, Pa.  
Phone: KI 5-1665-6-7

## Prep Diskery Sets Distributors; Bids Flock In

HOLLYWOOD—Prep Records, new indie label launched by Capitol Records (The Billboard, March 2), went into action officially last week, with Vice-President and National Sales Manager Irv Jerome naming the firm's first distributors.

Jerome appointed Record Sales Company, Los Angeles; Northwest Tempo Distributing Company, Seattle, and Chatton Distributing Company, Oakland. He leaves on an extended tour of the country to line up additional distributors in key marketing areas.

Prep has thus far been literally inundated by distributor inquiries, said Jerome, all of whom indicated they are anxious to take on the new label. Plans still call for the firm to release its first wax on or about April 1.

## Wexler Exits Mershaw for Own Business

NEW YORK—Elliott Wexler, one of the pioneers in the record rack jobbing field, resigned as vice-president of the Mershaw Company last week to go into business for himself.

Wexler will set up an office here in the next couple of weeks. He intends to act as a free-lance disk buying consultant for chain and syndicate stores and racks. Wexler also will serve as a manufacturers' representative for record companies in the "mass" outlet field.

Mershaw, a veteran rack supplying house, had added disks a year and a half ago, bringing Wexler in to head the operation. Previously he had been founder of the country's first record rack jobbing operation, Music Merchants of Philadelphia.

## Imperial Gets Track Rights, Sets Artists

HOLLYWOOD—Further diversification of Imperial Records repertoire was indicated last week in the acquisition of additional motion picture sound track material and the signing of singers Nellie Lutcher and Fay Adams.

Lew Chudd, president of Imperial, nabbed sound track rights (Continued on page 56)

## HRH ERROR OMITTS HIT

NEW YORK—The Acuff-Rose song "You Don't Owe Me a Thing" was omitted from "The Honor Roll of Hits" in The Billboard last week thru an error. The tune, which appears in the No. 19 slot on the "Honor Roll" this week, should have been listed as No. 15 on last week's "Honor Roll." Johnnie Ray's waxing of the Marty Robbins ballad is No. 23 on the best selling retail chart this week.

## Capitol Inks McRae, Merry Macs, Harpist

HOLLYWOOD—Capitol Records continued the expansion of its classical roster last week, with the addition of harpist Marcel Grandjany, who was inked to a long-term contract. He is well known in Paris and will record under the supervision of Dick Jones.

On the pop front, Capitol renewed its pact with singer Gordon MacRae and also signed a term deal with the Merry Macs.

## Col. Sets 'Buy-of-Broadway' Deal; Releases New Product

### 2-Disk Offer Allows Full Dealer Profit

NEW YORK—Columbia Records starting March 17 inaugurates a new package turnover program, titled "Buy-of-Broadway," whereby a consumer will be able to purchase any one from a selection of big-selling original cast albums for \$2.98 when an additional original cast package is purchased at the regular \$5.98 price. At the same time, the label announces its new package product for March, covering a broad range of pop and classical material (see companion story).

The "Buy-of-Broadway" program, a two-record sale, incorporates the principle of full mark-up for the dealer. At suggested prices, the dealer gross on a two-record sale will total \$8.96. Dealer cost

### 100% EXCHANGE ON 50 TOP LP's

NEW YORK—Columbia Records has made available to dealers a list of 50 big-selling pop albums on a 100 per cent exchange basis. The cream of the catalog, these items from the label's CL series are intended to assure steady sales with no risk, and to encourage stocking in depth. Included in the 50 are notable catalog material by Kostelanetz, Eugene Ormandy and the Philadelphia Symphony, Duke Ellington, Doris Day, Dave Brubeck, Michel Legrand, Percy Faith and many others.

First exchange period for albums in this list is June 1, 1957.

will be \$5.56 (twice \$2.78), and dealer profit will be \$3.40.

The program, which includes 21 (Continued on page 29)

## March P'kages Spell Quality For All Fields

NEW YORK—Columbia Records' new package product, scheduled to be on dealers' shelves this month, shapes up as a virtual blockbuster release on the qualitative level. Covering the pop, classical, jazz and children's levels, the product is noteworthy in that it encompasses items of mass and connoisseur appeal. The total is 19 packages.

The new product includes the pop and classical Buys-of-the-Month. These are Frankie Laine's "Rockin'," with the Paul Weston orchestra, and Rudolf Serkin and the Philadelphia Orchestra, conducted by Eugene Ormandy, Schumann's "Concerto in A Minor" and R. Strauss' "Burlesque in D Minor." Ormandy and the Philadelphia Orchestra is represented by another album, Johann Strauss' "Fledermaus Suite," geared for the light classical market.

Outstanding classical releases include "Mozart and Beecham," a recording of the Mozart Requiem Mass with Sir Thomas conducting the Royal Philharmonic Orchestra (last year Columbia issued Bruno Walter's version of the same work); Vaughan Williams' "Symphony No. (Continued on page 28)

## Brunswick in Ring as Full-Fledged Coral Subsidiary

### Traditional Label to Have Own Distrib and Artist Set-Up

By PAUL ACKERMAN

NEW YORK—Coral Record is unveiling Brunswick as a full-fledged subsidiary label with its own distribution set-up and its own artist roster. The operation, which has been in the planning stage for one year, envisages both a strong singles operation and a regularly-scheduled album line, according to Coral sales chief Norm Wienstroer and a.&r. director Bob Thiele. First singles will be released March 11, and will include sides by Vicki Young, Bunny Paul, Three Kittens and the Lennon Sisters. A flock of packages are currently in work and will be released shortly. Thiele stated the a.&r. policy would embrace pop in all its facets, including rock and roll and rockabilly material.

Last week, Thiele finalized a deal with Coral artist Lawrence Welk, whereby Welk's featured TV artists will be cut on the Brunswick

label. Heretofore, they have appeared on Coral under the "Lawrence Welk Presents" tag. Wienstroer and Thiele believe these artists can be given more showcasing and promotion under the new set-up. The Welk artists, all of whom will cut albums initially, include accordionist Myron Floren, thrush Alice Lon, organist Jerry Burke, bass singer and pianist Larry Hooper, honky-tonk pianist Tiny Little, violinist Dick Kessner, guitarist Buddy Merrill and the Lennon Sisters. This batch of package material will be released during the summer.

Several artists will be switched from Coral to Brunswick. These include Bob Crewe, Jeffrey Clay, Three Kittens. The label, of course, will also be used as a developing ground for new artists, and this segment of the roster—which includes Young and Paul, formerly of Cap—will be built up. Thiele and Wienstroer point out that the

Brunswick label will prove more opportunity to expose new talent; to acquire masters and to capitalize on one of the great traditional label names—Brunswick.

Coral, of course, has had the Brunswick division for a long time, but several years ago the release of Brunswick singles was discontinued. Coral did issue Brunswick albums—some 19 in all. The last five of these were released last August as part of Coral's fall album program.

First set of albums to be released under the new Brunswick operation will total 10. They include Jackie Paris' "Skylark," George Williams' "The Fox in Hi-Fi," Tony Scott in Hi-Fi, "Frances Wayne," Art Lund's "This Is Art," (Continued on page 56)

## London to Plug Zarzuela Albums

NEW YORK—London Records, operating on the theory that the public can accept only "so many" versions of the familiar operatic warhorses, is going on a drive in '57 to establish the Spanish Zarzuela as a regular part of the standard opera discography.

According to Leon C. Hartstone, vice-president of the British-based diskery, 15 different zarzuelas are scheduled for release this year, all recorded in Spain, and most featuring the conductor, Argenta.

For the first time here, a company will market these in the man- (Continued on page 56)

## Epic's Spotlight on New Opera Talent

NEW YORK—Epic Records, in line with its previously announced intention of expanding importantly in the opera field, is scheduling a flock of packages which will be cur by notable talent according to Charles A. Schicke, Epic's classical a.&r. director. The new artists who will appear on the label are in addition to Epic's key classical line-up, which includes the Cleveland Symphony, George Szell, the

Concertgebouw of Amsterdam, Leon Fleisher, Van Beinum and I Musici, etc.

The new product will include etchings by Antoinetta Stella and Gianni Poggi, (both of the Met-opera) Nicolai Rossi-Lemeni, Giuseppe Taddei, Ettore Bastianini and conductor Tullio Serafin. In the German field, the schedule includes packages with Rita Streich, (Continued on page 56)

## Bregman Heads A&R for Verve

HOLLYWOOD—The artists and repertoire situation at Verve Records was stabilized last week when Norman Granz signed conductor - arranger - producer Buddy Bregman to a long-term contract.

Bregman, whose recording activities have been widespread in the past two years, will share the a.&r. chores with the poll-winning jazz guitarist, Barney Kessel. Latter will (Continued on page 62)

## Harmony in Ranks, Keynote of ASCAP

### Warnings, Pleas Feature of Society Business-Banquet Meeting on Coast

By JOEL FRIEDMAN

HOLLYWOOD—The repeated admonition to "close ranks and cease fighting among ourselves," coupled with the request by President Paul Cunningham for a "moratorium on all dissension," was the script for the semi-annual dinner and business meeting of the American Society of Composers, Authors and Publishers here last week (28).

Meeting was a somber one because of the recent death of past ASCAP President Gene Buck, with the expected fireworks by Coast dissidents never coming off. Writers attending the meeting pointed out there was little opportunity for any discussion of controversial issues, i.e., the stormy Waldorf-Astoria session in New (Continued on page 28)

NOW . . . BOTH ON ONE RECORD!

**BING CROSBY—VICTOR YOUNG**

**AROUND THE WORLD (Main Theme) b/w AROUND THE WORLD**

From the sound track of Michael Todd's "Around the World in 80 Days." DECCA 9-30262 (45 RPM) and 30262 (78 RPM)



# Tension Mounting Within SPA Ranks

BMI Cleffers Meet in Protest Vs. Official Backing of ASCAP Writers

By JUNE BUNDY

NEW YORK — The Songwriters' Protective Association's activities in behalf of the Songwriters of America's pending suit against the networks and Broadcast Music, Inc., have stirred a group of BMI-affiliated SPA members to register an active protest.

The group met here last Friday (1) in the offices of composer-conductor Bernie Wayne to discuss their "growing discontent with the behavior of the administration of SPA, and SPA's official actions in aligning its official power on the side of certain ASCAP writers in their current attack on BMI."

Coincidentally, or otherwise, the meeting was held here at approximately the same time a group of members of the Songwriters of America, headed by Otto Harbach, were in Washington asking the Senate Commerce Committee to conduct a Congressional probe in behalf of their conspiracy charges against BMI, the networks, their

affiliates and their recording companies, thereby opening an attack against BMI and the networks on another front. (See separate story in this issue for details.)

In making its pitch to the Commerce Committee, the Songwriters group for the first time, officially stated they were "representing SPA."

BMI-affiliated members in their meeting here Friday complained that "official mailings from SPA, directed to the full membership, publicize attacks on BMI and fail to publicize any rebuttals to these attacks." The BMI writers contend that "This constitutes favoritism to a segment of the SPA membership and contempt for the remainder."

Wayne and other members of the group opine "These BMI members so held in contempt are helping, with their dues to SPA, to pay for these attempts to stifle their own careers. This is, of course, an impossible situation which cannot be allowed to continue. Realizing that these actions are contrary to the very purpose of the organization (SPA), a committee is now vigorously implementing a plan to air these grievances and put a stop to them."

The group of BMI writers didn't  
(Continued on page 29)

## ASCAP BOARD, CHRISTIANITY

HOLLYWOOD—Quip of the evening at the ASCAP meeting at the Beverly Hills Hotel (28) was made by scribe Jack Yellen when reading the report on the executive committee.

"If you add up the ages of all the members of the board of directors, you'll find that their combined ages are older than Christianity," said Yellen.

"And there the resemblance ends."

## Rene Retained As Presley Adviser

HOLLYWOOD — Henri Rene, who recently resigned as West Coast artists and repertoire man for RCA Victor, to branch out as a recording artist and free-lance composer, has taken on a special assignment for Elvis Presley.

Rene has been retained for an eight-week period to serve as musical adviser to Presley, and as liaison man between the artist and the music department at 20th Century Fox, where Presley currently is making a new picture. Actually, he goes on the payroll of the Elvis Presley Music Company, which is an affiliate of Hill & Range.

Rene, as an artist, is contracted exclusively to Victor.

## OVERSEAS UPSWING

# Col. Exec Cites U. S. Disk Hype

By BILL SIMON

NEW YORK — More evidence of the growing overseas market for American-made pop records was brought back from Europe last week by Nat Shapiro, co-ordinator international popular artists and repertoire for Columbia and Epic Records.

Shapiro revealed that Philips, the international electronics and disk works with whom Columbia has a reciprocal arrangement, is launching a new label called Fontana, to be used principally for the release of material cut here by Columbia's Epic subsidiary. Epic, which currently is expanding its scope in this market (see separate story), has been the American outlet for most of the Philips cuttings issued here. Fontana will appear first in France, this month. In August, it will debut in England,

and then gradually will show up in all other countries where Philips operates.

The immediate purpose of Shapiro's three-week trip was to attend the Philips a.&r. meeting in London, where he previewed Columbia releases for the next six-month period for Philips reps from all over the world. With these people, he also discussed tie-in promotion plans for forthcoming Euro-  
(Continued on page 27)

## INDIES PINCH VET CLEFFERS ON THE CHARTS

WASHINGTON—While a group of ASCAP and SPA stalwarts were beating a resonant tattoo on their own breasts here last week lamenting to the government the "extreme hardships" endured by indie record companies (see separate story), they perhaps drowned out some of the wails emanating from the offices of the "network-owned" major record companies back in New York.

The cause: on the Pop Best Selling Charts, where it really hurts, 14 of the top 25 records carried "indie" labels and three more were non-network. On the Rhythm and Blues Chart, only three of the 15 toppers were "network-owned." The picture was stronger for the web boys in country and western, where they racked seven of the 15 hits. Obviously, this is the field where those veteran cleffers are feeling the pinch most.

Get back to those hills and fight, men!

# SPA Cleffers Chant 'Conspiracy' Charge

ASCAP Quintet Blasts Networks; Asks Restoration 'Freedom of Music'

By MILDRED HALL

WASHINGTON—Charges of a "conspiracy of the broadcasting networks, their affiliates and their recording companies," were made on the Hill last week (1), by a flying wedge of five top-echelon ASCAP composers, in an interview with Senate Commerce Committee chairman, Warren Magnuson (D., Wash.). The composer, headed by Otto Harbach, asked for legislation to "restore the freedom of music to the listening public."

The group, representing the Songwriters' Protective Association (see separate story), told Magnuson that independent record companies had "suffered extreme hardship in competing with the giant network-owned recording companies, RCA Victor and Columbia." The independents were reported as willing to testify, if the issue is taken up in Senate hearings. (Commerce Committee is currently (5) resum-

ing its last-session probe of American television.)

Under guidance of John Schulman, Songwriters' attorney, the composers presented "documented briefs" on their charges against the "vast combination of power inimical to the public interest." Also leveled, were charges of pressure on disk jockeys by net-owned record companies.

Composers' representatives have  
(Continued on page 50)

## Plans Shape Up For Industry's Golf Tournament

NEW YORK — Representatives of the record industry, deejay field and other areas of the music business held their second meet here last Tuesday (25) to outline further plans for the industry's first annual golf tournament.

Acting upon the advice of attorney Lew Dreyer, who had prepared the bylaws and papers of incorporation, the group selected the name Disc Industry Scholarship Corporation, and tagged the initial tournament the First Annual National Tournament of the DISC.

Election of an executive committee  
(Continued on page 29)

## Regent Ups LP Price Tag

NEWARK, N. J. — Herman Lubinsky is changing the price of his Regent LP line.

As of March 15, the Newark disk magnate will raise the suggested retail tag to \$3.98. Late last fall, when originally launched, the line carried a \$2.98 list. This was upped shortly thereafter to \$3.98, only to be cut again in January.

Lubinsky, meanwhile, has kept the retail price of his larger Savoy line at a strict \$4.98.

## Coral Skeds 13 March Albums

NEW YORK — Coral Records' March album product totals 13 packages, covering a broad pop area and including several notable jazz items. The packages include "Waltz With Welk"; two packages with Larry Sonn, "It's Sonn Again" and "The Key Men With Larry Sonn and Ork"; Tommy Shepard's "Shepard's Flock"; Eydie Gorme's "Delight"; "The World of Will Holt"; "Introducing Lenny Everson"; Hal McKusick's "Jazz at the Academy"; "At Home With Dorothy Collins and Raymond Scott."

Other packages are by the Satisfiers, Johnny Costa, Danny Andrew and the Al Cohn Quintet.

## 500 Attend Buck Rites

NEW YORK—More than 500 people attended the funeral services here for Gene Buck, 71, co-founder and past president of the American Society of Composers, Authors and Publishers, last Thursday (28) in St. Patrick's Cathedral. Buck, president of ASCAP from  
(Continued on page 29)

## CAPITOL CUTS LP ROYALTIES

HOLLYWOOD—In an effort to save royalty moneys whenever such savings are possible, Capitol Records is currently cutting mechanical payments to 1 3/4 cents on its LP records.

Firm recently adopted the use of a rubber stamp to its mechanical licenses, which indicates that royalty payments on LP's in excess of \$2.85 will be 1 3/4 cents. Policy is by no means an industry-wide one, and is only being used when publishers agree to the lower rate. According to Joe Zerga, business manager of the firm's repertoire department, Capitol is "doing no more than RCA Victor is doing."

## Autry Forming Own Disk Firm

HOLLYWOOD—Veteran disk star Gene Autry will expand the scope of his many entertainment industry enterprises shortly with the launching of a new recording company aimed exclusively at the pop market.

Label had tentatively been tagged Champion Records, the previous registration of that name will now necessitate the use of another name for the Autry diskery. First release for the new company is scheduled for early March and will introduce Dave Dupre, a new male vocalist.

Autry will serve as president of the firm, with Joe Johnson named  
(Continued on page 27)

## New ASCAP Distrib Method for Pubbers

NEW YORK—The American Society of Composers, Authors and Publishers unveiled its new method of distribution of performance coin to publishers last week, via notification from Louis Bernstein, chairman of the Publishers' Classification Committee, to the more than 900 publishers in the Society.

First distribution of 1957 to be made in April will be accompanied by a performance record for the year 1956, latter including network performance credits for the calendar year and local station performance credits from October, 1955, thru September, 1956. The total performance credits for the 12-month period (last three quarters of 1956 and first of 1957) will be divided into the amount available for distribution in the current performance fund to establish a unit value, times the total credits, less payments previously made in the last three quarterly distributions in 1956, will be the payment for first distribution in April, 1957. No

change will be made in the computation of seniority and availability.

Second publisher distribution, to be made in July, 1957, will be based on network and local station performance credits from October  
(Continued on page 50)

## SO NOW SPRING IS TRULY HEAR

NEW YORK — The Billboard last week inadvertently took some of the zing out of Mercury Records new spring LP merchandising plan. The program, which gives dealers a 10 per cent discount on the label's March LP schedule, is tagged "Spring Is Hear," rather than the square "Spring Is Here" version which appeared in The Billboard last week. The title is the brainchild of Mercury exec, Johnny Sippel.

# HOT!



Harry Belafonte  
**MAMA LOOK  
AT BUBU**

**DON'T EVER  
LOVE ME**

20/47-6830

AND **6** MORE FROM  
RCA VICTOR THAT  
ARE WARMING UP  
THE CUSTOMERS:

**NIGEL CRAWFORD**  
War Dance/Zula Lullaby  
20/47-6811

**JOE REISMAN**  
Pamela Throws a Party/  
Navajo Nocturne  
20/47-6826

**PAUL EVANS**  
What Do You Know/  
Dorothy  
20/47-6806

**EDDIE HEYWOOD**  
Begin the Beguine/  
No Miracle Needed  
20/47-6816

**EDDIE FISHER  
and DEBBIE REYNOLDS**  
Lullaby in Blue/  
I Never Felt This Way Before  
20/47-6820

**THE  
RHYTHM ROCKERS**  
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



New Orthophonic High Fidelity Recordings

Your customers hear these New Orthophonic High Fidelity recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola" Phonograph®.

America's favorite speed...



45 RPM



RCA VICTOR



# Leave 'Cabaret' Out of Cabaret Tax; Petrillo

WASHINGTON — A major flaw in the campaign to end the cabaret tax is the term "cabaret tax" itself, says James Petrillo, president American Federation of Musicians. The lavish sound of the word "Cabaret" deceives senators, who blocked House efforts to reduce the tax in 1954, Petrillo believes.

The "misnomer" is not fairly representative of the broad tax application, which is laid on "any room in any hotel, restaurant, hall or any public place where music and dancing or any other enter-

tainment," accompany the food or refreshment. The tax penalizes the "average man's" relaxation, while it puts musicians out of work, Petrillo points out.

The Petrillo statement, made in the AFL-CIO publication, American Federationist, is part of a fresh drive by Congressmen and industry, to end the 20 per cent tax. The war-born levy has curtailed "manhours of live music" by as much as 75 per cent in the nation's entertainment spots, since its imposition, Petrillo claims.

The strong push against the tax in this session of Congress was underlined recently by Rep. John Dingell (D., Mich.), to effect that the American Hotel Association reports abandonment of some 500 entertainment rooms since 1946. Some 18 bills to end the tax have been offered, one by Aime J. Forand (D., R. I.), chairman of the Excise Tax Subcommittee, and also by Frank Thompson (D., N.J.), friend of music on the Hill.

In the Petrillo article entitled: "Don't musicians have a right to live?" The AFM prexy said: "You may dine your wife on her anniversary, but it will cost you 20 per cent extra if you dance the anniversary waltz." Only a few night clubs survive in the industry, said Petrillo, and "literally tens of thousands of taverns have abandoned all forms of entertainment except the juke box."

## TRIPLE THREAT; NOW HE SINGS

NEW YORK — Columbia Records ace arranger-conductor, Ray Conniff, is branching out as a vocalist, with his first single scheduled for release by the label this week.

His new warbling career was accidentally kicked off when Mitch Miller happened to hear one of the demo disks which Conniff used to demonstrate the way he wanted artists to sing arrangements for his current hot LP "S Wonderful," (No. 5 on the most-played jockey chart) which utilizes voices in place of some instruments.

In search of a different sound, Conniff has featured sandpaper scraping, comb and tissue paper, and slapping of watermelons and knees on his arrangements for Columbia which include such best-sellers as Johnnie Ray's "You Don't Owe Me a Thing," and "Walking in the Rain," Guy Mitchell's "Singin' the Blues," and Frankie Laine's "Moonlight Gambler."

## BIG TOP LP'S

### Authentic Midway Sound

NEW YORK — Two items of specialized appeal, each excellent in its field, are Mercury's, "Music From the Big Top," and Epic's, "Barrel Organ in Hi Hi," both newly released and the best of their kind in recent years.

A three-sided market is ready made for these albums, the dyed-in-the-wool circus and carousel fans, the users of midway background music will be more satisfying by the acquisition of these records.

Epic's effort features the Arab, a Netherlands street organ that is one of the finest such machines built. It manages to treat waltzes, fox trots and other tempos in a spirited way, far more pleasing than records of previous carousel organs which labor thru their music with a dull and tiring beat.

Carl Stevens' circus band offers a sprightly mixture of big top tunes, from breakneck gallops to aerialists' waltzes. Within its specialized market it has strong sales appeal.

## CALYPSO VIA DISK, DANCE

HOLLYWOOD — Capitol Records will combine with the Arthur Murry Dance Studios to promote a new dance instruction disk tagged the "Ray Anthony Calypso Dance."

Instruction pads, designed by Anthony and Marc Platt, latter choreographer on the maestro's ABC television show, will be shipped to disk dealers thruout the country. Consumers are invited to follow the steps from the instruction pad and the Anthony disking of the dance.

### "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.

from the 20th Century-Fox Production  
"BOY ON A DOLPHIN"

## BOY ON A DOLPHIN

ROBBINS MUSIC CORPORATION

HITS FROM THE HOUSE OF BOURNE!!!

David Seville . . . "The Gift"  
"The Donkey & The Schoolboy"  
(LIBERTY 55055)

Tony Bennett . . . "One Kiss Away From Heaven"  
(COLUMBIA 40849)

Dean Martin . . . "Captured"  
(CAPITOL 36481)

**BOURNE, INC. — ABC CORP.**

## Coral Gets Interlude, Tammy Tracks

HOLLYWOOD — Coral Records' artist and repertoire topper Bob Thiele completed negotiations for the acquisition of two sound-track albums here last week, inking deals with Universal-International for "Tammy" and "Interlude."

Coral will also release a pop single of the title tune from "Interlude" by the McGuire Sisters, who were set to air the song behind the main titles in the film. Latter assignment is the McGuire's first motion picture film chore.

Thiele also inked singer Erin O'Brien and Betty Modigon to term pacts, latter a recent graduate of the Steve Allen Show and currently signed to a Warner Bros. film pact. Miss Modigon is scheduled to cut her first sides for Thiele in New York within two weeks.

Wheels were also set in motion for the recording of a special project by Lawrence Welk.

## RCA '56 Sales 7% Over 1955

NEW YORK—Radio Corporation of America recorded a 7 per cent increase in its volume of business during 1956 over 1955.

The actual total volume deriving from product sales and services totaled \$1,127,774,000 last year, according to the annual report issued last week to RCA stockholders.

Altho RCA Victor Records represents only a small fraction of the mammoth corporation's business, Elvis Presley alone accounted for the sale of 12,500,000 single records and 2,750,000 albums (LP's and EP's). According to the same source, he was the first performer to have a 45-Extended Play album sell more than 1,000,000 copies.

In the brief section of the RCA report which pertained to the Vitor disk division, the organization cited the popularity of High Fidelity and the increased interest of teen-agers in records as the greatest factors in the achievement of Victor's greatest sales tally in the label's 55-year history.

The outfit also credited its Save-On-Records coupon plan and the opening of new mass sales outlets by supermarkets and drugstores. The latter in particular were termed "ideal for the merchandising of 45-r.p.m. single and Extended Play Records."

Increased use of automatic equipment in record plants enabled Victor to manufacture more records to meet the increased demand. Such plants now operate in Indianapolis, Hollywood and Rockaway, N. J.

## Coral Debs New Branch

NEW YORK—Coral Records, effective March 4, is opening a new branch in Detroit, according to Norm Wienstroer, Coral sales manager. Don Bohanan has been appointed manager.

Opening of the new operation brings to three the number of Coral factory-owned branches. Others are in New York and Chicago.

Wienstroer also has appointed a new distributor for the Pittsburgh territory. Firm is Record Distributors, with Tim Tornmey manager.

## Just One Tune Boo Boo After Another

NEW YORK—"Mama Look-A-Boo-boo," recently recorded by Harry Belafonte and others, as issued originally on RCA Victor credited Belafonte as one of the writers, along with Lord Melody, and designated Clara Music (ASCAP) as publisher. RCA Victor this week acknowledged itself to be in error and admitted that Lord Melody was sole writer and that the copyright was owned by Duchess Music (BMI). A corrective notice with these changes was included in the RCA Victor disk jockey kit and the diskery insisted that credits would be corrected on all future printing runs of labels of this record.

NEW YORK — Boosey & Hawkes filed suit in Federal Court Friday (1) against Shari Music, a Belafonte owned publishing firm, and RCA Victor for infringement of their tune "Water Boy." B. & H. obtained renewal rights to the Avery Robison tune and alleged that Shari "published" the tune by making a recording of it without filing notice and of licensing others to record "Water Boy." Damages and an accounting are demanded, plus an injunction from further use of the tune.

On the same day, Jack Covais, Juke Box Alley, brought suit against Bradshaw Music, P. Young Duni and the Columbia Broadcasting System, charging that a tune which they had published and recorded, "I Hope You Know What You Are Doing" was copied from his tune "What's It Gonna Get You." The suit seeks an injunction, damages and an accounting of profits.

### Flair-X Signs Two New Acts . . .

Flair-X Records, swiftly flowering under the new Kappi Jordan management, has signed two new artists. One is thrush Mandy Miller, and the other is jazz pianist-organist Kelly Owens. Miss Jordan's secretary prior to her "discovery."

### Everybody Likes

### "THE CANDY MAN"

Mercury-Decca

BONANZA MUSIC PUBLISHERS

## ANOTHER BMI "PIN-UP" HIT

### PARTY DOLL

Recorded by  
STEVE LAWRENCE . . . Coral  
BUDDY KNOX . . . Roulette  
WINGY MANONE . . . Decca  
ROY BROWN . . . Imperial

Published by  
JACKIE MUSIC CORP.

## "HOOK, LINE & SINKER"

Decca 30214

**BILL HALEY**  
and His Comets

Valleybrook PUBLICATION Inc.  
129 E. 5th Street  
West Chester, Penna.  
New York Office: 224 W. 43rd St., Suite 407 • CL 5-5252

### A TWO SIDED SMASH!!!

## "THE GIFT" • "THE DONKEY AND THE SCHOOLBOY"

The Music of

### DAVID SEVILLE

LIBERTY # 55055

BOURNE, INC. — ABC CORP.

## "I THOUGHT IT WAS OVER"

Jaye P. Morgan

R.C.A. Victor 20/47-6798  
REMICK MUSIC CORP.

### TERESA BREWER'S

new hit

on Coral

## I'M DROWNING MY SORROWS

MILLS MUSIC, INC.

# field salesman

Must have experience in all phases of record merchandising. Submit personal summary, outlining qualifications and experience, to Manager, Personnel, RCA Victor Records, 155 East 24th St., New York 10, N. Y.

ABSOLUTELY  
A SMASH IN  
SANDOVAL!

THE  
**PLATTERS**



“I’M SORRY”

FEATURED IN THEIR FORTHCOMING MOTION PICTURE “ROCK ALL NIGHT”

AND

“HE’S MINE”

MERCURY 71032



# DECCA DELIVERS THE HITS

WEBB  
PIERCE  
SINGS  
HONKY  
TONK  
SONG  
AND  
SOMEDAY



DECCA 30255  
9-30255



A NEW WORLD OF SOUND



## ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By GARY KRAMER

By GARY KRAMER

The expression "rhythm and blues" originally was a musical designation that was synonymous with an important segment of the music market. Today, for almost no rhythm and blues manufacturer, however, is the Negro consumer the prime target. His operation is typically geared economically to anticipated sales to both white and Negro customers, with definite emphasis on the former. Indeed, it is significant that recent releases of artists like Ruth Brown and Fats Domino hit pop charts as soon as r.&b. This has brought all r.&b. diskeries to a point where some crucial decisions about their future product are necessary.

Because of the erstwhile identification of rhythm and blues with the Negro mass market, it has been suggested that the very expression be dropped now as being obsolete. Herman Lubinsky of Savoy Records says, for example: "We don't make rhythm and blues records." If that is so, what would you call the kind of disks recorded by Big Maybelle or Nappy Brown? Again, Fats Domino is a fantastic pop seller, and there are many who think he should be called "pop" artist—that if Fats isn't playing "r.&b.," then the expression has no meaning any more. "Rhythm and blues" records are being produced—and in quantity—regardless of the definition, yet the market has altered so profoundly that little agreement exists among manufacturers as to what kind of r.&b. disk holds most promise in light of the present consumer conditions.

Should the r.&b. record get out of the traditional grooves? To make the music more salable to white consumers, should elements of pop and r.&b. be synthesized to create an entirely new medium? Many have tried this, following the pioneer work of Atlantic Records a few years ago (tho their innovations were not originally designed to "crack" the white market either), the success of that label and many others working in a similar vein is a matter of history. The "refined" rhythm and blues record led to the big rock and roll phenomenon—but it also made teen-age ears acute to sounds cultivated by r.&b. artists, some on the "celestial" side, some of them very earthy.

The Chicago firms generally (Chess, Checker, V-J, United, etc.) have stuck to the traditional sounds and have found a surprisingly large market for Southern style records among white youngsters,

North and South. Some of the biggest artists of all (Fats Domino, Ray Charles, and Little Richard are examples) have held a tremendous white teen-age audience without making any important deviations from traditional Negro music. Recently, even such artists as Jimmy Reed, who are deeply steeped in the Southern "down home" idiom, have enjoyed great pop (which translated means, white) sales. The national market is receptive, clearly, to r.&b., primitive or sophisticated as it may be.

This is an interesting case of integration of the tastes of the majority into the minority. It is offering totally unexpected scope to the a.&r. work of some of the indie labels. Many of them, now having entree into great segments of the markets, previously closed, are looking for a way to consolidate their position. In addition to continuing to make r.&b. records of both the traditional and "refined" types that will click with both white and Negro buyers, the indies are also feeling their way in producing a kind of "pop" record that has special appeal for both the white and Negro markets. Some (as in the case of B. B. King) are doing this with artists who have been unfairly limited to the r.&b. idiom, when they are perfectly capable of doing "pop." Other labels are developing new artists (Jesse Belvin and Otis Williams come immediately to mind) to fit in with this conception of a newer, broader market.

The end of the racial identifications with either the pop  
(Continued on page 62)

## BMI Spots Show Music

NEW YORK—Broadcast Music, Inc., has formed a new musical show department headed up by Allan Becker, with Lehman Engel, musical director and composer, serving as advisor. Purpose of the department will be to develop untapped musical comedy talent of authors and composers affiliated with BMI; to solicit book authors to write musicals in collaboration with BMI writers so that complete musical packages may be available to producers; and to search for literary properties suitable for musicals.

Becker plans a series of symposia and discussions by Broadway producers, directors, authors, etc., and will arrange auditions when specific talent is found. Becker also plans to work closely with agents,

## Personal Appearances

TONY MARTIN  
Fontainebleau, Miami

Tony Martin acts more or less as tho he owns the place in his current return stint in Laronde of the Fontainebleau Hotel here. Well he might. The cafe veteran uses his smooth, polished, but always humble approach to very best advantage in selling the well-heeled customers of this swank plushery.

So happy do the ringsiders seem with Martin's heavily underplayed showmanship, that his selection of songs hardly makes any difference. But good songs abound in the 50-minute act, as the handsome singer ranges from romantic show tunes of the calibre of "All of You," "Just in Time," "I Could Have Danced

All Night," etc., to the likes of "Toot Toot Tootsie, Goodbye."

Graciously kidding himself, Martin admits to being one of those "old-fashioned melody type" singers, without recent record hits, as he launches into a swell received group of former clicks.

Other strong bits getting a heavy response include a special material bit based on the old Astaire hit "Top Hat," and a powerfully solid version of the current hit tune, "Baby Doll." Tho his last click, "Walk Hand in Hand," was better than six months ago Martin never need worry about his standing with the cafe trade, as he adequately demonstrates here. Al Sendry arranged and conducted the fine backings. Ren Grevatt.

# Col. Exec Cites U. S. Disk Hype

• Continued from page 22

pean tours by such Columbia artists as Johnnie Ray, Frankie Laine and Erroll Garner, and the possibility of tours by the Four Lads, Vic Damone and Dave Brubeck. In the same connection, he also visited with booking agents in London, Paris, Amsterdam, and Hamburg.

In Paris, Shapiro huddled with Philips personnel over the upcoming American appearances of such Philips artists as Jacqueline Francois, who opens at the Persian Room of the Plaza this month; of Juliette Greco, set for the Waldorf-Astoria in April; of Jeanmaire, who comes to Las Vegas, Nev., with a new song and dance act in the fall; and of Patachou, who also is set for a return visit sometime later in the year. Columbia already has prepared new albums by these artists from Philips masters to be released concurrently with their Stateside openings.

Similarly, Columbia has ready an EP disk of Michel Legrand's music sound track to the French flick "Lost Continent," which opens in New York on March 11. At least one new Legrand disk was plotted in Paris by Shapiro and the maestro, this one to co-star Frankie Laine, and to be cut in Paris in June.

**Pop and L. A. Top Big Beat**  
Commenting on European pop tastes, Shapiro told The Billboard that rock and roll is gaining everywhere. However, he emphasized that home-grown pop music and Latin American rhythms are still running well ahead of the Big Beat.

Concerning American pops, Columbia for a time had been supplying Philips with specially-cut cover versions of hits that were making it here on rival labels. For example, Jo Stafford might have covered a Patti Page hit, for British consumption only. Today, however, since Columbia itself has been originated some of the biggest hits, need for this has been cut down; and European sales are accounting for a sensational "plus" in the over-all hit picture. According to Shapiro, Philips has been able to boast the No. 1 record in England for 26 weeks in a row. The current smash is Johnnie Ray's "Just Walkin' in the Rain," which has sold over 750,000 in the British Isles. Three others which have been No. 1 recently have all gone over 500,000. These are Doris Day's "Que Sera," Guy Mitchell's "Singin' the Blues" (now over 700,000 there) and Frankie Laine's "A Woman in Love." The latter record did much better overseas than it did at home.

Columbia's biggest all-world hit, however, has been Doris Day's "Que Sera." Shapiro claims that it was hit No. 1 in such diverse places as Argentina, South Africa, Sweden, Japan, Australia and Holland. In France, Philips covered the tune in French with local star Jacqueline Francois, but the Day disk outdid hers there.

**Films Spark Artists**  
This backs Shapiro's opinion that a true "one-world" hit can be racked only by a world-famous movie name, and that films still are the prime medium overseas for exploiting an American artist. He doesn't believe that a record can hit simultaneously in many different countries unless the flick in which it's featured does the same. Both "Que Sera," and Bill Haley's "Rock Around the Clock" clicked big as each of the films in which they appeared broke, country by country.

Louis Armstrong apparently is even a bigger name in Europe than here. His "Mack the Knife," which was a fair singles seller here, has already passed the million mark in Europe, was No. 1 in Germany, and is still going strong.

Country music, which is enjoying a sensational surge at home, is only beginning to stir on the Con-

continent, and there it is local artists, in native tongue, emulating American styles. Main interest is in Sweden, and some is in Germany. Columbia's Marty Robbins now is being released in several countries.

In rock and roll, Bill Haley is top man everywhere, and especially in England, where he has appeared. To date Presley hasn't caught up.

In addition to its new label, Philips now is producing two new lower-priced series in France. One is called the "Classiques pour tous" and the other "Jazz pour tous." These will carry mainly standard warhorses and will be on 10-inch LP's. This is one step to take disks, in France, out of the "luxury" class. In France, of course, there are no more 78's. These were done away with some months back via an industry-wide decision.

Philips has just completed its new factories in France, and is extending its facilities in England also. Main pressing job still is done at the home base in Holland, which supplies most of the countries in the Philips chain. In Germany, Deutsche Grammophon presses for Philips, and in France, Philips presses for Deutsche Grammophon. (Polydor).

Elsewhere in the Philips domain, the Italian wing of the outfit has just signed flick star Sophia Loren, who presumably also sings.

Shapiro recently visited Argentina, where Columbia has its own company. While there, he planned the first LP by Waldo de los Rios, "Kiss of Fire," which will be released here this month. This artist is described as the "Argentine Michel Legrand." According to the much-traveled exec, Argentine recording compares favorably with the best hi-fi sound extant.

In most foreign countries, Columbia's jazz and classical albums have been the most powerful, consistent moneymakers of the exported line. Jazz-wise, it has been the standard names, such as Goodman, Armstrong and Garner.

## Autry Diskery

• Continued from page 22

vice-president in charge of artists and repertoire. For the past two years, since resigning as national sales manager of the country and western division of Columbia Records, Johnson has been vice-president and general manager of Autry's two music publishing companies, Golden West Melodies, Inc., and Western Music Publishing Company. Additional officers and personnel for the record company are expected to be announced shortly.

New label will release both pop singles and albums, according to Johnson, and is presently setting up independent distribution throughout the country. No plans have been made for Autry to record for his new firm. Autry is presently a non-exclusive Columbia recording artist, and some time ago etched several sides for Dot Records which have not been released.

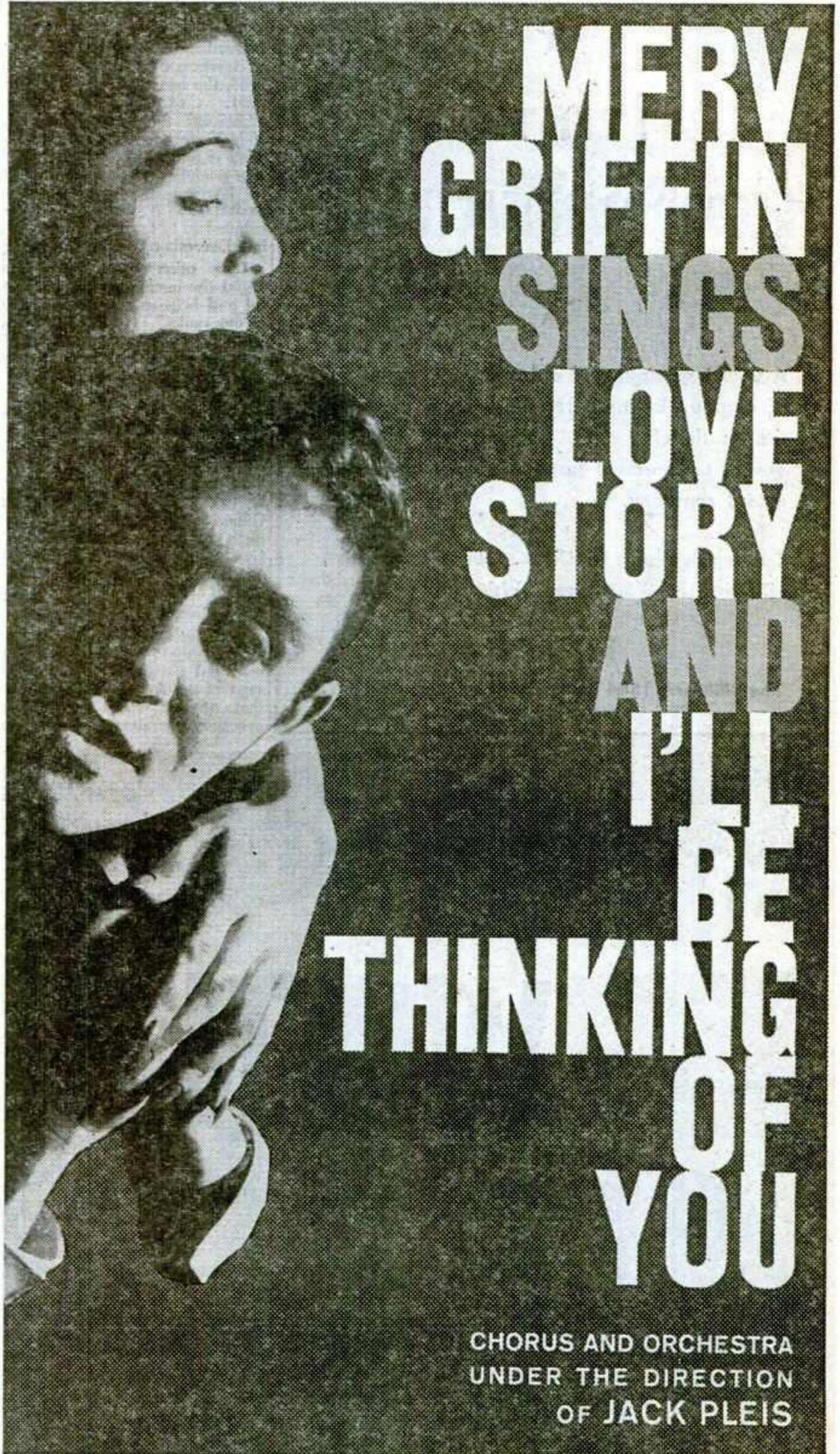
## NARTB Chi Meet

• Continued from page 22

their performers to collect a performance fee from broadcasters who use their phonograph records.

The Rome Draft Convention was also discussed last fall at Geneva, when James Petrillo, president of American Federation of Musicians, represented the union at discussions of a treaty to protect international performance rights. Original Rome draft was prepared by the Berne union for the protection of literary and artistic works, under auspices of the International Labor Organization in 1951. (The Billboard, September 15, 1956).

# DECCA DELIVERS THE HITS



MERV GRIFFIN SINGS LOVE STORY AND I'LL BE THINKING OF YOU

CHORUS AND ORCHESTRA UNDER THE DIRECTION OF JACK PLEIS

DECCA 30240  
9-30240



A NEW WORLD OF SOUND



## Harmony Is Keynote of ASCAP

• Continued from page 21

York last month, owing to the fact that "Pinky Herman's filmed version of the 'Townsend Plan' took up more time than the speeches made by all officers combined."

Herman, once the stormy rebel of ASCAP, addressed the meeting of more than 400 writers and pub-

lishers for approximately an hour and a half, showing a series of slides which ostensibly explained the ASCAP distribution formula. Herman flew here at his own expense, he said, and later proposed freezing writers' 20 per cent seniority at the highest earning level, "so

that they'll have something to look forward to in their old age." The Herman proposal met with enthusiastic approval, tho less than 100 were in attendance when the meeting closed.

### Income Shows Gain

ASCAP income increased 5 per cent last year, according to Treasurer Saul Bourne's report, with third-quarter disbursements totaling \$4,770,020 and fourth-quarter payments reaching \$4,838,000. Bourne disclosed no annual totals, tho figures indicated that the Society disbursed better than \$18 million last year.

Overhead totaled 17.7 per cent, an increase of 1.3 per cent over 1955, tho less than any year since 1951. Cost of operations were \$2,219,627 for salaries, and \$2,169,639 for equipment, rent and other expenses. Income from foreign societies totaled \$2,706,834, an increase of nearly \$700,000 against 1955 figures. ASCAP distributed \$1,961,503 of foreign coin last December 7, said Bourne.

Like other speakers, Bourne urged the members "to be watchful and help us control disloyalty in our ranks." He later repeated his remarks made at last year's meeting, averring "You can't carry water on both shoulders, and I mean BMI."

L. Wolfie Gilbert leveled a blast at the tactics of new writers "who rush to their attorneys to complain about ASCAP, or worse yet, run to the Department of Justice." Pointing to the Waldorf-Astoria meeting, Gilbert declared that "the trade press reports were regrettable." Coast chairman delivered a eulogy on Gene Buck, as did ASCAP Prexy Paul Cunningham.

### Juke Bill Discussed

Cunningham pleaded with the membership to write their congressmen and senators urging the passage of a juke box bill and said that ASCAP would provide the necessary literature for the mem-

bers. Society also learned that it henceforth will have the right to further appeal, after appeals have been exhausted with the Writers' Classification Committee and the Appeals Board, with American Arbitration Association sitting in as an impartial board. Jack Yellen, chairman of the Executive Committee, told the meeting that the Peatman office will in the future tell ASCAP branch offices what stations and when stations are to be monitored. "Maybe the Classification Committee will consent to an objective look at the whole distribution system," said Yellen, "and I wish that would happen."

Other noteworthy contributions at the meeting included a plea for additional representation on the board of directors by Coast members by writer Mack David. David pointed out that the Coast membership represents 30 per cent of the ASCAP strength, "yet 30 per cent of the membership have one-twelfth the representation on the board of directors."

Writer Larry Orenstein declared that the "problems concerning BMI as they affect writers were conspicuous by their absence" from discussion. He also queried, "Why is a publisher allowed to have both BMI and ASCAP firms, while a writer can only belong to ASCAP?"

Society currently has 26,351 licensees, including 3,475 radio stations, 21 national and regional radio networks, 453 television stations and three TV networks. In addition, there are 962 publishers and 3,725 writer members presently on the ASCAP roster.

### Sylvern Cleffs TV Song-And-dancers . . .

A new TV film series of half-hour musical comedies with original music by conductor-composer Hank Sylvern will be shot shortly at the Casa Marina Hotel, Key West, Fla. The series, produced by Malvin Wald, will feature new young talent.

## March P'kages Spell Quality For All Fields

Continued from page 21

4 in F Minor," by the Philharmonic Symphony Orchestra of New York, conducted by Dimitri Mitropoulos; Kurt Weill's "Seven Deadly Sins," sung by Lotte Lenya with a text by Bertold Brecht. "Organ Music of Spain and Portugal," played by E. Power Biggs.

Of particular interest to classical discologists is a four-disk set of the complete music of Anton Webern, recorded under the direction of Robert Craft. Selling for \$23.98, this package includes an elaborate 32-page booklet of comment, analysis and photos.

In the pop and jazz fields the product includes a package by the Miles Davis Quintet. This is the trumpeter's first for Columbia. Others are a package by De Los Rios, termed "Argentina's Michel Legrand"; "The Jazz Odyssey of Jimmy Rushing"; a mood album by organist Porter Heaps; Joe Stafford with the Art Van Damme Quintet; Sammy Kaye's "Sunday Serenade," a combination of romantic poems and music; a package by Jacqueline Francois with Michel Legrand's ork; a dance album with sides by a flock of Columbia maestri; and a package of calypso and folk material by the Easy Riders.

In the kiddie field, product includes two TV-derived items. These are "Captain Kangaroo's Treasure House" and "The Adventures of Rin-Tin-Tin" with the original TV cast.

## ATTENTION RECORD MANUFACTURERS

A very important and old company, comprised of a group of large record pressing plants in the south of France, Belgium and Holland, desires to represent large American or Foreign record company.

Catalog available for U.S.A. Our representative will visit the U.S.A. soon. Write to:

**BOX 90**

The Billboard, 1564 Broadway, New York 36, N. Y.

# A PROVEN HIT!

# WHEN IS A BOY A MAN?

# SCOTTY ENGEL

RKO Unique #386



**Plans Shape Up**

• Continued from page 22

tee and board of directors was also held, with the following elected to the former group — Fred Waring, president; Martin Block, first veepee; Hirsch de la Vies, second veepee; Norm Weinstroer, third veepee; William Gard, fourth veepee; Dan Collins, secretary; Murray Luth, treasurer; Irwin Carr, and Dick Linke. The board of directors includes all of the above, plus Henry Onorati, Sol Handwerker, Bob Shad, Paul Ackerman, Charlie Hall, Marty Salkin, Joe Mathews and Frank Luppino. Dreyer will act as corporation council. Also present at the meet were Meyer Shapiro and Howard Friedberg.

An entrance fee of \$10 was set to cover expenses — transportation costs for finalists, etc.—and a minimum of 25 per cent of all moneys received will be set aside for the scholarship fund, which will provide music scholarships at leading schools. Further details about the first tournament, along with official entry blanks, will appear in the Second Disk Jockey Quarterly of The Billboard, dated March 23.

**Burkhalter for Cap Research**

HOLLYWOOD — William R. Burkhalter, formerly with the budget department of Lockheed Aircraft and before that a financial forecaster with Northrup Aviation, has been named assistant market research director at Capitol Records. Burkhalter will report to Art Duncan, director of the division.

Capitol also added to its legal staff last week, naming Richard H. Zahm Jr. to the department, reporting to Robert E. Carp.

**500 at Buick Rites**

• Continued from page 22

1924 to 1941, wrote some 500 songs, including "Hello Frisco," "Garden of My Dreams," "Maybe" and "Tulip Time." He was also an artist and originated the colored pictorial cover for sheet music. For 17 years Buck was associated with Florenz Ziegfeld, during which time he discovered Ed Wynn, Eddie Cantor, and Will Rogers, and wrote most of the 20 editions of the "Follies" and 16 editions of the "Midnight Frolics." In the early years of the Society, Buck was foremost in establishing ASCAP at the radio licensing level.

Buck died in North Shore Hospital Manhasset, N. Y. Sunday, February 24, following an emergency operation two weeks ago, serving as honorary pallbearers at Thursday's services were 100 of his associates and friends, including former President Herbert Hoover, ASCAP President Paul Cunningham; RCA chief David Sarnoff, Eddie Rickenbacker, Jack Dempsey, Gene Tunney, Bill Rose, Toots Shore, Paul Whiteman, Bernard Baruch, and many other famous figures from the entertainment, political, sports, newspaper and business worlds.

**AFM Upholds Fantasy Claim**

HOLLYWOOD — A protest by indie Fantasy Records against maestro Earl (Fatha) Hines was upheld by the American Federation of Musicians last week, with Hines ordered to pay the studio and recording cost for an album etched for Tops Records.

Hines was exclusively signed by Fantasy and under the AFM edict, Tops will not be allowed to release the Hines album until his pact with Fantasy expires in November.

**Coast Copyr't Org Re-Elects Marks Prexy**

HOLLYWOOD — Bob Marks, vice-president of E. B. Marks, Inc., was re-elected to the presidency of the California Copyright Conference last week at annual elections of the group. Other officers are Bob McCluskey, vice-president; Frania Pasternacki, secretary; Gloria Schlessinger, assistant secretary, and Aline McKinney, treasurer.

Board of directors includes Harris Ashburn, Perry Botkin, Bernard Brody, Joel Friedman, Mickey Goldsen, Arthur Katz, Martie Hubble, Sidney Lipsitch, John McAlpine, Ben Oakland, Virginia Warwick, George Schneider and Steve Pasternacki.

**Soft Drink Disk Tie-Up**

NEW YORK — ABC-Paramount has set up a promotional tie-up on George Hamilton IV's new record "Only One Love," with the Squirt and Nesbitt bottling firm, Milwaukee.

Each "six-pack" (half a dozen bottles) of Squirt and Nesbitt's contain a coupon, whereby the new Hamilton disk may be purchased at a 25-cent discount.

The promotion was kicked off in Milwaukee last week, via an extensive radio advertising campaign by deejays over WEPM, WOKY and WRIT in that city. Hamilton is big in the beer town, which exceeded its quota by 113 per cent on "Rose and a Baby Ruth" platter. The soft drink tie-up was set by ABC-Paramount's national promotion manager Irwin Garr.

**WCKY PROGRAMS JINGLE INTROS**

CINCINNATI — Station WCKY, with headquarters in the Sheraton-Gibson here, Monday (4) inaugurated what it calls Soundarama programming, wherein all its programs, sports thru news, around the clock, are introduced via an appropriate musical jingle. Each is different and befitting the particular program.

The basic idea behind the Soundarama formula, according to Charles T. Topmiller, WCKY president and general manager, is not only to lend a semblance of production to the introduction of each program feature but to identify each program facet as a personality via the musical jingles.

WCKY's Soundarama tunes were written, orchestrated and produced by Austin (Ginger) Groom - Johnson and Eric Siday, New York, originators of the original Pepsi-Cola jingle commercial. Employed in the recording of the WCKY jingle introductions are a 20-piece orchestra, a nine-voice choir and the newest in electronic sound effects.

**SPA Tension**

• Continued from page 22

enlarge on this last statement, but speculation is that unless SPA discontinues its activities in behalf of the ASCAP-affiliated Songwriters of America, BMI writers may resign from the organization. In the past BMI writers have lodged individual protests with the SPA on the matter, but this is the first time, they have acted as a group.

**2-Disk Offer Allows Full Dealer Profit**

• Continued from page 21

of the label's outstanding original cast packages, will run thru April 26. It follows on the heels of the Columbia "Buy-of-Your-Dreams" promotion, and like that one will have extensive national advertising and point of sale impetus. It is construed as a consumer campaign based on turnover. There, it is pointed out that a dealer may not buy more than 50 per cent of his total order in any of the higher-demand items, such as "My Fair Lady."

Included in the 21 albums which the consumer may purchase via this bargain program are some of the industry's most glamorous packages, including the history-making "My Fair Lady," "South Pacific," "Kismet," "Kiss Me Kate," "Finian's Rainbow," "Street Scene," "Gentlemen Prefer Blondes," "Li'l Abner," "A Tree Grows in Brooklyn," "Most Happy Fella," "Miss Liberty," "Out of This World," "Candide," "House of Flowers" and "Girl in Pink Tights." Also included in the 21 albums are four which are not strictly original cast, but which are regarded as the most popular versions or the only versions. These include "Show Boat," "Peter Pan" (with Mary Martin), "Pal Joey" and "Archy and Mehitabel" (the only version). Multi-disk sets — as the three-disk "Most Happy Fella" — and not included in the program.

Columbia's national advertising on the program gets under way March 17. Promotional kits went out to distributors last week, with window material, browser boxes, mailers, etc. Key-city radio and TV coverage, and a schedule in national mags in March and April are set.

THE ORIGINAL IS ON RKO UNIQUE

SEVEN DAYS IN

BARCELONA

HENRI DE PARIS

RKO Unique #394





*Heading straight for your Heart!*

# Joni James

sings

# ONLY TRUST YOUR HEART

From the **MGM** film

**"Ten Thousand Bedrooms"**

B/W

**I NEED YOU SO**

K12450 45 rpm  
MGM12450 78 rpm

**MGM** Records

701 7th Ave. N. Y. 36, N. Y.

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Two Aids to Phono And Needle Sales

Manufacturers are missing few bets when it comes to devising aids to increase dealer chances of making a sale.

Walco Info Sheet The Electrovox Company, manufacturers of Walco replacement needles, is mindful of the fact that many dealers miss needle sales because they cannot identify the type of needle the customer needs.

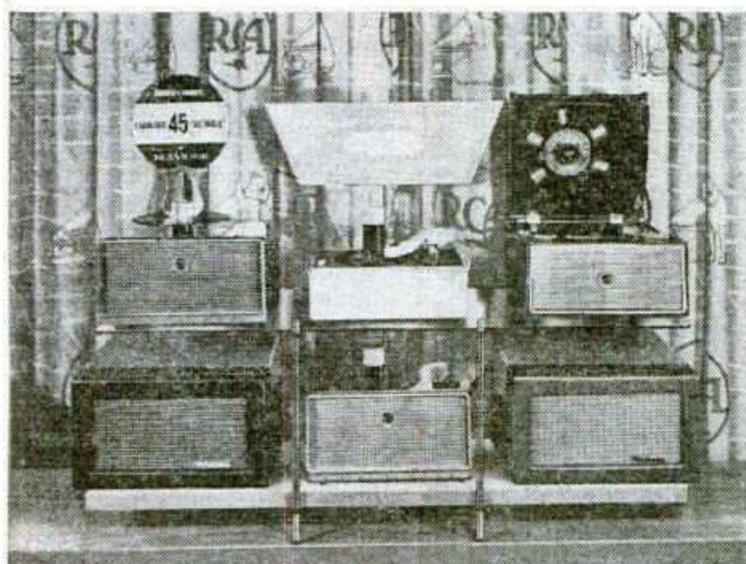
Possession of the fact sheet allows the customer to identify the cartridge, and consequently, the needle that goes into it.

The fact sheets measure 8 inches by 11 inches and are easily read. They contain useful information about needle life and record care.

RCA Victor Display Rack A complete assortment of RCA Victor phonographs or radios can be displayed on their new six-unit counter merchandiser.

Attention-phonograph owner... WORN NEEDLES WEAR RECORDS! Includes diagrams of needles and instructions for identification, cartridge recognition, and needle removal.

The Walco fact sheet contains all the information the customer needs to identify his cartridge and replace the needle by himself.

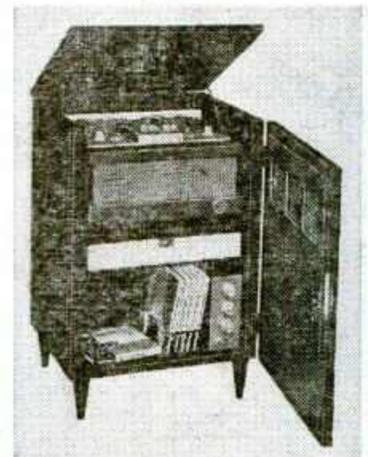


Sturdy as well as decorative, the new RCA Victor counter display for phonos saves valuable counter display space.

NEW PRODUCTS

V-M HAS ENCLOSURE FOR TAPE RECORDER . . .

The V-M Corporation is offering a cabinet designed specifically for their "Fidelis" tape recorder.

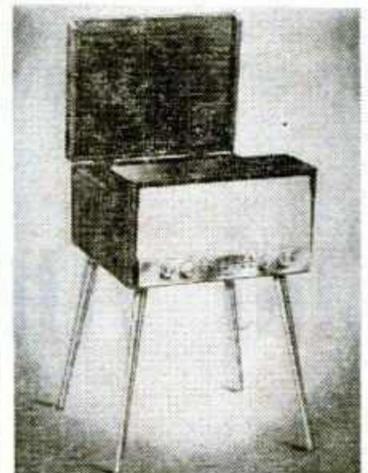


almost any decor and makes the tape recorder available for immediate use.

The unit sells for \$39.95 and has storage area for accommodating a radio tuner or record changer.

GRANCO OFFERS RADIO WITH AM-FM TUNER . . .

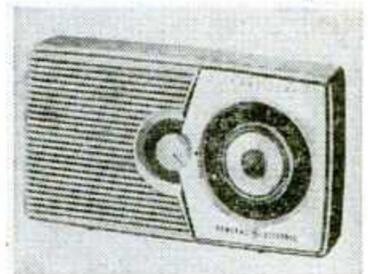
A high fidelity phonograph with FM and AM radio has been offered by Granco Products.



with electronic cross-over network. It also includes a four-speed record player.

G-E TRANSISTOR RADIO IS PRICED AT \$34.95 . . .

The G-E Transistor radio (model P 710) is priced at \$34.95. The unit weighs only 16 ounces.



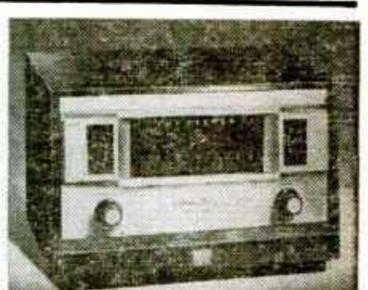
cabinet has rounded edges and corners especially designed not to snag pockets or purse.

FISHER FM TUNER IS PRICED AT \$169.50 . . .

The Fisher Radio Corporation announces its latest and most advanced FM tuner - the model FM 90-X - which is priced at \$169.50.



La Metropole (above) is the top of the West German Tonfunk line, distributed here by the Videola-Erie Corporation.

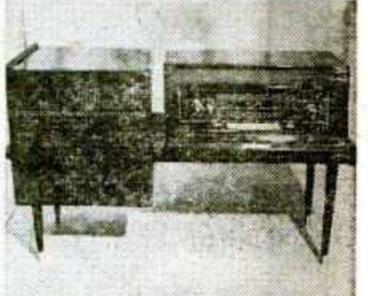


strength and the other indicating center-of-channel.

AUDIO ELITE HAS RECORD-CHANGER TABLE . . .

American-Elite is looking to satisfy the homemaker market. They have introduced a record-changer table to retail at \$184.95.

It is pictured with the Opus customer tuner and amplifier,



which has AM, FM short wave and long wave bands. The Opus custom tuner, changer table and custom speaker make a complete high fidelity combination.

Counter Captures Public Attention

How can a disk shop capture the attention of the record-buying public? That's one of the important problems facing any dealer in a highly competitive market.

One Dealer's Solution

When Gray Gorlin and Matt Carnivale opened their Graymat for Records shop in Morristown, N. J., they pondered the question and came up with a good answer.

The listening-counter was evidently what the public wanted. They came in droves to the new shop and stood three deep waiting for a chance to hear their favorites.

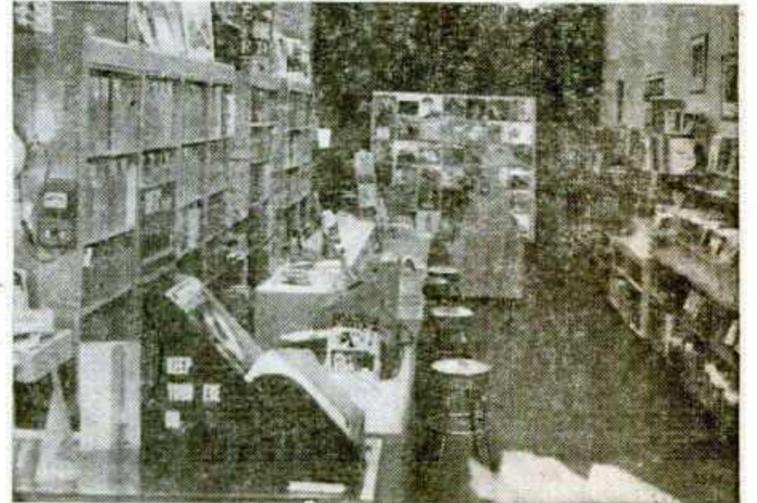
Change With the Times Despite the sensation it caused

and despite the money it cost, Graymat dropped the listening counter idea after a time.

"It served its purpose," explains co-owner, Matt Carnivale, "and that was simply the rivet the public's attention on us. There

were eight other stores in the neighborhood when we started and we attracted trade from all of them with our unique demonstrator.

The success of Graymat for Records is due solely to knowledge, hard work and merchandising ability. But the owners recognize that the business got off the ground when they discovered the way to catch the public's attention.



Lionel Newman

Jerry Gray

Spencer-Hagen Orchestra

Alfi & Harry

Paganini String Quartet

John Duffy

Eddie Cochran

Pete King

David Seville

Julie London

Denise Lor

Abbey Lincoln

Dom Frontiere

Nellie Lutcher

Harold Spina

Keith Williams

Meg Myles

Four Grads

Donna Fuller

Leo Arnaud

Russ Arno

Robie Lester

Steve White

Johnny Olenn

Abe Most

Henry Mancini

Hollywood Saxophone Quartet

Scott Davis

Carl Coccoino

Caprino Sisters

Ami Aloni

Hi-Fi's

Jimmie Rowles

To the Disk Jockeys, Operators,  
Dealers and Distributors—to all  
those who have made our

# 2nd Anniversary

such a Happy Occasion . . . . .

Chuck Kallman  
 Billy Ward & the Dominoes  
 London Festival Symphony  
 Bobby Troup  
 Mark McIntyre  
 Howard Rumsey and His  
 Lighthouse All-Stars  
 Margie Rayburn  
 Claude Gordon  
 Jerry Colonna  
 Jones Boys

**...THANKS,  
 THANKS,  
 THANKS!**

from all of our artists and staff at—

**LIBERTY RECORDS Inc.**

Johnny Mann  
 Red Norvo  
 Rod McKuen  
 Buddy Collette  
 Buddy Whistler  
 The Players  
 Buddy Childers  
 Harry Sukman  
 Ken Curtis  
 Holly Twins  
 Herbie Harper  
 Duke Mitchell

Bobby Hammack  
 Martin Denney  
 Don Swan  
 Happy Pierre  
 Frank Nari  
 Maya Angelou  
 Nino Tempo  
 Tommy Alexander  
 Benny Carter  
 Rud Wharton  
 Si Zentner

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop Albums

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

- 1. CALYPSO—Harry Belafonte... RCA Victor LPM 1248
2. ELVIS—Elvis Presley... RCA Victor LPM 1382
3. OKLAHOMA!—Sound Track... Capitol SAO 595
4. THE KING AND I—Sound Track... Capitol W 740
5. CLOSE TO YOU—Frank Sinatra... Capitol T 789
6. MY FAIR LADY—Original Cast... Columbia OL 5090
7. JERRY LEWIS JUST SINGS... Decca DL 8410
8. HYMNS—Tennessee Ernie Ford... Capitol T 756
9. FOUR FRESHMEN AND FIVE TRUMPETS... Capitol T 763
10. THE EDDY DUCHIN STORY—Sound Track... Decca DL 8289
11. THIS IS SINATRA—Frank Sinatra... Capitol T 768
12. BELAFONTE—Harry Belafonte... RCA Victor LPM 1150
13. DAY BY DAY—Doris Day... Columbia CL 942
14. THE PLATTERS, Vol. 2... Mercury MG 20216
15. AFTER MIDNIGHT—Nat Cole Trio... Capitol W 782

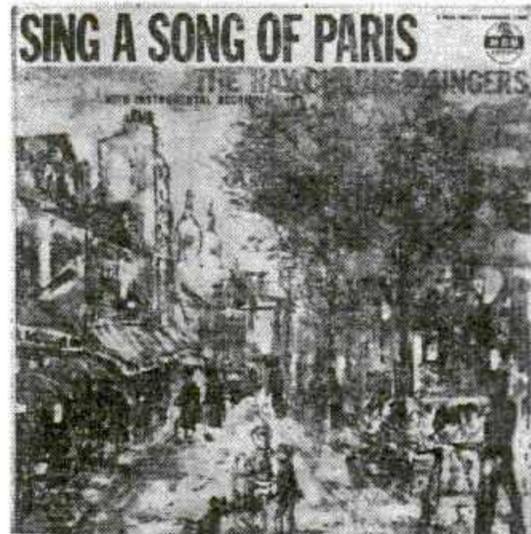
Review Spotlight on...

Popular Albums

JOHNNIE RAY SINGS THE BIG BEAT (1-12)—COLUMBIA CL 961

Content is precisely what the title says. There are no weepers in this set. Ray belts out a dozen big beat standards with his own stylized treatment. Ray Ellis and Ray Coniff have cooked up some spicy arrangements and the rhythm backing is solid.

Album Cover of the Week



SING A SONG OF PARIS, M-G-M E 3484. In pastel colors, a gay slice of the perennially popular Montmartre sector of Paris is reproduced here.

Reviews and Ratings of New Albums

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. Ella Fitzgerald Sings the Rodgers and Hart Song Book... Verve MG V 4002
2. Rock Pretty Baby... Sound Track Decca DL 8429
3. 'S Wonderful... Ray Conniff Columbia CL 925
4. Songs of the Fabulous Fifties... Roger Williams Kapp KXL 5000
5. Casa Loma in Hi-Fi... Glen Gray Capitol W 747
6. Tony... Tony Bennett Columbia CL 938

Popular

FOR LATIN LOVERS... Decca DL 8325

Cavallaro has a steady following and this package of danceable Latin-styled sides should suit their sales fancy.

MOONLIGHT SONATA... Decca DL 8306

Decca's durable "Poet of the Organ" has another commercial package in this collection of nostalgic, romantic standards.

ADVENTURES OF THE HEART... Columbia CL 953

Columbia is releasing another package of old sides, sliced by the Voice a few years ago. Sinatra wasn't in as good voice then, and backing lacks zing of his present LP's.

LARRY CLINTON IN HI-FI... RCA Victor LPM 1342

To one class of album buyers—those who were dancing and romancing in the late 1930's—this could strike a responsive chord.

TOP 12, VOL. II... Columbia CL 944

Volume II of Columbia's "Top 12" series spotlights 12 slicings of current and hit singles tunes.

Classical

THE ROMANTIC MUSIC OF CHOPIN (1-12)—The St. Louis Symphony Orchestra, Vladimir Golschmann, Cond. Columbia ML 5161

"Romantic" is right. This orchestral program of 10 of Chopin's shorter works (Etudes, Preludes and Mazurkas) calls up a series of vivid, emotion-drenched musical pictures.

GLUCK: ORPHEUS AND EURYDICE (2-12)—Leopold Simoneau, tenor; Suzanne Danco, Soprano; Roger Blanchard Vocal Ensemble; The Orchestre Des Concerts Lamoureux; Hans Rosbaud, Cond. Epic SC 6019

"Fabulous!" is the only way to characterize the singing of Leopold Simoneaux in this opera. Seldom in recent times has there been a lyric tenor with such beautiful, luminous tone and such an artful yet effortless style.

STRAUSS: LE BOURGEOIS GENTIL-HOMME (1-12)—Berlin Philharmonic Orchestra; Ferdinand Leitner, Cond. Decca DL 9903

For a zesty performance and solid instrumental virtuosity, Strauss fanciers will not want to miss hearing this Berlin Philharmonic version.

CHAVEZ: SINFONIA NO. 5 FOR STRING ORCHESTRA; BEN-HAIM: CONCERTO GROSSO FOR STRING ORCHESTRA. (1-12)—The M-G-M String Orchestra; Izler Solomon, Cond. M-G-M E 3423

A fine performance of a pair of moderns, as M-G-M adds to its growing catalog of contemporary composers.

DVORAK: SERENADE FOR STRINGS (Continued on page 37)

Jazz

MORE SWINGING SOUNDS... Shelly Manne and His Men Vol. 5 (1-12") Contemporary C 3519

The previous four sets in this series found exceptionally wide favor with jazz fans, and there's little doubt that this will be the case too.

CHET BAKER AND CREW... Pacific Jazz 1224

The first really new set by this group in almost two years is musically adequate, tho not quite up to par with some of his previous releases.

BIRDLAND DREAM BAND... Vik LX 1070

All-star band of 13 men is led by Maynard Ferguson, and this set compares favorably with that trumpeter-maestro's two other recent band entries.

FIREHOUSE FIVE PLUS TWO GOES SOUTH... Good Time Jazz 12018

One of the more commercial Dixie groups around, the Firehouse Five put down a brand that's hard to beat.

BROOKMEYER... Bobby Brookmeyer (1-12") Vik LX 1071

The valve trombonist is heard in (Continued on page 38)

Most Played by Jockeys

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

- 1. CALYPSO—Harry Belafonte... RCA Victor LPM 1248
2. CLOSE TO YOU—Frank Sinatra... Capitol W 789
3. ELVIS—Elvis Presley... RCA Victor LPM 1382
4. DAY BY DAY—Doris Day... Columbia CL 942
5. 'S WONDERFUL—Ray Conniff... Columbia CL 925
6. TONY—Tony Bennett... Columbia CL 938
7. AFTER MIDNIGHT—Nat (King) Cole... Capitol W 782
8. FOUR FRESHMEN AND FIVE TRUMPETS—Four Freshmen... Capitol T 763
9. BIG BEAT—Johnnie Ray... Columbia B-9612
10. ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK—Ella Fitzgerald... Verve MG V 4002-3

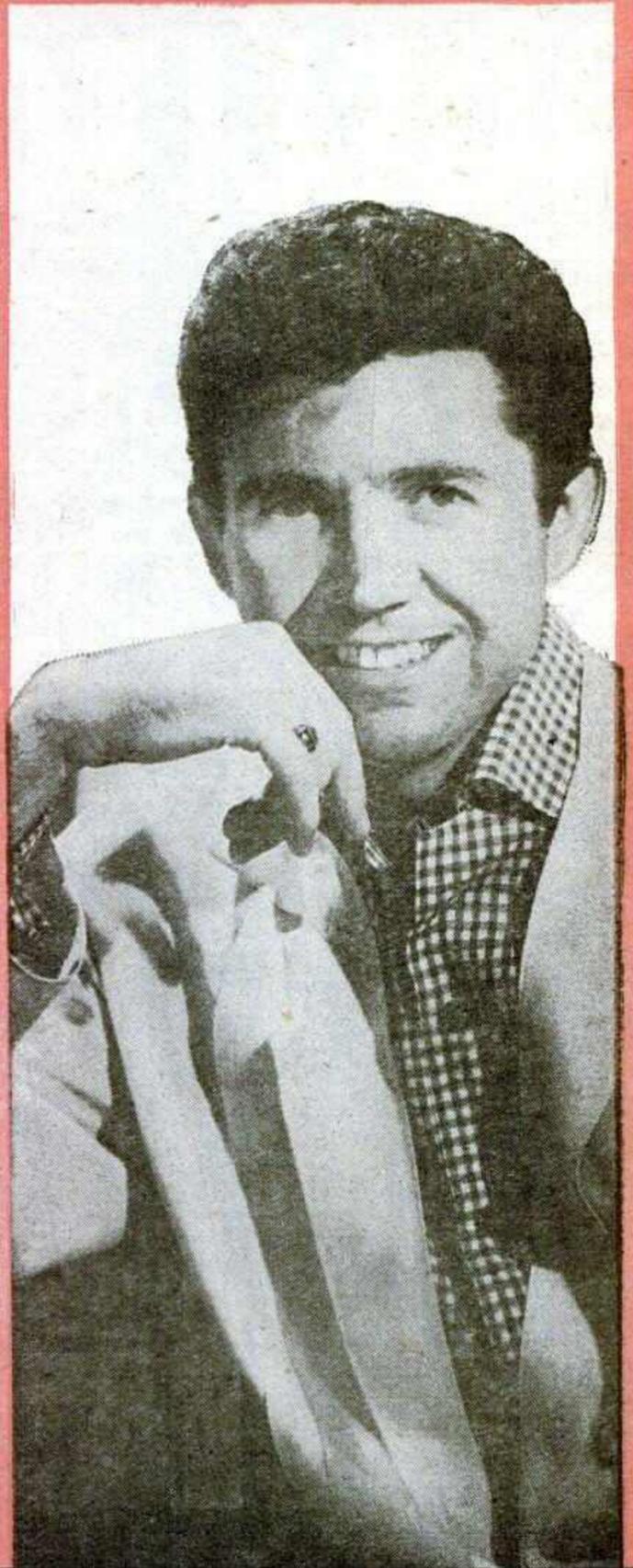
**ANOTHER  
SMASH HIT  
BY MILLION  
SELLER\***

**SONNY  
JAMES**

**FIRST DATE,  
FIRST KISS,  
FIRST LOVE**

**RECORD NO. 3674**

**SPEAK TO ME**



# FIDELITONE IS CHANGING ITS DRESS



Fidelitone is changing to a sparkling new transparent package—with

more **EYE** appeal  
more **BUY** appeal

## WIN A WARDROBE

**A COMPLETE WARDROBE OF YOUR CHOICE—VALUE \$300.00**

Yes, if you are a qualified Fidelitone Dealer, you can win a brand new wardrobe or one of 25 other valuable apparel prizes by simply telling us in 25 words or less why you like the new Fidelitone package.

**ASK YOUR FIDELITONE DISTRIBUTOR FOR AN ENTRY BLANK**

**PERMO, INC. Chicago, Ill.**



### • Reviews and Ratings of New Albums

• Continued from page 34

in England. Other artists on LP include Mindy Carson, Jo Stafford, Percy Faith, Tony Bennett, David Hughes, De Los Rios. Good gift item within time limitations of material.

**HOAGY SINGS CARMICHAEL .....77**  
Hoagy Carmichael (1-12")  
Pacific Jazz 1223

The liner notes point to "the unobtrusive instrumental music designed to highlight the singing," and that's just what the package accomplishes. It's Hoagy airing a collection of his own songs, a number of which haven't been widely recorded before ("Baltimore Oriole"), and offered with all the off-beat characteristics that have long been symbolic of the author-singer. The slight touches of modernism complement the straight singing effort, with the arrangements and musical backing by a stellar group worthy of being heard on its own.

**A LOVELY WAY TO SPEND AN EVENING—SONGS OF JIMMY McHUGH PLAYED BY RUSS MORGAN AND HIS ORCHESTRA .....76**  
(1-12")  
Decca DL 8423

Here's an elegant companion piece to Morgan's previous sets. Album is packed with soft, sweet, danceable stuff, culled from standards by Jimmy McHugh. It's super easy listening and a stepping lure, as well. Matters like "Lost in a Fog," "I'm in the Mood for Love," "I Can't Give You Anything But Love," etc., lend themselves to some prime arranging. Should get a play from Morgan admirers, and cover art is a fine sales bait.

**RED SAILS IN THE SUNSET .....75**  
Dick Hyman (1-12")  
M-G-M E 3483

This fourth M-G-M album by this fine keyboard stylist should be a profitable item for dealers. Hyman, a remarkable musician, has been growing in popularity—and in the last six months has been getting considerable promotion via singles as well as packages. In this album he plays the organ. The mood is quiet and moody, with the sound of surf and crying sea gulls interspersed among the numbers. In fact, one might say it has a sort of Jimmy Kennedy quality. In addition to the latter's title tune, there are "Sleepy Lagoon," "Harbor Lights," "Drifting and Dreaming," etc.

**DAVID ROSE AND HIS ORCHESTRA IN HI FIDDLES ....75**  
(1-12")  
M-G-M E 3481

Lush instrumental wax by Rose featuring standout fiddle work and a frivolous, light-hearted tempo. Some selections were previously released as singles — "Holiday for Trombones," "Satan and the Polar Bear," etc. Thoroughly pleasant programming material for jockeys.

**ZING! WENT THE STRINGS OF MY HARP .....74**  
Robert Maxwell (1-12")  
M-G-M E 3486

Another fine package of virtuoso string plucking. Swing harpist has put some special zest into a dozen arrangements of standards which pack originality and brilliant execution. There's canny change of pace and mood in the selections of items like "Zing Went the Strings of My Heart," "What Is This Thing Called Love," "Estrellita," etc. There's rich meat here for deejays, and admirers of the Maxwell talent will take to it at once.

**MORE LUSH THEMES FROM MOTION PICTURES .....73**  
Leroy Holmes Ork (1-12")  
M-G-M E 3480

This is a follow-up set to Holmes' previous "Lush Themes From Motion Pictures." Here are a dozen more compositions culled from as many recent or current pix ("War and Peace," "Friendly Persuasion," "The Last Wagon," "Baby Doll," etc.). Holmes has dressed them with original arrangements and his ork sound is continuously interesting. Package naturally will carry an appeal for movie fans, and there is ample attractive material included for air spins. Most have been out as singles.

**MUSIC FOR MELANCHOLY BABIES .73**  
Sam (The Man) Taylor Ork (1-12")  
M-G-M E 3482

Devotees of the tenor sax will be gassed by this one. Sam (The Man) Taylor, noted exponent of the instrument, has put together a package of torchy standards including "I Cried for You," "Little White Lies," "My Melancholy Baby"—all of the same mood of longing. Taylor is supported by strings, sometimes by

an organ, and at times by the Gene Lowell Singers. His performance is outstanding for its soul and technical quality. Has sales potential in jazz and r.&b. markets also.

**DAPPER DAN SWINGS .....70**  
Dan Belloc Ork (1-12")  
Fraternity F 1004

This is Dan Belloc's first LP, and he has come up with a lively program of material previously unrecorded by him. It's a big band more than a few cuts above the average commercial dance band around these days. Belloc's idiom is swing with decided Basie inspiration. He achieves a big, full sound worthy of comparison with some of the faves of the Golden Age of the dance bands. The LP offers a variety of blues, ballads, jump tunes and L-A selections. A good commercial piece of vinyl for the dance minded.

**JOSEPHINE .....69**  
Josephine Premice (1-12")  
Gene Norman Presents 24

Altho Miss Premice is one of the foremost exponents of calypso music, this set lacks the vitality of others currently being offered on the market. The tunes are solidly in the idiom, tho the orchestral backing is too shaded and weak. Miss Premice sells a song minus embellishments, with her name value likely to warrant some dealer's attention.

**THEMES FROM ITALIAN FILMS .....69**  
Robert Ashley Ork (1-12")  
M-G-M E 3485

A very tasteful package with a novel mood idea. The selections are taken from some of the great Italian films which have had a strong impact on U. S. audiences. Included are "Anna" from the flick of the same title; "La Gabriella" from "Bitter Rice"; "Mambo Bacan" from "Woman of the River," etc. Robert Ashley's ork does the performance with a classic quality and a symphonic touch, to Larry Clinton's fine arrangements. But the gasser is the cover with four buxom Roman belles displaying pulchritude as it develops under the Italian sun—or let us say in Sunny Italy.

**DIM LIGHTS AND BLUE MUSIC .....65**  
Cyril Stapleton Ork (1-12")  
M-G-M E 3351

This is a package of slightly watery-eye, nostalgic sentiment, as the titles of a few of the dozen selections attest ("For Sentimental Reasons," "I'll Remember April," "I'll Never Smile Again," etc.). It makes for over-all pleasant listening, with ultra genteel arrangements and polished projection. With current competition on this type of mood music at a peak, an attitude of watchful waiting might be advisable. Some of our home-grown maestros are doing it better.

### Folk

**CALYPSO MAMA .....78**  
Lad Richard's Calypso Orchestra (1-12")  
Art ALP 17

A gay, occasionally salty package of authentic Calypso material. Mama is Maureen DuValie DuValiero, widely known in the Islands and to the Stateside fans who have seen her at Birdland and Village boites. This package has good sound and refreshing material, and the release comes at an opportune time. However, dealers should order with discretion, in view of the tremendous quantity of calypso wax now being pumped out by many labels. Selections include "Yes, Yes, Yes," "Court House Scandal," "Gin and Coconut Water."

**JOHN LANGSTAFF SINGS AMERICAN AND ENGLISH FOLK SONGS AND BALLADS .....76**  
(1-12")  
Tradition TLP 1009

Langstaff is a concert singer with a deep interest in the folk song. He presents his material here either unaccompanied or with piano accompaniment in concert style. He ranges from some of the oldest, most familiar ballads like "Lord Rendal," "Billy Boy" and "John Barleycorn" to more unfamiliar English and American folk items. Giving these a legit concert styling undoubtedly endows this program with greater appeal to the average music-lover.



... PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

## • Reviews and Ratings of New Classical Albums

• Continued from page 34

**IN E MAJOR, OP. 22; SERENADE FOR WINDS, 'CELLI, AND 'BASSES, OP. 44 (1-12)**—The M-G-M Chamber Orchestra, The Arthur Winograd String Orchestra; Arthur Winograd, Cond. M-G-M E 3489 . . . . .72

This version of the placid, lovely E Major Serenade is straightforward and somewhat matter-of-fact. The Opus 44 on the flip side is a "first" and will attract considerable interest. An attention-getting cover will have Dvorak fans reaching for this one.

**HAYDN: SYMPHONY NO. 33 IN C MAJOR, SYMPHONY NO. 46 IN B MAJOR (1-12)**—The Philharmonia Orchestra of Hamburg, Arthur Winograd, Cond. M-G-M E 3436 . . . . .71

Here are two hitherto neglected symphonies by the prolific Haydn which should spark sales among his admirers. Performances are good. Demonstrate the first movement of the B Major, which probably will be the more sought-after of the two.

**BIZET: SYMPHONY NO. 1 IN C MAJOR; STRAVINSKY: PULCINELLA SUITE (1-12)**—Bamberg Symphony Orchestra; Fritz Lehmann, Cond. Decca DL 9991 . . . . .70

The Bizet does not yet have a "definitive" interpretation on LP, tho Ansermet's reading has many admirers. The late Lehman does not show quite the same effervescent esprit; he seems a bit formal by comparison. Regards the "Pulcinella

Suite" Ansermet is also the leading rival. In both instances, the Decca disk is more than just a competent offering, but does not alter the competitive situation very much. Sound is clean, perhaps a trifle dry.

**THE EVENING MUSIC AND PERSONALITY MUSIC OF DEBUSSY (1-12)**—M-G-M E 3339 . . . . .70

**THE WATER MUSIC AND NATURE MUSIC OF DEBUSSY (1-12)**—M-G-M E 3338 . . . . .65

**THE EXOTIC MUSIC AND DANCE MUSIC OF DEBUSSY (1-12)**—Johanna Harris, Piano. M-G-M E 3340 . . . . .65

Credit M-G-M with an original, attractive programming idea, and Johanna Harris with lustrous, individualist performances of these three Debussy piano music collections, Gimmick has been to re-group pieces taken from the impressionist's Preludes, Estampes, Images, Pour Le Piano, Children's Corner, Bergamasque Suite, etc. Whether or not this will create new interest in the music is questionable, however. The true devotees are unlikely to be swayed from the more orthodox groupings of Giseking, Casadesus and, most recently, Mme. Novaes. Latter's Preludes, incidentally, boast superior recording to these, which frequently take on a fuzzy sound. "Claire de Lune" is in Vol. 2.

**COWELL: SET OF FIVE FOR VIOLIN, PIANO AND PERCUSSION, HOVHANNES: KIRGHIZ SUITE FOR VIOLIN AND PIANO; IVES: SONATA NO. 4 FOR VIOLIN AND PIANO ("CHILDREN'S DAY AT THE CAMP MEETING") (1-12)**—Anahid and Maro Ajemian, Violin and Piano With Elden Bailey, Percussion. M-G-M E 3454 . . . . .67

The Cowell work is a percussive tour de force and, for that reason, should be especially interesting to owners of wide-range equipment. It's a little hard to see how the music on this disk could be fully realized on equipment which cannot capture the special qualities of some of the drums used. The Kirghiz Suite and Sonata No. 4 gets a careful reading in works that demand technical virtuosity. They're not for the broad public but are certain to be of interest to listeners of chamber works generally. Performances are excellent. Album cover is arresting.

**SCHUMANN: LIEDERKREIS (SONG CYCLE, OP. 39); FAURE: LA BONNE CHANSON (1-12)**—Suzanne Danco, Soprano. London LL 1324 . . . . .66

Re-issue of London 10-inch material (LS 589, 590). The Faure song cycle is still important catalog since there is no other version of it available outside the Westminster 5-volumes Faure package. Mme. Danco does it beautifully. The "Liederkreis" had had a mixed critical reception, most finding it vocally well managed, but perhaps not the last word stylistically, at least when compared to the leading German lieder singers. Modest sales possible to interested vocal collectors.

**BETHOVEN: STRING QUARTET NO. 16; THE GREAT FUGUE IN B FLAT, OP. 133 (1-12)**—Decca DL 9893 . . . . .64

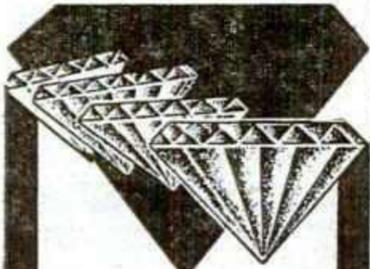
**BETHOVEN: STRING QUARTET NO. 10 ("HARP"); STRING QUARTET NO. 11 (1-12)**—The Koeckert Quartet. Decca DL 9894 . . . . .63

This quartet is today regarded as one of the leading German chamber music ensembles, and the general impression given here is one of solidity and devoted craftsmanship, tho hardly of brilliance. The tempi are moderate, the effects carefully calculated and adequately executed. The quartet deserves exposure. The combination of the 16th quartet and the "Great Fugue" duplicates couplings already available by the Budapest and Pascal groups; both of the latter also have more musical interest than the Decca LP, so that the competitive situation is difficult. In the case of the 10th and 11th Quartets, the coupling is unique; competition is hardly less stiff, however. Only moderate sales predicted.

**KILLMAYER: MISSA BREVIS; HARRISON: MASS (1-12)**—New York Concert Choir and Orchestra; Margaret Hills, Cond. Epic LC 3387 . . . . .61

Two unusually interesting, provocative contemporary settings of the Mass, geared, however, to a very specialized market. Killmayer is a young German, pupil of Orff, and his music is varied and alive, taking some quite unexpected directions. Harrison, a 40-year-old American, has been represented on disks by other sanguine pieces, but this could be the most important to date. It's almost medieval in manner, solid as a rock in structure and feeling. Good sound.

## SELL RECOTON DIAMOND NEEDLES



For repeat sales and higher profits — sell Recoton Diamond Needles — famous for quality! 100% consumer acceptance insures faster turnover, consistent sales and profits!

RECOTON CORPORATION

52-35 Borett Avenue  
Long Island City 4, N. Y.

In Canada: Quality Records, Ltd., Toronto



**LONDON RECORDS**

Big Phono Performance!

The Playtime

by Voice of Music

YOUR NAME  
ADDRESS

CANCER % YOUR LOCAL POST OFFICE

Give to the AMERICAN CANCER SOCIETY

coming  
March 30 . . .  
Billboard's big

# Spring Merchandising Issue

to help you round up more sales of phonographs, radios, equipment and accessories (including tape)

and increase your profits  
all through the coming months!

Spotlight features like these will be your valuable sales and merchandising guides:

- Traffic and Turnover Tips . . . case-histories of store-tested ideas every dealer can put to work to move more phonos, radios, tape recorders, accessories, records!
- Promotions and Point-of-Sale Aids . . . recap of manufacturers' merchandising promotions and how dealers use them to increase sales.
- Promotion Potentials . . . what special promotion days are coming up, and how to cash in on them in your store!
- Plus Billboard's comprehensive coverage of new products, new merchandising ideas, new selling aids now available!

SPOT THE TRENDS . . . BUILD YOUR VOLUME! with the important help you'll get from

Billboard's Annual Dealer Survey of Phono, Radio and Equipment Sales

. . . reported in the Spring Merchandising Issue!  
Compare your sales with the national average. Are you getting your share of the equipment business? Learn what to do if you're not!

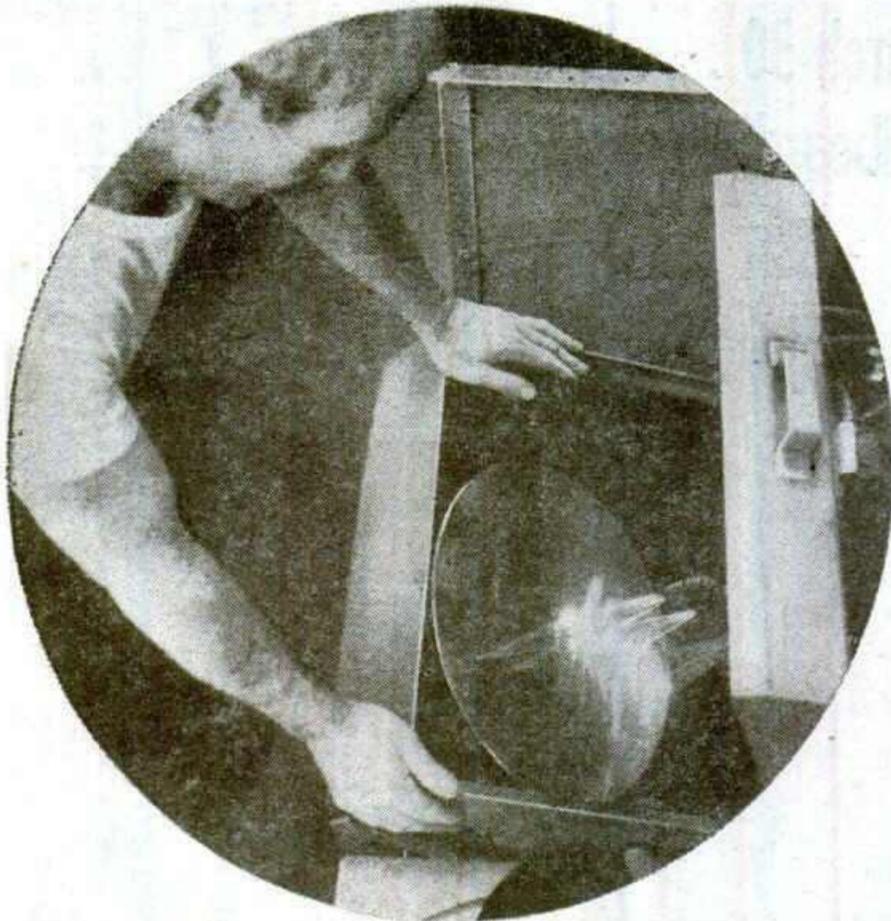
Advertising Deadline . . . March 21

MAKE THIS SPRING YOUR BIGGEST SELLING SEASON EVER!

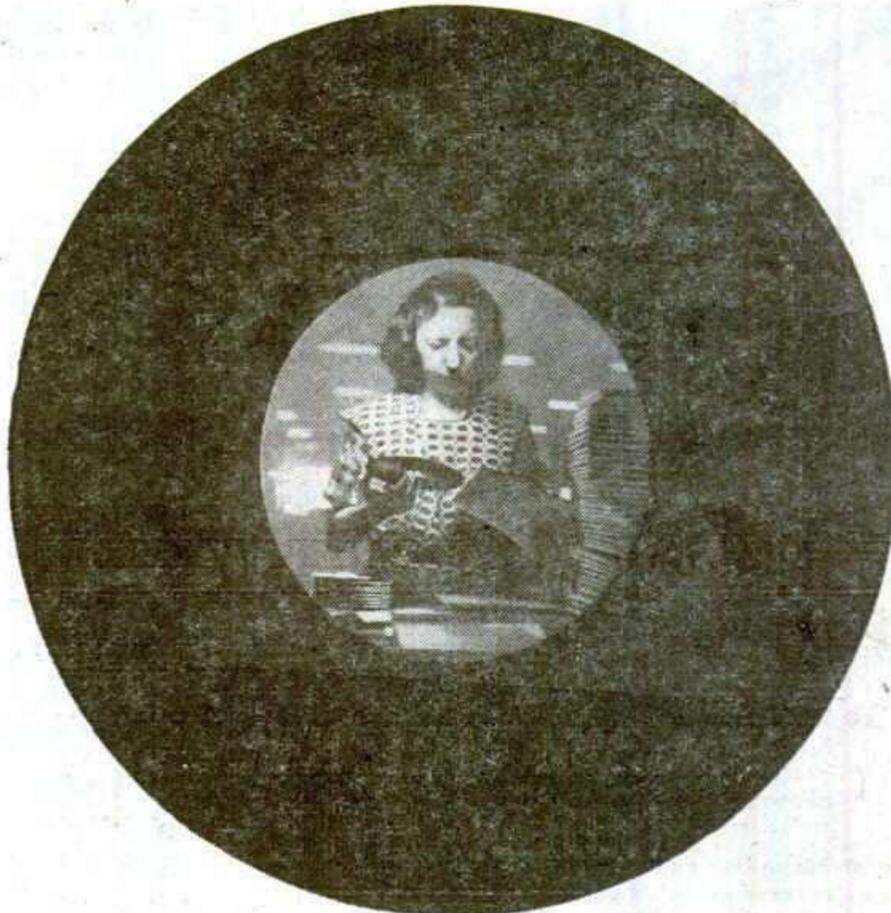
Don't Miss

BILLBOARD'S SPRING MERCHANDISING ISSUE . . . March 30

# GIVE YOUR LABEL A SILVER LINING



with **RCA Victor engineering skill**



plus individual attention

For the sound every label needs — "the sound that sells" — go RCA Victor! Start to finish, RCA Victor combines the *ultimate* in technical know-how, the *utmost* in manufacturing care.

In the vital first step, where the grooves of the lacquer-master are translated into durable metal, RCA Victor now makes history with an amazing new silver-spray machine. Completely automatic, this machine not only eliminates all risk of human error in preserving the original quality, but it does its work in *one-fifth* the time of outmoded processes! And at the last step, the

watchword is still *care*. Prior to shipment, a final check, with each record individually inspected!

Unmatched research in sound, unequalled attention to detail — these are yours at no extra cost, when you go RCA Victor.

Wherever you may be, East, Midwest, or West, one of RCA Victor's three strategically-located plants is ready to serve you *now*. Individual attention to your order, large or small... fast delivery... drop-shipping... warehousing — that's RCA Victor-style "service-on-a-platter." Get full details from RCA Victor Custom Record Sales today!

## RCA VICTOR CUSTOM RECORD SALES

165 East 24th St., New York 10, N. Y. — Murray Hill 9-7200; 445 N. Lake Shore Drive, Chicago 11, Ill. — Whitehall 4-3215; 1016 N. Sycamore Ave., Hollywood 38, Calif. — Oldfield 4-1660; 1525 McGavock St., Nashville 3, Tenn. — ALpine 5-6691. In Canada, call Record Department, RCA Victor Company, Ltd., 1001 Lenoir Street Montreal, Quebec. For other foreign offices, write or phone RCA International Division, 30 Rockefeller Plaza, New York 20, N. Y. — JUdson 6-3800.



## • Reviews and Ratings of New Jazz Albums

• Continued from page 34

three different contexts in this LP: big band and two medium size jazz groups (one of standard instrumentation the one unusual for including tuba, French horn and English horn, in spots). Brookmeyer also wrote and arranged most of the material for the various sessions. Brookmeyer's personality and high-standard musicianship is written all over these sides. There is a wealth of material here that has the stamp of permanent worth.

### TAILGATE! ..... 78

Kid Ory's Creole Jazz Band (1-12")  
Good Time Jazz 12022  
Recorded in 1944-'45 by then jazz critic Nesuhi Ertegun for his Crescent label, and later released as a 10-inch set (L-10, L-11) by FTJ, this complete version is a welcome addition to the dearth of good New Orleans Dixie available. The set abounds with vitality, and in the hands of a master like Ory, the standards literally come alive. From "Maryland, My Maryland," to "Oh Didn't He Ramble" and a host of other oldies, the set abounds with exceptional solo work. Cover is a standout.

### THE CURTIS COUCE GROUP ..... 76

(1-12")  
Contemporary C 3526  
Take note of this group, for it's gonna "happen." Couce is one of the better bass men who has worked with many top jazz groups for years, and the organization of his own unit was a natural disk opportunity. The music abounds with great solos, it has excellent drive and falls into the "bread and butter" category of modern jazz. Harold Land on tenor, the great Carl Sheldon on trumpet set the mood with gusto. Cover art will also win attention.

### THE JAZZ GREATS, VOL. 7—DIXIELAND ..... 75

Mugsy Spanier, Phil Napoleon (1-12")  
EmArcy MG 36055  
All the material here has been available previously on EP. Collectively, it makes an exciting Dixieland clam-bake as you can expect to find. The eight sides featuring Spanier (recorded 1951) are especially good. With him were Darnell Howard, clarinet; George Brunis and Harry Graves alternating trombone; (Truck) Parham, bass; Floyd Bean, piano; Big Sid Catlett and Don Chester alternating on drums. The four Napoleon selections were cut in 1946, and tho there is not the individual virtuosity here that marks the Spanier sets, the group has a solid ensemble feeling and swings expertly in this idiom. Highly recommended to Dixielanders. Sound is good.

### THE INCREDIBLE JIMMY SMITH AT CLUB "BABY GRAND," WILMINGTON, DELAWARE ..... 74

(1-12")  
Note 1528  
Admirers of Jimmy Smith claim that he is "the only" modern jazz organist. He certainly is working a not overly crowded field. As in previous albums, he impresses with his skillful modern stylings strapped to a fundamental, deep-rooted beat. His reading of Horace Silver's "The Preacher" has funky touches that give a very satisfying effect. This album, in general, is not as "far out" in an experimental way, as previous LP's were. Smith tends toward a mellower groove, perhaps due to the fact that this was a "live" nightclub recording. The organist's following is growing; good sales are possible.

### MATING CALL ..... 72

Tadd Dameron With John Coltrane (1-12")  
Prestige LP 7070  
The last time Dameron appeared on records was his "Fontainebleau" LP on Prestige, and it is good to hear him again, playing with the same sensitivity and intelligent probing. He is paired with tenor-man John Coltrane, who has been recorded a great deal since joining the Miles Davis quintet late in 1955. Most of the time here he is blowing hard, muscular horn a la Sonny Rollins, which is impressive enough in the fast, long-lined numbers, but sometimes disappointing in the ballad. Dameron gets writing and arranging credit for all selections, and some, like the title opus, "Mating Call," are first-rate. Fair to good sales to the modern wing.

### J. R. MONTROSE ..... 71

(1-12")  
Blue Note 1536  
J. R. Montrose (not to be confused with another tenor-man, Jack Montrose) here gets his first LP showcase as leader. For the date he picked a simpatico group of colleagues: Ira Sullivan, trumpet; Horace Silver, piano; Wilbur Ware, bass, and Philly Joe Jones, drums. Tho there is no scarcity of boppish, Rollins-influenced tenor around today, Montrose is a

serious, well-equipped musician who makes profitable use of the opportunity to express himself at length here. It's a fairly uncompromising session; for the modernist devotee there is a lot of red meat here.

### JAZZ KALEIDOSCOPE ..... 70

Pete Brown Sextet, Jonah Jones Sextet (1-12")  
Bethlehem BCP 4  
Re-issue of material available previously on 10-inch LP's. Both are only moderately modern, the Jones items tending, in fact, to the traditional side. Brown's sextet had Joe Wilder as the only other horn; alto and trumpet keep up a lively dialog thruout in warm, romantically swinging style. Jonah Jones has as his other horns: Vic Dickenson, Urbie Green, Edmund Hall and George Clark. With this personnel, naturally Dixieland and swing material predominates. While this is not Jonah at his best, the set has fair commercial appeal.

### THE JAZZ COURIERS ..... 69

(1-12")  
Whipnet WLP 700  
A new group in jazz, the Jazz Couriers are good evidence of the tremendous wealth of talent yet to be discovered in this field. There's an abundance of fresh ideas in this package, particularly in the "Goody Speaks" track with bass player John Goodman playing melody in unison with Dave Pike on vibes. Despite the inherent humor here, there's an undertone of devotion injected on virtually all selections with "Willow Weep for Me" a standout example.

### A MELLOW BIT OF RHYTHM ..... 67

Andy Kirk and His Orchestra (1-12")  
RCA Victor LPM 1302  
Old time jazz collectors' enthusiasm notwithstanding, Kirk's Kansas City band on records in the late 1930's and early 1940's meant very little ("Boogie Woogie Cocktail" was a minor hit). Today, the name is virtually forgotten, and these somewhat up-dated versions of old Kirk specialties have nothing to create new interest. The soloists, except for Ken Kersey, have no link with Kirk's school and are the same men one hears on nearly every Victor jazz disk of the Jack Lewis era.

### DIXIELAND FROM THE DEEP NORTH ..... 60

Harry Blons and the Mendota Buzzards (2-12")  
Zephyr 12008 K  
This collection of Dixie standards is unique only in its title, and might well have been retitled and kept in "deep freeze." It's Dixie played "Mill City" style, they say, in concert in Minneapolis. Tho it sounds like Dixie, it isn't particularly effective and is hardly distinguishable from other sets of similar nature. "Elk's Parade" is a good sampling of some two-beat, tho there's not much more to be found.

### Latin American

### FROM BROADWAY TO HAVANA ..... 62

Rene Touzet Ork (1-12")  
Gene Norman Presents 22  
The hip-swingers will find little fault with this package. A combination of Broadway show tunes and authentic Latin American melodies, the set is rendered with finesse, good taste and great drive. An excellent dance package, it will also make for good disk jockey programming material.

### WE LOVE TO CHA CHA CHA ..... 70

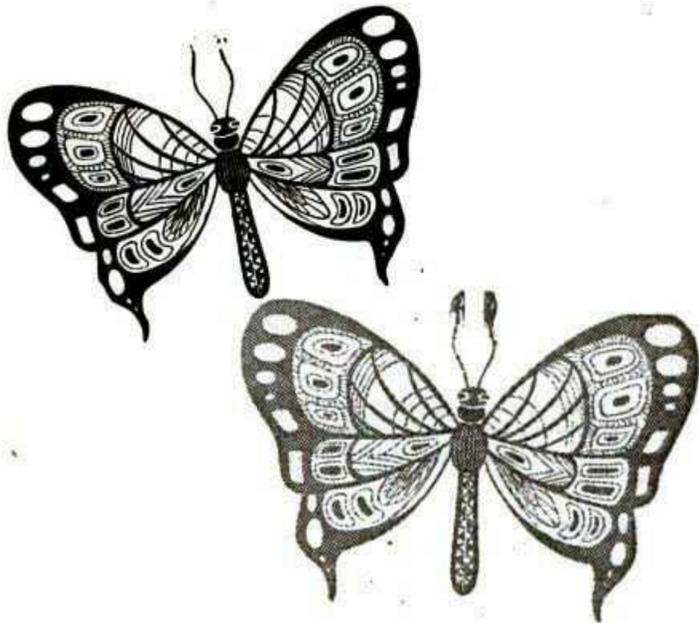
La Playa Sextet; Al Castellanos; Sonny Rossi (1-12")  
Mardi Gras LP 5008  
This disk is mainly for dancers who can't get enough of cha cha cha material on disks. Some items are good; some not-so-good. Al Castellanos comes off well on the Pla-Pla-Pla. Likewise, the La Playa Sextet. Demonstrate for dancers.

**THE MOST DISTINCTIVE JAZZ IS ON DAWN**



39 West 60th Street  
New York 23, N. Y.  
Circle 8-9705

**3/4 OF A MILLION SOLD!**



# Charlie Gracie

sings



..... See and hear Charlie Gracie Sing "Butterfly" .....  
..... on the ED SULLIVAN SHOW Sunday, March 10th .....

b/w NINETY-NINE WAYS

Orchestra and chorus directed by BERNIE LOWE



**RECORDS** 1721 East Tulpehocken Street, Philadelphia 38, Pa.

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending February 27

This Week	Last Week	Weeks on Chart
<b>1. Young Love</b>	1	10
By Carole Joyner-Rick Carrey—Published by Lowery Music (BMI) BEST SELLING RECORDS: T. Hunter, Dot 15533; S. James, Cap 3602. RECORDS AVAILABLE: R. Carrey-Jiva Tones, Vic 20-6751; Crew Cuts, Mercury 71022.		
<b>2. Don't Forbid Me</b>	2	11
By Singleton—Published by Roosevelt (BMI) BEST SELLING RECORD: P. Boone, Dot 15521. RECORD AVAILABLE: E. Tubb, Dec 30219.		
<b>3. Too Much</b>	3	7
By Lee Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6800.		
<b>4. Marianne</b>	5	5
By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORDS: T. Gilkyson, Col 40817; Hilltoppers, Dot 15537. RECORDS AVAILABLE: B. Ives, Dec 30217; Lane Brothers, Vic 20-6810.		
<b>5. Banana Boat Song</b>	4	11
By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) BEST SELLING RECORD: Tarrriers, Glory 249. RECORDS AVAILABLE: Buchanan & Goodman, Luniverse 103; Fontane Sisters, Dot 15527; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020.		

This Week	Last Week	Weeks on Chart
<b>6. Banana Boat (Day-0)</b>	6	8
By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) BEST SELLING RECORD: H. Belafonte, Vic 20-6771.		
<b>7. Butterfly</b>	9	3
By A. September—Published by Mayland-Presley (BMI) BEST SELLING RECORDS: Andy Williams, Cadence 1308; C. Gracie, Camco 105. RECORDS AVAILABLE: B. Allen, Eldorado 505; B. Carroll, Bally 1028; B. Johnson, King 5014; B. Williams, Coral 61795.		
<b>7. Singing the Blues</b>	7	19
By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Michael, Col 40769; M. Robbins, Col 21545.		
<b>9. Teen-Age Crush</b>	13	3
By Audrey Allison-Joe Allison—Published by Central Songs, Inc (BMI) BEST SELLING RECORD: T. Sands, Cap F3639.		
<b>10. Moonlight Gambler</b>	8	13
By Hilliard-Springer—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: F. Laine, Col 40780. RECORD AVAILABLE: W. Atwell, London 1724.		

### Second Ten

<b>11. Blue Monday</b>	9	9
By D. Bartholomew-A. Domino—Published by Commodore (BMI) BEST SELLING RECORD: F. Domino, Imperial 5417.		
<b>12. Cinco Robles</b>	12	7
By Dorothy Wright-Larry Sullivan—Published by Warman (BMI) BEST SELLING RECORD: R. Arms, Era 1026. RECORDS AVAILABLE: D. Elliott, RPM 483; L. Paul-M. Ford, Cap 3612; L. Welk, Coral 61765.		
<b>13. True Love</b>	11	24
By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORD: Bing Crosby-Grace Kelly, Cap 3507. RECORDS AVAILABLE: K. Kallen, Dec 29959; J. Powell, Verve 2018; M. Whiting, Cap 3473.		
<b>14. Party Doll</b>	23	2
By Jim Bowen-Buddy Knox—Published by Jackie Music (BMI) BEST SELLING RECORD: B. Knox, Roulette 4002. RECORDS AVAILABLE: Roy Brown, Imperial 5427; S. Lawrence, Coral 61792; W. Manone, Dec 30211.		
<b>15. Love Is Strange</b>	15	8
By Ethel Smith—Published by Ben Ghaze (BMI) BEST SELLING RECORD: Mickey & Sylvia, Groove 0175 RECORD AVAILABLE: Luther & Little Eva, King 5010.		

<b>16. Round and Round</b>	-	1
By Lou Stallman-Joe Shapiro—Published by Rush (BMI) BEST SELLING RECORD: P. Como, Vic 20-6815.		
<b>17. Love Me Tender</b>	14	21
By Elvis Presley, Vera Matson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643. RECORD AVAILABLE: H. Rene, Vic 20-6728.		
<b>18. Who Needs You?</b>	18	3
By Stillman-R. Allen—Published by Korwin (ASCAP) BEST SELLING RECORD: Four Lads, Columbia 40811.		
<b>19. I Dreamed</b>	20	10
By C. Grean-M. Moore—Published by Trinity (BMI) BEST SELLING RECORD: B. Johnson, Bally 1020.		
<b>19. You Don't Owe Me a Thing</b>	-	7
By Robbins—Published by Acuff-Rose (BMI) BEST SELLING RECORD: J. Ray, Col 40803. RECORDS AVAILABLE: M. Robbins, Col 40706; La Dell Sisters, Mercury 70888.		

### Third Ten

<b>21. Anastasia</b>	19	6
By Webster-Newman—Published by Leo Feist (ASCAP) RECORDS AVAILABLE: P. Boone, Dot 15521; 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>22. Blueberry Hill</b>	15	22
By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORDS AVAILABLE: C. Alaimo Quartet, Ken 6753; L. Armstrong, Decca 30091; F. Domino, Imperial 5407		
<b>22. Wringle Wrangle</b>	17	5
By Jones—Published by Disney (ASCAP) RECORDS AVAILABLE: R. Allen, Dec 30205; L. Dreslar, Mercury 71010; M. Griffin, Dec 30131; B. Hayes, ABC-Paramount 9785; V. Monroe, Vic WBY-56; F. Parker, Disneyland F 43.		
<b>24. Gonna Get Along Without Ya Now</b>	22	14
By Milton Kellern—Published by Kellern (ASCAP) RECORDS AVAILABLE: T. Brewer, Coral 60676; Patience & Prudence, Liberty 55040.		
<b>25. Knee Deep in the Blues</b>	21	5
By Endsley—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: G. Mitchell, Col 40820; M. Robbins, Col 40815.		

<b>26. Jim Dandy</b>	25	6
By Chase—Published by Raleigh (BMI) RECORD AVAILABLE: L. Baker, Atlantic 1116.		
<b>27. Since I Met You Baby</b>	25	14
By Ivory Joe Hunter—Published by Progressive (BMI) RECORDS AVAILABLE: M. Bee, Dot 15517; M. Carson, Col 40789; I. J. Hunter, Atlantic 1111.		
<b>28. Can I Steal a Little Love?</b>	25	3
By Phil Tuminello—Published by Northern Music (ASCAP) RECORDS AVAILABLE: J. Daly, Dec 30163; F. Sinatra, Cap 3608.		
<b>29. Almost Paradise</b>	-	1
By Norman Petty—Published by Peer International Corp. (BMI) RECORDS AVAILABLE: J. Carroll, Unique 388; N. Petty Trio, ABC-Paramount 9787; L. Stein, Unique 385; R. Williams, Kapp 175.		
<b>30. Lucky Lips</b>	-	1
By Reider-Staller—Published by Tiger (BMI) RECORDS AVAILABLE: R. Brown, Atlantic 1125; G. Storm, Dot 15539.		

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

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



# Buyboard

new hit albums for springtime profits!

9 EXCITING  
NEW POP  
ALBUMS



FARAWAY MUSIC • DON BAKER • T-797



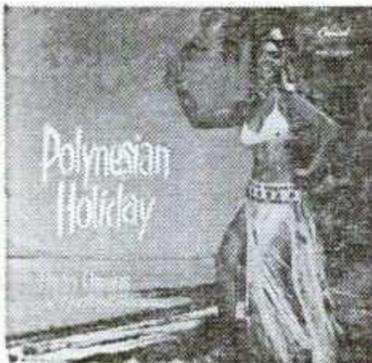
'ROUND THE WORLD WITH LES BAXTER  
LES BAXTER • T-780



LOVE IS THE THING  
NAT "KING" COLE • W-824



ALOHA • THE KING SISTERS • T-808



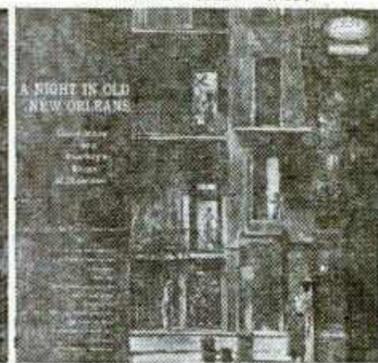
POLYNESIAN HOLIDAY  
HARRY OWENS • T-804



A BAND IS BORN • BILLY MAY • T-349



THE MARIAN McPARTLAND TRIO • T-785

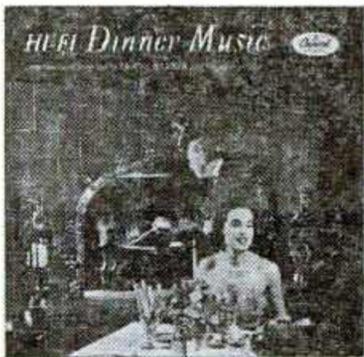


A NIGHT IN OLD NEW ORLEANS  
SHARKEY • T-792

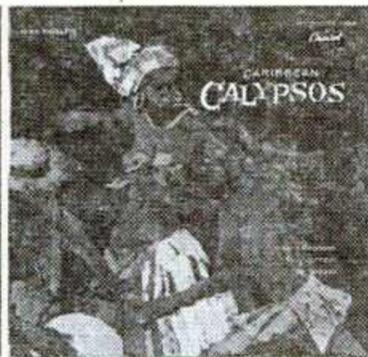


GENE VINCENT AND HIS BLUE CAPS • T-811

7 NEW  
CAPITOL-OF-  
THE-WORLD  
ALBUMS



HI-FI DINNER MUSIC (Recorded in London)  
FRANK BARBER • T-10092



CARIBBEAN CALYPSOS • LORD BEGINNER,  
TONY JOHNSON and THE TORPEDO • T-10071



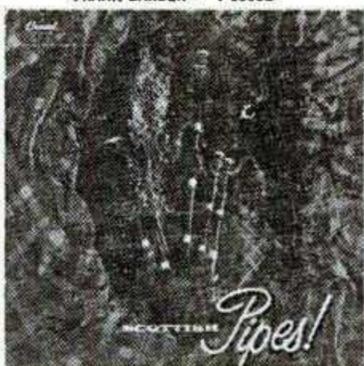
EL REY GITANO (Recorded in Barcelona)  
RAFAEL FARINA • T-10072



THE MOODS OF LONDON (Recorded in London)  
PHILIP GREEN • T-10059



DUTCH SAX (Recorded in Holland)  
DOLF VAN DER LINDEN • T-10061



SCOTTISH PIPES! (Recorded in Glasgow)  
T-10081



Songs of the NORWEGIAN FJORDS  
(Recorded in Oslo) • T-10069



VISTAS D'ESPAÑA  
LAURINDO ALMEIDA, Guitar • P-8367

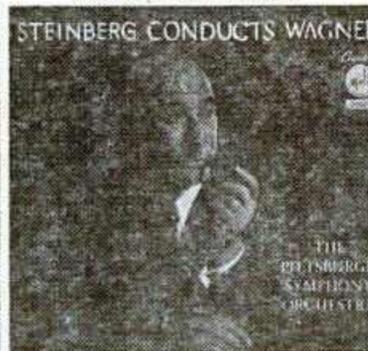
5 NEW  
SUPERB  
CLASSICAL  
PACKAGES



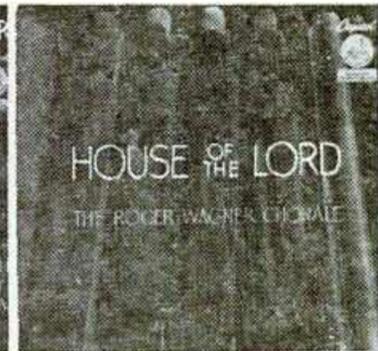
SYMPHONIC DANCES • THE HOLLYWOOD  
BOWL SYMPHONY ORCHESTRA • P-8369



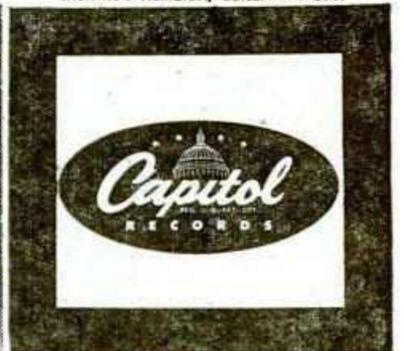
LISZT-CHOPIN CONCERTI  
LEONARD PENNARIO, Piano • P-8366



STEINBERG CONDUCTS WAGNER • THE  
PITTSBURGH SYMPHONY ORCHESTRA • P-8368



THE HOUSE OF THE LORD • THE ROGER  
WAGNER CHORALE • P-8365



ALBUMS  
CLIMBING  
FAST!

THE ANDREWS SISTERS IN HI-FI • W-790

SKINS! • Les Baxter • T-774

BLUE SERGE • Serge Chaloff • T-742

BIRTH OF THE COOL • MILES DAVIS • T-762

THE FIVE KEYS ON STAGE! • T-828

TIME TO DREAM

Les Paul and Mary Ford • T-802

SESSION AT RIVERSIDE • All Stars • T-761

BLUES GROOVE • Woody Herman • T-784

NIGHT DREAMS • Gordon Jenkins • T-781

DECADE ON BROADWAY (1946-1956)  
Guy Lombardo • T-783

BILLY MAY PLAYS FOR FANCY DANCING  
T-771

HOT PENNIES • Red Nichols • T-775

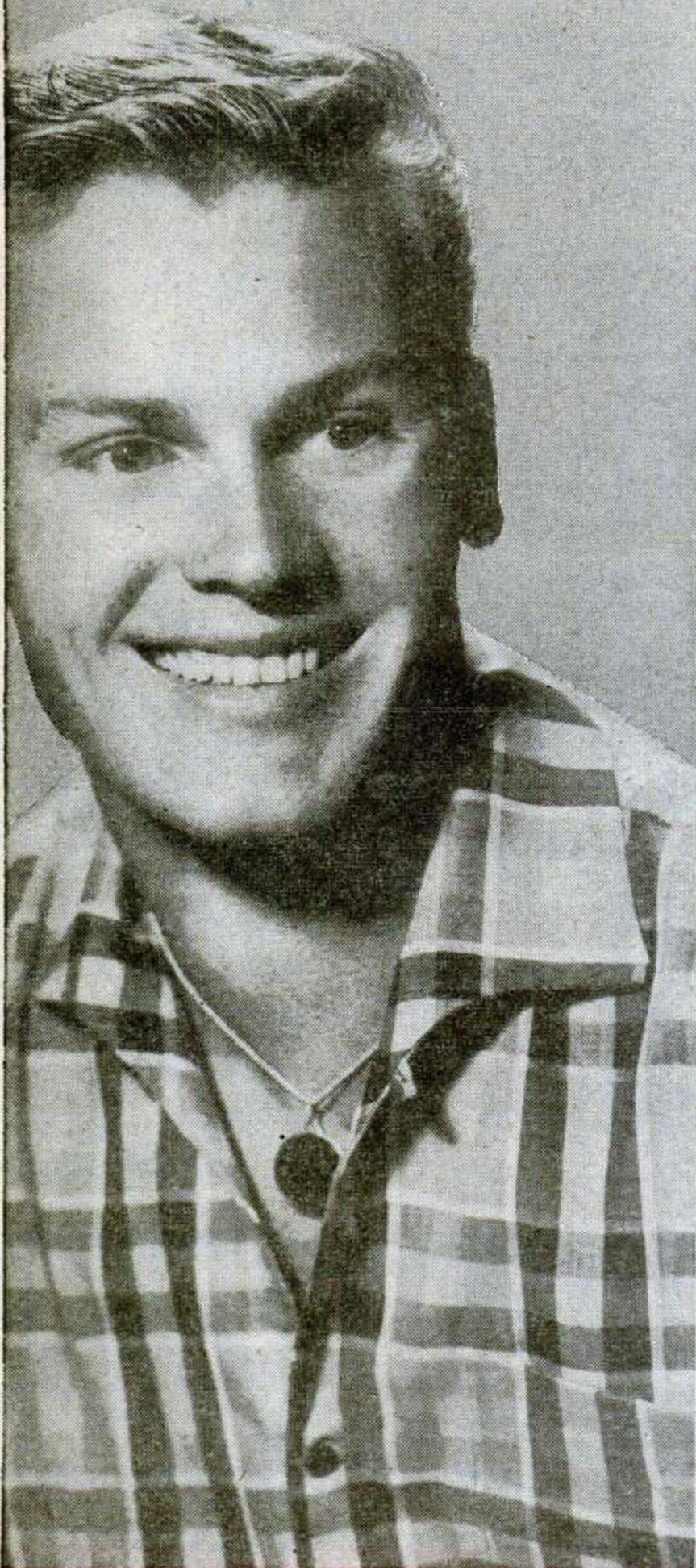
LATIN ESCAPEE  
George Shearing Quintet • T-737

CLOSE TO YOU • Frank Sinatra • W-789



**SOLID NEW**

**Tab**



**“99**

**WAYS”**

*Dot*

RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181

THE NATION'S BEST-SELLING RECORDS

**2 SIDED HIT!**

# Hunter

(Warner Bros. Star)

**“DON'T GET  
AROUND MUCH  
ANYMORE”**

**# 15548**

*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 27

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

This Week	Last Week	Weeks on Chart	Record
1		8	<b>1. YOUNG LOVE (BMI)—T. Hunter</b> . . . . . Red Sails in the Sunset (ASCAP)—Dot 15533
2		7	<b>2. TOO MUCH (BMI)—E. Presley</b> . . . . . Playing for Keeps (BMI)—Vic 20-6800
3		12	<b>3. DON'T FORBID ME (BMI)—P. Boone</b> . . . . . Anastasia (ASCAP)—Dot 15521
4		3	<b>4. TEEN-AGE CRUSH (BMI)—T. Sands</b> . . . . . Hep Dee Hootie (BMI)—Cap 3639
5		9	<b>5. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte</b> . . . . . Star-O (ASCAP)—Vic 20-6771
6		10	<b>6. YOUNG LOVE (BMI)—S. James</b> . . . . . You're the Reason (I'm in Love) (BMI)—Cap 3602
7		4	<b>7. MARIANNE (BMI)—T. Gilkyson</b> . . . . . Goodbye, Chiquita (BMI)—Col 40817
8		3	<b>8. BUTTERFLY (BMI)—C. Gracie</b> . . . . . Ninety-Nine Ways (BMI)—Cameo 105
9		12	<b>9. BANANA BOAT SONG (BMI)—Tarriers</b> . . . . . No Hidin' Place (BMI)—Glory 249
10		2	<b>10. BUTTERFLY (BMI)—A. Williams</b> . . . . . It Doesn't Take Very Long (ASCAP)—Cadence 1308
11		13	<b>11. MOONLIGHT GAMBLER (ASCAP)—F. Laine</b> . . . . . Lotus Land (ASCAP)—Col 40780
12		4	<b>12. MARIANNE (BMI)—Hilltoppers</b> . . . . . You're Wasting Your Time (ASCAP)—Dot 15537
13		1	<b>13. ROUND AND ROUND (BMI)—P. Como</b> . . . . . Mi Casa, Su Casa (ASCAP)—Vic 20-6815
14		9	<b>14. LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia</b> . . . . . I'm Going Home (BMI)—Groove 0175
15		9	<b>15. BLUE MONDAY (BMI)—F. Domino</b> . . . . . What's the Reason (I'm Not Pleasing You?) (ASCAP)—Imperial 5417
16		2	<b>16. PARTY DOLL (BMI)—B. Knox</b> . . . . . My Baby's Gone (BMI)—Roulette 4002
17		19	<b>17. SINGING THE BLUES (BMI)—G. Mitchell</b> . . . . . Crazy With Love (ASCAP)—Col 40769
18		1	<b>18. I'M WALKIN' (BMI)—F. Domino</b> . . . . . I'm in the Mood for Love (ASCAP)—Imperial 5428
19		1	<b>19. I'M STICKIN' WITH YOU (BMI)—J. Bowen</b> . . . . . Ever-Lovin' Fingers (BMI)—Roulette 4001
20		4	<b>20. WHO NEEDS YOU (ASCAP)—Four Lads</b> . . . . . It's So Easy to Forget (BMI)—Col 40811
21		2	<b>21. COME GO WITH ME (BMI)—D. Vikings</b> . . . . . How Can I Find Love? (BMI)—Dot 15538
22		2	<b>22. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline</b> . . . . . Poor Man's Roses (ASCAP)—Dec 30221
23		7	<b>23. YOU DON'T OWE ME A THING (BMI)—J. Ray</b> . . . . . Look Homeward, Angel (BMI)—Col 40803
24		5	<b>24. WRINGLE WRANGLE (ASCAP)—F. Parker</b> . . . . . Wringle Wrangle/Camarata (ASCAP)—Disneyland F 43
25		6	<b>25. JIM DANDY (BMI)—L. Baker</b> . . . . . Tra La La (BMI)—Atlantic 1116

### • Most Played in Juke Boxes

For survey week ending February 27

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

This Week	Last Week	Weeks on Chart	Record
1		5	<b>1. TOO MUCH (BMI)—E. Presley</b> . . . . . PLAYING FOR KEEPS (BMI)—Vic 20-6800
2		7	<b>2. YOUNG LOVE (BMI)—T. Hunter</b> . . . . . Red Sails in the Sunset (ASCAP)—Dot 15533
3		9	<b>3. DON'T FORBID ME (BMI)—P. Boone</b> . . . . . Anastasia (ASCAP)—Dot 15521
4		7	<b>4. YOUNG LOVE (BMI)—S. James</b> . . . . . You're the Reason (I'm in Love) (BMI)—Cap 3602
5		7	<b>5. BLUE MONDAY (BMI)—F. Domino</b> . . . . . What's the Reason (I'm Not Pleasing You?) (ASCAP)—Imperial 5417
6		6	<b>6. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte</b> . . . . . Star-O (ASCAP)—Vic 20-6771
7		18	<b>7. SINGING THE BLUES (BMI)—G. Mitchell</b> . . . . . Crazy With Love (ASCAP)—Col 40769
8		9	<b>8. BANANA BOAT SONG (BMI)—Tarriers</b> . . . . . No Hidin' Place (BMI)—Glory 249
9		3	<b>9. MARIANNE (BMI)—Hilltoppers</b> . . . . . You're Wasting Your Time (ASCAP)—Dot 15537
10		10	<b>10. MOONLIGHT GAMBLER (ASCAP)—F. Laine</b> . . . . . Lotus Land (ASCAP)—Col 40780
11		3	<b>11. MARIANNE (BMI)—T. Gilkyson</b> . . . . . Goodbye, Chiquita (BMI)—Col 40817
12		5	<b>12. YOU DON'T OWE ME A THING (BMI)—J. Ray</b> . . . . . Look Homeward, Angel (BMI)—Col 40803
13		2	<b>13. BUTTERFLY (BMI)—C. Gracie</b> . . . . . Ninety-Nine Ways (BMI)—Cameo 105
14		2	<b>14. TEEN-AGE CRUSH (BMI)—T. Sands</b> . . . . . Hep Dee Hootie (BMI)—Cap 3639
15		21	<b>15. BLUEBERRY HILL (ASCAP)—F. Domino</b> . . . . . Honey Chile (BMI)—Imperial 5407
16		3	<b>16. KNEE DEEP IN THE BLUES (BMI)—G. Mitchell</b> . . . . . Take Me Back (ASCAP)—Col 40820
17		1	<b>17. LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia</b> . . . . . I'm Going Home (BMI)—Groove 0175
18		4	<b>18. I DREAMED (BMI)—B. Johnson</b> . . . . . If It's Wrong to Love You (BMI)—Bally 1020
19		1	<b>19. BUTTERFLY (BMI)—A. Williams</b> . . . . . It Doesn't Take Very Long (ASCAP)—Cadence 1308
20		1	<b>20. PARTY DOLL (BMI)—B. Knox</b> . . . . . My Baby's Gone (BMI)—Roulette 4002

### • Best Selling Sheet Music

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

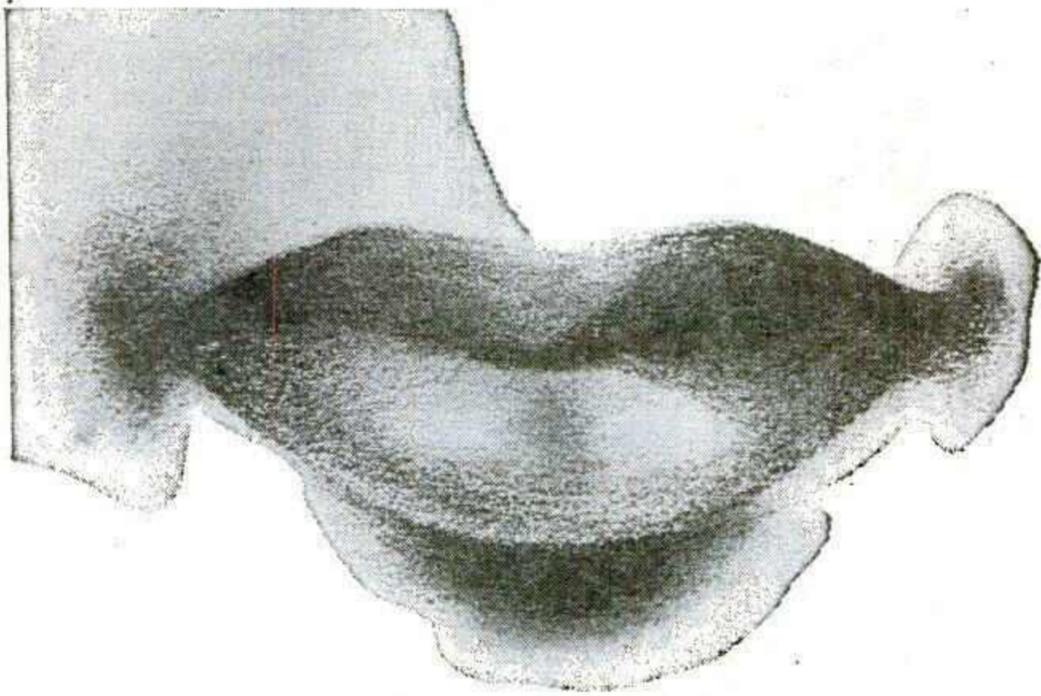
This Week	Last Week	Weeks on Chart	Record
1		9	1. Young Love (Lowery) . . . . .
2		8	2. Banana Boat Song (E. B. Marks-Bryden) . . . . .
3		24	3. True Love (Buxton Hill) . . . . .
4		9	4. Don't Forbid Me (Roosevelt) . . . . .
5		4	5. Cisco Robles (Warman) . . . . .
6		11	6. Love Me Tender, (Presley) . . . . .
7		16	7. Singing the Blues (Acuff-Rose) . . . . .
8		7	8. Anastasia (Feist) . . . . .
9		2	9. Marianne (Montclare) . . . . .
10		8	10. Gonna Get Along Without Ya Now (Kellum) . . . . .
11		4	11. Too Much (Southern Belle-Presley) . . . . .
12		17	12. Blueberry Hill (Chappell) . . . . .
13		7	13. Moonlight Gambler (E. H. Morris) . . . . .
14		8	14. Since I Met You Baby (Progressive) . . . . .
15		1	15. Wringle Wrangle (Disney) . . . . .

### • Most Played by Jockeys

For survey week ending February 27

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

This Week	Last Week	Weeks on Chart	Record
1		8	<b>1. YOUNG LOVE (BMI)—T. Hunter</b> . . . . . Red Sails in the Sunset (ASCAP)—Dot 15533
2		6	<b>2. TOO MUCH (BMI)—E. Presley</b> . . . . . Playing for Keeps (BMI)—Vic 20-6800
3		10	<b>3. YOUNG LOVE (BMI)—S. James</b> . . . . . You're the Reason (I'm in Love) (BMI)—Cap 3602
4		11	<b>4. DON'T FORBID ME (BMI)—P. Boone</b> . . . . . Anastasia (ASCAP)—Dot 15521
5		9	<b>5. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte</b> . . . . . Star-O (ASCAP)—Vic 20-6771
6		5	<b>6. MARIANNE (BMI)—T. Gilkyson</b> . . . . . Goodbye, Chiquita (BMI)—Col 40817
7		5	<b>7. MARIANNE (BMI)—Hilltoppers</b> . . . . . You're Wasting Your Time (ASCAP)—Dot 15537
8		2	<b>8. TEEN-AGE CRUSH (BMI)—T. Sands</b> . . . . . Hep Dee Hootie (BMI)—Cap 3639
9		4	<b>9. WHO NEEDS YOU (ASCAP)—Four Lads</b> . . . . . It's So Easy to Forget (BMI)—Col 40811
10		13	<b>10. MOONLIGHT GAMBLER (ASCAP)—F. Laine</b> . . . . . Lotus Land (ASCAP)—Col 40780
11		13	<b>11. I DREAMED (BMI)—B. Johnson</b> . . . . . If It's Wrong to Love You (BMI)—Bally 1020
12		2	<b>12. ROUND AND ROUND (BMI)—P. Como</b> . . . . . Mi Casa, Su Casa (ASCAP)—Vic 20-6815
13		1	<b>13. BUTTERFLY (BMI)—A. Williams</b> . . . . . It Doesn't Take Very Long (ASCAP)—Cadence 1308
14		5	<b>14. LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia</b> . . . . . I'm Going Home (BMI)—Groove 0175
15		7	<b>15. BLUE MONDAY (BMI)—F. Domino</b> . . . . . What's the Reason (I'm Not Pleasing You?) (ASCAP)—Imperial 5417
16		8	<b>16. YOU DON'T OWE ME A THING (BMI)—J. Ray</b> . . . . . Look Homeward, Angel (BMI)—Col 40803
17		19	<b>17. SINGING THE BLUES (BMI)—G. Mitchell</b> . . . . . Crazy With Love (ASCAP)—Col 40769
18		2	<b>18. BUTTERFLY (BMI)—C. Gracie</b> . . . . . Ninety-Nine Ways (BMI)—Cameo 105
19		11	<b>19. BANANA BOAT SONG (BMI)—Tarriers</b> . . . . . No Hidin' Place (BMI)—Glory 249
20		1	<b>20. PARTY DOLL (BMI)—B. Knox</b> . . . . . My Baby's Gone (BMI)—Roulette 4002
21		3	<b>21. BALLERINA (ASCAP)—Nat (King) Cole</b> . . . . . You Are My First Love (ASCAP)—Cap 3619
22		4	<b>22. CAN I STEAL A LITTLE LOVE? (ASCAP)—F. Sinatra</b> . . . . . Your Love for Me (BMI)—Cap 3608
23		2	<b>23. JIM DANDY (BMI)—L. Baker</b> . . . . . Tra La La (BMI)—Atlantic 1116
24		9	<b>24. BANANA BOAT SONG (BMI)—Fontane Sisters</b> . . . . . Honolulu Moon (ASCAP)—Dot 15527
25		1	<b>25. LUCKY LIPS (BMI)—R. Brown</b> . . . . . My Heart Is Breaking Over You (BMI)—Atlantic 1125
25		1	<b>25. PARTY DOLL (BMI)—S. Lawrence</b> . . . . . Pum-Pa-Lum (ASCAP)—Coral 61792



# "SILENT LIPS"



# GEORGIA GIBBS

MERCURY 71058





YOU'LL FLIP OVER THESE HOT MGM DISKS

DAVID ROSE & His Orch.

CALYPSO MELODY

Hitting the Charts

THEME FROM THE WINGS OF EAGLES

K12430 • MGM 12430

(From MGM Film)

ROBERT MAXWELL } SONG OF THE NAIROBI TRIO (SOLFEGGIO) K12410 • MGM 12410

His Harp & Orch.

-the Original

CONNIE FRANCIS

NO OTHER ONE and I LEANED ON A MAN

(From the Warner Bros. release "The Big Land")

K12440 MGM12440

CASHBOX BEST BET

ART MOONEY

His Orch. & Chorus

I NEVER HAD A WORRY IN THE WORLD

and DONKEY GOT DRUNK

K12435 MGM12435

REAL HOT Rock 'N' Roll

CHUCK ALAIMO QUARTET

LEAP FROG

and THAT'S MY DESIRE

K12449 MGM12449

-the Original!

New Teen Age Dance Craze! The Robbin Hop Danced to Don't Promise Me (The Can Can Song) Write MGM Records for FREE dance instructions.

ROBBIN HOOD } DON'T PROMISE ME (THE CAN CAN SONG) K12424 • MGM 12424

CASHBOX Best Bet

ACQUAVIVA & His Orchestra

ALWAYS THE SEA and ONE MOMENT MORE

K12434 • MGM 12434

RON HARGRAVE

ONLY A DAYDREAM

and LATCH ON

K12422 • MGM 12422

DICK HYMAN at the Harpsichord Piano

THE RED CAT

and THREEPENNY TANGO

K12415 • MGM 12415

Territorial Best Sellers

For survey week ending February 27

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. Young Love, S. James, Cap.
4. Too Much, E. Presley, Vic.
5. Jamaica Farewell, H. Belafonte, Vic.
6. Walkin' After Midnight, P. Cline, Dec.

Baltimore

- 1. Butterfly, C. Gracie, Cam.
2. Too Much, E. Presley, Vic.
3. Young Love, S. James, Cap.
4. Lucky Lips, R. Brown, Atl.
5. Come Go With Me, D. Vikings, Dot
6. Just Because, L. Price, Pmt.
7. Banana Boat (Day-O), H. Belafonte, Vic.
8. Shirley, School Boys, Oke.
9. Teen-Age Crush, T. Sands, Cap.
10. Jim Dandy, L. Baker, Atl.

Boston

- 1. Marianne, T. Gilkyson, Col.
2. Party Doll, B. Knox, Rit.
3. Young Love, S. James, Cap.
4. Don't Forbid Me, P. Boone, Dot
5. Young Love, T. Hunter, Dot
6. Written on the Wind, Four Aces, Dec.
7. I'm Walkin', F. Domino, Imp.
8. Teen-Age Crush, T. Sands, Cap.
9. Wonderful, Wonderful, J. Mathis, Col.
10. Round and Round, P. Como, Vic.

Buffalo

- 1. Banana Boat (Day-O), H. Belafonte, Vic.
2. Party Doll, S. Lawrence, Cor.
3. Young Love, T. Hunter, Dot
4. Too Much, E. Presley, Vic.
5. Butterfly, A. Williams, Cdc.
6. Don't Forbid Me, P. Boone, Dot
7. Marianne, Hilltoppers, Dot
8. Moonlight Gambler, F. Laine, Col.
9. Pamela Throws a Party J. Reisman, Vic.

Chicago

- 1. Young Love, T. Hunter, Dot
2. Too Much, E. Presley, Vic.
3. Marianne, Hilltoppers, Dot
4. Butterfly, C. Gracie, Cam.
5. Who Needs You, Four Lads, Col.
6. Banana Boat Song, Tarriers, Gly.
7. Don't Forbid Me, P. Boone, Dot
8. Moonlight Gambler, F. Laine, Col.
9. Round and Round, P. Como, Vic.
10. Teen-Age Crush, T. Sands, Cap.

Cincinnati

- 1. Young Love, S. James, Cap.
2. Don't Forbid Me, P. Boone, Dot
3. Butterfly, A. Williams, Cdc.
4. Teen-Age Crush, T. Sands, Cap.
5. So Rare, J. Dorsey, Fty.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. Moonlight Gambler, F. Laine, Col.
8. Too Much, E. Presley, Vic.
9. Marianne, T. Gilkyson, Col.
10. Young Love, T. Hunter, Dot

Cleveland

- 1. Young Love, S. James, Cap.
2. Gone, F. Huakey, Cap.
3. Who Needs You? Four Lads, Col.
4. Come Go With Me, D. Vikings, Dot
5. Teen-Age Crush, T. Sands, Cap.
6. Butterfly, C. Gracie, Cam.
7. Round and Round, P. Como, Vic.
8. Banana Boat (Day-O), H. Belafonte, Vic.
9. I'm Stickin' With You, J. Bowen, Rit.
10. Too Much, E. Presley, Vic.

Dallas-Fort Worth

- 1. Young Love, S. James, Cap.
2. Marianne, T. Gilkyson, Col.
3. Party Doll, B. Knox, Rit.
4. Too Much, E. Presley, Vic.
5. Wonderful, Wonderful, J. Mathis, Col.
6. Blue Monday, F. Domino, Imp.
7. Banana Boat (Day-O) H. Belafonte, Vic.
8. Love Is Strange, Mickey & Sylvia, Grv.
9. Young Love, T. Hunter, Dot
10. Jim Dandy, L. Baker, Atl.

Denver

- 1. Too Much, E. Presley, Vic.
2. Young Love, T. Hunter, Dot
3. Banana Boat (Day-O) H. Belafonte, Vic.
4. Marianne, Hilltoppers, Dot
5. Love Is Strange, Mickey & Sylvia, Grv.
6. Jim Dandy, L. Baker, Atl.
7. Round and Round, P. Como, Vic.
8. Don't Forbid Me, P. Boone, Dot
9. Wringle Wrangle, F. Parker, Dsl.
10. Butterfly, A. Williams, Cdc.

Detroit

- 1. Marianne, T. Gilkyson, Col.
2. Come Go With Me, D. Vikings, Dot
3. Young Love, S. James, Cap.
4. Butterfly, A. Williams, Cdc.
5. I'm Stickin' With You, J. Bowen, Rit.
6. Almost Paradise, R. Williams, Kap.
7. Teen-Age Crush, T. Sands, Cap.
8. Almost Paradise N. Petty Trio, Pmt.
9. Party Doll, B. Knox, Rit.
10. Lucky Lips, R. Brown, Atl.

Kansas City

- 1. Young Love, T. Hunter, Dot
2. Don't Forbid Me, P. Boone, Dot
3. Too Much, E. Presley, Vic.
4. Teen-Age Crush, T. Sands, Cap.
5. Ain't Got No Home, C. Henry, Ago.
6. Butterfly, C. Gracie, Cam.
7. Party Doll, B. Knox, Rit.
8. Banana Boat (Day-O) H. Belafonte, Vic.
9. Butterfly, A. Williams, Cdc.
10. Wringle Wrangle, F. Parker, Dsl.

Los Angeles

- 1. Young Love, T. Hunter, Dot.
2. Banana Boat (Day-O) H. Belafonte, Vic.
3. Too Much, E. Presley, Vic.
4. Don't Forbid Me, P. Boone, Dot
5. Marianne, T. Gilkyson, Col.
6. Love Is Strange, Mickey & Sylvia, Grv.
7. Singing the Blues, G. Mitchell, Col.
8. Blue Monday, F. Domino, Imp.
9. Jamaica Farewell, H. Belafonte, Vic.
10. Girl Can't Help It, Little Richard, Spe.

Milwaukee

- 1. Young Love, S. James, Cap.
2. Don't Forbid Me, P. Boone, Dot
3. Marianne, T. Gilkyson, Col.
4. Teen-Age Crush, T. Sands, Cap.
5. Butterfly, A. Williams, Cdc.
6. Too Much, E. Presley, Vic.
7. Young Love, T. Hunter, Dot
8. Marianne, Hilltoppers, Dot
9. Love Is Strange, Mickey & Sylvia, Grv.
10. Round and Round, P. Como, Vic.

Minneapolis-St. Paul

- 1. Love Is Strange, Mickey & Sylvia, Grv.
2. Don't Forbid Me, P. Boone, Dot
3. Marianne, T. Gilkyson, Col.
4. Young Love, S. James, Cap.
5. Teen-Age Crush, T. Sands, Cap.
6. Young Love, T. Hunter, Dot
7. Banana Boat (Day-O) H. Belafonte, Vic.
8. Too Much, E. Presley, Vic.
9. Butterfly, A. Williams, Cdc.
10. Party Doll, B. Knox, Rit.

New Orleans

- 1. Young Love, S. James, Cap.
2. Too Much, E. Presley, Vic.
3. Teen-Age Crush, T. Sands, Cap.
4. Marianne, T. Gilkyson, Col.
5. Blue Monday, F. Domino, Imp.
6. Love Is Strange, Mickey & Sylvia, Grv.
7. Banana Boat (Day-O) H. Belafonte, Vic.
8. Don't Forbid Me, P. Boone, Dot
9. Thousand Miles Away, Heartbeats, Rma.
10. I'm Walkin', F. Domino, Imp.

New York

- 1. Banana Boat (Day-O) H. Belafonte, Vic.
2. Too Much, E. Presley, Vic.
3. Young Love, S. James, Cap.
4. Young Love, T. Hunter, Dot
5. Singing the Blues, G. Mitchell, Col.
6. Don't Forbid Me, P. Boone, Dot
7. Marianne, T. Gilkyson, Col.
8. Wringle Wrangle, F. Parker, Dsl.
9. I Dreamed, B. Johnson, Bly.
10. I Love My Baby, J. Corey, Col.

Philadelphia

- 1. Banana Boat Song, Tarriers, Gly.
2. Young Love, T. Hunter, Dot
3. Butterfly, C. Gracie, Cam.
4. Too Much, E. Presley, Vic.
5. Don't Forbid Me, P. Boone, Dot
6. Marianne, T. Gilkyson, Col.
7. Young Love, S. James, Col.
8. Almost Paradise, L. Stein, Unq.
9. Moonlight Gambler, F. Laine, Col.

Pittsburgh

- 1. Teen-Age Crush, T. Sands, Cap.
2. Party Doll, B. Knox, Rit.
3. Banana Boat (Day-O) H. Belafonte, Vic.
4. Young Love, T. Hunter, Dot
5. Too Much, E. Presley, Vic.
6. Who Needs You, Four Lads, Col.
7. Marianne, Hilltoppers, Dot
8. Banana Boat Song, Tarriers, Gly.,
9. Young Love, S. James, Cap.
10. Come Go With Me, D. Vikings, Dot

St. Louis

- 1. Young Love, T. Hunter, Dot
2. Marianne, T. Gilkyson, Col.
3. Butterfly, C. Gracie, Cam.
4. Teen-Age Crush, T. Sands, Cap.
5. Walkin' After Midnight, P. Cline, Dec.
6. Too Much, E. Presley, Vic.
7. Banana Boat Song, Tarriers, Gly.
8. Don't Forbid Me, P. Boone, Dot
9. I Miss You So, C. Connor, Atl.
10. Moonlight Gambler, F. Laine, Col.

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. Marianne, T. Gilkyson, Col.
6. Blue Monday, F. Domino, Imp.
7. Singing the Blues, G. Mitchell, Col.

Seattle

- 1. Teen-Age Crush, T. Sands, Cap.
2. Party Doll, B. Knox, Rit.
3. Too Much, E. Presley, Vic.
4. Banana Boat (Day-O) H. Belafonte, Vic.
5. Butterfly, A. Williams, Cdc.
6. Marianne, T. Gilkyson, Col.
7. Round and Round, P. Como, Vic.
8. Come Go With Me, D. Vikings, Dot
9. Young Love, S. James, Cap.
10. Wringle Wrangle, F. Parker, Dsl.

Toronto

- 1. Marianne, Hilltoppers, Dot
2. Banana Boat Song, Tarriers, Gly.
3. Don't Forbid Me, P. Boone, Dot
4. Young Love, T. Hunter, Dot
5. Too Much, E. Presley, Vic.
6. I'm Stickin' With You, J. Bowen, Rit.
7. Butterfly, A. Williams, Cdc.

Dealers: Call your MGM Distributor TODAY about

BAKER'S DOZEN NO. 4

# #1 ACROSS THE BOARD!

## HONOR ROLL OF HITS

TRADE MARK REG.

### THE NATION'S TOP TUNES

For survey week ending February 20

Weeks on Chart  
6

- 1. Young Love**  
By Carole Joyner-Rick Carter—Published by Lowery Music (BMI)  
BEST SELLING RECORDS: T. Hunter, Dot 15571; S. James, Cap 3682.  
RECORDS AVAILABLE: R. Carter-Java Tones, Via 20-6751; Crew Cuts, Mercury 71022.
- 2. Don't Forbid Me**  
By Singleton—Published by Roosevelt (BMI)  
BEST SELLING RECORD: F. Boone, Dot 15572.  
RECORD AVAILABLE: E. Tubb, Decca 30219.
- 3. Too Much**  
By Les Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI)  
BEST SELLING RECORD: E. Presley, Via 20-6100.
- 4. Banana Boat Song**  
By Arkin, Carey, Dattler—Published by E. B. Marks-Bryden (BMI)  
BEST SELLING RECORD: Tarrara, Glory 249.  
OTHER RECORDS AVAILABLE: Buchanan & Goodman, Universe 101; Fontana Sisters, Dot 15573; Johnnie & Jack, Via 20-6777; S. Lawrence, Coral 4174; J. Vaughan, Mercury 71020.
- 5. Marianne**  
By Gilkysen-Dehr-Miller—Published by Montclair (BMI)  
BEST SELLING RECORDS: T. Gilkysen, Cot 40917; Hilltoppers, Dot 15574.  
RECORDS AVAILABLE: B. Linn, Decca 30217; Lane Brothers, Via 20-6110.

- 6. Banana Boat (Day-0)**  
By Belafonte-Buttress-Attaway—Published by  
BEST SELLING RECORD: H. Belafonte,
- 7. Singing the Blues**  
By Endley—Published by Acuff-Rose  
BEST SELLING RECORDS: G. Mitchell,
- 8. Moonlight Camber**  
By Hilliard-Springer  
BEST SELLING RECORD: G. Mitchell,
- 9. P...**

## THE TOP 100

For survey week ending February 20

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records not beginning to show action in the field.

Rank	Artist, Label	Weeks on Chart
1	1. YOUNG LOVE, T. Hunter, Dot	6
2	2. DON'T FORBID ME, F. Boone, Dot	5
3	3. YOUNG LOVE, Carole Joyner-Rick Carter, Dot	5
4	4. BANANA BOAT SONG, Tarrara, Glory	5
5	5. MOONLIGHT CAMBER, G. Mitchell, Mercury	5
6	6. SINGING THE BLUES, Endley, Acuff-Rose	5
7	7. BLUE MONDAY, F. Domino, Capitol	5
8	8. YOU DON'T OWE ME A THING, G. Mitchell, Mercury	5
9	9. TEEN-AGE CRUSH, T. Smith, Mercury	5
10	10. I DREAMED, B. Johnson, Capitol	5
11	11. LOVE IS STRANGE, M. Kelly, Capitol	5
12	12. KNEE DEEP IN THE BLUES, G. Mitchell, Mercury	5
13	13. WHO NEEDS YOU, F. Boone, Dot	5
14	14. BUTTERFLY, C. Mitchell, Mercury	5
15	15. BLUE MONDAY, F. Domino, Capitol	5
16	16. CAN I STEAL A LITTLE LOVE, J. Lowery, Dot	5
17	17. MARIANNE, T. Gilkysen, Cot	5
18	18. MARIANNE, Hilltoppers, Dot	5
19	19. MARIANNE, Lane Brothers, Via	5
20	20. MARIANNE, B. Linn, Decca	5
21	21. MARIANNE, Hilltoppers, Dot	5
22	22. MARIANNE, Lane Brothers, Via	5
23	23. MARIANNE, B. Linn, Decca	5
24	24. MARIANNE, Hilltoppers, Dot	5
25	25. MARIANNE, Lane Brothers, Via	5
26	26. MARIANNE, B. Linn, Decca	5
27	27. MARIANNE, Hilltoppers, Dot	5
28	28. MARIANNE, Lane Brothers, Via	5
29	29. MARIANNE, B. Linn, Decca	5
30	30. MARIANNE, Hilltoppers, Dot	5
31	31. MARIANNE, Lane Brothers, Via	5
32	32. MARIANNE, B. Linn, Decca	5
33	33. MARIANNE, Hilltoppers, Dot	5
34	34. MARIANNE, Lane Brothers, Via	5
35	35. MARIANNE, B. Linn, Decca	5
36	36. MARIANNE, Hilltoppers, Dot	5
37	37. MARIANNE, Lane Brothers, Via	5
38	38. MARIANNE, B. Linn, Decca	5
39	39. MARIANNE, Hilltoppers, Dot	5
40	40. MARIANNE, Lane Brothers, Via	5
41	41. MARIANNE, B. Linn, Decca	5
42	42. MARIANNE, Hilltoppers, Dot	5
43	43. MARIANNE, Lane Brothers, Via	5
44	44. MARIANNE, B. Linn, Decca	5
45	45. MARIANNE, Hilltoppers, Dot	5
46	46. MARIANNE, Lane Brothers, Via	5
47	47. MARIANNE, B. Linn, Decca	5
48	48. MARIANNE, Hilltoppers, Dot	5
49	49. MARIANNE, Lane Brothers, Via	5
50	50. MARIANNE, B. Linn, Decca	5
51	51. MARIANNE, Hilltoppers, Dot	5
52	52. MARIANNE, Lane Brothers, Via	5
53	53. MARIANNE, B. Linn, Decca	5
54	54. MARIANNE, Hilltoppers, Dot	5
55	55. MARIANNE, Lane Brothers, Via	5
56	56. MARIANNE, B. Linn, Decca	5
57	57. MARIANNE, Hilltoppers, Dot	5
58	58. MARIANNE, Lane Brothers, Via	5
59	59. MARIANNE, B. Linn, Decca	5
60	60. MARIANNE, Hilltoppers, Dot	5
61	61. MARIANNE, Lane Brothers, Via	5
62	62. MARIANNE, B. Linn, Decca	5
63	63. MARIANNE, Hilltoppers, Dot	5
64	64. MARIANNE, Lane Brothers, Via	5
65	65. MARIANNE, B. Linn, Decca	5
66	66. MARIANNE, Hilltoppers, Dot	5
67	67. MARIANNE, Lane Brothers, Via	5
68	68. MARIANNE, B. Linn, Decca	5
69	69. MARIANNE, Hilltoppers, Dot	5
70	70. MARIANNE, Lane Brothers, Via	5
71	71. MARIANNE, B. Linn, Decca	5
72	72. MARIANNE, Hilltoppers, Dot	5
73	73. MARIANNE, Lane Brothers, Via	5
74	74. MARIANNE, B. Linn, Decca	5
75	75. MARIANNE, Hilltoppers, Dot	5
76	76. MARIANNE, Lane Brothers, Via	5
77	77. MARIANNE, B. Linn, Decca	5
78	78. MARIANNE, Hilltoppers, Dot	5
79	79. MARIANNE, Lane Brothers, Via	5
80	80. MARIANNE, B. Linn, Decca	5
81	81. MARIANNE, Hilltoppers, Dot	5
82	82. MARIANNE, Lane Brothers, Via	5
83	83. MARIANNE, B. Linn, Decca	5
84	84. MARIANNE, Hilltoppers, Dot	5
85	85. MARIANNE, Lane Brothers, Via	5
86	86. MARIANNE, B. Linn, Decca	5
87	87. MARIANNE, Hilltoppers, Dot	5
88	88. MARIANNE, Lane Brothers, Via	5
89	89. MARIANNE, B. Linn, Decca	5
90	90. MARIANNE, Hilltoppers, Dot	5
91	91. MARIANNE, Lane Brothers, Via	5
92	92. MARIANNE, B. Linn, Decca	5
93	93. MARIANNE, Hilltoppers, Dot	5
94	94. MARIANNE, Lane Brothers, Via	5
95	95. MARIANNE, B. Linn, Decca	5
96	96. MARIANNE, Hilltoppers, Dot	5
97	97. MARIANNE, Lane Brothers, Via	5
98	98. MARIANNE, B. Linn, Decca	5
99	99. MARIANNE, Hilltoppers, Dot	5
100	100. MARIANNE, Lane Brothers, Via	5

### Best Sellers in Stores

Rank	Artist, Label
1	1. YOUNG LOVE (BMI)-T. Hunter, Dot
2	2. TOO MUCH (BMI)-E. Presley, Via
3	3. DON'T FORBID ME (BMI)-F. Boone, Dot
4	4. YOUNG LOVE (BMI)-Carole Joyner-Rick Carter, Dot
5	5. BANANA BOAT (DAY-0) (ASCAP)-H. Belafonte, RCA
6	6. MARIANNE (BMI)-T. Gilkysen, Cot
7	7. BANANA BOAT SONG (BMI)-Tarrara, Glory
8	8. TEEN-AGE CRUSH (BMI)-T. Smith, Mercury
9	9. MOONLIGHT CAMBER (ASCAP)-G. Mitchell, Mercury
10	10. BUTTERFLY (BMI)-C. Mitchell, Mercury
11	11. BLUE MONDAY (BMI)-F. Domino, Capitol
12	12. SINGING THE BLUES (BMI)-Endley, Acuff-Rose
13	13. WHO NEEDS YOU (ASCAP)-F. Boone, Dot
14	14. LOVE IS STRANGE (BMI)-M. Kelly, Capitol
15	15. MARIANNE (BMI)-Hilltoppers, Dot
16	16. YOU DON'T OWE ME A THING (BMI)-G. Mitchell, Mercury
17	17. JIM DANDY (BMI)-L. Johnson, Capitol
18	18. WRINGLE WRANGLE (ASCAP)-F. Taylor, Mercury
19	19. BUTTERFLY (BMI)-A. Williams, Capitol
20	20. PARTY DOLL (BMI)-B. Kelly, Capitol
21	21. COME GO WITH ME (BMI)-D. Vanoy, Mercury

### Most Played in Juke Boxes

Rank	Artist, Label
1	1. YOUNG LOVE (BMI)-T. Hunter, Dot
2	2. DON'T FORBID ME (BMI)-F. Boone, Dot
3	3. TOO MUCH (BMI)-E. Presley, Via
4	4. YOUNG LOVE (BMI)-Carole Joyner-Rick Carter, Dot
5	5. SINGING THE BLUES (BMI)-Endley, Acuff-Rose
6	6. BANANA BOAT SONG (BMI)-Tarrara, Glory
7	7. MOONLIGHT CAMBER (ASCAP)-G. Mitchell, Mercury
8	8. BANANA BOAT (DAY-0) (ASCAP)-H. Belafonte, RCA
9	9. BLUE MONDAY (BMI)-F. Domino, Capitol
10	10. MARIANNE (BMI)-Hilltoppers, Dot
11	11. MARIANNE (BMI)-Lane Brothers, Via
12	12. BLUE MONDAY (BMI)-F. Domino, Capitol
13	13. BLUE MONDAY (BMI)-F. Domino, Capitol
14	14. BANANA BOAT SONG (BMI)-Tarrara, Glory
15	15. GREEN DOOR (BMI)-L. Johnson, Capitol
16	16. KNEE DEEP IN THE BLUES (BMI)-G. Mitchell, Mercury
17	17. BUTTERFLY (BMI)-C. Mitchell, Mercury
18	18. I DREAMED (BMI)-B. Johnson, Capitol
19	19. ROCK-A-BYE YOUR BABY (ASCAP)-J. Lowery, Dot
20	20. TEEN-AGE CRUSH (BMI)-T. Smith, Mercury

### Most Played by Jockeys

Rank	Artist, Label
1	1. YOUNG LOVE (BMI)-T. Hunter, Dot
2	2. YOUNG LOVE (BMI)-Carole Joyner-Rick Carter, Dot
3	3. TOO MUCH (BMI)-E. Presley, Via
4	4. DON'T FORBID ME (BMI)-F. Boone, Dot
5	5. BANANA BOAT (DAY-0) (ASCAP)-H. Belafonte, RCA
6	6. MARIANNE (BMI)-T. Gilkysen, Cot
7	7. MOONLIGHT CAMBER (ASCAP)-G. Mitchell, Mercury
8	8. MARIANNE (BMI)-Hilltoppers, Dot
9	9. SINGING THE BLUES (BMI)-Endley, Acuff-Rose
10	10. WHO NEEDS YOU (ASCAP)-F. Boone, Dot
11	11. BLUE MONDAY (BMI)-F. Domino, Capitol
12	12. BLUE MONDAY (BMI)-F. Domino, Capitol
13	13. WHO NEEDS YOU (ASCAP)-F. Boone, Dot
14	14. WHO NEEDS YOU (ASCAP)-F. Boone, Dot
15	15. WHO NEEDS YOU (ASCAP)-F. Boone, Dot
16	16. WHO NEEDS YOU (ASCAP)-F. Boone, Dot
17	17. WHO NEEDS YOU (ASCAP)-F. Boone, Dot
18	18. WHO NEEDS YOU (ASCAP)-F. Boone, Dot
19	19. WHO NEEDS YOU (ASCAP)-F. Boone, Dot
20	20. WHO NEEDS YOU (ASCAP)-F. Boone, Dot

### Best Selling Pop Records in Britain

Rank	Artist, Label
1	1. YOUNG LOVE—Tab Hunter (London)
2	2. GARDEN OF EDEN—Frankie Vaughan (Philips)
3	3. SINGING THE BLUES—Pat Boone (London)
4	4. DON'T FORBID ME—Guy Mitchell (Philips)
5	5. DON'T YOU ROCK ME DADDY—Lonnie Donegan (Pye)
6	6. TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)
7	7. BLUEBERRY HILL—Fats Domino (London)
8	8. FRIENDLY PERSUASION—Pat Boone (London)

Dot RECORDS, Inc. - Sunset and Vine - Hollywood, Calif. - Phone HO 3-4181  
THE NATION'S BEST SELLING RECORDS

**ROBBIN'S 1st SMASH**  
 THE ORIGINAL RECORD  
 A NATURAL FOR MUSIC OPERATORS



**The Cash Box**  
**Best Bet**

# ROBBIN HOOD

**NEW TEEN AGE DANCE CRAZE**  
**THE ROBBIN'S HOP**

CREATED BY DANNY HOCTOR

as danced to

# DON'T PROMISE ME

(THE CAN CAN SONG)

K12424  
 45 RPM

MGM 12424  
 78 RPM

SEND FOR FREE DANCE INSTRUCTIONS TODAY

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT  
 701 SEVENTH AVE. NEW YORK 36, N. Y.

# THE TOP 100

For survey week ending February 27

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

Pos.	Song, Artist, Label	Last Week
1.	YOUNG LOVE, T. Hunter, Dot	1
2.	TOO MUCH, E. Presley, Victor	2
3.	DON'T FORBID ME, P. Boone, Dot	3
4.	YOUNG LOVE, S. James, Capitol	4
5.	BANANA BOAT (DAY-O), H. Belafonte, Victor	5
6.	MARIANNE, T. Gilkyson, Columbia	7
7.	TEEN-AGE CRUSH, T. Sands, Capitol	14
8.	MARIANNE, Hilltoppers, Dot	11
9.	MOONLIGHT GAMBLER, F. Laine, Columbia	7
10.	BLUE MONDAY, F. Domino, Imperial	10
11.	BANANA BOAT SONG, Tarriers, Glory	6
12.	BUTTERFLY, C. Gracie, Cameo	19
13.	SINGING THE BLUES, G. Mitchell, Columbia	9
14.	BUTTERFLY, A. Williams, Cadence	17
15.	LOVE IS STRANGE, Mickey & Sylvia, Groove	13
16.	WHO NEEDS YOU, Four Lads, Columbia	18
17.	YOU DON'T OWE ME A THING, J. Ray, Columbia	12
18.	PARTY DOLL, B. Knox, Roulette	33
19.	I DREAMED, B. Johnson, Bally	15
19.	ROUND AND ROUND, P. Como, Victor	32
21.	KNEE DEEP IN THE BLUES, G. Mitchell, Columbia	16
22.	PARTY DOLL, S. Lawrence, Coral	45
23.	JIM DANDY, L. Baker, Atlantic	22
24.	CAN I STEAL A LITTLE LOVE? F. Sinatra, Capitol	20
25.	WALKIN' AFTER MIDNIGHT, P. Cline, Decca	30
26.	LUCKY LIPS, R. Brown, Atlantic	39
26.	ROCK-A-BYE YOUR BABY, J. Lewis, Decca	23
28.	SINCE I MET YOU BABY, I. J. Hunter, Atlantic	26
28.	WRINGLE WRANGLE, F. Parker, Disneyland	24
30.	AIN'T GOT NO HOME, C. Henry, Argo	44
30.	BANANA BOAT SONG, Fontane Sisters, Dot	27
32.	BANANA BOAT SONG, S. Lawrence, Coral	31
32.	I'M STICKIN' WITH YOU, J. Bowen, Roulette	48
34.	CINCO ROBLES, R. Arms, Era	28
35.	CHANTEZ CHANTEZ, D. Shore, Victor	43
35.	I'M WALKIN', F. Domino, Imperial	30
37.	I MISS YOU SO, C. Connor, Atlantic	42
37.	ONLY ONE LOVE, G. Hamilton IV, ABC-Paramount	45
39.	JAMAICA FAREWELL, H. Belafonte, Victor	25
40.	GONE, F. Huskey, Capitol	49
40.	YOUR WILD HEART, J. Layne, Mercury	37
42.	I LOVE MY BABY, J. Corey, Columbia	35
43.	BLUEBERRY HILL, F. Domino, Imperial	21
44.	WRINGLE WRANGLE, B. Hayes, ABC-Paramount	33
45.	CINCO ROBLES, L. Paul & M. Ford, Capitol	59
46.	ALMOST PARADISE, R. Williams, Kapp	63
47.	BALLERINA, Nat (King) Cole, Capitol	36
48.	TRUE LOVE, Bing Crosby-G. Kelly, Capitol	29
49.	ALMOST PARADISE, L. Stein, Unique	67
50.	GREEN DOOR, J. Lowe, Dot	45
51.	BAD BOY, Jive Bombers, Savoy	65
52.	COME GO WITH ME, D. Vikings, Dot	71
53.	LET'S GO CALYPSO, R. Draper, Mercury	57
54.	TRICKY, R. Marteric, Mercury	—
55.	BANANA BOAT SONG, S. Vaughan, Mercury	69
56.	POOR MAN'S ROSES, P. Page, Mercury	92
57.	PLAYING FOR KEEPS, E. Presley, Victor	37
58.	WONDERFUL, WONDERFUL, J. Mathis, Columbia	64
59.	ANASTASIA, P. Boone, Dot	55
60.	LOOK HOMEWARD, ANGEL, J. Ray, Columbia	57
61.	GIRL CAN'T HELP IT, Little Richard, Specialty	49
62.	LOVE ME, E. Presley, Victor	40
62.	SO RARE, J. Dorsey, Fraternity	76
64.	MARIANNE, Lane Brothers, Victor	—
64.	WITHOUT LOVE, C. McPhatter, Atlantic	51
66.	PARTY DOLL, N. Petty Trio, ABC-Paramount	73
67.	RAM-BUNK-SHUSH, B. Doggett, King	72
67.	WRITTEN ON THE WIND, Four Aces, Decca	66
69.	FOOLS FALL IN LOVE, Drifters, Atlantic	—
70.	TAKE ME BACK, G. Mitchell, Columbia	53
71.	YOUNG LOVE, Crew Cuts, Mercury	60
72.	THOUSAND MILES AWAY, Heartbeats, Rama	79
73.	EVER-LOVIN' FINGERS, J. Bowen, Roulette	—
74.	LOVE ME TENDER, E. Presley, Victor	41
75.	MI CASA, SU CASA, P. Como, Victor	—
75.	POOR BOY, E. Presley, Victor	75
77.	GARDEN OF EDEN, J. Valino, Vik	—
78.	YOU ARE MY FIRST LOVE, Nat (King) Cole, Capitol	70
79.	JUST WALKING IN THE RAIN, J. Ray, Columbia	60
80.	GONNA GET ALONG WITHOUT YA NOW, Patience & Prudence, Liberty	55
80.	ONE STEP AT A TIME, B. Lee, Decca	73
80.	ON MY WORD OF HONOR, Platters, Mercury	53
80.	WHAT'S THE REASON (I'M NOT PLEASING YOU)? F. Domino, Imperial	77
84.	JUST BECAUSE, L. Price, ABC-Paramount	96
85.	WHEN MY BLUE MOON TURNS TO GOLD AGAIN, E. Presley, Victor	100
86.	MARIANNE, B. Ives, Decca	98
87.	ONE IN A MILLION, Platters, Mercury	52
88.	WATERMELON SONG, T. Ernie, Capitol	—
89.	NOTHING IS TOO GOOD FOR YOU, Harvey Boys, Cadence	—
90.	BY YOU, BY YOU, BY YOU, J. Lowe, Dot	83
90.	HOLD 'EM JOE, H. Belafonte, Victor	—
92.	LITTLE BY LITTLE, M. Marlo, ABC-Paramount	80
93.	DREAMY EYES, Four Preps, Capitol	89
93.	ONE SUIT, T. Ernie, Capitol	—
95.	SINGING THE BLUES, M. Robbins, Columbia	—
96.	REPEAT AFTER ME, P. Page, Mercury	—
96.	TOWER'S TROT, D. Jacobs, Coral	—
96.	YOUR LOVE FOR ME, F. Sinatra, Capitol	—
99.	GREENSLEEVES, Beverly Sisters, London	—
100.	LITTLE BY LITTLE, N. Brown, Savoy	81
100.	RED SAILS IN THE SUNSET, T. Hunter, Dot	82

**CAUTION TO DEALERS AND JUKE BOX OPERATORS**

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

# FILL THE CASHBOX

WITH THESE TOP SELLING MERCURY HITS



**Your Wild Heart**  
BILLBOARD REVIEW SPOTLIGHT  
AND BILLBOARD BEST BUY

**JOY  
LAYNE**  
MERCURY 71038



**Little Darlin'**  
BILLBOARD REVIEW  
SPOTLIGHT

**THE  
DIAMONDS**  
MERCURY 71060



**A Poor Man's Roses**  
BILLBOARD REVIEW SPOTLIGHT

**PATTI  
PAGE**  
MERCURY 71059



**I'M SORRY**  
BILLBOARD REVIEW  
SPOTLIGHT

**THE  
PLATTERS**  
MERCURY 71032



**TRICKY**  
EXCITING NEW  
HIT PARADER

**RALPH  
MARTERIE**  
MERCURY 71050



**The Ship That  
Never Sailed**  
ALL ABOARD FOR A BIG ONE

**DAVID  
CARROLL**  
MERCURY 71069

CHICAGO, ILLINOIS



# KING MONEY MAKERS

NOW 3 IN A ROW FOR BILL DOGGETT

## RAM-BUNK-SHUS

BLUE LARGO

KING 5020

THESE TWO STANDARDS BY DOGGETT WILL SELL FOR YEARS

## HONKY TONK

KING 4950

## SLOW WALK

KING 5000

SPECIAL RELEASE! OTIS WILLIAMS AND HIS CHARMS

## WALKIN' AFTER MIDNIGHT

I'M WAITING JUST FOR YOU DELUXE 6115

SURPRISE RELEASE! EARL BOSTIC

## AVALON b/w TOO FINE FOR CRYING KING 5025

BUBBER JOHNSON'S GREATEST

## 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	
GONNA TRY b/w	CAN'T BE THE SAME
FEDERAL 12292	
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 5023	
YOU GOT TO GET UP EARLY b/w	LOVE, LIFE AND MONEY
IN THE MORNING	
JIMMY DUNCAN—KING 5028	
I'M ON THE OUTSIDE (LOOKIN' IN) b/w	THE PRICE OF LOVE
ROY GAINES—DELUXE 6119	
ISABELLA b/w	GAINESVILLE

EARL BOSTIC HARLEM NOCTURNE KING 4978	BOYD BENNETT AND HIS ROCKETS I'M MOVING ON b/w BIG JAY SHUFFLE KING 5021	HAL SINGER EARLY HOURS b/w CATNIP DELUXE 6114
CHRIS COLUMBO OH YEAH! PARTS 1 and 2 KING 5012	JAMES BROWN AND THE FAMOUS FLAMES JUST WON'T DO RIGHT b/w LET'S MAKE IT FEDERAL 12289	DON RENO RED SMILEY KNEEL DOWN b/w FORGOTTEN MEN KING 5024

THE QUARTER NOTES  
COME DE NIGHT b/w LOVELINESS  
KING 5028

DISTRIBUTED BY



KING - FEDERAL - DELUXE RECORDS

### Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
Almost Paradise (R)—Peer International—BMI	Almost Paradise (R)—Peer International—BMI
Anastasia (R) (F)—Feist—ASCAP	Anastasia (R) (F)—Feist—ASCAP
Ballerina (R)—Jefferson—ASCAP	Banana Boat Song (R)—E. B. Marks-Bryden—BMI
Banana Boat Song (R)—E. B. Marks-Bryden—BMI	Bon Jour La Vie (R) (F)—Disney—ASCAP
Blueberry Hill (R)—Chappell—ASCAP	Chantez-Chantez (R)—Chantez—ASCAP
Can I Steal a Little Love (R) (F)—Northern—ASCAP	Cinco Robles (R)—Warman—BMI
Chantez-Chantez (r)—Chantez—ASCAP	Day-O (R)—Shari—ASCAP
Cinco Robles (R)—Warman—BMI	Don't Forbid Me (R)—Roosevelt—BMI
Day-O (R)—Shari—ASCAP	He's Got Time (R)—Korwin—ASCAP
I Don't Forbid Me (R)—Roosevelt—BMI	I Dreamed (R)—Trinity—BMI
I Thought It Was Over (R)—Remick—ASCAP	I Have You to Thank (R)—Robins-Styne—ASCAP
It Looks Like Love (R) (F)—Paramount—ASCAP	I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
Jamaica Farewell (R)—Shari—ASCAP	Jamaica Farewell (R)—Shari—ASCAP
Just in Time (R) (M)—Stratford—ASCAP	Just in Time (R) (M)—Stratford—ASCAP
Long Before I Knew You (R) (M)—Stratford—ASCAP	Marianne (R)—Montclare—BMI
Mama Look Bubú (R)—Duchess—BMI	Moonlight Gambler (R)—E. H. Morris—ASCAP
Marianne (R)—Montclare—BMI	Mutual Admiration Society (R) (M)—Chappell—ASCAP
Namely You (R) (M)—Commander—ASCAP	One Step at a Time (R)—Barton—ASCAP
Pamela Throws a Party (R)—Korwin—ASCAP	Rock-a-Bye Your Baby With a Dixie Melody (R)—Mills-Warock—ASCAP
The Party's Over (R) (M)—Stratford—ASCAP	Round and Round (R)—Rush—BMI
Round and Round (R)—Rush—BMI	Scarlet Ribbon (R)—Mills—ASCAP
Singing the Blues (R)—Acuff-Rose—BMI	Since I Met You Baby (R)—Progressive—BMI
Ten Thousand Miles (R)—Wood—ASCAP	Singing the Blues (R)—Acuff-Rose—BMI
That's Where I Shine (R)—Remick—ASCAP	Too Much (R)—Southern Belle-Presley—BMI
Uno Momento (R)—Famous—ASCAP	Two Different Worlds (R)—Princess—ASCAP
Wind in the Willow (R)—Broadcast—BMI	Watermelon Song (R)—Gale & Gayles—BMI
Wrinkle Wrangle (R) (F)—Disney—ASCAP	Who Needs You (R)—Korwin—ASCAP
You Are My First Love (R)—Rex—BMI	With a Little Bit of Luck (R) (M)—Chappell—ASCAP
Young Love (R)—Lowery—BMI	Wrinkle Wrangle (R) (F)—Disney—ASCAP
	Young Love (R)—Lowery—BMI

### Best Selling Sheet Music in Britain

(For week ending February 23)

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)	Just Walking in the Rain—Frank (Golden West)
The Garden of Eden—Duchess (Republic)	Cindy, Oh Cindy—Dash (Trinity)
True Love—Chappell (Buxton Hill)	Don't You Rock Me Daddy-O—Estex (Hollis)
Young Love—Cromwell (Lowery)	Don't Forbid Me—Campbell Connelly (Roosevelt)
Friendly Persuasion—Robbins (Feist)	Autumn Concerto—Macmelodies (Symphony)
You, Me and Us—John-Fields (Roncom)	Give Her My Love—Michael Reine
Adoration Waltz—Bron (Sovereign)	The Green Door—Francis Day (Trinity)
I Dreamed—Duchess (Trinity)	Moonlight Gambler—Morris (E. H. Morris)
The Banana Boat Song—Morris (E. B. Marks-Bryden)	My Prayer—World Tide (Skidmore)
St. Therese of the Roses—Dash (Dennis)	
Knee Deep in the Blues—Leeds (Acuff-Rose)	

### Best Selling Pop Records in Britain

(For week ending February 23)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. YOUNG LOVE—Tab Hunter (London)	1	1
2. GARDEN OF EDEN—Frankie Vaughan (Philips)	2	2
3. DON'T FORBID ME—Pat Boone (London)	3	4
4. SINGING THE BLUES—Guy Mitchell (Philips)	4	3
5. KNEE DEEP IN THE BLUES—Guy Mitchell (Philips)	5	11
6. DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)	6	5
7. TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	7	6
8. FRIENDLY PERSUASION—Pat Boone (London)	8	7
9. ADORATION WALTZ—David Whitfield (Decca)	9	14
10. BLUEBERRY HILL—Fats Domino (London)	10	7
11. DON'T KNOCK THE ROCK—Bill Haley Comets (Brunswick)	11	9
12. YOUNG LOVE—Sonny James (Capitol)	12	13
13. LONG TALL SALLY—Little Richard (London)	13	20
14. ROCK-A-BYE YOUR BABY—Jerry Lewis (Brunswick)	14	16
15. ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV)	15	10
16. BANANA BOAT SONG—Harry Belafonte (HMV)	16	—
17. MOONLIGHT GAMBLER—Frankie Laine (Philips)	17	—
18. SINGING THE BLUES—Tommy Steele (Decca)	18	12
19. KNEE DEEP IN THE BLUES—Tommy Steele (Decca)	19	15
20. YOU DON'T OWE ME A THING—Johnnie Ray (Philips)	20	19

### SPA Cleffers

Continued from page 22

previously talked to the Commerce Committee's majority counsel for the TV probe, Kenneth Cox, and to administrative assistant Nicholas Zapple (The Billboard, February 16). The staff requested specific documentation. Songwriters' Protective Association spokesman, Walker P. Buel, says there are "new issues" not covered by the Celler (D., M. Y.) House Antitrust Subcommittee hearings held in New York last September. Senator Magnuson has reportedly promised a "full study" of the matter by the Committee and its staff, but has made no decision on hearings.

With veteran composer Harbach were Arthur Schwartz, Dr. Douglas S. Moore, composer of "Ballad of Baby Doe," recently premiered on Usia and on the ABC network; Dorothy Fields; Stanley Adams, former ASCAP president.

### ASCAP Method

Continued from page 22

thru December, 1956, subject to adjustment in subsequent quarters. Distribution from the performance fund for the third quarter will include network and local performances from January thru March, 1957. These credits plus those of the second quarter, or total credits for six months, will be similarly divided into the amount of money in the performance fund and again establish a unit value. Payments made in July (second quarter) will be deducted from third quarter distributions, with seniority and availability to be recomputed in accordance with a 1952 edict.

Fourth quarterly payment of 1957, and first quarterly payment in 1958 is similar in nature to the preceding distribution payments, with the exception that quarterly dating of performance credits are advanced accordingly. The computation of seniority and availability will be the same as in the preceding quarterly distribution.



# JACKSON

Two new ones by the one and only Mahalia Jackson, whose fans number thousands upon thousands.

I Complained b/w  
God Is So Good  
4-40854



# LESTER FLATT & EARL SCRUGGS

Guitar and banjo playing side by side in a back to back coupling of two brand new country hits.

Six White Horses b/w  
Shuckin' the Corn  
4-40853C



# SIMMS

The sensational Lu Ann delivery is sure to send these right to the top!

The Same Two Lips b/w  
Matching Kisses  
4-40855

# LAINE

Moonlight Gambler just passed the million-record mark! Here's the great Frankie's next candidate for a golden disc.

Love is a Golden Ring b/w  
There's Not a Moment To Spare  
4-40856

THE SURE-FIRE HITS ARE ON

*the hottest company in the business!*

**COLUMBIA RECORDS**



## 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. **Gone** . . . . . **Ferlin Husky**  
(BMI) Capitol 3628
2. **Why, Baby, Why?**  
**I'm Waiting Just for You** . . . . . **Pat Boone**  
(BMI); (BMI) Dot 15545
3. **Almost Paradise** . . . . . **Roger Williams**  
(BMI) Kapp 175
4. **Party Doll** . . . . . **Steve Lawrence**  
(BMI) Coral 61792
5. **Almost Paradise** . . . . . **Lou Stein**  
(BMI) RKO Unique 385
6. **Almost Paradise** . . . . . **Norman Petty**  
(BMI) ABC-Paramount 9787
7. **Little Darlin'** . . . . . **The Diamonds**  
(BMI) Mercury 71060
8. **Just Because** . . . . . **Lloyd Price**  
(BMI) ABC-Paramount 9792
9. **He's Mine**  
**I'm Sorry** . . . . . **The Platters**  
(BMI); (BMI) Mercury 71032
10. **Mama Look-A Booboo** . . . . . **Harry Belafonte**  
(BMI) RCA Victor 6830

### 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.

- WHY, BABY, WHY?** (Winneton, BMI)  
**I'M WAITING JUST FOR YOU** (Lois, BMI)—Pat Boone—Dot 15545—Nobody is showing any reluctance about getting on this bandwagon. It's another winner for Boone, with all markets surveyed unanimous in reporting landslide first week sales. The customers seem to like both sides, giving the early nod to the "Baby" side. The flip could do all right in the stretch. A previous Billboard "Spotlight" pick.
- PARTY DOLL** (Jacie, BMI)—Steve Lawrence—Coral 61792—In the wake of Buddy Knox' big push to the charts with his version of this tune, Lawrence has had to fight a tough battle. By now, however, he has gotten a good toe-hold and is likely to see some chart activity himself. He has placed on the Buffalo territorial chart and is doing nicely in New York, Philadelphia, Milwaukee and other cities. Strong activity on the flip, "Pum-Pa-Lum" is helping. A previous Billboard "Spotlight" pick.
- ALMOST PARADISE** (Peer, BMI) — Lou Stein — RKO-Unique 385—Norman Petty Trio—ABC-Paramount 9787—Last week, the Roger Williams version of this tune was selected as a "Best Buy." The tune itself is getting so strong that not only the Williams, but the Stein and Petty readings also stand a good chance of making it to the national listing. At present, each of these versions is on at least one territorial chart and has established profitable volumes in a number of others. It is going to be a close fight to the finish. The flip of the Petty record is "It's Been a Long, Long Time" (E. H. Morris, ASCAP). The flip of the Stein record is "Soft Sands" (Weiss & Barry, BMI). The latter was a Billboard "Spotlight" pick.
- LITTLE DARLIN'** (Excellence, BMI)—The Diamonds—Mercury 71060—This record is moving at a fast clip and has all the makings of a big one. New York, Philadelphia, Chicago, Buffalo, Pittsburgh, Cincinnati and St. Louis are among the cities where it is moving right out. Flip is "Faithful and True" (Faxon, BMI). A previous Billboard "Spotlight" pick.
- HE'S MINE** (Personality, BMI)  
**I'M SORRY** (Algonquin, BMI)—The Platters—Mercury 71032—The first week reports on this disk at the retail level show a familiar pattern. Customers are latching on to it avidly, and it doesn't take a genius to see that this is going to add up to quite a seller before it's finished. At this point, the preferred side generally is "He's Mine," with a few important cities going for the flip. A previous Billboard "Spotlight" pick.

## Review Spotlight on . . .

### POP RECORDS

- SONNY JAMES** . . . . . Capitol 3674 . . . . . **FIRST DATE, FIRST KISS, FIRST LOVE**  
(Lowery, BMI)  
(Central, BMI)  
Sonny James is still riding high with "Young Love," and his new platter should move out fast in both the pop and country and western markets. "First Date, First Kiss, First Love" is a brightly paced, appealing item packed with strong teen-appeal lyrics, a la "Young Love." The flip is an interesting ballad, also similar to "Young Love" in that it features a moody, deliberate pace and an off-beat arrangement.
- FRANKIE LAINE** . . . . . Columbia 40856 . . . . . **LOVE IS A GOLDEN RING**  
(Montclare, BMI)  
Laine projects with his usual magnetism on a striking gypsy-type theme, with infectious choral backing, a la the technique used on Dean Martin's "Memories Are Made of This." The warbler is cooking with "Moonlight Gambler" and side should grab off considerable jockey play and counter action. Flip is a lovely ballad "There's Not a Moment to Spare" (Melo-Art, ASCAP).
- DICK HYMAN AND SAM (THE MAN) TAYLOR** . . . . . M-G-M 12441 . . . . .  
 . . . . . **DRUMMER BOY BLUES**  
(Leeds, ASCAP)  
Hyman and Taylor team up on a solid gimmick blues instrumental with standout solo work on organ and sax, and a strong, exciting beat. Should attract plenty of counter interest and juke action while jocks will find it a lively addition to their programming. Strong r.&b. possibilities too. Flip is another rocking instrumental "Look Up" (Roger, ASCAP).
- CHUCK ALAIMO QUARTET** . . . . . M-G-M 12449 . . . . . **LEAP FROG**  
(Leeds, ASCAP)  
Here's a dynamic instrumental side with an exuberant, building beat and some wild tenor sax work. M-G-M purchased the master from the Ken label and if the disk gets the right exposure and promotional push it could click big in both the pop and rhythm and blues field. Flip spotlights a pleasant husky-toned vocal by Alaimo on the oldie "That's My Desire" (Mills, ASCAP).
- MARTY ROBBINS** . . . . . Columbia 40864 . . . . .  
 . . . . . **A WHITE SPORT COAT (AND A PINK CARNATION)**  
(Acuff-Rose, BMI)  
**GROWNUP TEARS** . . . . . (Blackwood, BMI)  
See Country and Western Spotlite in this issue.

### POP DISK JOCKEY PROGRAMMING

- ROSEMARY CLOONEY** . . . . . Columbia 40835 . . . . . **MANGOS**  
(Redd Evans, ASCAP)  
The rich, show-wise vocal talents of Miss Clooney are showcased here on a colorful theme with an exotic rhythm pattern and engaging lyrics, somewhat reminiscent of the thrush's big hit "Come On-A My House." Should spice up programming segs in practically any time slot. Flip is an attractive ballad, "Independent" (Stratford, ASCAP).
- RENE TOUZET ORK.** . . . . . GNP 119 . . . . . **MANHATTAN**  
(E. B. Marks, BMI)  
Spinners should flip for this super-charged version of the Rodgers and Hart standard in cha cha tempo. Platter features fascinating original phrasing by a vocal chorus, and great instrumental work with the brass a standout. Flip is "Ticklish Mambo" (Peer, BMI), with a danceable mambo beat and a giggle-sound gimmick patterned after the old "Laughing Record."

## Reviews and Ratings

- LES BAXTER ORCHESTRA AND CHORUS**  
**Rain on My Window** . . . . . 84  
CAPITOL 3653—The beat's the thing on this side. The Nilsson Twins sing out with plenty of vigor on an effective rhythm tune in infectious march tempo. Both sides should chalk up jockey spins. (Kahl, BMI)
- I Dance When I Walk** . . . . . 77  
Pretty piping by the Nilsson Twins on a pleasant little theme with a light, lilting Latin tempo. (Criterion, ASCAP)
- JOHNNY BRANDON**  
**Rainbow Kisses** . . . . . 82  
LONDON 1726—Exuberant vocalizing, hearty choral work, and catchy whistling and banjo backing make this disk a promising candidate for jockey spins. (Mecca, ASCAP)
- Winnie She Wait for Me** . . . . . 71  
Enthusiastic reading by Brandon on colorful calypso with amusing lyrics. Flip, tho, is side to watch. (Picadilly, BMI)
- JONI JAMES**  
**I Need You So** . . . . . 81  
M-G-M 12450—Thrush delivers her version of Ivory Joe Hunter's ballad with admirable effect. Grooving could compete strongly with previous releases of the tune. David Terry's backing is likewise a big help. Side should be watched. (St. Louis, BMI)
- Only Trust Your Heart** . . . . . 76  
Schmaltzy, sentimental ballad from pic, "Ten Thousand Bedrooms." Thrush gives it deservedly sugary projection. (Feist, ASCAP)
- BENNY FIELDS**  
**The Man in the Phone Booth** . . . . . 77  
MERCURY 71071—This is a cover of the "Hey Mama" side of the Kornegay disk. Fields also gives it a Jolson styling, and does an expert job. He doesn't match Kornegay's reading, but if the tune clicks, might see some nice second money. (Picadilly, BMI)
- BLOSSOM SEELEY**  
**I Love a Piano** . . . . . 77  
It's hard not to fall for this nostalgia-laden side. Blossom Seeley, still in fine voice, gives just the right styling to this Berlin oldie. She is backed with authentic ragtime piano and band backing. Makes a grand deejay programmer. (Berlin, ASCAP)

(Continued on page 55)

The Newest Sensation in

# CALYPSO!

*talented and versatile motion picture star*

# ROBERT MITCHUM

**with Calypso Band**

WHAT IS THIS  
GENERATION  
COMING TO?

MAMA LOOKA BOO BOO

Record No. 3672





# RIC CARTEY HEART THROB

## I WANCHA TO KNOW

20/47-6828

# RCA VICTOR



# VOX JOX

By JUNE BUNDY

**KYW TAKES A STAND:** Pop radio station KYW, Cleveland, set a courageous example for other radio stations last month, when it saluted Louis Armstrong and "all Negro artists" with a special three hour show "as an answer to the recent bombing at a Louis Armstrong jazz concert in Knoxville, Tenn." Johnny Bell's "Saturday Night Dance Party" featured Negro artists only from 8 to 11 p.m. February 23, while program manager Mark Olds also directed all KYW deejays to feature at least one Armstrong recording per show in the three days between the Knoxville incident and the radio testimonial. In line with this, Olds said, "We feel we should make a positive gesture to show that this bombing is not representative of average Americans, including average Southerners, but rather of a bigoted minority."

**THIS 'N' THAT:** Pa Johnson, W D I X, Orangeburg, S. C., does his daily show from "a log cabin studio in Caw Caw Swamp." . . . Wayne Stitt, who left WHB, Kansas City, Mo., six months ago to join KUDL, same city, has returned to the former station. . . . Bob Maxwell, WJR, Detroit, has purchased station WBRB, Mt. Clemens, Mich., and Dick Drury will act as its program director-deejay head as soon as WBRB goes on the air. . . . Bob Bassett, WHIM, Providence, R. I., recently emceed the first local jazz concert staged by the newly-formed "Jazz Unlimited" Society of Providence.

**GIMMIX:** Gordon Shaw, KFRB, Fairbanks, Alaska, is asking listeners to write in suggestions on how to get him up in the morning, since he took over the station's "wake up" show March 1. . . . Bill Bennett, WDCY, Minneapolis, is scheduled to do a series of personal appearances with a top band thruout the Midwest. . . . Alan Field, WMLV, Millville, N. J., plugged the Heart Fund campaign last February 14 by devoting three hours of his show to disks with the word "heart" in their title, only exception being Sinatra's "My Funny Valentine."

**CHANGE OF THEME:** Jerry Marshall, who resigned from his "Make Believe Ballroom" show over WNEW, New York, last month, has joined WMGM, New York, starting March 18. He will be programmed from 10 a.m. to 12 noon Monday thru Friday and from 10 a.m. to 1 p.m. on Saturdays, thereby putting him in direct competition with

### YESTERYEAR'S TOPS—

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

MARCH 8, 1947

1. Anniversary Song
2. Open the Door, Richard
3. Managua, Nicaragua
4. (I Love You) For Sentimental Reasons
5. Guilty
6. How Are Things in Glocca Morra
7. Heartaches
8. I'll Close My Eyes
9. A Gal in Calico
10. Zip-A-Dee Doo-Dah

MARCH 9, 1952

1. Cry
2. Tell Me Why
3. Wheel of Fortune
4. Any Time
5. Little White Cloud That Cried
6. Slow Poke
7. Please, Mr. Sun
8. Blue Tango
9. Bermuda
10. Shrimp Boats

### MONITOR MUSICAL SURVEY

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

- Bluefield, W. Va.**  
"Don't Forbid Me," Pat Boone, Dot.
- Selma, Ala.**  
"Too Much," Elvis Presley, RCA Victor.
- San Diego, Calif.**  
"Young Love," Sonny James, Capitol.
- Portland, Ore.**  
"Butterfly," Andy Williams, Cadence.
- Orlando, Fla.**  
"Marianne," Hilltoppers, Dot
- New York**  
"Gianina Mia," Connee Boswell, RCA Victor.
- Winston Salem, N. C.**  
"Chantez-Chantez," Dinah Shore, RCA Victor.
- Louisville**  
"Banana Boat (Day-O)," Harry Belafonte, RCA Victor.
- St. Paul**  
"Teen Age Crush," Tommy Sands, Capitol.
- Baton Rouge, La.**  
"Pretty Pretty," Georgia Gibbs, Mercury.

Art Ford, new emcee of WNEW's "Make Believe Ballroom," which is aired from 10 to 11:30 a.m. Contract reportedly will bring him \$100,000 a year. . . . Jack Beasley is new manager at K V W O, Cheyenne, Wyo., while Chuck Davis is new jock at same station.

Forrest Willis and George Miller have joined WOKO, Albany, N. Y., thereby making the station's "Big Four Deejays" the "Big Five." Willis has taken over Leo McDevitt's early morning seg on WOKO, leaving McDevitt free to resign from the "Big Four" to take over the post of program director. . . . Jerry Sanders is now spinning 'em at WMBO, Auburn, N. Y. He has a four and a half hour daily show.

Don Bell KRNT, Des Moines, Ia., celebrated the first anniversary of his "Rock 'n' Roll Teen Hop" at Val-Air Ballroom February 28. . . . Tom Fisher upped to program director at KCJB, Minot, N. D. . . . Jerry Heptner has left KSDA, Redding, Calif., and joined KMBY, Monterey, Calif., as program director. Heptner is anxious to locate spinner R. B. (Dick) Brown.

Gene Mitchell has joined KITE, San Antonio. . . . Phil Richardson, program director of WDNQ, Du Quoir, Ill., claims to program the longest radio show on the air. Tagged "Disk," it features four deejays and "runs from sign-on to sign-off." . . . Bruce Allen, new program director at KBLI, Blackfoot, Idaho, has a three-hour morning show and a two-hour afternoon seg. . . . Hal Moore, WNEW, New York, will, in addition to his daily 11:35 a.m. to 12 noon show, assume assignments in the programming and administrative areas of the station's operations.

John Wilson has joined the staff of radio stations KENS, San Antonio, as disk jockey on "Today's Top Tunes" heard each afternoon and "The Night Owl Club." He has an eight year background in radio broadcasting with the armed forces and has worked with Bob Hope and stations in Washington, D. C.

# A Note from Archie Bleyer

KEEP AN EYE ON THIS ONE  
OH, TELL ME WHY  
by THE FRATERNITY BROTHERS



with BUNNY BOTKIN and the CHORDIALS.  
#1309

\*\*\*\*\*

ANDY WILLIAMS has started "CLAPPIN' AND SNAPPIN'" his way to the top with BUTTERFLY. #1308  
His LP, "ANDY WILLIAMS SINGS STEVE ALLEN" doesn't have the "CLAPPIN' AND SNAPPIN'," but it's selling well too.  
CLP 1018

\*\*\*\*\*

THE HARVEY BOYS' success in Philadelphia with NOTHING IS TOO GOOD FOR YOU is beginning to reach many other major cities. Dealers, watch this one. Jockey's don't overlook it. #1306

\*\*\*\*\*

THE CHORDETTES are still on the fence with TWO good selling sides: COME HOME TO MY ARMS and (FIFI'S WALKIN' THE POODLE. #1307

\*\*\*\*\*

The BARRY SISTERS' album of YIDDISH FAVORITES is one of my particular favorites. CLP 1017

\*\*\*\*\*

THE DON SHIRLEY DUO, Don's latest album, is living up to the pattern of success of all his preceding hit albums. It's a fine record.  
CLP 1015

cadence  
RECORDS INC. 40 EAST 49TH ST. NEW YORK 17, N. Y.

Breaking Big for a **HIT!**

**"OH HAPPY DAY"**

The **Five Satins**

Ember #1014

**EMBER RECORDS**

1697 Broadway, New York, N. Y.

**NEW RECORDS**

**5 FOR \$1.00**

Top artists include Pat Boone, Lawrence Welk, McGuire Sisters, Les Brown and others. These are brand new 89¢ retail records on nationally famous labels, 45 RPM. Complete satisfaction guaranteed or money back. For each assortment of 5 send check or money order for \$1.00, plus 15¢ for postage and handling.

**RECORDS**

P. O. Box 711 St. Louis 1, Mo.

**SEMI-FLEX 10" or 45 RECORDS**

**PRESSED—Including labels, carton sleeves, etc.**

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

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

**RECORD PRESSINGS**

Shellac—Vinylite—Flex  
78 RPM—45—33 1/3  
Test Pressings Free  
Small or Large Quantity  
Labels—Processing—Masters  
**SONCRAFT, INC.**  
1650 Broadway New York 19, N. Y.

**Reviews of New Pop Records**

Continued from page 52

**BO RHAMBO**  
Dianne . . . . . 76  
CASH 2 — Instrumental version is quite stylized and effective, particularly the combination of breathy horns, trumpet and organ. Watch it. (Enchanted Melodies, ASCAP)  
Blue Mist . . . . . 73  
Another instrumental, and like the flip very interesting both in the combination of instruments and in the different solos. For jocks. (Enchanted Melodies, ASCAP)

**ANITA ELLIS**  
Forbidden Fruit . . . . . 76  
EPIC 9204—Anita Ellis' name has always been associated with sophisticated Broadway musicals—but here she does a complete switch and takes a wild ride on a bluesy rock and roll opus. Could be a "sleeper." (Hill & Range, BMI)  
Man With a Horn . . . . . 72  
Here Miss Ellis is cast in a more familiar role. She has one of those "quality" standards to work over, and it comes out a suave product indeed. Deejays will see the merits of this. (Crystal, ASCAP)

**BOBBY WAYNE**  
Gone . . . . . 76  
MERCURY 71070—Wayne returns to disks after a long absence and does right fine by the Ferrin Huskey country click. He's late, but the warbler's New England fans will see that he gets at least territorial play. (Dallas, BMI)  
The Mexican Maidens . . . . . 58  
Whirly, twirly Mexican-style melody in three-quarter time. Message is unlikely to register with modern buyers. (Joy, ASCAP)

**THE DALES**  
If You Are Meant to Be . . . . . 76  
ONYX 509 — Group applies the Johnnie Ray style to gently rocking and rolling ballad geared to the teenage psyche. This one bears looking into. It could be a sleeper. (EJay, BMI)  
Lonely Women-Lonely Man . . . . . 54  
A rather bloodless calypso offering. (EJay, BMI)

**LEROY HOLMES ORK**  
Gina . . . . . 75  
M-G-M 12433—Lush, listenable treatment of a poignant movie theme with soft thrushing by a chorus.

Fine mood music programming for jocks. (Southern, ASCAP)  
The Clown on the Eiffel Tower . . . . . 73  
Light, bright instrumental wrap-up of a frivolous tune with an infectious tempo. However, theme was cut by Les Baxter a few weeks ago, which may result in jocks giving more play to the flip. (Zodiac, BMI)

**LILA AND RONNIE**  
My Heart Is Breaking . . . . . 75  
VICTOR 6840—Kid duo, new to wax, gets hefty assist from Leroy Lovett band and vocal group. This ballad-with-a-beat makes for a promising teen-age seller. Kids also wrote the typical material.  
School . . . . . 65  
Up-tempo side is rhythmic but lacking lyric appeal of the flip. (Harvard, BMI)

**RONNIE RONALDE**  
The Yodelin' Rag . . . . . 74  
CAPITOL 3650—As the title indicates, yodel and ragtime are the song's principal elements—and they make an unexpectedly bright combination. Ronalde gives a vigorous, extrovert reading of the vocal. "Sleeper" possibilities here. (Ascherberg, Hopwood, & Crew, Ltd., ASCAP)  
Evening Chimes . . . . . 73  
This is an instrumental side with Ronalde featured as a whistler. Few will deny that it is one of the most impressive virtuoso jobs they've ever heard in that genre. Against a background of bells and chimes (and the Norrie Paramor ork), it stacks up as quite a "production." (Vogel, ASCAP)

**MERV GRIFFIN**  
I'll Be Thinking of You . . . . . 74  
DECCA 30240—A well-crafted song, dreamy in mood, with a touch of c.&w. in its makeup. Griffin is backed by Jack Pleis' ork and a chorus. (Criterion, ASCAP)  
Love Story . . . . . 73  
A reminiscent melody which will stay with the listener. Arrangement by Pleis has a swiny rhythm. Merits good exposure. (Quintet, BMI)

**OLE, THE SINGING JANITOR**  
Paddin' Ingabard Home . . . . . 74  
DOT 15540 — Ole seems to be a reincarnation of Yogi Yorgesson. It's certainly a close copy of his Scandinavian accent recitations. This one,

to honky tonk piano accompaniment, is mildly funny. Has deejay possibilities. (Shapiro-Bernstein, ASCAP)  
School Days . . . . . 67  
Another Scandinavian accent recitation with the lyrics of the old standard inspiring a few corny lines. Best audience for this will probably be the kiddies. (Mills, Shapiro-Bernstein, ASCAP)

**RUSS MILLER**  
Special Girl . . . . . 73  
KAPP 176—A rock and roller with a treatment that's quite fresh and different. Material is a blues; but with a sophisticated lyric, and the instrumental backing and chorus is smart. For jocks. (Starling, BMI)  
I Need You So . . . . . 72  
One of several versions. Russ Miller chants this blues with considerable heart, to a slow tempo. (St. Louis, BMI)

**EDDY HOWARD**  
Love Me a Little Bit . . . . . 73  
MERCURY 71072 — An engaging spontaneous-sounding vocal treatment of a bouyant tune with a bouncy, old-fashioned tempo. Jocks with housefrau following should spin. (Lakeshore, ASCAP)  
Della's Gone . . . . . 71  
An okay vocal on an interesting blues with Frankie and Johnny type theme and calypso-styled backing. Unusual Howard wax for jockeys. (Pure, BMI)

**LES BROWN ORK**  
Original Joe . . . . . 72  
CAPITOL 3655 — Butch Stone sells with enthusiasm on a bright, happy calypso tune. Both sides stack up as good jockey and juke wax. (Crystal, ASCAP)  
If I Had the Money . . . . . 70  
Stone projects strongly on amusing blues with a solid rock and roll beat. (Raleigh, BMI)

**MANTOVANI ORK**  
Toyshop Ballet . . . . . 72  
LONDON 1708—Sprightly instrumental wax with a strongly defined march tempo. Pranceable music for youngsters. (Dash, ASCAP)  
Habanera . . . . . 71  
A lovely "semi-pop" instrumental treatment of the dramatic "Carmen" aria from Mantovani's "Operatic Arias" LP. Heavy stuff for some jocks, but others may find it a welcome spice of "culture." (Burlington, ASCAP)

**MORTON GOULD ORK**  
Red Lace . . . . . 72  
VICTOR 6839—Gould batons a languorous tango of his own clefting.

Easy listening here, with some nice twists in arrangement. Can make for pleasant, quiet-seg, deejay spins. (G & C, ASCAP)  
Soft Shoe Serenade . . . . . 70  
Slow beat tempo with provocative undertone of soft shoe allure—also  
(Continued on page 56)

**TWO DIRECT HITS!**

Chess #1651

**"DON'T SAY GOOD-BY"**

b/w

**"I'M AFRAID THE MASQUERADE IS OVER"**

**THE MOONGLOWS**

Chess Checker Record Company

4750 So. Cottage Grove Avenue  
Chicago 15, Illinois

All Phones: KENwood 8-4242

**ANOTHER SMASH!**

CHRIS CONNOR

**"TIME OUT FOR TEARS"**

b/w

**"I LOVE YOU YES I DO"**

Atlantic 1121

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

**YOU NEVER HEARD NOTHING LIKE IT!**

the Audio

**SPECTACULAR**

of the Year

**STARRING**

- Reginald Gardiner
- Zasu Pitts
- Nancy Walker
- Billy May
- Eddie Dunstedter

MUSIC WRITTEN BY SHOWALTER AND HOWE

RECORDED IN

**foremost**

EXTREME SOUND

FOREMOST RECORDS, INC., 4130 MAIN, KANSAS CITY, MISSOURI

This is it . . .

United #205

# "PRETEND"

b/w

# "Crazy Walk"

Tab Smith

**UNITED RECORD CO.**

Chicago 15, Illinois  
WAGner 4-3933-4

5052 Cottage Grove Ave.  
Suite 4



The ORIGINAL . . . . . A National Hit!

## by THE GLADIOLAS "LITTLE DARLIN"

Excello 2101

Breaking BIG in Buffalo, Baltimore, Atlanta,  
New York City, Los Angeles and Oakland, Calif.

Wire or phone Chapel 2-2215

**NASHBORO RECORD CO., INC.**

177 3rd Ave. N. Nashville, Tenn.

Shipments made from PLASTIC PRODUCTS, Memphis, and  
SOUTHERN PLASTICS, Nashville.

Western Distributors, order from MONARCH, Los Angeles.

## THE MUSIC BOX

1301 West 79th Street  
Chicago 20, Illinois  
A. Berdeen 4-3609

America's Most Complete  
**ONE-STOP RECORD SERVICE**  
5¢ Above Cost. 30% Off List on LP's and EP's.  
FREE TITLE STRIPS TO OPERATORS.

**YOUR AMERICAN RED CROSS IS ALWAYS THERE  
AFTER TRAGEDY STRIKES**

## • Reviews of New Pop Records

• Continued from page 55

penned by Gould. Not so hearty as flip, but carries same promise jock-wise. (G & C, ASCAP)

### THE DEEPS

**The Night Is Young and You're So Beautiful** . . . . . 72  
QUE 1000—The great standard gets a pleasant performance, with the lead singer standing out. A breathy tenor sax takes a brief but effective interlude. Group is the old Deep River Boys. (Words & Music, ASCAP)  
**Calypso Rock 'n' Roll** . . . . . 70  
Just about what the title indicates. A fair performance, with typical beat. (Que, BMI)

### WERNER MULLER ORK

**Guitar Mambo** . . . . . 71  
DECCA 30251—A flashy instrumental from the Deutsche Grammophon outfit, which gives the Latin melody a touch of symphonic treatment. Good disk for jocks. (Schaefers, BMI)  
**Blue Boleros** . . . . . 71  
Same good sound and technical skill by the musicians, with the material offering a change in mood. For jocks.

### ALICE BABS

**Hilly Billy Willy** . . . . . 70  
DECCA 30090—The art of the yodel, with an alpine rather than Nashville flavor, is exemplified here. This is a lilting, novelty song which Alice Babs does with style. For jocks. (Jungnickel, ASCAP)  
**Ding Ding A'Lang Ding A'Long** . . . . . 68  
The Swedish chick does a pretty, novelty-flavored piece of material, with legit yodelling. Backing is Werner Muller's ork. Another Deutsche Grammophon import. (HH & Range, BMI)

### BETHE DOUGLAS

**Don't Ever Leave Me** . . . . . 70  
FRATERNITY 758—It's not the old Jerome Kern song, but a rock and roll ballad, sweetly and convincingly sung by the luscious thrush. Over-all lacks force, however. (Buckeye, ASCAP)  
**Dancing in the Streets** . . . . . 60  
Bright, gay ditty but, as performed here, lacking the traits for teen appeal. (Robbins, ASCAP)

### COUNT BERNADINO

**Home Cookin' Mama** . . . . . 69  
MARDI-GRAS 1030 — Calypso story of man tired of eating on restaurant stool. Moderately amusing but strongly rhythmic chant. For calypso addicts. (Antenna, BMI)

### 10 Rum Bottle

64  
This could be called a calypso edition of "Ten Little Indians." Group rendition has contagious spirit and a great, fast dance rhythm. Lyrical content of the traditional item offers little to non-dancers. (Traditional)

### VIRGINIA ATTER

**You Can't Stop Me From Dreaming** . . . . . 68  
CAPITOL 3654 — Deep-voiced gal registers well on a rock and roll version of the oldie. However, style-wise she's more pop than her r.&r. backing. (Remick, ASCAP)  
**Forgetting** . . . . . 68  
Another good vocal wrap-up by the thrush on an up-tempo rock and roll styled ballad. Pop backing approach would showcase her talents to better advantage. (Shapiro-Bernstein, ASCAP)

### JIMMY YOUNG

**My Faith, My Hope, My Love** . . . . . 68  
LONDON 1723—Impressive warbling stint by Young on a solemnly paced, moving sacred theme.  
**Lovin' Baby** . . . . . 65  
Young essays a rocking rhythm tune with only partial success. He scores higher on flip.

### ANNIE CORDAY

**Parisian Rag** . . . . . 67  
CAPITOL 3656—The French canary makes her U. S. singles debut with a showmanly thrashing job on a jaunty rhythm item. Gal is stronger in person than on wax, but jocks may spin as conversational gimmick. (Zodiac, BMI)  
**Amore Mio** . . . . . 66  
A pert piping stint in English on a catchy little ditty. (Moonlight, BMI)

### NORMA DOUGLASS

**Joe He Gone** . . . . . 67  
RKO UNIQUE 390 — Pianist Miss Douglass has rated considerable publicity but still has to prove herself sales-wise. Her vocalizing on this cute calypso is vivacious and gay. (Bogat, ASCAP)  
**Be It Resolved** . . . . . 65  
The gal sells adequately on a rock and roll-styled rhythm ditty, with a touch-of-Latin tempo. However, flip will probably rate more spins on basis of current calypso trend, and general performance. (E. B. Marks, BMI)

### BONNIE GUITAR

**Big Mike** . . . . . 67  
FABOR 4018—A love ballad a la  
*(Continued on page 57)*

## Imperial Records

• Continued from page 21

to United Artist's "Ride Back," starring Anthony Quinn, with an original score by Frank DeVol. A March release has been set for "Ride Back," with Chudd planning a saturation promotion campaign for the album in connection with theater owners and stars of the film. Imperial recently released its first sound track album, "Men in War," by Elmer Bernstein, and is currently bidding on two others. Miss Lutchter was inked to a three-year pact, while Miss Adams signed a six-year agreement. Both are expected to record shortly for an early release next month.

## Epic's Spotlight

• Continued from page 21

Paul Schoeffler, Sena Jurinac and conductor Karl Boehm. Other artists set to appear on Epic wax are Susan Danco and conductor Antol Dorati. This new material will be reaching dealers' shelves starting in the late Summer, and will continue thru the year. The packages will include five complete operas in the German and Italian categories. Schicke added that the label would continue its level of production in the symphonic and chamber music fields, while stepping up its activity in opera.

## London to Plug

• Continued from page 21

ner accepted for other opera sets, that is, including a full libretto in both Spanish and English, plus analytical material. Most of these will be single or two-record LP sets. The company also will com-

## Brunswick Label

• Continued from page 21

Woody Herman's "The Swinging Herd," Charlie Ventura's "Here's Charlie," Herb Jeffries' "Passion" and several others. This group of packages will be cut very shortly, preceding the group of Lawrence Welk personality packages. Wienstroer is currently in the process of wrapping up details of the distribution of the line. He stated Brunswick would be generally handled thru other-than-Coral distributor channels, altho the Coral branches will handle the line in New York, Chicago and Detroit. The three branches, Wienstroer pointed out, are properly set up to give the label good exposure. Some Coral distributors, Wienstroer added, have split their operation into two segments, and in these cases such distributors may be given the Brunswick line. The release schedule will probably number about eight to 10 singles a month, in addition to the building of a package line. Wienstroer and Thiele will head up the operation. Musical backgrounds will be done by Neal Hefti, Ray Ellis and others on a date to date basis. Coral, itself a subsidiary of Decca, is not yet nine years old. Its sales during 1956 represented an increase over 1955 of between 40 and 45 per cent.

pile additional sets using instrumental excerpts and "highlights." While a number of zarzuelas released here previously on London, Angel and Montilla have registered well with the critics, none has found its way into the standard operatic inventory. According to Hartstone, suitable presentation and promotion can correct this situation.

## COMING YOUR WAY

An IMPORTANT New Label with IMPORTANT New Talent

## PARIS RECORDS

presenting



The "Ka-Ding-Dong" Boys with another HH

## G-Clefs

singing

## "SYMBOL OF LOVE"

b/w

A Lover in the Morning (Lover in the Nighttime)

PARIS 502



It's in the TOP TEN in Boston and SPREADING A Billboard SPOT-LIGHT Feb. 23, 1957

Exciting follow-up to their "FOLLOW ME"

## the Four Esquires

singing

## "THE SONG OF APRIL"

b/w

"Everyone's Sweet On My Sugar"

PARIS 501

A Top "84" Rating by Billboard

Dear Friends:

You may recall my contacting you through the years as a writer and publisher.

I am now introducing a new record label, PARIS, with Top proven Talent and Tunes.

I do hope it will meet with your approval.

Sincerely,

Jack Gold

Following up his  
Last Smash Hit!

Argo #5266

"I'M A  
COUNTRY BOY"

b/w

"LONELY TRAMP"

Clarence "Frog Man" Henry

Argo Record Company

4750 So. Cottage Grove Avenue  
Chicago 15, Illinois

All Phones: KENwood 8-4342

• **Reviews of New Pop Records**

• Continued from page 56

"Happiness Is Just a Thing Called Joe." It's a pretty tune and in Miss Guitars husky voice it takes on a special attraction. The simple guitar and rhythm accompaniment is effective. (Dandelion, BMI)

**Dark Moon**...64  
The singer turns to material of a moodier nature here and styles it knowingly. Deejays have two good sides here, not too strong commercially, but very listenable. (Dandelion, BMI)

**SYLVIA STONE**

**You're My Girl Friend's Boy Friend**...65  
**SUNSHINE 101**— Thrush gives heavily c.w.-flavored complaint fine heartbreak vocal treatment. While mountain sound is lacking, material is solid. Could spark interest in either pop or country fields. (Flagler, BMI)  
**From the Cradle to the Coffin**...64  
Thrush is similarly entangled with a life-long love promise to a boy friend. Her material doesn't carry the punch of the flip, but it carries similar quality. (Flagler, BMI)

**JACK HARRIS**

**It's Kissin' Time**...65  
**RKO UNIQUE 391**—Crosby's sing-alike, Jack Harris, warbles attractively on a smartly arranged tune with a swiny tempo. (Woods, ASCAP)

**Maybe It's Because**...64  
Same comment. (Berlin, ASCAP)

**3 DONS AND DIANE**

**Another Day—Another Dollar**...63  
**GIANT 5001**—A cute novelty to Latin beat. The group vocal is attractively styled. Backing is simple but effective. (El Dorado, ASCAP)  
**The Awkward Age**...59  
This side spells out the plight of the teen-ager not quite old enough to go out with the opposite sex

—and too old to play with toys. Slight deejay appeal. (Lero, ASCAP)

**JOHNNIE AND JOE**

**My Baby's Gone, On, On**...60  
**J & S 1664**—This routine plaint gets adequate performance; but material lacks any distinction. Honking horns midway give it some quality. (Zell's Music, BMI)

**Over the Mountain, Across the Sea**...60

R.&b. ballad with a tender quality. Johnnie and Joe's performance is okay, backed by routine arrangement, with the exception of a recitative bit at the end. (Zell's Music, BMI)

**THE BOBOLINKS**

**Your Cotton Pickin' Heart**...58  
**KEY 573**—The Bobolink's are a capable group and could do things with strong material. In this rock and roll side, they are at a disadvantage, for they have little to chew on. (Round Table, ASCAP)

**(I Just Want to Be)**

**Elvis Presley's Sergeant**...55  
The situation spelled out in the title could produce a funny disk. This one deals with it in a heavy-handed way. Only rabidly anti-Elvis deejays are likely to give it much play. (Round Table, ASCAP)

**DEE DOVE**

**You're Not for Me**...50  
**ZIPP 1001**—There is not much here but a lively-tempoed, not too distinguished bit of clefting, delivered in run-of-mill style. Any extended sales probabilities look exceedingly bleak. (Magnus, BMI)

**April Rain**...49

A slow, plaintive ballad gets the same treatment and comment. (Magnus, BMI)

**JIM LANCASTER**

**Let's Not Say Goodbye**...44  
**ADELPHI 100**—Lancaster sings and plays guitar in this simple, demo-type disk. Material is old-fashioned and unoriginal, and the style verges on Western. Not much to go with here. (Adelphi, BMI)

**As Long As I Have You**...40  
Even less here. (Adelphi, BMI)

**THE BELL-AIRES**

**Love Me, Lover**...30  
**WEB 1101**—This is a girl group that has a light voice quality that might lend itself to a Patience and Prudence type of styling. Here the poor sound and amateurish production militate against commercial acceptance. (Opportunity, ASCAP)

**Over and Over**...20  
A simple three-quarter time ditty taken to a medium up-tempo beat. The whole conception is very square—and could hardly be called even a good demo record. (Opportunity, ASCAP)

**Sacred**

**THE MASTERS FAMILY**  
**Over in Glory Land**...83  
**COLUMBIA 40847**—A fast, dynamic

STILL CLIMBING  
ON ALL CHARTS!

Savoy 1508

**BAD  
BOY**  
by  
**THE JIVE  
BOMBERS**

**SAVOY** RECORD CO  
58 MARKET ST  
NEWARK, N. J.

**ROGER WILLIAMS**

"ALMOST  
PARADISE"

KAPP 173

**KO KAPP**  
RECORDS

**USED RECORDS  
FOR SALE**

45's or 78's—packed in lots of Popular, Hillbilly or Rock 'N' Roll. Send for price list.

**Jalen Amusement Co., Inc.**  
14 E. 21st Street Baltimore 18, Md.  
Phone: BE 5-2881

side that ought to make a great hit with the many fans of the Masters Family. Has a brisk, bouncy gait and a fine vocal styling, all of which shapes it up as tops in this class. (Cedarwood, BMI)

**Waiting for the Call**...81

It would be easy to be partial to this side. It's a pleasant, melodic three-beater that attracts from the outset. Should be a great favorite of deejays with sacred segs. (Cedarwood, BMI)

**JIM HESS**

**The Crown of Thorns**...71  
**M-G-M 12437**—A recitation backed with low, solemn organ music, about Jesus. Hess delivers the Biblical story of the crucifixion and the Crown of Thorns. For special sacred deejay programming. (Acuff-Rose, BMI)

**God's Little Window**...70

Another sacred side, with Hess interpolating his singing with recitation. Has true emotional feeling. (Acuff-Rose, BMI)

**Polka**

**KENNY BASS AND HIS POLKA POPPERS**

**Paper Kisses—Polka**...81  
**DECCA 30250**—Bass and his gang are a Cleveland-based group with a pop following as well as the more limited polka audience. This is a bright, peppy gang-sing that should sell well beyond the usual polka sales figures. (Gala, BMI)

**I'll Always Be Faithful—Waltz**...79

With this sentimental, lilting waltz as a coupling, this shapes up as a powerful juke box offering. Also has a vocal—and the same fresh instrumentation. (Gala, BMI)

**LARRY BEST**

**How Old Are You?**...67  
**VICTOR 6836**—A cute kid novelty is slaughtered in the phony voices of Larry and Judy Best. Tempo is that of an international waltz. (Evans, ASCAP)

**Pizza Pie Polka**...64

Nice polka tune and orking are obscured by an overdone comic Italian dialect lyric. Tain't very funny. (Crest, ASCAP)

**Spiritual**

**THE COLEMANAIRES**

**This May Be the Last Time**...82  
**APOLLO 308**—A fast, exciting side with a very powerful soprano lead pacing the group. The beat is as solid as Gibraltar and forms a firm base for the intricate melodizing of the singers. Should be an outstanding seller. (Simek, BMI)

**I Cannot Understand It**...79

Also in a very commercial groove is this brisk beat gospel song. The soprano lead is heard again (after an introductory chorus by male lead) and makes a strong impression. Will be well liked by fans of this idiom. (Simek, BMI)

**Latin American**

**EMILIO REYES ORK**

**Cha Chareando**...84  
**MARDI-GRAS 1027**—Fast reading of above-average melody. This side has Latin group vocal. Both sides should click big with the cha cha crowd. (Morro, BMI)

**Dansero Cha Cha Cha**...80

A lovely, listenable and danceable version of the modern standard. Both rhythm and melody are well-served in this orking. Meris plays and sales. (B & F, BMI)

• **Other Records Released This Week**

**Popular**

**Trees; Rebe**—Eddie Heywood, London 1732  
**Under a Blanket of Blue; For You**—Glen Gray and the Casa Loma Ork, Decca 30238

**Country & Western**

**All Washed Up With You; A Million Tears**—Denver Duke and Jeffery Mull, Mercury 71065  
**Bow My Back; Old Bee Tree**—Buck Griffin, M-G-M 12439  
**We're Getting Closer to the Grave Each Day**—Hank Williams, M-G-M 12438

**Rhythm & Blues**

**After Hours (Parts I and II)**—Lloyd Glenn Band, Aladdin 3346

**Polka**

**Stashu Pandowski; Yearning Polka**—Scharf-Antouk Ork, Mark 105

→→→→→  
**ARROW'S BULL'S EYE**  
**ALAN MARTIN**  
HIS NEW RELEASE MARCH 11  
**ARROW RECORDS**  
2950 Madison Ave. Bridgeport, Conn.



P  
I  
E  
D  
P  
P  
E  
R

Billy  
Williams



b/w **BUTTERFLY**  
CORAL 61795  
9-61795



**SINGER ONE-STOP**

1812 West Chicago Ave., Chicago 22, Illinois (Humboldt 6-5204)  
6920 S. Halsted, Chicago 21, Illinois (Radcliffe 3-3144)

**MIDWEST'S LARGEST ONE-STOP**

5¢ ABOVE COST ALBUMS 10% OVER FREE TITLE STRIPS

Jerry Blaine says  
"IT'S A HIT!"  
**THE BOY WITH THE  
GOLDEN KAZOO**  
Vocal Version—KIRK STEWART  
Instrumental Version—  
DAVE TERRY and his Orchestra  
Jubilee 5271  
**Jubilee Records**  
1650 Broadway New York

**B B KING**  
"HOW DO I LOVE YOU"  
"YOU CAN'T FOOL  
MY HEART"  
#490  
**RPM RECORDS**  
9317 W. Washington Blvd. • Culter City, Calif.

**THREE WAY SMASH**  
**CARL PERKINS**  
**YOUR TRUE LOVE**  
and  
**MATCHBOX**  
Sun 261

**THE ORIGINAL!**  
**THE BEST!**  
and Breaking for a Smash  
Across the Country  
**"TONIGHT MY HEART  
SHE IS CRYING"**  
b/w  
**"JACK, JACK, JACK"**  
**EL BOY** with the  
Ralph Sayho Calypso Singers  
Rama #220  
**RAMA RECORDS**  
220 West 42nd St. New York

**Bowery**

RECORDS  
P. O. Box 713 Del Mar, Calif.

**FRANZ SCHERMANN  
and THE ALPINERS**  
and  
**RAZZBERRY  
REYNOLDS**  
All Star Polka Band

The Most Played Records  
on Beer Tavern Jukeboxes

Southern Calif. Dist.  
**UNIVERSE RECORD DIST.**

2524 West Pico, Los Angeles, Calif.

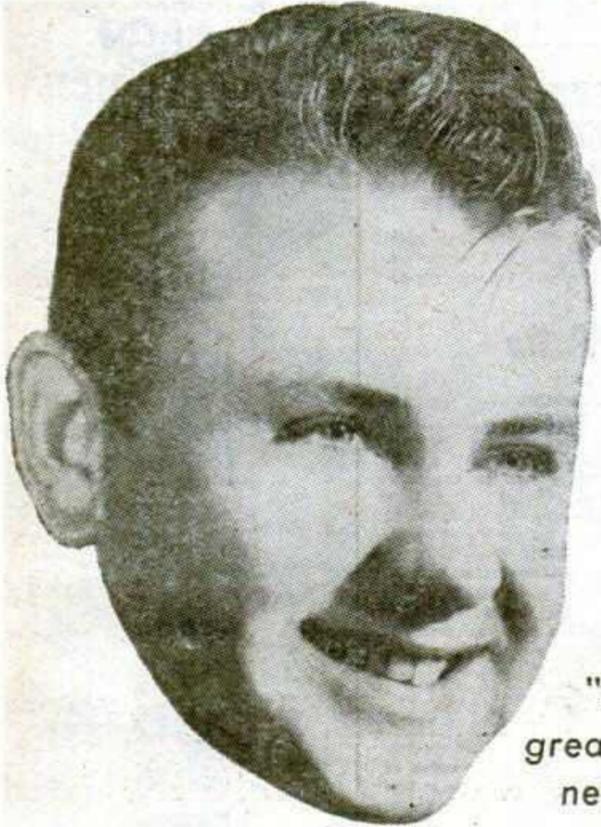
**HAY MON!**  
"DON'T BLAME IT  
ON ELVIS"  
b/w  
"TICKLE, TICKLE"  
**THE FABULOUS McCLEVERTYS**  
V-10029 • V-10029X45

**Neve** RECORDS

SO. CALIFORNIA'S NEWEST  
AND MOST COMPLETE  
**ONE STOP**  
45's..... 60c  
78's..... 65c  
E.P.'s..... 98c  
L.P.'s..... 2.98  
**NORTY'S MUSIC CENTER**

2775 W. Pico Blvd., L. A., Calif.  
Phone: RE 1-7258-1-7259  
OPEN 7 DAYS A WEEK

# Another Country Smash!



ON  
MERCURY-STAR DAY  
COUNTRY SERIES  
Exclusively Country & Western

## BENNY BARNES

Benny is still swinging big with "Poor Man's Riches". Here is the great sound and style of America's newest country sensation singing:

# "POOR OLD ME"

AND

# "PENALTY"

MERCURY 71057

THE CASH BOX  
BULLSEYE



"PENALTY"  
[Starrite BMI—Marais, Barnes]  
"POOR OLD ME"  
[Starrite BMI—Barnes]  
BENNY BARNES  
(Mercury-Starday 71057; 71057.45)

● Benny Barnes, whose click Starday waxing, "Poor Man's Riches" put him in the national spotlight, shows that it was no fluke as he follows it up with a powerful pairing, released, this time, under the combined Mercury-Starday banner. The topside, titled "Penalty", is a touching, middle beat romantic weeper that the songster sells with authority. He's equally effective on the flip portion, "Poor Old Me", a fast paced, sentimental love tale that he cruises thru in top calibre style. Both ends should meet with great approval from the jocks, ops dealers and the public. Barnes is a real comer. Watch his stock soar.

A WORD TO THE TRADE—  
Country music is again on the rise. The potential for C&W music is bigger than ever before. Mercury-Starday is dedicated to bringing you fresh new sounds and styles that will rack up the C&W sales.



### • C&W Best Sellers in Stores

For survey week ending February 27

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 throught the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week
1. YOUNG LOVE (BMI)—S. James . . . . .	1	11
You're the Reason (I'm in Love) (BMI)—Cap 3602		
2. THERE YOU GO (BMI)—J. Cash . . . . .	2	12
TRAIN OF LOVE (BMI)—Sun 258		
3. I'M TIRED (BMI)—W. Pierce . . . . .	4	9
IT'S MY WAY (BMI)—Dec 30155		
4. SINGING THE BLUES (BMI)—M. Robbins . . . . .	3	25
I Can't Quit (BMI)—Col 21545		
5. TOO MUCH (BMI)—E. Presley . . . . .	7	6
Playing for Keeps (BMI)—Vic 20-6800		
6. KNEE DEEP IN THE BLUES (BMI)—M. Robbins . . . . .	5	6
Same Two Lips (BMI)—Col 40815		
7. I'VE GOT A NEW HEARTACHE (BMI)—R. Price . . . . .	6	17
WASTED WORDS (BMI)—Col 21562		
8. GONE (BMI)—F. Huskey . . . . .	11	3
Missing Persons (BMI)—Cap 3628		
9. AM I LOSING YOU? (BMI)—J. Reeves . . . . .	10	6
Waitin' for a Train (BMI)—Vic 20-6749		
10. CRAZY ARMS (BMI)—R. Price . . . . .	8	40
You Done Me Wrong (BMI)—Col 21510		
11. I WALK THE LINE (BMI)—J. Cash . . . . .	9	40
Get Rhythm (BMI)—Sun 241		
12. I MISS YOU ALREADY (BMI)—F. Young . . . . .	13	3
I'M GONNA LIVE SOME BEFORE I DIE (BMI)—Cap 3611		
13. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline . . . . .	12	2
Poor Man's Roses (ASCAP)—Dec 30221		
14. ROCKIN' IN THE CONGO (BMI)—H. Thompson . . . . .	—	2
I Was the First One (ASCAP)—Cap F 3632		
15. YOUR TRUE LOVE (BMI)—C. Perkins . . . . .	—	1
Matchbox (BMI)—Sun 261		

### • Most Played C&W in Juke Boxes

For survey week ending February 27

RECORDS are ranked in order of the greatest number of plays in juke boxes throught the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Weeks on Chart	Last Week
1. THERE YOU GO (BMI)—J. Cash . . . . .	1	9
TRAIN OF LOVE (BMI)—Sun 258		
2. YOUNG LOVE (BMI)—S. James . . . . .	2	8
You're the Reason (I'm in Love) (BMI)—Cap 3602		
3. SINGING THE BLUES (BMI)—M. Robbins . . . . .	3	23
I Can't Quit (BMI)—Col 21545		
4. TOO MUCH (BMI)—E. Presley . . . . .	8	5
Playing for Keeps (BMI)—Vic 20-6800		
5. AM I LOSING YOU? (BMI)—J. Reeves . . . . .	4	3
Waitin' for a Train (BMI)—Vic 20-6749		
6. I'M TIRED (BMI)—W. Pierce . . . . .	6	6
It's My Way (BMI)—Dec 30155		
7. I'VE GOT A NEW HEARTACHE (BMI)—R. Price . . . . .	9	16
Wasted Words (BMI)—Col 21562		
8. KNEE DEEP IN THE BLUES (BMI)—G. Mitchell . . . . .	9	2
Same Two Lips (BMI)—Col 40815		
9. GONE (BMI)—F. Huskey . . . . .	—	1
Missing Persons (BMI)—Cap 3628		
10. CRAZY ARMS (BMI)—R. Price . . . . .	4	37
You Done Me Wrong (BMI)—Col 21510		

### • Most Played C&W by Jockeys

For survey week ending February 27

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Weeks on Chart	Last Week
1. YOUNG LOVE—S. James . . . . .	1	12
Cap 3602—BMI		
2. THERE YOU GO—J. Cash . . . . .	2	10
Sun 258—BMI		
3. AM I LOSING YOU?—J. Reeves . . . . .	6	8
Vic 20-6749—BMI		
4. I'M TIRED—W. Pierce . . . . .	4	10
Dec 30155—BMI		
5. SINGING THE BLUES—M. Robbins . . . . .	3	25
Col 21545—BMI		
6. TOO MUCH—E. Presley . . . . .	8	5
Vic 20-6800—BMI		
7. I'VE GOT A NEW HEARTACHE—R. Price . . . . .	7	18
Col 21562—BMI		
8. KNEE DEEP IN THE BLUES—M. Robbins . . . . .	5	6
Col 40815—BMI		
9. YOU'RE THE REASON (I'M IN LOVE)—S. James . . . . .	10	5
Cap 3602—BMI		
10. GONE—F. Huskey . . . . .	12	2
Cap 3628—BMI		
11. I MISS YOU ALREADY—F. Young . . . . .	—	1
Cap 3611—BMI		
12. TRAIN OF LOVE—J. Cash . . . . .	13	9
Sun 258—BMI		
13. CRAZY ARMS—R. Price . . . . .	14	42
Col 21510—BMI		
14. DON'T LAUGH—Louvin Brothers . . . . .	—	1
Cap 3630—BMI		
15. DON'T STOP THE MUSIC—C. Jones . . . . .	—	1
Mercury 71029—BMI		

• This Weeks C&W Best Buys

CAN YOU FIND IT IN YOUR HEART? (Cedarwood, BMI) OH, SO MANY YEARS (Acuff-Rose, BMI)—Webb Pierce and Kitty Wells—Decca 30183—The combination of names here has had the expected sales result. The rate at which this disk is selling gives it a good chance of being one of the big country disks of the year. All major hillbilly markets indicated top sales with volume mounting at a fast pace. "Can You Find It in Your Heart?" had the edge the first week, but both sides are doing nicely and either could wind up on top. Disk is a previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

C&W RECORDS

MARTY ROBBINS

A White Sport Coat (And a Pink Carnation) (Acuff-Rose, BMI) Grownup Tears (Blackwood, BMI)—Columbia 40864—Robbins has another smash two-sided hit in this platter, which could move out pop as well as in c.&w. "A White Sport Coat (And a Pink Carnation)" is a great piece of material with a lyric styled to attract the crewcut and pony tail set. Flip is a poignant teen-slanted ballad with moving lyrics.

C&W DISK JOCKEY PROGRAMMING

LESTER FLATT AND EARL SCRUGGS

Shuckin' the Corn (Golden West, BMI) Six White Horses (Peer, BMI)—Columbia 40853—"Shuckin' Corn" is a sock instrumental side for jocks and jukes with lively fiddle and banjo work. Flip is highlighted by effective warbling on a plaintive country blues with fine banjo backing. Both sides are steeped in the instrumental "pickin' school" tradition, and should add considerable lift to most jockey segs.

• C&W Territorial Best Sellers

For survey week ending February 27

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Young Love, S. James, Cap.
2. Walkin' After Midnight, P. Cline, Dec.
3. Gone, F. Huskey, Cap.
4. I've Got a New Heartache, R. Price, Col.
5. Knee Deep in the Blues, M. Robbins, Col.
6. Too Much, E. Presley, Vic.

Dallas-Fort Worth

- 1. I'm Tired, W. Pierce, Dec.
2. Young Love, S. James, Cap.
3. Am I Losing You? J. Reeves, Vic.
4. Singing the Blues, M. Robbins, Col.
5. Gone, F. Huskey, Cap.
6. Your True Love, C. Perkins, Sun
7. Too Much, E. Presley, Vic.
8. You Can't Hurt Me Anymore, C. Smith, Col.

Houston

- 1. Young Love, S. James, Cap.
2. Too Much, E. Presley, Vic.
3. I'm Coming Home, J. Horton, Col.
4. Yearning, G. Jones-J. Hicks, Sdy.
5. Singing the Blues, M. Robbins, Col.
6. There You Go, J. Cash, Sun
7. Uh Uh No, G. Jones, Sdy.

Memphis

- 1. Gone, F. Huskey, Cap.

- 2. Your True Love, C. Perkins, Sun
3. Am I Losing You? J. Reeves, Vic.
4. Young Love, S. James, Cap.
5. Knee Deep in the Blues, M. Robbins, Col.
6. I'm Tired, W. Pierce, Dec.
7. Walkin' After Midnight, P. Cline, Dec.

Nashville

- 1. Gone, F. Huskey, Cap.
2. Young Love, S. James, Cap.
3. Am I Losing You? J. Reeves, Vic.
4. I'm Tired, W. Pierce, Dec.
5. Knee Deep in the Blues, M. Robbins, Col.
6. I Miss You Already, F. Young, Cap.
7. I've Got a New Heartache, R. Price, Col.

Richmond, Va.

- 1. Young Love, S. James, Cap.
2. Knee Deep in the Blues, M. Robbins, Col.
3. There You Go, J. Cash, Sun
4. Banana Boat Song, Johnnie & Jack, Vic.
5. Singing the Blues, M. Robbins, Col.

St. Louis

- 1. Too Much, E. Presley, Vic.
2. Gone, F. Huskey, Cap.
3. Stolen Moments, H. Snow, Vic.
4. Yearning, G. Jones-J. Hicks, Sdy.
5. There You Go, J. Cash, Sun

• Reviews of New C&W Records

BED SOVINE No Thanks, Bartender . . . 82 DECCA 30239—The singer is in his cups and he explains why he has taken to drink—a woman, of course. There are some witty lines; the material is well-suited to Sovine's talents. His vocal is aptly backed by Honky-tonk piano and solid rhythm. (Lud, BMI) Juke Joint Johnny . . . 78 This is a bright rhythm side with Sovine really strutting his stuff to whining guitar accompaniment. Both sides should fare particularly well in the juke boxes. (Cedarwood, BMI)

WYNN STEWART Bold Back Tomorrow . . . 80 CAPITOL 3651—"Tonight we're together, but tomorrow she's leaving," and that's why Stewart is praying that tomorrow will never come. Stewart makes a moving pitch, and pours his heart out. Potent commercial wax. (Fairway, BMI) A New Love . . . 79 Here the mood is a happy one, and Stewart shows himself adept in projecting a bright, outgoing feeling. The beat is fast and suggests a ranchero. Very attractive. (Central Songs, BMI)

LEON PAYNE A Million to One . . . 78 MERCURY 71063—Strong selling job by Payne on a plaintive ballad with excellent lyrics, about a guy warning a married woman to beware of a flirtatious bachelor. With the right kind of exposure this might move out. (Starrite, BMI) Lumber Jack . . . 74 Payne hands a powerful reading to a quality folk tune, which should appeal to the pop market as well as c.&w. (Hill & Range, BMI)

EDDIE BOND They Say We're Too Young . . . 77 MERCURY 71067—Sock vocal job on an effective ballad highlighted by expressive lyrics with teen-age appeal. (Starrite, BMI) You're Part of Me . . . 74 Attractive vocal stint on a pleasant ballad, but flip is better of two sides. (Starrite, BMI)

THE STANLEY BROTHERS The Flood . . . 76 MERCURY 71064—Up-to-date documentary of the Kentucky-West Va.-East Tenn. floods of 1937. Touching piece of business for folk fanciers essayed in tangy back-country brother harmony. Could do some business in the territory affected. (Acuff-Rose, BMI) I'm Lost, I'll Never Find the Way . . . 74 More fine, flavorsome brother singing on a mournful mountain song. Territorial sales likely. (Acuff-Rose, BMI)

JERRY REED Forever . . . 76 CAPITOL 3637—There's a Tex-Mex flavor to this pleasant, original Reed song of devotion. A classy side that should find good spinner support. (Lowery, BMI) It's High Time . . . 72 Bright, brisk side in which the gal gets told off for her hesitating policy. Good, competent effort with moderate potential. (Lowery, BMI)

ARTHUR SMITH Freeze It Boogie . . . 75 M-G-M 12436—Sock guitar solo work on a swiny boogie instrumental with strong juke appeal. (Shapiro-Bernstein, ASCAP)

(Continued on page 60)

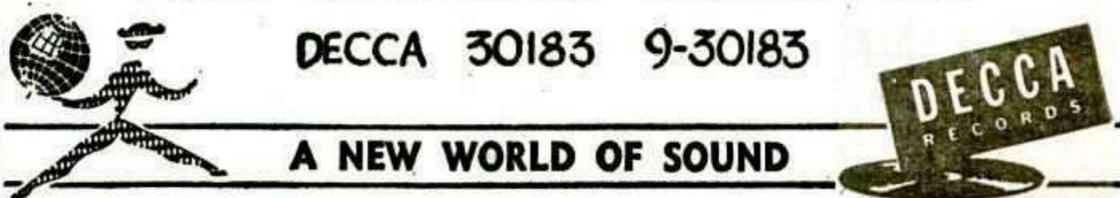


WEBB PIERCE and KITTY WELLS

• 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 blenders. Two top artists paired up doesn't always guarantee success, but both of these sides measure up solidly. They can move.

OH, SO MANY YEARS and CAN YOU FIND IT IN YOUR HEART

DECCA 30183 9-30183



# Billboard's Big

# 2ND

# DISK JOCKEY QUARTERLY IS ONLY

# 2

# WEEKS AWAY!

It's the all-inclusive Spring wrap-up of the best selling, most played singles and albums.

**TO HELP DEE JAYS . . . PROGRAM DIRECTORS . . . LIBRARIANS PROGRAM THEIR SHOWS DURING THE COMING MONTHS!**

**DON'T MISS IT...2ND QUARTERLY PROGRAMMING GUIDE**

**AD DEADLINE IS MARCH 14**

# MARCH 23

## FOLK TALENT AND TUNES

By BILL SACHS

### Around the Horn

Rusty Stanley, electric guitarist with the Western Spotlighters, Canton, O., was killed Wednesday (27) in an explosion at a factory in Akron where he was employed. The Spotlighters are heard on the Canton Record Company label.

Phil Moss has quit as program director at KWEM, Memphis, to become affiliated with the new Memphis talent agency, Eddie Bond Enterprises, which will have supervision of "Eddie Bond's Memphis All-Star Jamboree," which begins a policy of weekly presentations at the Memphis Armory March 10. First show will star Johnny Horton. Bond is KWEM deejay and Mercury-Starday artist.

Jimmy Wells and His Dakota Round-Up continue to hold forth at the Flame Cafe, Minneapolis, where Hawkshaw Hawkins was the added feature last week. Ardis Wells and Her Rhythm Ranch Girls appear in the Flame's cocktail lounge. Miss Wells, backed by the Dakota Round-Up band, has a new release on the North Star label. "The Auctioneer" b.w. "Roly-Poly Polka."

Bob Franklin has resigned as regional sales manager of Station KGGF, Coffeyville, Kan., to join Jim Halsey's Thunderbird Artists, Inc., Independence, Kan. Franklin accompanied Wanda Jackson and her dad, Tom Jackson, to Hollywood last week, where she cut a session for Capitol. While on the Coast, Wanda also appeared on Cliffie Stone's "Home Town Jamboree," Los Angeles, and "Town Hall Party," Compton, Calif. . . . After winding up her A. V. Bamford tour at Great Falls, Mont., last Thursday (28), Janis Martin hopped to Knoxville for an appearance on "Tennessee Barn Dance" Saturday (2). She returns to her home base, "Old Dominion Barn Dance," Richmond, Va., Saturday (9), and March 23 guests with "Ozark Jubilee" out of Springfield, Mo. On April 1, Janis shoves off for Europe with the country package framed by RCA Victor's Steve Sholes.

Smiley Burnette is currently in Hollywood to guest on several "Town Hall Party" television films. . . . Decca promotion manager Marty Salkin, currently on an extended field trip, bulletins: "Brenda Lee's 'One Step at a Time' breaking big!" Deejays may obtain copies of the disk by writing to Brenda, care of "Ozark Jubilee," Springfield, Mo. . . . The Bud Braxeys (he's "Ozark Jubilee's" assistant director and she's a member of the KWTO staff) are expecting in April. . . . Bobby Lord turned in an excellent job of last-minute substituting for hospitalized Red Foley on the February 16 "Jubilee."

Sonny James, Gene Vincent, Sanford Clark, George Hamilton IV and Carl Perkins will be among the features of a show which promoter Barry Kaye is bringing to Cleveland March 14. WERE deejay Tom Edwards will handle the emcee chores. . . . George Jones, Justin Tubbs and the Carlises will appear on "Circle Theater Jamboree," Cleveland, Saturday (9), with the Cliff Rodgers Gang slated for that slot February 16. Roy Acuff is tentatively set for March 23, with Jim Edward, Maxine and Bonnie Brown penciled in for March 30.

"Grand Ole Opry" director-manager D. Kilpatrick has a new pub-

## Reviews of New C&W Records

Continued from page 59

**I Thought It Couldn't Happen to Me**...72  
Wistful trio vocalizing on a folksy blues with a rock and roll feeling to backing. (Lynn, BMI)

**JANES O'GWYNN**  
**Who'll Be the Next One?**...74  
MERCURY 71066—Another promising platter in Mercury's new c.&w. line-up. O'Gwynn's sock showman on effective weeper with sock lyrics. (Starrite, BMI)

**Muleskinner Blues**...72  
Unusual folk blues is wrapped up in vigorous vocal treatment and strong beat. (Peer, Intl., BMI)

**JIMMY LOGSDON**  
**Can't Make Up My Mind**...73  
STARDAY 286—He loves so many purty gals he can't make up his mind. Logsdon chants this plaint with authentic country quality, backed by typical strings. Good talent here. (Starrite, BMI)

**No Longer**...73  
A weeper of unusual construction. Like the flip, it's Logsdon's own composition, and curiously effective, with an uncommon rhythm pattern. (Starrite, BMI)

**DAVID HOUSTON**  
**I Ain't Goin' There No More**...73  
VICTOR 6837—The singer has the germ of a very good idea here, giving a "down home" Southern blues styling to this material. It is not as successful as it could be, but there are novel touches that are extremely appealing. Bears watching. (Trinity, BMI)

**Someone Else's Arms**...71  
A slow and dignified weeper read in almost legit pop style. Houston boasts a very handsome set of pipes and produces a moving emotional effect here. (Trinity, BMI)

**DUSTY OWENS**  
**Hey, Honey**...72  
ADMIRAL 1004 — Owens has a healthy following in some areas; they will find this one of his strongest releases to date. The tune and styling is reminiscent of "I Walk the Line." The amplified bass and snare drum give a potent rhythm backing. With exposure, it could do very well. (Acuff-Rose, BMI)

**Our Love Affair**...66  
Owens complains of the poor treatment he's getting from his love. Handled well, but material is not as powerful as flip. (Deo, BMI)

**BUDDY SHAW**  
**Just Like a Fool**...71  
STARDAY 609—A weeper of unrelieved sadness. Shaw chants it in the traditional country style, with a solemn string background. (Starrite, BMI)

**I Belong to You**...69  
Another weeper, but in the future tense, Buddy Shaw, in sad accents, tells how he'd feel if the chick left. (Starrite, BMI)

**MARGIE SINGLETON**  
**Not What He's Got**...70  
STARDAY 287—She wants a man for himself, not for his loot. This commendable sentiment is chanted in traditional style. (Starrite, BMI)

**One Step**...70  
Thrush Singleton has another good song here, with a lively rhythm. (Starrite, BMI)

**EDDIE DEAN**  
**Fingerprints**...69  
SAGE 231—Dean's silvery pipes are attractively showcased in this weeper. It is set to a mild, bouncy beat, that ambles neatly along. Dean fans will be attracted. (Four Star, BMI)

**Walkin' After Midnight**...60  
Dean is pretty late to make much headway against Patsy Cline's landslide on this one. On top of everything, Dean does not have a top-notch rendition of the material. (Four Star, BMI)

**AL FERRIER**  
**I'm the Man**...68  
EXCELLO 2105—The singer boasts

lic relations man in Red O'Donnell, front-page columnist for The Nashville Banner. It's the second time they've worked for the same boss. Previously they toiled together for the U. S. Mariens in World War II. . . . The rumor around Nashville these days is that Snooky Lanson, WSM alumnus, may return there soon to emcee a planned c.&w. kinescope which is presently in the "can-this-be-done?" stage. . . . WSM's newest, up-to-date "Grand Ole Opry" history is in the writing and slated to hit the picture-taking stage soon.

The new Acuff-Rose tune, "Money," written by Zeb  
(Continued on page 62)

that he's got hair on his chest, iron fists and "knows what goes on behind the Green Door." That, he says, proves he's a man. Ferrier is a rockabilly of above-average ability and he gets a flavorsome "down home" backing here. (Excello, BMI)

**Hey! Baby**...67  
Another minor-key stint in funky Southern style. Artist deserves exposure. (Excello, BMI)

**MAE AND SHORTY WHITSON**  
**Remember Dear**...68  
BRAMBLE 109—Mae Whitson's is the featured voice most of the time, and she has a little of that tangy Kitty Wells sound. The material she works with here, a weeper, is also an attention-getter. Deserves healthy exposure. (White Oak, BMI)

**I Can't Live My Life All Alone**...64  
Again Miss Whitson, with hefty assist by Shorty Whitson, impresses favorably. It is a pity that she did not have a stronger tune, however, Worth spins for the competent styling. (White Oak, BMI)

**JIMMY LEE DURDEN**  
**Time Heals Everything**...67  
STARDAY 285—Singer brings quality to a sentimental chant of his own cleffing, which could touch off considerable interest. There's flavor in both material and projection. (Starrite, BMI)

**No Mistake**...64  
Slow waltz-tempoed ballad—also singer's own brain-child—carries pleasant listening. There's nothing too distinguished here. (Starrite, BMI)

**FRANKIE HERMAN BAND**  
**Second Hand Lipstick**...66  
FRANZ SCHUBERT 444 — Bobby Sykes handles the pleasant vocal in clear-cut, bouncy fashion. Number is an okay, but not unusual country tune. Dancers will like, and there should be good local sales around Ft. Worth. (Schubert, BMI)

**Lady Barber**...63  
Good instrumental with smart piano and guitar. Fine item for jukeas where dancing is allowed. (Schubert, BMI)

**THE DIXIE DRIFTERS**  
**Gone Forever**...64  
AZALEA 110—A conventional weeper in a competent dual reading by Slim Wilson and Bob Dison. Limited territorial sales possible. (Newton, BMI)

**You Trampled on My Heart**...63  
Another typical country plaint by the same vocal team. Fiddle and guitar backing is in an acceptable traditional groove, but not unusual in any way. (Newton, BMI)

**LESTER WOYTEK**  
**The Salt Grass Trail**...60  
LONGHORN 500 — Western song conjures up some local color. Label originates in Houston, and if there's to be any action, it will probably be confined to that region. (Hill & Range, BMI)

**You're Better Off Dreamin'**...60  
Okay dreamy Western flavor in vocal and instrumental portions of this weeper. (Hill & Range, BMI)

**BOBBY JOHN**  
**I Could Lose These Blues**...55  
VICTOR 6838—This artist is a Belgian hillbilly who was a visitor to these shores recently. His English is okay but his feel for the idiom is very shaky, by our standards. His yodeling stint here is very passe. (Tannen, BMI)

**The Hat**...50  
Bobby John Swings into the pop idiom here, essaying a pert little novelty that has suggestions of Latin rhythm and styling. Not bad, but commercially rather slight. (American, BMI)

**JERRY JERICHO**  
**So Ashamed**...59  
DAFFAN 110—A weeper based on a well-known standard. Jericho's vocal isn't bad, but the production generally is poor. Only territorial sales predicted. (Hill & Range, BMI)

**Be Kind to a Man**...40  
A slushily sentimental essay that puts it on just a little too thick for best commercial exploitation. (Hill & Range, BMI)

IT'S COUNTRY! IT'S GREAT!  
**LOVING YOU**  
Wilma Lee & Stoney Cooper  
HICKORY-1058

### R&B Best Sellers in Stores

For survey week ending February 27

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	10	<b>BLUE MONDAY (BMI)—F. Domino</b> What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417	
2	2	9	<b>LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia</b> I'm Going Home (BMI)—Groove 0175	
3	3	13	<b>JIM DANDY (BMI)—L. Baker</b> Tra La La (BMI)—Atlantic 1116	
4	4	15	<b>SINCE I MET YOU, BABY (BMI)—I. J. Hunter</b> You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111	
5	5	14	<b>THOUSAND MILES AWAY (BMI)—Heartbeats</b> Oh, Baby Don't (BMI)—Rama 216	
6	6	8	<b>WITHOUT LOVE (BMI)—C. McPhatter</b> I Make Believe (BMI)—Atlantic 1117	
7	8	3	<b>BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte</b> Star-O (ASCAP)—Vic 20-6771	
8	11	2	<b>IT HURTS TO BE IN LOVE (BMI)—A. Laurie</b> Hand in Hand (ASCAP)—De Luxe 6107	
9	—	1	<b>JUST BECAUSE (BMI)—L. Price</b> Why? (BMI)—ABC-Paramount 9792	
10	14	2	<b>RAM-BUNK-SHUSH (BMI)—B. Doggett</b> Blue Largo (BMI)—King 5020	
11	10	5	<b>TOO MUCH (BMI)—E. Presley</b> Playing for Keeps (BMI)—Vic 20-6800	
12	13	4	<b>AIN'T THAT LOVE? (BMI)—R. Charles</b> I Want to Know (BMI)—Atlantic 1124	
13	12	2	<b>LUCKY LIPS (BMI)—R. Brown</b> My Heart Is Breaking Over You (BMI)—Atlantic 1125	
13	7	22	<b>BLUEBERRY HILL (ASCAP)—F. Domino</b> Honey Chile (BMI)—Imperial 5407	
15	—	3	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533	

### Most Played R&B in Juke Boxes

For survey week ending February 27

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	11	<b>BLUE MONDAY (BMI)—F. Domino</b> WHAT'S THE REASON (I'M NOT PLEASING YOU)? (ASCAP)—Imperial 5417	
2	2	9	<b>LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia</b> I'm Going Home (BMI)—Groove 0175	
3	4	3	<b>YOUNG LOVE (BMI)—S. James</b> You're the Reason (I'm in Love) (BMI)—Cap 3602	
4	3	10	<b>JIM DANDY (BMI)—L. Baker</b> Tra La La (BMI)—Atlantic 1116	
5	5	14	<b>SINCE I MET YOU, BABY (BMI)—I. J. Hunter</b> You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111	
6	10	3	<b>TOO MUCH (BMI)—E. Presley</b> Playing for Keeps (BMI)—Vic 20-6800	
7	6	22	<b>BLUEBERRY HILL (ASCAP)—F. Domino</b> Honey Chile (BMI)—Imperial 5407	
8	—	1	<b>I'M WALKIN' (BMI)—F. Domino</b> I'm in the Mood for Love (ASCAP)—Imperial 5428	
9	9	2	<b>AIN'T THAT LOVE? (BMI)—R. Charles</b> I Want to Know (BMI)—Atlantic 1124	
10	7	2	<b>BAD BOY (ASCAP)—Jive Bombers</b> When Your Hair Has Turned to Silver (ASCAP)—Savoy 1508	
10	—	1	<b>JUST BECAUSE (BMI)—L. Price</b> Why? (BMI)—ABC-Paramount 9792	

### Most Played R&B by Jockeys

For survey week ending February 27

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	10	<b>BLUE MONDAY—F. Domino</b> Imperial 5417—BMI	
1	3	11	<b>JIM DANDY—L. Baker</b> Atlantic 1116—BMI	
3	2	9	<b>LOVE IS STRANGE—Mickey &amp; Sylvia</b> Groove 0175—BMI	
4	6	7	<b>WITHOUT LOVE—C. McPhatter</b> Atlantic 1117—BMI	
5	5	6	<b>TOO MUCH—E. Presley</b> Vic 20-6800—BMI	
6	7	2	<b>LUCKY LIPS—R. Brown</b> Atlantic 1125—BMI	
7	—	1	<b>PARTY DOLL (BMI)—B. Knox</b> Roulette 4002—BMI	
8	4	15	<b>SINCE I MET YOU, BABY—I. J. Hunter</b> Atlantic 1111—BMI	
9	10	9	<b>THOUSAND MILES AWAY—Heartbeats</b> Rama 216—BMI	
10	—	1	<b>TEEN-AGE CRUSH—T. Sands</b> Cap 3639—BMI	
11	—	1	<b>FOOLS FALL IN LOVE—Drifters</b> Atlantic 1123—BMI	
12	—	1	<b>BUTTERFLY—C. Gracie</b> Cameo 105—BMI	
13	12	9	<b>GIRL CAN'T HELP IT—Little Richard</b> Specialty 591—ASCAP	
14	—	1	<b>AIN'T THAT LOVE—R. Charles</b> Atlantic 1124—BMI	
15	—	1	<b>SHOULD I EVER LOVE AGAIN?—W. Carr</b> Specialty 589—BMI	

### R&B Territorial Best Sellers

For survey week ending February 27

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

City	Rank	Title	Label
Atlanta	1	Blue Monday, F. Domino, Imp.	
	2	Next Time You See Me Little Jr. Parker, Duk.	
	3	Party Doll, B. Knox, Rit.	
	4	Without Love, C. McPhatter, Atl.	
	5	Lucky Lips, R. Brown, Atl.	
	6	Walking by Myself, J. Rogers, Chs.	
	7	Since I Met You Baby, I. J. Hunter, Atl.	
	8	Jim Dandy, L. Baker, Atl.	
	9	Girl Can't Help It, Little Richard, Spe.	
	10	Blueberry Hill, F. Domino, Imp.	
Charlotte	1	Blue Monday, F. Domino, Imp.	
	2	Fools Fall in Love, Drifters, Atl.	
	3	Love Is Strange, Mickey & Sylvia, Grv.	
	4	Thousand Miles Away, Heartbeats, Rma.	
	5	Lucky Lips, R. Brown, Atl.	
	6	Young Love, T. Hunter, Dot	
	7	Since I Met You Baby, I. J. Hunter, Atl.	
	8	Just Because, L. Price, Pmt.	
	9	Jim Dandy, L. Baker, Atl.	
Chicago	1	Since I Met You Baby, I. J. Hunter, Atl.	
	2	Too Much, E. Presley, Vic.	
	3	Young Love, T. Hunter, Dot	
	4	Ram-Bunk-Shush, B. Doggett, Kng.	
	5	Blue Monday, F. Domino, Imp.	
	6	Love Is Strange, Mickey & Sylvia, Grv.	
	7	Butterfly, C. Gracie, Cam.	
	8	Bacon Fat, A. Williams, Epc.	
	9	Ain't That Love, R. Charles, Atl.	
	10	On My Word of Honor, Platters, Mer.	
Cincinnati	1	It Hurts to Be in Love, A. Laurie, Del.	
	2	Love Is Strange, Mickey & Sylvia, Grv.	
	3	Blue Monday, F. Domino, Imp.	
	4	Jim Dandy, L. Baker, Atl.	
	5	Ram-Bunk-Shush, B. Doggett, Kng.	
	6	Blueberry Hill, F. Domino, Imp.	
	7	When I Saw You, Shirley & Lee, Ala.	
	8	So Rare, J. Dorsey, Dot	
	9	Shirley, Schoolboys, Oke.	
	10	Thousand Miles Away, Heartbeats, Rma.	
Detroit	1	It Hurts to Be in Love, A. Laurie, Del.	
	2	Blue Monday, F. Domino, Imp.	
	3	Should I Ever Love Again, C. Carr, Spe.	
	4	Ram-Bunk-Shush, B. Doggett, Kng.	
	5	Walking by Myself, J. Rogers, Chs.	
	6	Young Love, S. James, Cap.	
	7	Banana Boat Song, Tarriers, Gly.	
	8	Love Is Strange, Mickey & Sylvia, Grv.	
	9	Banana Boat (Day-O) H. Belafonte, Vic.	
	10	Come Go With Me, D. Vikings, Dot	
Los Angeles	1	Love Is Strange, Mickey & Sylvia, Grv.	
	2	Blue Monday, F. Domino, Imp.	
	3	Bacon Fat, A. Williams, Epc.	
	4	Jim Dandy, L. Baker, Atl.	
	5	Too Much, E. Presley, Vic.	
	6	Thousand Miles Away, Heartbeats, Rma.	
	7	Don't Forbid Me, P. Boone, Dot	
	8	Young Love, T. Hunter, Dot	
	9	Lucille, Little Richard, Spe.	
	10	Banana Boat (Day-O) H. Belafonte, Vic.	
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	I'm Walkin', F. Domino, Imp.	
	7	Ain't That Love? R. Charles, Atl.	
	8	Banana Boat (Day-O) H. Belafonte, Vic.	
	9	Young Love, S. James, Cap.	
	10	Blueberry Hill, F. Domino, Imp.	
New York	1	Blue Monday, F. Domino, Imp.	
	2	Love Is Strange, Mickey & Sylvia, Grv.	
	3	Party Doll, B. Knox, Rit.	
	4	Blue Monday, F. Domino, Imp.	
	5	Bad Boy, Jive Bombers, Sav.	
	6	I'm Stickin' With You, J. Bowen, Rit.	
Philadelphia	1	Ain't That Love? R. Charles, Atl.	
	2	Banana Boat (Day-O) H. Belafonte, Vic.	
	3	Just Because, L. Price, Pmt.	
	4	Ram-Bunk-Shush, B. Doggett, Kng.	
	5	Blue Monday, F. Domino, Imp.	
	6	Jim Dandy, L. Baker, Atl.	
	7	Party Doll, B. Knox, Rit.	
	8	Without Love, C. McPhatter, Atl.	
St. Louis	1	Bacon Fat, A. Williams, Epl.	
	2	Come Go With Me, D. Vikings, Dot	
	3	Love Is Strange, Mickey & Sylvia, Grv.	
	4	Blue Monday, F. Domino, Imp.	
	5	Too Much, E. Presley, Vic.	
	6	Fools Fall in Love, Drifters, Atl.	
	7	Just Because, L. Price, Pmt.	
	8	Don't Forbid Me, P. Boone, Dot	
	9	My Life, H. Wolf, Chs.	
Washington, D. C.	1	Blue Monday, F. Domino, Imp.	
	2	Love Is Strange, Mickey & Sylvia, Grv.	
	3	Just Because, L. Price, Pmt.	
	4	Without Love, C. McPhatter, Atl.	
	5	Butterfly, C. Gracie, Cam.	
	6	Jim Dandy, L. Baker, Atl.	
	7	Banana Boat (Day-O) H. Belafonte, Vic.	
	8	Lucky Lips, R. Brown, Atl.	
	9	Young Love, T. Hunter, Dot	
	10	Young Love, S. James, Cap.	

### This Weeks R&B Best Buys

**LUCILLE (Venice, BMI)**  
**SEND ME LOVIN' (Venice, BMI)**—Little Richard—Specialty 598—The singer has another disk that is going like a streak of lightning to the charts. Already listed on Los Angeles and New Orleans territorial charts, the record is also reported a top seller in Atlanta, Durham, New York, Philadelphia, Buffalo, St. Louis and Nashville. "Lucille" is the top-rated side, but the flip is also going strong. A previous Billboard "Spotlight" pick.

**HONEY, WHERE YOU GOING? (Conrad, BMI)**—Jimmy Reed—V-J 237—Reed has always been a fast starter in Southern territories, and he shows his typical good form in the South with this new record. However, the success of his last record had made Northern markets hungry for a new one, too. Chicago, Detroit and St. Louis, for example, are moving it right out. Won't take long to make the national chart. Flip is "Little Rain" (Conrad, BMI). A previous Billboard "Spotlight" pick.

### Review Spotlight on . . . R&B RECORDS

**THE WANDERER**  
**The Man in the Phone Booth (Kassner, ASCAP)**—Flair-X 5003—The "Wanderer" is actually Bob Kornegay, who also did this for Herald Records (see below). The idea on both is that the cat, on Side 1, the "Hey Baby" side, calls his chick after being out of circulation for a long time to let her know he's coming back. On Side 2, the "Hey Mama" side, the call is to his mother. The latter is in a Jolson-ish delivery and has a melodramatic quality that is hard to resist. Both sides are very unusual and give the public something new to get excited about.

**BOB KORNEGAY**  
**The Man in the Phone Booth (Kassner, ASCAP)**—Herald 496—It's almost a decision for Solomon to choose between this version and the Flair-X cutting. Both use the same artist, the same musicians' backing, the same arranger and the same general approach. It comes down to a matter of taste. Both are belted with terrific punch. The Flair-X disk had a slight advantage due to earlier release. Distribution may be the key factor in deciding which label emerges on top.

**THE MOONGLOWS**  
**Don't Say Goodbye (Arc, BMI)**—Chess 1651—You'd never believe that this came out of the Chess studios; but there it is, the Moonglows with a lush string backing, and in their most sophisticated slicing to date. It's mighty pretty and should have wide pop appeal as well as r.&b. The flip—"I'm Afraid the Masquerade Is Over" (Crawford, ASCAP)—is in the group's more characteristic style. They put a good beat and kind of skittish styling to the standard. It's cute as a button and could do well.

**AGGIE DUKES**  
**Swing Low, Sweet Cadillac (Aladdin, BMI)**—Aladdin 3364—Item is an uninhibited mambo, with hard-hitting piano and mobile flute by Buddy Collette, all based on the beloved spiritual. There's a lot of going on here, and makes for a "dangerous" instrumental. A fine dance disk, with exceptional juke box potential.

**DICK HYMAN AND SAM (THE MAN) TAYLOR**  
**Drummer Boy Blues (Roger, ASCAP)**—M-G-M 12241—See this week's Pop "Spotlight" selections.

**CHUCK ALAIMO QUARTET**  
**Leap Frog (Leeds, ASCAP)**—M-G-M 12449—See this week's Pop "Spotlight" selections.

**BIG IN BALTIMORE**  
**HOT IN HOUSTON**

# TRUE LOVE GONE

by

# the ENCHANTERS



**CORAL 61756 & 9-61756**

**PHOTOS for PUBLICITY**

QUALITY PHOTOS IN QUANTITY

100 8x10... \$ 7.99

1,000 Postcards 19.00

**BLOWUPS**

All other sizes, write for FREE sample & list BB.

**MOSS PHOTO SERVICE**

350 W. 50 St., New York 19. PL 7-3520

Breaking BIG All Over!

**"SHE WOBBLER WHILE SHE WALKS"**

SUGAR BOY #5424

Imperial Records

6425 Hollywood Blvd. Hollywood 28, Calif.

• **Reviews of New R&B Records**

**THE DELLS**  
**Dance, Dance, Dance** .....82  
 VEE JAY 236 — Solid reading by group on a bouncy rhythm item with a saucy, danceable beat. (Conrad, BMI)  
**Why Do You Have to Go?**...80  
 The Dells invest a sweetly sad ballad with considerable emotional impact. Good performance by lead singer. (Conrad, BMI)

**EARL BOSTIC ORK**  
**Avalon** ..... 80  
 KING 5025—Bostic's alto, with solid support from vibes and rhythm section, walls up a storm on this be-

loved oldie. It's a delightful shuffle beat dance item that will probably find its way on to a lot of boxes. (Remick, ASCAP)  
**Too Fine for Crying**...79  
 A blues taken at deliberate beat, that is also tailor-made for terpsiters. Bill Jones contributes a very elegantly crafted solo, somewhat in the Joe Williams manner. Deejays ought to get on this. (Earl's Music, BMI)

**THE CRYSTALS**  
**I Love My Baby** .....78  
 ALADDIN 3355 — Youthful-sounding group rocks in solid pro fashion thru a good hunk of material. Beat is especially catchy and this one could go far. (Aladdin, BMI)  
**I Do Believe**...72  
 Group is less effective in this religious type rocker, but it's worth some attention. (Aladdin, BMI)

**THE JIVERS**  
**Dear Little One** .....76  
 ALADDIN 3347—There's an almost Hawaiian flavor to the gently lilting rhythm in this unusual ballad side. May get some attention from spinners. (Aladdin, BMI)  
**Ray Pearl**...68  
 It's not easy to figure out the message here, but the group kicks up a strong, dance-worthy rhythm on this rock and roller. So-so chances. (Aladdin, BMI)

**OSCAR McLOLLIE**  
**Here Am I** .....75  
 CLASS 206—The chanter belts out this one solidly. It's a retentive melody, and it's recorded with a simple, but effective arrangement, with a swiny beat and a chorus. Will appeal to pop and r.&b. audiences. Watch it. (Rene, ASCAP)  
**Say**...69  
 Oscar chants this ballad with dramatic effect. It's very pop-ish both as to material and performance. (Rene, ASCAP)

**RAY JOHNSON**  
**If You Don't Want Me, Baby** .....74  
 ALADDIN 3367 — Southern blues. Johnson's vocal is backed with a funky arrangement, using—like the flip—a very effective guitar. Disk has

beat and mood and jocks will dig it. (Aladdin, BMI)  
**Calypto Joe**...72  
 A bright reading of the tune now out in other versions. Johnson's vocal is backed by a staccato-type backing, with smart guitar work. For pop and r.&b. (E. H. Morris, ASCAP)

**ROY GAINES**  
**Gainesville** ..... 72  
 DE LUXE 6119 — Southern-flavored instrumental. This original of Gaines has good funky sound; with typical guitar work. Should find favor in the territories. (Men-Lo, BMI)  
**Isabella**...70  
 Novelty blues, with a gimmicked intro. Gaines does the vocal, and it's worth some spins; but is not as effective as the flip. (Men-Lo, BMI)

**THE VISCOUNTS**  
**Raindrop** ..... 72  
 MERCURY 71073—A blues of fair quality, song-wise. Viscounts chant this well, with honking horns taking over for good effect. (Meridian, BMI)  
**My Girl**...71  
 A rock and roller in slow tempo, with a swiny beat. Adequate material, better performances possible. (T. J., BMI)

**BOBBY DAY**  
**Come Seven** .....70  
 CLASS 207—Bobby Day has a strong blues here, with a good lyric, and he chants it with a lot of heart. Arrangement includes some effective whistling sequences. (Rene, ASCAP)  
**So Long Baby**...65  
 This side is a sweetly flavored ballad, done okay, but not as bright as the flip. (Rene, ASCAP)

**THE QUARTER TONES**  
**Come De Night** .....69  
 DE LUXE 6116—The notes chant a calypso, fair in material and adequate in performance. (Men-Lo, BMI)  
**Loneliness**...69  
 Slow-tempo r.&b. ballad, with a refined lyric and fair chanting. (Men-Lo, BMI)

**LONESOME SUNDOWN**  
**My Home Is a Prison** .....67  
 EXCELLO 2102—Seems that the act caught his wife cheating and blasted her, and now is doing 99 years in jail. A well-made Southern blues with sales potential primarily in the territories. (Excellorec, BMI)  
**Lonesome Whistler**...66  
 After a whistled intro, Sundown explains that that's the way he keeps up his spirits. It's actually a blues, and is set to a churning beat. Again, excellent Southern potential. (Excellorec, BMI)

**DALE COOK**  
**Lovable** ..... 66  
 SPECIALTY 596—Cook is a new artist on the label, and he makes a personable debut. Of interest are the church touches he injects into his style. The material is the only weak ingredient here. (Venice, BMI)  
**Forever**...65  
 Cook's styling of this ballad also shows talent and imagination, but he struggles against pale material and weak backing. (Venice, BMI)

**JERRY McCAIN AND HIS UPSTARTS**  
**Trying to Please** ..... 63  
 EXCELLO 2103—McCain starts in several times, only to be interrupted. Finally he ignores the hard-to-please chick and settles into a groovy rock and roll track. Doesn't quite click. (Excellorec, BMI)  
**My Next Door Neighbor**...61  
 The singer goes into a long and sometimes rather funny tirade against a neighbor who is forever borrowing something. A fair novelty; some deejays will like. (Excellorec, BMI)

**Bregman Heads**

• *Continued from page 21*

probably specialize in country and western and in rhythm and blues. He has been active recently in both idioms for several Coast indies. Granz, of course, will continue to handle the jazz recording personally.

Bregman, who has been involved with several Coast-originated hits, including the Gogi Grant disk on Era, had been negotiating with RCA Victor for the major's West Coast spot, where he would have succeeded Henri Rene.

Verve, this week will release its first two original cast albums. One is "Ruggles of Red Cap," which originated in the TV spectacular several weeks ago. Album will feature Jane Powell, Peter Lawford and Michael Redgrave. Second set will be the film sound track score from the forthcoming flick "Funny Face." The Gershwin score will be sung by Fred Astaire, Kay Thompson and Audrey Hepburn.

**FOLK TALENT AND TUNES**

• *Continued from page 60*

Turner, has been waxed by Odie and Jody on the new Chic label; by All Terry and Rusty and Doug on Hickory, and by Jim Eward, Maxine and Bonnie Brown on the RCA Victor label. . . . Eve Dodds, head of Esta Records, Hamilton, O., last week issued the following new releases: "Hey, Now!" b.w. "Mean Ole Blues," warbled by Chuck Carroll, with Casey Clark and His Lazy Ranch Boys on the background; "Within These Four Walls" b.w. "Highway of Life," by Sybil Giani and the Esta String Band, and "Don't Look Too Closely" b.w. "Trying to Forget," by Joy Whitaker and the Esta String Band. Deejays may obtain samples by writing to Miss Dodds at Esta Records, Box 233, Hamilton.

Kitty Wells and Webb Pierce are teamed on the new Decca release, "Oh, So Many Years," published by Acuff-Rose. . . . They say that Joy Anne Farmer, 14-year-old steel player, is creating no little excitement with her country-music outpourings via KOCS, Ontario, Calif. . . . Another youngster attracting considerable attention in the Southern California sector is 16-year-old country singer, Jeani

Mack, who also is a trick rider of no mean ability. . . . Bill Carter has a new show on KECC, Pittsburg, Calif., each Saturday afternoon, 3-4. . . . Jerry Leggett, 11-year-old rock 'n' roller out of Norfolk, Va., will make his debut on "Old Dominion Barn Dance," Richmond, Va., March 16.

Guests on Haskell Jones' KCMC-TV, Texarkana, Tex., February 20, were Nan Castle, RCA Victor's new 15-year-old recording artist; Paul Castleberry, Don McKnight, Lanny and Gary Huggins, and the Case Family (Jerry, Johnny J. C.), all of whom appear regularly on "Red River Jamboree," the Roy Glenn-Pee Wee Reid show, in Paris, Tex. Miss Castle's first RCA Victor release, "Run Along, Junior," b/w "Take My Love," is due out this week. . . . Ken Kirby and His Palomino Ranch Hands, heard each Wednesday, 7-7:55 p.m., on "Hillbilly Hayride" over WERI, West-erly, R. I., recently played four dates in Southern New England for "Cousin Johnny" Small, c.&w. program director and deejay at WERI. Also in the unit were Little Margie Durkee, Yodelin' Dick Lee and Sonny Osborne.

**ON THE BEAT**

• *Continued from page 26*

or r.&b. idioms is gradually but steadily coming to a halt—and this is a great economic boon, and not only for Negro artists and writers and r.&b. diskeries. The traditional pop field's horizons have also been broadened as a result of the r.&b. hubbub, and important new sources of revenue have presented themselves. That "pop" and "r.&b." now have only a musical connotation, and no longer define a market, is the best possible thing that could have happened to either field.

Social event of last week was Dinah Washington's marriage. The scene was the stage of the Casino Royale in Washington, where the singer is current headliner, with a rock and roll band playing the "Wedding March." Eddie Chamblee, ex-saxman with the Lionel Hampton band, was the groom; Bob Shad, a.&r. chief of Mercury Records, gave away the bride. After the wedding, Dinah showed telegrams that she received from her four ex-husbands who had been invited to attend the wedding. The quartet expressed regrets that they were unable to attend. The blues singer opens at Zardi's the L.A. jazz spot March 1, so a West Coast honeymoon is planned.

The Tommy Smalls ("Dr. Jive") show at the Apollo Theater, New York, has been held over an extra week. Talent line-up is the same, with two replacements: the G-Clefs and the Channels. . . . Norman Granz has capitulated! He has signed a rock and roll instrumental group headed by Rock Murphy. Verve will release Murphy's first platter March 10. The titles: "St. Louis

Blues" and "Shortnin' Bread Boogie." . . . Atlantic Records has just recorded a teen-age girl group called the Bobettes. Their ages range from 10 to 12. . . . Savoy Records has a Jimmy Scott LP ready for release.

Bob Rolontz of Vik Records was in Atlanta last week recording the Cleveland Lyons Quartet. Lyons is an organist and hopes to cut a few instrumentals a la Sil Austin. . . . Irv Siders of the Gale Agency flew down to Panama with Frankie Lyman and the Teen-Agers February 28. . . . V-J Records is prepping its first two LP's. One will feature the El Dorados, the other the Spaniels. They will include past hits by the groups and new material. . . . Dooto Records is also coming out with a new LP entitled "Best Groups in Rock and Roll."

**A BOMBSHELL!**  
**GUIDED MISSILES**  
 THE CUFF LINKS #409  
 EXPLODING IN N. Y., PHIL., L. A., S. F. and N. J.!!!  
 DOOTO RECORDS  
 3512 SOUTH CENTRAL AVENUE • LOS ANGELES 7, CALIFORNIA

**DUKE ← → PEACOCK**

<p><b>One Big Record</b>  <b>2 SMASH HITS</b>                  IT'S A DOUBLE "A" for Bobby BLUE Bland  <b>"I SMELL TROUBLE"</b>                  b/w  <b>"Don't Want No Woman"</b>                  Duke #167                  15,000 pre-sold</p>	<p><b>A ROCK-O-ROO</b>                  CHUCK EDWARD'S  <b>"I'M WONDERING . . ."</b>                  b/w  <b>"ROCK 'N ROLL</b>                  (To Auld Lang Syne)"                  Duke #163                  —A real "CHUCK" of Dynamite—</p>
<p><b>BOOM-RANGING</b>                  A HOT Re-release:                  SONNY PARKER is back with  <b>"WORRIED LIFE BLUES"</b>                  b/w  <b>"MONEY AIN'T EVERYTHING"</b>                  Peacock #1595</p>	<p><b>AN INSPIRING</b>                  Spiritual Release                  The Reverend  <b>"PRAY FOR ME"</b>                  Cleophus ROBINSON                  Now presenting:  <b>"HELP ME TO CARRY ON"</b>                  Peacock #1767</p>

**PEACOCK AND DUKE RECORDS, INC.**  
 2809 Erastus St. Houston 26, Texas

**IT'S GOING TO THE TOP!**  
**Review Spotlight on . . .**  
**JIMMY REED**  
 Honey, Where You Going? (Conrad, BMI)  
 Little Rain (Conrad, BMI)—V-J 237—Here are a couple of great blues sides 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.

**VEE-JAY Records, Inc.**  
 2129 S. Michigan Ave. Chicago  
 Phone: CAIumet 5-6141

Unsurpassed in Quality at any Price

**Genuine 8" x 10" Glossy Photos**

**5 1/2¢ EACH**

in 5,000 lots  
 6 1/2¢ in 1,000 lots  
 \$8.99 per 100

Post Cards \$26 per 1,000  
 Negatives 8x10, \$1.50  
 Postcards 90¢

**MOUNTED ENLARGEMENTS**  
 20"x30", \$2.50 ea.; 30"x40", \$4.85 ea.

A Division of JAMES J. KRIEGSMANN  
**COPYART** PLaza 7-0233  
 165 W. 46th St. Photographers N. Y. 19, N. Y.

**WE DELIVER WHAT WE ADVERTISE**

**SCENERY**  
 Dye Drops, Flat Sets, Cyclorama Draw  
 Curtains, Operating Equipment.  
**Schell Scenic Studio**  
 581 S. High Columbus, O.

**MINSTREL COSTUMES & ACCESSORIES**  
 Circulars Free  
**DANCE & CLOWN COSTUMES**  
 For all other occasions get in touch with  
**THE COSTUMER**  
 238 State St. Phone: FR 4-7442 Schenectady, N. Y.

## Okla. Expo Sells Grandstand Rights

OKLAHOMA CITY — Grandstand attractions at the Oklahoma Semi-Centennial Exposition here June 14-July 17 will be presented by Metropolitan Grandstand Attractions, Inc. Firm will stage all of the grandstand attractions for the duration of the 24-day event and will pay all expenses, such as for

## Fair Admission Hikes Fail to Deter Patrons

• Continued from page 1

judged the smartest ever made by the fair.

The paid gate, in this instance, not only offset higher costs but enabled the fair to institute many plant improvements and greatly heightened its appeal to the point that the natives now take increasing pride in it and are generally agreed that the paid show is vastly better than the free show of yesterday.

### Future Bright

The Mississippi State Fair at Jackson made the same switch as Louisiana last year. And the Jackson event was jolted. But fair officials are confident that the switch will pay off handsomely at least by next year because the customers will see better buildings and features than ever before.

Some fairs are buttoning up their gate and cutting down on passes to raise their gate receipts. At least one major fair is seriously considering the shift to an everybody pays policy, a policy which has distinguished the Minnesota State Fair at St. Paul and which has done much to make it the highly regarded institution it is.

An increasing number of fairs are turning to Pinkerton men or their counterparts to police the gates and the handling of tickets. Some fairs turn over the entire business of gate ticket sales and collections to the Pinkertons.

A continued trend to tighter prices seems assured. There is no other sound way, most fair men believe, to offset the higher costs of staging a fair.

## Georgia Short Course Slates Broad Program

MACON, Ga. — The short-course project of the Georgia Association of Agricultural Fairs is being continued, with tentative dates set for May 14-15 at Rock Eagle State Park, just outside Eatonton, Ga.

Joe F. Pruett, secretary of the association, has lined up Sid Chandler, of the Extension Service in Athens, Ga., as chairman. The projected program calls for a noon luncheon, followed by a series of discussions on scorecards, county and community exhibits, livestock, poultry and sheep, women's and commercial exhibits. Dinner will be at 7 p.m., tied in with a discussion of free acts, grandstand attractions and other entertainment features.

The second day's program will open with breakfast, then sessions on premium catalogs and advertis-

utilities, in connection with the staging of such attractions.

In addition to the \$25,000 guarantee, the expo will receive 30 per cent of all receipts in excess of the expenses of the attractions. The \$25,000 guarantee the expo receives is to be regarded as part of the expenses in determining the outlay before the percentage becomes effective.

The concession rights in the grandstand will be held by Metropolitan Grandstand Attractions, Inc., under the contract, with the expo to receive 12½ per cent of the gross concession receipts.

The exposition management, headed by James C. Burge, is to work with Metropolitan Grandstand Attractions, Inc., representatives in deciding which attractions to bring in. Charles Meeker, of Dallas, long identified with the theater attractions at the State Fair of Texas, will supervise and book the attractions for Metropolitan Grandstand Attractions, Inc.

Arthur Gray Jr., described as a Wall Street financier, is one of the principals in Metropolitan Grandstand Attractions, Inc.

Burge, Matsoukas and Meeker are to confer here Wednesday (6) and some of the attractions to be presented are expected to be announced after that meeting.

## San Antonio Themes Pageant to Video

SAN ANTONIO — "Television Tales" will be the theme for the Fiesta River Pageant which annually begins San Antonio's traditional week of fun making, the Fiesta de San Jacinto. The parade will be held April 22 at night and will feature floats on barges floating down the San Antonio River.

## World Tension Cancels Newberry European Trip

JACKSONVILLE, Fla. — The proposed third tour of Europe by an Earl Newberry Auto Thrill Show has been postponed until 1958 due to world tensions, gasoline limitations and economic con-

ditions abroad, the veteran Thrill Show op announced at his home here last week.

According to Newberry, who with Abe Saperstein toured England and the Continent in both 1955 and 1956, said that while the organization still has two more years under a contract to play in Europe, their associates in those countries have agreed that it is best to defer the tour until conditions improve.

Newberry pointed out that due to the oil emergency, the Chipperfield Circus was recently stranded in Ireland. He also pointed out that there is a 24-hour ban on automobile driving in Belgium on Sundays and similar restrictions in other countries, and attendance at many amusements in England has dropped due to curtailment of special coach parties.

As a result of the postponement of the foreign tour, Newberry's Trans-World Daredevils will play a still-date route that will include the invasion of a number of Eastern cities not before on the organization's route.

The English Cytrix Motorcycle troupe, one of the features of the 1956 Thrill Show, will return to the United States in May.

## SWEENEY COVERS SHOW BUSINESS IN 12 MINUTES

CHICAGO — When Al Sweeney, president of the Showmen's League of America appeared on "In Town Tonight," Chicago TV show, Monday (25), he didn't miss a bet. Here is the directory of show business for which he managed to work in plugs during his 12-minute interview:

The Billboard, Clyde Beatty Circus, Ringling-Barnum circus, Royal American Shows, Sweeney's own auto races, J. W. (Patty) Conklin, Carl J. Redmyer, the Florida State Fair at Tampa, Polack Bros. Circus date in Chicago, the Chicago Better Living Exposition and Garden Show, Navy Pier, Calgary and Edmonton, Alta., Riverview Park in Chicago, Maurice Ohrens, and the kiddieland business in general.

That was in addition to his hanging paper for the Showmen's League and Col. W. F. (Buffalo Bill) Cody in connection with the dedication program at the League's new building. He also worked in a bow to Chicago's Mayor Daley, and he mentioned some more friends as a group but the time was up and he had to pass over their names.

## Peak Succeeds Jones At Ill. State Fair

SPRINGFIELD, Ill.—J. Ralph Peak, a cattleman and an official of the Illinois Department of Agriculture, is the new manager of the Illinois State Fair here.

Peak's appointment, effective March 1, was announced Thursday (28), three days after Strother G.

Jones, manager for the past three years, was dismissed by Agriculture Director Stanard.

In dismissing Jones, Stanard did not explain the reason for his action. It had been common knowledge in outdoor amusement circles that Stanard and Jones had been at odds for some time. Jones said that he was dismissed because he wanted to put the fair "on a business basis."

Peak has been head of the grain inspection division of the Illinois Agricultural Department for the past four years. He is chairman of the Republican County Committee in Scott County. His wife, Audrey, is State GOP chairwoman. Together they operate a farm widely known for its cattle and driving horses.

The fair manager's job pays \$7,920 a year.

## Extended Run Hikes Date Fete Turnouts

### Mexican Rodeo Pulls Good Crowds; Independent Midway Ahead of 1956

INDIO, Calif.—The Riverside County Fair & National Date Festival, which expanded from six to nine days for the first time, pulled a total attendance of 182,345. The fair closed Sunday (24).

During the last four days, Thursday (21) thru Sunday (24), the event chalked up 98,345 patrons. An Arabian-costumed parade on Friday, the usual weekend rush and a strong closing program that featured Gene Holter's racing camels and ostriches and a Mexican Charreada (a Latin rodeo) accounted, along with good weather, for the increase, R. M. C. Fullenwider, secretary-manager, declared.

One of the expected events, the birth of a camel on the Holter Animal Menagerie, did not happen until the show was closing Sunday night.

The fair again featured its famous "Arabian Nights Pageant," a costumed affair in which local talent is featured. A free vaude show, booked and produced by Newton (Carolina) and Jo Brunson of the Hollywood Theatrical Agen-

cy, was presented daily on the pageant stage. The line-up included Al Lyons, electric accordion; Bo Bo (Jack McAfee), clown; Bill Dedrick's trained dogs and ponies, and the Mandarins, balancing.

### Ride Ostriches

The National Horse Show, programmed from opening day thru the second Saturday, was replaced on the second Sunday by the Charreada. Music was furnished by the Mexican Marichis. Visiting dignitaries were astride the Holter ostriches for that one-day appearance.

The charros for the Mexican rodeo were brought here from Mexico City and their appearance was the first in Southern California. Local stock was used for the event.

Price for adults for the Charreada ranged from 75 cents to \$2 in addition to the 75-cent gate admission. The horse show arena, where the event was staged, was well filled for the highly advertised attraction.

"Dancing Waters," managed by Alfred Osborn, of Sterling, Colo., pulled satisfactory crowds. The attraction made its third annual appearance here but with new routines and special lighting effects designed by Osborn.

Independent midway concessionaires reported business for the run above that of previous years. George Charbonneau, soft drink and floss, said that he added stands for the run and that all had revenue up to expectations. Dave Barham said that his hot-dog-in-a-bun stand showed up daily revenue above last year.

The Frank W. Babcock United Shows, managed by F. M. (Pete) Sutton, played the midway.

Novelties, which included fezzes for the occasion, were sold by Alex Freedman's Concessions, managed by Morry Levy.

## Orange Show Inks Mitchell, Rusty Draper

SAN BERNARDINO, Calif.—Scheppers Bros. Theatrical Agency for the fifth consecutive year will produce the shows at the National Orange Show, which opens here Thursday (14) for its annual 11-day run.

Both Bernie and Nellis Scheppers of the local agency are working on the free shows to be presented twice daily in Swing Auditorium. The signing of headline talent was completed this week.

Headliners already signed for the presentations include Guy Mitchell, Connie Haines, the Modemairens, and Rusty Draper, all well-known in the recording industry.

Supporting acts will include Dwight Moore and his Mongrel Revue; the Wazzon Troupe, acrobatic; Gene Sheldon, pantomime, and the Boginos, Risley. Al Lyons will be the musical director, with George Moro handling the choreography, which will include the Moro-Landis Dancers. Cecil Stewart is the voice director.

## Tulsa Fair Inks Sonny James, Preston Foster

TULSA—The Tulsa State Fair has completed its attraction program for this year's run, which will include performances by Sonny James, Capitol recording artist; Preston Foster, motion picture and TV actor, and Randy Brown.

James will be in front of the grandstand the opening afternoon and night along with a supporting cast. Foster will head up the show the following matinee and evening along with Sheila D'Arcy, Stephanie Foster, Billy Williams and ork, Miriam Sage TV dancers, Candy Candido, Bobby Winters and Dolly Barr. Brown will do an afternoon and evening kid show on Septem-

(Continued on page 64)

CIRCUS REVIEW

Polack Eastern Opens At White Plains, N. Y.

By IRWIN KIRBY

WHITE PLAINS, N. Y.—A 16-day presentation was fielded by Polack Bros.' Circus in its annual sell-out engagement here. Running time was 2:17, shy of the desired two and a half-hour run, because 1:15 and 4:15 matinees are scheduled here. Night shows rarely have drawn well in this metropolitan suburb.

Any high spot in the program appears in the second half, in which the George Hanneford Family displays the skill built up thru generations of experience. Neatly dressed-down steeds, white-uniformed attendants, smart costumes and top-drawer ability, brought the most sustained of several bursts of applause during the day.

The 1957 edition, as caught, is geared to appeal strongly to the younger set. Action was pretty nearly constantly sustained, and public reception was good, as it has been for the string of years the Polacks have shown here.

Show caught was the early matinee Saturday (23), midway in the three-day stand. Westchester County Center was packed.

Having its ups and downs like all circus programs, the Polack performance showed little in the way of inadequacy. Clowning left a couple of brief lapses, during which it was confined to small areas of the crowd. The second act of the Rudis, a strong-man and juggling bit, did not impress, altho the team's high act was a big hit.

Temporary Line-Up

Filling out the date here were Prince El Kigordo's lion act, and the Torreanis, juggling. Capt. Eddie Kuhn's Wild Animals will relieve El Kigordo after three dates, and the Mandarins will replace the Torreanis.

El Kigordo opens the program with a fast-paced 10-lion routine. The flaming circle bit is neat and quick. Also impressing was his lion-on-a-swing. Aerial Voises follow with their standard high-bar act; then comes the first clown walk-around.

Zavatta's Dogs are a competent and flashy number, featuring good use of props, including a hobby horse, rickshaw and untethered motorcycle.

Fifth number is the "Caribbean Holiday," production with 10 girls and leading into the eight-girl web number. Paul Kaye's wardrobe makes use of luminous material for a black-light sequence. Choreography is adequate, considering the limitations of man-and-girl power.

Joanides, Tatjana

Joanides, juggling on slack wire, follows, and the first half is closed by Princess Tatjana (Hanneford), aerial, entering on white horse and

wearing flowing white headdress. She overdoes some stomping on a huge drum before going aloft, where the act sparkles with an upside-down walk, ankle spin and hanging from neck, instep and heel.

Second half opens with Pinky and June Madison and the Polack elephants (3), followed by a clown wedding and the Victorias (Hanneford) perch act. Henry Kyes and Rex and Kittie Ronstrom labor thru the act's "Quo Vadis" musical score without mishap, as earlier they are faced with the "Ritual Fire Dance." The Frielanis score with their bike act, high spot being the five-high unicycles in line. A three-act display has the Rudis' strong man and juggling, Zavatta's ladder act, and Joanides, head to head. Jennier's seals get strong kiddie reaction.

The Rudis' double trapeze, headstand and breakaway are well received. Topnotch juggling by the Torreanis follows, then the Hanneford Family, featuring Tommy's Elvis Presley bit and other excellent clowning, clown washerwoman gag and the Flying Thrillers.

Dick Slayton handles the microphone. Joining clown alley here in the absence of Joe LaPlante, who is ill, was Charley Young. Others are Ray Sinclair, producing clown; Paul Kaye, Charley Cheer, Johnny Cirilino and Dick Anderson.

GAC-H Talent Added to ESE

WEST SPRINGFIELD, Mass.—In addition to Bob Hope and the U. S. Air Force Band in the Coliseum of the Eastern States Exposition, manager Jack Reynolds reports that GAC-Hamid will provide supporting acts and also all entertainment for the grandstand presentation.

Commenting on his philosophy of presenting high-caliber entertainment to fair patrons, Reynolds added, "Based on our experience with the Canadian Mounties last year, I am firmly convinced that we must either bring our people something that they just don't see every day in the area or on television, or go back to running a simple dog and pony show, rodeo and so on."

Reynolds conceded the big difference in costs of attractions that a name artist obviates, but claimed that on the financial side, "we come out about the same whether we go first class or present something of a mediocre nature."

Tulsa Fair Inks

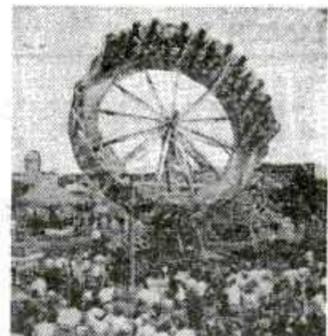
Continued from page 63

ber 30. All of the talent, in addition to Bill Atterbury's Sky Cycle, high thrill act, was booked in thru E. O. Stacey, Music Corporation of America.

MCA will also have another of its name artists, Johnny (Crazy Otto) Maddox, in with the Aut Swenson Thrillcade for three performances. Maddox will play a piano mounted on the roof of a stunt car.

Other featured attractions will include "Holiday on Ice," which will hold forth in the pavilion for all seven days of the fair; midget auto races, one day; stock car races, one day, and the National Tractor and Farm Woman of the Year contests.

William T. Collins' Shows will again provide the midway attractions.



ROUND-UP

WORLD'S MOST UNIQUE RIDE  
FRANK HRUBETZ & CO.  
2880 S. 25th St. Salem, Ore.  
Phone: EM 3-7417

JOHN BUNDY

President & General Manager  
YOUNG-BUNDY MOTORS, INC.  
CHRYSLER-PLYMOUTH AGENCY  
806 St. Louis Ave., East St. Louis, Ill.  
Phone: Bridge 5313

ED MURPHY

Showmen's Representative  
Several Makes and Models of  
NEW AND USED  
TRUCKS AND TRAILERS  
"Special Finance Plan for Showmen"  
See Us for a Good Deal on a  
NEW OR USED CAR

SEE ANDY FIRST

We Specialize in Dealing  
With Showpeople  
CARS • HOUSE TRAILERS  
• FINANCING • ALL TYPES  
OF INSURANCE  
ASK YOUR FRIENDS  
A. C. NELSEN  
2112 Harney St. Omaha, Nebraska  
Phone Atlantic 2424

MERRY-GO-ROUNDS

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.  
THEEL MFG. CO.  
Leavenworth, Kansas

RIDES FOR SALE

1 Train Ride, 1 Merry-Go-Round, 1 Whip, 2 Buggy Rides, 2 Plane Rides, 1 Boat Ride, 1 Ferris Wheel.  
DON YELLEN, Fishkill, N. Y.  
BEacon 9-7518

MERRY-GO-ROUND

1957 Kirk-Parker 30' 2-B fluid clutch, 20-jumper, electric motor, aluminum horses, prompt delivery, \$6,500.00. Also 3 Allan Herschell 20-jumper for sale. Cash talks. GIANT MERRY-GO-ROUND, INC., 2398 1/2 Rossville Blvd., Chattanooga, Tenn. Phone: AMherst 7-1336. Collect calls accepted.

Heavy Wooden Bottles for a one-ball Ball Game ..... \$4.25 ea.  
Light Pint Bottles ..... 1.50 ea.  
Heavy Pint Bottles ..... 2.50 ea.  
Pitch-Till-U-Win Blocks ..... 2.00 ea.  
Games of all kinds made to your specifications.  
USED EQUIPMENT  
1 Pea Pool Table ..... \$ 30.00  
1 Top (10x12 Side Wall & Bally) ..... 100.00  
1 Devil's Bowling Alley with Rubber Balls ..... 85.00  
E. & L. SYLVIA  
164 Rockland St. New Bedford, Mass.

ILLINOIS FIREWORKS  
World's Largest  
Manufacturers and Exhibitors  
"Known Everywhere"  
Catalogue mailed upon request.  
Write or Call  
Box 792, Danville, Ill. Phone 1716

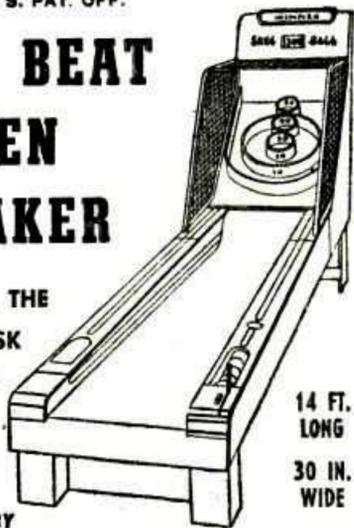
GIVE TO DAMON RUNYON  
CANCER FUND

SKEE-BALL

REG. U. S. PAT. OFF.

YOU CAN'T BEAT  
A PROVEN  
MONEY MAKER

AND THAT MEANS IT'S THE  
BEST WITH THE MOST. ASK  
ANY OPERATOR OR ASK  
US . . . WE CAN  
PROVE IT!



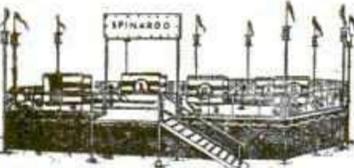
14 FT.  
LONG  
30 IN.  
WIDE

SOLD ONLY BY

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL STREET PHILADELPHIA 44, PENNSYLVANIA

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

Sensational new adult ride requiring space 30x12, eight tubs have a total capacity of 48, requires only one man to operate. This large elaborate portable ride suitable for either park or carnival operation. Write today for complete information.

King Amusement Co., Inc. P. O. Box 308 Mt. Clemens, Mich.

The TILT-A-WHIRL Ride  
Standard Equipment Features for 1957



- ★ FLUORESCENT LIGHTING
- ★ Fiberglass Car Tops
- ★ Enclosed Reduction Gears
- ★ Steel Fence Rails

P. O. Box 306 Phone: 4-6362 SELLNER MFG. CO. Faribault, Minnesota

NEW 16-HORSE MERRY-GO-ROUND  
PRICE \$4,125.00

Sensational new design permits us to manufacture this beautiful Jumping Horse Machine at this fantastic price. Horses are full adult size and made out of high strength molded fibre-glass. Write today for full details and photo.

KING AMUSEMENT CO., INC. BOX 308 MT. CLEMENS, MICH.

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL OF FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES . . . TICKETS 10M \$15.00 - ADDITIONAL 10M'S SAME ORDER, \$2.00  
Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

STOCK TICKETS WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS  
1 ROLL ..... \$1.75  
EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL  
Tickets Subject to Fed. Tax. Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up to stamp Last Number

TUBS-O-FUN RIDE

VERY POPULAR 48-PASSENGER KIDDIE-ADULT RIDE  
AN OUTSTANDING RIDE AT LOW COST.

STAGE COACHES

THE FINEST MECHANICAL AND LIVE PONY DRAWN STAGES.

HAND CAR RIDE

A REAL MONEY GETTER.

Immediate delivery on all the above Rides.

HAMPTON AMUSEMENT COMPANY

Portage Des Sioux, Mo. (Highway 94, 23 Miles Northwest of St. Louis, Mo.)  
Phone: Skyline 3-2381

# COMING EVENTS

**Alabama**  
Birmingham—Better Homes Expo, April 30-May 5. Patrick J. O'Toole.

**Arizona**  
Phoenix—World's Champion Rodeo (State Fairgrounds), March 14-17. Jaycees.  
Phoenix—Parade of Homes and Home Show, April 8-14. Assn. of Home Builders.  
Phoenix—Spring Horse Show, April 13-14.

**Arkansas**  
Des Arc—Prairie Co. Livestock Show, April 19. B. E. Wray.

**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**  
Ocala—Southeastern Fat 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.

**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.

**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. Marc 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.  
Shreveport—Holiday in Dixie Spring Festival, April 24-28. Abie 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. Leslie 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 Builders Show (Auditorium), March 16-24.  
Minneapolis—Northwest Sports, Travel & Boat Show (Municipal Aud.), April 5-14. F. W. Kahler.  
St. Paul—Land-o-Lakes Boat, Marine & Tackle Show (Auditorium), March 15-24. Noel Van Tilburg.

**Mississippi**  
Bay Springs—Jasper Co. Livestock Show, March 12-14. W. C. Jefeat.  
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.

**Missouri**  
Kansas City—Kansas City Auto Show, March 2-10.  
Springfield—Springfield Outdoor Show (Shrine Mosque), March 13-17. Tom Flanagan, Springfield Metro Club.

**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**  
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**  
Cincinnati—Home & Flower Show (Music Hall), March 10-18.  
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—Columbus Dispatch-Journal Vacation, Travel & Boat Show (Fairgrounds), March 15-24. Ben Cowell.  
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 Spor, 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. 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 13-16. 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—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 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**  
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.  
Houston—Houston Boat, Sports & Travel Show (Coliseum), April 6-14. Bill Brown, Montagu Hotel.  
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 Fat Stock Show, March 7-10.

**NEW! KIDDIE RIDES**

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

SHOOTING GALLERIES  
KING AMUSEMENT CO.  
Mt. Clemens, Mich.

**GARBRICK RIDES**

42 Foot Wheel  
36 Foot Wheel

FLYING SAUCER  
Chair Swing

Trailer Mounted Kiddie Rides  
**GARBRICK MFG.**  
Lewis H. & Lewis A. Garbrick  
Centre Hall, Penna.  
Phone: EMpire 4-1403



A star is born  
**The PUMP-IT**  
Handcar Ride

Proven finest in its field.



**OTTAWAY AMUSEMENT CO.**  
3045 N. St. Francis, Wichita, Kansas  
Mfrs. Steam Trains—Handcars

**Century Flyer**

Rock-o-Plane  
Roll-o-Plane  
Fly-o-Plane  
Octopus  
Midge-o-Racer  
Bulgy the Whale



**NEW RIDES FOR 1957**

- ★ Roller Coasters
- ★ Army Tanks
- ★ Waterless Boats
- ★ Jr. Ferris Wheel
- ★ Space Chaser
- ★ Modernistic Scooter & Dodgem Buildings
- ★ Any Custom-Built Amusement Equipment

**STACY JOHNSON MFG. CO.**  
3640 N.W. 47 St. Miami 42, Fla.  
Phone: NEwton 4-9653

**ROLLER COASTERS AND THE "WILDMOUSE"**

**B. A. SCHIFF & ASSOCIATES, INC.**  
901 S.W. 49th Ave. Miami 44, Fla.

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

Complete line. Write for catalog and terms.

**H. E. Ewart Company**  
707 East Greenleaf Street  
Compton, California

**GIVE TO DAMON RUNYON CANCER FUND**

**Shooting Galleries**

And supplies for Eastern and Western Type Galleries. Write for new catalog.

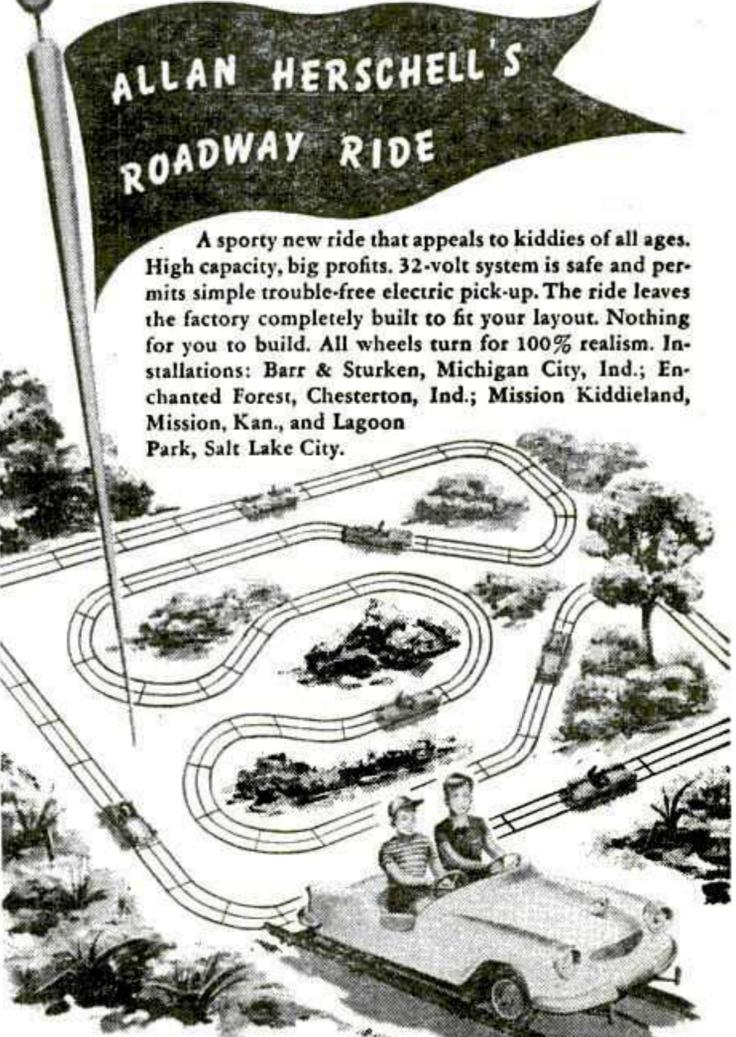
**H. W. TERPENING**  
137-139 Marine St. Ocean Park, Calif.

(Continued on page 77)

# THE PROVEN ROAD TO HIGH PROFITS...

**ALLAN HERSCHELL'S ROADWAY RIDE**

A sporty new ride that appeals to kiddies of all ages. High capacity, big profits. 32-volt system is safe and permits simple trouble-free electric pick-up. The ride leaves the factory completely built to fit your layout. Nothing for you to build. All wheels turn for 100% realism. Installations: Barr & Sturken, Michigan City, Ind.; Enchanted Forest, Chesterton, Ind.; Mission Kiddieland, Mission, Kan., and Lagoon Park, Salt Lake City.



**ROOMIER CARS FOR '57**

MERRY-GO-ROUNDS • MINIATURE TRAINS • BOATS • AUTO • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK • HORSE AND BUGGY • JOLLY CATERPILLAR • HELICOPTER • ROADWAY RIDE • RODEO • GASOLINE SPORTS CARS • TWISTER • 18-CAR CAT • RECORD PLAYER • RECORDS • TAPES • RIDE TIMERS • CANVAS

**ALLAN HERSCHELL COMPANY, INC.**

"World's largest manufacturer of amusement rides"

104 OLIVER ST. NORTH TONAWANDA, NEW YORK  
PHONE: LUDLOW 4300

**FUN FOR THE KIDDIES—PROFITS FOR YOU**

Rides built by National over 40 years ago are still in operation and considered too good to replace.

**National Is Famous for...**

- ★ Complete Kiddielands
- ★ Century Flyer (Miniature Train)
- ★ Trackless Train (No Rails Needed)
- ★ Comet Jr. (Roller Coaster)
- ★ Kiddie Buggy Ride (10-Horse De Luxe)
- ★ The Pony Trot (10 or 20 Ponies)
- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for Your Coaster)
- ★ Funhouses (Designed for Big Profits)
- ★ Mirror Mazes (An Old Favorite)
- ★ Laughing Mirrors (Require Little Space)
- ★ Old Mills & Mill Chutes

Write for Descriptive Circulars  
**NATIONAL AMUSEMENT DEVICE CO.**  
BOX 488, VAF Phone MEIrose 2646 DAYTON 7, OHIO

**SPACE PLANE RIDE SPEED BOAT RIDE**

for sure-fire Profits!



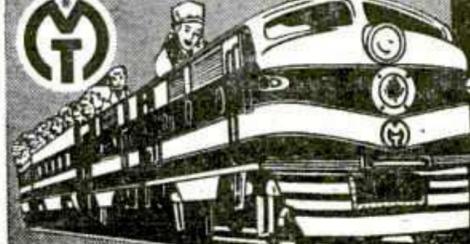

Send for complete information on these rides, now! Also Adult Ferris Wheels, and Chairplanes, Trailer-Mounted Kiddie Auto Rides, Atomic Jet Fighters and Kiddie Chairplanes.

**SMITH & SMITH, Inc. • SPRINGVILLE, NEW YORK**

**MINIATURE TRAINS**

5 models with capacities from 14 children to 240 adults

Write for FREE details  
MINIATURE TRAIN DIV.  
ALLAN HERSCHELL CO.  
North Tonawanda, N. Y.



Here's a line on the  
HOTEL  
*New Yorker*  
34th Street at  
Eighth Avenue  
Now a MASSAGLIA Hotel




Manhattan's largest and most conveniently located hotel. 2500 outside rooms, all with bath and free radio-television in many. Direct Tunnel connection to Pennsylvania Station. All transportation facilities at door.

Doubles from \$10  
Singles from \$7  
Suites from \$23

**THREE POPULAR RESTAURANTS**

The fabulous **GOLDEN THREAD CAFE** provides fine dining facilities that please the most exacting, and dancing to name bands every evening (except Sunday).

The **LAMP POST CORNER** restaurant serves "Char-Glo" grilled specialties in a gay 90's atmosphere, and features the famous **GASLIGHT BAR** with honky-tonk music nightly.

The **COFFEE HOUSE** provides excellent food at economical prices.

JOSEPH MASSAGLIA, JR., President  
CHARLES W. COLE, Gen. Mgr.

Sample and meeting rooms for every purpose.



Other MASSAGLIA "CREST OF GOOD LIVING" Hotels

- |                                      |                                |
|--------------------------------------|--------------------------------|
| Santa Monica, Calif. Hotel MIRAMAR   | Washington, D.C. Hotel RALEIGH |
| San Jose, Calif. Hotel SAINTE CLAIRE | Hartford, Conn. Hotel BOND     |
| Long Beach, Calif. Hotel WILTON      | Cincinnati, O. Hotel SINTON    |
| Gallup, N.M. Hotel EL RANCHO         | Pittsburgh, Pa. Hotel SHERWYN  |
| Albuquerque, N.M. Hotel FRANCISCAN   | Denver, Col. Hotel PARK LANE   |
- and in Hawaii Hotel WAIKIKI BILTMORE Honolulu

CHICAGO MIDWEST HEADQUARTERS BOOKING OFFICE • 209 E. Walton DE 7-6344

World famed hotels Teletype service Television

There's something new for you  
in money-making Equipment and Supplies

**POPPERS SUPPLY CO. of Phila.**

1211 N. 2nd ST., PHILA. 22, PA., GARfield 6-1616

ASK FOR OUR LATEST CATALOG

- POPCORN • FLOSS
- SNOWBALL • DRINKS
- CANDY APPLE • PEANUTS

DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

**ATTENTION—PRODUCERS & OUTDOOR SHOWS**

**FOR SALE: COSTUMES**

Enormous stock used for Line Girls in Shows, Revues and Night Clubs. Desirous of selling entire stock. First come, first served. No reasonable offer refused.

**COLLINS CREATIVE COSTUMES, INC.**  
803-05 N. 7TH STREET (Telephone: Lombard 3-1331) PHILADELPHIA 23, PA.

**A BRAND NEW VIEW OF PROGRESS IN...**

**NEBRASKA**

**LINCOLN**

**LINCOLN, NEBRASKA PERSHING MUNICIPAL AUDITORIUM**

"America's Auditorium of Distinction"

**SEATING CAPACITY**

- 4570—Fixed
- 6800—For Stageshows
- 5570—Arena Events
- 7500—For Boxing

**TRANSPORTATION**

- Excellent
- Good Air & Rail Connections
- Ample Loading-In Areas
- Favorable Geographical Location

**FEATURES**

- Abundant Power Supply
- Ample Water & Gas Outlets
- Air Conditioned
- Downtown Location
- 2 Blocks From Largest Hotel

**BEAUTY**

- America's Largest Ceramic Tile Mural
- Colored Ice Rink Floor
- Excellent Organ

**ADAPTABILITY**

- Multi-Purpose Auditorium
- Permanent Ice Floor
- Complete Stage With 70' Proscenium Opening
- Arena Can Handle:
  - All Sports
  - Industrial Exhibits
  - Stageshows
  - Conventions
  - Concerts
  - Trade Shows, etc.
  - Banquets.
- Arena Area, 18,000 Sq. Ft.
- Exhibit Hall, 20,000 Sq. Ft.
- Separate Meeting Rooms

**OPENING DATE**

- March 10, 1957
- Already Booked:
  - Auto Show, Ice Capades, Home Show, Louis Armstrong, Passion Play, Miss Nebraska Contest, Roger Wagner Chorale, Plus Many Conventions.

**Contact:**  
**DON JEWELL**  
Business Manager



**ARENAS & AUDITORIUMS**

**Public Skating Attracts Strong Support in Tulsa**

By TOM PARKINSON

**SUCCESSFUL** operation of an ice rink intended and continued solely for public skating is being reported by the Tulsa State Fair. It is a leader among those fairs developing year-round programs of activity, several phases of which lap over into arena types of business.

The rink, 80x190 and installed by the Burge company, is in one of the large exhibit bays of a livestock building. Two adjoining bays are equipped for admission of customers and rental of skates as well as for concessions and rest rooms. On the opposite side of the rink area is a bay that is used for storing the Zamboni resurfacer and other rink equipment. The power unit for the rink is located outside.

**CLARENCE C. LESTER**, manager of the Tulsa Exposition and Fair Corporation, explains that the purpose in opening the rink was to serve those among the general public who want to ice skate and with the idea that there would be no interruptions in the schedule. Only exceptions to the full-time schedule are, first, the period when the fair will be in operation and, second, a time in the summer when it may not be possible to hold ice. Whether such a time will come isn't known yet. The possibility of insulating the building to assure summer skating is being investigated.

Helping to put the accent on active skaters is the use of only a minimum amount of seating at the sides of the rink. Three bleacher units there will seat up to 150 persons. Lester points out that this accommodates parents who want to watch but does not encourage a great number of observers.

**THE SKATING SCHEDULE** provides daily sessions from 9:30 a.m. to noon; from 3 to 5 p.m., and from 8 to 10:30 p.m. In the time slots between public sessions the rink is available to parties and organizations on a rental basis. Two instructors are available also. Among the ideas being used and expanded to increase the turnout for weekday sessions is the scheduling of special times for housewives to skate.

How is it all working? Lester is enthusiastic. The rink opened on December 22, 1956, and during its first 31 days of business it attracted more than 26,000 persons. The largest attendance for a three-session skating day has been a total of 1,700 persons.

Lester states that they are very pleased with the response they have had from the community for the ice skating project. It is seen as a source of revenue and as the fulfillment of an heretofore unmet need in the community. It is another activity that will bring thousands to the facilities and get them used to coming there for many kinds of activities.

The Tulsa experience is being approximated in many other cities as interest in ice skating continues and as rinks are made available in an ever-increasing number thruout the nation.



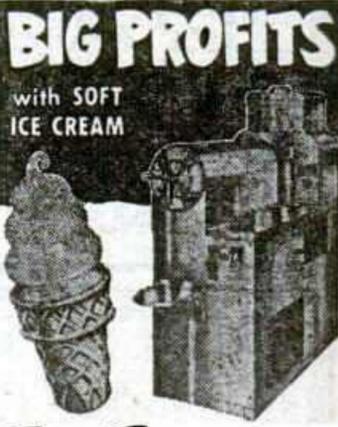
**WHIRLWIND Candy Floss Machine**

Here's the machine that pays for itself by extra profit it makes for you. Top Production, Vibration-less, Dependable, Trouble-free Operation, Long Life, Easy to Run. Out-sells other makes two to one.

**PRICE \$275.00**

Get details now. Line up all your Snow, Floss, Popcorn, Apple and Grab equipment and supplies from **Gold Medal Products**  
316 E. Third St. Cincinnati 2, Ohio

**BIG PROFITS**  
with SOFT ICE CREAM



**Sani-Serv DIRECT DRAW DAIRY FREEZER**

WRITE FOR FREE INFORMATION  
**GENERAL EQUIPMENT SALES, INC.**  
1348 STADIUM DRIVE-INDIANAPOLIS, IND.

**N. Y. FUN PAYROLL HITS \$225 MIL MARK**

NEW YORK—New York State's entertainment and recreation industries rang up a box-office total of over \$885,000,000 during 1954, according to statistics released by State Commerce Commissioner Edward Dickinson. Seasons since then have experienced steady growth, to where the 1956 gross fell just shy of \$1,000,000,000.

The report shows that the State accounted for nearly 21 per cent of all motion picture, theatrical presentation, sports and other amusement receipts of the nation, and employed 60,000 people at an annual payroll of \$225,000,000 in the amusement-recreation fields.

The State's greatest margin of leadership in the industry, the report says, was in the field of theatrical presentation, where 750 theaters and establishments accounted for 70 per cent of total national receipts in this category.

The State had 1,159 film theaters of which 126 were drive-ins. Drive-ins were more numerous; movie houses, fewer.

**SNOW BALL**  
Ice Shaver



A Style and Size for Every Need  
Write for full particulars  
**CLAWSON MACHINE CO., INC.**  
P. O. Box 5 Flagtown, N. J.

**Easley, S. C., Re-Elects G. May Perry President**

EASLEY, S. C.—G. May Perry, of Central, was re-elected president of the Pickens County Fair Association at a recent meeting of the board of directors here. Col. R. R. Sears, of Ruhamah Road, was named vice-president; J. R. Wood, secretary, and R. Carl Byars was re-elected treasurer. Fair runs September 23-28.

**"SPEE-DEE" Sugar Dispenser for Candy Floss!**

This sugar dispenser for candy floss is sanitary, will save you time and permit bigger floss production. It can be easily mounted on any type of stand. \$29-50

Write for our big 80-page 1957 catalog.  
**CONCESSION SUPPLY CO.**  
3916 SECOR RD. TOLEDO, OHIO KI 2408

**COTTON CANDY**

Buying a new Cotton Candy Machine this year? Then be sure you buy a WHIRLWIND—the machine that does everything easier, quicker and better.

At a recent State Fair eleven of the fourteen machines on the lot were WHIRLWINDS—it has to be good to have that kind of acceptance. Before you buy any machine ask for our circular on the WHIRLWIND, the machine you will eventually buy.

**GOLD MEDAL PRODUCTS CO.**  
316 E. THIRD STREET CINCINNATI 2, OHIO

# THE FINAL CURTAIN

**BRYSCH—Roland,** 3, son of Pipfka and Brenda Brysch, of suffocation in a house-trailer fire at Louisville recently. Parents are with Polack Bros. Circus, where the mother is a performer. Father is a prop man and formerly was a member of the Freddys, acrobatic act. Burial in Sarasota.

**BURT—Clarence,** former musician with the Mighty Haag Circus and Nat Reiss carnival, recently at Riverside, Calif.

**CLARK—William H.,** for 21 years secretary-treasurer of the Indiana Association of County and District Fairs, recently in Franklin, Ind.

**COLE—Charles E.,** 81, former high diver, balloon ascensionist and parachutist, at Adrian, Mich., recently. Since 1927 he had been a concessionaire with the Wade and Little John carnivals. Survivors include his widow, Eve, of Adrian.

**FETTER—John L.,** 75, veteran circus and minstrel man, recently at his home in Seneca Falls, N. Y., after a long illness. Fetter, a trombonist, formerly traveled with the Ringling, LaTenna, Downie Bros. and Sparks circuses and the Hi Henry and Vogel minstrel shows. In more recent years, until illness forced his retirement, he and his late wife operated a concession in Roseland Park, Canandaigua, N. Y. He was a member of Seneca Falls Lodge of Elks, No. 992. Survived by two cousins and several nieces and nephews. Services at the Sanderson Funeral Chapel and burial in Restvale Cemetery, Seneca Falls.

**FITZGERALD—Shanty,** 57, one of the top auto race drivers in the era of Alec Sloan, and more recently associated with the Aut Swenson Thrillcade, February 27 in a Tampa hospital. He collapsed on the grounds of the Florida State Fair and was rushed to the hospital where he succumbed. He made his home in Springfield, Mo.

**HAAS—Joe,** 54, for many years concessionaire at Chicago's Riverview Park and operator of a tavern in that city, February 22 in Chicago following a heart attack. His widow, Sylvia, and a son survive.

**HOUSTON—Joe Sam,** 88, veteran showman and first manager of the Otto Floto Circus at the turn of the century, March 1, in Los Angeles following a long illness. Burial in Winchester, Ind. (See Circus department for details.)

**LIMERICK—Harold A.,** 64, recently elected president of the Frederickton, N. B., Exhibition, at his home February 26. He is succeeded by A. D. Neill, who was vice-president. (Details in Fairs section.)

**MONTAGUE—Bert C.,** known professionally as Tex Clark, former concessionaire and shooting gallery operator who in recent years operated an Arcade in Houston, February 18 at his home in Denver. Survived by his widow and son in Mansfield, O. Burial in Denver February 20.

**MORITZ—Allan S.,** 63, veteran motion picture distributor and theater operator, February 28 at Jewish Hospital, Cincinnati, after a long illness. Deceased had been associated with Columbia Pictures in Cincinnati as an executive for more than 25 years. He also had operated theaters in Niagara Falls, N. Y., and Louisville. In recent years he operated his own film distributing firm in Cincinnati. Moritz was a charter member and past president of the Cincinnati Variety Club and also has been an officer of Variety International. Services Sunday (3) in Cincinnati, with cremation following. Surviving are his widow, Priscilla B., and a son, Dr. Allan S. Moritz Jr.

**MUTCHLER—Erdell T.,** 68, composer and musician, formerly with the Arthur Pryor and other bands, recently in Miami.

**RYAN—Richard M.,** 73, who went to Hot Springs in 1911 as legal adjuster for the John Robinson Circus and for many years was a well-known local attorney, February 27 at his home in Hot Springs. Surviving are his widow, Nellie Wilder Ryan; a daughter, Mrs. Paul E. Francis, Hot Springs, and two sisters, Mrs. Charles Landrum and Mrs. A. J. Davidson, Baxter Springs, Kan.

**SCHACHT—Mrs. Gladys Hocum,** 59, former equestrienne and member of the Hocum Family of circus riders, at Baraboo, Wis., February 19, following a stroke. Surviving are her husband, Walter, former performer; a daughter, Mrs. Lester Richards; a son, Walter F. Jr., and a brother, Ray Hocum, all of Baraboo.

## FOLLOW THE LEADER!

If you want personal service—HOP ON THE LENZ BANDWAGON—join the thousands of Showmen who insure with an Agency that offers only the best.

**CHARLES A. LENZ**

"The Showman's Insurance Man"



1492 Fourth St., North  
St. Petersburg, Fla.  
Phones: 5-3121-7-5914



**MAKE \$200 A DAY**  
On Candy Floss

OUR NEW PERFECTION has EVERYTHING; write for literature.  
**ELECTRIC CANDY FLOSS MACHINE CO.**  
726 Benton Ave. Nashville 4, Tenn.

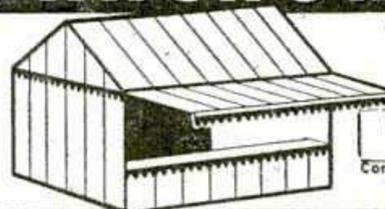
## POST THESE PHONE NUMBERS NOW

If you ever need Concession Supplies—Saturdays, Sundays, Holidays—24 hours a day.  
Prospect 2-4615  
Woodland 1-5971  
Underhill 7-7413  
**RIO SYRUP CO.**  
1804 So. Jefferson St. Louis, Mo.  
Will get them off to you pronto.  
P.S.: You will get the same terrific service also during regular business hours.

## INSURANCE

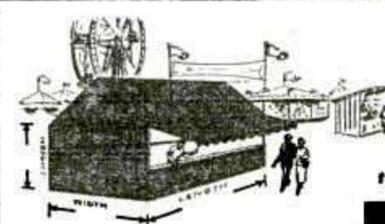
— • —  
**IDA E. COHEN**  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

## ANCHOR TENTS



**The Showman's Choice**  
Finest materials—40 Yrs. Experience, Flamefoil and New Nylon Fabrics, Red—Blue—Yellow—Green—White  
Aluminum Tent Frames—Light Weight Hinged Legs—Slip Joints—Rustproof  
Concessions—Show Tents—Ride Tops—Bingo—Merry-Go-Round—Cookhouse Tops  
Phone: Harrison 5-8105

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**



**POWERS TENTS**  
Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.  
Largest manufacturer of show tents in the East. Write for prices  
**Powers & Co.** 5929 Woodland Ave. Philadelphia, Pa.

## UNITED STATES TENT AND AWNING CO.

Established 1870. Over 85 Years of Specialized Experience.  
"SID" T. JESSOP 4931 Bayshore Dr. Sarasota, Fla. Elgin 5-5007 — Phone —  
GEO. W. JOHNSON 2315-21 W. Huron St. Chicago 12, Ill. Brunswick 8-4340  
Any Type — Carnival — Concession — Circus — Any Size

## AMERICA'S FINEST SHOW TENTS O. Henry Tent & Awning Co.

• CONCESSION TOPS • SHOW TENTS  
• RIDE CANVAS • BANNERS  
**BERNIE MENDELSON**  
4862 N. CLARK ST. Phone: Ardmore 1-1300 CHICAGO 40, ILL.

## CAPACITY INCORPORATED INSURANCE FOR

SHOWS — PARKS — RIDES — FAIRS  
CONCESSIONAIRES — DISPLAYS  
AUTOS — AMUSEMENTS — TRUCKS  
111 S. Meramec Avenue St. Louis 5, Missouri  
(Phone: VOLunteer 3-1857)

## IT'S "SNOW MAGIC" THE REVOLUTIONARY NEW SNOW CONE MACHINE

Fully automatic, 20x27, three door, cast aluminum cabinet with built-in 1/2 hp. G.E. power unit. Produces over 1,500 lbs. of snow per hour (enough for 6,000 snow cones).  
**AMERICA'S FASTEST MOST ECONOMICAL EFFICIENT**  
Only \$285.00 F.O.B. Dallas  
**SAMUEL BERT MANUFACTURING CO.**  
Box 7803 Fair Park Station DALLAS, TEXAS

## ROGERS TENTS

from to  
C O Tents for Shows, Roller Rinks, Gospel Services, Summer Stock; Ride, Bingo and Digger Tops; Ball Game Hoods, Side Walls, Bally Cloth, etc. Quality materials and workmanship. Plain duck, nylon or flame-resistant.  
**ROGERS TENT & AWNING CO.**  
FREMONT, NEBR.  
Since 1901. Phone: Park 1-1339

## SHOW TENTS CENTRAL Canvas Company

516-518 East 18th St. Kansas City 6, Missouri  
Phone: Harrison 3026  
**HARRY SOMMERVILLE**

## SNOKONE EQUIPMENT

**ROY SMITH CO.**  
365 Park St., Jacksonville, Fla.

## INSURANCE

**SAM SOLOMON**  
"The Showfolks' Insurance Man"  
1000 Argyle St., Chicago 40, Illinois  
Phone: Longbeach 1-5555  
Longbeach 1-5576  
24-Hour Service

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Blue Grass: De Land, Fla.  
Glades Am. Co.: Dade City, Fla.  
Griggs Bros.: Yazoo City, Miss., 9-16.  
Page Bros., No. 2: Brookhaven, Miss.; Jena, La., 10-16.  
Rocky Mountain Empire: San Angelo, Tex., 5-10; Big Springs 12-16.  
Shop-O-Rama: Lordsburg, N. M.  
Southland Amusements: Plant City, Fla., 13-16.  
Starlite: Allendale, S. C.  
Strates, James E.: (Pair) Sarasota, Fla., 11-16.  
Tennessee Valley Am.: Yazoo City, Miss., 9-16; Greenville 18-23.  
Tivoli Expo.: Alexandria, La.; Lafayette 11-16.

## Circus Routes

Davenport, Orrin: St. Paul, Minn., 5-9; Sioux Falls, S. D., 11-16.  
Hamid-Morton: Kansas City, Mo., 5-10; Wichita, Kan., 11-17.  
Polack Bros. Eastern: Lansing, Mich., 7-9; Wilkes-Barre, Pa., 13-15; Roanoke, Va., 21-23.  
Polack Bros. Western: Chicago, Ill., 5-16.

## Ice Shows

Holiday on Ice, 11th Edition: Havana, Cuba, 5-10; Johnson City, Tenn., 14-19; Elkhart, Ind., 21-24.  
Holiday on Ice of 1957: Cincinnati, O., 5; Memphis, Tenn., 7-12; Birmingham, Ala., 14-20.  
Ice Capades, 16th Edition: Sioux City, Ia., 6-12; Rochester, Minn., 15-18; Wichita, Kan., 20-24.  
Ice Capades, 17th Edition: Detroit, Mich., 5-10; St. Louis, Mo., 11-17; Omaha, Neb., 18-25.  
Shipstads & Johnson's Ice Follies of 1957: Cleveland, O., 5-10; Syracuse, N. Y., 12-17; Rochester, N. Y., 18-24.

## Miscellaneous

Sikes, O. L., Tent Show: Twin City, Ga., 7-17.

Clara Grow Codona has just presented to the Hertzberg Collection, circus library at San Antonio, a watch which was given to the late Alfredo Codona by the performers of the Pubillonos Circus of Cuba in 1920.

## In Loving Memory of NOBLE C. FAIRLY



Passed away March 8, 1956  
Miss you, darling.  
Memories are a gift of God  
That death cannot destroy.  
**JOAN FAIRLY**

## IN MEMORY

Of my dear Husband

## FRANK RODGERS

Veteran showman who passed away March 3, 1954.

Sadly missed by his wife

**MRS. FRANK RODGERS**

## IN LOVING MEMORY



Passed away March 11, 1948  
**HAZEL, DWAYNE & BEVERLY STECK**

## IN LOVING MEMORY OF MY DEAR WIFE GLORIA JONES

Professionally

## "PRINCESS ZULIEKA"

Passed away March 11, 1956.  
Sadly missed.  
We loved you dearly.

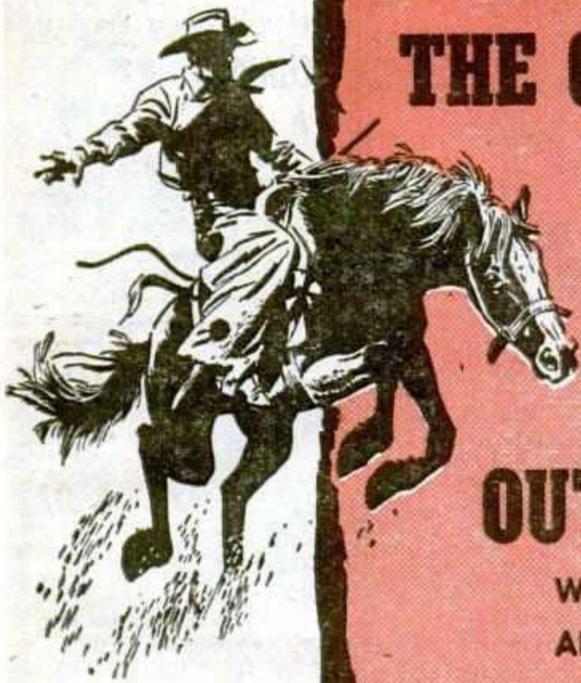
**BILL JONES  
LOUIE AND DORIS DAVIDSON**

## In Memory of My Beloved Wife AGNES MAE WHITE

who passed away in Santa Monica, Calif., March 10, 1948.  
"You'll Always Be in My Heart"  
From Your Dear Husband,  
**HARRY B. WHITE**

## In Loving Memory Of My Dearly Beloved Husband TED MILLIGAN SR.

Who passed away March 9, 1955.  
Sadly missed, Honey, and never forgotten. May you rest in peace.  
**DOTTIE MILLIGAN and Family**



# THE GREATEST SALES MARKET EVER!

For the first time in many years, the

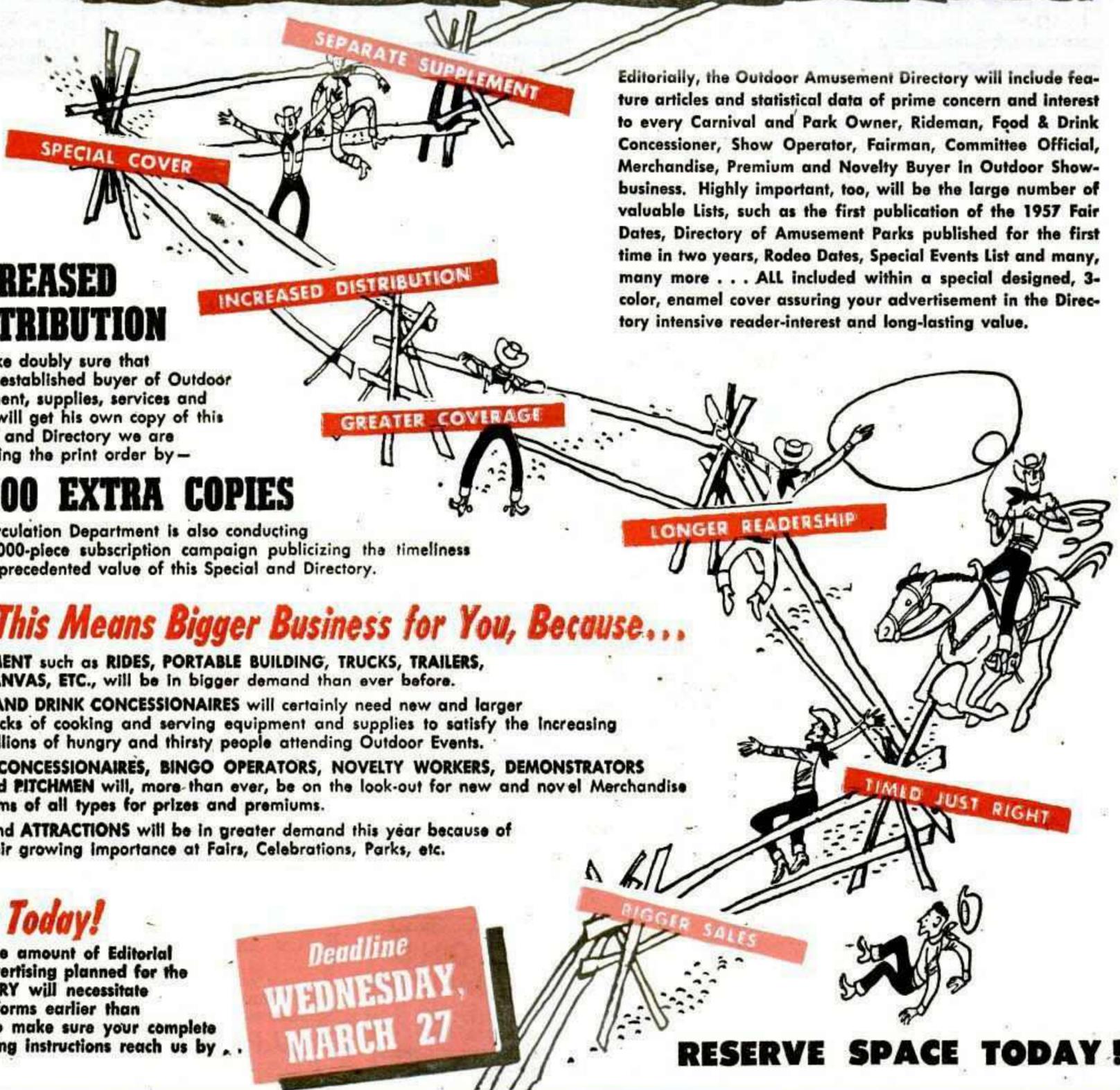
## 1957 SPRING SPECIAL

DATED: APRIL 13

Will be published in two sections, the regular issue containing all late news, developments, etc. The other section will be the

## OUTDOOR AMUSEMENT DIRECTORY

WITH THE GREATEST ROUND-UP OF EDITORIAL FEATURES, LISTS AND STATISTICAL DATA EVER ASSEMBLED . . . SURE TO GIVE YOUR ADVERTISING IN IT UNPRECEDENTED COVERAGE FOR A LONG, LONG TIME.



Editorially, the Outdoor Amusement Directory will include feature articles and statistical data of prime concern and interest to every Carnival and Park Owner, Rideman, Food & Drink Concessioner, Show Operator, Fairman, Committee Official, Merchandise, Premium and Novelty Buyer in Outdoor Show-business. Highly important, too, will be the large number of valuable Lists, such as the first publication of the 1957 Fair Dates, Directory of Amusement Parks published for the first time in two years, Rodeo Dates, Special Events List and many, many more . . . ALL included within a special designed, 3-color, enamel cover assuring your advertisement in the Directory intensive reader-interest and long-lasting value.

### INCREASED DISTRIBUTION

To make doubly sure that EVERY established buyer of Outdoor equipment, supplies, services and talent will get his own copy of this Special and Directory we are increasing the print order by—

### 7,000 EXTRA COPIES

Our Circulation Department is also conducting a 100,000-piece subscription campaign publicizing the timeliness and unprecedented value of this Special and Directory.

### All This Means Bigger Business for You, Because...

**EQUIPMENT** such as RIDES, PORTABLE BUILDING, TRUCKS, TRAILERS, CANVAS, ETC., will be in bigger demand than ever before.

**FOOD AND DRINK CONCESSIONAIRES** will certainly need new and larger stocks of cooking and serving equipment and supplies to satisfy the increasing millions of hungry and thirsty people attending Outdoor Events.

**GAME CONCESSIONAIRES, BINGO OPERATORS, NOVELTY WORKERS, DEMONSTRATORS and PITCHMEN** will, more than ever, be on the look-out for new and novel Merchandise items of all types for prizes and premiums.

**ACTS and ATTRACTIONS** will be in greater demand this year because of their growing importance at Fairs, Celebrations, Parks, etc.

### Act Today!

The large amount of Editorial and Advertising planned for the DIRECTORY will necessitate closing forms earlier than usual; so make sure your complete advertising instructions reach us by

Deadline  
**WEDNESDAY,  
MARCH 27**

**RESERVE SPACE TODAY!**

CINCINNATI 22, OHIO  
2160 Patterson St.  
Dunbar 1-6450

NEW YORK 36, N. Y.  
1564 Broadway  
Plaza 7-2800

CHICAGO 1, ILL.  
188 W. Randolph St.  
Central 6-8761

ST. LOUIS 1, MO.  
390 Arcade Bldg.  
Chestnut 1-0443

HOLLYWOOD 28, CALIF.  
6000 Sunset Blvd.  
Hollywood 9-5831

# FAIRS-EXPOSITIONS

MARCH 9, 1957

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

69

## Death Takes Fredericton's New President

FREDERICTON, N. B.—Harold A. Limerick, newly elected president of the Fredericton Exhibition, died suddenly at his home here early Tuesday (26). He was 64 years of age and had been an employee of the Post Office Department for over 40 years. He had been postmaster at Fredericton during the past several years.

He was a member of Hiram Lodge No. 6, F&AM, Fredericton Royal Arch Chapter No. 2, Fredericton Preceptory No. 50, Luxor Temple (AAONMS) and the Scottish Rite.

Surviving are his widow, the former Edith Staples; one brother, Sterling A. Limerick, of Fredericton; an aunt, Susan Kelly, of Fredericton, and a nephew, Jack Limerick, of Montreal.

Funeral was held at St. Andrews Presbyterian Church Thursday (28), Rev. Dr. T. J. Watson officiating. A. D. Neill, recently elected vice-president, will take the Exhibition Association thru the calendar year of 1957, including the fall fair in September.

## Ind. Assn. Names Barnet Secretary

MUNCIE, Ind.—Bob Barnet, sports editor of The Muncie Star, has been elected secretary-treasurer of the Indiana Association of County and District Fairs, replacing William H. Clark, Franklin, Ind., who died recently after having served the association in that capacity for 21 years.

Barnet has been with the Star for 28 years, 27 of them as sports editor, and is a past president of the Indiana Association of Sports-writers and Radio Sportscasters. Last year he served as announcer for harness racing at Delaware County Fair, Muncie, and is a co-author with Jay McCreary of the book, "Winning High School Basketball."

## GAC-H Slates Names, Revue For Brockton

BROCKTON, Mass.—A contract for the grandstand acts at the Brockton Fair has been signed with GAC-Hamid, of New York, according to an announcement by President George A. Carney Jr.

For the opening Sunday, September 8, the Lone Ranger and Tonto will be featured. Monday and Wednesday will see singer Guy Mitchell and a name band, and for the wind-up days, Thursday, Friday and Saturday, the attraction will be the Four Lads.

In addition, GAC-Hamid's "Showtime Revue" will be on hand for all performances during the week. The contract was signed here by Carney and Augustus (Babe) Rabb, of the Hamid organization.

## Topsfield, Mass., Show Looms Big

TOPSFIELD, Mass.—Advance sale of more than 10,000 tickets is reported for the second annual Boat Show to be held April 18-21 at the Topsfield fair grounds.

The Danvers Fish & Game Club, sponsors in co-operation with the Essex Agricultural Society, had its members push the sale all thru Essex and Middlesex counties. The society operates the Topsfield Fair. All available commercial space has been sold, according to Paul Corson, show advisor. Lawrence Darling is in charge of the clubs committee.

BISHOPVILLE, S. C.—V. D. Cronister is the new president of the Lee County Fair Association. Re-elected for the coming year were R. C. McCutchen, secretary, and M. M. Levy, treasurer. Page Greater Shows will furnish the midway attractions at this year's fair, September 30-October 5.

## Allentown Strong For Latin Quarter

ALLENTOWN, Pa.—Intense bidding for the grandstand contract at the Allentown Fair apparently ended in favor of Lew Walter's Latin Quarter Revue, which was offered by Willard Alexander. This is the decision of the fair's show committee, which entertained presentations thruout last week.

Up until two seasons ago, George A. Hamid & Son had been providing the talent. The 1956 fair featured a Music Corporation of

America show. Both organizations were represented here Friday (1), the former by Howard McElroy and the latter by the elder and junior Hamids. Val Campbell represented the Gus Sun Agency, and Randolph Avery, Barnes-Carruthers.

Together with the midway contract, the grandstand decision went to the executive committee Monday (4).

The committee structure as presently operating was set up by new association President Frank F. Hausman. The concessions and grounds committee last week suggested awarding this year's rides and shows contract to the Reithoffer Shows, and the concessions to Bernard (Bucky) Allen. For many years the fair had been played by World of Mirth Shows, of which Allen is concession manager.

The executive committee approved the midway contract last week, but indications have grown that it will again discuss the matter when it considers the grandstand situation.

## PNE Nets \$185,298 For Fiscal Year

Gross Revenue of \$1,235,911.94 Hits  
New Peak; Expenses Increase 7 1/2%

VANCOUVER, B. C.—The Pacific National Exhibition wound up its fiscal year September 30, 1956, with a net overall operating revenue of \$185,298.42, according to the annual report of Joseph F. Brown, honorary treasurer.

Gross revenue for the period reached a new high of \$1,235,911.94, an increase of 12 per cent over the previous high year of 1954. This was attained in a large part as the result of increased revenue from racing, the British Columbia Building, the Forum and Empire Stadium.

Expenditures for the fiscal year also reached a new high, adding up to \$1,050,613.52, up 7 1/2 per cent over 1955.

The revenue derived from gate admissions during the 1956 fair totaled \$255,000. This was the first time that no advance sale ticket campaign was held, but as near perfect weather prevailed, the net result was termed as "most satisfactory." In 1954, the last year the advance sale with prizes was held, total gross was \$217,756 and regular gate admissions were \$90,686, for a total gate income of \$308,442. As expenses for the advance mounted to \$48,434 in that year, the net result was approximately the same in the two years.

### Stadium \$\$ Up

Empire Stadium revenues were up 92 per cent over 1955, due to increased attendance at football games, an increase in events held and full payment by the B. C. Lions of their contract rent. Forum operations were improved, due to

increased rentals for skating events and professional hockey.

W. J. Borrie, in the president's report, discussed the attraction program. Despite slightly lower attendance at the fair, revenue from the midway attractions showed an increase over any previous year, he said. Altho not many changes can be made this year, it is hoped to have a complete rebuilding of the fun zone in time for the centennial exhibition in 1958, Borrie pointed out.

In line with these plans, arrangements are under way to buy the square block of land north of the present midway area and arrangements are being made to operate the fun zone on a year-round basis. The operators plan to build another Giant Dipper and spend additional money on further improvements, Borrie pointed out. Work is scheduled to get under way right after the 1957 fair.

"The Shrine-PNE Circus once more proved to be popular, altho there was a small decline in attendance," Borrie said.

## INDEPENDENT SHOWS WANTED

for

## The Selinsgrove Fair

Pennsylvania's Largest  
Night Fair

Week of July 15 to 20

Want Independent Shows with their own outfits. Also Concessions that do not conflict. Write

**Roland E. Fisher, Mgr.**  
Selinsgrove, Pa.



## LAST CALL GREATER-HARTFORD FAIR

MARCH 13 THRU 17

STATE ARMORY — HARTFORD  
LARGEST ARMORY IN CONNECTICUT

Want: Exhibits such as California Red Log, Working World, Capt. Thompson's Whale Show; get in touch.

Want: Kitchen Gadgets, Cards, Pitchmen, what have you? A few more Concessions.

PHONE DON'T WRITE WIRE

DAY JACKSON 2-9892  
NITE JACKSON 2-0575

231 MAIN ST.  
HARTFORD, CONN.

## 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 8-9. 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.  
Sarasota—Sarasota Co. Fair, March 11-16.

## PAUL ANDERSON

"The World's Strongest Man"  
HEAVYWEIGHT CHAMPION OF THE WORLD  
BOX OFFICE BONANZA

Everyone in the world wants to see Paul Anderson. NOW BOOKING Fair dates (Grandstand Attraction only). Challenges any man in the world to duplicate his spectacular feats of strength.

Write HOWARD CANTONWINE

8917 S. Harvard Blvd., Los Angeles 47, Calif. Phone: Pleasant 8-8827

## CARNIVAL WANTED

Good, clean Carnival with 10 or 12 Rides, 5 or 6 of them Major Rides and about 25 Concessions for JEFFERSON COUNTY FAIR, Fairbury, Nebr., August 6-9. Located 135 miles S. W. of Omaha.

Write or wire

**S. M. CRESSMAN, Sec'y**  
Jefferson County Fair, Fairbury, Nebr.

ACTS

ATTRACTIONS

For complete information about The Billboard's

## SPRING SPECIAL

Featuring the 1957

## OUTDOOR AMUSEMENT DIRECTORY

turn to page 68 this issue RIGHT AWAY!

FOR ENTERTAINMENT

—CONTACT—

**JIMMIE DOWNEY**  
7733 Arthur Ave., St. Louis 17, Mo.

## CARNIVAL WANTED

For Maries County Fair

Vienna, Mo., County Seat, Aug. 30 & 31.  
Must have 3 to 5 Rides. Write  
ROY L. HAGER, Sec'y., Vienna, Mo.

## TRIES NEW START

### Akron Park 'Re-Opens' In Anti-Rain Promotion

(Rain wrecked business at many parks last season and among them was Summit Beach Park, where Ed Palmer is manager. Even an effort to capitalize on the bad weather was ruined by storms. But that doesn't dim the fact that Palmer was able to devise a unique promotion out of adversity. Here is his account of it.)

By ED PALMER  
Manager, Summit Beach Park  
AKRON, O.—Summit Beach



ED PALMER

Park opened for weekends last April 29 and was greeted by cold weather and rain. The next three weekends were the same and on Friday, May 25, the park opened for the season to cold weather and rain.

With the exception of June 10 every weekend in June was rained out. The bad weather held not only

for weekends but weekdays as well. The official weather bureau record is rain on 29 days in June with sub-normal temperatures. A change came on the Fourth of July . . . it rained even harder than it had in June. We managed to get one dry weekend in July.

By this time we were thoroly disgusted with the weather and trying to figure some "gimmick" that would attract some people.

Thus, the "reopening" idea was born.

On Sunday, August 5, Summit Beach "reopened" for the season. We were forgetting the first part of the year and attempting to promote interest and attendance during August, traditionally a slow period.

#### Publicity Catches On

The newspaper and radio stations went for the "reopening" and

(Continued on page 71)

### Asbury Meet Attended by New Yorkers

ASBURY PARK, N. J.—The New Jersey Amusement Men Board of Trade, formed in 1956, met here Wednesday (27) to discuss the next step in attempts toward game legalization in New Jersey. Attending the session were representatives of the New York State concession picture, with legal counsel.

With a State Supreme Court decision extending the current ban over the 1957 season, the operators will plug for getting a constitutional change placed on the November ballot as a referendum.

It has been decided to seek aid from the shows which normally route thru the State. A \$25,000 fund was raised by the association last summer, and it hired a secretary, legal counsel and public relations representative.

### Palisades Springs Circus 'War' Story

NEW YORK—The die was publicly cast here Friday (1) for the circus attraction which will open the Palisades (N. J.) Park season. The Hamid-Morton and Hunt Bros. Circus combined effort was described in some detail at a press conference by George A. Hamid. Initial press reception was very good and went along with the park's references to a circus billing and attendance battle.

Details were pretty nearly as have been represented in The Billboard, with the addition of some refinements such as prices. Opening statements and advertising pay particular attention to the cut-rate aspect of the show, which will run for 17 days within the month-long period that Ringling is appearing in Madison Square Garden.

"Why pay exorbitant New York prices?" will be the predominant theme. Price will be \$1.50 for adults and 75 cents for children. Ringling has a \$6.50 top, with kids half priced Mondays thru Fridays except for Easter week, when full price will be charged.

#### Ad Budget Hiked

Palisades is a traditionally heavy biller, and has stretched its normal budget by some \$15,000 for the opening. All its ads will feature the circus connection, emphasizing also free parking and park admission. In addition to big-sheet boards, there will be paper of all sizes, public service buses, transit stations and saturation of all newspapers and radio stations in the metropolitan area.

Publicity and promotion is being handled by the Bert Nevins Agency for the park, and by Richmond Cox, who has been touring with the Hamid-Morton Circus.

For the most part the show to appear at Irving Rosenthal's park will be the regular H-M Circus. In addition to the announced admission price, there will be a 25-cent enclosure for the Hunt menagerie. Side Show and any pit show or other attractions that may be offered. Dates of the engagement are April 17-28, while Ringling shows for a month beginning April 3.

Hamid's discussion was attended by the Associated Press, United Press and Newark Evening News, and was covered by telephone by The Times, Herald Tribune and World Telegram & Sun. He said the Ringling ownership had departed from its traditional family

approach. John Ringling North, he said, has never had to be a trouper, but had inherited an establishment built on family trade, and changed its appeal from the family to adults.

The announced plan is for two shows daily, with three on weekends and during Easter week. Tell Teigen, swaypole, will work outside the tent prior to each performance as a free act. Park is on a heavily traveled thoroughfare.

It is expected that circus patrons will also take advantage of the park's many rides, food stands and other attractions.

### Disneyland Schedules New 'Street' for 1958

ANAHEIM, Calif. — A new phase of Disneyland to be known as Liberty Street is being planned at the park here for opening in the spring of 1958. The installation is expected to cost approximately \$4,400,000 and increase the park's assets value to more than \$20,000,000, probably making it the largest single private-enterprise attraction in the Western Hemisphere.

The present areas of the park, Main Street, Tomorrowland, Frontierland and Fantasyland, have more than 55 companies as concessionaires or participating in other ways. The firms accounted for \$1,440,545 in rent in fees during the first year's operation. Disneyland opened July 17, 1955.

Liberty Street will portray the American heritage, with emphasis upon the Revolutionary War period. A central theme will be the replica of an early American street fronting on Liberty Square. The money earmarked for the project will be spent over a period of five years, with the costs being based upon design, construction, operation and maintenance. Thirteen companies will take part in the presentation, which will be another major unit of the 160-acre tract.

E. D. Ettinger, publicity director who is working with the planning group for the proposed expansion, explained that the various Liberty Street buildings will show crafts-

## FIRE SALE

### Old Merchandising Idea Becomes New Promotion

(Fire—and the news coverage of it—damaged Riverside Amusement Park last summer. But in this case, the bad luck was transformed into a successful promotion which made clear that the funspot was still very much in business. Here is how it happened.)

By JOHN L. COLEMAN  
President, Riverside Amusement Park

INDIANAPOLIS—Due to the location of Riverside Amusement Park in Indianapolis, thousands of people saw its fire last summer and due to the closeness of a radio station the news was quickly disseminated. As in many news stories, only the headlines were read by the majority of people. Actually the fire was confined to a 200-foot area along a walk which is about four blocks long.

With headlines such as "\$125,000 Fire Sweeps Riverside" and "Three Firemen Injured in Two-Alarm Blaze at Riverside," with wide coverage on TV with pictures of flames and smoke, this would have been a publicity man's dream if they had been the right shot, if the news had been good.

At noon the same day we were scheduled to have an industrial outing from a manufacturing plant at Lafayette, Ind. Since we actually lost only two rides (a Fun House and Pretzel) we could see no reason to shut down the other 24 rides. We also lost one-third of the game row building which housed the Fascination and Skill Derby games, their stock, a small warehouse, 250 feet of covered walk, considerable damage to the Tilt-a-Whirl building and ride, and there was also some damage to the Merry-Go-Round building. But they were operable. Opening for

this outing as the fire trucks were leaving made a second story for our publicity department under the title The Show Must Go On.

By evening the office had received many calls inquiring as to the extent of the fire and whether the whole park had burned. The telephone lines were kept busy Sunday, too. Tuesday noon I attended the Rotary Club and many of the members asked the extent of the damage. Some jokingly asked if business was that bad and to answer their jibes I said, "Sure I



JOHN L. COLEMAN

just wanted to have a fire sale." At that time I did not think much about my reply, but while driving back to the office the words and idea started to jell into a promotion.

Calling our publicity man, he said, "Wonderful, let's get going before it is stale." Since it was a promotion that was beyond the realm of pure truth, I called the manager of the Better Business Bureau, who started laughing at the idea and remarked, "If anybody complains on this one they are nuttier than you."

But it did give me the suggestion to further the advertising by going to the city comptrollers for a real fire sale permit so as to display a permit number on advertising. This the city would not do since I could not list the damaged merchandise. Because of the advertising deadlines it was necessary to set up the copy for Thursday and Friday nights. All advertising was changed to extra bold type and extra spots and time were taken on radio and TV.

#### Ride Prices Drop

All rides were dropped in price 5 cents, so kids' rides could be advertised at half price and most major rides at 25 per cent off. Mr. Burrous, our food and beverage division manager, also wanted his department in on the gag so hamburgers were cut from 25 to 23 cents and drinks to 7 cents.

The results in actual cash were less than estimated value of the public relations. We had told the public we were still in business. We were not crying about our misfortune. The questions changed from the loss to when do we get a new Fun House and Pretzel. True, that weekend business was up a good 20 per cent over the previous week.

A radio commentator made this statement on the air: "Riverside has taken a heavy loss, let's all go out there this weekend and show them we appreciate the way they provide clean entertainment." This kind of statement makes a fellow feel good and gives him an awfully big lump in his throat.

### Curb on Hours Advanced by N. Y. Solons

NEW YORK — The Queens Chamber of Commerce is among organizations vigorously opposing a change in the State's labor law, introduced and numbered in both houses of the Legislature. Effect of the bills would be to set an eight-hour day and 48-hour week with time and a half for overtime for male employees aged 16-18 in any amusement place.

Another provision would limit females over 16 to an eight-hour day and a six-day week, and still another would prevent employment of women aged 16-21 at any place of amusement from the hours of 10 p.m. to 6 a.m.

In the Assembly the bill is number 1612, and in the Senate, 1,469. In both houses it has been sent to the committee on labor and industry. It would amend Section 180-A of the Labor Law, and make an addition to 180-B.

#### Name Park Director

MANHATTAN, Kan. — Dave Dallas, of Dallas Enterprises here, has been named program director for the municipal Sun-Set Park and Zoo, scheduled to open April 28.

**ROLLER RUMBLINGS**

**April 1 Debut for 10G RSFA Queen Contest**

NEW YORK—The \$10,000 national skate queen contest of the Roller Skating - Foundation of America, the brainchild of C. V. (Cap) Sefferino, manager of Price Hill Roller Rink, Cincinnati, is to get under way April 1, it was announced last week at RSFA headquarters here.

Open to all rinks, the contest will start on local levels, with any rink eligible to choose a queen, who must then compete against others in city contests. If successful in successive contests embracing metropolitan areas and States, the candidates will appear in finals, to be held November 21-23 in the Colonade Hotel, Miami Beach, Fla., in co-operation with city officials. Eligibility rules are to be announced soon.

Covering eight months, the contest has been designed by RSFA officials to benefit the rink box office over an extended period of time. The late fall finals will come at a time when the public is more inclined to spend, RSFA officials say, and concentrated publicity in connection with the event, it is believed, will make the public roller skating conscious and provide a reminder that roller skates are an ideal gift for approaching Christmas, a sure rink box office stimulant.

Complete publicity and promo-

tional kits are to be provided operators for use locally in connection with the contest, and the RSFA has made a tie-in with Miami Beach for exploitation of the finals. Judging will be done by TV, film and theater personalities, and an RSFA committee has been named to set up a list of prizes worth \$10,000. Following the finals, the queen and chaperone will fly to New York for TV appearances and newspaper and magazine interviews.

**2d MARSJ Meeting Set For March 25 at Reading . . .**

BRIDGEPORT, Conn. — The second regional meeting of the newly formed Manufacturers' Association of the Roller Skating Industry has been set for Monday (25) at the Abe Lincoln Hotel, Reading, Pa. Secretary is Vince Devitt, of the skate wheel division of Raybestos-Manhattan, Inc.

Despite sub-zero weather, the initial regional conclave, conducted during January in Indianapolis, drew about 250 rink operators, manufacturers, professionals and guests.

Visiting operators will have a chance to examine the latest in roller skating equipment in a show set up by association members. The heavy agenda set for the meeting, said MARSJ President Joseph Shevelson, of Chicago Roller Skate Company, includes wide discussion on promotions, "the shot in the arm that our great roller-skating industry needs today."

Another feature will be the appearance of Donald M. Kendall, vice-president of the Pepsi-Cola Company, who will meet with operators and tell them details of his company's planned co-operation with the Roller Skating Foundation of America in its \$50,000 campaign to advance the roller-skating business. So far the soft drink firm has indicated its willingness to join the RSFA in publication of a promotional handbook free to operators, together with publicity kit; promotion of the national skate queen contest and completion of an industry movie.

Among organizations that will be represented in Reading are the Pennsylvania Rink Operators, the RSFA, Roller Skating Rink Operators of America and United Rink Operators. Along with Shevelson and Devitt, MARSJ Vice-President Max Hyde and Treasurer Clarence Reynolds are expected to attend.

**Valentine Gimmick Offered at Mineola . . .**

MINEOLA, N. Y.—Promotion-minded Earl Van Horn, who seems always willing to spend a buck to make a couple, dragged out the old matching heart gimmick for the February 13 Valentine Day party staged at his rink. An inexpensive feature, it has apparently been a

**Tries New Start**

• Continued from page 70

our publicity was all that we could ask for. In addition to fireworks we scheduled a band, plus a tie-in with the Bantam Football Association. On paper it looked like the perfect promotion. Skies were clear the morning of August 5 and the forecast was for clear weather. This looked like the day we were waiting for.

The park opened at 1 p.m. and people started pouring in. By 2:30 the midway was jammed. Then, from out of nowhere, the dark clouds gathered and electrical storms and heavy downpours stayed with us for the balance of the afternoon and evening. The midway was deserted, fireworks were canceled and the park closed at 9:30. Fireworks were re-scheduled for the following Sunday but the edge was gone. It was just a normal Sunday. The rehash was no good as is usually the case in postponements.

**Season Still Bad**

For the record, Summit Beach had possibly its worst season. The rain held thru August and September. Summit Beach has been the site of the Summit County Fair for the past six years and that is an event that means much toward a successful year. Cold and rainy weather held the first four days' attendance down and on Saturday and Sunday, normally the two big days, we had more rain plus some terrific competition. The Cleveland Browns played an exhibition football game in the Akron Rubber Bowl on Saturday night to a crowd of 30,000 and on Sunday afternoon Rev. Billy Graham drew 40,000 for a revival meeting. The fair was far below expectations.

However, we'll be back in 1957 with more "gimmicks" and more promotions clinging to two axioms in outdoor show business: "It can't last forever" and "One good season makes up for a lot of bad ones."

successful one for Mineola, since it has been standard at the rink for years.

This year Operator Van Horn put up 50 heart-shaped boxes of candy as prizes for the first 25 couples matching hearts. Girls and boys are lined up at opposite ends of the rink, and at a signal they meet in the center and attempt to find one of the opposite sex holding a paper heart bearing the same number as theirs, thus matching hearts.

**AOW Cherry Blossom Events Set for April 6 . . .**

ELIZABETH, N. J.—The annual Cherry Blossom racing contests staged by the America on Wheels chain of rinks will be held April 6 in National Arena, Washington, said Jack Edwards, AOW director of speed.

Medals and utility awards will go to winners of this year's events, along with a trophy to the club amassing the most points in the competitions. Open to holders of a card in the United States Amateur Roller Skating Association, the entry fee is \$1.50, said Edwards.

Finals program: One-mile events, senior men and women; two miles, senior men; one-and-one-half miles, senior women; one mile, junior men and women; three-quarters mile, junior men and women; one mile, intermediate men and women; seven laps, novice men and women; five laps novice men and women; four laps, juvenile men and women; three laps, juvenile men and women, and a three-mile mixed team relay open to one team per club.

**Beautiful new building . . . SPACE NOW AVAILABLE**

for WALK-THRU • CRIME SHOW • ODDITIES SHOW

(no geek shows apply)  
Write  
**WILLOW GROVE AMUSEMENT PARK**  
(Philadelphia's only amusement park)  
P. O. BOX 96, WILLOW GROVE, PENNSYLVANIA  
—Over 2 million visitors every season—

**CONCESSIONS FOR RENT**

10 NEW BUILDINGS with PermaStone fronts and fluorescent fixtures.  
FLASHER • CAT GAME • MILK BOTTLES • BUCKETS  
• ADD 'EM UP DART • BALLOON DART • ROLY POLY • PITCH-TILL-U-WIN.  
Mostly all equipped. Also available, two more Stock Concessions. Drawing from Worcester, Mass., and surrounding area of Massachusetts. Wonderful opportunity for responsible people in a fast-growing Amusement Park. Big name policy as free attraction every week. Wire or write  
or call General 2-1349, Long Beach, N. Y.  
**IRWIN KNOHL 75 EAST BEECH STREET, LONG BEACH, N. Y.**

**High Quality KIDDIE RIDES**

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—  
GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.**  
ESTABLISHED 1888

**TWO TOP LOCATIONS AVAILABLE FOR MAJOR RIDES**

Due to re-planning—landscaping in established amusement park. Equipment must be late model majors and in first-class condition.  
**JOHN C. RAY BELMONT PARK at Mission Beach**  
President San Diego 8, California

**MOON ROCKET FOR SALE**

To make way for other ride. This is a park model, equipped with 3-phase 25 hp. motor; also includes large neon sign. Buyer takes all F.O.B. park. If seriously interested we will furnish color photograph and all information.  
**FAIR PARK, INC.**  
State Fairgrounds Nashville, Tenn.

**75 POKER TABLES**

now on location  
SACRIFICE PRICE  
WRITE: BOX #89, The Billboard  
1344 B'way, N. Y. C.

**TOURIST ATTRACTIONS ARE BIG BUSINESS**

Wild Animal Farm and Deer Park. 200,000 visitors @ \$1.00. Lease to qualified person. Opportunity add amusement park, etc.  
BOX 212, Crown Point, New York.

**FOR SALE**

Recreation and Animal Park, 1/4 mile off Route 2, four miles from Gardner, Mass. Swimming pool, cement wading pool, playgrounds, several buildings, cages, etc. Spring water, artesian well, nice lawns, plenty of land, also large parking lot. Price very reasonable, equipped or not; also nice home if desired. Write NARRAGANSETT PARK, Templeton, Mass.

**PARTICIPATING SPORTS ASSOCIATION**

Fourth Annual Convention—Tuesday and Wednesday, March 26 & 27; Somerton Springs, Feasterville, Pennsylvania. Fifty Trade Show Exhibits for pool, lake and rink. New members invited. Guests welcome.

**WILL LEASE CONCESSION SPACE FOR 1957**

Established, modern amusement park; up-to-date concrete block buildings. Milk Bottles, Cat Race, Duck Pond, Glass or Pottery Pitch, Fitch 'Till You Win, Fart Game or anything that doesn't conflict.  
**OLCOTT BEACH PARK CORP.**  
Olcott, New York

**ONLY TWO CHOICE CONCESSION SPACES**

STILL AVAILABLE AT **ROCKAWAYS PLAYLAND**  
Queens million-dollar amusement park now has unlimited business potential due to new rapid transit extension. Space still available for Bing-O-Reno game & souvenirs & novelties. Great opportunity for the person who acts quickly. These concessions will go fast! Inquiries are also invited concerning other skill games not conflicting with existing concessions. Phone for appointment or write immediately, Rockaways Playland, Rockaway Beach, New York. GR 4-2600.

**AMUSEMENT PARK**

Has space available for Fairyland or Cowboyland, Exhibits. Perfect location. Contact

**PLAYLAND PARK**

West Atlantic City, New Jersey

**Location Wanted for MODERN ARCADE**

**AMUSEMENT CENTER**  
**JOE MUNVES** 577 Tenth Avenue  
N.Y.C., N.Y.

**PRESTIGE AND PROFITS A HOLMES MINIATURE GOLF COURSE**

Adds prestige to your location and makes more money for you. Each Holmes Cook Custom Built Course can handle up to 200 persons per hour.  
**HOLMES COOK MINIATURE GOLF CO.**  
599 10th Avenue New York, N. Y.

**SAVE MORE MONEY—MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

**SKATING RINK TENTS**  
42 X 102 IN STOCK  
53 X 122 AT ALL TIMES  
**NEW SHOW TENTS MADE TO ORDER**  
**CAMPBELL TENT & AWNING CO.**  
100 Central Ave. Alton, Ill.

**CURVECREST RINK-COTE**  
The skating surface for wood and masonite floors. The ultimate in clean lines and traction.  
PERRY B. GILES, Pres.  
Curvecrest, Inc. Muskegon, Michigan  
We invite you to bring your skates to Curvecrest and see for yourself!

**HELP WANTED**  
Junior Pro-Manager for classes and lessons, with background of rink management. A good opportunity for ambitious Man with personality and disposition that fit into roller rink operation.  
\$100 a week to start.  
**SPOTLITE ROLLER RINK**  
Route #1 La Grange, Illinois

**PORTABLES ARE THE ANSWER**  
**Porto-Bilt**  
TENT COVERED SKATING RINKS  
Write  
**W. T. SHACKELFORD**  
Box 425, Smyrna, Ga. Phone 5-5978  
Phone: 8-2183, Marietta, Ga.

**"CHICAGO"**  
**Rental Shoe Skates**  
Plastic Wheels  
"Off Set"  
Long Wearing  
Easy Rolling  
No Dust  
Ladies' White 314  
Men's Black 315  
Order Now  
**CHICAGO ROLLER SKATE COMPANY** 4427 W. Lake Street Chicago  
No. 278P

when answering ads . . .  
say you saw it in THE BILLBOARD!

## Davenport Wins Cleveland Crowds

Seven-Day Stand Draws Top Attendance; Detroit Crowds Set 50-Year Mark

CLEVELAND — Orrin Davenport's Circus drew huge business to Public Auditorium here for a one-week stand that exceeded the pace for the two-week runs of previous years. Seven days pulled 100,000 compared to last year's 140,000 in 14 days.

On the heels of the big business here, Orrin Davenport said in a local interview that his current season so far better than anything in his 51 years of experience with indoor shows.

At Detroit, where the Davenport show played prior to its Cleveland stand, Director Eddie Stinson said that the 50th annual Shrine show ticket sales were 30 per cent ahead of the show's previous high mark. Turnaway attendance marked the show's wind-up at the State Fair Coliseum there.

Cleveland Grotto show officials altered their dates this year, and the stand ran Monday (18) thru Sunday (24). This not only reduced the number of days from the past years' totals, but also eliminated one weekend, when big business could be expected. The change was made with the intention of keeping two weekends, but it was found that the time in Public Auditorium could not be cleared to permit that until 1960.

The committee's vote for a ten-day stand then was amended to

## Joe Houston Dies, Ending Long Career

LOS ANGELES — Joe Sam Houston, 88, veteran showman, who died here Friday (1) following a long illness, was buried in Winchester, Ind., this week.

Houston, who in later years made a specialty of displaying museum attractions, was born February 14, 1869, in Anderson, Ind., and entered show business at an early age. He was the first manager of the Otto Floto Circus when the title, under Bonfils and Tannen, was changed from Birch Dog & Pony Show and before it was known as Sells-Floto. Shortly after the turn of the century, about 1914, he was a partner with the late Bud White in the operation of Allman Bros. Shows. In the 1930's he toured with his attractions in the Pacific Northwest on the C. F. (Doc) Zeiger Shows. Houston was active on the West  
*(Continued on page 73)*

## HUNTS SET TV PITCH FOR AUSPICES DATES

PHILADELPHIA — A TV pitch for auspices, something practically unheard of in the Eastern big-station area, is scheduled for Saturday (2) on the CBS "Big Top" show. Hunt Bros. Circus will continue to cash in on the program as it has in previous weeks, when publicity has been given to the circus presentation at Palisades (N. J.) Park.

The show has frequently used Hunt acts, and recently started a contest promotion using juvenile talent. Every week it shows two kid acts and makes the announcement that the contest winner will get \$500 and a date with the Hunt

the one-week stand that was played.

Where early weekday night shows in the past have pulled half houses, the Monday, Tuesday and Wednesday nights this year was at or near the capacity mark. Public wedding of George Keller and Ginny Lowery in the animal trainer's arena on Tuesday increased the attendance then.

Afternoon crowds hit the top mark on Wednesday and stayed there for the rest of the week.

Similarly, night shows were turnaways from Thursday thru Saturday (23).

On Sunday (24), the wind-up brought a full house at the 1:30 p.m. show and did nearly as well for the 5:30 p.m. show.

## H-M Up in Milwaukee; Extra Show Hikes Totals

MILWAUKEE — Hamid-Morton Circus wound up its stand here with George A. Hamid reporting a 22 per cent increase over last year's business. The show was running ahead from the outset and Omer Kenyon's advance promotion had set the front-running pace.

Hamid said that the show's Memphis date also was up, 18 per cent in that case.

In Milwaukee the total increase was upped substantially by the scheduling of an extra performance. The additional show was scheduled for twilight on the final day, Sunday, when no night show had been given before. This was the first time any extra show had been needed in Milwaukee for the circus. Announcement of it on Thursday, when other shows already were sold out, allowed for time to build a sale for it. Attendance was about 8,000 people for the added performance.

From here the circus moved to

## Norris Named To Clyde Post

OKLAHOMA CITY — Bill Norris, a promotional director for Clyde Bros. Circus, has been appointed director of special events promotions for the same show, according to Howard Suesz, show owner.

Norris will work with the Clyde Bros. press department as part of his new assignment.

## Beatty Buys King Spool To Roll Top

DE LAND, Fla. — Clyde Beatty Circus has purchased a canvas spool wagon that was used last year on King Bros. Circus. Spool will be used this season by the Beatty show as part of its conversion to motor operation.

The spool was taken over by W. J. Bailey, who held a mortgage on King equipment, and it had been stored in Norfolk.

Transportation plans for the motorized Beatty show call for moving part of the equipment at night and the remainder in the morning. Night-moving "flying squadron" will include cookhouse, stake driver, big top and Side Show canvas and poles.

General Agent Floyd King is now working out of De Land winter quarters. His wife and children do not plan to troupe this summer and will remain at the Macon, Ga., home.

Topeka, with Kansas City and Wichita dates to follow before its return to the East. Howard Y. Bary is the promotional director for these three dates.

Hamid left the show after the Milwaukee date to confer in New Jersey with executives of Palisades Park about the April 12-28 appearance there of the combined Hamid-Morton and Hunt Bros circuses under canvas. After the meeting, Hamid was rejoining his show at Kansas City.

## Garden Takes to Tents; Plans Bermuda Invasion

TORONTO — Garden Bros. Circus, up to now an indoor show playing Canada, will convert to tented operation this season, W. R. Garden announced.

He also revealed that he will take Garden Bros. to Hamilton, Bermuda, for a run of about 12 days. The show, he stated, will be the first to play the island.

Terrell Jacobs has been contracted by Garden Bros., and the trainer will work his wild animals, supply parade equipment and operate the menagerie-style side show.

Garden's stand in Hamilton will be in May, but the exact dates are yet to be determined by the sailing time of ships from New York.

Upon its return to Canada, the Garden circus will open June 3 in Ontario. This time it will play

## Polack Western Alters Schedule On Chicago Shows

CHICAGO — Western unit of Polack Bros. Circus has altered its schedule here to include 35 performances, compared with 37 last year. With no Shrine shows on Sundays in Illinois this year, nine performances were to be made up.

This was done by starting on a Wednesday (27) instead of the normal Friday; by adding shows on each of two Mondays, which had been dark days in the past, and a third show on the first Saturday. The other Saturday will continue with a three-show schedule as in the past.

## KELLY-MILLER SETS APRIL 21 STARTER

Will Play Gainesville Third Day Out; Name New Press Man; Obert Miller III

HUGO, Okla. — Al C. Kelly & Miller Bros. Circus opens its new season Sunday, April 21, at its winter quarters here and two days later will be at Gainesville, Tex., where it will be the first professional circus in since 1949.

In Gainesville, it was announced that the Community Circus and Gainesville Round-Up will not be held in the spring as usual. New dates are August 26-31, when they will be combined with the Cooke County Fair.

At Kelly-Miller quarters, work on new seat wagons is progressing, and staffers report they will bring a major change in the show's overall appearance.

General Agent Art Miller announced last week that H. David Retherford, of Hot Springs, will be supervisor of press, radio and TV promotions as well as advance publicity on Kelly-Miller national ad tie-ins.

This will mark the show's initial effort with TV stations. Miller said that the medium will be used for publicity whenever the show plays towns with TV stations.

Retherford has been with Paramount theaters, KTHS radio in Hot Springs, and a Houston TV

## AGVA Signs Gil Gray

CHICAGO — The Gil Gray Circus has signed an agreement with AGVA, it was announced here last week by an AGVA representative. Terms of the contract provide that the circus will make welfare payments to the union.

some larger cities and towns, as well as the smaller centers it has played in the past.

Dates in Hamilton and also those in Quebec and Ontario will be under local auspices. Show will count on advance ticket sales, heavy billing, newspapers and radio plus sound car and heralds, Garden said.

The circus will appear under an 80 with three 30s. The street parade is a tentative plan. Show will carry its own light plant and seven semi-trailer rigs as well as additional vehicles and act-owned rolling stock.

## Minneapolis Shrine Show Names Acts for March 15-24

MINNEAPOLIS. — Names of acts contracted for the annual Shrine Circus at Municipal Auditorium here, March 15-24, have been announced by Producer Noel Van Tilburg.

The tentative program is as follows:

Tournament; Vagabounders, trampoline; Miss Lilliana; Capt. Eddie Kuhn's Wild Animals; the Wiregards, aerial; clowns; Al Hanel Troupe, comedy casting and bars; Oscar Konyot's Seals, Jimmy Reynolds' Seals, the Platos, the Ninons; Miss Mara, single trap.

Bill Buschbom, dressage horse; Dam Brothers, Marcelli and Janis, Jan Risko and Nina; clowns; Sonny Moore's Roustabouts; dogs; clown boxing; Young China; Yong Brothers and Sister; Chai and Somay.

station. More recently he has been press agent for the Arlington Hotel Company. Kelly-Miller also will have J. Eddie Holmes back as press man for stores, outside press ads and school promotions.

Obert Miller, general manager of the Kelly-Miller show, has been ill for the past several days. He has been at Baylor Hospital in Dallas, where his two sons, D. R. and Kelly, have been visiting him.

## Ringling Ads, Bills Appear For New York

NEW YORK — Ringling advertising is under way for the season's opening stand at Madison Square Garden, beginning April 3.

This year's New York ads are being placed thru the McKnight Associates agency, according to Harry Dube, New York representative of the show. Once clear of New York, however, the ads are to be contracted thru the arenas in which the show appears.

A crew of two men has been hired thru the Billers and Billposters' Union to tack banners. The show is using no new paper but several kinds from existing stocks. An 18-sheet, with a six-sheet date, is being used for 24-sheet boards. Tiger heads and other pieces are up in a 75-mile radius extending to Bridgeport, Conn.; Poughkeepsie, N. Y., and Trenton, N. J.

Newspaper advertising broke in Sunday (24) papers. Initial ads were a return to the show's former policy of using full single columns. The first ads, however, made no  
*(Continued on page 73)*

## R-B Telecast Shaping Up

NEW YORK — Understanding is that Columbia Broadcasting System is planning to telecast a Ringling show this year on April 2, day before the charity opener in Madison Square Garden.

Time is being arranged and the network reportedly is casting around for sponsorship.

Riding Kristensens, bareback, the Honeymooners; the Fortseitz Mendez Trio, high-wire; Buschbom's Liberty horses; clowns; the Wazzons, Arabian tumbling; Kelly-Miller Elephants, with Fred Logan; Bob Top and Laureen, high-pole skaters, and the Flying Marilees, return.

## Circus Excursion Set

SARASOTA, Fla. — Seaboard Railroad has scheduled an excursion from three points in Florida to the winter quarters of Ringling-Barnum circus on Sunday (10).

Excursionists will spend three hours at the quarters, seeing a performance of the Sunday show and touring the circus layout. Train will pick up passengers in St. Petersburg, Clearwater and Tampa.

**FOR THE BEST AND FASTEST SERVICE ON ANY KIND OF SHOW PRINTING**  
 TELEPHONE PROMOTIONS, U. P. C., TICKETS OR LARGE OUTDOOR POSTERS.  
 WE PRINT IT WITH SHOWMANSHIP  
**NATIONAL SHOW PRINTERS, Inc.**  
 24-Hour Service Day Phone TU 6-2030 ENGRAVERS—DESIGNERS TOCCOA, GA. 24-Hour Service Nite Phone TU 6-3832

**PHONE CREW MANAGER and Crew**  
 State Convention Program. Good org. Long comm.  
**ERMEL**  
 Victor 6-2142 Indianapolis, Ind.

**NEED 3 PHONEMEN**  
 Polack Bros.' Date. Plenty of renewals.  
 Contact Circus Chairman **E. R. WEBSTER**  
 Phones in, Cards ready. Phone 24352. No collect.  
 ANAH SHRINE TEMPLE  
 39 Columbia, Bangor, Maine

**AERIALISTS WANTED**  
 Will consider one male and one female, or couple, for new type Aerial Act. State all qualifications first letter. Can also place one man, sober, experience not necessary, but must be willing to work.  
**DARRELL HORNBECK**  
 P. O. Box 183 Springfield, Mo.

**LEAPER WANTED**  
 For **FLYING LAMAR act**  
**HARRY LAMAR**  
 603 E. Mill St. Bloomington, Ill.

**3—PHONEMEN—3**  
 Twenty-Seventh Annual V.F.W. State Convention Program Book.  
**BOB ADAMS**  
 808 Main Street Jacksonville, Fla.

**RING BROS.' CIRCUS WANTS**  
 Wire, Ground and Aerial Acts; Ballet Girls, Clowns, can place Mexican Family Act. **MIKE GASCA** and **ENOCH BRADFORD**, contact. Seatmen and Riggers, come on. Address: 4500 Mobile Highway, Pensacola, Fla.

**PHONE MEN**  
 Official AFL paper. Men who have sold labor and want a permanent connection in Los Angeles. Plenty of taps and reloads.  
 BR 2-1530 (no collect) or 8722 Santa Monica, Los Angeles 46, Calif.

**WANT**  
 Contracting Agent with car. Also Side-show Manager. Vera Himes, answer.  
**SELLO BRO. CIRCUS**  
 General Delivery Lake City, Fla.

**CATCHER WANTED**  
 For Flying Act. Experienced or will train.  
**BOX D-278**  
 c/o The Billboard, Cincinnati 22, O.

**GROOM WANTED**  
 Wire or write.  
**GEORGE HANNAFORD**  
 c/o Polack Bros.' Eastern Circus, Lansing, Mich., March 5-9; Wilkes-Barre, Pa., 11-15.

**6 PHONEMEN 6**  
 Can place at once six top-flight Phone Solicitors; Book and UPC Tickets. Good sponsor. Phone or wire. No collect calls, please. No drunks.  
**R. A. WALTON**  
 12 South New Jersey, Indianapolis, Ind. Phone: Melrose 66387

## Burkhart Joins Mills Advance

CLEVELAND HEIGHTS, O. —Novelles Burkhart, formerly with Ringling-Barnum and Cole Bros. in executive positions, has joined Mills Bros.' Circus. He had been in real estate business at Sarasota, Fla., since closing of the Ringling show last summer.

Jack Mills said here Friday (1) that Burkhart is breaking in as a promotional director ahead of the show and has worked several days at Fort Wayne, Ind. Burkhart was returning last weekend to Sarasota on personal business for a week, after which he is to return to the Mills show.

Five persons are due to arrive in New York on Wednesday (6) from England en route to the Mills show. They are Eddie Kendall, Mills employee for several seasons, two English clowns and a two-person act.

Mills said that construction of new seat wagons is progressing. They are being built by the Fruehauff trailer company, Cleveland.

The Mills operation this season leaves all advertising expenses up to the auspices. Mills pointed out last week. In the past the show has supplied tack cards, but he said that now is left up to the sponsor.

## Ringling Ads

• Continued from page 72

effort to bill the acts or specs. Copy was limited to the title, prices, date and location. As usual, the opening night will be a charity performance, this year's beneficiary being the New York City Cancer Committee. Film and stage names are to be on hand for the first show, and Yul Brynner is scheduled to be ringmaster for the night. Box seats opening night will be \$1,000.

Scale for regular performances is \$1.50, \$2.50, \$3, \$4, \$5 and \$6.50. Weekday shows will be at 2 and 8:30 p.m., while Sunday shows will be at 2 and 7 p.m. There will be a morning show April 27. Children will be charged half price for afternoon shows, except during the week of April 21. The run ends May 12. Ticket order coupon is included in the newspaper ads.

## Houston Dies

• Continued from page 72

Coast with attractions on the Long Beach Nu-Pike and with carnivals. He also managed a motion picture theater in Albuquerque, N. M., for several years during his career. He is survived by a daughter, Adonna. Funeral arrangements were made here at Forest Lawn Memorial Park.

**PHONEMEN**  
 Book—UPC's—Banners  
**Chrm. Circus Committee**  
 Room 707, Royal Union Bldg.  
 Des Moines, Iowa  
 Phone: Cherry 4-6540  
 Office opens Cedar Rapids next week.

**PHONEMEN WANTED**  
 Chattanooga — Powerful auspices. Collect and pay daily. 25%. Jim and "Ex," call immediately. Charlie Smith, call me. Bill Tripp, come in. Harry Ward, contact immediately.  
**ROOM 308, Jackson Bldg.**  
 Chattanooga, Tenn. Ph.: Amhurst 7-5720

**5—PHONEMEN—5**  
 Want 5 top producers who don't drink for Police Deal. Phones in. Office opens Wednesday.  
 Call H. A. WIESNER  
 Harrison 5-2605 to obtain office number.  
 2010 W. Ohio St., Rm. 216, Evansville, Ind.  
 P.S.: Bert Jurista, Wayne Bailey and Bill Cooper, call me. Can also use Men for 3 other Police Deals.

## Burslem Seeks Sparks Title, CFA Donations

SARASOTA, Fla. — Jack Burslem has acquired an interest in Leonard Bros.' Circus and is using the Sparks Circus title in an effort to raise money from among circus fans.

Burslem told The Billboard several weeks ago that he was seeking the Sparks title on a lease basis. The title is owned by the Ringling corporation and last was used in 1946 and 1947 when leased to James Edgar for a circus.

Members of the Circus Fans' Association throught the country are receiving letters from Burslem in which he asks for donations of \$10 toward the cost of financing the show. In the letter it is stated that any contributions would be considered donations rather than investments. The letter states that if the show does not go out on the road the money would be returned to contributors.

Burslem's letter also states that half of any profits from his circus would be given to a fund to establish a home for circus people.

Would Hire 100  
 Burslem's prospectus says that

the closing of the Ringling show means "about 1,000 persons will be out of employment." It explains that the proposed Spark Circus would seek to put about 100 or 150 of these persons on the payroll.

The plan states further that Burslem proposed a 75-cent admission charge to his show. He lists an 80 with three 30's, chairs, blues and seven trucks as the nucleus of his show. The money he requests from circus fans would go toward expenses of adding two elephants, a light plant and general production costs, the letter states. Burslem, formerly with Sells-Floto and Cole Bros., was head porter on the Ringling show until about a year ago. He had the concessions on Leonard Bros.' Circus last season, when it was operated by Arthur (Hard Times) Leonard.

Whether Burslem has obtained rights to the Sparks name remained undetermined late last week. However, the title was being used on the donation requests. The letter states that if efforts to get the title are not successful, the show will be called Clark Bros.' Circus.

## Rudy Ready for Coast Trek, Playing Indoors, Ball Parks

SOUTH SAN GABRIEL, Fla. —Rudy Bros.' Circus will play its regular spring route up the West Coast and has signed several repeat Shrine dates as well as its fourth annual contract with the Portland, Ore., Grotto. Latter run will be April 14-15, show owner Rudy Jacobi announced.

Rudy Bros. recently purchased a young elephant, Susie, from Norman Anderson. They also got the former Wallace & Clark Circus office wagon, which is being converted to hauling the bull as well as ponies and dogs.

Johnny Cline, formerly with the Clyde Beatty Circus as trainer, will be with Rudy Bros. to work the stock and elephant. He joined the show last fall and will return this year. Harry Ross is to be producing clown, with Rene Thezan and others.

The show will play indoors until May 8, and then make ball parks and open stadiums. This year Rudy will use special paper and postal heralds. Advance promotions began in January.

## UNDER THE MARQUEE

Charles and Mamie Baker, clowns, opened a six-week repeat engagement March 1 in San Juan, Puerto Rico, with Gran Circo Pan Americano and are also set for an Omaha date, opening April 29. . . . Lee Bros.' Circus, featuring Captain Christie working three cats, played Mission, Tex., March 4. Town was well billed for the date.

All-Florida magazine carried a picture page on Baptiste Schreiber's water-skiing elephant. . . . Clint Finney was in Chicago last week for the Buffalo Bill affair at Showmen's League. He is arranging for three busloads of kids to come to the Polack show from the Aurora, Ill., Shrine club.

Roy Heckler, who had his flea circus on Times Square, New York, since 1925, has moved to Sarasota, Fla. In an AP story he states his is the last in operation. He recalls that his father was with Sells, Robinson and Forepaugh shows, and he says his nephew may carry on the flea business for another generation.

Dewey Barto, who moved recently to Sarasota, Fla., for AGVA, has been national outdoor director for the union for some time. The position Wilson Storey recently resigned was that of outdoor field

representative. . . . Lee Kimri took treatment for an arm injury last week but Les Kimris, aerial act, was expecting to work as usual at the St. Paul Shrine show. . . . Minneapolis columnist Cedric Adams salutes Noel Van Tilburg's upcoming show there and credits the late Buzz Bainbridge, one-time potentate at Minneapolis, with creation of the idea of a winter Shrine circus, later picked up by most other Shrine units.

Harold Ramage, Bloomington, Ill., caught the Hamid-Morton Circus at Milwaukee and visited the Flying Malkos. He also visited in Chicago. . . . Jake Disch reports he visited the ailing Jack Guill at Racine, Wis., hospital and that Guill, as well as Al Sigsbee and C. W. Tiede, all former circus men, are back at their homes taking it easy now.

## 2—PHONEMEN—2

**EXPER. AD MEN ON proven, STRONG, IDENTIFIED 4th YR. entire state LABOR YR. BOOK & BUYERS GUIDE.**

Did \$60,000 last yr. We are now getting 30% new business plus renewals. Fast, Clean, No Pressure. Have 10 renewal deals in state. Our men earn \$200 to \$400 wk. We are licensed, pay taxes, have bonus & vacation plan. Do you want to settle & build security? Last month Barrett earned \$1,400—DeLoach \$1,320—Franz \$1,125—Everett \$1,080—Leonard \$940—rest avged. \$150 wk. or better. If you can't cut it here, you are in the wrong work. These are the most powerful operations in the nation. No P.O.P. paid fully wkly. No static, smooth & bona fide. Good close men, write, come in or phone ppd. to:

**J. BANKENDORF**  
**LABOR TEMPLE ANNEX**  
 43 W. 4th, Denver, Colo. RAce 2-4368  
 (Earn \$500 & transportation repaid. We are one of the Consolidated Enterprises Operations.)

## ADVERTISING PROMOTERS WANTED

For nation-wide church organization. 20th Anniversary Book. Also national convention program for July. Percentage or flat guarantee. Must be bondable. Address:  
**REV. FATHER MARK FARRELL**  
 Publication Director  
 Ukrainian-American Orthodox Church  
 1410 Vyse Ave. New York, N. Y.  
 Tel.: LU 9-9151

## CAN PLACE

On Account of Disappointment  
 One more Telephone Promotion Contracting Agent, year-round work, good pay. Show is well established, consists of Circus, Vaudeville, Recording and TV Stars and featuring Rock and Roll. Contact  
**PAUL F. FORRESTER**  
 General Agent  
 The Tommy Scott Show, Plaza Motel,  
 1940 Broadway, Fresno, Calif.  
 Phone: Adams 7-5176

## Monarch Productions WANTS

Acts of all kinds doing two or more. Animal Acts, Clowns that can clown for Spring Tour opening the 8th of April. Joy and Roy Thomas, Erick Adams, Gabby and Betty Wentz, answer.  
**TODD HENRY**  
 MONARCH PRODUCTIONS, INC.  
 Phone: Applegate 8-3039  
 P. O. Box 483 Phoenix, Arizona

## WANT PHONEMEN

HORSE SHOW — Sponsored by CIVIC CLUB. Pay 25% on Ads and Banners. 20% on Tickets. Must be sober and reliable. No collect calls. Wire or call  
**HELEN HASSON**  
 Zinzendorf Hotel  
 Winston-Salem, N. C.

## 3 PHONEMEN

Circus, UPC's and book. 4 months in one town. EVE. Day phone: District 7-0105, Washington, D. C. No collect. P.S.: Ray Fredericks, Billy Cox and Ben Thomas, call me collect.

## WANT PHONEMEN

Police sponsor. Clyde Beatty Circus, Lebanon, Pa. Call  
**PROMOTIONAL MANAGER**  
 Lebanon Hotel, Thursday, March 6.  
 (Want men only interested in work)

## GARDEN BROS.' CIRCUS

**20 WEEKS IN CANADA & BERMUDA**  
 BIG SHOW ACTS—Elephant, Novelty, Family Troupes, Organist with own equipment. Need Hunky Panks, Floss, Corn, etc., for Midway, also Grab Stand with Cookhouse for personnel. Also Billposter, Lithographers. Reply Jack Ramsey, Southern Pines, N. C. All others  
**GARDEN BROS.' CIRCUS**  
 461 Church St.  
 Toronto, Ontario, Canada

## WE INSIST ON CLEAN PROMOTERS

who in return for a 35 per cent daily can get top money. Ads, Tickets, Contributions. Clean, no heat. Several of our regular staff have not measured up. If you can finance yourself in return for no let downs, dates or co-operation. Year around work, get with us. Good teams capable of clean conduct can stop worrying about their futures.  
**JACK KELLY**  
 Phone 20047 or 36351, Santa Fe, New Mexico.  
 General Promotion Manager, TOMMIE SCOTT SHOWS

## WANTED

24-Hour Man.  
 Ben Thomas, contact.  
**Cristiana Bros.' Circus**  
 P. O. Box 105, Sarasota, Florida

## SLA DEDICATES NEW CLUBHOUSE

400 Turn Out for Double Celebration; Chicago's Mayor Welcomes Showfolk

CHICAGO — More than 400 members and guests of the Showmen's League of America turned out for the dedication of the club's new building here Tuesday night (26) and to celebrate the birthday of William F. (Buffalo Bill) Cody, the League's first president.

The building was decorated with colored pennants, and a marquee and a searchlight, located on the street, lent an atmosphere of a Hollywood premiere to the occasion.

Following a cocktail hour, the ceremonies got under way with the invocation delivered by George B. Flint, chaplain. Harry Duncan introduced the officers and Ernie McLean, of the White Guards, led the crowd in singing the National Anthem. Duncan then introduced Sam J. Levy, who served as emcee.

Chicago's Mayor, Richard J. Daley, unveiled a refurbished painting of Buffalo Bill and a plaque commemorating the occasion. He then spoke briefly, touching on the value of show people to the city and encouraged more to make the Windy City their winter

homes. Mayor Daley was accompanied by Col. Jack Reilly, an expert on special events in the fair field, and director of such events for the Mayor.

Frederick Fay Cody, of Somonauk, Ill., regional vice-president of the Cody Family Association, then placed a wreath at the painting. Al Sweeney, current League president, spoke on the history and activities of the organization since its inception in 1913. Reverend Thomas P. Byrne, pastor of St. Patrick's Church, delivered the benediction.

Levy then introduced celebrities present and the nine past presidents of the League. In ad-

(Continued on page 77)

## James Drew Inks Fair, Buys Office Wagon

AUGUSTA, Ga. — James H. Drew Shows added one additional fair to its route and purchased an automatic band organ and a new office wagon in preparation for its 1957 tour, James H. Drew Jr., general manager, announced at winter quarters here.

The fair is the Tennessee-Carolina Fair at Newport, Tenn., which opens Labor Day and runs for six days. Jack Vinson is manager. The band organ was purchased in Washington, and the office wagon was bought from the John H. Marks Shows. The latter is a modern office on a semi-trailer.

Pat Brady is the new electrician and is busy working on the electrical system.

## Blue Grass Signed To 10-Year Contract

Plant City, Fla., Festival Gives Long-Term Pact to Specks Groscurth

LARGO, Fla. — The Blue Grass Shows, owned and managed by C. C. (Specks) Groscurth, has been awarded a 10-year contract to furnish the midway attractions at the Plant City (Fla.) Strawberry Festival.

Announcement of the signing of the long-term pact was made here by Groscurth upon his return from Plant City, where his show re-

cently played the event for the fourth straight year.

The Fort Myers (Fla.) Fair, also recently played by his show, has been signed again for 1958, Groscurth said.

Showing here at the Pinellas County Fair, the Blue Grass Shows Tuesday (26) turned up with the biggest opening day's gross in the fair's history. Working in the Blue Grass line-up is the Dowis Sky Wheel.

A highlight of the engagement here was a benefit show Thursday night (28) in the Club Holiday top that netted \$1,733 for the Greater Tampa Showmen's Club.

Pat Finnerty, for many years with Prell's Broadway Shows, is now business manager of the Blue Grass Shows. William Perrot is concession manager.

## Continental Sets Dates, New Office

LOWELL, Mass. — Opening date for the Continental Shows is set for New York State on April 25, owner Roland Champagne reports, following a successful series of fair negotiations.

Champagne's midway will show for repeat engagements at the fairs in Lyndonville, Vt.; Chatham, N. Y., and Deerfield and Center Sandwich, N. H.

Refurbishing work is under way, with projects including building of a new office trailer. Work is under supervision of Freddie Fritz and Frank Forest. Paul La Cross continues as general agent and advance man.

## Orlando Date Good To Strates Midway

ORLANDO, Fla. — A big week was enjoyed by the James E. Strates Shows at Central Florida Fair here, despite mid-week rain. Only one day was lost, and for the most part the weather and midway activity were pleasing.

Show officials figure this date could build to Tampa status if it had adequate parking facilities.

Next date for the railroader is Sarasota, where it opens on March 11 for six days. Twenty cars are making the date there, after which the show reassembles at quarters here for the trip to Washington. Season opener there, April 18, is a 10-day stand.

Staff Intact

Working conditions in quarters have been excellent thruout the winter, with rain on only three

days. Staff remains complete with only minor changes. Personnel includes Nick Bozinis, treasurer; J. F. McDevitt, secretary; Howard Parker, office manager; E. James Strates, personnel manager; Starr DeBelle, publicity; George Whitehead, business manager; Bob Hasson, concession manager; Allen Travers, general representative, and Charles Guttermuth, ride superintendent.

## Phoenix Club Sets Banquet For Dec. 16

PHOENIX, Ariz. — The Arizona Showmen's Association will hold its annual banquet and ball December 16. Harry Lucas, president, announced last week.

Mary Collins, chairman of the event, will be assisted by Ann Horstman, Janelle Siebrand, Betty Wilson, Ruby Freeman, Dolores Gordon, Pauline Landsdowne and Louis Brown. Program will be handled by Jim Harris, W. J. Siebrand, Bill Farrar and Lucas. Earl Salter and Inga Siebrand will be in charge of the door, Sammie Steffens will emcee, and Harry L. Gordon will handle publicity.

The club, as one of its fund-raising programs, will give away an automobile, with net proceeds to go to the sick and welfare fund.

Artise Hanna, daughter of Mr. and Mrs. Don Hanna, was married recently to Don Cook. A reception was held at the house of P. W. Siebrand, the bride's grandfather.

New members include Bob and Raie Barnard and Julie LeDoux. Visitors here included Ted Davis, Joe Steinberg and Bob Stevens. Final meeting of the season was set for March 4, with a going-away party the feature.

## Regina, Sask., Retains Fees

REGINA, Sask. — The license fee for carnivals, circuses, menageries and similar shows is back to \$200 a day.

A recent amendment to the licensing bylaw reduced the fee to \$100 for the first day and \$50 for each succeeding day, but city council has since changed its mind.

The Regina branch of the Canadian Legion had petitioned the council for a reduction so that J. P. (Jimmy) Sullivan's World's Finest Shows might play the city this summer.

## Franklin Sets Richmond, Tex.

RICHMOND, Tex. — The Don Franklin Shows will appear again this year at the Fort Bend County Fair to be held in October.

Pete McKenzie, fair publicity chairman, said a contract was signed at a meeting of the fair association directors, who also voted to eliminate parking fees this year. Previously, a 25-cent charge was made.

## Jerry Ringlin New Leader of Tampa Aux. Past Prexies

TAMPA — Jerry Ringlin, second president of the Ladies' Auxiliary, Tampa Showmen's Association, was installed as second president of the auxiliary Past Presidents' Club in ceremonies held February 24 in Barthse's Lounge here. Outgoing club President Clover Fogel presided over the dinner preceding ceremonies and handed over the gavel to the new official.

Mrs. Fogel, first president of both the auxiliary and club, was presented with a gift and she, in turn, gave a gift to each of the past presidents in attendance: Lois Sedlmayr, Evelyn Long, Dolly Young, Betty Rodgers, Virginia McGee and Hazel Mae Maddox.

## Babcock Gross Off At Date Festival

LOS ANGELES — Per capita spending on the Frank W. Babcock United Shows' midway at the Riverside County Fair & National Date Festival, which closed its nine-day run Sunday (24), was down from previous years, Frank W. Babcock, show owner, announced. The fair pulled a total attendance of 182,345.

The date festival added three more to its usual six-day operation this year. Opening on Saturday (16), the carnival got two weekends, both with good weather. The weather was reported the best for several years, altho gusty winds hit the fairgrounds four hours before the closing on the final day.

The Babcock shows used 22 major and kid rides, 75 concessions, and 4 shows, the latter including Cal Lipe's snake and pig-

gy horses and a torture display. There was a major midway and a Kiddieland. F. M. (Pete) Sutton, general manager, directed the major midway operation, with Rose Ferris in charge of the moppet section.

Of the concessions, four were operated by Steve Vaughn and Joe (Red) Dauer; eight by Joe Blash and Lloyd Hilligoss, and approximately eight by Cecchini & Levaggi. The show's office had five of the stands.

The Babcock show played the fair on a 15-cent per capita basis on paid attendance.

Following the fair, the show equipment was loaded on trucks. Some of the equipment was stored on the fairgrounds and the remainder brought here, where the organization has quarters in the Lincoln Park area.

## Davidson-Brannen Pacts Nine Celes For a Total of 39

DES MOINES — Davidson-Brannen Shows will play 39 celebrations this season as the result of the recent addition of nine new ones. B. E. Davidson, co-owner, announced last week.

The latest additions, all in Iowa, are at Winsor Heights, Yale, Baxter, Colo., Stratford, Guthrie Center, Mondamin, Magnolia and Hornick. Show opens at Winsor Heights.

Line-up this year will consist of 8 rides, 3 shows and 11 office-owned concessions. Kenny Yeager is in charge of trucks.

## Associated Troupers Gross \$2,100 at Party

LOS ANGELES — The Regular Associated Troupers grossed more than \$2,100 at its "show-within-a-show" held for the fifth year on the Frank W. Babcock United Shows at the Riverside County Fair & National Date Festival in Indio Saturday (23). The money cinched final payment this year on its clubhouse here.

The event was under the chairmanships of Norman Schue and Babe Miller. The activities raised \$1,741, with Babcock donating 25

per cent of the figure over \$2,000. The amount will be applied on the mortgage which has been reduced from nearly \$30,000 to approximately \$5,000 since December, 1952.

Babcock furnished a big top for the festivities. Harold Bunting supplied flowers and a decorated cake. Dinners for 215 were served from 4 to 7 p.m. Donations of items were made by F. M. (Pete) Sutton, Babcock shows manager; Larry

(Continued on page 77)

# MIDWAY CONFAB

W. Leroy (Scrubboard) Wallace and wife, Bernice, have taken over management of the Howard Johnson Motor Lodge at Allendale, S. C., after disposing of their lease on the Johnny-J Motel and Hotel, Bamberg, S. C. . . . Esther Lester, Side Show annex attraction, who is wintering in York, Pa., has Albert Buchanan as house guest. Buchanan formerly was front man for Peggy Ewell's Snake Show.

Mrs. W. E. Hood, concessionaire, who is recuperating at her home in White Castle, La., following surgery, would like to hear from friends. . . . Leola has left Portsmouth, O., to join the Ross Manning Shows for her seventh season with a Variety-Life-Geek Show under the management of Jerry Lipko.

C. & M. Amusement Corporation, headed by Clarence Thames, leaves Columbus, Ga., quarters soon to join Hills Greater Shows with two girl shows. In the line-up will be Linda Donahue, Sherri Lane, Mary Morgan and Jeannie Culpepper. A new show, "Rock 'n' Roll," has been built by Thames and Mickey Reagan. . . . Gil and Peggy Cohen, formerly of the World of Pleasure and Glen Wade shows, became grandparents for the first time February 18 when

a daughter, Peggy Anne, was born to Roseanne and Harry Cohen.

J. C. Weer, former show owner and ride op, passed out cigars in Miami recently when he became a grandfather to a boy born to the wife of John C. Weer Jr. in a Miami hospital. The elder Weers have spent the winter in that city.

Recent visitors to the Virginia Greater Shows' quarters in Suffolk, Va., included Leo Lane, of the Leo Lane Shows; Harry Taylor, electrician, and Larry Briggs and H. T. Willough, of the Emporia Optimist Committee.

Mae and John Snobar, of Monte Shows, became grandparents for the 10th time when a son was born to their daughter, Shirley, and her husband, Joseph Carpeni, in Compton, Calif., recently. Mrs. Carpeni is a former aerialist. . . . Al (Red) Cohn will work the National Orange Show, San Bernardino, Calif., for the 11-day run starting March 14, and will follow with dates in Texas. His son, Stephen, is captain of the basketball team at Fairfax High, Los Angeles.

Jerry Mackey, Pacific Coast Showmen's Association past president, visited in Los Angeles from his home in Vancouver, Wash. . . . F. H. (Whitey) Bahr, vet of 37 years in show business, more recently with Jimmy Enterprises, is going into business for himself in Los Angeles. Bahr describes the venture as one selling "new, used and abused" carnival merchandise.

James Chavanne will have the Side Show and snake illusion on the Vivona show this season, and Tarzan Banks will handle the office snake show. John Vi Vona's son took a tumble on concrete and suffered a 15-stitch leg injury the day before his second birthday.

Danny and Rosita Dell are in their new Miami home. Nova Dell, wife of Louis Dell, is back in Miami from an Arizona visit.

Jimmie Dunn, formerly with the T. J. Tidwell Shows, is a cancer patient in Veterans' Hospital, Long Beach, Calif. Friends may write to his home address, 707 East Greenleaf, Compton, Calif.

Frank (Popeye) Blatsky and Frank Capell, on the sick list in New York, are reported in serious condition. . . . Angie Longo, of Silk City Shows, has been dropping in at the New York clubrooms.

Visitors to the James E. Strates' midway during the Central Florida Fair at Orlando included Carl Sedlmayr Sr. and Jr. and O. J. (Whitey) Weiss, Royal American Shows; C. C. (Specks) Groscurth, Blue Grass Shows; Sam Prell, Prell's Broadway Shows; Lloyd Serfass, Penn Premier Shows, and Charles and Albert Lenz. Mrs. George Whitehead was up from Miami to renew acquaintances with friends on the show, and Allen Travers was back off the road for a huddle with show execs.

## Kansas City Fems Mark 37th Birthday At Dinner Party

KANSAS CITY, Mo. — The Ladies' Auxiliary of the Heart of America Showmen's Club celebrated its 37th anniversary Friday (22) at a dinner at the Pickwick Hotel.

Ruth Gordon served as toastmistress and introduced the officers, with President Dorothy Hugo welcoming each member individually. May Wilson led the toast to absent members and, as club historian, delivered a short resume of the history of the organization.

A birthday cake, decorated with red hearts, served as the center piece.



### WANT—World's Largest Motorized Midway—WANT

Winter quarters open April 1—Shows open June 21 at Hutchinson, Minn., Water Carnival, followed by an outstanding route of Fairs, including: Jamestown, N. D.; Fessenden, N. D.; Langdon, N. D.; Hamilton, N. D.; Minot, N. D. (No. Dak. State Fair); Cedar Rapids, Iowa; Lincoln, Neb. (Nebraska State Fair); Okla. Free State Fair at Muskogee, Okla. and Tulsa State Fair & Exposition at Tulsa, Okla.

SHOWS: Want Manager for Side Show; we have all the equipment. Also want Grind Shows of merit.

CONCESSIONS: Want Cookhouse and Backend Grab Stand that will cater to show people; Scales, Age, Novelties and Hanky Panks of all kinds.

RIDE HELP: Foremen for Twin Wheels, Tilt-A-Whirl, Rock-o-Plane, Octopus, Fly-o-Plane, Round-Up, 16-Car Dodgem. Also Second Men on all Rides, must be sober, reliable and have chauffeur's license. If married can use Wives as Ticket Sellers. Have year 'round work for qualified Men. Red Friend, Swede Lundquist, Jimmy Varnell, get in touch with me.

All replies to:

WM. T. COLLINS, 7820 Chicago Avenue, Minneapolis, Minn.

**WANT FOR SPORTS-O-RAMA**  
**W. PALM BEACH, FLA., MARCH 21-24**  
 Long Range Gallery | Ball Games  
 Short Range | Jewelry  
 Basket Ball | Pitchmen  
 Any Concession that fits the Sports Theme. Can use good Ding Show in Trailer.  
**CALL KEN MURRAY**  
 FR 1-5304 MIAMI, FLORIDA

**40 WEEKS PEPPERS ALL STATE SHOWS 40 WEEKS**  
**Milton, Fla.—Opening March 28—Milton, Fla.**  
 Three Blocks From the Post Office—Big Naval Base Payroll  
 CONCESSIONS WANTED—A neat Cookhouse, Photos, Short and Long Range Gallery, Coke, Bear Pitch, Slum Jewelry, Hoop-La, Slum Blower, Dart Stores, Cork Gallery, Basketball, Bumper, Fish Pond, High Striker.  
 WILL SELL—Cookhouse, 12x22, complete with transportation. Will book on Show for season, \$750.00.  
 WILL BOOK—Roll-o-Plane, Tilt and Rock-o-Plane. Have six of my own. Will play the Coal Country.  
 AGENTS WANTED—For Scales, Bear Pitch, Glass Pitch, Penny Pitch, Milk Cans, Pan Games, Pea Pool. These are office owned Concessions. Agents must be able to drive and have driver's license. Drunks, sheiks and tourist, please pass me by.  
 SHOWS—With own transportation, Fun House, Mechanical Show, Big Snake, Glass House, Monkey Show and Minstrel. Will take Committee, Money. Jim Ayers Jr., Harvy Wilson, V. E. Brown, please contact.  
**Wire or write F. W. PEPPERS, P. O. Box 337, Mobile, Ala.**

**PARAKEETS PROMOTIONAL 85c**  
 Minimum Order, 40 Birds.  
**CAGES 50c EACH**  
 Shipped Daily—F.O.B. Los Angeles.  
 —Call or Wire—  
**24-HOUR SERVICE**  
**Durkee's Bird Farm**  
 8967 E. Gaharin Rd., Pico, California  
 Phone: OXford 9-5210

**MIGHTY INTERSTATE SHOWS**  
**Want for 1957 Season—Opening March 30, Albany, Georgia**  
 SHOWS: Will book any family-type Shows, Girl Shows with own equipment. Want Working Acts for 10 in 1.  
 CONCESSIONS: All legitimate Merchandise Concessions open. Also Penny Arcade and Diggers. Want Agents for Buckets and Six Cats.  
 HELP: Foremen for Tilt and Wheel, Second Men on all Rides. Want two experienced Countermen for Bingo.  
 WILL BOOK one or two Major Rides not conflicting, also book Kiddie Rides not conflicting  
 Winter Quarters is open, located 1329 Sylvester Rd.  
 Telephone: Hemlock 2-7371. Address P. O. Box 226, Albany, Ga.  
**Replies to H. B. ROSEN**

**KIDDY RIDE**  
 Bert Lane Kiddy Lane consists of 3 Rides —Merry-Go-Round, Swing and Dipsy-Doodle, 24 ride capacity, requires only one operator, complete with Lights and Control Booths, cost \$12,000, one year old, has been in one location, can't tell from new, sacrifice for \$6,000 or best offer or will trade for 3-abreast Merry-Go-Round in good condition.  
**FUN FAIR** 3135 West Broward Blvd. Ft. Lauderdale, Florida

**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—Bingo, 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. Girl Show, will furnish top and banners. Want Grind Shows with own equipment. WANT RIDE HELP—Foremen for Tilt, Roller Coaster, Merry-Go-Round; Second Help on all Rides; we will help you get chauffeur's license.  
**L. O. WEAVER, Mgr.**  
 Fairbank, Iowa

**WANT TO BUY**  
 Grab or Trailer or Walk-In Truck; must be nice. Send photo. Also 12x12 Corn, Apple, Floss Outfit. Will book on Show with good route.  
**E. L. JENKINS**  
 2427 Dalwood Ave. Richmond, Va.  
 Phone: 6-2903

**FOR SALE OR LEASE**  
 40 ft. Mangle's Merry-Go-Round with transportation, \$10,500.00; or will lease or place in a well established Park or Beach. Must be a proven spot. Set of 60 kw. Lewis Diesels, GMC, several Concessions and Bingo; 14-ft. Grab Trailer, 14 stools, could be used as a small Cookhouse; 14-ft. Concession Trailer with living quarters—both Trailers aluminum. Junk Dealers, please save your time and mine.  
**BOX 1017, Crystal River, Fla.**

**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

**JAMES H. DREW SHOWS**  
**Want for the 1957 season. Route includes 23 Fairs and Celebrations North & South.**  
 Shows: Need Monkey, Mechanical, Illusion, Fat, Snake, Animal. Good opening for wagon front Girl Show. Have opening for capable Mechanic. Must have circus or carnival experience.  
 Concessions: Exclusive open for Arcade, Short & Long Range, Novelties and Hats.  
 All Address: P. O. BOX 899, Augusta, Georgia. Phone: 33-190.

**FOR SALE 8-TUB SCREW-BALL RIDE**  
 (Similar to Octopus Ride)  
 Tubs and Ride like new, with 3 phase electric motor. Also several used Tractors cheap.  
**MICKEY STARK**  
 P. O. Box 229 Mt. Sterling, Ill.

**RALEY BROS.' EXPO.**  
**"CLEANEST SHOW ON EARTH"**  
 OPENING MARCH 16 NEAR BEAUFORT, S. C.  
 Will show Beaufort week of April 1. Payday for thirty thousand marines, also for new air base just completed. 2,500 new homes under construction. Place any Shows with or without own equipment. Stock Concessions always welcome. Can use two Camps; Lawrence Mitchell, contact. Place Sound Car; Bob Miller, contact. Place Help in all departments. All mail and wires to Beaufort, S. C. No phone calls accepted.  
**HAROLD RALEY, Mgr.; FRANK DICKERSON, Gen. Agent**

**CONCESSIONS WANTED**  
 Cincinnati Gardens, Cincinnati, O.  
 March 30 thru April 7 during the 6th Annual Shrine Circus.  
 Write  
**H. REED**  
 P. O. Box 83 Newport, Ky.

**HUBERT'S MUSEUM**  
 228 W. 42nd St., New York, N. Y.  
 Open all year round  
 Want Freaks and Novelty Acts. State salary and all particulars in first letter.

**TICKETS**  
 of every description  
 Wheel tickets carried in stock for immediate shipment.  
**THE TOLEDO TICKET CO.**  
 Toledo 13, Ohio

Roll or Machine	Cash With Order Price	Double Coupon Double Price
2,000	6.90	13.80
4,000	7.80	15.60
6,000	8.70	17.40
8,000	9.60	19.20
10,000	10.50	21.00
20,000	15.20	30.40
100,000	33.00	66.00
500,000	133.00	266.00
1,000,000	258.00	516.00

**\$175.00 CASH REWARD**  
 for location of  
**BURT EWING**  
 (with the patch over one eye)  
 47 years old. Animal Man and Mechanic. Last with Benson Bros. Circus. For reward, call collect.  
**GEORGE TURNER**  
 Phone: Victor 3-9888  
 Oklahoma City, Okla.

**MONKEY SHOW FOR SALE**  
 Complete Front, Top, 25 Monkeys; 2 Chimps, male and female, 8 years old. Or will sell the Chimps alone. Have a nice Trailer and Truck that can be made into an Ape Family Show. Or I would be interested in keeping Monkey Show if I can get a reliable Man to handle Monkey Show. Prefer Man and Wife who know and can handle Monkeys and Chimps.  
 Also have #5 Ell Wheel and 12-car Ride-o-Ride for sale.  
**JACK RUBACK**  
 2340 E. Houston St., San Antonio, Tex.  
 (Phone: CA 6-1812)

**TRUELLE CREATIONS, INC.**  
 137 Greene St., New York 12, N. Y.  
 #430 10x24 \$27.00 ds.  
  
 Also attractive new numbers. 1957 Catalog ready.  
 All C.O.D.'s require 25% deposit.  
**NOTE: WE WILL NOT BE AT THE TOY FAIR**  
 Over 35 years' experience. 1957 Catalog ready.

**Strangest Attractions on Earth!**  
 Devil's Child, Wolf Boy, Ape Boy, Fish Girl, Strunk-en Heads. Many others. Send for folder.  
**TATE'S CURIOSITY SHOP**  
 Apache Junction, Arizona

**WANT TO BUY 50 or 100 KVA Transformer**  
**BOB ALSOBROOK**  
 MERCURY SHOWS  
 Pacific, Mo.

**DYER'S LOTTA HOOEY**  
 Wants Coaster and Tractor Foremen to join Gentsch Shows, Natchez, Miss., March 10. Our regular season opens mid-April. Foremen for other Rides, write: Booking Muz and Hanky Panks. R. V. Ray wants Bingo Help and Agents.  
 Write BOX 194, Searcy, Ark.

**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 Seller 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

**PAGE COMBINED SHOWS**  
 Season opens April 1, Savannah, Ga., with an outstanding route, 16 Fairs and 7 Celebrations from Florida to the Great Lakes.  
**CONCESSIONS:** Water Games, Ball Games, Basketball, Long and Short Range Galleries, Pitch-Tilt-U-Win, Hoop-La, Knife Rack, Bear and Parakeet Pitch, Cork Gallery, Bumper, Dart Games, Photos, Age and Scales or any Stock Concessions not conflicting. Also Bowling Alley, Blower, Tip-Over-Coke and Bushel Basket. Exclusive on Glass Pitch, Novelties, Diggers, Nickel Roll, Derby, Custard, Ice Cream, Pronto Pups, Penny Arcade, Penny Pitch and Bingo.  
**SHOWS:** Motor or Monkey Drome, Wildlife, Big Snake, Life Show, Side Show Operator with or without own equipment. Operator for newly framed Office Girl Show, Cook Show, Mechanical Show, Crime and Dope Show, Pocket-Book Harris, contact immediately.  
**RIDES:** Due to our extended Park and Beach operations can place the following Rides for the road: Merry-Go-Round, Coaster, Octopus, Roll-o-Plane, Scooter, Spinaroo, Fly-o-Plane, Round-Up, Rock-o-Plane. All Kid Rides open except Train, Mr. Otis Hawkins, contact. Especially want Autos, Tanks, Sky Fighter, Roto-Whip and Jolly Caterpillar. All equipment must be well painted and in good mechanical condition. Reliable Ride Foremen for all Rides come into Winter Quarters, Palatka, Florida, Fairgrounds.  
 All Concession replies to **ROLAND PAGE**, Business Manager. All Show and Ride replies to **BILL PAGE**, General Manager, Palatka, Florida.

**S. TOM CARSON**      **BILL HOLT**  
 Bus. Mgr.                      Asst. Mgr.  
**ROSS MANNING SHOWS**  
 OPENING APRIL 1, 1957, FORT GORDON, AUGUSTA, GA.  
**Notice! No House Trailers On Army Grounds.**  
 Concessions: Hankies, Custard, High Striker, will place one American Palmistry, Penny Arcade, Scale & Age, Novelties, Coke Bottle Penny Pitch, Glass Pitch, Parakeet Pitch.  
 Shows: Wildlife, Crime, Monkey Show. La-Ola can place Working Acts for Side Show.  
 Rides: Scrambler, Whip, Looper, Cat, Flyplane.  
 Ride Help: Ferris Wheel Foreman, Ride Help who drive, 2nd Man for Merry-Go-Round, Ferris Wheel, Octopus, Scooter, Coaster, Tilt and Rolloplane. Can place Diesel Electrician.  
 Winter Quarters now open in Kingstree, S. C. Come on, will place you.  
**Write ROSS MANNING, Kingstree, S. C.**

**REAL VALUE IN RIDES, ETC.—BARGAINS**  
 Complete Kiddielands and Adult Rides, all slightly used.  
 Merry-Go-Round, A. H. Spillman model, 40 ft., horses like new..... \$5850  
 Portable Scooter Building, 35x65, 1/4" steel floor ..... 2500  
 Portable Speedway Race Track for Hot Rod Cars ..... 2500  
 8 Hot Rod, 2 passenger, large size Speedster Cars, each ..... 300  
 One Comet, 10 car, 30 adult ride, flashy money maker ..... 2500  
 2-Abreast A. H. Spillman model 16-car Auto Racer, the best ..... 1850  
 Diesel Light Plant, 65 KVA, mounted, 3 phase, 110-220 A.C. .... 3500  
 Westinghouse Light Plant, 35 KVA, mounted, 110-220, 1 phase, A.C. .... 2250  
 One 30 kw. Light Plant Trailer, mounted, D.C. .... 850  
 Short Range Shooting Gallery, all-steel Trailer, mounted Guns ..... 400  
 One large German Organ, \$600 worth of music, beautifully hand-carved front. 1000  
 Will also allow reasonable cash on trade-ins.  
**FRED ALLEN**  
 1400 Brewerton Rd., Syracuse 11, N. Y.  
 Phone: 54-3000

**GOLD BOND SHOWS**  
 OPENING MAY 4 THROUGH 11  
**CONCESSIONS:** Want Hanky Pank Concessions of all kinds, Jewelry, Basketball, Ball Games, Photos, Fish or Duck Pond, Age and Weight, Bear and Bird Pitches.  
**SHOWS:** Want Wildlife, Illustration and small-Motordrome.  
**CAN PLACE RIDE HELP WHO DRIVE, NO DRUNKS.**  
**All replies: MICKEY STARK, P. O. Box 229**  
 (Winter Quarters at Fairgrounds) Mt. Sterling, Ill.

**VIRGINIA GREATER SHOWS**  
 OPEN SUFFOLK, VIRGINIA EARLY APRIL  
 Want exclusive on Photos, Bingo, Custard, American Mitt Camp, Novelties, Long and Short Range Gallery, Age & Scales, Cotton Candy, all Hanky Panks open. Want Agents for office owned Hanky Panks, Percentage Dealers wanted. (Johnny Weber, come in.)  
 Want small Platform Shows, Manager for Side Show. (Earl Myers, answer.) Ride Boys, come on in. Winter Quarters open. Opening for Pony Ride.  
**WM. C. (BILL) MURRAY, Box 461, Suffolk, Virginia**

**BURKHART SHOWS**  
 WANT                      WANT                      WANT  
**GET WITH THE SHOW THAT KNOWS WHERE TO GO:**  
**BEST SPRING ROUTE IN LOUISIANA, FAIRS & CELEBRATIONS STARTING**  
**JULY 4 THRU NOVEMBER 16.**  
 Want Bear Pitch, Jewelry, Balloon Dart, String Game, Coke, Cork or Hanky Panks working week only. Want to buy 8 Octopus Tubs in good condition. Walter Beugot or Telegram Slim, contact Kenneth Craden at once or join en route.  
**KENNETH RITCHIE, MGR.**

**AMERICAN BEAUTY SHOWS**  
 OPENING DE SOTO, MO., APRIL 26  
 Can place a few more Concessions, especially want Ball Games. Can use 2 or more Shows. Need Foremen for Tilt and Rock-o-Plane, also Second Men on all Rides, must have chauffeur's license and drive.  
**ALL REPLIES TO: H. W. BARTHOLOMEW, MGR.**  
 Box 29, Perryville, Mo. (Phone: 2110 Old Appleton, Mo.)

**TWO TOP LOCATIONS**  
**AVAILABLE FOR MAJOR RIDES**  
 Due to re-planning—landscaping in established amusement park. Equipment must be late model majors and in first-class condition.  
**JOHN C. RAY**      **BELMONT PARK at Mission Beach**  
 President                      San Diego 8, California

**REID ACQUIRES ADDED RUTLAND GAME SPACE**  
 RUTLAND, Vt. — A midway association lasting some 30 years was ended at the fair here last week with the assigning of shows, rides, and the bulk of the independent midway space to the King Reid Shows. Included in the arrangement is the 200-odd feet of prime independent space long held by Harry Eddels.  
 Arthur B. Porter, fair manager, said separate agreements were worked out, altho with the same parties. Handling the concession phase with Reid will be Frank McTeague, also associated with Reid in operations at the Eastern States Exposition in Massachusetts.  
 For many years Eddels occupied the space fronting the grandstand and was first in line on the main artery. During all that period the World of Mirth Shows held midway space, until the King Reid Shows booked the fair last year, continuing with concession space secondary to Eddels'.  
 Porter said the switch was made strictly for economic reasons, with the fair accepting the proposition which was most attractive. There is still some minor independent space not covered by the agreement.  
 The fair will open as usual on Labor Day and run for six days. Talent signed for this season will again consist of a GAC-Hamid revue. B. Ward Beam's Thrill Show will present a Saturday afternoon performance, and on Friday, Sam Nunis will promote domestic and foreign sports car races.

**Vivonas End Florida Tour On March 7**  
 HIALEAH, Fla.—Home Show here is being played by the Amusements of America, set up in front of the Auditorium. Free gate for the midway is in effect. Dates are February 26 to March 5.  
 Much equipment is in Sumter, S. C., quarters where winter work has been progressing. Sebastian (Babe) Vivona and family have left Miami for quarters to supervise rebuilding, which is being done by John Dempsey.  
 Rides and other units here will leave for Sumter on March 7. Official spring opening will be in early April. Morris Vivona has been re-routing because of the New Jersey games situation, and reports the show will still make its 34-week tour, including 15 fairs, two firemen's conventions and six celebrations.

**K. C. Club Sets Final Meeting For March 22**  
 KANSAS CITY, Mo. — The Heart of America Showmen's Club will hold its final meeting of the winter March 22, George Gordon, president, announced last week.  
 Arrangements have been completed for the club's 38th annual banquet and ball, to be held New Year's Eve at Hotel Pickwick.  
 Woody Gaiter is confined to St. Mary's Hospital here following surgery, and George Duvall is also on the sick list. George Hawk has sold his string of concessions which he operated at nearby Fairyland Park.  
 Despite inclement weather, the 37th annual banquet of the Ladies' Auxiliary had a good turnout.

**Va. Greater Adds Edenton**  
 SUFFOLK, Va. — Edenton, N. C., has been added to the route of the Virginia Greater Shows, General Agent William (Bill) Murray announced here last week.  
 Winter quarters work has picked up with the arrival from Florida of Mr. and Mrs. Rocco Masucci. Ray Price has been working over the Jenny equipment, and Jimmy Tomas is rebuilding kiddie ride platforms and fences, trailer doors and the Merry-Go-Round platform.  
 Personnel will include H. W. (Hap) Arnold as mail and The Billboard agent; Mike Lane, ball games; Ben Lail, two girl shows; Hubert Clark, popcorn and candy apples; Mr. and Mrs. Hap Arnold and Mr. and Mrs. Calvin Nelson, concessions. Red Underwood will operate the cookhouse.

**GEORGIA AMUSEMENT CO.**  
 WILL OPEN IN APRIL  
 Will book legitimate Concessions of all kind. Sell exclusive on Cookhouse, Scale & Age. Have for sale for cash—One Herschel-Spillman 24-horse 36-ft. Merry-Go-Round; one eight-car Kiddie Auto Ride; one Kiddie Swing, with transportation, for Merry-Go-Round. Can be seen any time at my quarters, 7 miles out of Toocoo, Ga., on Highway 123.  
**H. H. SCOTT, Rt. #4, Toocoo, Ga.**  
 (I have no phone)

**WANTED GOOD CARNIVAL**  
 Have 7 acres with city water, one block from bus line to district of 75,000 population. Contact:  
**F. R. THOMPSON, Sec.**  
 Indiana Lions' Club, 326 S. 9th St., West Terre Haute, Ind.

**WANTED**  
 Foremen for Ferris Wheel, Tilt, Merry-Go-Round, Octopus, Scrambler. Help on all Rides. ALSO WANT CONCESSIONS.  
**MOUND CITY SHOWS**  
 1417 Grattan Street St. Louis, Missouri

**FOR SALE**  
 42 ft. FUNHOUSE mounted on semi-trailer with Ford Tractor. Operated all last season. Price complete, Funhouse, Trailer and Tractor, \$1,000. Ph. 53-3371 or write—  
**HETH SHOWS**  
 P. O. Box 5315 No. Birmingham, Ala.

**ATTENTION, CARNIVAL MANAGERS**  
 At liberty for 1957 season—one GMC 75 KVA Diesel Light Plant with Cable and Junction Boxes, also beautiful Sound Truck. I have Photo Booth and Slum Spindle. All replies to  
**J. A. Milliken**  
 Route #1 Sparks, Georgia

**Thank You ROSS MANNING**  
 Owner Ross Manning Shows, for your Chevrolet Tractor purchases.  
**"Save Money With Johnny"**  
**JOHNNY CANOLE**  
 8861 N.W. 18th Ave. Miami, Fla.  
 Phone: Miami, Plaza 1-0206

**Fourth Annual CIVIL DEFENSE EXPOSITION**  
 Featuring Big Free Circus—\$1,000,000 Civic Exhibits—Outstanding Free Attractions  
**OPENING APRIL 10, INDIANAPOLIS, IND.**  
 Now have CONTRACTS and booking for 1957 season. Four City Parks followed by Memorial Day 500-Mile Speedway Classic. Other major city dates to follow for balance of season through Labor Day. Every date like a Fair.  
**RIDES**—Have outstanding proposition for Ride Operators with equipment in good condition and appearance.  
**SHOWS**—Liberal proposition for Shows with high-class equipment.  
**CONCESSIONS**—Can place catering Concessions and Games that work for stock.  
**PITCHMEN**—Good opportunity here.  
**PAUL MILLER**  
 10-12 South New Jersey Indianapolis, Ind.      Night Phone: Melrose 21978  
 Day Phone: Melrose 66389      Melrose 66378  
 P.S.: Daisy and Bull Martin, got in touch with Dub Duggan at once.

**ATTENTION, RIDE MEN**  
 Sober and reliable Men wanted to take care of own ride. Move every two weeks until Fairs. Bonus if you last the season. Drivers preferred. Merry-Go-Round Foreman, \$80 per week; Second Man, \$50. Octopus Foreman, \$70; Roll-o-Plane Foreman, \$60. All replies to:  
**MORRIS BROWN**  
 706 Lefferts Avenue, Brooklyn, N. Y.      Phone: PResident 33417

**SUNSET AMUSEMENT COMPANY**  
 OPENING EXCELSIOR SPRINGS, MO., APRIL 25  
 Exclusive Concessions: Can place Parakeet, Glass, Lamp Pitches, also Long Range, Custard, Photos, Age and Weight. Have opening for Ball Games and Hanky Panks. Can place Athletic, Monkey, Mechanical and Drome. Want Second Men on Rides who drive. Can use Side Show Acts.  
**P. O. BOX 25, CORAL GABLES, FLA.**

**B & B COMBINED SHOWS**  
 NOW BOOKING FOR 1957  
**22 CELEBRATIONS AND FAIRS IN OKLAHOMA**  
 Want Corn Game that will work all season, Cookhouse, Popcorn, Bear Pitch, Glass Pitch, Parakeet Pitch. Want two more Shows that do not conflict. Want Ride Men who can drive semis. Do not write, come to Winter Quarters, now open, Juddonia, Ark. H. M. "BOOTS" BOOTH, Rt. 7, Box 37, Hot Springs, Ark.  
**EDDIE LYNCH, Bus. Mgr.; ROBERT "BUBBLES" CHOATE JR., Ride Supt.**

100,000 ... \$32.00	<b>ROLL TICKETS</b> Printed to Order <b>DALY TICKET CO.</b> Collinsville, Ill. Union Made	<b>PRICES F.O.B. COLLINSVILLE, ILL.</b> Coupons Double Price Stock Tickets, 1x2 Inches 1 Roll ..... \$ .90 5 Rolls ..... 4.25 10 Rolls ..... 8.00 50 Rolls ..... 23.00
10,000 ..... \$10.00		
20,000 ..... 12.50		
50,000 ..... 20.00		
200,000 ..... 55.00		
Price Chg. .... \$3.00		
Color Chg. .... \$1.00		

COMING EVENTS

Continued from page 65

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.

Utah

Delta—Millard Co. Jr. Livestock Show, May 23-24.  
Plain City—Plain City Dairy Day, May 10.  
Richmond—Black & White Days, May 17-18.  
Spanish Fork—Utah Jr. Livestock Show, May 8-11.

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.

Wisconsin

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

Calgary—Calgary Horse Show, May 7-11.  
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.  
Saskatoon—Light Horse Show, April 10-13. F. N. MacEachern.

SLA Dedicates

Continued from page 74

dition to himself, those present were J. W. (Patty) Conklin, Robert (Bob) Lohmar, Ned Torti, Fred H. Kressman, Floyd E. Cooding, Frank P. Duffield, Maurice (Lefty) Ohren and J. P. (Jimmy) Sullivan.

Other members of the Cody family in attendance included Mrs. Clarence E. Kaden, Elmhurst, Ill.; W. R. Morton, Chicago; Mrs. R. Klmt, Chicago; Mrs. Ann Cahill, Chica o; Mrs. Virginia Novenger, Elmhurst, Ill.; Robert W. Shields, Chicago; William F. Cody Boggs, Chicago, and James P. Cody, Chicago.

Indians Entertain

Indian atmosphere was provided by Chief Lone Eagle and his two sons, Little Bear and Little Beaver, who entertained with both native and hillbilly dances. Champagne was furnished by the Hotel Sherman. Following the ceremonies, dancing to the music of the Roberta Trio held forth for several hours.

Ohren, immediate past president, was general chairman of the event, assisted by Jack Duffield and Bill Carsky. Charles Zemater Sr., Gardner Lloyd and Tom Anman handled the refreshments; Louie Berger and Harold Barrows, checking; Nat Green, press and radio. Jim Tom Sharkey, construction, and Douglas, clown with Polack Western Circus, did the come-in.

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed  Bill me

895

Name \_\_\_\_\_

Occupation or Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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

CLUB ACTIVITIES

Pacific Coast Showmen's Association

LOS ANGELES — A sizable sum was subscribed for cancer research at the City of Hope at the regular weekly meeting held here Monday night (25). Bob Downie, president, conducted the session and the drive, along with H. D. (Bob) Matthews, secretary.

The check was presented the Duarte Hospital Friday (1) by Downie and Berta Harris, president of the Ladies' Auxiliary, which also participated in the drive.

Joe (Red) Dauer, committee chairman for Showmen's Day at the National Orange Show March 19, announced that O. N. Crafts, whose show will be playing the midway, will supply a big top for the festivities. Ribbons for admission will be mailed members within the next few days. The members will be hosts of the Crafts shows for both lunch and dinner.

Serving on the Showmen's Day committee, Dauer said, will be Hunter Farmer, Steve Vaughn, F. H. (Whitey) Bahr, Dick Scarsee, George Surtess, Al Blake, Jimmy Lantz, Al (Red) Cohn, W. P. Stephenson and Sam Dolman. From the Ladies' Auxiliary will be Lucille Dolman, Lillian Schue, Peggy Forstall, Nina Rodgers Levine and Berta Harris.

Henry J. Sunderland was voted into the membership upon reinstatement.

Fred Donnelly attended the meeting upon his discharge from a local hospital. Harry LaMack was reported recuperating from a recent illness, and Meyer Schloim is a patient in a local rest home.

Al Cohn urged that members make a special effort to attend funerals of departed members. Lee Smith urged that the special, \$10 membership for reinstatement be extended from July 1 to July 15, pointing out that more showfolk would be in a position to take advantage of the offer during the extra time.

President Downie called upon several members who had not attended for some weeks to say a few words. They included Norman Schue, Elmer Hanscom, Whitey Bahr, Si Otis, A. E. (Blackie) Stein, Harry Fink, Dave Friedenheim, Al Blake, Harold Weber and Fred Donnelly.

Ladies' Auxiliary

The regular meeting of the board of directors was held Monday (18). Past President Clara Andersen was in the chair in the absence of Marosa Herman, who was in Florida.

Major decision was to send a letter to each member outlining proposed changes in the methods of nominating and electing officers and asking for ideas from the individuals.

President Berta Harris was in the chair at the regular meeting. A moment of silent prayer was observed in memory of Gladys Mackey and Phyllis Dillon.

Esther Carley was back after an illness. Elsie Zucher was reported

on the mend. Emily Bailey reported that the sick list included Myrtle Hutt Morris, Elsie Shedon, Florence Weljber and Patti (Cook) Coffeen.

Blanche Henderson and Clara Andersen took the bank-night awards. Door prizes, donated by Esther Carley, Peggy Forstall, Regina Fink, Blanche Henderson, Marie Mead, Clara Zeiger and Clara Little, were taken by Dorothy Enfield, Trudi di Santi, Ruth Ostrov, Mae Mortensen, Clara Zeiger, Babe Gardner, Mary Dierlan and Emily Bailey. A crocheted luncheon set, made by President Harris, was won by Babe Gardner, and a two-piece crystal salad set, donated by Dorothy Enfield, was won by Sally Flint.

It was announced that Ruth Korte had donated a gold wrist watch to go to the best sales lady in the Cemetery Fund book sale. Mimi Couch and Evelyn Lantz will provide the second and third prizes.

The ladies will participate in the club benefit to be held March 19 at the National Orange Show.

Mail was read from Claude McHaney, Miami club's auxiliary, Julia Smith, Emma Blash, Phyllis M. Shea, Jerry Mackey, Virginia Klein, Betty Schoonover, Sue Cummings, Donna Day and Jewel Hobbay.

Miami Showmen's Association Ladies' Auxiliary

President Kathyleen Glosser presided at the 166th meeting. On the rostrum with her were Frances Deemer, first vice-president, and Kay Leisure, third vice-president. Chaplain Onalee Jones gave the in-

Associated Gross

Continued from page 74

Nathan, Flora and Warren McManus, Ruth Korte, Inez and Clarence Allton, Emily Bailey, Ann Stewart, John Cardwell, Ted LeFors, Tillie Palmateer, Lilabel Williams, Eve Scott, Ed Kennedy and Ruth Wolf Wood.

June Sutton, Kennedy, and Mrs. Miller sold tickets and conducted the door prize awards. Alex Freedman of Freedman Concessions, donated fezzes that were sold to the members to add to the fund.

Many Donations

Other donations were received from Steve Vaughn, Troupers' president; Fred and Helen Smith, the latter the secretary; Kenneth Payne, Al (Moxie) Miller, William Davis, Howard Parker, James Dunn, James Rose, Jennie Reigel, Annabelle Patchett, Sam Cottone, James Geary, Louis Barta, Harriet Kauer and Harry Shreve.

Cash donations were sent by members who were unable to attend. These included Walton Depellaton, Nellie and Fred Ramsey, Mabelle Bennett, Olivia Waldron, Dave and Emily Friedenheim, Zoe Wick, Lester Hart, Mike Krekos, Chet Barker, Vera Downie, Mora Bagby and Rose Ferris.

Assisting in the serving of the food and refreshments were Art Thompson, Katherine Goldstein, Claudia Cruekshank, Ann Stewart, Heien Vaughn and Ella Mae Hunting. Sutton, also a Troupers' vice-president, directed several of the activities.

New members signed during the nine-day fair were Corey C. Tonquette, William R. Siebrand, Herbie Pines, John Lee Thorp, George Charbonneau, Sam Silvers, Jack Antinori, John L. Lorman Jr., Douglas Spencer, Mabel and Homer Heye, Oscar J. Gibson, Ralph F. Horstman and Sam and Therese Cottone.

Hilda Roman read the minutes. Rhea Carson read correspondence.

The men have donated an air conditioner for the women's board room. Other recent donations include two electric coffee urns by L. I. Thomas, a set of aluminum pots by Judith Solomon and a gift case by Ruth Schreiber and Anna Priest.

Eva Daniels and Irene Moore have arranged to have installation ceremonies at Miami Springs Villa. Lillian Rielly reported the following on the sick list: Lucille Leonardson, Jean Ferenzi, Frances Barnett, Rita Palitz and Helen Nazar. So far 84 names have been pledged for the cemetery plaque. Membership cards will be forwarded upon receipt of dues. The dark horse was won by Dorothy Bedlin. Six officers and 72 members attended the meeting.

Orlando Survives Rain To Equal 1956 Levels

ORLANDO, Fla.—The Central Florida Fair closed its 45th annual showing here Saturday (23) by recording a total attendance mark about on a par with last year's 136,309 paid for the six days. This was despite partial loss of three of the better mid-week days.

The week opened strong, but Friday night found the fair down 3,000 after rain had raised havoc with attendance. A strong final day turnout erased the deficit and produced figures comparable to the 1956 previous high.

Crawford T. Bickford, secretary and general manager, stated that all available commercial exhibit space was a sellout again this year. The 4-H Club and similar agricultural and livestock exhibits attracted displays from a wide area of North and Central Florida. The boat show had over 100 marine craft of all types shown. Fair as a whole has built its claim to being Florida's second largest fair, topped only by the State Fair at Tampa.

"Ice Vogues of 1957" repeated last year's turnaway business at the Civic Auditorium on the fairgrounds, with six night performances and a Saturday matinee. The James E. Strates Shows' midway reported a gross on shows and rides over 1956.

Rhodes Conklin, in charge of

Nipawin Annual, Sports Day, Merge

NIPAWIN, Sask.—The Nipawin and District Board of Trade Sports Day and the Nipawin Agricultural Society Fair will be amalgamated as a two-day event, August 1-2, in an effort to revive interest in the fair.

A midway, grandstand show and other features will be signed and, if the venture is a success, will be held annually.

Petersburg, Va., Sets Queen Contest

PETERSBURG, Va. — The Southside Virginia Fair will inaugurate its first annual Maid of Virginia contest this year, with the winner to be selected in a final elimination during the fair.

The winner will receive an all-expense, 10-day round-trip for two to New York and Jamaica.

publicity had a live half-hour show on WBDO-TV's Channel Crossroads which featured interviews with fair president O. P. Swope and several directors, plus previews of fairground attractions. Bickford, at the helm since 1928, stated that the co-operation of local papers and radio-TV stations was the finest seen during his long term in office.

Clown Joe (Jo Jo) Lewis will be with Ringling-Barnum this year. . . . Murray Fein worked bngs at the Milwaukee Shrine show. . . . With the All-American Indoor Circus for Kentucky spots were White-side and O'Donnell, clowns, and the Townsends, juggling, cloud swing and wire.

**CARNIVAL WANTED**  
CHAMBER OF COMMERCE CELEBRATION  
July 4-5-6-7  
One of Northwest Iowa's largest celebrations. Write  
**A. V. HANSEN**  
Box 225, Lake Park, Iowa

**COFFEE DAN'S**  
MOBILE DINER-COOKHOUSE  
FOR SALE — BARGAIN. Reason for selling, other business.  
**COFFEE DAN'S COPPER KETTLE**  
415 N. Indiana Oklahoma City, Okla.  
Ph.: Windsor 2-1695 or Regent 9-8312

**LAWRENCE GREATER SHOWS**  
Opening April at Army payday location, then 6 Alabama towns under strong auspices. Want legitimate Concessions of all kinds. A few choice Concessions open. Want Help on Concessions. Also Agents. Want Ride Foremen on all Rides. Especially want Caterpillar, Whip, Wheel and Flyoplane Foremen. Also Second Men. Must drive semis. Useful Help in quarters. Want Carpenter and Painter, also Ride Superintendent, Lot Man, Electrician who understands Caterpillar Diesels. Need a few Grind Shows with own outfits. Have complete outfit for sideshow. All replies: Winter Quarters, 106 E. Adams St., Dothan, Ala. Phone 3-0974. Phone JOHN REED, Jefferson 8-7311, Attala, Ala.

**PAGE BROS.' #2 SHOWS**  
Want Hanky Panks of all kinds, Six Cats, Scales, Lead Gallery, or what have you? Grind Shows of all kinds (no Girl). Useful Show People in all departments.  
Brookhaven, Miss., now; Jena, Louisiana, March 10-16.

**TIVOLI EXPOSITION SHOWS**  
WANT For Lafayette, La., and Lake Charles, La., to follow. CONCESSIONS — Can place Penny Arcade, Glass Pitch, Basketball, Ball Games, Hoop-La, Pitch-Thu-You-Win, String Game, Parakeet Pitch, Short and Long Range Galleries. Shows of all kinds not conflicting. Can place Dark Ride.  
Contact **H. V. PETERSEN**  
Bentley Hotel, Alexandria, La., this week; Lafayette to follow.

**H. O. WILBER'S SHOWS**  
First and Last Call.  
Want legitimate Stock Concessions of all kinds. Sorry, no flats. Positively no gypsies.  
**HENRY O. WILBER**  
PHONE 349-J, MONROEVILLE, ALA.

**WORLD'S MOST UNUSUAL WHOLESALE OFFER**

Send \$15 for sample package of 10 items

**WRITE FOR FREE 1957 LOUIS WATCH BROCHURE**

We will send you actual merchandise samples of our latest and "HOTTEST" promotional items instead of just a catalog. Each item represents values from \$1.00 and up. Every item has been tested and proven to be "Hot" sellers. You reorder just the items you desire. You must be delighted with our sample kit or money refunded. Low original investment of just \$15.00 sets you up in your own business.

When in Chicago Visit Our Modern Showrooms

**DIVISION SALES** 3341 W. Roosevelt Rd., Chicago 24, Illinois  
Phone: LAWndale 2-7377

**SUPER TOOL KNIFE**

Includes:

- SCISSORS
- REGULAR BLADE
- BOTTLE OPENER
- CAN OPENER
- SCREW DRIVER
- LEATHER PUNCH
- CORKSCREW
- SCALER
- SAW
- FILE
- FORK

**\$2.00 EACH**

"Write for our FREE VALUE PACKED BROCHURE" In lots of 6 or more. Sample: \$2.50 each.

25% Deposit, Balance C.O.D.

**NATIONAL DISTRIBUTING CO.** 1751 W. Flagler St. Miami, Fla.  
Phone: Franklin 1-6473

IT'S NEW! IT'S BIG! IT'S FREE!

**325 PAGE CATALOG**

GIANT BOOK PACKED WITH NATIONALLY ADVERTISED MERCHANDISE AT LOWEST WHOLESALE PRICES!

Big, colorful Catalog shows thousands of wholesale bargains in housewares, jewelry, electrical goods, leather goods, watches, and toys. Gem's low prices and same-day shipping policy mean bigger, faster profits for you! Write today for your 1957 Gem Catalog. State your business.

**GEM Sales** 533 Woodward Dept. A  
Detroit 24 Mich.

WHOLESALE BUYERS' GUIDE

**Gellman**

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR** Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honesty and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

**THE JOHN ROBBINS CO.** PITTSBURGH

Announces New, Modern and Larger Quarters

60,000 Square Feet

• TO SERVE YOU BETTER •

Visit Our New Showroom and Warehouse

**THE JOHN ROBBINS CO.** 1801 FORBES STREET  
PITTSBURGH 19, PENNSYLVANIA

Carnival Supplies • Bingo Supplies  
Plush Toys • Appliances  
Jewelry • Novelties  
Housewares • China  
Luggage • Glassware  
Stum • Imports

**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum, Special Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.**  
2201 Washington Ave., St. Louis 3, Mo.

**MANUFACTURERS OF**

**NYLON AND RAYON SWEATERS**

AND

**GABARDINE SETS**

Minimum Order 2 Doz.—Send for Listing.

**SHERWOOD MFG. COMPANY** 75 EAGLE STREET  
PROVIDENCE, R. I.

**MERCHANDISE TOPICS**

A casual glance at the novelty ties by Kipp Bros., 240 South Meridian Street, Indianapolis, reveals nothing but an attractive embroidered design. Closer inspection, however, brings an immediate laugh as each proves to be something different. Four designs are available: "Nuts to You," "Kiss Me, Babe," "Nosey" and "What'll You Have?" Each tie is packed in a window display box and is shipped in assorted colors at \$12 per dozen.

David N. Elsasser & Company, Box 37, Hollywood, Fla., appeals directly to D. & B. rated jobbers for direct drop shipments in large quantities of Mexican hats and caps. They request you write, wire or phone. Phone number is 2-0557.

Those who like to buy direct from factory and can use Indian styled baby moccasins should write to Navajo Manufacturing Company, Inc., P. O. Box 7035 El Paso. These are hand-laced and hand-beaded and come 12 on a card display. Packed in transparent and durable plastic bags, they make an excellent gift item for babies. Sizes are 0, 1, 2 and 3 and all are made of soft leather in assorted colors. Also to be had from this firm are women's, girls' and children's soft sole moccasins which are hand-laced and hand-beaded. Women's sizes run 4 to 9, girls' 10 to 3 and children's 4 to 9. Complete price listing will be sent on request.

If you can use Mexican palm hats you should contact Francisco L. De Arkos, San Bernardino at Scott Street, Laredo, Tex., who is featuring three numbers at low prices. No. 225 is a Western at \$1.75 per dozen, Nos. 251 and 252 are sombrero types at \$3.50 per dozen while No. 255-A is a cone-

shaped hat at \$2 per dozen. Get the firm's free listing which shows all kinds of Mexican hats, pottery, hand tooled bags, billfolds, jewelry and curios.

Pearl Sales Company, P. O. Box 675, El Paso, reports heavy response to its offer of an imported fishing and hunting Bowie knife. It has a tooled cowhide leather sheath individually made by Mexican craftsmen. The handle is a hand engraved eagle head with horn inserts. Each knife comes with a different design and is over a foot long and two inches wide. A sample is \$2.95 postpaid, but the price drops to \$2 each on orders of dozen or more.

An unusual watch is offered by National Distributing Company, P. O. Box 261, Ocean Beach, S. C., an importer and jobber. The watch is a new Benrus rhinestone wrist timepiece. They are double-boxed and boxes show a factory stock number. This watch is factory guaranteed and factory tagged at \$49.50. A sample is \$15.50, but the price drops to \$14.40 each when you order in lots of six or more.

Fleischer & Kasner Import Company, P. O. Box 3603, El Paso, are direct importers of genuine Mexican merchandise offered at what is claimed to be exceptionally low prices. Included in their stock which they will send the same day they receive your order are Mexican purses, wallets, leather novelties, rings, hand-painted skirts, wool jackets, zarapes, feather (bird) pictures, maracas, straw hats, tooled belts, knives, coin purses, carved canes and baseball bats, tin masks, ash trays, onyx novelties and other novelties. A new catalog is available on request.

**PIPES FOR PITCHMEN**

By BILL BAKER

HARRY (Bones) McCLURE . . . writes from St. Louis that the opening of the sports show there found Bob Roan and Norman Hutchcraft getting the long green with Chopomatics. McClure, who worked the Famous Bar store in the Mound City during November and December as Santa Claus, has been doing well since then in a Woolworth store with Chopomatics, while Hutchcraft and his wife, Helen, in recent weeks have been working the same item at the Kresge store. Another veteran in the Mound City is Ray Bolger, who has been doing okay with foot remedy. L. E. (Roba) Collins, East St. Louis, Ill., was a recent Sunday visitor with McClure, and the duo spent plenty of time cutting up jackpots about the good old days when they were in the circus and carnival business. In commenting on the Roberta Sherwood article in the March 2 issue of The Billboard, McClure said that he remembers the singer and her sister, Ann, when the girls and their father, Bob, were with the Brown & Dyer Shows, season of 1923. "Theresa Sidenberg, widow of the Sid Sidenberg, the noted white-stone worker, and her daughter, Arline, are often seen at the St. Louis showmen's club," says McClure. "Arline has a beautiful daughter about 14 months old, and grandma's plenty proud."

They would like to read a few pipes from the gals and boys of the trade, says Bernie, who started his career in Cleveland with Prof. Kennedy and Doc Flippo. In a whimsical vein, Bernie says that he has "just received my diploma from the University of Vicissitudes." Bill Baker adds his "amen" to the request of the Murphy store gang that pitcheroos send in a few pipes. The pickings have been lean here of late.

FLORIDA NOTES . . . from Joe Joblots: Dick Ballas had a big sales crew working during the Tampa Gasparilla Days parade. . . . Ted Boytick is in Miami promoting jai lai. . . . Nick Danzig, former manager of Hardtack Hymes' concessions, had a red one at the recent Homestead fair. . . . Abe (the Crier) Myers and Horseback Gilly had the ex on novelties at the Lake Work fair. . . . Harry (the hat) Kibble finally got his passport okayed and will leave soon for Luxemburg. . . . Novelty Enterprises has opened a pretzel factory in Cleveland. Ernia Newman, of Cleveland, was awarded a scholarship at Columbia University.

**JOBBERS:** Write for full big profit story on

**GAG-TIES**

with clever concealed sayings.

**IMPRINT ART PRODUCTS, INC.**  
65 Kansas Street Hackensack, N. J.

**FIRST TIME OFFERED AT LOW PRICE**

**4-Piece WOOD CANNISTER SET**

Hand Painted • Colorful Design • Seasonal • 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.

**THE FIRST "NEW LOOK" PENNANTS**

in over 2,000 years

Send for our free literature illustrating the largest line of traffic stoppers 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

**BUY DIRECT FROM MANUFACTURER**

ATTENTION, WHOLESALERS, JOBBERS and PREMIUM HOUSES

**Trouble Lights**

In 25', 50' and 100' lengths with new snap-off metal guard.

Also 14 gauge 100-foot cables with neoprene jacket. Also new economy all-purpose floodlights, fast-moving auctioneer's item. Special prices for quantity buyers. We ship C.O.D. F.O.B. our plant.

Write for FREE Listing of Tool Closeouts. 25% Deposit, Balance C.O.D.

**Sheldon Cord Products**  
3549 W. 5th Ave. Chicago 24, Ill.  
Phone: NEVada 2-3898

**FOR ENGRAVERS**

Necklaces and Bracelets

Boy Alone — Girl Alone Or Combination

Made of Aluminum and Gold or Nickel Plated.

**MILLER CREATIONS**

With It Since 1907

7729 So. Avalon Ave. Chicago 19, Ill.  
Phone: WAterfall 8-8853

DAY AND NIGHT SERVICE

**MAKE BIG MONEY SELLING TOWELS**

We've sold MILLIONS of LOW AS 3¢ A Towels! Our Agents, Salesmen and Saleswomen are cleaning up! Now you can, too! Our prices are lowest in the country. Look at them:

100 Towels	..... \$ 4.50
500 Towels	..... 20.00
1000 Towels	..... 35.00
2000 Towels	..... 65.00
5000 Towels	..... 150.00

Sample pkg. 20 Towels, only \$1.00 plus 10¢ postage.

Others charge \$1.00 for FIVE towels, but when you buy unwoven cotton and rayon towels from us you can sell TEN for \$1.00 and make 300% PROFIT. Order today! Send money with order. C.O.D.'s sent if 25% remittance accompanies order. **TOWEL SHOP**, Dept. 943, 810 St. Charles, St. Louis, Mo.

**FREE! WHOLESALE CATALOG**

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 • FIGGS • ENGRAVING • MDSE. • CARNIVAL MDSE.

**Starling Jewelers**  
1978 EAST MAIN ST. COLUMBUS 5, OHIO



**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 (Sample, \$9.95)

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.

# CLASSIFIED SECTION

A Market Place for Buyers and Sellers

## NEW ADVERTISING RATES

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

**IMPORTANT**  
In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

Also include 25¢ per insertion additional to cover cost of handling replies.

**RATE: 20c a word—Minimum \$4.**  
**CASH WITH COPY**

**FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE**  
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

**DISPLAY-CLASSIFIED ADS**  
attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

**RATE: \$1 per agate line—\$14 per inch.**  
**Minimum \$10.**

**CASH WITH COPY**  
(unless credit has been established)

### ACTS, SONGS & PARODIES

**NEED COMEDY MATERIAL? THEN YOU** need Show-Biz Comedy Service. Serving every phase of show business. Write "Show-Biz" (Dept. BB-10), 1613 E. 29th St., Brooklyn 29, New York.

**25,000 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

**ATTENTION—HOSIERY: LOW PRICES FOR** jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect. Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. mh16

**DECALCOMANIA TRANSFERS NOW OFFERED** in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted; also make money with our line of automobile Initials and Sign Letters. Free samples. "Raico," XL, Boston 10, Massachusetts. ch-np

**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

### 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. ..... 1.50 dz  
Lord's Prayer Necklaces, 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 ..... 2.20 dz  
Tie Slide Sets, asst., boxed ..... 4.00 dz  
4 Pc. Rhinestone Sets, boxed ..... 18.00 dz  
Summer Earrings, asst. .... \$7.00 & 12.00 gr.  
Pearl Necklaces (domestic) ..... 1.45 dz  
Neck & Earrings, asst., boxed ..... 9.00 dz  
Cufflinks, carded, asst. .... 1.95 dz

### SAMUEL SILVERMAN & CO., INC.

1820 Westminster St. Providence, R. I.

**JAPAN DIRECTORY—LIST OF JAPANESE** manufacturing exporters, plus Japan trade journal information, opportunities. Just \$1. Nippon Annual, 920 3rd Ave., Box 739-L, Seattle 4, Wash. mh23

### JOKERS FUN SHOP — FULL CREDIT AL-

### JOBBER & DISTRIBUTORS—BEAUTIFUL

hand-tooled Mexican Ladies' Leather Handbags. (Large size) \$50 per dozen; sample \$5. Large size 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, 226 East 2nd St., New York 9B, N. Y. mh9

### MEN'S WALLETS — PLASTIC-ALLIGATOR.

Sensational prices, \$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 Brac. Asst. .... \$ 2.50 dz  
Spring Floral Ear. .... 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 & Necka. 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 profits! Robbins, Co., 127-R West 17th St., New York City. ch-mh9

### RETRACTABLE BALL PENS, 5 FOR \$1; 100

for \$13; refills, \$1 dozen. Guarantee money refunded. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. mh9

### SHINE CARS WITHOUT "POLISH." NEW

invention, lightning seller; cars gleam like mirror. Samples sent on trial. Kristee, #108, Akron, O.

### SMALL IMPORTED "PEN-KNIVES," \$1

dozen; \$7.50 gross; four blades, colored handles, lightweight. Also small, good Cigarette Lighters, three, \$1. Merchandisers, 1108 West Pitts, Pasadena, Tex.

### YOUR OWN BUSINESS — SUITS, \$150;

Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago. ch-np

### ANIMALS, BIRDS, PETS

**A REAL DEAL FOR SEALS: CASH, TRADE** or rent. Homer Snow's Sealorium at Fisherman's Wharf Aquarium, 287 Jefferson St., San Francisco, Calif. Greystone 4-2268. mh30

### KING COBRA, SIAMSE COBRAS, RUSSEL

Vipers, Mangrove Snakes, Anacondas Reptile Farm, 2214 N. San Gabriel, S. San Gabriel, Calif. AT 05763. mh9

### ONE RETICULATED PYTHON, 20 FT.,

two years in U.S.A. Light color, perfect. \$400 F.O.B. Washington, D. C. Himalayan Bears; Sloth Bears, 3 years old, very beautiful, 3 years in U. S. A., \$200 F.O.B. Vero Beach, Fla. Bonnet Monkeys, \$50; Java Monkeys, \$45. North All. Fert. and Chem. Co., Inc., 50 Broad St., New York, N. Y.

### PAIR LEOPARDS, TAME, \$250 EACH;

very large Jaguar, \$450; male Zebra, \$600; 100-pound Chimp, \$500; pair adult Water Buffaloes, \$250 each; 20 yearling Bears, \$50 each; male Cheetah, \$950; male two-pyees Hippo, \$2,900; Australian Dingo Puppies, \$25 each; Guanacos, \$300; Llamas, \$350; Polar Bears, Kodiak Bears, Giant Kangaroos; male Orangutans, 100 pounds, tame, \$1,750; male yearling Bactrian Camel, \$1,700; tame giant Rhesus Monkeys, \$75. Various U.S.A. locations. Rare Bird Farm, Kendall, Fla.

### QUALITY STOCK PROMPT SHIPMENTS—

Plenty Snakes, Armadillos, Alligators, Badgers, Coatiundis, 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 5-4323. mh16

### SEA ELEPHANTS, CALIFORNIA SEA-

lions, Seals. Main 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

### 9-MONTH-OLD PUMA, \$150; SQUIRREL

Monkeys, \$22; Agoutis, \$30; Spider Monkeys, \$35. Logston's, Box 3045, Fort Worth 3, Tex.

### THIS IS A DISPLAY CLASSIFIED AD

Your Advertisement displayed in a space this size will cost only \$14 per insertion

### 4 YEAR MALE CINNAMON RINGTAIL

works with hand organ. Works bat, glasses, pipe, stick across shoulders. Uses both hands for money. First \$500 gets him. H. E. Turpin, 2323 Haslett, Dallas, Tex.

### FOR SALE, TRADE OR BOOK

### 1951 OR 1957 TILT-A-WHIRL

Prefer to sell but might book in highly patronized Midwest park, or trade for Ell 5. MGR, Octopus and/or Rolloplane. Give all details, your best proposition in first letter. F. SHAFER, Washington, Ind.

### WANTED—RODEO RIDING CLUB WANTS

full particulars of rodeo available for sponsoring. Write James Hare, 705 Montgomery Ave., Cumberland, Md.

### COSTUMES, UNIFORMS

**THEATRICAL AND PIN-UP ACCESSORIES.** Strip Pants, Bras, Elastic Hose, Tights, other items. Free folder. Mail Orders only. H. Koretsky, Suite 904, 1472 Broadway, New York, N. Y.

### FOOD AND DRINK

**FAMOUS TROPIC CHILI BAR: COMPLETE-**ly electric, thermostatically controlled. Has two heating elements which keep two different foods at desired temperature. Has four sandwich bun toasters built in. Have 10 left. List \$175, closestout new, \$89.95. R. H. Stroud, 2829 Whiteway, Louisville, Ky.

### 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

### GOLF DRIVING RANGE EQUIPMENT —

Par 58. Mounted Spots, Lockie Picker, Mats, Balls, etc. Sacrifice. Write Morton Novelty Co., 723 Mandan St., Bismarck, North Dakota. mh9

### FOR SALE—SECONDHAND SHOW PROPERTY

**A 18' HOUSE TRAILER WITH 10' OPEN** on one side for joint. Price \$600. Also 3 canvas joints and Trailer, \$900. J. P. Bokowe, 6057 So. Kiltourn, Chicago 29, Ill.

### BUILD KIDDIE RIDES FROM TESTED

plans: Auto, Airplane, \$100 Chairplane, \$5 each; Water Boats, \$8; Trains, \$10. Free 72-page catalog. Brill, Box 875, Peoria, Ill.

### GOLF DRIVING RANGE EQUIPMENT AND

Fixtures for sale. Balls, Clubs, Lights, Mats, etc., very cheap. Frank Abramoff, 223 N. Clarendon Ave., Margate, N. J.

### COMPLETE AMUSEMENT PARK—KIDDIE

Wheel, Train, Adult Chair-o-Plane; 72 Arcade Machines, complete or piecemeal. Phone 34010, Percell's Park, S. Williamsport, Pa. mh9

### FOR SALE—ICE MILK SANI SERVE AIR

or water cooled Tandem Trailer, all glass, Two Milk Coolers, Fluorescent Lights, Frank Drescher, Princeton, Minn.

### FOR SALE — MINIATURE TRAIN, GAS

powered, 1,000 ft. of double track, carry 24 children, price \$600 F.O.B. Antigo, Antigo Drive-In, Inc., 908 Fifth Ave., Antigo, Wis.

### FOR SALE OR LEASE OR BOOK TO RE-

liable party; 3 brand new Kiddie Rides, Merry-Go-Round, Whip, Boat Ride, Mr. W. Seitz, 1780 N. W. 131 St., Miami, Fla. mh16

### HERSCHELL CAROUSEL, 36 FT. TWO-

abreast, 3 phase, fluid drive, aluminum top, perfect condition, \$6,000. Ansaca Realty, 65 South 11th St., Brooklyn, N. Y. ch-np

### HOUSE TRAILER EATING STAND, 25 FT.

long, gas tank and burners. Will sell cheap. Harry W. Davis, R.R. Eldred, Pa.

### MECHANICAL "TEN NIGHTS IN THE

Barroom." Seventy-one characters performing in trailer. Honky-tonk music; beautiful Show and Front; new, complete. Groebner, Buffalo, Minn.

### MERRY-GO-ROUND, CENTER POLE,

Sweeps, Crossarms, Scenery, Platform, new top, new U-I International Power Unit. S. B. Rhodes, 1701 Harrison St., Amarillo, Texas. mh9

### NICKLEODEON FOR SALE, REASONABLE,

in good condition. Plenty music rolls. Mr. Ace Claxton, 4413 Buckeye Court, Orlando, Fla. Phone 3-8000.

### ONE 50-BY-80 TOP IN THREE PIECES.

Good condition, without sidewall. Price reasonable. Box C-149, c/o Billboard, Cincinnati 22, O.

### ROTARIES AND DIGGERS REASONABLE.

J. A. Blash, 2805 Peyton Road, LaVerne, California.

### STEAM TRAIN, BY OTTAWAY, WITH

three coaches; serviced at factory and in new condition, \$2,500. R. H. Chance, 1119 Geo. Wash. Ave., Wichita 18, Kan. mh16

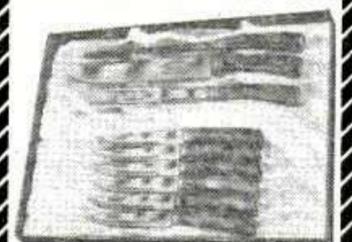
### THIS IS A 14-LINE AD FOR ONLY \$14

You can buy this space to profitably buy or sell Used Show Equipment.

### TEN MERRY-GO-ROUNDS, TWO WHEELS,

Kid Rides. List your rides to sell now. Young's Carnival Sales, 5218 Wadena, Duluth 7, Minn.

**9-PIECE SHEFFIELD COMBINATION STEAK KNIFE & CARVING SET**



Perfectly matched, polished all-horn handles. Micro-serrated tip knives. Guaranteed stainless, forever sharp blades Full Hollow Ground. Chrome plated bolsters. Consists of 6 Steak Knives, Carving Knife, 2-Tine Fork, Honing Steel. Hinged gift box.

Retail Price \$19.95.  
**\$3.25** ea. in lots of 4 Sample \$3.50

**3-PIECE CARVING SET ONLY**  
Retail price \$4.98  
**85¢** ea. in lots of 24 Sample \$1.00

Send Today for Our FREE 108-Page Color Illustrated Name-Brand Catalog. Terms: 25% dep., bal. C.O.D., F.O.B. Chicago.

**Standard Industries**  
1112 S. Wabash Ave., Dept. B-8 Chicago 5, Ill.

**Hawaiian "TI" PLANT LOGS**

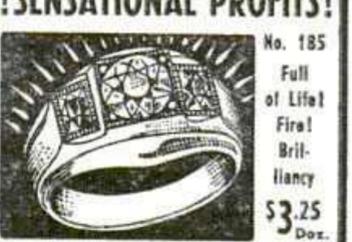


Now bagged in polyethylene...  
**KEEP LONGER, SELL FASTER!**  
Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LOWEST PRICES ANYWHERE

**Sherfy's**  
2126 Boyer St. Seattle, Wn.

**!SENSATIONAL PROFITS!**



No. 185 Full of Life! Fire! Brilliance \$3.25 Doz. \$36.00 Gross

Gold finish. White brilliant center. Red or Green sides.

**PROVIDENCE RING COMPANY**  
49 Westminster St., Providence, R. I.

**Free Wholesale Catalog**

CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closetouts, Etc.

**SEND FOR YOUR COPY TODAY**  
Please state your business.

**FRISCO PETE.** 226 S. Wells St. Chicago 6, Ill.  
All Phones: Franklin 2-2567

**SALESMEN WANTED**  
Exquisitely designed earrings, hand-made of tropical shells. Highlighted with imported rhinestones and simulated pearls. Fast sellers. \$6.50 per dozen postpaid. U.S.A. Money-back guarantee. Immediate delivery.

**EDITH FREY**  
15609 Bay Pines Blvd. St. Petersburg 8, Florida.

**\$1 BRINGS YOU \$6.75 SIGNS**

785% Profit on new fast selling 7x11

2000 slogans, No. C.O.D.  
100 Stock Signs...\$7.00  
15 Store Signs... 1.00  
15 Religious Signs 1.00  
15 Comedy Signs 1.00

**L. LOWY, 812 B'way, Dept. 951, N. Y. 3, N. Y.**

**EASTER TOYS!**

6" PLUSH RABBIT \$6.00 dz.  
24" TAFFETA RABBIT, \$6.50 dz. in gr. lots \$12.00 dz.  
20" PLUSH RABBIT, \$12.60 dz. in gr. lots \$22.50 dz.  
38" PLUSH RABBIT, \$24 dz. in gr. lots

No extra charge  
24 pcs. for samples 1/2 doz. of \$24.55 each

**SPRING SPECIALS**  
Plastic Bags Free  
RAYON TAFFETA  
25" Mouse Doll \$ 9.00 dz.  
23" Plush Bear ..... 21.60 dz.  
24" Clown & Doll ..... 6.50 dz.  
42" Bozo Clown ..... 18.00 dz.  
13" Peasant Doll ..... 6.00 dz.  
3" Plush Dogs ..... 9.00 gr.

No extra charge for samples.  
42 pcs. of each plus 1 \$31.30

F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not ready. Send for NEW 40-pg. FREE CATALOG and closeout lists.

**ACE TOY MFG. COMPANY**  
536 Broadway, N. Y. C. WA 5-3234

Buy direct from **Costume Jewelry Manufacturer**

Offers a full line of Earrings, Necklaces 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**  
Men's Hand-Set Rhinestone Rings, Ladies' adjustable Rhinestone Rings, Lasting Gold Finish. Each dozen in hinged jewelers' tray. \$3.00 per doz.

**PACKARD JEWELRY CO.**  
Dept. B, 48 W. 25th St., N. Y. 10, N. Y.

**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, Bxd. Dz. .... 3.50  
T2—Stone Tie Sets, Bxd. Dz. .... 4.50  
T3—Asst. Tie Sets, Bxd. 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 Neck & Braacs, Gr. .... 15.00  
B1—Bracelets, Asst. Gr. .... 24.00  
W1—Men's 6-Piece Watch Set ..... 5.95  
W2—Ladies' 6-Piece Watch Set ..... 6.25  
W8—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, Bxd. .... 3.00  
P24—Men's 6-Piece Watch Set ..... 5.00

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.

**KAREN ORIGINALS**  
45 N. Main St., Dept. 4 Bristol Conn.

**NEW BETTER CLOSEOUTS**

L3—Stoned Pen & Lifer, Bxd. Dz. .... \$19.80  
R3—Gents' Stone Rings, Asst. Dz. .... 2.75  
K101—Ladies' Manicure Set, Dz. .... 7.20  
K110—Men's Manicure Set, Dz. .... 7.20  
R101—Pearl Rosaries, Bxd. Dz. .... 9.00  
R102—Pearl Rosaries, Bxd. Dz. .... 5.25  
R164—Religious Medallions, Bxd. Dz. 6.75  
6—Gift Perfume Set, Bxd. Dz. .... 14.40  
6—"Your Grace" Perfume, Bxd. Dz. .... 9.00  
8—"Lis'n Dear" Perfume, Bxd. Dz. .... 21.00  
2160—Stone Neck & Ears, Bxd. Dz. .... 7.50  
2164—Stone Neck & Ears, Bxd. Dz. .... 9.00  
2256—3-Piece Pearl Set, Bxd. Dz. .... 12.00  
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  
BF446—Ladies' Wallets, Bxd. Dz. .... 15.00  
BF447—Men's Wallets, Bxd. Dz. .... 11.25

20% dep., bal. COD. Free catalog.

### BUSINESS OPPORTUNITIES

FREE MEXICAN, CUBAN IMPORTS CATALOGUE. Shoes, Purses, Belts of alligator tooted leather, Snake, Unborn Calif. Import Sales, Box 955, Pomona, Calif. mh23

### MORE BUYERS

Will Stop and Read

### YOUR AD

if you use a

### DISPLAY CLASSIFIED AD

RATE ONLY \$14 per inch

### HOW TO MAKE MONEY WITH CARNIVAL

Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. ap30

### JOBBER-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 in 10 gross lots -SAMPLE GROSS \$14.30-
- \* 8-PIECE POCKET SETS 3 different color ball pens with ink to match, handy comb and plastic pocket saver. **\$49.50** per gross in 10 gross lots -SAMPLE GROSS \$51.00-
- \* STANDARD GOLD CAP RETRACTABLES **\$13.50** per gross in 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.

### WATERPROOF

**\$8.75** with stretch band

Luminous Dial & Hands, **YELLOW TOP** unbreakable crystal, 15 & 17 JEWELS. Your choice of **BULOVA, BENRUS, ELGIN.** Guaranteed and reconditioned **LIKE NEW.**

Write for Free Catalog.

**SPECIAL Men's Watches.** Bulova, Benrus, Elgin, Gruen, with stretch bands, **\$6.50**

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee. Send money order or certified check with order to avoid delay in shipment.

**AL ZEIGER AND SON**  
706 SANSOM ST., PHILA. 6, PA.  
Walnut 2-6055

**FREE Bargain-Filled Catalog**

"Sell More with Cel-Max"

Famous make Watches • Exquisite Jewelry Sets • Ladies' Hand Bags • Men's Jewelry • Gifts • Novelties. Get our latest Wholesale Catalog FREE. Write today!

**CEL-MAX, Inc.**  
582 SO. MAIN ST. MEMPHIS, TENN.

**IF YOU ARE INTERESTED IN JOB LOTS CLOSEOUTS**

**BE SURE TO CONTACT US IMMEDIATELY.**

**WISCONSIN DELUXE COMPANY**

1902 No. Third Street  
Milwaukee 12, Wisconsin

**WATCH SPECIALISTS FOR 67 YEARS**

Copy of \$975 Diamond Bracelet Watch... \$9.50  
Half 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.

**TRACK-SACRIFICE. 3,000 FT. 22" GAUGE** 12 lb. rail, metal cross ties welded. T.M.P. 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

**4 BULL PEN BASEBALL GAMES, USED** two seasons, very reasonable. M. Piesen, 147 Fourth Ave., New York City, N. Y.

**5 WINCHESTER GALLERY RIFLES, BRAND** new, Model 62, slide action repeating take down. 22 short or long. Jerry Claps, 108 Harvard Ave., Point Pleasant Beach, N. J.

**10X12 CORK GALLERY, COMPLETE WITH** Anchor Top, like new: Cat Rack, Plaster, Slum. Johnnie Whitaker, 2107 W. Mohawk, Tampa, Fla.

**14 FT. TANDEM TRAILER COOKHOUSE,** Magic Chef Range, utensils, some dishes. Ed Murphy, 806 St. Louis Ave., East St. Louis, Ill (Phone: BRidge 1-5312). mh9

**15 MARE PONIES-ALL FOR \$1.125. CAN** be hauled in school bus. 25 cents per mile, one way. No time for letter writing. Phone 9317, day or night. P. L. Cobb, Amite, La.

**16MM.-35MM. FILMS EXCHANGED, \$5.** Bought, sold. Bryant Supply Co., Emporia, Virginia. np

**30 FT. HIGH STRIKER**

Three sections, very good construction, fine for park. Evans small 15-hour race track. Motors with Blowers for Ping Pong Blower game; 2 A-1 Juice Pumps; Manley Popper, Corn and Oil; Navy Pennant Flags, large size; Gallery, Pumps, Leaders; Evans Add-A-Ball Games, Evans large glass Wheels; Evans Devil's Bowling Alley, with peck balls; Pitch Rings, Hoop-La Rings, other items. Write for prices and list, no COD without deposit.

Address: P. O. BOX #2, Dayton 1, Ohio.

**28 FT. COMBINATION SHOW OR CONCESSION** Trailer. Snake Cages, Show Specimens moving; must sell cheap. Fitzpatrick, 74 Ravine, Caldwell, N. J.

**INSTRUCTIONS BOOKS & CARTOONS**

**LEARN WHILE ASLEEP! REVOLUTIONARY** new method. Details free. Sleep Learning Research Association, P. O. Box 610-C, Omaha 1, Neb. mh9

**MAGICAL APPARATUS**

**NEW 152 PAGE ILLUSTRATED CATALOG.** Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 336 South High, Columbus, O. mh30

**MISCELLANEOUS**

**CLOWNS, MAGICIANS, VENTS, READ THE** world's only newspaper published exclusively for you! 12 issues, \$1; sample, 15¢. The Magnet Box 2127, Birmingham, Ala.

**FOR SALE-ALL OR 1/2 INTEREST IN** Juke Box, Bowling and Pin Game Route. 120 Prospect St., Spencer, W. Va. Tel. 843. mh16

**"MOTOR OVERHAUL" IS GUARANTEED** to give 35% more gas mileage; seal worn rings and cylinder walls, save oil and costly repairs. Send \$2.98. "Motor Overhaul," 504-B West 7th, Chattanooga, Tenn.

**NOW BOOKING CALLIOPHE FOR FAIRS,** Parades. Special Events. Cozart, Danville, Illinois.

**SALESMEN, ETC., NEED CUSTOM MADE** Sample Cases. Each one designed to their individuality needs. Details. Marcusson, 3805 North 12th, Tacoma, Wash.

**YOUR NAME IN HEADLINES ON STAND-** ard newspaper page, 3 different, \$1. Not over 36 letters each. Headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Hartford, Conn. ap13

**PERSONAL**

**ASTOUNDING VALUE! SPECIAL PUR-** chase! "Check Protectors." "Check Protectors." (Pocket model.) Rugged construction! Prevents check alteration and forgery! 5,000 only. While they last, \$1 each postpaid. No C.O.D.'s. Per-Co., 3938 Robley Terrace, Oakland 11, Calif.

**PHOTO SUPPLIES DEVELOPING-PRINTING**

**COMIC FOREGROUNDS AND BACK-** grounds. Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelty Miller Supplies, 1535 Franklin, St. Louis 6, Mo. np

**ENLARGEMENTS, HEAVYWEIGHT, EIGHT** 5x7's or five 8x10's, \$1. No negative, 25¢ additional for each different photo. Jack Koons, Huntington Mills, Pa. mh23

**PHOTO BOOTHS, CAMERAS; D.P. PAPER,** Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn

**PRINTING**

**ALWAYS SPEEDIEST SERVICE. QUALITY** Window Cards, three colors, 14x22 size, \$8 hundred; larger 17x28 size, \$12.50 Cards for all amusement occasions, many illustrated Also Bumper Cards, Bumper Stickers, Tribune Press, Dept. W-57 Earl Park, Indiana.

**MIDWAY SPECIAL-200 BUSINESS CARDS,** 200 8 1/2 x 11 Letterheads, 200 6 1/2 x 9 Envelopes, \$4.50 postpaid. Printing by Ace, Box 282, Lyndhurst, N. J. mh16

**TARGETS FOR SHORT RANGE GALLERY,** \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Maryland.

**200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2** Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. mh30

**SALESMEN WANTED**

**AD MATCHES SELL AMAZING DESIGNS-** 10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-144, Chicago 32, Ill. mh30

**GOLDMINE OF 600 MONEY MAKERS-** Free copy. Specialty Salesman Magazine, Desk 22-E, 307 North Michigan, Chicago 1, Ill. ch-1fn

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES - WORLD'S** finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. ap6

**NEW MALLEABLE TATTOOING MA-** chines. Artistic designs. Complete outfit. Bright colors, concentrated black ink. Catalog free. Mitt Zela, 728 Lesley, Rockford, Ill. Jy13

**WANTED TO BUY**

**USED SANDWICH AND PASTRY MA-** chines wanted. Give full description and lowest prices. Box C-148, c/o Billboard, Cincinnati 22, O. mh16

**WANTED - LOW-PRICED KIDDIE RIDES,** such as Swings or Airplanes, anything to fill in. c/o Box 751, Packers Station, Kansas City, Kan.

**HELP WANTED**

**REGULAR CLASSIFIED ADS . . . Set** in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. **RATE: 20c a word - Minimum \$4. CASH WITH COPY.**

**Forms Close Thursdays for** the Following Week's Issue

**BASS MAN WANTED FOR AGENCY BAND.** Others, write. Steady work, guaranteed salary; cut or no notice. Bandleader, 201 Franklin Bldg., Norfolk, Va. mh16

**EXPERIENCED MANAGER-PROFESSIO-** nal for Kentucky rink; good salary plus commissions; extensive references required, write Box C-138, c/o Billboard, Cincinnati 22, Ohio.

**TALL MAN OR WOMAN-OVER 7 FT. TO** distribute literature, trade show, Chicago, April 8-11. Write only, give height, enclose pic if possible. Hiram Ashe, 244 Madison Ave., New York 16. ch

**TENTED THEATER FOR SUMMER. TWO** female leads, one juvenile, free to travel, apply by mail. Dick Burnett, 155 William St., Towanda, Pa.

**TENOR-CLARY-READ, CUT SHOWS, VO-** calist preferred. Small unit, steady locations. Leader, 2133 Southeast 46th, Portland, Ore Belmont 2-8780.

**WANTED-GIRLS, BARMAIDS, DANCERS,** Waitresses, Novelty Acts; good pay. Pop Duffy's Tavern, 218 Duval St., Key West, Fla. CY 69160.

**WANTED - YOUNG ACTRESS CAPABLE** of learning and performing a versatile line of leading lady roles. If you sing or dance or can drive a car, say so. This is traveling tent theatre company presenting a repertoire of Folk Plays. Opening in May. Playing Illinois. Write the Collier Players, Farmer City, Ill.

**AT LIBERTY**

**ADVERTISEMENTS**

**5c a Word Minimum \$1**

Remittance in full must accompany ads for publication in this column.

No charge accounts.

**Forms Close Thursdays for** the Following Week's Issue

**CIRCUS & CARNIVAL**

**BARKER TALKER, BINGO CALLER -** Ready to talk, lecture, clown; sober, reliable; salary only; wire collect. Bluestone, 113 W. Main, Norfolk, Va.

**CARNIVAL OR CIRCUS CLOWN-WORK** streets in city and surrounding towns. Schools, radio or TV interviews, etc. Prefer carnival playing south with long season. Circus, good wardrobe, walkarounds, come in. Browale The Clown, Gobles, Mich. Ph. 10F22

**MISCELLANEOUS**

**AERIALIST-AVAILABLE IMMEDIATELY,** wants to join established act. Young man, experienced. Write: Craig Stillwell, 1329 Bellevue Ave., Plainfield, N. J. mh16

**AVAILABLE FOR STAGESHOW, ORCHE-** tra, Theatre, Social Programs or traveling. Marita Delores has no precedent in show history. Miracle-made woman, miracle voice, personality and at unbelievable Calendar Age of 78. By The Miracle, she is only 19. Does she know the secret of youth? Recognized by highest authorities. Her faultless figure superbly displayed in act. Managing assistant wanted. Have full equipment and capital to join with responsible promoting representative. Miss Delores, Capitol Hotel, Richmond, Va.

**EDDY DYER, PRODUCING COMEDIAN** for tent revue. Hillbilly recently featured with Bill Monroe and the Blue Grass Boys, Grand Old Opry unit. Lash LaRue western show. Eddy Dyer, 29 Avon St., Revere, Mass.

**HYPNOTIST - FOR STAGE, PRIVATE** parties and lecture demonstrations. For information write Neige F. Diehl, Post Office Box 2002, Seattle, Wash. mh29'58

**TROUPER-CAN DO MOST ANYTHING ON** earth. Plenty experience, joints, shows, cookhouse. Advance, office, Mike Prudhom, 111 2nd St. North, St. Petersburg, Fla.

**15 MINUTE MAGIC ACT FOR FAIRS,** Celebrations, Free Act, etc.; also 45-minute Show for money raising organizations. Available for one day or week on percentage or fee. Contact Jack Vance, 2839 S. Dunmoor, Memphis 14, Tenn.

**MUSICIANS**

**AREN'T THERE BAND LEADERS IN THE** west needing an experienced Drummer? Locations only. Arnold Salmon, Apache Hotel, Phoenix, Ariz. mh16

**BASS, DOUBLE GUITAR, SINGS, TRIO,** read, travel; thoroughly experienced; have car, wardrobe. Taft Baker, LaSalle Hotel Apts., Birmingham, Ala.

**BASS MAN-DOUBLE TRUMPET, FEAT-** ure Vocalist for smart trio; extensive experience. Musician, #56, 983 Belanger, Hoama, La.

**AVAILABLE FOR SCHOOL, COLLEGE OR** civic symphony, Violin Teacher and Youth Symphony Organizer. 35 years in music, past 3 years employed by large independent school as special teacher of strings. 30 days' notice required. Address: Music Teacher, Rt. 2, Box 133, Warren, Tenn. mh9

**CALYPSO AND FOLKSINGER-CAN WORK** as single or with group. Box C-150, c/o Billboard, Cincinnati 22, O.

**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.

**ELECTRIC GUITAR - TAKE-OFF OR** rhythm. Read or fake. Double piano. Slide, union. Prefer small combo. Can work alone. John E. Meyer, Box C-136, c/o Billboard, Cincinnati 22, Ohio. mh9

**EXPERIENCED DRUMMER - JOIN IMME-** diately. Location only considered; dance or show new equipment, plenty rhythm, reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C.

**GUITARIST-LEAD, VOCALS; LOCAL 10.** Travel, 10 months present group, desire change. Finish here March 7. Sober, reliable. Write or wire. Howard Samuel, c/o South Seas Bar and Cafe, Marathon, Florida.

**ORGANIST-COCKTAIL LOUNGE, DINING** Room; single, sober, double piano. Library to suit all clientele. Union, photographs, excellent references. Musician, 540 Shirley N.E., Grand Rapids, Mich. Available March 15, 1957.

**ORGANIST - HAMMOND, EXPERIENCED** Pianist and Soloist. Write Marjorie Ekedahl, 153 1/2 Chandler St., Jamestown, N. Y. Tel. 91-115.

**ORGANIST WITH HAMMOND-MALE, EX-** periented all lines; go anywhere, available short notice. Address: Organist, Box C-146, c/o Billboard, Cincinnati 22, O.

**PIANIST MALE, SINGLE, GENTLE,** trained musician, wide professional experience popular, classic. Play alone, orchestra, accompanist, soloist, teach. Box C-147, c/o Billboard, Cincinnati 22, O.

**STRING BASS, EXPERIENCED, AGE 34.** Will travel. Wire or write: Rudy Bandy, 742 West Willow St., Chicago 14, Ill.

**STRING BASS - FORMERLY WITH RED** Nichols, Gus Arnheim, Will O'Connell, George 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

**TENOR AND CLARINET-EXPERIENCED,** union; read and fake. Prefer hotel or combo; available immediately. Musician, 213 E. 6th St., Duluth, Minn. Telephone: RA 7-3508.

**TRUMPET MAN DESIRES LOCATION.** Locals - 802, #10. Go anywhere, have car. Modern, mamba, montunas and other style included. Hotel, commercial and society. Cut shows, play lead book and jazz. Danny Lite, 2342 N. W. Hoyt, Portland, Ore. Phone Capitol 78564.

**TRUMPET-READ, FAKE, UNION, AGE 25,** sober, good character, good education, good appearance. Orchestra or combo. Will travel. Chuck Nolen, 1802 West Main St., Dothan, Ala. mh9

**QUICK PHOTO INVENTION!**

**PDQ CAMERA**

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER Camera.

**PDQ CAMERA CO.**  
1546 W. Cortez Chicago 22, Ill.

**You Can't Beat BRODY for Merchandise**

We Carry a Complete Line of ELECTRICAL APPLIANCES-Household Goods-GLASSWARE-Clocks-LAMPS-Assorted Novelties-BABY DOLLS-Boudoir Dolls-PLUSH ANIMALS-Plastic Goods-CARNIVAL GOODS-Premium Goods-SPECIAL AUCTION GOODS-Small Novelties for Give-Aways. 84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

**Mr. BRODY**

1116 S. Halsted St., Chicago 7, Ill.  
L. D. Phone: MOnroe 6-9520  
In Business in Chicago for 37 Years

**SAVE \$50** On Your Wholesale cost

**BULOVA**  
**BENRUS**  
**ELGIN**  
**WALTHAM**

6

Sample Watch, \$9.95. Ass't Watches With yellow exp. bands for \$49.00 only

Reconditioned and guaranteed like new. Latest style for men and women.

**QUANTITY USERS-COME IN FOR SPECIAL PRICES**

Wholesale only. 25% with order, balance C.O.D. Immediate delivery.

**JOSEPH BROS.** 59 Wabash Ave. Chicago 3, Ill.

**8 CARTONS WALTHAM DOUBLE EDGE PRECISION HONED RAZOR BLADES**

Each carton contains twenty 25¢ packages of 5 each totaling 1000 Waltham Razor Blades with retail value of \$40.00.

**WITH EVERY ORDER FOR 8 CARTONS YOU GET FREE**

Geneva Men's Watch with Expansion Band exactly as shown in beautiful modern package - pre-ticketed \$39.50. Regularly priced to trade at \$8.95.

Your cost for both the 8 cartons Waltham Razor blades & the Geneva Watch **\$9.50**

Send cash with order or 25% deposit, balance C.O.D.

Specials listing sent on request.

**VARIETY SALES CO.**  
1401 Race St. Cincinnati 10, Ohio

**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 Hee" 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 1850

240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

**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, \$1.80 Doz. \$21.60 Gr.  
1/3 deposit with order, balance C.O.D.

**Schattur Novelty Co.**  
142 Park Row New York 7, N. Y.  
CORtlandt 7-8986

**ELGIN, BULOVA, BENRUS, GRUEN**

**\$6.00 WITH BAND**

**AMERICA'S LOWEST PRICE DEALER OF Reconditioned Watches**

Call us for information (or write). We deduct price of call from first order.

**SAM AGRAN**  
108 S. 8th St. Philadelphia 7, Penna.  
Phone: LO 3-3988

Copyrighted material

## U. S. Files Civil Antitrust Complaint Against Wurlitzer

### Charges Distributor Agreements Stop Price Competition, Asks Injunction

BUFFALO — The Justice Department filed a civil antitrust complaint in Federal Court here last Thursday charging The Rudolph Wurlitzer Company with engaging in "a combination and conspiracy with its distributors in restraint of trade" in the sale of coin-operated phonographs.

The complaint charges Wurlitzer with restraint of trade violations under the Sherman Antitrust Act since 1948 and asks for a permanent injunction against them.

Elbert Loyd, assistant counsel for Wurlitzer, announced Friday (1) that "we have not yet had an opportunity to analyze the complaint and consequently can make no statement except to observe that the action is civil in nature and to express our confidence that we have not violated in any way the antitrust laws."

The government said franchise contracts between the company and its distributors eliminate price competition among distributors and prevent purchasers from buying new and used juke boxes from distributors of their choice.

Wurlitzer is the second juke box manufacturer to be charged by the government with antitrust violations because of agreements between the parent company and its

distributors. Just one year ago, almost to the day—March 2, 1956—the Justice Department filed a similar complaint against the then J. P. Seeburg Corporation, charging Seeburg and its distributors with engaging in an unlawful conspiracy since 1946 to divide territories and customers. It ended in a consent decree entered late in January. (The Billboard, February 9.)

The suit labels as "co-conspirators" but not as co-defendants "individuals, partnerships and corporations that have signed distributor franchise agreements with the

defendant" since about 1948. It did not enumerate or identify them. (In the Seeburg case, the government filed both a criminal antitrust suit against the parent company and a civil suit against both Seeburg and its distributors, in which the latter were named as co-defendants.)

The complaint was signed by Atty. Gen. Herbert Brownell Jr. and was filed by U. S. Atty. John O. Henderson of the Western District of New York.

Assistant Atty. Gen. Victor R. (Continued on page 96)

## NCMDA Head: Must Sell Stops on 10c

### Schlesinger Sends Reasons for Dime And Op Woes to 29 Tavern Tradepapers

CHICAGO — Inflation will force increasing numbers of music operators out of business unless tavern owners can be convinced that juke boxes can no longer be operated on nickel-a-tune play.

So declared Al Schlesinger, managing director of the National Coin Machine Distributors' Association, in a hard-hitting statement sent last week to 29 business papers covering the tavern owner field.

Schlesinger explained that he decided to take this action in an effort to forcefully tell the tavern owners themselves the serious financial situation currently confronting operators. He hopes that at least some of the publications will publish some of the remarks, even if they write editorials opposing them, because he wants the controversy between operators and tavern owners to be completely aired. "Tavern owners must be made aware of the facts," he declared.

In his statement, Schlesinger points to the rising costs of new

equipment, labor, records and parts which call for a new evaluation of the role between music operators and taverns.

He said that tavern owners have failed to realize that today's multiple-play phonographs have increased record and service problems to the point where operators cannot possibly operate a juke box profitably for less than dime-a-tune play.

"When tavern owners feel that they are protecting their customers by opposing the increase to a dime, they are actually hurting both themselves and their customers."

(Continued on page 95)

## SILENCE NOT GOLDEN FOR COLO. JUKE

BOULDER, Colo.—A record titled, "Three Minutes of Silence," which gave just that, was removed from the juke box in the Indian Grill at the University of Colorado Memorial Center.

It was done by student members of the center's board of directors because they said grill patrons to the number of 99.5 per cent wanted music with their coffee.

Joseph Cohen, professor of philosophy and chairman of the Committee for Occasional Silence, the group which sponsored the installation of the record, lamented that the student board was more interested in making money than in the "cultural aspect of the university."

## Memphis: 30% More Jukes During 1956

MEMPHIS — County Court Clerk Hickman Ewing said last week that the number of licensed phonograph machines in Shelby County, covering Greater Memphis, as of January 1, 1957, showed a 30 per cent increase over the number licensed a year ago.

There were 1,008 at the beginning of this year, he said, and 649 at January 1, 1956.

Ewing said he believed some of the machines operating in 1955 were not licensed and the co-operative effort of the Memphis Music Association to get them all licensed accounted for the apparent increase.

There was some increase of the number of machines on location, Ewing said, but he did not believe the increase accounted for the 359 jump shown in his figures.

County privilege license for phonographs is \$10.50. State tax is the same. City tax is \$10.25 and Federal \$10. a total of \$41.25.

A tabulation of the months during which operators bought licenses shows that in 1955 February was low with 21 purchased. October was high with 147.

During 1956, December was low with 37 licenses bought and May high with 162. Ewing collects State and county licenses on all phonograph machines operating not only inside the city limits of Memphis but also Shelby County, Memphis is the county seat.

The big jump for last year shows 23 more juke boxes licensed in the county than in the city. As of December 31, 1956, there were 985 in the city and 1,008 in the county.

Phonograph license fees were doubled in 1955 when operators converted from nickel to dime play. The State law provided that on nickel play it was city \$7.50, plus 25 cent recording fee, county \$7.50 plus 50-cent recording fee. State the same as the county and Federal \$5.

## Al Koondel Opens 1-Stop

BROOKLYN—Al Koondel, Empire Automatic Corporation, last week opened a record one-stop at his headquarters at 799 Coney Island Avenue here.

Koondel is a leading game operator in the area and is on the board of directors of the Associated Amusement Machine Operators of New York. The one-stop will stock all popular labels.

## IRS May Set Depreciation If Requested

WASHINGTON — Manufacturers and operators of all types of coin-operated equipment will have the opportunity to work with the Internal Revenue Service in setting up depreciation schedules for their equipment.

The Service announced last week that it will undertake a study of depreciation which will include "types of property not previously included," and requested that interested taxpayers and representatives of industries and associations submit suggestions as to the types of depreciable property they want to be covered by the study.

At present, IRS has no definite depreciation schedule for coin-operated equipment. It has only what it calls "suggested rates based on past experience." These "suggested rates" are out of date in (Continued on page 97)

## AMI Distrib Plans School

CHICAGO—Automatic Phonograph Distributors, Inc., AMI distributor here, will hold a service school for operators in Springfield, Ill., at the Hotel St. Nicholas, March 7, starting at 1:30 p.m. About 40 operators are expected to attend.

Henry Hoevenaar, AMI service engineer, will be on hand to lecture operators on service problems. Representing Atlas will be sales representative Eugene Smith, with Automatic's manager, Mike Spagnola, tentatively planning to attend.

## RMSA Plans March 7 Meet

CHICAGO — Recorded Music Service Association, Inc., will hold a meeting March 7, at the Bismark Hotel, Chicago.

Phil Levin, president, announced the agenda will be devoted to election of new officers and directors along with a discussion by operators on means to raise their net income. Refreshments will be served and a door prize awarded.

## Coleman New Fort-Pitt Head

CHICAGO—Delbert W. Coleman, 31, was elected president and chief executive officer of Fort-Pitt Industries, Inc., parent firm of J. P. Seeburg. Announcement was made by Herbert J. Siegel, chairman of the board of directors.

Coleman succeeds Michael Bernardino, who will become a consultant to Fort-Pitt's brewing division.

## ERRAND BOYS OUT

### How Can Operators Sell the Location?

By BOB DIETMEIER

This article was written especially for, and originally appeared in, this year's annual booklet of the California Music Merchants' Association. It appears here because it is concerned with a basic problem of music operating companies—operator-location relations. It is timely: Last week MCMMA's director sent a statement to 29 tavern business papers in an effort to have fully aired operator-location problems.

As a music operator, you compete with many things besides other operating companies. Your juke box competes with all other amusements people patronize. In an individual location, it competes for people's attention. It competes with time.

But in all these kinds of competition, a question which determines how well you compete, I think, is simply this: Does your company offer similar services and products, or the same services and products as your competitors?

I don't think there is any business in which there is a greater need for people to understand this distinction and apply its meaning than in the music operating business.

The operator who thinks of himself as offering the same—instead of similar—services as his competitors may find one day that he is in fact little more than an errand boy for his locations.

By errand boy, I mean a man who gives the location what he wants without question, whether it be money, records, machine, more (Continued on page 85)

## Lou Boorstein to Be Cited by Israel Gov't

NEW YORK—Lou Boorstein, Leslie Distributors, chairman of the 1956 and 1957 coin machine division's drive for the United Jewish Appeal, will be given a special award by the Israeli government in recognition of his efforts on behalf of UJA.

The national headquarters of UJA also cited individual members of the coin machine industry at a coin machine division executive committee meeting held Thursday night (28) at the Henry Hudson Hotel.

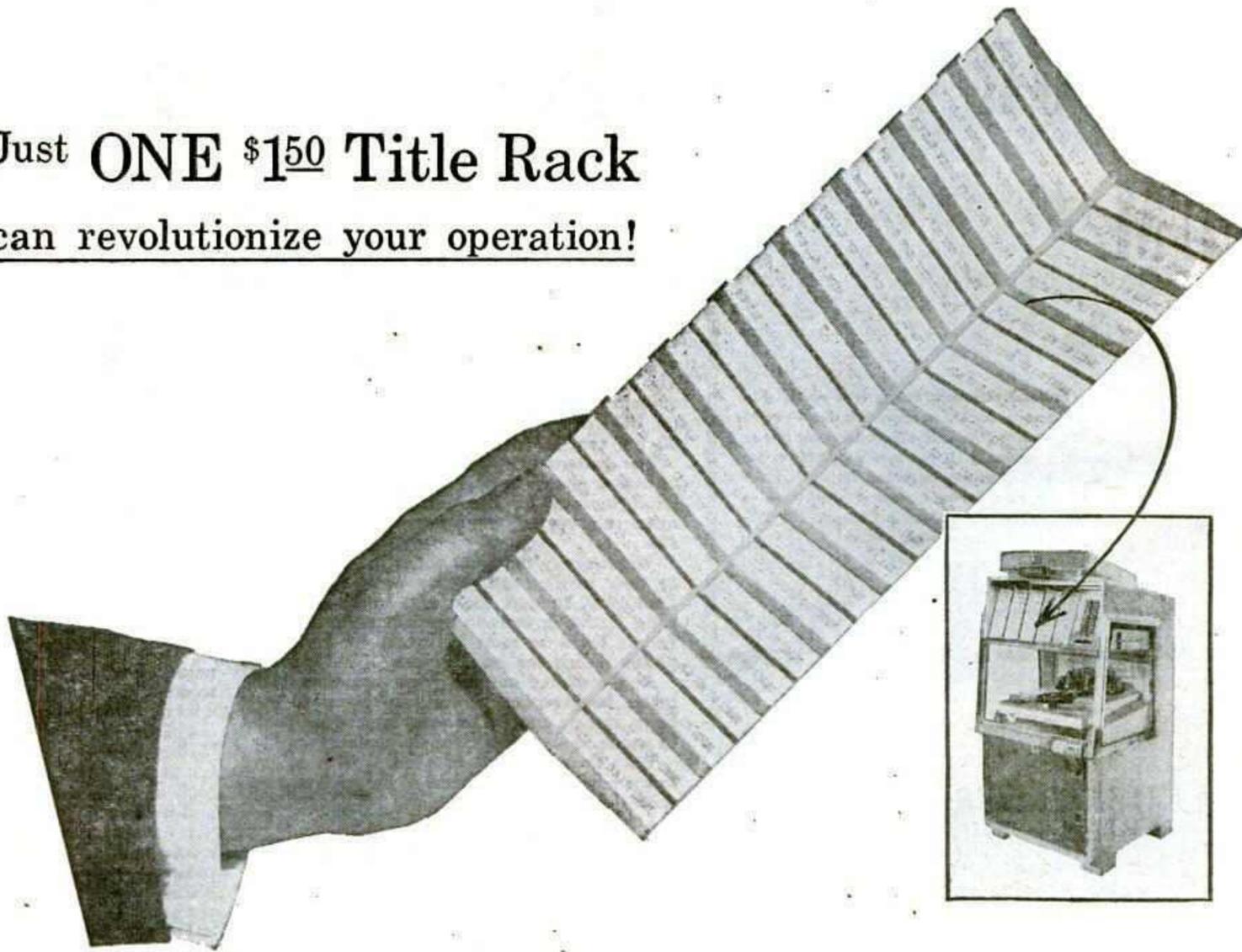
Cited was Al (Senator) Bodkin, Forest Hills Music, 1956 guest of

honor, who received a special award for "outstanding volunteer services."

Got Citations

Also receiving citations were Bernie Boorstein, George Holtzman, Irving Holzman, Murray Kaye, Sandy Moore, Meyer Parkoff, Max Weiss, William D. Littleford, Aaron Sternfield, Joe Young, Abe Lipsky, Bob Luttmann, Carl Ppavesi, Seymour Pollak, Morris Rood, Max Schaeffer, Al Simon, Dave Stern, Barney Sugarman, Barney Tannenbaum, Lou Wolberg, Claire Morano, Al Denver, Nash (Continued on page 95)

Just **ONE \$1<sup>50</sup>** Title Rack  
can revolutionize your operation!



Want to put a stop to location nagging for new records? Want your new record expenditures cut to the bare bone? Want to put your deadwood records to work making money for you?

You can begin immediately to enjoy these advantages—and more besides. You can provide a continuing change of program for your locations and keep them happier than ever before at *substantially less money than you are spending today*. You can cover more locations faster, with far fewer man-hours on the route. You can reduce time-wasting preparation of title strips to a minimum.

More than that, when you begin your week's work you can provide the first location you call on with a complete change of 40 selections—and do so with every single location similarly equipped until you've covered your complete operation—and all this with just one AMI "G-200" title rack, just one set of 20 double title strips and one small stack of 20 records.

Sound too good to be true?

Perhaps it does. But, it is true, every bit of it—recommended by programming authorities and field proven. Operators who own the money-making, patron-pleasing, location-demanded AMI "G-200" can act today, right now, to really cash in on their magna-selection equipment—and with less cost than they now may be spending to program even low-take, antiquated machines with fewer selections.

All that's needed is one extra title rack. Just one. It costs only \$1.50 at your AMI distributors. That one title rack will take care of all the "G-200's" on your route.

The utter simplicity and practical workability of this "RACK-FOR-THE-BETTER-BREAK" plan will astound you. Think of it. You begin the week's work by selecting 20 popular records from your library. These are rec-

\*The excerpt above appeared in the November 17th issue of MUSIC VENDOR in an article entitled "Record Changing Methods Should be Simplified." The programming system described is sound, logical and timely. And what the writer suggests as a design feature of future juke boxes is available to you today in the AMI "G-200"!

ords you have on hand aplenty; popular numbers recorded by different bands; different artists, different arrangements—records now ready to go to work for you instead of gathering dust on the shelf. Along with your records you type or print up just one set of 20 double titles for the 40 selections you've chosen. These are inserted in the spare "G-200" title rack and you're ready to go. It's that easy. You begin to profit immediately. It's the better break you've been waiting for and you need no other cue to get it than the one extra AMI "G-200" title rack.

At your very first stop you replace one rack—COMPLETE—with your spare rack and matching records and move on to your second call. Here you insert the rack and records—INTACT—that you picked up at the first location. Now, you're all set to provide another pleasing change of program at the third stop on your route. You repeat the maneuver at every one of your AMI "G-200" locations—all with one spare rack, 20 records and a set of title strips that always match no matter how many locations you program. Without cost to you and with less time spent than ever before you leave a trail of happy locations, locations that mark you as the operator who understands their desire and need for program change.

There's no confusion, no having to shuffle records and strips about, no having to put in a lot of new numbers to keep locations happy. With as few as two new records and this practical plan you can proudly announce to every stop that you've "put 44 new and different selections in the juke box!"\* You'll wish you had more equipment that would enable you to cover every stop this easy, cost-cutting, profitable way.

See your AMI distributor today. He'll help you get started immediately with your own "RACK-FOR-THE-BETTER-BREAK" plan. Begin right now to enjoy the happy regard of satisfied locations and pleased patrons—and watch next week's costs go down while your collections climb!

**AMI** Incorporated / 1500 Union Avenue, S. E.  
 Grand Rapids 2, Michigan  
*...music that makes more money for you*

ORIGINATOR OF THE AUTOMATIC SELECTIVE  
 JUKE BOX IN 1927 ... AHEAD THEN, AHEAD NOW



Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

# MUSIC OPERATOR FORUM



The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throughout the country on current operating problems. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letter to Forum Editor, Coin Machine Division, The Billboard, 188 West Randolph, Chicago 1.

## What Operators Say:

### The Question:

Better Commissions, dime play, trimming operating costs, 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:

Heard Music Company, Newport, Ark.: "Top money from locations that have new equipment would increase profits." . . . Alfred LaCamera, Sharon, Pa.: "All new music boxes should be made for only dime play, completely eliminating nickel play." . . . Thompson Music Service, Forest, O.: "More co-operation among operators for better commissions." . . . Pla-Mor Amusement Company, Portland Me.: "Better commissions and front money would improve net for 1957." . . . L. J. Lambert, Stockton, Calif.: "The best thing, I believe, would be three plays for a quarter. I know that increased my income for 1956." . . . Ben B. Korte, Glendale, Calif.: "Cutting down on location loans should increase net, since some turn out to be bad risks, and most of them pay no interest."

### The Question:

Some operators like the 200-selection juke box because they say it has helped them convert to a dime or make more money or check competition. Others say they don't like it. Yet most operators in a recent Forum said they would buy more 200's this year than all other models combined. What do you think of 200's? Do you plan to buy more of them than all other types combined during 1957?

### The Answers:

Yes:

Seymour Pollak, Tarrytown, N. Y.: "I plan to buy only 200's. The trend being 200-record machines, my top locations wouldn't accept less. I use EP's at 15 cents, two for a quarter on my 200's, thereby bringing additional revenue." . . . John R. Gusic, Waynesburg, Pa.: "I agree the 200's are the machines of the present area. I plan to buy them because they meet competition and are a better investment." . . . A New York operator who asked we withhold his name: "We like them because we believe they will help to educate the public to dime play. We plan to buy only 200's."

No:

E. D. Rebori, Springfield, Mo.: "My objection to the 200-selection machine is that it provides more selections by far than needed. This is based on the number demanded by the buying public. As a result, efficiency is reduced, due to surplus records." . . . Dave Elmore, Berkeley, Calif.: "I feel that too many selections slows down the play." Duane Knutson, Fertile, Minn.: "I operate in a rural area, and I don't have any spots that warrant a 200-selection machine."

## PUMP PRIMING

# Ops Hypo Disk Buying Despite Income Pinch

- Increased interest in EP's, as operators seek to expand customer market
- 1956 juke sales up from previous year, buying to remain stable during 1957

This is the third of a four-part Forum dealing with operators' profits and how they plan to improve them.

Previous Forums have shown that while the majority of operators could point to higher takes from their juke boxes during 1956 than the previous year, the advantages was more than lost due to an even higher rise in operating expenses. The result of all this is that 45 per cent of all operators interviewed indicated that their income for 1956 was lower than the previous year, with 33 per cent more indicating no change.

The pattern held true for amusement games as well as phonographs. Fully 39 per cent showed lower incomes for the year, with 46 per cent more showing no improvements from the previous year.

The majority tho were not without an answer to their predicament. Better commission splits, dime play, stronger local associations and trimming operating costs to a minimum were prime factors listed as most important for improving profits during the coming year.

And rounding out the pack, operators listed better bookkeeping, newer juke boxes to step down routes, and better programming as points to watch in their battle for the dollar.

With these thoughts in mind, it is interesting to see how the buying plans of the men who operate the nation's juke boxes will be affected.

First in the list of importance is of course the menu offered by the phonograph to its customers, the records themselves. With profits pinched, will operators react negatively and curtail their disk buying, or will they buy an even greater number of new records in an effort to attract more customer play?

### More New Disks

Forum results point to a very positive trend in the juke box operators' feelings. A bare 13 per cent showed any intention to buy fewer disks during 1957 than in 1956. But an overwhelming number—87 per cent—showed they will buy at least as many or more new records for the coming year than in 1956.

Not only will operators buy more records, but the trend to greater acceptance of the relatively new EP's, in an effort to capture a wider market for the phonographs, seems to be in evidence.

Fully 49 per cent of the Forum replies indicated that operators will buy more of the extended play disks for the coming year, with 29 per cent feeling they would keep their purchases at about the same level. Only 22 per cent felt they would buy less.

The feeling among operators is that while the EP's certainly don't draw as many plays as the

Another good reason for putting on EP's, is that many of the new hits are available on only the extended play disks. Therefore, if an operator wants to get in on the record's gravy train he just has to buy it as it is available.

### EP Trend

With record companies finding greater economies in the pressing of the extended plays as compared with singles, it is more than likely that this trend, if anything, will expand.

Seymour Pollak, a North Tarrytown, N. Y., operator aptly summed up the feeling of many of the other operators answering the Forum, when he said that EP's are becoming an "important part of his programming."

He started programming EP's when he converted to dime play in October of 1955. The main idea was to "soften the blow" of the extra cost to the customers. However, since then, Pollak has found "that by proper programming of EP's, he has added much additional revenue in each machine."

"By this," he says, "I mean they do not get as much play, not nearly as much as the top hit records, but these extra plays they do get, mean a lot of money at the end of the week to me."

Pollak goes one step further in warning that "helter-skelter placing of EP's will not bring extra play. Particular attention must be paid to each and every location to see that the proper and wanted recordings are in the machine."

He suggests that "when it is seen a particular recording artist is hot in a location, put in more records by the same artist." He finds EP's are in successfully not by the particular song but by the artist.

Pollak adds that "any operator who uses this method will find more money in the coin box and more satisfied locations and likewise juke box customers."

### Juke Buying Stable

However, while operators appear to be planning for an expansion in their record buying program, the same does not apparently hold true for buying of new juke boxes.

The answer for this might well be in the fact that operators bought more juke boxes during 1956 than in the previous year, and are not planning to expand even further on their buying for the coming year.

As one Junction City, Kan., operator put it, "I have a 200-selection phonograph in every location that will warrant it. We have 46 200's out of 65 locations. We don't think we'll buy many new boxes this year."

Fully 44 per cent of the Forum replies showed more juke boxes purchased in 1956 as com-

## Forum Votes

- How many brand-new juke boxes did you buy during 1956 compared with 1955?  
20% Fewer      36% About the same      44% More
- How many brand-new juke boxes do you plan to buy during 1957 compared with 1956?  
28% Fewer      63% About the same      9% More
- Do you plan to buy more, about the same or fewer phonograph records in 1957 than you did in 1956?  
28% More      59% About the same      13% Fewer
- Do you plan to program more, about the same or fewer extended-play records in 1957 than you did in 1956?  
49% More      29% About the same      22% Fewer
- If you use EP's do you use most of them on 200-selection machines?  
80% Yes      20% No

pop hits, they do capture an additional market of customers to the juke boxes that heretofore did not exist.

Interestingly enough, the place of the new 20's is a significant factor here. Eighty per cent of the operators using EP's said they used most of them on their 200-selection machines.

With the 200-selection juke boxes, operators can program all the pop hits they did in the past utilizing little better than half of the machine's capacity. The remaining selections can be used to aim for a wider market of potential customers that up to now just haven't been able to find records they liked on the juke boxes. These customers, operators feel, will take up many of the slack periods that have existed on even the best played machines.

pared with 1955, with 36 per cent more saying they bought about the same.

But when asked whether they intend to buy even more machines during 1957, the majority, 63 per cent, felt they would buy about the same. Many operators indicated that their new machine buying during 1956 was at a reasonable high level, and an even further expansion was not now warranted.

A pivotal question in juke box buying terms: the 200-selection machine. Some like it for a variety of reasons, and some oppose it for just as many. Some, while opposing it, nevertheless intend to add the 200-play machine to their routes.

Next week's Forum will deal with an analysis of operator views on this subject and how they intend to react for the coming year.

# How Can Ops Sell Locations?

Continued from page 82

commissions or what have you. On the other hand, the operator who makes sure that what he has to offer—a juke box, with regularly

changed records, servicing, etc.—is not the same as what his competitors offer is a long way to become a successful music specialist.

The errand boy operator has little or no control over his own business because he has done little or no selling of his services. The music specialist exercises great control over his own business because he bases his business squarely on selling his services as different and superior than his competitors.

Simply put, this idea is "building the better mousetrap." To most people—and unfortunately to far too many operators—one operator's services are the same as another's.

Outwardly, many services and products in all businesses are the

same. But there are wide differences in the selling of these things, and therefore in their sales.

As I said once in an editorial, the basic reason for unsatisfactory profit where it exists today, as yesterday, is this:

"The lack of operating management to apply the basic answers to sell, merchandise and plan its business continuously and realistically. Established operators know this. The answers to costs and competition have come of long, hard experience."

I believe it is in this job of selling and merchandising day after day that the difference between the successful, profitable operation and the so-so, marginal operation shows up most plainly.

What does selling cover in the operating business? I think the two most important things it covers is selling yourself and selling location owners. I think these two selling jobs must come in this order, too. Because unless you yourself are sold on your business—unless you're proud of it and respect it—it will be a tough job to sell anyone else on what you're going to do for them.

I suggest that there may be five questions you should ask yourself in determining what kind of a selling job you're doing with location owners.

1. Are you frank with him about your business? Obviously, there are some things a location owner has no business knowing about your operation, the same as in any other business. But he does have a right to know as much in general about the juke box business, and as much in particular about you as an operator, as is necessary for him to judge you as a businessman who is going to help him.

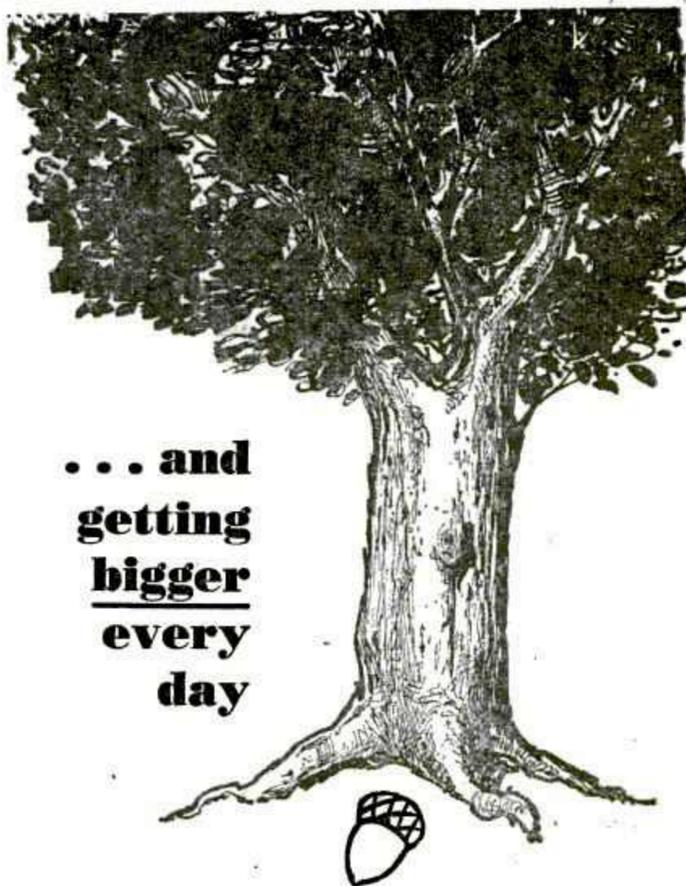
2. Do you have a better "mousetrap" to sell him as a music specialist? If you cannot sell a location what you have to offer as something superior to your competitors, how can you expect to keep a location from someone who can?

3. Do you let him know that you know your stuff as a music specialist? Figures concerning the juke box business, such as are published in our annual polls, are sometimes helpful in letting the location owner know what you know about the business.

Perhaps more important, an operator can make up his own list of hit tunes with the name of his company on it and distribute them to location owners. It often works wonders. Find out for yourself.

4. Do you let him know you're interested in his business? Talk to him. Try to understand his problems. Understand that he has trouble with his help, that his regular customers seem to be drifting away. And, if he ever asks, be prepared to offer him suggestions for increasing his business. Some of you may be saying to yourself right about now, "I understand only too well about his business. He needs money all the time." But how much better position you are in to be so close to him that he comes to you first for a loan than to ask someone else! As is many times done by operators who don't have the cash, they can still arrange a loan thru a bank.

5. Finally, do you know what makes a location owner tick? In order to keep a location—and keep a location satisfied—I think you must go way beyond your immediate job of installing a juke box and giving him some money from it each week. You have to establish a relationship with him so that he is convinced no one could do a better job for him than you do. Don't think the next time you lose a location—or fail to get a new one—that it is because your competitor gave him a fancy commission or a big bonus. Your competitor may have been able to convince the location owner that his services—the they may appear similar to yours—are not the same.



... and getting bigger every day

Of course, we're referring to the fast-growing Export Market for Coin-Operated Equipment . . . an ideal parallel to the Oak and the Acorn.

And now comes the waste-free approach to the Export Sales Sources that comprise a \$30,000,000 Annual Volume:



- ... points the way to \$12,519,910 in JUKE BOX SALES\*
- ... points the way to \$8,838,865 in PHONO RECORD SALES\*
- ... points the way to \$5,576,479 in AMUSEMENT GAMES & VENDING MACHINE SALES\*

\*Authentic figures released by the U. S. Department of Commerce for the first 11 months in 1956, when projected for balance of year, exceed \$30,000,000 . . . and "getting bigger every day."

BILLBOARD INTERNATIONAL, the new bi monthly magazine, circulates over 6,000 copies in 100 foreign countries.

Printed in 4 languages—English, French, German and Spanish—it reaches Manufacturers, Distributors, Exporters, Importers, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines. Here is the direct sales link to an Export Dollar Volume of \$30,000,000!

The second issue of BILLBOARD INTERNATIONAL will be the May number. Closing date for advertising copy—run in any or all of the four available languages—is April 1, 1957. Any of The Billboard offices will supply full details.

The Billboard

# International

CHICAGO 188 W. Randolph St. (Central 6-8761)	NEW YORK 1564 Broadway Plaza 7-2800	HOLLYWOOD 6000 Sunset Blvd. Hollywood 9-5831	ST. LOUIS 390 Arcade Bldg. Chestnut 1-0443
--	---	--	--

**The Oldest ONE-STOP Record Service**

**All Labels**

**All Speeds**

45 RPM .....55c  
78 RPM .....60c  
EP's .....80c  
LP's.(\$2.47) (\$3.09) (\$3.69)  
NO EXTRA CHARGES

**FREE TITLE STRIP SERVICE**  
No Order Too Large!  
Save Time! Save Money!  
**STORE BUSINESS WELCOME**  
No C.O.D. Send check with order, including postage.

**The Musical Sales Co.**  
SEEBURG DISTRIBUTORS

140 West Mount Royal Ave.  
Baltimore 1, Md.  
Vernon 7-5755

50 120 200  
SELECTION MODELS

**ROCK-OLA**

FOR EVERY LOCATION

**COIN MARKET PLACE**  
CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

## NEW ADVERTISING RATES

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 20¢ a word—Minimum \$4.00.  
CASH WITH ORDER

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATES: \$1.00 a line—\$14.00 per inch.  
CASH WITH ORDER  
Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:  
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

### Business Opportunities

**SALESMAN, DISTRIBUTOR — EXPERIENCED.** Calling on clubs to sell new outstanding non-coin-operated machines. Terrific money makers. Low priced, fast sellers, high commissions. Amusement Sales Co., 41 Union Square, New York, N. Y.

**SELF-SERVICE TUBE TESTER ROUTES—** Newest way for vending machine operators to make money! Get started today, buy direct from factory at big savings. Same quality E-Z Tube Tester successfully in use coast-to-coast. Tests over 350 different radio and TV tubes. Ideal for supermarkets, drug stores, hardware stores, etc. Send 25¢ for complete Sales Plan and Operating Manual. Tells all you have to know to start and build a successful Tube Tester business, including all forms. Catalog sheet free on request. Dept. BC-2, Caltex Manufacturing Co., 3815 Martin Court, Seaford, L. I., N. Y. Tel.: CAstle 1-3777. ch-1fn

### Help Wanted

**WALT K. MILLAR, PHONE COLLECT OR** write Bob, Peoria. New deal. Everything advanced. ch

### Parts, Supplies & Services

### COIN COUNTERS

2 Model 20PH Downey-Johnson Coin Counters, Penny Scale, King Coin Counters cheap. Write:  
P. O. Box #2, Dayton 1, Ohio

**STAMP FOLDERS DIRECT FROM MANUFACTURER,** unlimited quantities, immediate delivery. Write for prices. Vendo Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-mh30

Special Introductory Offer  
**HAMPTON HOUSE INSTANT COFFEE**  
Perfect for vending.  
Write for details to:

**Hampton House Vending Coffee**  
180-10 Brinkerhoff Ave. Jamaica 33, N. Y.

### Used Coin-Operated Equipment

**ALL TYPES ARCADE MACHINES FOR** sale. Many now on location at Times Amusement, 1663 Broadway at 52 St., New York City.

**FOR SALE—DAHLBERG COIN RADIOS,** 10¢ per hour; under-pillow Speakers for hospitals; used. Box M-185, c/o Billboard, Cincinnati 22, O. np

**FOR SALE — 25 PENNY WEIGHING** machines on location. Priced right for quick sale. Good money-maker for small investment. Owner, 1551 6th St., Sarasota, Fla.

**SHIPMAN DUPLEX STAMP MACHINES,** \$10 each; Triplex, \$29.50 each, like new. Folders, direct factory prices. We buy. U.S.P., Waterbury 5, Conn. mh30

**U-Select-It Candy and 5c Gum, Hot Coffee & Chocolate, Royal "17" and Mercury Cigarette Machines, Watling Scales.** Write for information and price.

### TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068 Amarillo, Texas

**VENDING MACHINES—PARTS, ALL SUPPLIES;** Ball Gum, all sizes; 1 Tub Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk; Panned Candies; 1 Hersheys, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. mh30

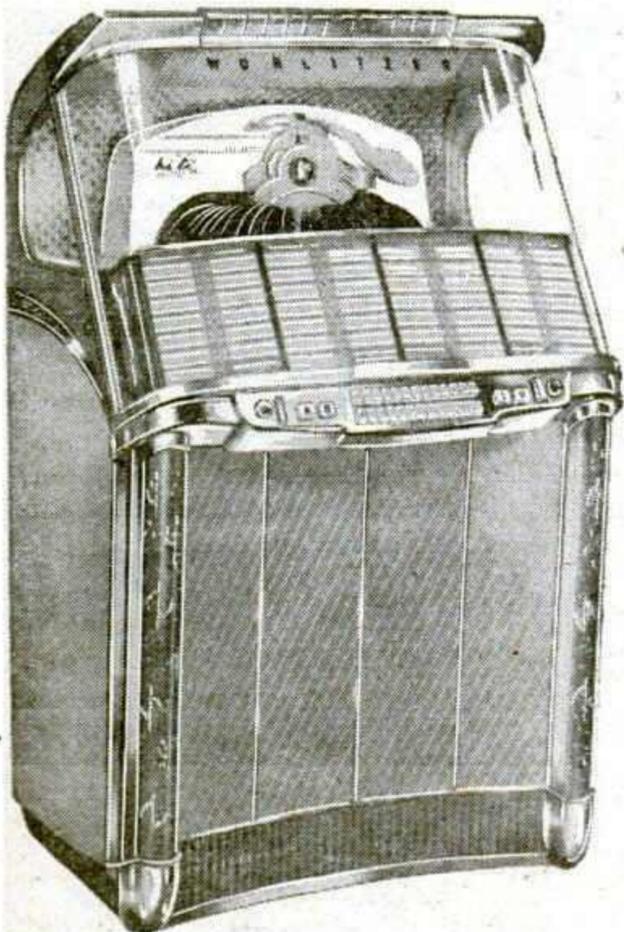
### Wanted to Buy

**USED VENDING MACHINES WANTED —** We will pay top price for your used Victor Toppers, Baby Grands, Acorn or Northwestern Gum and Capsule Machines. Write or call. Graff Vending Supply Co., 2817 W. Davis St., Dallas 2, Tex. mh23

**USED VENDING MACHINES WANTED—** 49's, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Bake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-1fn

**WANTED—45 RPM USED RECORDS, ANY** amount, highest prices paid; give complete information first letter. Audio Record Service, 334 Oglethorpe Rd., Jacksonville 11, Florida.

# On Top with Half Dollar Play



104 SELECTION  
MODEL 2104

**THE NEW WURLITZER ALL-LOCATION  
LINE QUICKLY PROVED A CREDIT TO  
THE PIONEER OF 50 CENT PLAY WITH  
PEAK EARNINGS TO THE  
OPERATOR**

*See your Wurlitzer Distributor Today!*

**WURLITZER • NORTH TONAWANDA, N. Y.**

**ESTABLISHED 1886**

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 March 2, 1957)

	High	Low	Mean Avg.
<b>MUSIC MACHINES</b>			
<b>AMI</b>			
Model A (46) 40 sel., 78 RPM.....	\$100.00	\$ 80.00	\$100.00
Model B (48) 40 sel., 78 RPM.....	125.00	75.00	125.00
Model C-40.....	150.00	100.00	109.50
Model C (50) 40 sel., 78 RPM.....	195.00	100.00	150.00
Model D-80 (51) 40 sel., 78 RPM.....	350.00	150.00	285.00
Model E-40 (53) 40 sel., 78 RPM.....	365.00	285.00	295.00
Model E-80 (53) 80 sel., 45 RPM.....	400.00	295.00	395.00
Model E-120 (53) 120 sel., 45 RPM.....	450.00	375.00	439.00
Model F-80 (54) 80 sel., 45 RPM.....	750.00	375.00	650.00
Model F-120 (54) 120 sel., 45 RPM.....	695.00	569.00	675.00
<b>ROCK-OLA</b>			
1428 (48) 20 sel., 78 RPM.....	\$ 95.00	\$ 89.00	\$ 89.00
1432 (50-51) 50 sel., 78 RPM.....	200.00	135.00	169.00
1434 (50-51) 50 sel., 78 RPM.....	225.00	124.50	219.00
1434 Fireball.....	225.00	124.50	219.00
1436 A- (53) 120 sel., 45 RPM.....	575.00	179.50	220.00
1438 (54) 120 sel., 45 RPM.....	450.00	395.00	450.00
1446 Hi-Fi 120 sel., 45 RPM.....	650.00	495.00	495.00
<b>SEEBURG</b>			
148 ML (48) Remote 20 sel., 78 RPM.....	\$ 95.00	\$ 89.00	\$ 89.00
HM-100-A Hideaway.....	245.00	160.00	225.00
M-100-A (49) 100 sel., 45 RPM.....	250.00	200.00	225.00
M-100-B (51) 100 sel., 45 RPM.....	495.00	395.00	425.00
M-100-C (53) 100 sel., 45 RPM.....	575.00	495.00	539.00
M100G (54) 100 sel., 45 RPM.....	695.00	595.00	665.00
M-100-R.....	775.00	675.00	765.00
M-100-W.....	795.00	575.00	769.00
HF-100-G.....	775.00	645.00	735.00
<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	145.00
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) (W).....	840.00	625.00	795.00
<b>PINBALL GAMES</b>			
<b>BALLY</b>			
Atlantic City (5/52).....	\$ 65.00	\$ 49.50	\$ 49.50
Beach Beauty (1/55).....	375.00	335.00	345.00
Beach Club (2/53).....	75.00	25.00	60.00
Beauty (11/52).....	75.00	35.00	60.00
Big Time (1/55).....	250.00	195.00	225.00
Bright Lights (5/51).....	49.50	35.00	49.50
Bright Spot (11/51).....	60.00	49.50	60.00
Broadway (12/55).....	395.00	325.00	375.00
Dude Ranch (9/51).....	65.00	60.00	60.00
Frolic (10/52).....	135.00	40.00	90.00
Gayety (3/55).....	195.00	80.00	110.00
Caytime (6/55).....	210.00	160.00	195.00
Hi-Fi (6/54).....	235.00	50.00	130.00
Ice Frolics (1/54).....	75.00	50.00	65.00
Miami Beach (9/55).....	225.00	195.00	225.00
Nite Club (3/56).....	475.00	425.00	435.00
Palm Beach (7/52).....	105.00	35.00	65.00
Palm Springs (11/52).....	85.00	40.00	60.00
Surf Club (3/54).....	65.00	65.00	65.00
Variety (9/54).....	135.00	80.00	125.00
Yacht Club (6/53).....	75.00	35.00	50.00
<b>CHICAGO COIN</b>			
Basket Ball Champ (10/41).....	\$195.00	\$145.00	\$145.00
Home Run.....	125.00	125.00	125.00

	High	Low	Mean Avg.
<b>EVANS</b>			
Saddle & Turf Club Model (10/53).....	\$275.00	\$175.00	\$225.00
<b>GENCO</b>			
Invader (3/54).....	\$145.00	\$145.00	\$145.00
<b>GOTTLIEB</b>			
Arabian Knights (11/53).....	\$135.00	\$110.00	\$125.00
Chinatown (10/52).....	75.00	50.00	75.00
Crossroads (5/52).....	75.00	45.00	60.00
Cyclone (4/51).....	75.00	50.00	64.50
Daisy Mae (7/54).....	175.00	150.00	150.00
Derby Day (4/56).....	230.00	215.00	225.00
Diamond Lill (12/54).....	199.50	139.00	175.00
Dragonette (6/54).....	195.00	149.50	185.00
Duette (3/55).....	225.00	195.00	225.00
Flying High (2/53).....	85.00	65.00	85.00
Four Belles (10/54).....	165.00	165.00	165.00
Four Stars (6/52).....	75.00	50.00	75.00
Frontiersman (11/55).....	200.00	175.00	185.00
Gold Star (8/54).....	200.00	150.00	150.00
Grand Slam (4/53).....	95.00	95.00	95.00
Green Pastures (1/54).....	125.00	124.50	125.00
Guys & Dolls (5/53).....	95.00	49.50	95.00
Gypsy Queen (2/55).....	185.00	145.00	175.00
Happy Days (7/52).....	95.00	95.00	95.00
Harbor Lites (2/56).....	225.00	175.00	200.00
Hawaiian Beauty (5/54).....	145.00	99.50	135.00
Hawaiian Beauty (5/54).....	175.00	125.00	145.00
Jockey Club (4/54).....	165.00	100.00	134.50
Jubilee (5/55).....	375.00	325.00	375.00
Lady Luck (9/54).....	190.00	134.50	155.00
Lovely Lucy (2/54).....	175.00	114.50	130.00
Marathon (10/55).....	295.00	265.00	265.00
Marble Queen (6/53).....	110.00	89.50	100.00
Mystic Marvel (3/54).....	165.00	110.00	135.00
Pin Wheel (10/53).....	120.00	85.00	110.00
Poker Face (8/53).....	100.00	75.00	100.00
Queen of Hearts (12/52).....	110.00	85.00	110.00
Quinette (3/53).....	99.00	60.00	95.00
Score-Board (3/56).....	315.00	250.00	305.00
Select-A-Card (4/50).....	375.00	295.00	375.00
Shindig (9/53).....	115.00	115.00	115.00
Skill Pool (8/52).....	75.00	50.00	75.00
Sluggin' Champ (4/55).....	195.00	170.00	195.00
Southern Belle (6/55).....	200.00	155.00	175.00
Spot Bowler (10/50).....	59.00	59.00	59.00
Stage Coach (11/54).....	175.00	149.50	149.50
Toreador (6/56).....	325.00	295.00	315.00
Tournament (8/55).....	300.00	235.00	275.00
Twin Bill (1/55).....	185.00	150.00	175.00
Wild West (8/51).....	325.00	25.00	230.00
Wishing Well (9/55).....	195.00	165.00	165.00
<b>UNITED</b>			
ABC (2/52).....	\$425.00	\$365.00	\$395.00
Cabana (3/53).....	85.00	25.00	45.00
Caravan (1/56).....	375.00	310.00	310.00
Circus (8/52).....	50.00	50.00	50.00
Havana (2/54).....	39.50	35.00	39.50
Hawaii (6/54).....	75.00	39.50	39.50
Leader (10/51).....	110.00	50.00	80.00
Manhattan (4/55).....	345.00	110.00	249.50
Mexico (3/54).....	195.00	70.00	135.00
Pixie (9/55).....	195.00	195.00	195.00
Rio (11/53).....	175.00	75.00	105.00
Singapore (10/54).....	195.00	65.00	110.00
Stardust (4/56).....	275.00	250.00	275.00
Stars (6/52).....	45.00	45.00	45.00
Tahiti (8/53).....	49.50	39.50	39.50
Triple Play (8/55).....	495.00	190.00	315.00
Tropicana (1/55).....	295.00	100.00	185.00
Tropics (7/55).....	65.00	49.50	65.00
Zingo (10/51).....	65.00	65.00	65.00
<b>WILLIAMS</b>			
Army & Navy (10/55).....	\$ 75.00	\$ 45.00	\$ 75.00
Big Ben (9/54).....	145.00	135.00	135.00
C. O. D. (9/53).....	175.00	75.00	115.00
Colors (11/54).....	129.50	110.00	125.00
Dealer '21' (2/54).....	295.00	100.00	185.00
Deluxe Baseball.....	135.00	85.00	125.00
Disk Jockey (11/52).....	75.00	40.00	75.00
Four Corners (11/52).....	65.00	65.00	65.00
Grand Champion (8/53).....	95.00	45.00	95.00
Gun Club (11/53).....	95.00	39.50	75.00
Hayburner (6/51).....	75.00	25.00	75.00
Jalopy (8/51).....	90.00	90.00	90.00
Jolly Joker (10/55).....	160.00	95.00	95.00
King of Swat.....	285.00	225.00	250.00
Lazy Q (2/54).....	110.00	45.00	110.00
Lu Lu (12/54).....	175.00	125.00	149.50
Major League (W) (2/54).....	150.00	145.00	150.00
Nine Sisters (1/54).....	110.00	50.00	110.00
Palisade (7/53).....	95.00	49.00	90.00
Peter Pan (4/55).....	225.00	134.50	175.00
Quarterback (10/49).....	295.00	215.00	275.00
Race the Clock (1/55).....	235.00	225.00	225.00

	High	Low	Mean Avg.
Rainbow 5 Ball (11/48).....	\$110.00	\$110.00	\$110.00
Regatta (10/55).....	165.00	139.50	145.00
Screamo (4/54).....	110.00	75.00	110.00
Sea Jockeys (11/51).....	75.00	75.00	75.00
Singapore (10/54).....	250.00	125.00	195.00
Sky Way (9/54).....	140.00	70.00	140.00
Spitfire (2/55).....	175.00	100.00	135.00
Star Pool (10/54).....	125.00	95.00	125.00
Times Square (4/53).....	85.00	85.00	85.00
Twenty Grand (12/52).....	85.00	35.00	85.00
Wonderland (5/55).....	180.00	125.00	180.00
<b>SHUFFLE GAMES</b>			
Ace Bowler (CC) (9/50).....	\$165.00	\$110.00	\$150.00
Advance Bowler (CC) (5/53).....	105.00	75.00	100.00
Arrow (CC).....	275.00	225.00	245.00
Banner (U) (8/54).....	175.00	135.00	150.00
Bikini (K) (6/54).....	150.00	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
Capital (U) (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	245.00
Clipped Deluxe (U) (5/55).....	425.00	225.00	325.00
Clover Shuffle (U) (1/53).....	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
Damino (K) (5/53).....	75.00	60.00	65.00
Double Score (CC) (3/53).....	75.00	65.00	70.00
Feature (CC) (7/54).....	145.00	115.00	125.00
Fifth Inning Deluxe (U) (6/55).....	395.00	225.00	295.00
Fireball (CC) (11/54).....	225.00	85.00	195.00
Flash (CC) (9/54).....	195.00	185.00	190.00
Gold Cup (CC) (7/53).....	150.00	110.00	115.00
Gold Medal (B			

Continued from page 87

ARCADE EQUIPMENT

Code: AF—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Mint; Msc—Microscope; K—Koovars; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecol; U—United; W—Williams, Wa—Walting.

Table with 3 columns: Item Name, High Price, Low Price, Mean Avg. Price. Includes items like ABT Challenger, Air Football, Air Hocky, etc.

Table with 3 columns: Item Name, High Price, Low Price, Mean Avg. Price. Includes items like Football (M), Goalee (CC), Gun Patrol (Ex), etc.

Table with 3 columns: Item Name, High Price, Low Price, Mean Avg. Price. Includes items like Super Home Run (CC), Super Jet (CC), Super Slugger (U), etc.

VENDING MACHINES

Table with 3 columns: Item Name, High Price, Low Price, Mean Avg. Price. Includes items like Acorn, Sc or Ic, Columbus, 1c Bulk, etc.

COMPARE our deal on a new ROCK-OLA before you buy ANY make phonograph. J. ROSENFELD Co. 4701 WASHINGTON • ST. LOUIS 8, MO. Forest 7-6730

JUKE BOX OPERATORS Get The Billboard's Music Record Programming and Buying Guide NOW! Lists 55 years of Song Hits, Directory of Top Record Hits, Lists 1467 Record Manufacturers and Labels and a directory of distributors.

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. March 5—Washington Music Merchants' Association, monthly meeting, Seattle.

Melician Company in the Los Angeles area. George Warner, former coin machine operator, still keeps in contact with the jobbers. He made his most recent trip to West Pico last week. Perry Irwin was a visitor to Pico Row from Ventura. Ed Pharris was in town from Coalinga. Nick Beaver, Cactus Amusement Company, Lancaster, was in the city to get things lined up for the summer.

COINMEN YOU KNOW Los Angeles By SAM ABBOTT Ted Nicolay and Mrs. Nicolay of Western Vendors, Inc., San Bernardino, leave for a trip to Mexico City. They were in town recently when they attended the Cigarette Vendors' Institute of California meeting to outline plans for fighting the 3-cent-per-package tax on cigarettes now in the California Legislature.

ONLY THE BILLBOARD — among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.

## CAVA Joins Fight: Calif. Cig Tax Bill

LOS ANGELES—B. J. (Bob) Grenier, president of the California Automatic Vendors' Association, asked the members of his group here to join the Cigarette Vendors' Institute of California, Inc., in fighting the 3-cent-per-pack tax on cigarettes proposed along with a

beer levy in the California Legislature.

The tax is being supported by the California Teachers' Association as part of their program to raise \$74 million to increase teachers' salaries and other costs of educational facilities.

Grenier and several members of his association were in attendance at the CVI meeting held here February 20 at the Statler Hotel to map an all-out fight against the proposed assessment. The session drew approximately 75 operators from Southern and Central California cities.

### Write Congressmen

Grenier, in asking his members to cooperate, pointed out that they have the power to influence and block the passage of "discriminatory legislation that kills small business." He emphasized that assemblymen and senators will welcome individual comments from the operators affected and urged that they write these representatives to act against the tax.

"Education costs money, but the cigarette industry should not be the only industry singled out to pick up the tab," Grenier advised. "The cost of education is everybody's business."

The operators are on record as favoring additional money for education. However, they are against assessing a specific business for the funds.

## IVI Schedules 5 Showings For Vender

HAMMOND, Ind.—IVI Products Corporation has scheduled a series of five operator showings for its self brew and liquid-instant venders thruout the country. The date, time and place of each showing is as follows:

Los Angeles, Biltmore Hotel, March 1, 2 and 3 from 10:00 a.m. to 7:00 p.m. San Francisco, St. Francis Hotel, March 8, 9 and 10 from 10:00 a.m. to 7:00 p.m.

Pittsburgh, Carlton House, March 8, 9 and 10 from 10:00 a.m. to 7:00 p.m. Detroit, Statler Hotel, March 22, 23 and 24 and St. Louis, Statler, March 22, 23 and 24, also from 10:00 a.m. to 7:00 p.m.

## Amer. Tobacco Net Sets Mark

NEW YORK—The American Tobacco Company's net income for 1956 was the highest in the history of the company, despite the fact that sales were slightly below the record high of 1955.

According to Paul M. Hahn, president, earnings rose to \$52,048,078 from \$51,661,990 in 1955. After deductions for preferred dividends, the 1956 earnings were equal to \$7.51 a share, compared with \$7.45 a share in 1955.

Total sales were \$1,082,522,617, compared with \$1,090,844,818 in 1955. But Hahn added that unit sales in the fourth quarter of 1956 were higher than during the same period a year earlier.

The fourth quarter sales, a record (Continued on page 90)

## Hopson, Deutsch Named To New Posts by Rowe

NEW YORK — The Rowe Manufacturing Company last week announced the appointment of Jack Hopson as national sales manager in charge of the cigarette-candy-gum division.

Also, Robert K. Deutsch has been named national sales manager in charge of the full-line vending division and of machine sales to bottlers.

Hopson had formerly been assistant to the vice-president for sales, while Deutsch had been vice-president of Rowe Spacarb, Inc.

### Expansion Program

According to Charles H. Brinkmann, vice-president in charge of sales, both men will work directly with operators thruout the nation in an effort to develop new vend-

ing methods and uses of equipment. He added that these appointments are part of a major re-organization and expansion program of the Rowe sales division.

The export division will remain under the direction of Bern Bernard, who is in charge of development projects, including supermarket vending and the milk vending division.

The Rowe organization now covers the United States with six territorial sales groups. Two new divisions have been added for the Mideast and Mid-Central States.

Headquarters for new and used machine sales, field engineering services, replacement parts and operator personnel training are now available in New York, Chicago, Atlanta, Los Angeles and at the Whippany, N. J., plant.

## YELLOW VENDER UPS MILK SALES

DES MOINES — A can of yellow paint is a good investment for operators of milk vending equipment according to C. A. Iverson, a teacher in the department of dairy industry, Iowa State College.

He claims research at the college showed that a yellow milk vender in a poor location would sell more milk than a blue machine in a preferred location. The relative value of the locations were determined by previous sales thru blue machines.

Iverson used the tests to show that intelligent merchandising can be the solution to many of the sales problems in the industry.

## Canteen Names C. J. Ritzen Veep

NEW YORK—Charles J. Ritzen has been named vice-president in charge of national sales for the Automatic Canteen Company of America. He joined the company's national sales staff in 1950, became assistant director of national sales two years later, and in 1954 was made assistant vice-president.

Ritzen holds a master's degree from the Harvard Graduate School of Business Administration and served in the Navy for seven years during and after World War II.

## Iowa House Votes to Legalize Cigarette Vending Machine Sales

### Measure Now on Senate Calendar; Observers Predict Passage Likely

DES MOINES — After sharp debate, the Iowa House of Representatives paved the way for cigarette vending in the State by voting 63-41 to legalize the use of vending machines. Iowa is the only State in the nation where such machines are prohibited.

House approval leaves the fate of the measure with the Iowa Senate, where a similar bill was beaten down recently only to be re-introduced, and is currently on the Senate calendar. Observers now feel passage is likely.

Foes of the bill contended that such machines would make cigarettes too readily available to mi-

nors. Iowa law forbids sale of cigarettes to anyone under 21. However, supporters of the measure replied that young people have no difficulty in getting all the cigarettes they want now, and this is not an inherent fault of vending equipment but of a location owner instead.

As passed by the House the bill would allow the location of a cigarette vending machine only in establishments "not frequented by minor children." Representative Clark McNeal who led the fight for the bill explained that an occasional visit to a place is not considered "frequented" by the courts.

### Post Bond

The bill requires a distributor who locates his machines in retail establishments to post \$1,000 bond with the state tax commission. McNeal said such a distributor would have to pay \$100 annual permit fee to the State and a \$5 annual fee to the city, town or county.

The fees would not be levied against retailers who buy their own individual machines. McNeal said the various fee requirements were set up in an effort to make prohibitive the cost of syndicate operation of cigarette vending machines in the State.

McNeal added that the places where machines could be located would be left to regulation by local authorities.

The \$1,000 bond requirement was obviously an answer to arguments which were instrumental in defeating the recent Senate bill. Senators charged that legalization of venders would open the door for syndicates to lease machines to Iowa retailers.

In the Senate, two amendments were filed to the vending machine

## Bally Vending Sets Own Op Financing

### Elects J. Stewart Asst. Treasurer; Plans Sales Policy for Direct Reps

CHICAGO — Bally Vending Corporation has announced a special pay-as-you-profit purchase plan thru which operators can arrange for financing of machine purchases.

Simultaneously the firm announced that John Stewart, who recently joined Bally Vending, has been elected assistant treasurer of the firm, and will have full charge of administering the plan.

"Under this plan," Stewart said, "Bally Vending will handle its own financing direct to operators, without participation of outside financing interests. The plan is designed to be flexible and will be adapted to meet the individual requirements of each operator."

The operator financing is in line with Bally Vending's policy of handling all sales thru direct factory representatives.

Fred Mills, Jr., sales manager, said that current plans do not call for utilization of any distributor organizations but that Bally Vending might in the future turn to distributors in certain areas which can not be adequately handled by direct representatives.

Mills added that the firm had completed its move to their new quarters, and was now in produc-

tion and making deliveries on its hot-cold drink vender. The new site consolidates the entire manufacturing, sales and service facilities in a large one-story building providing approximately 70,000 square feet of space for the organization. The quarters are located at 2432-60 George Street, Chicago.

Stewart, who will administer the new Bally Vending financing plan, enjoys a wide acquaintance in the coin machine industry. After an early career in banking, he served for 10 years as assistant vice-president and treasurer of Coin Machine Acceptance Corporation.

He was later assistant sales manager of Lyco Industries, Inc., national distributors of the Lion 1400 vender, manufactured by Lion Manufacturing Corporation, Chicago. On January 31, 1950, he left Lion to join AMI, Inc., as assistant sales manager, where he served seven years.

He joined Bally Vending on January 31, 1957, where he was appointed to his present post.

## Lehigh Set on New Model of Hot Drink Unit

EASTON, Pa. — A new version of the Lehigh Take-a-Break dry ingredient beverage vender is currently in production. The new unit, with a self-contained water heater, tap and drain, is designed for use next to water coolers which do not provide hot water.

The previous model, which will be produced along with the newer unit, depended on the water cooler for its hot water supply.

Both models dispense three selections, individual packets of instant coffee, cocoa and bullion packaged by Nestle. The coffee selection contains powdered cream and sugar. Cup and stir stick are also included.

The new unit has a water line which runs from the water cooler to the vending machine. Heating coils in the machine bring the water to the desired temperature.

## Vending Sales Are Not Affected by Milk Strike

NEW YORK — The strike of the Tri-State Master Dairy Farmers' Guild to date has had no effect on the milk vending industry, according to Ben Simon, president of City Milk here, largest milk vending operator in the area.

Dairy farmers in New York, New Jersey and Pennsylvania are striking for higher prices, but unless the strike spreads, milk supplies to the consumer are not threatened.

Tri-State members account for only a small fraction of the dairy farmers in the area. Currently, only 48 of the 381 processing plants servicing New York City are affected by the strike.

### Regulated Price

Simon explained that the price of milk is determined by Federal and State regulations, and that any

increase in the wholesale price of milk could only be accomplished thru the machinery of the regulatory bodies.

The Rev. John W. Dorney, Tri-State executive director, said the boycott would continue until a majority of milk dealers agreed to raise the price to farmers to \$5.75 a hundredweight, which comes out to about 12 cents a quart.

Simon explained, tho, that even if the increase were granted, the price to the consumer could not be raised without State approval.

City Milk is a full-line industrial operator and also has quart milk machines in New York apartment houses. It currently vends quarts for 25 cents, about the same price as do retail stores.

GIMMICKS CHARMS CHARMS GIMMICKS

## ALL-STAR GIMMICK MIX

Get Back to Charms—Springtime is Charm Time

To START the SPRING SEASON off to a good start, USE the BIGGEST and BEST VARIETY of CHARMS available... ALL-STAR GIMMICK MIX, practically everything in our LINE, including all our BEST GIMMICKS.

In 5,000 Lots & Up, \$10.50 per 1,000  
In 1,000 to 4,000 Lots 13.00 per 1,000

Buy DIRECT from EPPY: Or—At DISTRIBUTORS.

THE BEST WAY to create Big Interest in CHARMS is to offer the Biggest and Best Variety Assortment.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place  
Jamaica 35 L.I. N.Y.

SNAP TOGETHER! — SNAP APART!

# MAGIC LETTERS

make

BRACELETS • NECKLACES • BELTS  
NAMES • ADDRESSES • PHONE NUMBERS

at your distributor . . .

**Guggenheim inc.**

\$3.25 per M  
F.O.B. N.Y.C.  
assorted colors  
FREE ADVERTISING LABELS

33 UNION SQUARE, N. Y. C. 3, N. Y. • AL. 5-8393

## New—For Additional Income

### ADVANCE AMCO®

## HANDY POCKET COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

**SPECIFICATIONS**  
Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 33½", width 4¾", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet, capacity approximately 200 combs; size of comb, 4¼" long, 1¾" wide, 7/64" thick.

Prices quoted are net, F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

**PRICE OF MACHINE**

10c Operation—	Each
Single	\$24.10
2 to 11	19.30
12 to 49	18.05
50 or more	17.40

**PRICE OF COMBS**

	Gross
1 to 24 gross	\$3.50
25 to 49 gross	3.25
50 to 100 gross	3.00

Immediate Delivery on Machine and Combs. Order Today!  
Write for information on other types of vending machines & merchandise

**J. SCHOENBACH** 1645 Bedford Avenue, Brooklyn 25, N. Y.

## the new OAK'S "PREMIERE"

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

**oak's famous ACORN all purpose vendor**

The all-time favorite of the vending business. Vends all 1¢ and 3¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!

contact your DISTRIBUTOR or

West Coast Factory Sales Office  
**OPERATORS VENDING MACHINE SUPPLY**  
1023 So. Grand Avenue, Los Angeles, California  
**OAK MANUFACTURING CO., INC.** 11411 Knightsbridge Ave., Culver City, California

East & Midwest Factory Sales Office  
**M. J. ABELSON**, Phone: AT 1-6478  
2033 Fifth Ave., Pittsburgh, Pa.

## COINMEN YOU KNOW

### Milwaukee

By **BENN OLLMAN**

Coin machine action is on the slow side according to Sam Hastings, Hastings Distributing Company. Things should improve quite a bit in a month or so, he feels, when resort area locations begin making their plans for the summer tourist boom. . . . A big share of the music equipment at Southern Novelty, according to Harold Summerfield and Chris LeMay, has been switched over to dime play with fairly good results.

New addition to the Southern Novelty Company roster is Jim Braasch, being broken in as a serviceman. . . . Herb Wagner, G. & W. Novelty Company, is spending several weeks basking in the Florida sunshine. Partner Glenn Geadtke is left in charge.

Back from his Florida vacation is Ken Kulow, of Kendou, Inc. Both the routes and the Avenue Arcade run by Kulow and his part-

### Amer. Tobacco

Continued from page 89

ord \$278,745,984, were the first to reflect the company's newest brand, filter-tip Hit Parade, Hahn said.

He added that Lucky Strike has improved its position in the standard-sized market for the fourth successive year, while Pall Mall accounted for more than half of all domestic sales in the non-filter-tip, king-size field.

## POTS 'N' PANS

NEW

SALAD BOWL, CUP 'N' SAUCER, FRYING PAN, ETC.

PLASTIC . . . . . \$2.50 per M assorted  
ASS'D PLATING, \$5.50 per M assorted (copper, nickel & Hamilton)

Have the nice "play house" with a complete set of their own pots 'n' pans!

**paul a. COFFEE CO. INC.**

55 Litchfield St., N. Y. 13, N. Y. CO. TEL. 7-1447

**J. SCHOENBACH**  
Distributor for  
oak Manufacturing Co., Inc.  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
P. Resident 2-2900  
PHONE or WRITE FOR PRICES

## Charm Operators

### ATTENTION!

## METAL LICENSE PLATES OF ALL STATES

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 W. and
5 to 24 thousand . . . . .	6.25 per M
25 to 99 thousand . . . . .	6.00 per M
100 thousand or more . . . . .	5.75 per M

IMMEDIATE SHIPMENTS SAME DAY ORDER RECEIVED.

**Rake Coin Machine Exchange**  
609-A Spring Garden St.,  
Philadelphia 23, Pa. LOmbard 3-2676

## J. SCHOENBACH

Distributor For  
Harmon Machine Co., Inc.  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
P. Resident 2-2900  
PHONE or WRITE FOR PRICES

## amco®

SINCE 1900

## SANITARY VENDOR

Accommodates flat packages up to ¼ x 2 x 3 inches.  
25c — or 50c coin mechanism.  
Coin returned when machine is empty.  
Separate cash box.  
Holds up to 160 packages.

## HARMON MACHINE CO. INC.

BOX 147, WICHITA, KAN.

DESIGNERS AND MANUFACTURERS OF QUALITY VENDING MACHINES

write for CIRCULAR AND NAME OF NEAREST DISTRIBUTOR

## POPPERETTE

Fully Automatic Popcorn Machine

10c Hi Profit %

# \$159.00

TERMS: ⅓ Deposit With Order, Balance C.O.D.  
WRITE, WIRE OR PHONE

## Mayflower Distributing Co.

227 University Ave. St. Paul 4, Minn. Midway 6-7901

## THE WOODPECKER THAT PECKS!

An action packed toy. Also see the vacuum plated POOL TABLE and new SHOE SHINE BOX.

Send 35c for Regular Sample Kit of Charms

SURE LOCK Patent #2762411—the perfect capsule. Outstanding item. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

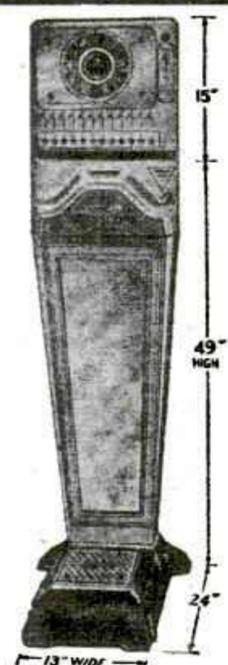
World's Largest Selection of Miniature Charms

## PENNY KING COMPANY

2538 MISSION STREET PITTSBURGH 3, PA.

ner, Doug Opitz, are racking up favorable results. Now that Kulow is back from his winter rest, partner Doug is making plans to head South within a week or so. "No fishing, just relaxing," he claims.

Harry Jacobs Jr., Woody Johnson and Leo Krenz, of



15" HIGHER  
49" HIGH  
24" WIDE  
13" WIDE

## 5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

# \$25.00 DOWN

BALANCE \$10.00 PER MONTH

## WATLING MFG. CO.

4650 W. Fulton St., Chicago 44, Ill. Est. 1889  
Telephone: COlumbus 1-2772  
Cable Address: WATLINGITE, Chicago

**OPERATORS!**  
Enjoy Big Profits!  
Place on consignment in retail stores.  
Make up to \$100.00 a month per location.  
Complete forms & information, sales & marketing plans, etc.  
**Write, Wire or Phone Now!!**  
**BESTEST**  
Tube Testing Co.  
19963 Livernois Ave.  
Detroit 21, Mich.  
Phone: Diamond 1-2316

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1¢ or 5¢	\$12.00
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. 233 1¢ Porc.	7.95
N.W. 233 1¢ B.G.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
ABT Guns	30.00
Acorn, 1¢ or 5¢	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	.44
Cashew Butts	.41
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 250 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.27
Jolly Beans	.28
Licorice Gums	.28
Leaflets, 250 ct.	.40
M & M, 250 ct.	.50
Hershey's	.43

**Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.**  
1/3 Deposit, Balance C.O.D.  
**STAMP FOLDERS, Lowest Prices.. Write**

There are big profits in **GUM**  
GET YOUR SHARE WITH **Northwestern**

**PACKAGE GUM VENDOR**  
This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs.  
"Visidome" display top attracts sales.

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

GIVE TO DAMON RUNYON CANCER FUND

Experienced Operators Say:  
**"YOU MAKE MORE MONEY WITH.. Northwestern"**

**VENDING EQUIPMENT" PROVE IT TO YOURSELF!**

Just try a Model 49 all-product vender on your route and see for yourself how you can make more money. It's available in 1¢, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.

**THE NORTHWESTERN CORP.**  
2372 ARMSTRONG STREET MORRIS, ILLINOIS

**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.

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

**STONER 8-COLUMN CANDY**, 160 capacity, prowar model .. \$110.00  
**STONER 6-COLUMN CANDY**, 102 capacity, prowar model ... 80.00  
**STONER 8-COLUMN CANDY**, 160 capacity, postwar model .. 165.00  
**ROWE 8-COLUMN CANDY**, 120 capacity .. 60.00  
**DUGRENIER "W" CIGARETTE**, 9-column, king-size .. 65.00  
**DUGRENIER MODEL S**, 7-column, king-size .. 45.00  
**UNEDA 6-COLUMN CIGARETTE**, king-size .. 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

**NATIONAL VENDING SERVICE CO.**  
308 Furman St., Brooklyn, N. Y.  
TRiangle 5-1857

**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**  
Lansdowne, Pa.

United, Inc., are spending several days in Chicago attending the Wurlitzer distributor's confab at the Morrison Hotel. Harry Jacobs Sr. is expected back from Florida in several weeks. . . . Cigarette Service Company, in Appleton, is reported netting considerable success with their drive to put over dime play in their territory, according to Herb Tonnell.

**Little Rock**  
By ELTON WHISENHUNT

Harold Dunaway, newly elected secretary-treasurer of Little Rock Music Operators' Association, returned from a vacation in Havana with his partner in Twin City Amusement Company, Cecil Hill. They report a Life magazine photographer snapped them downing daiquiris at the Trocadero Rum Distillery and the picture was in a recent issue of Life.

Andrew Cassinelli, owner of Little Rock Amusement Company, fell down a flight of stairs during the recent ice storm and broke his back, but is recovering nicely. . . . C. E. Craig, Arcade Amusement Company, reports business brisk for this time of the year.

Dutch Yancey, of Arkansas Music Company, moved into a new and larger building at 1110 West Markham. . . . Jack Robinson, routeman for Kirspele-Hollenberg Music Company the past 15 years, was killed in a highway crash recently near Little Rock. . . . Robert Kirspele, Kirspele-Hollenberg Music Company, newly elected president of Little Rock Music Operators' Association, reports conversion to dime play was a healthy move.

**J. SCHOENBACH**  
For Victor Vending Corp.  
Machines, Parts, Globes  
Charms, Merchandise Supplies  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
PResident 2-2900  
PHONE or WRITE FOR PRICES

**Ball and VENDING GUMS**  
LOW Factory Prices

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct.	37¢ 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
5-Stick Gum, 100 packs	\$1.90

F.O.B. Factory. 150 Lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

**VICTOR Standard TOPPER**  
1c BALL GUM VENDOR  
**\$13.25 Each**

\$12.75 Each  
100 or more  
30 day money-back guarantee if not satisfied

1/2 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: LOcust 7-1448

**Vending Machine HEADQUARTERS**

FOR

- SANITARY PRODUCTS
- SANITARY NAPKINS
- COMBS
- BALL POINT PENS
- RAZOR BLADES
- COIN TOILET DOOR LOCKS

ALL Machines and Refills for Men's and Women's Restrooms.

Authorized Factory Distributors of **ADVANCE MACHINES**

A complete supply of merchandise for ALL TYPES of machines . . .

WRITE FOR FREE CATALOG

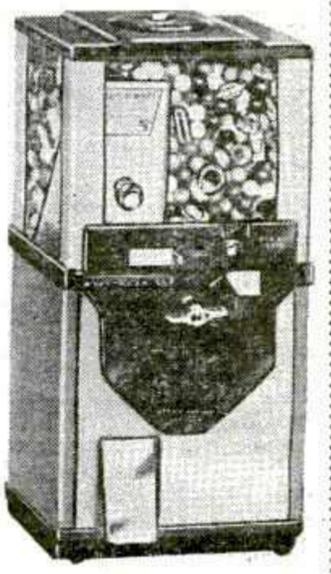
Write, Wire or Phone  
**NATIONAL SANITARY SALES, INC.**  
6640 N. Western Ave. Chicago 45, Ill.  
Dept. B  
BRiorgate 4-3830

**STANDARD SPECIALTY**  
Now offering **Victor's SUPER MART VENDORAMA**

"Symbol of Progress in the Bulk Vending Field."  
U.S. Patent Pending.  
Write for complete details and prices. Our specialty is helping more operators make more money.

**STANDARD SPECIALTY CO.**  
5115 E. 14th St. Oakland, Calif.

**NEW SUPERMART ★ VENDORAMA ★**  
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 with the LOOK-SEE VIEWER  
**\$24.95 EACH**

Capacity: 460 Capsules with Viewer  
—485 Capsules without Viewer.

A VICTOR EXCLUSIVE

**ELVIS PRESLEY BUTTONS**  
3 Colors  
6 designs  
**\$62.50**

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

See Your Nearest VICTOR Distributor QUICK.

**Victor Vending Corp.**  
5701-13 W. Grand Ave. Chicago 39, Ill.

GIVE TO DAMON RUNYON CANCER FUND

**Cigarette Machine Conversions**  
IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for

**ROWE** Imperials, Royals **NATIONAL** 930, 950 **UNEDA** All Models  
Presidents, Crusaders 750, 9A

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.

TERMS ARRANGED—WRITE FOR INFORMATION

**Uneda VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
257 1/2 57th Street • Brooklyn 6, N. Y. • MEgeman 3-6795

**ROWE CRUSADER** 8 Cols., 340 cap., 25¢ and 30¢ 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  
1/2 deposit, balance C.O.D.

## Teamster Move to Control Oregon Pinballs Revealed

### Senate Committee Unable to Tell if Union-Pin Probe Will Extend Thru U. S.

WASHINGTON—Attempts by a West Coast labor union to gain control of pinball operations in Portland, Ore., were brought to light last week by Senator John L. McClellan's (D., Ork.) labor racketeers investigating committee. Friday's session found Portland pinball operator Stanley G. Terry denying charges that he paid \$10,000 or more to Teamster union vice-president Frank W. Brewster

to break up the union's pinball monopoly.

The charge against Terry was levelled a day earlier by James B. Elkins, former pinball operator in Portland.

Elkins told the Senate probers that the Acme Amusement Company was formed with Teamster union backing, and was to be Portland's only pinball operation. He said the Teamsters arranged to picket any tavern that used the machines of operator Terry.

According to Elkins, Terry succeeded in ending the Teamster-Acme arrangement by bringing his own employees into the union. This was accomplished, Elkins said when Terry paid \$10,000 or more to Teamster vice-president Brewster.

Terry, however, said he was a member of the union since 1946, when it first tried to organize pin-

balls. He claimed that some union officials were unaware of his membership and told him his employees were complaining about wages and hours. Negotiations for a new, suitable contract dragged on for months, Terry said, when he would not agree to a proposed contract drawn up by the union.

Late in 1954, the union sent him a withdrawal card and refund of his prepaid dues. At that point, Terry said, he "felt trouble coming." Numerous trips to see union officials were fruitless, he said, because they wouldn't discuss a contract.

In earlier testimony, Elkins claimed that if Acme plans to extend its Portland monopoly thruout Oregon had been realized, the deal would have netted about \$250,000 a year.

Thruout the second day's session, *(Continued on page 94)*

### PARTY INVITES

## Rabkin Solves Mystery of 19 Records

NEW YORK — Marty Rabkin, of the International Mutoscope Corporation, was a bit puzzled when he saw 19 record envelopes stacked up beside a Voice-O-Graph machine on location at Rye Playland, the Westchester County amusement park.

He was still more puzzled when he saw a man and a woman inserting records into the envelopes. Rabkin went to the Arcade manager to find out what was happening.

The Arcade manager told him that the couple had gone to the *(Continued on page 95)*

## Tourney Kit Packed With Bally Bowlers

CHICAGO—Bally Manufacturing Company announced last week the development of a tournament promotion kit to accompany shipments of its ABC Bowling Lanes long bowler game.

The kit includes a window poster to announce a tournament on location, a wall card stating tourney *(Continued on page 99)*

## GAME HIJACKERS HIT CHI, RANSACK CITY LOCATIONS

CHICAGO—Game operators thruout the city here were hit by a wave of hijackings, with as many as a dozen coin games, including a number of the new long-alley bowling games lifted from locations by hoodlums who at press time remained unidentified.

The bold methods used by the hijackers, and in one case, the use of a gun to threaten tavern proprietors, have operators and tavern owners thruout the city in a state of anxiety.

In cases reported, the thugs moved into taverns during normal operating hours and set to work removing and damaging game equipment over the protests of proprietors.

The thugs gave flimsy reasons that the equipment "must be moved on orders of the boss" or threatened tavern owners' resistance with threat of bodily harm.

"Four big men" were reported seizing the games, moving them out of the locations and into trucks which hussled away with the loot. In some cases tavern owners were given their regular share of receipts from the cash boxes in the games, and the games moved out in somewhat orderly manner without the knowledge of the owner that a robbery was in progress.

No one has yet turned up to identify the thugs involved, who reportedly pulled the jobs without the use of masks, and no one has as yet obtained the license numbers on the trucks.

Chicago police have moved in on the case, and the FBI has indicated it will enter the case if the games are found to be shipped out of the State.

## Warner Re-Elected Prexy by N. Y. Assn.

### Holzman, Lowy, Glatzer, Rosenberg, Wurtzel Named to Other Posts; 120 Attend Meeting

NEW YORK — Sandy Warner was unanimously re-elected president of the Associated Amusement Machine Operators of New York Wednesday night (27) at the Skylight Roof of the Shelburne Hotel.

Also re-elected were Irving Holzman, vice-president, and Morris Wurtzel, sergeant at arms. Dave Lowy, who was financial secretary for 1956-57, was elected treasurer. Lou Glatzer is the new financial secretary, and Lou Rosenberg is the recording secretary.

Elected to the board of directors were Teddy Faith, Mike Giannuzzi, Bert Jacob, Irving Levine, Harold Prager, Phil Sharp, Al Koondel, and Harry Schildcrout.

120 Attend  
Some 120 persons attended the dinner, election and business session. Guests were Dave Simon, United Manufacturing Company; Al Simon, Chicago Coin and

Genco; Barney Sugerman, Runyon Sales; Meyer Parkoff, Atlantic-New York; Art Carvey, Bally Manufacturing Company; Barney Tanenbaum, past president, and Leo and Sol Thaler, L. Thaler & Company.

At the business session, Eli *(Continued on page 93)*

## Keeney Ships True Score, Long Bowler

CHICAGO—True Score, a new 14-foot long-alley bowling game, was shipped to distributors last week by J. H. Keeney & Company.

Special features are a dial selector system inside under the play-board which the operator can use to set easy strikes in certain frames and a perfect game light-up feature that adds incentive to high-score play.

The game is the standard six-player model with fly-away pins and realistic-type ball return. Players use rubber balls which have *(Continued on page 93)*

## Marvel to Ship Six-Pocket Pool

CHICAGO — Marvel Manufacturing Company begins shipment this week of its new six-hole coin-operated pool game.

The game is the standard-size table without ball bumpers. It has six ball pockets, as does a regulation pool table, and any type of game played on a regulation table can be played on it. *(Continued on page 93)*

### EDITORIAL

## How Long, How Long?

The union racketeering probe launched by the Senate committee headed by Senator McClellan turned up hoodlums who invaded the pinball industry in Oregon. Their goal was no less than the monopoly of the business in the State.

We know—as do all people in the business—that there are still hoodlums infesting it. Union racketeers, particularly in the last few years, have been looking longingly at the coin-operated equipment business.

This does not mean that legitimate operators cannot or should not join unions if they think it will benefit them. It does mean that where the decision to join is made, operators should guarantee to themselves that their association and their business will not be taken over by them.

How long will it be before the men who are fighting for a decent livelihood in this business wake up to that fact?

## Ill. Bill Would Tag Ops With 1% Levy

### Senate Proposal Asks Tax on Gross Receipts of All Businessmen in State

SPRINGFIELD, Ill. — Coin machine operators and other businessmen thruout the State of Illinois face the possibility of a new 1 per cent monthly State tax on gross receipts.

A bill introduced in the State Senate by Senator Monroe would put such a tax in effect January 1, 1958, and extend thru 1959. It would cover gross cash receipts from "the sale of services, accommodations and amusements furnished" in Illinois, but would not affect receipts in interstate commerce.

Returns would be required to be filed on or before the 15th day of each month, for the previous month, accompanied with the tax money required.

An additional tax of 5 per cent would be the penalty for making incorrect returns, and a further 10 per cent tax 10 days thereafter, plus interest.

The bill would require every person engaged in any occupation

in the State to keep records and books of all sales, together with invoices, bills of lading, sales records, and other documents which would be subject to inspection by the State.

Persons failing to make such a *(Continued on page 93)*

## Cincy Votes Free Play Pinball Ban

CINCINNATI—Free-play pinballs were outlawed in Cincinnati last week following a vote of five to three in the City Council.

The measure bans any machine that offers returns, such as free plays, tokens, disks or certificates. It allows only one coin per game and limits that coin to no greater than dime denomination. *(Continued on page 99)*

## Tenn. Senate Kills Bill To Clip Teen Pin Play

NASHVILLE—The State Senate last week (27) voted down a proposed bill passed in the lower House two weeks ago which would make it a violation for anyone under 18 to play pinball machines in Tennessee.

The Senate vote was 15 for, 8 against and three abstentions. Seventeen affirmative votes are required for passage.

The proposed legislation is now dead, and operators over the State were unanimously pleased. They noted, however, that it came mighty close to becoming law.

There was speculation among lawmakers and observers following the vote whether an interesting bit of side-play, conducted by Senate Speaker Jared Maddux, and participated in by a crowded gallery of teen-agers, influenced the vote. *(Continued on page 94)*

not to be "influenced" by the poll. One apparent opponent of the bill was Sen. Robert L. Peters of Kingsport, who asked whether the bill did not place too great a burden on a game operator or location owner in trying to determine the age of a person playing a pinball machine.

The majority of the senators agreed with him, as indicated by *(Continued on page 94)*

## Orms, Dallas Mfr., Files Bankruptcy

DALLAS — Clyde R. Orms, owner of Orms Manufacturing Company, former coin pool game manufacturer, has filed bankruptcy papers here, admitting \$235,774 liabilities and assets of \$111,095.

Bankruptcy proceedings began last October 30 when three creditors filed involuntary bankruptcy papers naming Orms. Federal Judge T. Whitfield Davison adjudged Orms bankrupt December 20.

Liabilities listed \$105,068 in secured claims and \$78,180 in unsecured claims. Debts due in open accounts among the assets totaled \$104,549.

**FOR SALE**

Wurlitzer 1100, 45 RPM, \$75.00;  
Wurlitzer 1400, 45 RPM, \$150.00. Have  
5 of each. Send 1/2 deposit.

**FRANK GUERRINI**  
1211 West 4th St. Lewistown, Pa.

**Warner Re-Elected**

• Continued from page 92

Kasper of the AAMONY staff told how his office had co-operated with the police and License Department in keeping games away from candy stores.

He asked all operators to report to the AAMONY office any violations so that the industry could continue to police itself and work with law enforcement officers.

Ted Blatt, AAMONY attorney, said the legislation is expected to be introduced and passed relating to the license situation. Under the present law, if any operator has equipment of one type on location and he replaces it with equipment of another type, he is required to pay an extra \$50 common show license. The association seeks to have one common show license cover a location for all games.

One of the features of the meeting was a spirited auction sale for \$100 certificates good for the purchase of equipment at coin machine distributors. Donating the certificates were Runyon Sales, Atlantic-New York, Al Simon and Dave Simon.

In charge of the spirited auction was Al (Senator) Bodkin, whose forceful methods were responsible for getting as high as \$95 on a \$100 certificate. All money collected was turned over to the association.

Milty Green was high bidder on two of the auctions, while the other two were taken by Frank Thompson and Morris Peskin. George Holtzman was high bidder on 10 cases of wax donated by L. Thaler.

The meeting closed with an examination of the license situation, with Joe Hirsch discussing the matter at length.

**Indiana House Passes Pin Bill; Goes to Senate**

INDIANAPOLIS — A bill to outlaw pinball free plays, legalized by an act of the 1955 Legislature, was half way thru the Indiana General Assembly last week.

Passage of the measure by a vote of 72-9 in the House of Representatives Tuesday (26) left the final decision to the State Senate where a committee avowedly cool to the proposal is about to re-explore its possibilities.

Approval of the bill occurred four days after the adoption of an amendment which would have preserved the free play concession only to players over 18.

Rep. S. Paul Clay of Indianapolis, author of the bill which seeks to delete the free play sanction authorized by the last session of the Assembly in 1955, contended that the amendment would have rendered the entire bill unconstitutional.

**Mayor Denounces Amendment**  
Indianapolis Mayor Phillip Bayt and Sheriff Robert O'Neal of Marion County paired in a denunciation of the amendment. "We'd like to have pinballs made illegal altogether," said Mayor Bayt who defied an injunction to purge the city of the machines.

Reversal of the amendment was brought about when the bill was handed down for final reading on February 26. By a lopsided count, the amendment was eliminated and the bill, restored to its original form, achieved passage with 72 representatives for it and only nine against it.

Prohibiting free games, the Clay bill would also compel the removal of the counters which register the scores.

By constitutional limitation, the Assembly must adjourn March 11. Delay in committee action would tend to operate against the bill in that the three readings require at least five days.

The Public Policy Committee to which the bill is assigned has already killed a measure which would have outlawed all pinball machines.

**Ill. 1% Bill**

• Continued from page 92

return or to keep records as required would be guilty of a misdemeanor and subject to fine of not less than \$25 or more than \$5,000, or be imprisoned in the county jail for not less than one month nor more than six, or be fined and imprisoned in the discretion of the court.

The act would be known as the "Occupation Tax Act" and the tax imposed would be in addition to all other occupation or privilege taxes imposed by the State or by any municipal corporation or political subdivision.

There have thus far been no reports of operator opposition to the bill, but such opposition is expected when the possible effects of the bill become generally known.

**Marvel to Ship**

• Continued from page 92

It is played with 15 snooker balls and a larger-size cue ball which remains on the table thruout the game.

A triangular ball racker is standard equipment with the game, and instructions on how to play the various pool games are shipped with each model. It has a twin National slug rejector coin chute.

Currently in shipment at Marvel is the Lucky Horoscope ticket vending unit. (The Billboard, March 2.)

**SEEBURG**  
M-100A ..... MH-100A  
**CONVERSION**  
to 33 1/2 RPM ..... to 45 RPM  
**\$24.50** • **\$69.50**  
F.O.B. Los Angeles.  
**CALCOIN CORP.**  
11167 West Pico Blvd.  
Los Angeles 64, Calif.

**TERRIFIC DEALS**

**WURLITZER**  
MODEL 1800 ..... \$795.00

**WURLITZER**  
MODEL 1700 ..... 635.00

**WURLITZER**  
MODEL 1500-A ..... 325.00

**SEEBURG MODEL V-200** Write

**SEEBURG MODEL 6** ... 595.00

**CO-OPERATIVE DISTRIBUTING CO.**  
234 West Jefferson Street  
Louisville, Kentucky  
Phone: Juniper 4-7003

**HOTTEST ITEMS**

**Wurlitzer**  
Model 1800. \$795.00

**Wurlitzer**  
Model 1700. 639.50

**MUSIC DISTRIBUTING COMPANY**  
2001 Fifth Avenue  
Pittsburgh, Pennsylvania  
Phone: Atlantic 1-1745

**This is your LUCKY day!**

**New LUCKY HOROSCOPE**  
5c, 10c or 25c PLAY

✓ NATIONAL COIN REJECTOR in each chute

✓ NOW has TWO coin returns and other new features

✓ ASSORTMENT OF PAYOUT CARDS—from 50% to 80% ... EASY TO LOAD

SIZE: 18"x8"x6". Shipping Wgt.: 20 lbs.

GAME HOLDS 1,000 numbered tickets—with fortune and concealed number under perforation.

**MARVEL** MFG. 2845 West Fullerton, Chicago 47, Ill. CO. Tel. Dickens 2-2424

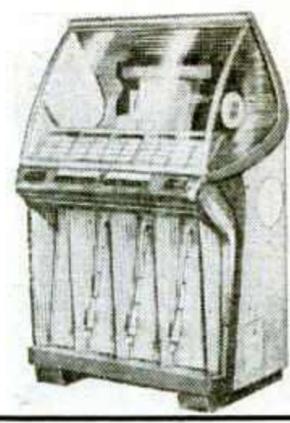
WRITE FOR DETAILS

**Increase Your Phonograph Income with Shaffer SPRING SPECIALS**

- ★ Mechanisms Completely Overhauled and Tested.
- ★ All Worn and Defective Parts Replaced With Brand-New Parts.
- ★ Amplifiers and Tone Arms Reconditioned or Replaced.
- ★ Cabinet Refinished and Plastics, Glass Replaced Where Needed.

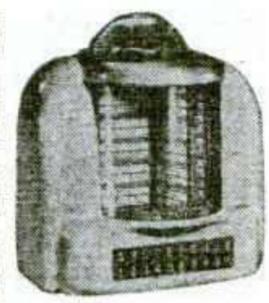
**SEEBURG EXTRA SPECIAL**

(Limited Quantity)  
HF-100R  
**\$739.50**



WURLITZER	ROCK-OLA
Model "2000" (200 Sel.) .. \$895.00	1436 ..... \$179.50
1900 (104 Sel.) ..... 795.00	1434 ..... 124.50
1800 (104 Sel.) ..... 650.00	120 Sel. Wallbox ..... 34.50
1500 A ..... 249.50	Gray Covers

AMI
MODEL C ..... \$109.50
D-40 ..... \$134.50



**SEEBURG 3W1**  
100 Wall Box Special  
Chrome Covers  
New Buttons  
Completely Reconditioned  
New Instruction Plates  
**\$49.50**

WRITE FOR ILLUSTRATED CATALOG

**Shaffer MUSIC COMPANY**

In the Coin Machine Business Over 25 Years

Columbus, Ohio 849 N. High St. AXminster 4-4614  
Cincinnati, Ohio 1200 Walnut St. MAIn 1-6310  
Indianapolis, Ind. 1327 Capitol Ave. MEIrose 4-3571

**BINGO SPECIALS**

CLEAN GAMES—READY FOR LOCATION

WITE CLUB .....	\$435	YACHT CLUB .....	\$60
BROADWAY .....	375	PALM SPRINGS .....	60
MIAMI BEACH .....	225	DUDE RANCH .....	60
GAYTIME .....	195	BEACH CLUB .....	60
VARIETY .....	135	BEAUTY .....	60

Immediate Delivery. 1/2 Deposit

FRANK MILLS, Mgr., Dept. R-6

**SUPERIOR SALES CO.**

7855 Stony Island Ave. Chicago BAyport 1-1616

**EXCLUSIVE FACTORY DISTRIBUTORS  
AMI-CHICAGO COIN-GENCO-EXHIBIT**

CC CHAMPIONSHIP .....	Write	UN REGULATION .....	\$395.00
CC BOWLING TEAM .....	\$275.00	UN SUPER BONUS .....	295.00
CC SCORE-A-LINE .....	275.00	UN CAPITOL .....	225.00
CC BONUS SCORE .....	225.00	UN CLIPPER .....	195.00
CC TRIPLE STRIKE .....	195.00	UN LIGHTNING .....	165.00
CC FIREBALL .....	165.00	UN MARS .....	150.00
CC HOLIDAY .....	165.00	UN MERCURY .....	150.00
CC FLASH .....	150.00	UN 11TH FRAME .....	150.00
CC FEATURE .....	135.00	UN SPEEDY .....	135.00
CC PLAYTIME .....	150.00	UN RAINBOW .....	100.00
CC SUPER FRAME .....	110.00	UN LEAGUE .....	95.00
CC STARLITE .....	125.00	UN CHIEF .....	95.00
CC ADVANCE .....	95.00	UN ROYAL .....	75.00
BALLY ABC .....	395.00	GENCO 2 PLAYER SKILL BALL	395.00
BALLY CONGRESS .....	395.00	CHI COIN SKI BOWL .....	450.00
BALLY GOLD MEDAL .....	245.00	GENCO DELUXE SKILL BALL .....	Write
BALLY ROCKETS .....	100.00	GENCO 6 PLAYER SKILL BALL	450.00

1/2 deposit with order. balance C.O.D. or sight draft

**MONROE**

COIN MACHINE EXCHANGE INC.

2423 Payne Ave. Cleveland 14, Ohio SUPERIOR 1-4600

**BUY THE ONE THAT  
OUT-PERFORMS THEM ALL!**

IN A bowler—just as with a fine car—you want the product that gives you the smoothest and most satisfying performance. That's why you look for performance first. The bowling alley that gives players all the thrills and satisfactions of real bowling is the machine you want . . . and that machine is THE BALLY ABC BOWLING LANE.

**performance  
is everything!**

The Bally ABC lane is designed with real bowling in mind . . . to give top performance that allows the player to use his skills. Only when the final score depends on the player's individual skills does a bowling alley give full player satisfaction, and earn capacity profits for you.

**the BALLY is designed for  
real bowling satisfaction**

Only Bally has the greatest variety of true "bowling leaves." Obtain strikes by hitting the real bowling "pocket"! Without Bally's "bowling leave" feature, a strike is a common thing, but with it, the game becomes a game of skill. Strikes, spares, splits and all the scoring techniques that are necessary to get full enjoyment from a high score become part of the game with Bally's variety of bowling leaves.

Bally has remained at the top year after year because, like today's fine cars, Bally will perform for you on location and at trade-in-time too. Buy the best . . . BUY BALLY.

**INTERNATIONAL SCOTT CROSSE COMPANY**

SCOTT CROSSE COMPANY  
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.  
RIttenhouse 6-7717  
Branch: 819-821 Lockawanna Ave., Scranton, Pa.

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., S. Jersey and Del.

**Tenn. Senate Kills Teen Bill**

Continued from page 92

the vote. However, with this victory for the operators, still another new hurdle loomed for them on proposed pinball legislation.

**New Bill Coming**

Another bill was introduced in the House which would regulate pinball machine operations to such an extent that it might be correctly defined as a move to outlaw them.

The bill, besides a rigid list of rules and regulations on the already highly taxed game operators, would amend the Code to forbid the right of a re-play or any other award for scores made by pinball players.

Another proposed amendment would make it law that the granting of a re-play by the operator and location owner to a player making a certain score would be granting the player a "thing of value." Observers and some lawmakers contacted on this point voiced the opinion that the courts could hold that a "thing of value" would make the pinball a gaming device and hence it could be outlawed under already standing laws.

There is already a State law prohibiting pay-offs by pinball machine operators or location owners for scores made. All that a pinball player can legally do under the law now is be given a number of re-plays on the machine when he shoots a certain score.

No action has been taken on the lower House yet on those two proposed amendments.

The bill defeated in the Senate was introduced in the House by Rep. Allen O'Brien of Springfield.

**Teamster Move**

Continued from page 92

Terry steadfastly maintained that he had made no payments to Teamster officials, and said he had done everything in his power to "lend dignity to coin machines."

Senator McClellan, angered by charges and denials, said "someone has absolutely perjured himself." He ordered hearing records sent to the Justice Department for "appropriate action."

Committee spokesmen were unable to say whether or not the probe would dig deeper into possible pinball and union tie-ups across the country when it resumes hearings Tuesday (5).

At press time, hearings were still in progress.

**IMMEDIATE  
DELIVERY**

on  
**UNITED  
Bowling Alleys**

11 ft. & 14 ft.

as well as  
**Rock-Ola  
Standard & Deluxe Models  
200 Selection**

**associated  
amusements, inc.**

**8 RUGG ROAD  
BOSTON, MASS.  
STadium 2-4010**

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

It met with no opposition in the lower House.

There is already such a restriction as the bill proposes in force in Memphis, the State's largest city. The City Commission last May passed an ordinance making it against the law for anyone under 18 to play pinballs in Memphis. The ordinance also made it a violation, punishable by a maximum \$50 fine on conviction, for anyone under 21 to play pinballs in places where beer is sold. Memphis game operators have the most rigid enforcement among the four major cities of the State (the other three are Nashville, Knoxville and Chattanooga). For example, while citizens in other cities over the U. S. a year or so ago were enjoying the immensely popular pool game, Police Chief James C. Macdonald banned it in Memphis, claiming that a person drinking beer might use a cue stick as a weapon.

**Aluminum  
De-Greased  
DISCS**



For  
**STANDARD & HARVARD  
METAL TYPERS**

CALL OUR PARTS AND SERVICE DEPARTMENT!

**STANDARD HARVARD**  
METAL TYPER, inc. 1318 N. WESTERN AVE.  
CHICAGO 22, ILL. • EV 4-3120

**KANSAS DISTRIBUTOR-WURLITZER**

**WE ARE THE DISTRIBUTOR  
FOR UNITED'S NEW  
14 FT. BOWLING ALLEY.**

IMMEDIATE DELIVERY

**UNITED DISTRIBUTORS, INC.**

302 W. SECOND WICHITA 12, KANSAS HO 4-6111  
HO 4-3504



**JOE ASH says:  
WRITE FOR VERY SPECIAL PRICE  
ON SEEBURG V-200's!**

WURLITZER 1250's	\$95.00
Chi Coin Bull's-Eye ...	\$195.00
Chi Coin Criss-Cross ...	\$90.00
Chi Coin Fireball .....	\$95.00

Bally Blue Ribbon .....	\$225.00
Bally Gold Medal .....	\$225.00

Exclusive Distributors for Wurlitzer, D. Gottlieb & Co., and Exhibit in S. Jersey, Del. and E. Penna.

**ACTIVE**

**AMUSEMENT MACHINES CO.**

You can ALWAYS depend on ACTIVE ALL WAYS

656 N. Broad St., Phila. 30, Pa. • POPlar 9-4495  
Write or wire for prices

**Those Amazing Pool Tables!**

Smart operators have come to realize that their pool tables will be profitable standard equipment in locations for a long time to come and are perking them up with our fine slates, cues and rotation balls at little cost.

**SLATE TOPS** 3/4 In. Highest Quality Black Slate. **Regular \$45.00**  
Jumbo Bumpers. Best rubber-backed cloth. **Jumbo \$60.00**

(Regular Fits All Small Tables—Jumbo Fits All Jumbo Tables Except Bally—Specify for Bally)

ARAMITH ROTATION BALLS (10 Balls Numbered 1 to 5 or 1 to 10)	\$17.95 Set
CUE STICKS—Grade "A" Quality Imported Hard Wood. Finest Craftsmanship.	\$28.75 Doz.
RAILS—For Regular Size Tables. Finest rubber and cloth.	\$14.50 Set

1/2 Down, Balance C.O.D. or Sight Draft  
Quantity Price on Request

**EASTERN NOVELTY DISTRIBUTORS, INC.**

1706 Manhattan Avenue Union City, New Jersey  
Union 3-8574

**MECHANIC WANTED**

Must be thoroughly experienced in PHONOS and all types COIN MACHINES. No drinkers or drifters. Send photo and references in letter. Steady, good climate, working conditions and salary.

**MODERN MUSIC COMPANY, INC.**  
1805 Market Street Galveston, Texas

**COINMEN YOU KNOW**

Continued from page 88

Starting as an operator, he had his own jobbing firm, Trojan Novelty,

in the early 1940s. This business was sold to William (Bud) Parr with Gaunt becoming associated with Parr's General Music. More recently Gaunt was in charge of amusement game sales at Badger Sales Company, a post he left several months ago.

**Boston**

By CAMERON DEWAR

Dave Baker, Melo-Tone Music Company, Arlington, has changed the company's name to Melo-Tone Vending Company, Inc. Reason is that the firm is branching out into the general vending field. They always have had cigarettes, but now they'll take on other lines. Dave says the vending end of the business is strong and with the \$50 Boston juke tax, it is practically supporting music.

Baker is planning to leave for the NATD convention in Chicago, March 24. Mrs. Baker will go along. Meanwhile Dave is preparing for the spring. He has replaced

**Lou Boorstein**

Continued from page 82

Gordon, Sidney Levine, Leo Weisskopf, Ted Blatt, Joe Connors, Joe Orleck, Max Klein, Harry Koepfel and Mike Munves.

Goal for the coin machine division this year is \$60,000. The drive culminates with a victory dinner at the Sheraton-Astor on May 15. Meyer Parkoff, Atlantic-New York, is the guest of honor.

\$2,000 Pledge  
Joe Beim, president of Gibraltar Factors, launched the drive with a \$2,000 pledge.

Marty Rabkin, International Microscope, received a citation from UJA in memory of his father, the late Bill Rabkin, one of the pioneers in the coin machine division. The citation was presented by Lou Boorstein.

**Rabkin Solves**

Continued from page 92

change booth and asked for 19 quarters, 19 dimes and 19 nickels, then went to the Voice-O-Graph and recorded 19 disks.

How Come?  
By this time Rabkin's curiosity got the best of him and he asked the couple why they made 19 recordings.

"Oh," said the woman, "we're inviting 19 couples to a party and we thought the records would make cute invitations."



**BANNER . . . . . \$135.00**

**TARGETTE VENUS . . . . . \$175.00**

★★★ **ROCK-OLA DISTRIBUTORS** ★★★

Ask For Ben Mackie or Harold Hoffman  
3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

**A-1 MECHANIC WANTED FOR BINGO GAMES**

- ★ WORK IN CHICAGO AREA
- ★ SALARY—\$600.00 PER MONTH
- ★ BONUS ARRANGEMENT
- ★ REGULAR HOURS
- ★ VACATION
- ★ MUST HAVE CAR

WRITE TO BOX 875

The Billboard  
188 W. Randolph St. Chicago 1, Ill.

**5 BALLS**

Scoreboard . . . . . \$265.00  
Blondie . . . . . 250.00  
Capri . . . . . 200.00

**BOWLING GAMES**

**BALLY A.B.C.**  
BOWLING LANES  
14 ft. and 11 ft.  
NOW DELIVERING—  
WRITE

Jef Bowler . . . . . \$170.00  
Magic . . . . . 195.00  
Keeney Bonus Bowler . . . . . 95.00

**IN-LINE BINGO GAMES**

**BALLY**  
Key West . . . . . Write  
Big Show . . . . . Write  
Broadway . . . . . \$395.00  
Gayety . . . . . 125.00  
Gaytime . . . . . 210.00  
Miami Beach . . . . . 225.00  
Night Club . . . . . 450.00  
Parade . . . . . 450.00  
Yacht Club . . . . . 60.00

**MUSIC MACHINES**  
Rock-Ola 1455-D . . . . . Write  
Rock-Ola 1455-S . . . . . Write  
Rock-Ola 1454 . . . . . Write  
Seeburg V-200 . . . . . Write

**CALDERON Distributing, Inc.**

450 Massachusetts Avenue Indianapolis, Indiana  
Phone: MEIrose 4-8468

**HELP! HELP! HELP! WE NEED GAMES!**

WILL PAY TOP DOLLAR—CASH OR TRADE for GOTTIEB'S

- |                 |                  |               |
|-----------------|------------------|---------------|
| GRAND SLAM      | DAISY MAE        | MARATHON      |
| POKER FACE      | GOLD STAR        | FRONTIERSMAN  |
| QUEEN OF HEARTS | LADY LUCK        | EASY ACES     |
| ARABIAN KNIGHTS | DIAMOND LILL     | GLADIATOR     |
| GREEN PASTURES  | TWIN BILL        | HARBOR LITES  |
| LOVELY LUCY     | GYPSY QUEEN      | DERBY DAY     |
| MYSTIC MARVEL   | SOUTHERN BELLE   | TREADOR       |
| JOCKEY CLUB     | SWEET ADD-A-LINE | CLASSY BOWLER |
| HAWAIIAN BEAUTY | TOURNAMENT       | SEA BELLES    |
| DRAGONETTE      | WISHING WELL     | AUTO RACES    |

Write or Call Collect!

N. Illinois and Iowa Operators! Deal Yourself In with GOTTIEB'S NEW ACES HIGH

Hold the Winning Hand! Immediate Delivery—Order Today!

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. Phone: BUckingham 1-3466 CHICAGO 14

when answering ads . . .  
Say You Saw It in The Billboard

his power boat with a bigger one which he'll use at his New Hampshire summer home.

Guy P. DiGiovani, Commonwealth Distributors, is moving his place of business from Allston to Cambridge. The new place won't be much bigger, but it'll be a lot more convenient to his route and customers. . . . Louis Magerer, National Vendors, got a big turnout for his showing of the new candy machine, model C-10. He plans to show it in Rochester, N. Y., for three days, March 8, 9, 10, at the Sheraton Hotel.

Richard Mandell, general manager of Associated Amuse-  
(Continued on page 100)

**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.

**WORLD . . . THE MOST PROGRESSIVE DISTRIBUTOR in the INDUSTRY!**  
**WIDE**

**EXCLUSIVE DISTRIBUTOR for FISCHER'S SENSATIONAL "SIX-POCKET POOL"**  
in ILLINOIS—INDIANA—IOWA—MICHIGAN

**WORLD WIDE SPECIAL!**

Games' SKEET SHOOT . . . . . WRITE	
Games' BIG HORN . . . . . \$345	
Games' GUNSMOKE . . . . . 325	
AUTO-BELL COUNTY FAIR . . . . . WRITE	

<b>ARCADE</b>	<b>5-BALLS</b>
Wms. 4-BAGGER . . . . . \$325	AUTO RACE . . . . . \$275
Wms. KING OF SWAT . . . . . 245	Bally BALLS-A-POPPIN' . . . . . 375
Un. STAR SLUGGER . . . . . 295	CLASSY BOWLER . . . . . 255
Un. SUPER SLUGGER . . . . . 265	DERBY DAY . . . . . 225
C.C. HOME RUN . . . . . 110	HARBOR LITES . . . . . 210
Wms. CRANE . . . . . WRITE	EASY ACES . . . . . 185
C.C. STEAM SHOVEL . . . . . 175	FRONTIERSMAN . . . . . 125
Genco QUARTERBACK . . . . . 245	WISHING WELL . . . . . 165
C.C. HOCKEY . . . . . 245	GOLD STAR . . . . . 135
Wms. POLAR HUNT . . . . . 245	LADY LUCK . . . . . 125
Wms. SAFARI . . . . . 225	MYSTIC MARVEL . . . . . 115
EX. SHOOTING GALLERY 110	4-PL. SCOREBOARD . . . . . 385
EX. SPORTLAND . . . . . 145	WONDERLAND . . . . . 165
Genco WILD WEST . . . . . 265	SPITFIRE . . . . . 145
Gen. SUPER BIG TOP 325	STRUGGLE BUGGIES 75
Genco STATE FAIR 375	COLORS . . . . . 125
Un. BONUS . . . . . 245	STARPOOL . . . . . 110
Un. CARNIVAL 195	C.C. CAPRI . . . . . 245
Un. PIRATE . . . . . 395	C.C. BLONDIE 295

**BEST BUYS!**

<b>POOL TABLES</b>	<b>SHUFFLES</b>
SR. POOL . . . . . \$ 50	C.C. HOLLYWOOD . . . . . \$225
SR. ROYAL . . . . . 65	C.C. BLINKER . . . . . 310
DLX. BANK POOL . . . . . 50	Un. SUPER BONUS . . . . . 275
JR. ROYAL . . . . . 65	Un. DLX. CAPITOL . . . . . 245
Keeney FLICKER . . . . . 65	Un. DLX. CLIPPER . . . . . 225
EX. SUPER STAR . . . . . 65	Un. DLX. LIGHTNING . . . . . 195
C.C. HOOLIGAN . . . . . 65	Un. ACE BOWLER . . . . . 145
Wms. SCOREPOOL . . . . . 65	Un. TEAM BOWLER . . . . . 125
	Un. IMPERIAL . . . . . 110
	Bally GOLD MEDAL . . . . . 195
	Bally MAGIC . . . . . 165
	Bally JET BOWLER . . . . . 135
	Un. DLX. VENUS . . . . . 125
	Un. 5TH INNING . . . . . 150

All in A-1 Condition!

**WORLD WIDE DISTRIBUTORS**  
Phone: Everglade 4-2300 Chicago 47  
2330 N. Western Ave.

**WHAT'S NEW IN COIN MACHINES! WHAT ARE THEY GETTING FOR USED EQUIPMENT! WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!**

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$15 (Foreign rate, one year, \$15)

Name . . . . .  
Address . . . . .  
City . . . . . Zone . . . . . State . . . . .

**Williams**  
 Now Delivering:  
**"STARFIRE"**  
 5-Ball Novelty  
**"CROSSFIRE"**  
 New Gun Game  
**Williams**  
 MANUFACTURING CO.  
 4242 W. Fillmore St., Chicago 24, Ill.

# U. S. Antitrust Suit Against Wurlitzer

Continued from page 82

Hansen, head of the Antitrust Division, said, "The suit charges that the defendant's system of distribution has had the effect of eliminating all price competition among the distributors and of preventing purchasers from selling such products to persons of their choice. This civil case aims to break up the allegedly non-competitive system of distribution utilized by the Wurlitzer company."

The suit said that contracts, agreements and understandings between Wurlitzer and its distributors contained terms that the signing parties agree that:

1. The distributor co-conspirators will not compete with one another in the sale of new or used Wurlitzer products, which it identified as coin-operated phonographs.

2. The defendant and the distributor co-conspirators will require operators and other persons located in the sales territory of a distributor co-conspirator to make their purchases of new Wurlitzer products exclusively from the distributor co-conspirator.

3. Each of the distributor co-conspirators will refuse to sell new or used Wurlitzer products to operators or other persons located outside of its sales territory which the complaint said was a separate and distinct geographical area designated in each franchise agreement.

4. Each of the distributor co-conspirators will refuse to sell new Wurlitzer products to persons selling to operators or other persons located in the sales territory of another distributor co-conspirator.

The Justice Department charged that as part of the plan "a number of the distributor co-conspirators have made payments on account of sales of new Wurlitzer products to persons located in the sales territory allotted to another distributor co-conspirator." It did not elaborate.

The effect of these arrangements, according to the complaint, has been to:

1. Eliminate all price competition among the distributor co-conspirators in the sale of new and used Wurlitzer products;

2. Prevent operators and other persons from purchasing new or used equipment from the distributor co-conspirator of their choice;

3. Prevent operators and other persons purchasing new or used equipment from selling such prod-

ucts to persons of their choice.

The government asked the Federal Court to:

1. Find these contracts, agreements and understandings unlawful and in violation of the Sherman Act.

2. Permanently enjoin the "defendant, officers, directors, agents, representatives and all persons acting or claiming to act on its behalf from being a party to agreements, contracts, relationships, understandings or practices having the purpose or effect of continuing, re-creating or renewing the violation of the Sherman Act."

3. Permanently enjoin them from imposing or attempting to impose any limitation or restriction upon the persons to whom or the territory within which owners of new or used Wurlitzer products may re-sell such products.

4. Require the defendant to advise in writing all distributors of Wurlitzer phonographs that they may sell to whomever and wherever they please.

5. Enjoin the defendant from requiring its distributors to furnish the name and address of any purchaser of new Wurlitzer phonographs.

6. Grant the Justice Department further just and proper relief plus taxable costs.

HELENA, Mont. — The Montana House Ways and Means Committee introduced House Bill 435 which would provide for licensing of coin-operated phonographs. At present no such license is required by the State.

**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.

**TAKE ADVANTAGE OF OUR TERRIFIC DEAL ON THESE ALLEYS AND MAKE US AN OFFER!**

15 **ABC** ★ ★ ★ BALLY  
 25 **REGULATION** ★ ★ ★ UNITED

SHUFFLE ALLEYS

ALL READY for YOUR LOCATIONS  
 CALL OR WRITE  
**RAY DAGGETT**  
 TODAY!

**REX**  
 COIN MACHINE DISTRIBUTING CORP.  
 821 So. Salina St. Syracuse 3, N.Y.  
 Phone: 2-8255

**THANK** you for your patience in waiting for shipment on the wonderful REX "CONSOLETTA." We can now give you immediate shipment on "CONSOLETTA," the speaker that will replace 4 to 8 wall boxes at a fraction of your regular cost! Some Distributorships Still Available.

2 1432 Rock-Olas  
 45 RPM ..... \$110.00  
 1436 Rock-Ola  
 78 RPM ..... 195.00  
 1436 Rock-Ola  
 45 RPM ..... 220.00  
 3 1438 Rock-Olas ... 395.00  
 1 1700 Wurlitzer ... 395.00

**COIN MACHINE SERVICE, INC.**  
 ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA  
 422 Wilson St., Santa Rosa CALIFORNIA  
 Phone Paul Speer  
 Santa Rosa 1498  
 or write for prices

Better Tone at Less Cost!  
**NEW CoMco HI-FI SPEAKERS**  
 Hi Fi Corner Model ..... \$23.95  
 Hi Fi Wall Model ..... 19.95

**CoMco Extended Range SPEAKERS**  
 Wall, \$11.95 • Corner, \$15.95 • Ceiling, \$11.95

**SPECIALS!**  
 Seeburg V200 ... Write  
 AMI E120 ..... \$395.00  
 Wurlitzer 1800 ..... 695.00  
 Seeburg M100B ..... 395.00  
 Wurl. 1015—Seeb. 46 & 47—  
 RO 1426 & 1428—AMI A.  
 COMPLETE, EA. .. \$29.50

**LOCATION-READY**  
 .. with the Famous Davis 6-Point Guarantee  
 They Look and Operate Like New!  
 Write! Wire! Phone Us Collect!  
 (These Specials available preset for 10¢ play if requested)

**SEEBURG**  
 HF100R ..... \$769  
 HF100G ..... 669  
 100W ..... 649  
 M-100C ..... 539  
 M-100BL ..... 419  
 148ML ..... 89  
 HI47 HIDEAWAY ..... 50

**ROCK-OLA**  
 1434 ..... \$219  
 1428 ..... 89

**AMI**  
 C-200 ..... Write  
 F120 ..... \$575  
 E120 ..... 395  
 D80 ..... 275  
 D-40 ..... 189

**WURLITZER**  
 1900 ..... Write  
 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).  
 Cable Address: "DAVDIS." 1/3 deposit required. Private Western Union wire.

**Our Only Address In Europe**  
**HOLLAND-BELGIE, EUROPE**  
 403 AVE. LOUISE  
**BRUSSELS**  
 PHONE 47.66.63  
 All currencies accepted: Francs, pounds sterling, guilders, lire, marks, etc.

**WORLD EXPORT**  
**WESTERN EXPORT**  
**DISTRIBUTING**  
 Exclusive Seeburg Factory Distributor  
 738 Erie Boulevard East  
 Syracuse 3, N. Y., U.S.A., Ph. 75-1631

**Davis** *vis vis* Corp.

**COVEN MUSIC CORPORATION**  
 3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210  
 Cable Address: COVENMUSIK—1/3 Deposit, Balance C.O.D.

**JUNIOR JET KIDDIE RIDE \$95.00**  
 Coin-Operated—10c Play—Reconditioned—Ready for Location.

**WANTED!**  
**VICTOR VENDORS—USED—SUPER V's—Baby Grands, Etc.**  
 Advise best price, condition, quantity and availability.

**KIDDIE RIDES (Coin Operated). We Buy—Sell—Trade.**  
 Send us your list and requirements.  
 Export Inquiries Invited . . . All Prices F.O.B. Chgo. . . . All Phones: Uptown 8-1369  
**CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois**

**Grande Distributing Specials**  
 7525 Grand River Avenue Detroit 4, Mich.  
 Phones: TYler 4-3810 & TYler 7-6213

Williams Major League Baseball ..... \$150.00  
 Williams Deluxe 4-Bagger... 350.00  
 Genco 4-Player Skee Ball... 99.50  
 Exhibit Sportland Shooting Gallery ..... 175.00

Exhibit Model 500 Shooting Gallery ..... \$175.00  
 M 100A Seeburg ..... 100.00  
 Round-the-World CC Trainer.. 550.00  
 Genco Sky Gunner..... 75.00

**NOTICE TO DETROIT OPERATORS**  
 We Have All Makes of Skee Balls In Stock

**SPECIAL:** Wood Skee Balls.....\$1.00 each

when answering ads . . .  
**Say You Saw It in The Billboard**

### IRS May Set

Continued from page 82

today's operating business. Operators are allowed between three and five years on juke boxes, for example, whereas the "suggested rates" are eight to 10 years on juke boxes. This major discrepancy causes a great deal of confusion to agents in the field without knowledge of the business.

Internal Revenue spokesmen said that "if enough requests come from persons in the coin machine industry for definite depreciation rates on their machines, their sug-

gestions will be given careful consideration."

An advisory group, consisting of IRS personnel and accounting consultants, will check all proposals, and may call for hearings with various industry groups.

Interested parties are requested to notify IRS of the types of property they want included in the study, and to submit in writing their experiences regarding normal useful lives, important factors such as operating conditions, technological improvements and economic changes.

Data should be submitted in duplicate to the Commissioner of Internal Revenue, Washington 25, D. C.

### Beat These Prices If You Can!

Renewed—Reconditioned

#### PHONOGRAPHS

Seeburg 100-C	\$495.00
Seeburg 100-G	625.00
Seeburg 100-R	695.00
Rock-Ola 1438, 120 Sel.	395.00

#### SCALES

Walling Tom Thumb Fortune	\$45.00
Walling 500 Fortune	75.00
Walling 500 Guesser	75.00
Kirk HiBoy Guesser	45.00

These Phonographs and Scales are now on location. We are the original owners. They are not trade-ins. In Business Since 1933. Ask Any Successful Operator.

1/3 DEPOSIT, BALANCE C.O.D.

### Gayco Distributors

4866 Woodward Ave. Temple 2-7300 Detroit 1, Mich.

## SPECIAL SALE!

For Quick Action

# POKERINOS

Only \$50.00 Each

All Tables 100% Clean and Checked

RUSH YOUR ORDERS

1/3 Dep., Bal. C.O.D.

### DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET, PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

## GUARANTEED MUSIC!

Seeburg 100-R	\$765
Seeburg 100-G	675
Rock-Ola (51-50)	175
Rock-Ola Fireball	275
Wurlitzer 1250	165
A.M.I. E-120	445
A.M.I. Model C	125
A.M.I. B	125

### SEEBURG

100-C

Ready for location  
—PERFECT!

\$565

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

### CASH IN NOW

RACK POOL PLAYFIELDS, BUMPERLESS—IMMEDIATE DELIVERY

✓ Regular Size—22"x48"....\$24.50 ✓ King Size—32"x66"....\$34.50

Specify Style

No. 1—Holes away from cushions for rebound play. No. 2—Holes close to rails.

✓ 4-HOLE PLAYFIELDS AT SAME PRICE

FREE: With each playfield, Deluxe Cue Ball, 2 1/4", and Triangle.

✓ REGULAR STYLE BUMPER POOL REPLACEMENT PLAYFIELDS Available in 2 or 3 hole at same prices as listed above.

No. 1 Grade Bumper Pool Cues, 48", \$36 val., Special Price, \$28.50 dx.

Solid mahogany butts; white points with tips. You can't buy better cues.

No. 2 Grade Bumper Pool Cues, 48", \$27 val., Special Price, \$24.50 dx.

4-prong, walnut-stained butts. This is a real saving for top-quality cues. Don't foul yourself up with cheap cues....ours will last twice as long.

GENUINE ROTATION POOL BALL SETS

REGULAR ROTATION POOL BALL SETS, Nos. 1-10, incl., 2 1/2".... Per set \$18.50

ARAMITH ROTATION POOL BALL SET, Nos. 1-10, incl., 2 1/2".... Per set 19.75

Rule cards and instruction sheets packed with each set.

Deluxe Cue Balls, 2 1/4", Each \$2.50 | 2 1/2" 10-Ball Racks.... Each \$1.50

Regular Cue Balls, 2 1/4", Each \$1.95 | Kelly Pool Bottles.... Each \$1.50

TALLY BALL SETS (Peas), Nos. 1-10, Incl.... Per set .65

For Top Quality Bumper Pool Supplies—Every Item You Need.

Write for Our Special Price List for Bumper Pool Supplies.

We are as near to you as your telephone or mail box.

TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

## MARVEL Billiard Supply Company

1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MOntroe 6-8855

## MUSIC

25 WURLITZER 1800	
10 WURLITZER 2000	
12 SEEBURG V 200	
10 WURLITZER 1900	
10 WURLITZER 1700	
WRITE—WIRE—CALL	
WURLITZER 1650	\$285
WURLITZER 1500	\$210
WURLITZER 1400	175
WURLITZER 1500A	310
20 SEEBURG 100-C	485

### ARCADE and MISC.

CAPITOL MIDGET MOVIES	\$ 95
40 BALLY BINGO YACHT CLUBS	85
NATIONAL SHUFFLE BOARD, 22 Ft.	195
EXHIBIT RINGER (New)	245
EXHIBIT RINGER (Like New)	195

### HIGHEST CASH PRICES

paid for BALLY, UNITED, CHICAGO COIN ALLEYS; GOTTlieb & WILLIAMS 5-BALLS; BALLY, UNITED BINGO.



### KIDDIE RIDES

50 BALLY CHAMPION HORSES	\$450	10 BOATS (Miss America, Bally, etc.)	\$300
40 SPACE SHIPS (Bally, Deco, etc.)	300	10 Small HORSES (Rabbit, Deer, etc.)	300
25 MERRY-GO-ROUNDS	400	10 SEE SAWS	250

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040



Exclusive distributors for WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

## GREAT GUNS!

GENCO'S CIRCUS RIFLE GALLERY

WILLIAMS CROSSFIRE

NOW DELIVERING

## UNITED'S BOWLING ALLEY

PROVED IN THOUSANDS OF LOCATIONS

Terrific Earnings—Trouble-Free Operation—3-Section Cabinets

Distributors in Wis., Mich., Northern Illinois, E. Iowa, Northern Ind.

## SHUFFLE SALE

### BARGAINS!

#### UNITED

Pool Alley	\$225.00
Regulation	375.00
Super Bonus	275.00
"300"	250.00
Capitol Match	225.00
Clipper Hi Score	195.00
Thunderbolt	195.00
Lightning	175.00
Mars	150.00
11th Frame	135.00
Mercury	135.00
Banner Match	135.00
Speedy Hi Score	135.00

### BARGAINS!

#### CHICAGO COIN

Bonus Score	\$215.00
Hollywood	195.00
Miami Shuffle	175.00
Arrow	215.00
Triple Strike	150.00
Cross Cross Target	100.00

#### MISCELLANEOUS

Gold Medal	\$275.00
Magic	125.00
Mainliner	100.00
Speedlane	100.00
Mystic	125.00
Jet	100.00
American	95.00

### ARCADE

#### NEW EQUIPMENT

Peppy	Write
Wms. Crane	Write
Grandma Horoscope	\$495.00
Genco Quarter Back	215.00
My Fly Baseball	345.00

#### USED BASEBALL GAMES

Deluxe Baseball	\$125.00
Pennant Baseball	125.00
Major League Baseball	145.00
Champion Baseball	225.00
Bullseye Baseball	275.00
Star Stagger	275.00

#### MISCELLANEOUS

Muto, Football	\$195.00
2-Player Basketball	185.00
Crane	Write
Sidewalk Engineer	150.00
Silver Gloves	145.00
Coin Recordio	165.00
Drive Ur Self	475.00
Telequiz	90.00

#### KIDDIE RIDES

Merry-Go-Round	\$375.00
Champion Horse	350.00
Thunderbolt Horse	225.00
Range Rider	325.00
Moonride	225.00

## NEW POOL GAMES

Genco King Size	\$125.00	Spanish Pool	\$ 95.00
Star Pool	95.00	Baseball Pool	95.00
Roto Pool	95.00	Pro Pool	145.00

Used Pool Games From \$50.00.

## 5 BALLS

<b>GOTTIEB</b>		<b>WILLIAMS</b>	
Gladiator	\$295.00	STARFIRE	Write
Duette	225.00	Can Can	\$245.00
Southern Belle	175.00	Super Score	250.00
Sluggin' Champ	195.00	Race the Clock	225.00
Twin Bill	175.00	Wonderland	180.00
Mystic Marvel	135.00	Smoke Signal	175.00
Daisy Mae	150.00	Peter Pan	165.00
Hawaiian Beauty	135.00	Skyway	140.00
Arabian Nights	125.00	Big Ben	135.00
Green Pastures	125.00	9 Sisters	110.00
Shindig	115.00	Lazy Q	110.00
Queen of Hearts	110.00	Screamo	110.00
Pinwheel	110.00	Grand Champ	95.00
Marble Queen	100.00	Jalopy	90.00
Poker Face	100.00	Times Square	85.00
Grand Slam	95.00		
Happy Days	95.00		
Chinatown	75.00		
Skill Pool	75.00		

## GUNS

### WILLIAMS... CROSS FIRE

PIRATE GUN	Write	Coon Hunt	\$175.00
DAVY CROCKETT	Write	Sky Gunner	145.00
Estate 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	225.00	Silver Bullet	125.00
Carnival	195.00	Shoot'n Gallery	110.00
Rifle Gallery	175.00	Anti-Aircraft	99.50
Sportland	175.00	Space Gun	95.00
		Mauser Pistol	89.50

### PHONOGRAPHS

✓ Steam Cleaned  
✓ Expertly Recond.

<b>SEEBURG</b>		<b>AMI</b>	
HF 100 R	\$765.00	D 40	\$225.00
HF 100 G	665.00	D 80	345.00
M 100 C	525.00	E 40	295.00
M 100 B	425.00	E 40 (45 r.p.m.)	365.00
M 100 A	Write	E 80	460.00
V 200	Write	E 120	445.00
Wurlitzer 1800	650.00	G 200	Write

1/2 Deposit, Balance Sight Draft or C.O.D.

## Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600



# OUTSTANDING VALUES

Wurlitzer Model 1800 ..... \$815.00  
 Wurlitzer Model 1700 ..... 650.00

## Mid-West Distributors

709 Linwood Blvd. (Phone: Westport 1-8776) Kansas City, Mo.

# NCMDA Head: Must Sell 10c

Continued from page 82

He predicts that "unless juke boxes are converted to dine play, operators will be forced to leave their juke boxes deteriorate with as few new records as possible and cut service to a minimum." This, in the end, would hurt not just the operator but the tavern owner and his customers as well. Schlesinger urges operators to stop being errand boys and to sell

their services to the location. "The tavern owner has a right to know about the juke box in his location and his music operator's qualifications."

Operators should "be interested in the problems of the location owner and be prepared to offer him suggestions for increasing his business." In addition, he urges operators to "maintain their regular customers who seem to be drifting away."

Schlesinger pointed out that in "most large cities, where associations function, juke boxes are on dine play. The leaders of these associations have attended meetings of tavern owner associations and explained the situation of rising costs that now confront the music operator, and have convinced the tavern owners that it is necessary for the operators to convert to a dine."

"It is the smaller communities where there are no associations that the operator has been unsuccessful in explaining his predicament."

Schlesinger concludes by saying that unless juke boxes are converted to dine play, the operator will either be forced to remove his juke box from locations that refuse to co-operate, or sell to larger operating companies that will be able to obtain the dine price.

# UNITED SPECIALS

- 5 Eleventh Frames (Like New) ... \$119.00
- 5 Yankees or Rainbows (Clean and Perfect) ..... 99.00
- 5 Team Bowlers (Like New) ..... 89.00
- Shuffle Targets ..... 99.00
- Leaders ..... 89.00
- 5 Selectomatic C's (Very Clean) .. 529.00
- 5 Selectomatic B's ..... 389.00

## BINGHAMTON AMUSE CO., Inc.

BOB BUCKLEY  
 221 Main St. Binghamton, N. Y.  
 9-1515

# 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.

## 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

Write, Wire, Phone Today!!  
 WURLITZER 1900 ..... \$750.00  
 WURLITZER 1800 ..... 595.00

## 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

## 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

## SUPPLIES

- Rotation Balls, Sets ..... \$12.50
- Del. 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

## SHUFFLES

- 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

**PURVEYOR** Better Buys  
 DISTRIBUTING CO.

4322-24 N. WESTERN AVE.  
 CHICAGO, ILLINOIS  
 JUNIPER 8-1814



# First in Bowlers!

Chicago Coin's BOWLING LEAGUE IS

# BETTER!

It is the ONLY Long Bowler with these

Plus... Plus... Plus Features!

- + REAL GUTTERS!
- + HANDICAP FEATURE!
- + ALL MECHANISM IN BACK RACK!

2 SIZES: 14' 8" and 11' 8"  
 "FIRST COIN" IS EXCLUSIVE DISTRIBUTOR FOR CHICAGO COIN in ILLINOIS & INDIANA



PLUS MANY OTHER ORIGINAL INNOVATIONS!

First in Values!



## DON'T MISS THE BOAT

Get our "First Edition" CLOSEOUT BROCHURE for the Most Electrifying Offers in Coin Machine History. Popular BRAND NEW GAMES Going at LESS THAN MANUFACTURERS' COST! It's Only Because We Need the Room, so Hurry! Hurry! First Come—"First" Served! Write or phone for your Brochure NOW!

First in Pool Games!

BRAND-NEW LATEST MODEL BUMPER POOL by CHICAGO COIN



SENIOR SIZE: 36" x 60"  
 • Illuminated Jumbo Bumpers  
 • Levelmatic Adjusters  
 • All Latest Features

ONLY \$125 COMPLETE

## SLATE POOL GAMES

FINEST RECONDITIONED LATE MODEL BUMPER POOL TABLES WITH BRAND-NEW SLATE TOPS INSTALLED, 36" x 52". Ready for Location

\$125

## FINEST SLATE TOPS

Regulation size 32" x 48". Rubber backed billiard cloth, Jumbo Plastic Bumpers

\$67.50

## MID-WEST SPECIALS

- 4 100R SEEBURGS ... \$675.00
- 6 100G SEEBURGS ... 595.00
- 3 1800 WURLITZERS... 795.00

## WALL BOXES

- 100 SELECTION SEEBURG (Chrome) ..... \$49.50
- 5205 WURLITZER (Conv.) ..... 47.50

Now delivering United 14' Bowling Alley

## MID-WEST DISTRIBUTORS

709 Linwood Blvd. Kansas City, Missouri

## READY FOR LOCATION BINGOS IMMEDIATE DELIVERY

- Bally Big Shows
- Bally Broadway
- Bally Big Times

Write or wire for price

Nobody, but nobody out-trades.

## FRANK SWARTZ SALES CO.

515-A Fourth Ave., South  
 Phone: Alpina 4-8571  
 Nashville 10, Tenn.

## BINGOS BINGOS BINGOS

- 2 NIGHT CLUBS ..... \$475
- 4 BROADWAY ..... 395
- 1 BEACH BEAUTY ..... 375
- 2 GAYETYS ..... 110
- 1 GAYTIME ..... 225
- 1 MIAMI BEACH ..... 245

## UNIVERSITY COIN MACHINE EXCHANGE

858 North High Street  
 Columbus 8, Ohio

Tel.: AXminster 4-3529

## ARCADES

Supplying Arcades since 1912

### SPECIAL

Exciting new water polo game, "Squirts." Fast action. Competitive 2 player. Compact. Best new game of the season. Write today.

### NEW MACHINES FOR THE NEW SEASON

- "Squirts" Water Polo, 2 player ... Write
- Jungle Hunt, Exhibit ..... Write
- Lord's Prayer Vendor, Auto, ..... Write
- Metal Typers, Harvard & Standard Write
- Name Plate Machine, Roovers ..... Write
- Graphoscope, Coin Telescope ..... Write
- Williams Jet Fighter, new ..... \$250.00
- Davy Crockett, new, Kiddy Gallery Write
- Pepay the Clown, Williams ..... Write
- Williams Crane, new ..... Write
- Williams Ball-A-Ball Skeeball, new Write
- Sidewalk Engineer new ..... Write
- Auto Test new ..... Write
- Drive-In Movies, new ..... Write
- Bally Police Motorbike, new ..... Write
- Trotter Horse, new ..... \$395.00
- Lancer Horse, new ..... Write
- Goldie Horse, new ..... Write
- Rock 'N' Roll, new ..... Write
- Auto new 2-speed Voice-O-Graph, with musical introductions ..... Write
- Tongo Grip Scale, new ..... \$195.00

Write us your needs. Complete line of new and old games, all supplies, parts, equipment, accessories. One of the largest stocks in the world.

Illustrated catalog free on request



Use The Billboard classified pages for

RESULTS!



# FIRST

## COIN MACHINE EXCHANGE, INC.

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500



**NOW DELIVERING—UNITED BOWLING ALLEY, GOTTLIEB FLAG SHIP, FISCHER 6 POCKET POOL TABLES**

**SHUFFLE ALLEYS**

United Rainbow	\$125.00
Ace	150.00
Speedy	150.00
Mercury	175.00
11th Frame	175.00
Lightning	185.00
Clipper	210.00
Capitol	225.00
Super Bonus	245.00
Pool Alley	295.00
Select Play	375.00
Regulation	395.00
Handicap	425.00
5th Inning	125.00
Bally Blue Ribbon	250.00
Gold Medal	250.00
ABC	395.00
C.C. Miami Shuffle	195.00

**ARCADE EQUIPMENT**

Atomic Bomber	\$125.00
Auto Photo	1,495.00
Bally Big Inning	85.00
Bally Defender	125.00
Balloonat, F.S.	345.00
2 Pl. Basketball	195.00
Boomerang	75.00
Coon Hunt	85.00
C.C. Hockey	75.00
Champion Hockey	125.00
Chester Pollard	
Foot Ball	85.00
C.C. 2-Man Hockey	385.00
Dale Gun	50.00
Evans Bat-A-Scors	145.00
Flash Hockey	225.00
Ex. Hi Ball	95.00
Genco Quarterback	285.00
Genco Champion	
Baseball	275.00
Harvard Metal	
Typar	125.00
Hayburners	75.00
Wms. Jet Filter	225.00
K.O. Filter, F.S.	325.00
Keeney Air Raider	150.00
Keeney Submarine	125.00
Life A League	75.00
Liberator	75.00
Knotty Peaks	25.00
Midget Movies	125.00
3-D Movies	110.00

Muto. Card Vendors	\$50.00
Muto. Photomat	350.00
Muto. Lord's Prayer	Write
Muto. Voice Recorder	375.00
Oracle of the Sphinx	150.00
With cards	325.00
Panorams	175.00
Fitch'm & Bat'm	45.00
Pop Sex	65.00
Genco Rifle Gallery	175.00
Silver Bullets	125.00
Shoe Brush Up	95.00
Shoe Shine	150.00
Ex. Shoot'g Gallery	175.00
Sidewalk Engineer	175.00
Skill Jump	45.00
Silver Gloves	225.00
Speedway Bombs	150.00
Keeney Sportsman	195.00
Telequiz	45.00
Spear the Dragon	125.00
Undersea Raider	125.00
Un. Super Slugger	295.00
Foot Vibrator	150.00
Genco Wild West	250.00
Wms. Crane	225.00
Zodiac, new	395.00
Zingo	65.00
Zodiac Vendors	89.50

**WANT—QUIZZERS AND UNITED DERBY ROLLS**  
Write or phone quantity and price

**RIDES**

Big Bronco	\$325.00
Bally Space Ship	275.00
Bally Champion	350.00
Drive Yourself	525.00
Dopey Duck	250.00
Elsie the Cow	225.00
Ex. Small Horse	195.00
Flying Saucer	250.00
Fire Engine	395.00
Lane Miss America	295.00
Lane Carousel	325.00
Locomotive	250.00
Midget Racer	250.00
Palomino Horses	295.00
Round the World	425.00
See Saw	225.00
Texas Merry-Go-Round	325.00

**MILLS COFFEE VENDORS**  
15 Model 202 complete with Hot Chocolate attachments, \$199.50 ea.

**CIGARETTE MACHINES**

**LEHIGH 12-Col.—NEW**  
All Coin Combinations \$235.00  
**EASTERN ELECTRICS, 12 Col., New** 289.50

Mercury, 9 Col.	\$145.00
National 930, used	95.00
National 950	110.00
P.X., 8 Col.	85.00
Electro, 8 Col.	95.00
Mills 5-Col. Candy	65.00
Keeney 9-Col. Electric	135.00
Rowe 8-Col. Elec. Console, 25c & 30c	95.00

**MUSIC**

AMI A-40	\$100.00
AMI F-120	475.00
AMI D-80	285.00
Seeburg 100-A	225.00
Seeburg A 100-45 R	250.00
Seeburg 200	Write
Wur. 1460	175.00
Wur. 1500	195.00
Wurlitzer	325.00

**BINGOS**

Atlantic City	\$ 50.00
Beauty	45.00
Beach Club	40.00
Brite Spot	50.00
Big Time	225.00
Cabana	45.00
Circus	50.00
Gay Time	210.00
Dude Ranch	45.00
Gay	110.00
Ice Frolics	70.00
Miami Beach	225.00
Manhattan	135.00
Pixie	195.00
Saddle & Turf	195.00
Stars	45.00
Surf Club	65.00
Spot Lite	50.00
Tropics	45.00
Triple Play	145.00
Tropicana	110.00
Variety	110.00
Yacht Club	50.00

Export and Domestic Catalog now available. Please write on your letterhead.

Wurlitzer Distributor

**Tourney Kit**

• Continued from page 92

rules, and a pad of 10-sheets titled "Who's Who in ABC Bowling" with spaces for players to write names and scores to qualify for tourney play-off.

In locations that do not desire to run tournaments, the score sheet may be posted for player interest in top scores.

In addition, the kit has a card to be tacked up above or set up in front of prizes on display to indicate first and second prize. The card has slits for inserting an interchangeable slip announcing time and date of next play-off. The reverse side is designed to display prize for 300 score for use when tournament is not operated.

Another 10-sheet pad is provided for tallying a play-off, and can include up to 10 play-offs. Instructions for operating the tournament are included. While a kit is shipped free of charge with each new game, additional kits are available at \$1.50 from distributors, according to Bally.

**Cincy Votes**

• Continued from page 92

The legality of the ordinance was questioned by attorneys for pinball owners. Attorney Robert Gorman said he is considering testing the ban in court.

The ordinance is to go into effect March 29. Police say it will be no problem to enforce the code, as few illegally operated pinballs remain in the city.

Final debate was held over a proposed amendment that would still outlaw player awards, but allow machines which take more than one coin per game. But the proposal was not adopted.

*It's* **SENSATIONAL CHICAGO COIN BOWLING LEAGUE**

**Real Live Bowling**

- 2 sizes: 14' 8" long or 11' 11" long
- Three-inch hard rubber balls
- Genuine Gutters
- Player controls shots, rolls fast or slow, hook or straight
- Automatic regulation scoring

**WE CAN USE IN TRADE**

**ANY QUANTITY LATE SHUFFLE ALLEYS BINGO GAMES 5 BALLS ARCADE EQUIPMENT**

**CALL, WRITE OR WIRE TODAY**

*Compare* **TRIMOUNT'S Deal!!**

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.



**TRIMOUNT**

Remember **IN NEW ENGLAND IT'S TRIMOUNT**

**40 WALTHAM STREET BOSTON 18, MASS**



**CLEVELAND COIN MACHINE EXCHANGE Inc**  
2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-6715

**GIVE TO DAMON RUNYON CANCER FUND**

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!



# GENCO'S Newest Adult Gun Game...

## CIRCUS

RIFLE GALLERY

PAT. PENDING

even **BIGGER** and **BETTER**  
THAN "BIG TOP"!

NEW  
MYSTERIOUS

## CRAZY BALL

Defies Gravity . . . Floats in Mid Air . . .  
Drops when Hit and Floats back!

NEW **5-WAY**  
ADJUSTABLE FEATURE!

adjustable Jack makes  
targets easier or harder to hit

**VERY EASY . . . VERY DIFFICULT**  
**. . . AND 3 IN-BETWEEN STAGES**



NEW Comical

### "SAD SAM"

Automatic Reversing HOBO FIGURE

Stops and Turns when Hit — Only One  
of its Kind Without Electric Eye!

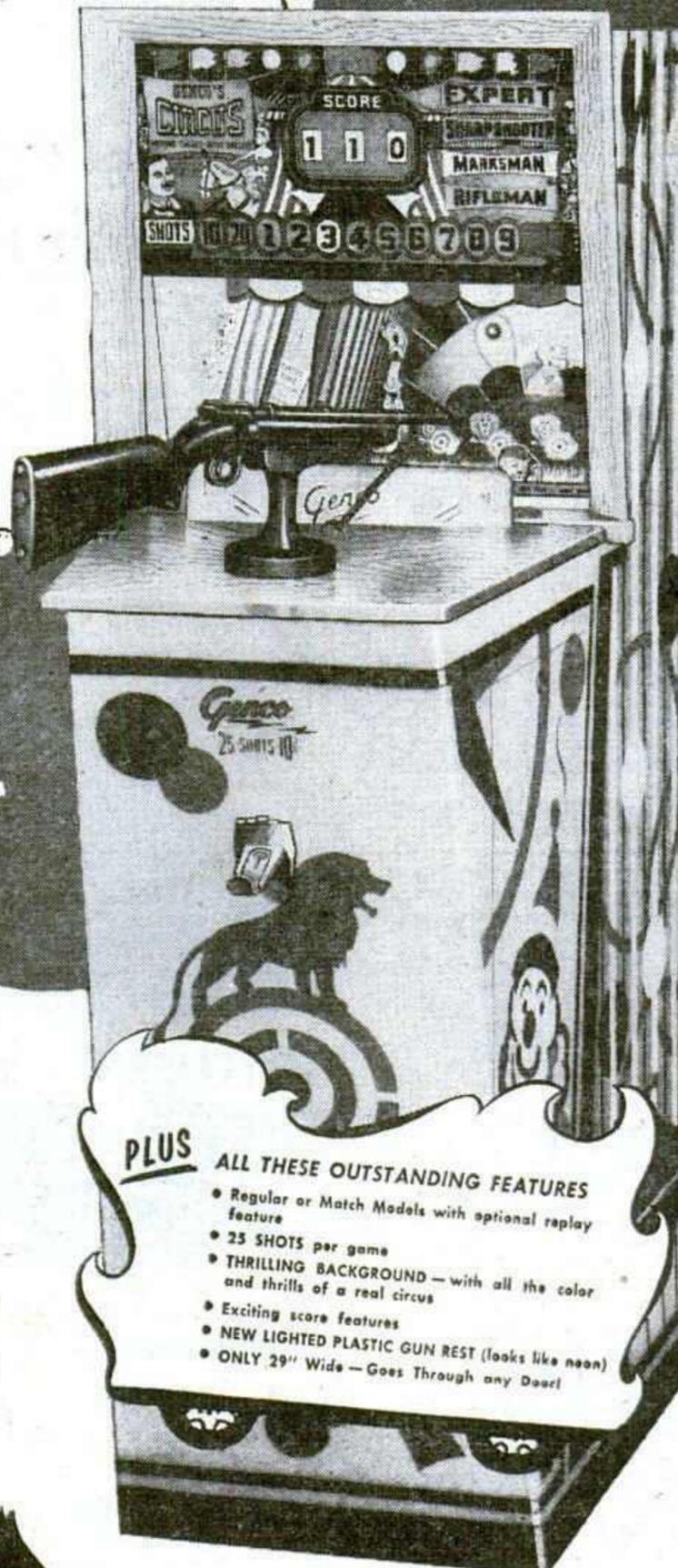


### NEW Realistic CLAY PIPE TARGETS

Actually Seems To  
SHATTER when' Hit!

### NEW Swinging GORILLA TARGET

Head Flops when Hit!



PLUS ALL THESE OUTSTANDING FEATURES

- Regular or Match Models with optional replay feature
- 25 SHOTS per game
- THRILLING BACKGROUND — with all the color and thrills of a real circus
- Exciting score features
- NEW LIGHTED PLASTIC GUN REST (looks like neon)
- ONLY 29" Wide — Goes Through any Door!

## COINMEN YOU KNOW

• Continued from page 95

ments (Rock-Ola), left this week with his wife, Ruth, on a first wedding anniversary trip to Baltimore and Virginia. They also will visit operators on the way in New York and Philadelphia.

Christine Kane, Associated's receptionist, married James (Sugar) Manning, March 2. She will retire and become a housewife. Joan Marston has taken over her spot . . . Si Redd, Redd Distributors, back from Florida . . . Sales manager Bob Jones visiting in Hartford with the new officers of the Connecticut Music Operators' Association, will dash over to Springfield to do the same for the Western Massachusetts Operators' Association.

David S. Bond, president of Trimount Automatic Sales Corporation, is vacationing in Florida. . . Head bookkeeper Blanche Sollosy returned from the Bahamas. . . Al Dolins of Hyannis is back from a Florida vacation.

### Denver

By BOB LATINER

A visitor at Draco Sales Company was Dick Olerich, who headquarters in the historic Colorado mining town of Leadville. He has many locations which are well over two miles above sea level, and does a heavy volume thru the summer months when Leadville attracts large numbers of tourists. . . W. L. Byer, phonograph operator in Fort Collins, Colo., was hobbling around the city recently after a fall which resulted in a broken ankle.

George Burns, Greeley operator, reports volume ahead for the first six weeks of 1957 for his Century Amusement Company. The use of 50-cent coin slots on many of his 200-play locations was cited as one of the major reasons.

Harvey Kelley has reported purchase of the phonograph route formerly operated by Dick Olerich in this area. Olerich will concentrate on the Leadville area. . . Joe Ramirez, local record distributor, reports a sharp upturn in Spanish phonograph record sales. He claims during the past year at least 15 operators in the Pueblo area have devoted up to 20 per cent of their programming to tunes produced in Mexico, Spain and Southern California. Along with operating a record distributing house, Ramirez is also a disk jockey, heard nightly on Station KDZA with an hour-and-a-half all-Spanish music show.

### Miami

By RAOUL SHAPIRO

Ken Willis, roadman for Bush Distributing Company, is recovering from a stroke he had recently . . . Joe Mangone, All Coin Distributing Company, at the race track with the Gottlieb Brothers, who head the Gottlieb Manufacturing Company, with Mangone, their Florida distributor. Other visitors were Barney (Suggy) Sugarman, Runyon Sales, New York, New Jersey, and Connecticut outlet for AML, and Dave Stern, Philadelphia, Rock-Ola distributor.

Harry Zimand, Acme Music Company, is excited over his new boat. With so many coinmen getting boats these days, telephone service will have to install ship-to-shore phones to relay service calls. . . Buddy Kaufman, C&L Amusement Company, proudly showing off his new station wagon.

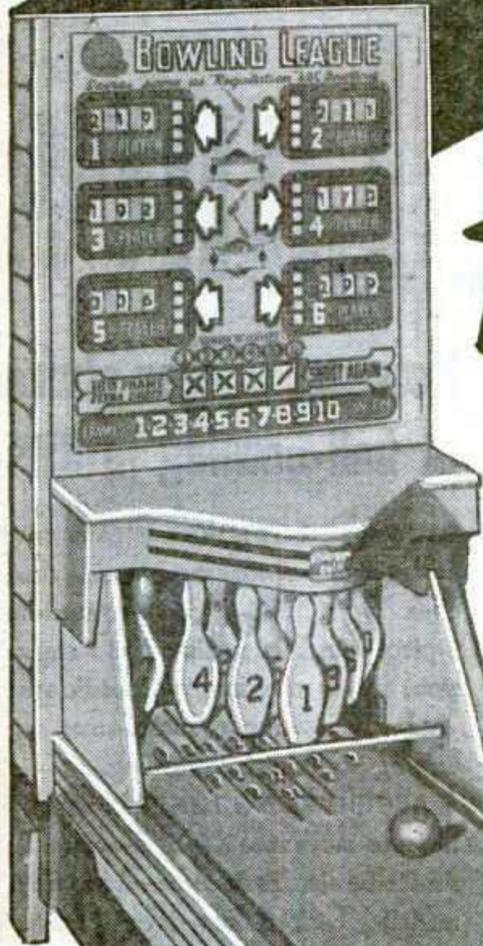
STILL IN PRODUCTION . . .  
GENCO'S "DE LUXE" 6-PLAYER SKILL BALL

# GENCO

MFG. & SALES CO. 2621 N. Ashland Avenue  
Chicago 14, Illinois

THE ONLY LONG BOWLING MACHINE  
WITH THESE "PLUS BOWLER FEATURES"

chicago coin's  
**BOWLING LEAGUE**



\* **SCORING HANDICAP CONTROL!**  
Player Before Shooting The 1st Frame May  
Handicap His Score Same As In Real League Play!

\* **GENUINE GUTTERS!**  
Same As In Real Bowling!

\* **All Of The Mechanism Is Located  
In The Easily Accessible Back Rack!**

- No-Strain! No Stoop!  
Ball Return Rack Operates The Same As Regulation Bowling!
- Ball Return Button Easily Accessible!
- Mirrored Glass!
- Automatic Regulation Scoring!
- 3 Inch Hard Rubber Balls!
- Equipped With National Slug Rejector!

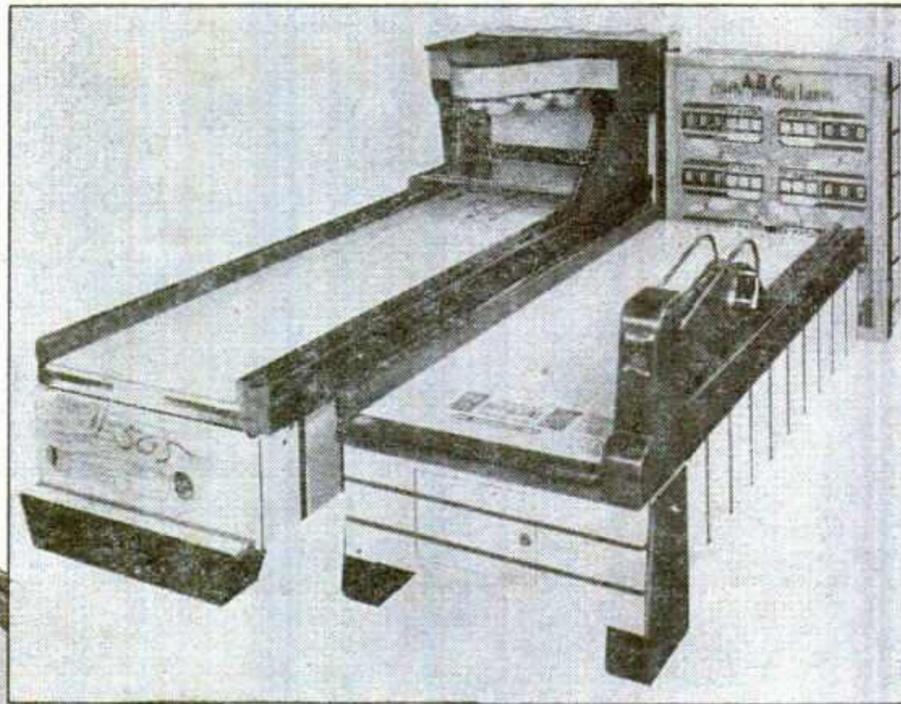
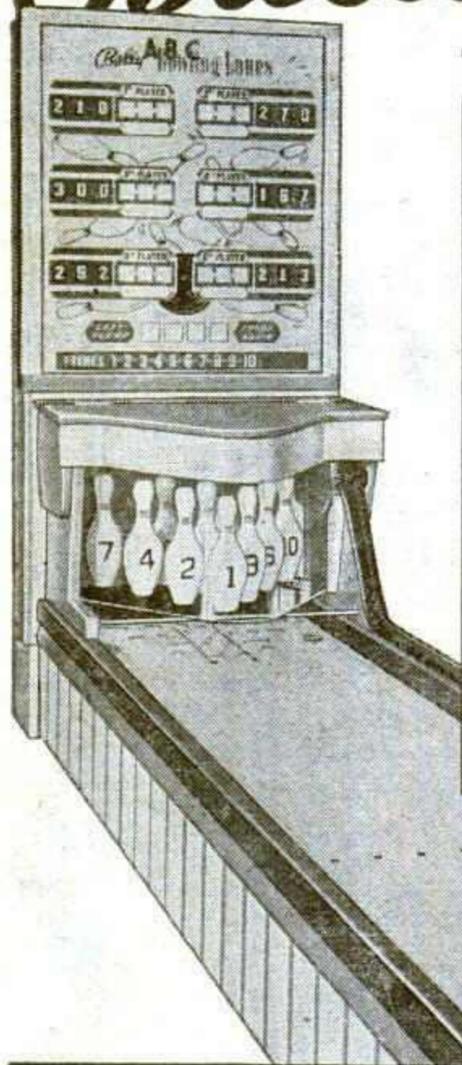


1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

Your Choice Of 2 Size Cabinets!  
(3 Sections For Easy Handling)  
**14'8" LONG**  
**11'11" LONG**  
29 Inches Wide — 18 Inches High

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.

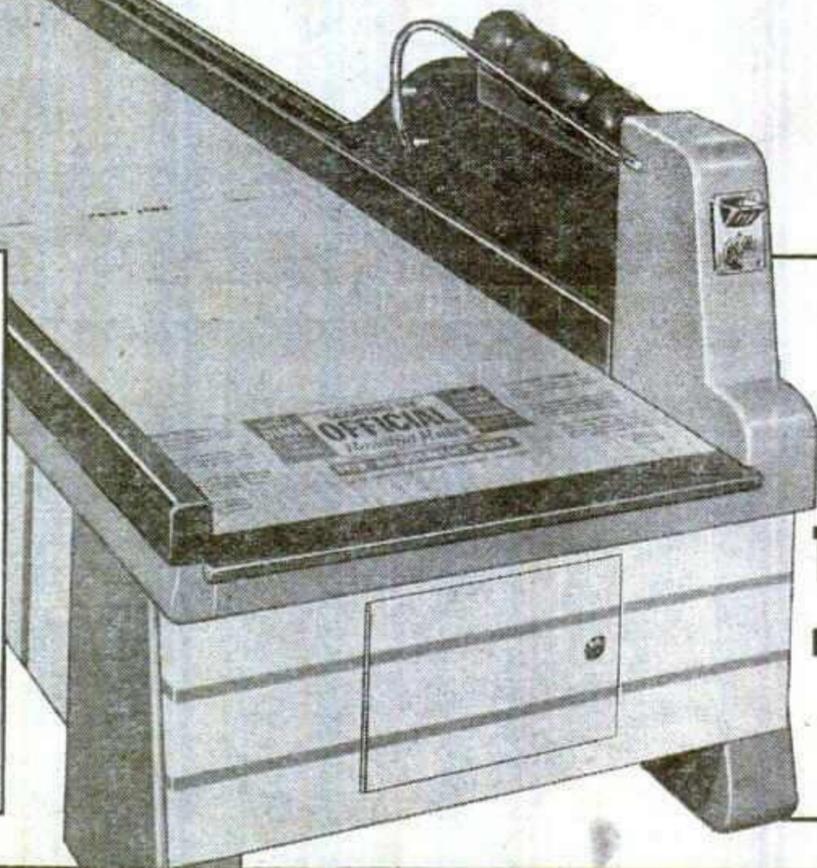
Get ABC BOWLING LANES working for you now and be set for the biggest profit year you ever enjoyed. Order ABC BOWLING LANES from your Bally Distributor today.

**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



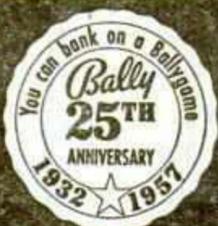
1, 2, 3, 4, 5 or  
**6 CAN PLAY**

2 POPULAR SIZES  
**14 ft. long - 11 ft. long**

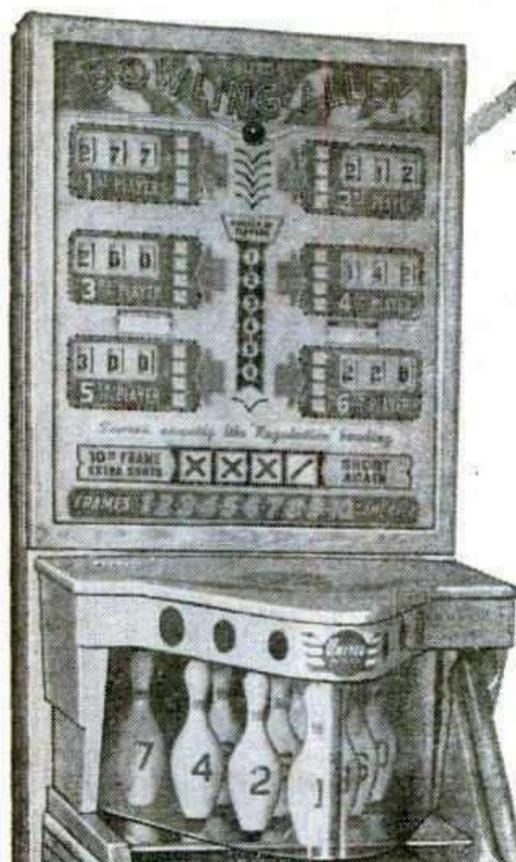
HIGH-SPEED LIGHT-UP TOTALIZERS  
HIGH-SPEED PIN-SETTER  
GIANT PINS

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**



*Fast and  
Finest*



UNITED'S **BOWLING  
ALLEY**



AVAILABLE IN  
14 FT. AND 11 FT. LENGTHS

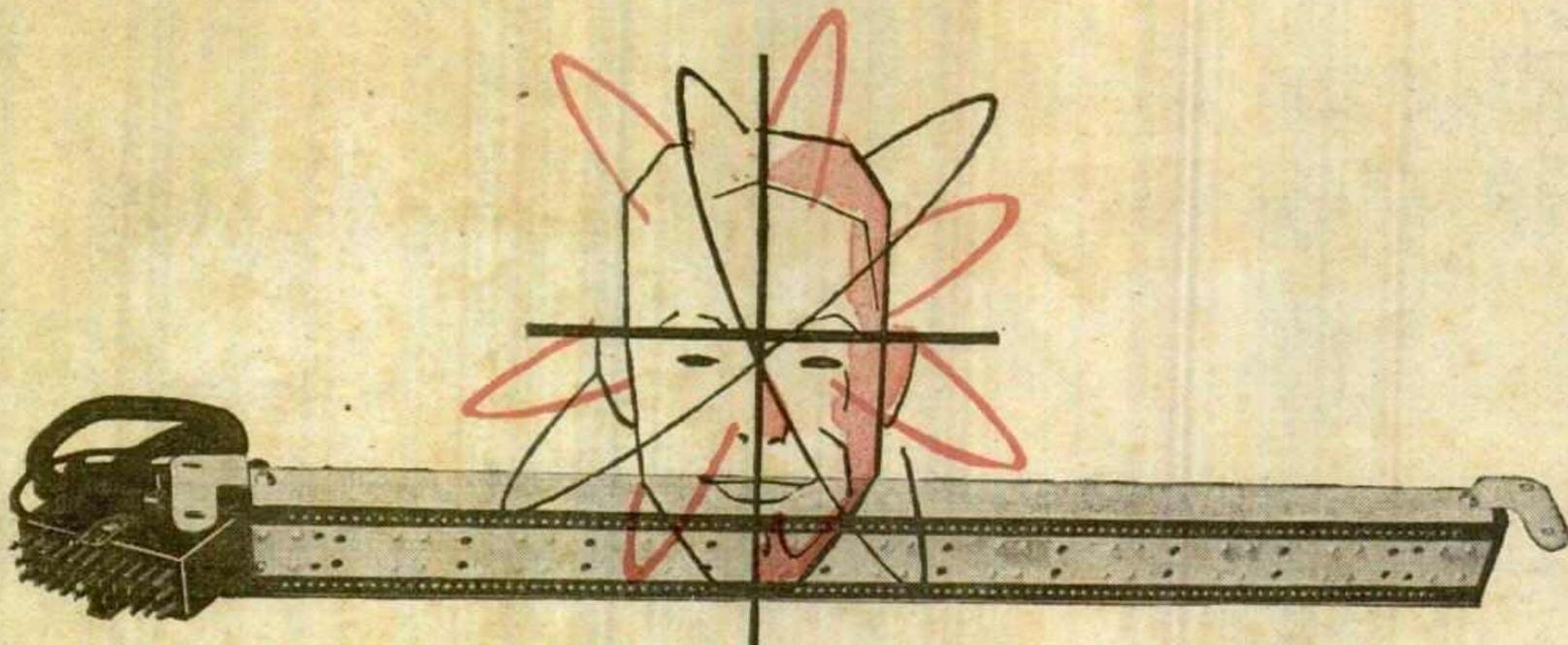
14 FT. MODEL CAN BE SEPARATED  
INTO 8 FT. AND 6 FT. SECTIONS  
FOR EASY INSTALLATION  
AND HANDLING

SEE YOUR  
UNITED DISTRIBUTOR  
TODAY

YOU'LL  
MAKE MORE  
MONEY  
WITH UNITED  
EQUIPMENT

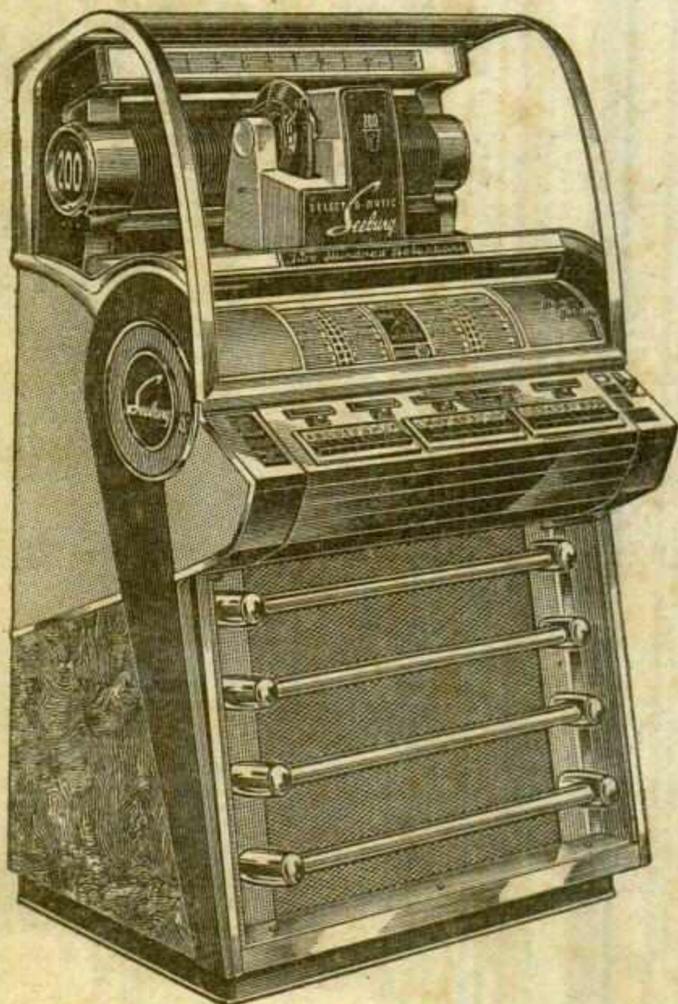
**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS





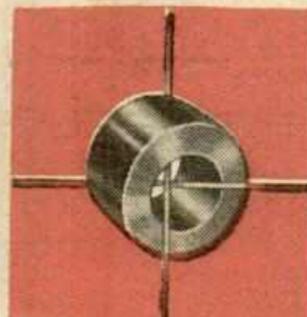
**the memory unit of the  
SEEBURG TORMAT SELECTION SYSTEM**

- (1) has no moving parts**
- (2) is permanently sealed and  
guaranteed for 5 years**



Only the Seeburg V-200 has the Tormat Memory Unit with *no moving parts*.

Instead of electro-mechanical assemblies involving hundreds of moving parts, there is a tiny Toroid (shown enlarged many times) to control the play of each record side. This is the first commercial application of Toroids other than for "memories" of giant computing machines.



**THE Seeburg V-200**

**THE MUSIC SYSTEM**

**THAT HAS EVERYTHING**

**FOR MODERN MUSIC MERCHANDISING**

*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*