

The Billboard

PRICE:
35 CENTS

ALL OVER
THE WORLD

MARCH 16, 1957  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 

Now You Can Bowl At Corner Tavern

Dime-a-Game, 14-Foot Alleys Set Fresh Trend in Fun; Keep Score Automatically

By KEN KNAUF

CHICAGO—"A bowling alley in every tavern" is the slogan of amusement manufacturers in 1957. And how does one go about getting a bowling alley into a tavern? Build a better tavern? Game manufacturers have solved the problem. They've built a smaller bowling alley. And about 10,000 such games, all coin-operated, are already spotted in taverns thruout the country.

The neighborhood tavern has in the past often served as locale for everything from turkey raffles to bean-bag tournaments, but seldom before has it boasted a bowling alley.

Manufactured by four Chicago manufacturers, the new coin-operated bowling games have 14-foot alleys, electrically-tripped bowling pins that reset themselves, and automatic ball returns. The three-inch bowling balls used are made of hard rubber. The bowling pins look like the real thing, but are just 10½ inches high. Alleys, single lane and elevated from the floor, are made of Formica; some are complete with ball gutters. An automatic scoreboard located above the pins registers strikes, spares, and totals scores frame-by-frame for up to six players per game.

Bowl for Dime

Best feature of the game from the player angle is the fact that it can be played for just 10 cents. It's a fast-moving game which can be run off in about a minute per player, and balls are returned within a few seconds' time. It can earn from \$3 to \$5 per hour of operation.

Fact is, the game moves so fast that players often find themselves bumping into each other while moving to and from the foul line. This results in spilled drinks and bruised shins, but also brings a fresh bustle of activity into the nation's taverns, long rendered inert by the quietus of television. Players usually take time for a beer frame or two, so tavern owners aren't apt to complain.

After noting the influx of business that the new game can bring,

Automatic Pin Setters Next?

CHICAGO—Real bowling pins and automatic pin-setting devices may be the next step in coin-operated bowling game production.

At least one manufacturer is reportedly considering such a development.

The idea may not sound practical, but then neither did the idea of a 14-foot bowling game, now a reality. Previously, the longest coin-operated bowling games were eight to nine feet—small enough to fit into most tavern locations.

the tavern owner is likely to welcome installation, providing that he can move the 540-pound, 14-foot-long machine over the welcome mat. In some cases he rips out booths to make room for the game. If the tavern across the street has the game, he's almost bound to get one, if he has to ease it down the chimney. Such is his problem.

The game operator, who owns the game and gives the tavern owner a split of the coin receipts, also has a problem: the game is the most expensive such item in history. It sells in the \$1,000 range, quite a jump above the \$200 tab on its popular predecessor, the coin-operated pool game.

Needs Bigger Splits

Not every operator can afford to make this kind of investment, considering that the machine must take in 20,000 dimes to earn its price on a 50-50 split basis. That's about 55 games a day over a year's time. By that time the game's likely to need repair. As a result, operators in many areas are demanding a bigger slice of the receipts—up to 65 per cent—before installing a big bowler. Some feel that if they buy heavy in big bowlers they may find themselves winding up with "just a lot of wood" by year's end.

But the record high grosses these machines are taking in—as high as \$100 a week in some cases—and the fact that the market has only been scratched to date, seems to

(Continued on page 85)

SHOW BUSINESS TAX \$89 MIL AT END OF '56

WASHINGTON — Show business-conscious Americans paid excise taxes to the tune of \$88,862,000 during the final quarter of 1956, according to a report issued by the Bureau of Internal Revenue. Biggest gains were in excises on phonograph records and cabaret admissions, traditionally big items in the holiday season. Radios, phonographs and TV sets, musical instruments, coin-operated amusement and gaming devices and bowling and pool also showed increases.

Phonograph records totaled \$4,093,000, an increase of \$1,302,000 over the last quarter of 1955. Excises on records totaled \$7,347,000, versus \$1,681,000 in the 1955 quarter. Levy on cabaret and roof garden admissions added \$11,209,000 to the federal coffers. Take on musical instruments during the final quarter of 1956 increased \$315,000 to a total of \$3,450,000.

Excise on coin-operated amusement devices, at \$335,000, was up \$16,000 over the final quarter of 1955. The quarterly levy on coin-operated gaming devices reached \$592,000, up \$16,000 from 1955. Taxes on bowling alleys and pool tables yielded Uncle Sam \$313,000.

Collections on theater, concert and sports admissions dropped more than \$5,000,000 during the quarter to a total of \$26,005,000.

Miami Beach Clubs' Business Radiates With Record Stars

Visitors Hip, Tho Local Disk Sales Low; Artists Co-Operate on Plugs

By REN GREVATT

MIAMI BEACH, Fla. — The power of the recording star at the personal appearance level is being demonstrated again and again at major hotels and clubs in this mecca of well-heeled vacationers from all parts of the U. S. and Canada.

Despite the fact that the area is without a single discounter or even an outstanding retail record operation—and that less than 1 per cent of the nation's record sales are accomplished here where as much as 3 per cent of the total retail trade is done—bookers have found that record stars are the big bait for the entertainment dollar.

Hip Audiences

Much of the trade in the swankier rooms consists of the spenders from the wintry hinterlands. In record circles, such a group might be expected to be very square, but the fact is, according to spokesmen here, when a record artist breaks into a medley of his own hits, it's usually greeted with spontaneous applause, indicating a surprising hipness on the part of the audience.

Record artist clicks here are numerous. Tony Martin, now at La Ronde of the Fontainebleau Hotel, has packed the house for the past two weeks. Jerry Lewis,

whose recent record success was something of a surprise in the trade was booked for a week in the same room early in the winter season. The opening night was almost a flop due to the clatter of dishes. Lewis wound up the week a smash, with more than 5,000 turned away at the doors.

According to Harold Gardner, press representative for the hotel, record names have had an edge right along at the Fontainebleau, particularly "because they lend themselves to promotion so well." The disk jockey publicity function, often handled by local distributors or home office publicists, is done by the location men themselves here. Gardner, pointing out that the tourists do not watch TV but spend hours listening to portable radios or auto sets, works directly with stations and jockeys setting up "in person" visits to shows by artists. "Record artists are used to this routine," says Gardner, "and know how to make the most of it."

Americana Hotel

At the Americana, known here as "this year's hotel," record acts have monopolized the bookings since the hotel's opening last November. Tony Bennett was so strong in his two-weeker here in December that he'll do a return slotting for a week in April. In addition to working with the hotel's publicity staff, Bennett hired his own press agent here for additional exposure.

During the past week, Carmen Cavallaro and his orchestra have been a strong draw on the same bill with Lisa Kirk as the headliner. The chanteuse is already promoting a new album, soon to be cut for Decca. Patti Page, who opened at the Americana Wednesday (6), is expected to be one of the season's strongest sellers here.

(Continued on page 24)

Record Names Cool in N. Y.

NEW YORK—Manhattan still is a strong town for record talent in night clubs, but record names are beginning to be in demand at local movie houses.

Disk jockey Alan Freed, WINS, here, chucked up smash box-office results with his rock and roll stage show at the Paramount Theater a couple of weeks ago, and Jock Henderson is slated to present a r.&r. bill at Loew's State in April.

Meanwhile, Lillian Briggs leads up the bill at the Palace Theater this week, since disk jockey Jerry Marshall's pacting by WMGM here ruled out previous plans for him to take a pop record star stage package into the house.

NEWS OF THE WEEK

TV Passes Into Age of Tape; NBC Picks Up Machine Use . . .
Television has quietly moved into the age of tape recording, with recorders now proved commercially. NBC, which lagged in purchase of machines, is telecasting with tapes more than CBS today. . . . **Page 3**

Brewers Note Sales Rise With Strong, All-Adult TV Series . . .
The breweries that pegged their TV identification on a strong, all-adult-appeal program generally scored sales increases in 1956, a study of tentative 1956 sales finals indicates. . . . **Page 2**

Disk Industry Org Documents 1956 as Peak Sales Year . . .
The record business during 1956 achieved a dollar volume of \$320,000,000 at the retail level, according to estimates by John Griffin, executive secretary of Record Industry of America. Big phonograph sales, expansion of record clubs, racks and increased consumer advertising seen as factors in upsurge. . . . **Page 16**

SPA Members Active, With Developments on Two Fronts . . .
Members of the Songwriters' Protective Association were active on several fronts last week. In Washington, D. C., a group of ASCAP-affiliated SPA members were informed that if their recent conspiracy charges against

the networks hold up under investigation they may be considered in Senate Commerce Committee hearings. At the same time, an opposition group of BMI-affiliated SPA members were notified that if hearings are held they will be allowed to air their views on the subject before the committee. . . . **Pages 16, 17**

Cig Vending Gets Attention Of Midwest Legislatures . . .
Cigarette vending was a prime topic in the Iowa and Indiana legislatures last week. Iowa, the only State in the union to prohibit cigarette vending machines, considered a bill to legalize them. The Indiana Senate was expected to pass a bill increasing the State's cigarette tax. The bill would eliminate the need to insert pennies in cigarette packs stacked in vending machines. . . . **Page 81**

DEPARTMENTS AND FEATURES

Amusement Games . . . 85	Music Pop Charts—
And-Arena . . . 56	Album Buying Guide . . . 28
Carnival . . . 63	Honor Roll of Hits . . . 36
Circus . . . 60	Best Seller Lists . . . 38
Coming Events . . . 72	Tips on Coming Tops . . . 44
Classified Ads . . . 70	Parks & Pools . . . 32
Coin Machine Market . . . 84	Pipes . . . 68
Fairs & Expositions . . . 62	Radio . . . 16
Final Curtain . . . 57	Rinks . . . 59
General Outdoor . . . 53	Routes . . . 57
Letter List . . . 69	Television . . . 2
Merchandise . . . 68	TV Film . . . 9
Music . . . 16	TV, TV Film Reviews . . . 14
Music Machines . . . 73	Vending Machines . . . 81

FALL IN FOR FALL

CBS Pegs Saturday, Mon., Pulls Big Switch on Friday

NEW YORK — Reports were that next season's programming plans for several key evenings on CBS-TV were beginning to fall into place. They are Saturday and Monday night, two major problem areas, with an important switch taking place on Fridays.

The first Saturday half hour to be locked in for next fall is Saturday 10:30-11 p.m., which has been bought by Wildroot on alternate weeks, with co-sponsorship open. It will sponsor "New York Confidential," a half-hour mystery vidfilm series produced by Television Programs of America. The probable Saturday line-up next season for CBS consequently becomes "Have Gun Will Travel," the Dick Boone vehicle, at 7:30-8; "Perry Mason," 8-9; "Oh! Susanna," 9-9:30; a show and sponsor yet to be named for 9:30-10, and "Gunsmoke," at 10, its current position.

Sylvania will get first crack at "Have Gun" as a replacement for its "Buccaneers." "Perry Mason" is as yet unsponsored, tho Procter & Gamble is said to have shown interest. "Oh! Susanna" will most likely continue to be bankrolled by Helene Curtis and Nestle's. Procter & Gamble has given up on 9:30-10. Liggett & Myers will most likely stay with "Gunsmoke," its current success.

Monday Key

The occupant of the vital 9-10 Monday evening slot on CBS-TV next season is expected to be "The Big Record," the musical vehicle which features Patti Page. Lucille Ball and Desi Arnaz will most likely do a limited number of hour shows for Procter & Gamble and General Foods, its current clients, and surrender their current weekly series. Incidentally, these advertisers are also expected to co-sponsor "The Big Record."

"December Bride," now in the

9:30-10 time period on CBS-TV, will very likely be shifted to Friday at 8:30 where its current sponsor, General Foods, may surrender alternate weeks to General Electric. "The Zane Grey Theater," which holds the 8:30-9 time period Fridays this season, will be moved up a half hour to 8 p.m. next fall.

Lucy Reruns

CBS-TV also now is offering "I Love Lucy" reruns for the first time in a prime time period. They will be available in the Wednesday 7:30-8 p.m. time slot next fall where they are expected to furnish spirited competition to "Disneyland" on ABC-TV and "Wagon Train," the new NBC-TV entrant, 7:30-8:30.

The slotting of "New York Confidential" at 10:30 on Saturdays will probably influence American Tobacco and Warner-Hindant to move "Hit Parade" into the 10-10:30 slot that evening or some other acceptable time period. Batten, Barton, Durstine & Osborn is the agency for Wildroot, the "Confidential" co-sponsor, as well as American Tobacco.

The new CBS-TV Saturday evening line-up of Westerns and mysteries for next season, if it shapes up as expected, will probably see the web battling the NBC combination of variety shows, Perry Como, 8-9, and another similar type stanza 9-10 with talent as yet unselected.

STRATEGIC WITHDRAWAL

Webs Reversing on Vidfilm Production

HOLLYWOOD — Are the networks pulling in their belts and letting independent producers and film studios turn out a major portion of the new programming for next season? Altho the evidence isn't all in yet, it appears that there has been a considerable reversal in general network policy as far as pilot production is concerned.

The primary reason are (1) the anti-trust hearings by the Senate Interstate Commerce Committee, the Celler Committee and the FCC last year; (2) the poor quality of new programming last season, laid rightly or wrongly at the doorstep of the nets, and (3) a growing conviction among net executives that whatever they have to gain by turning out pilots is not worth the cost and the risk.

It would appear, therefore, that independent producers have won at least the first round of their battle against what they term "production dominance" and "program control" by the networks.

Carrying the Ball

That it is the TV film producers who are now carrying the major burden for turning out next season's new shows is demonstrated by a few of the figures. Screen Gems is producing 18 pilots; Desilu, 9; TCF-TV a half dozen (both Desilu and TCF-TV in conjunction with NTA); Warner Bros. a half dozen; M-G-M probably four or five; Hal Roach a similar number, and a host of other production companies, two or three.

In contrast, NBC will most likely

not film more than about four new series, and CBS a half dozen. An NBC exec said last week that there is a definite reappraisal going on, not only because of the anti-trust hearings, which have had their effect but because there is a question as to whether it is worthwhile for a network to retain a large creative staff.

At CBS the situation is somewhat different. For one, the network is not expected to have as many openings for new programs, and seems to be tailoring each pilot it makes for an individual slot (it is not showing them to prospective sponsors unless these have specific time periods in mind). One CBS exec said that, as far as he could see, there was no basic decrease in the amount of production.

Nevertheless, whereas last season there was a negative attitude among producers because they felt the nets would try to block outside programming, this has been to a large extent reversed, giving impetus to production. Another spur has been the surge of ABC, whose policy it has always been to deal with independents.

The result has been that, altho numerically the networks may not be producing much less than last year, other producers are turning out more and, therefore, in proportion, the webs have a smaller share of the telefilm industry.

Prudential's Buy May Set Pub Affairs Pace

NEW YORK — The Prudential Life Insurance Company has made a program buy from CBS-TV which may establish a pattern for sponsorship of public affairs shows. Prudential will replace its current combination of "You Are There" and "Air Power," in the 6:30-7 p.m. slot on the web, with "The 20th Century."

It will run for 26 weeks, but included in it will be about four hour shows. And Prudential will also offer up to six half-hour news shows on a pre-emption basis in the same time period. The news

Met Plans Fall Closed-Circuit Education TV

NEW YORK — The Metropolitan Opera Company, which couldn't make a go of theater TV and has been bounced by Ed Sullivan for web TV, is planning an educational TV schedule in color for the fall with the Closedcircuit Telecasting System. The plan calls for a weekly one-hour opera performance from the Met's stage, beamed to hundreds of colleges and high schools. Ford Foundation is mulling the financing.

CTS, which just launched closed-circuit shows in color, is conducting a number of demonstration shows in Detroit March 13-15 for the automotive industry, including a 15-minute one-shot from WNBQ in Chicago.

La McKenzie For Shulton

NEW YORK — Shulton, Inc., has bought its first TV series. Next season it will sponsor alternate weeks of Gisele McKenzie in a live package to be produced by Jack Benny's J.&M. Enterprises.

The sponsor is looking for a network berth and for a co-sponsor for the musical show. Wesley Associates is the agency. Last season the advertiser used Victor Borge on CBS-TV.

2-Part Drama Pulls at Last

NEW YORK — The hour dramatic cliffhanger in two parts can evidently pull viewers. The two part "Studio One" production of "The Defender" improved its Trendex rating 4.3 per cent in the second week over the first.

The first part on February 25 received an average 17.9 for the 10-11 hour on CBS-TV. Its March 5 rating was an average of 22.2, indicating a strong display of interest on the part of many viewers who hadn't turned to the first part, while most of the first week's audience must have returned.

Dodge May Head NBC's New Dept.

NEW YORK — NBC-TV is establishing a Client Relations department, with John Dodge as the probable chief. Jerry Vernon is moving over from the media department of J. Walter Thompson to become assistant director.

Vernon was formerly central sales manager for ABC-TV.

NBC-TV Eyes Reynolds Films

NEW YORK — NBC-TV gets first look this week at an hour-long drama show for which Producer Sheldon Reynolds has signed top scripters like John Steinbeck and directors for each stanza like John Huston, Anatole Litvak, Preston Sturges and Robert Siodmak. The film series is said to be a possibility for Saturday nights next fall.

NBC also has first refusal on two Reynolds half-hour shows, a cloak-and-dagger costumer called "The Sword" and "Dick and the Duchess," a comedy mystery series on the style of "The Thin Man."

ABC to Drop RKO Features

NEW YORK — ABC-TV has dropped from its fall plans the continuation of the RKO feature films in the Sunday 7:30-9 p.m. slot, where they premiere next month. The probable entry 7:30-8:30 p.m. will be "Mystery Street," the M-G-M film series being produced by Andrew Stone. A half-hour show will probably go 8:30-9.

A second possibility for the Sunday 7:30-8:30 time is "Conflict" (not the current Warner Bros. film dramas), an alternating live and film dramatic series originally slated to have Yul Brynner as star-host.

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

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

Editors

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

Managers and Divisions

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

Offices

Cincinnati 22, 2160 Patterson St.
E. W. Evans
Phone: DUbar 1-6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: Central 4-8761
Hollywood 28, 6000 Sunset Blvd.
Sam Abbott
Phone: HOLlywood 8-5831
St. Louis 1, 390 Arcade Building
Frank B. Joerling
Phone: CHestnut 1-0443
Washington 5, 1426 G St., N.W.
News Bureau
Phone: NATIONAL 8-4749

Advertising Managers

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

Circulation Department

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

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

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

702

Name _____

Occupation or Title _____

Company _____

Address _____

City _____

Zone _____

State _____

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

DUE IN APRIL

TV Academy To Establish Nat'l Chapter

NEW YORK—The TV Academy of Arts and Sciences hopes to take a long step forward with the formation of a national chapter which is expected to occur in early April. The creation of a national chapter will extend the organization deep into the hinterlands of the United States, and is expected to embrace as many as 15 more chapters in other cities, in addition to those already established here, in Hollywood and in San Francisco.

The formation of a national chapter will also aid tremendously toward the recognition of local programs, recognition which is already being given in this year's awards, but which, it is hoped, will soon be handled by local chapters.

On other fronts to aid the betterment of programming, the Academy has already organized a number of seminars and workshops for writers. It is also in the process of organizing a library of kines and films, and will also offer an annual George Heller scholarship with the co-operation of the American Federation of Television and Radio Artists, according to Henry White, director of activities for the Academy.

Co-Sponsors In Title Fuss

NEW YORK — American Tobacco and Warner-Lambert Pharmaceuticals are understood to be in disagreement over the title of "Your Hit Parade" for next season. The latter is said to feel the present title gives American Tobacco an added plug for its Hit Parade brand of cigarettes.

American Tobacco seems adamant in its refusal to alter the name, for which it has spent millions invested in the TV property. Consequently, Warner-Lambert may be shopping for another show.

Video Phones May Battle Closed-Circuit

NEW YORK — The television phone, unveiled on the Martin Block show over WABC-TV here March 8, may prove a competitor to many closed-circuit TV operations. American Telephone & Telegraph is reported rushing plans to make the picture phone system available to firms for conventions, etc., even before private home installations are possible.

Long-distance tests between California and New York have been pronounced successful, and use of the "see as well as hear" phones is "just around the corner," according to an AT&T spokesman.

'My Flicka' Set for CBS Sunday at 6

NEW YORK — "My Friend Flicka" will settle into the Sunday 6-6:30 p.m. time period on CBS-TV, replacing "Telephone Time" which moves to ABC-TV.

For three weeks preceding the April 7 return, "Flicka" will be seen Saturdays, 7-7:30 p.m.

MISS TEMPLE WOODED AGAIN

NEW YORK—A sudden revival of interest in Shirley Temple is being marked by a number of offers from packagers who are bidding for the TV services of the former star. United States Steel made a recent attempt to sign her as its commercial spokeswoman, replacing Mary Kay and Johnny Stearns.

Miss Temple refused the offer, as she has other TV bids to date, preferring retirement as the wife of Charles Black, utilities executive, in Northern California.

IN COURT

IBC Ruling May End TV's Fights

NEW YORK—The decision of Federal Judge Sylvester Ryan last week, ruling the International Boxing Club a "monopoly," may mean the end of the Wednesday ABC-TV fights and Friday NBC-TV fights under their present production set-up. The fights will undoubtedly continue, but the government will submit a decree within 30 days on how to break up or end the all-powerful ring enterprise.

Any break-up of the IBC might mean that sponsors of the fights will have to negotiate individual contracts with various promoters throught the country, a task that will not only be more troublesome, but also might be more costly. Gillette two weeks ago signed a two-year pact with the IBC to continue to carry the IBC fights.

P&G, Levers Battle Over NBC Daytime

NEW YORK — NBC-TV daytime is suffering from too much prosperity. The problem is a quarrel between Procter & Gamble and Lever Bros. over sponsorship of several daytime shows.

P&G. is said to be ready to buy about six and a half quarter hours of NBC shows, among them "Price Is Right," "Tic Tac Dough" and another alternate quarter hour of "Queen for a Day." Levers wants four quarter hours, among them "Tic Tac Dough" and "Queen." No resolution has been made yet, tho the betting is on P&G.

COUNT NOW 15

ABC Continues Hour Trend Via 'Showboat'

NEW YORK—ABC-TV has increased its hour-long shows on the fall evening schedule to 15 with the purchase of "Showboat" from Screen Gems. Rory Calhoun stars in the situation musical series produced by Irving Briskin, previously offered in two forms, 30 and 60 minutes. The web paid a reported \$85,000 per stanza.

Saturday, 7:30-8:30 p.m., is the probable slot for "Showboat," with the twin Warner Bros. adult Westerns, "Maverick" and "Sugarfoot," originally scheduled in that time, moved to Thursdays, 8-9 p.m. The Gary Cooper show, slated for the latter spot, has been left unslotted pending a sale. With Lawrence Welk renewed and Guy Mitchell penciled in for 8:30 p.m., ABC

More Auto TV Due for Fall; Almost All in Program Hunt

NEW YORK—The automotive industry, especially General Motors, is expected to make much more use of network TV next season. Initial indications show virtually all the motor companies shopping for programs, with an area of special concentration being spectaculars.

The Buick division of General Motors is now on the prowl for at least two spectaculars, price said to be no object, to celebrate its upcoming 50th anniversary in 1958. One major possibility is said to be an NBC-TV spectacular which would celebrate the 50th anniversary of Irving Berlin in show business. Among the names being considered are Bing Crosby, Fred Astaire and Ethel Mernan. The word has also gone out to CBS-TV to find a spectacular of the same impact potential.

Edsel Search
The new Edsel division of Ford Motors is also continuing its industrious search for spectaculars, with about nine yet to be bought. Its first purchased was a two-hour video version of "Annie Get Your Gun" with Mary Martin. Among other ideas being considered is

sponsorship of either one of three major motion pictures, "High Noon," "Moulin Rouge" or "African Queen," all independently produced and price-tagged at \$250,000.

Oldsmobile, the one General Motors division which has used NBC Saturday night spectaculars this season, has received impressive ratings. It will very likely sponsor another such series next fall.

Chevrolet has already bought a minimum of 39 shows Sundays, 9-10 p.m., on NBC. They would consist of 26 Dinah Shore hours, eight featuring Ginger Rogers and the rest to be filled in by Bob Hope and whatever other important name talent can be signed.

Chevy Talks
Chevrolet is also said to be negotiating with CBS-TV for a half hour of time for a program to be bought. Buick is also shopping for a regular weekly program, as is Pontiac, which left the medium with such a loud clamor. Oldsmobile also is looking at program and time availabilities.

Ford will probably renew all its current shows and look for another regular weekly property to carry

the Edsel banner. Chrysler will keep everything it has now except Ray Anthony and use the 9:30-10 position on ABC-TV Friday nights for a new show, as yet unselected. It may also buy another property, if its competitors throw enough weight into the medium, and it feels it needs more impact.

The revival of interest on the part of General Motors is obviously the result of its drop in sales this season. Ford has outproduced Chevrolet during the first two months of this year, and Plymouth has taken over third position in industry sales, with Buick missing out.

HARDLY A FLICKER

TV Quietly Going To Tape Recording

HOLLYWOOD — Television has quietly moved into the age of tape recording without fanfare, and with hardly a flicker on the screen to herald its arrival.

NBC-TV, which lagged behind CBS in placing its order and in receipt of the machines, actually has stolen a march on its rival as far as the amount of tape actually telecast is concerned. The network now tapes and sends out on the air four and a half hours daily.

CBS-TV still carries only the Douglas Edwards news regularly via tape—five "Talent Scout" programs have also been taped—but is taking a different approach. According to V.-P. Howard Meighan there will be a complete switch from kinescope to tape at the advent of Daylight Saving Time, by which time the net will have five Ampex recorders.

Most important, perhaps, is the fact that the recorders have now proven themselves commercially.

NBC presently is taping the first hour of "Today," from 7-8 a.m.; "Tonight," from 11:30 p.m. to 12:30 a.m.; the News Caravan, from 7:45-8 p.m., and the 7:30 p.m. strip every day except Wednesday and Friday. "Hit Parade" and Sid Caesar will probably be added to this sked in the near future. There is still a standby line for protection, but so far the tape has broken only once, and that was described as due to a one-time only defect.

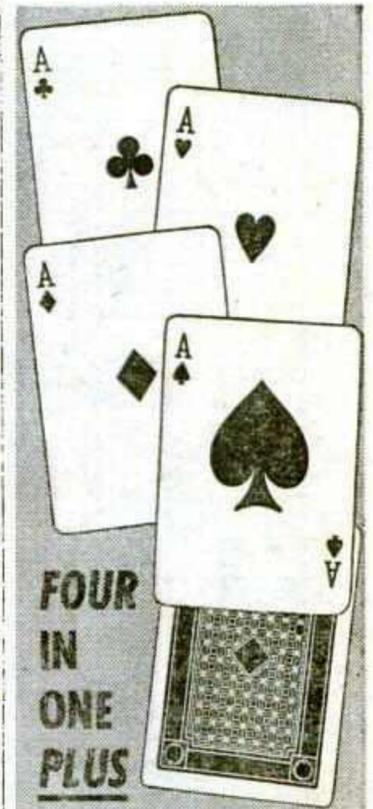
At CBS-TV everything that goes out is now being taped by the engineers, but kines are still being used for most delayed telecasts. The reason, according to Meighan, is that the net does not want to establish any taping patterns prior to Daylight Saving Time, when all machines will be in service in order to straighten out the sked.

Meighan said that most of the bugs in the machines seem now to have been worked out. The tapes themselves, which have had to await further improvement until the machines themselves were ready, are getting better, and the troublesome "dropout" is only a matter of degree. CBS is changing the white dropout spots to gray to make them less noticeable, while NBC is using a different technique to gloss over them.

Altho, according to Ampex, a recorder that can take color is still indefinitely off in the future, the production models which will start coming out in November will be so equipped as to be able to take color attachments when these are developed.

The problem of editing and splicing tape is a dual one, apparently as much so due to controversy over union jurisdiction as to development of the equipment. Neither, at the moment, seems close to solution.

It appears certain, however, that as of the beginning of Daylight Saving Time, only slightly more than a year after the unveiling of the Ampex recorder at the 1956 NARTB conclave, all three networks will be tape-converted.



This one television station delivers four standard metropolitan area markets plus

- 917,320 TV sets
- 989,605 families
- 3 1/2 million people
- \$3.5 billion retail sales
- \$5 1/2 billion annual income

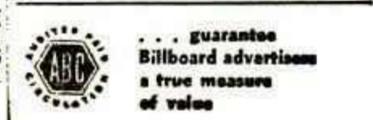
WGAL-TV

LANCASTER, PENNA.
NBC AND CBS

Channel 8 Multi-City Market

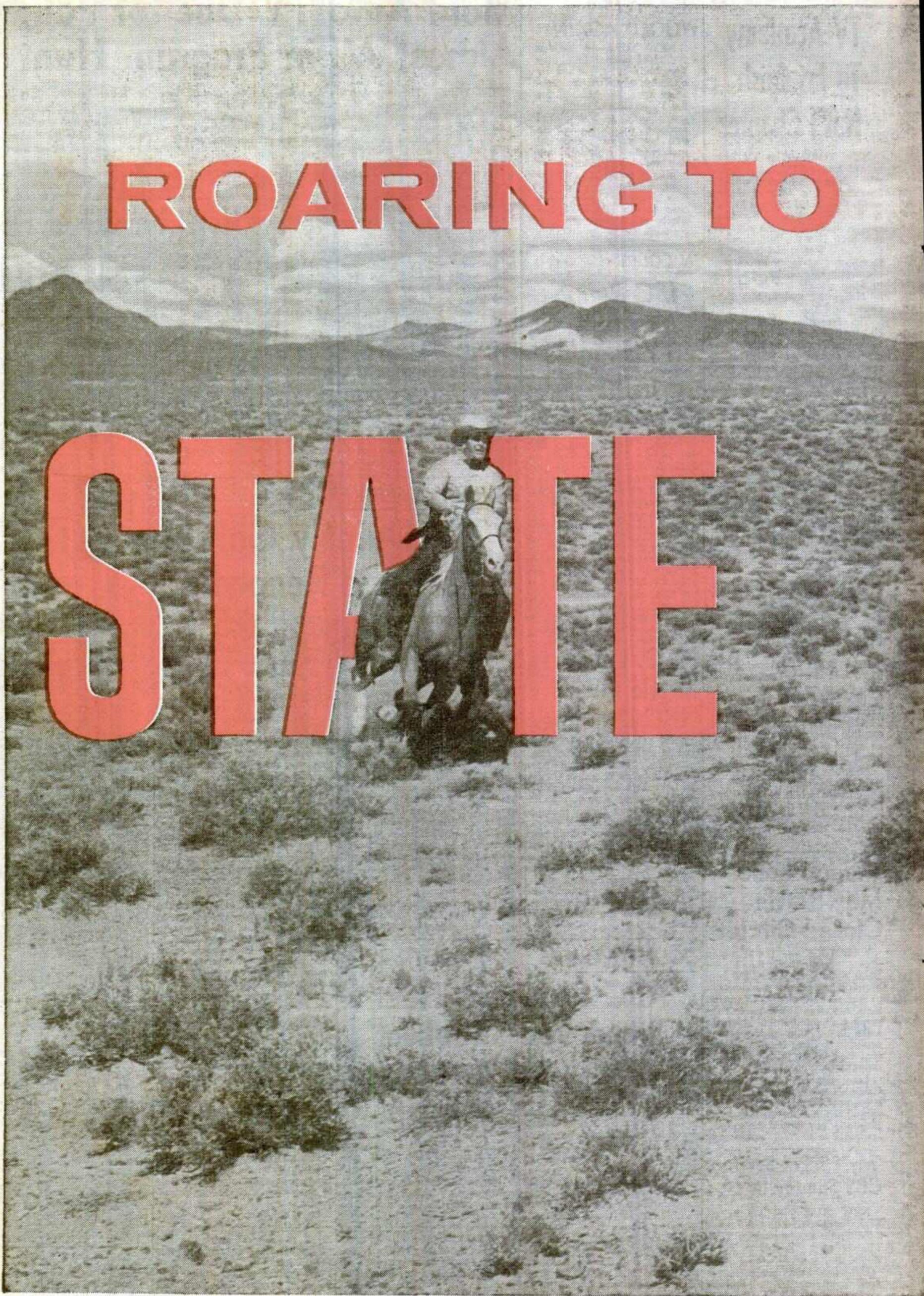
Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Geltysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

316,000 WATTS
STEINMAN STATION
CLAIR McCOLLOUGH, Pres.
Representative
the MEEKER company, inc.
New York Chicago Los Angeles San Francisco



ROARING TO

STATE



TOP RATINGS!

TROOPER

LOOK AT THESE FIRST RATINGS!

#1 in ST. LOUIS	37.1	#1 in CHICAGO	15.5
#5 in ATLANTA	21.9	#6 in CORPUS CHRISTI	31.9
#8 in BOSTON	21.5	In LOS ANGELES (no rank available)*	16.9
#6 in SALINAS	36.6	In DENVER (tops MGM Movie)	20.4
#2 in MINNEAPOLIS-ST. PAUL		17.8	

ALREADY SOLD IN 174 MARKETS to these important regional buyers: REYNOLDS TOBACCO COMPANY, LIPTON TEA, FALSTAFF BREWING (72 MARKETS), KROGER SUPERMARKETS, COCA-COLA, SCHLITZ BEER, HAMM BREWING, CARLING BREWING, SCHMIDT & SONS BREWERS, NATIONAL BISCUIT COMPANY, PRINCE MACARONI, RKO TELERADIO, SEGO MILK PRODUCTS . . . plus troops of local stations and advertisers!

ROD CAMERON AND ROARING ACTION against the breath-taking Nevada backdrop . . . Boulder Dam, Lake Tahoe, Las Vegas, Mojave Desert, Reno, Virginia City . . . deliver "No. 1" ratings right from the start! Be "No. 1" in your market with 39 brand new half hours of America's newest adventure hit—STATE TROOPER! (REVUE PRODUCTIONS)

Source: ARB, January, February 1957
*ARB Coincidental

Write, wire or phone your
MCA TV Film Syndication Representative

mca tv

598 Madison Avenue, New York 22, N. Y.
(PLaza 9-7500) and principal cities everywhere



BMI's TV Clinics Serve Up Programming Advice

NEW YORK — Station managers gave each other some sharp advice on a variety of problems at last week's BMI TV Clinics, which Broadcast Music, Inc., sponsored in scattered cities throught the country.

Sam Cook Digges, general manager of WCBS-TV here, urged them to trumpet their public service programming to counter blasts by critics and government that TV today does a resentful minimum. He reminded listeners, however, that TV's function is entertainment and public service shows must be prepared in the same manner as any other type of programming.

Ingenuity and flexibility are the two concepts for keeping costs down, according to Pete Kenney, veepee of WNBC, West Hartford, Conn. Experimentation with minor items can result in large total savings. Kenney also recommended a small staff without permanent assignments.

Public service shows make the best station promotions, stated Edward Breen, manager of KQTV, Fort Dodge, Ia. Station contests and giveaways, at minimum cost, have built the popularity of this "poor, unholy UHF" which has been "sustaining the greatest losses in the Mississippi Valley."

Omaha Clinic

News is "a bottomless source of program material" and there should be more of it in variations, thinks Frank Fogarty, veepee of WOW-TV, Omaha. With fiction devoured at "a frightful rate," news shows (with weather and sports) can draw top ratings if local films and live remote pickups are included, Fogarty stated.

Color TV requires no extra manpower, according to Phil Wygant, WBAP-TV, Fort Worth, manager. Patience, however, and lack of prejudice against innovation are necessary, because "everyone's first attempts turn the blue into green." Cost can be kept down by starting with only one color camera, which "can do a fine job."

The secret of good children's programming is the background of the writer, director or producer charged with the most responsibility, says Jean Daugherty, in charge of same at WHEN, Syracuse. A family childhood of imaginative stories and games is unduplicatable. Miss Daugherty urged

Am. Tobacco For ABC Slot

NEW YORK — American Tobacco has optioned the Wednesday 8:30-9 p.m. time period from ABC-TV for the fall, in which it currently has alternate sponsorship for "Navy Log." It is mulling "Snowfire," the talking-horse series penciled in that time by the web, for its entry.

U. S. Rubber Company, alternate sponsor of "Navy Log," is happy with the show and is talking to ABC about another slot for its continuance.

TV TIME ORDER IN FOR 2057

OMAHA—A "long neglected facet of the American way of life" has been preserved in a time capsule to be opened in 2057 here. Placed with samples of our culture in a 280-lb. cornerstone of Omaha's new station KETV this week was an order for TV time, a request for two spots by Ted Bates & Company. Sigurd Larmon, president of Young & Rubicam, dedicated the time capsule.

stations to remember that TV is visual and intimate, especially to child viewers, who want something personal in which to involve themselves.

Objectionable TV fare slides by thru carelessness and expediency, points out Bill Fay, promotion chief of WROC, Rochester, N. Y. Vigilance and co-operation with nearby educational and religious organizations is a must for public good will. Fay urged off-the-air participation by local stars and staffers in civic affairs.

McMurray to Storer Post

MIAMI BEACH — Maurice E. McMurray has been named national sales director of the Storer Broadcasting Company, succeeding the late Bob Wood. McMurray had been with the national sales office since 1956 and with the company since 1953.

Prior to that he had been with C. E. Hooper, Inc., CBS-TV and NBC-TV, and back in 1939 had won all the top promotion and public service awards while serving as sales promotion manager of WHO, Des Moines.

Partridge Gives Contests the Bird

DAYTON, O. — Advertiser-agency promotion contests are "an irritating problem that should actively be discouraged by all stations," according to David Partridge, president of the Broadcasters' Promotion Association and ad-sales promotion manager of the Westinghouse Broadcasting Company.

In an address here last weekend, Partridge labeled such contests "a bribe for extra efforts and expenditures" which "pit station against station and in behalf of one advertiser at the expense of others." He urged station managers to refuse to participate.

Sweets to Shift 'Tex. Rangers' To ABC-TV

NEW YORK — Sweets Company of America will move its long-term contract on "Tales of the Texas Rangers" to ABC-TV, sometime after its departure from its Saturday 11:30 a.m. slot in May. The probable time at ABC will be Sundays, 5:30-6 p.m.

ABC looks to have a ranger hour Sundays, with "The Lone Ranger" a probability in the 5-5:30 p.m. slot. General Mills has renewed its alternate week sponsorship for next season.



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.

News, Comment & Sports Shows

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE	
1. NEWS-DOUG. EDWARDS (Amer. Home Prods., CBS)	\$ 2.79
2. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)	3.20
3. PERSON TO PERSON (Hamm, Amoco, Life, CBS)	3.22
4. MEET THE PRESS (Johns-Manville, Pan American, NBC)	3.27
5. AIR POWER (Prudential, CBS)	3.36
6. NBC NEWS (Miles, Studebaker-Packard, Rem. Rand, Life, Planters, NBC)	3.49
7. RED BARBER'S CORNER (State Farm, NBC)	3.89
8. NEWS-JOHN DALY (Co-op, ABC)	5.37
9. PRODUCER'S SHOWCASE ("CALL TO FREEDOM," RCA, NBC)	9.14
10. SEE IT NOW (Shulton, Pan American, CBS)	10.11

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE	
1. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)	\$ 2.68
2. MEET THE PRESS (Johns-Manville, Pan American, NBC)	2.94
3. AIR POWER (Prudential, CBS)	3.25
4. NEWS-DOUG. EDWARDS (Amer. Home, CBS)	3.39
5. RED BARBER'S CORNER (State Farm, NBC)	3.44
6. PERSON TO PERSON (Hamm, Amoco, Life, CBS)	4.13
7. NBC NEWS (Miles, Studebaker-Packard, Rem. Rand, Life, Planters, NBC)	4.15
8. NEWS-JOHN DALY (Co-op, ABC)	6.55
9. SEE IT NOW (Shulton, Pan Amer., CBS)	10.26
10. PRODUCER'S SHOWCASE ("CALL TO FREEDOM," RCA, NBC)	12.48

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE	
1. NEWS-DOUG. EDWARDS (Amer. Home Prods., CBS)	\$ 2.77
2. PERSON TO PERSON (Hamm, Amoco, Life, CBS)	2.88
3. MEET THE PRESS (Johns-Manville, Pan American, NBC)	2.94
4. NBC NEWS (Miles, Studebaker-Packard, Rem. Rand, Life, Planters, NBC)	3.39
5. AIR POWER (Prudential, CBS)	3.82
6. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)	5.27
7. NEWS-JOHN DALY (Co-op, ABC)	5.81
8. RED BARBER'S CORNER (State Farm, NBC)	6.04
9. PRODUCER'S SHOWCASE ("CALL TO FREEDOM," RCA, NBC)	9.29
10. SEE IT NOW (Shulton, Pan American, CBS)	11.55

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE	
1. AIR POWER (Prudential, CBS)	\$ 4.99
2. NEWS-DOUG. EDWARDS (Amer. Home Prods., CBS)	12.34
3. NBC NEWS (Miles, Studebaker-Packard, Rem. Rand, Life, Planters, NBC)	13.83
4. NEWS-JOHN DALY (Co-op., ABC)	15.04
5. PERSON TO PERSON (Hamm, Amoco, Life, CBS)	15.26
6. WEDNESDAY NIGHT FIGHTS (Pabst, Mennen, ABC)	20.40
7. RED BARBER'S CORNER (State Farm, NBC)	22.13
8. PRODUCER'S SHOWCASE ("CALL TO FREEDOM," RCA, NBC)	24.27
9. SEE IT NOW (Shulton, Pan Amer., CBS)	30.80
10. MEET THE PRESS (Johns-Manville, Pan American, NBC)	35.27

Adventure, Mystery & Western Shows

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE	
1. LONE RANGER (General Mills, Swift, ABC)	\$2.04
2. LASSIE (Campbell Soup, CBS)	2.13
3. ROBIN HOOD (Wildroot, Johnson, CBS)	2.35
4. WYATT EARP (General Mills, Procter & Gamble, ABC)	2.36
5. GUNSMOKE (Liggett & Myers, Remington Shavers, CBS)	2.42
6. LINE-UP (Brown & Williamson, Procter & Gamble, CBS)	2.64
7. ZANE GREY (Ford, General Foods, CBS)	2.73
8. DRAGNET (Schick, Liggett & Myers, NBC)	2.93
9. RIN TIN TIN (National Biscuit, ABC)	2.97
10. SGT. PRESTON OF THE YUKON (Quaker Oats, CBS)	3.09

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE	
1. GUNSMOKE (Liggett & Myers, Remington Shavers, CBS)	\$2.47
2. WYATT EARP (General Mills, Procter & Gamble, ABC)	2.56
3. LASSIE (Campbell Soup, CBS)	3.04
4. ROBIN HOOD (Wildroot, Johnson, CBS)	3.08
5. ZANE GREY (Ford, General Motors, CBS)	3.09
6. LONE RANGER (General Mills, Swift, ABC)	3.23
7. LINE UP (Brown & Williamson, Procter & Gamble, CBS)	3.28
8. NAVY LOG (U. S. Rubber, Amer. Tobacco, ABC)	3.57
9. BROKEN ARROW (Miles, General Electric, ABC)	3.59
10. DRAGNET (Schick, Liggett & Myers, NBC)	3.66

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE	
1. GUNSMOKE (Liggett & Myers, Remington Shavers, CBS)	\$2.22
2. LASSIE (Campbell Soup, CBS)	2.41
3. LINE UP (Brown & Williamson, Procter & Gamble, CBS)	2.46
4. WYATT EARP (General Mills, Procter & Gamble, ABC)	2.56
5. ZANE GREY (Ford, General Foods, CBS)	2.84
6. DRAGNET (Schick, Liggett & Myers, NBC)	2.93
7. ROBIN HOOD (Wildroot, Johnson, CBS)	3.08
8. LONE RANGER (General Mills, Swift, ABC)	3.23
9. BROKEN ARROW (Miles, General Electric, ABC)	3.59
10. CHEYENNE (General Electric, ABC)	3.67

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE	
1. LASSIE (Campbell Soup, CBS)	\$1.46
2. LONE RANGER (General Mills, Swift, ABC)	1.49
3. ROBIN HOOD (Wildroot, Johnson, CBS)	1.81
4. RIN TIN TIN (National Biscuit Co., ABC)	1.89
5. CIRCUS BOY (Reynolds Metals, NBC)	2.08
6. BUCCANEERS (Sylvania, CBS)	2.43
7. ROY ROGERS (General Foods, NBC)	2.53
8. MY FRIEND, FLICKA (Colgate, CBS)	2.64
9. WYATT EARP (General Mills, Procter & Gamble, ABC)	2.72
10. CHEYENNE (General Electric, ABC)	2.92

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.

Calif. Studios To Start Work On 'Tractor'

HOLLYWOOD — The Alexander Botts "Earthworm Tractor" series, a Tom McKnight-NBC project for the past three years, finally goes before the cameras at California Studios this week. Don Adams and Sue England star in the title roles.

The network this week also completed the Orson Bean starrer, "There Goes Calvin," began shooting on Betty Hutton's "That's My Mom," and continued work on the Navy-air series, "Blue Angels." At the same time the "Tarzan" conflict between Sol Lesser and Commodore Productions was settled in court, and that pilot is scheduled to roll next month.

Ringling Due for CBS on April 9

NEW YORK — CBS-TV will probably present the Ringling Brothers and Barnum & Bailey Circus on Tuesday, April 9, probably in the 8-9 p.m. time period, pre-empting the two shows now there.

MCA is now in negotiations with the network for rights to the property. It is likely that General Foods, the sponsor in past years, will again sponsor the event.

NBC Names Nat Wolff

NEW YORK — Nat Wolff, NBC-TV programming executive, has been named director of program development for the web, reporting to Manie Sacks. Wolff has been a general program executive at the web.

NBC Clarifies Coast Operation

HOLLYWOOD — Last week's NBC board of directors' meeting in New York has resulted in a clarification of executive positions at the network here, Alan Livingston, West Coast programming v.-p., said Friday (8). According to Livingston, who declared that reports of differences between himself and other NBC execs had been "grossly exaggerated," there had been some overlap of functions before.

Under the new setup Frank Cleaver will supervise all network film production; Hal Kemp will be in charge of nighttime live originations on the West Coast, and John

CBS 'Schlitz' Reruns Vs. NBC's Adult Fare

NEW YORK—CBS-TV will use a group of reruns from "Schlitz Playhouse" for a midday series on Saturdays to oppose one of the new NBC-TV adult fare in the noon-time periods, "Modern Romances" and "Mark Saber." Schlitz reruns will also serve as summer replacement for several CBS shows.

Reynolds Near 'Game'

NEW YORK—R. J. Reynolds Tobacco Company is close to sponsorship of NBC-TV's Saturday afternoon "Game of the Week." Leo Durocher, Lindsay Nelson and Jim Woods will serve as sports-casters.

Nelson of daytime live. Tom Sarnoff will continue as director of business affairs.

Scranton UHF Boosts Power To Mil Watts

SCRANTON, Pa.—The first TV installation capable of radiating 1,000,000 watts goes into operation this week here at WGBI, which simultaneously changes its call letters to WDAU-TV. The increase in power from 250,000 watts, with a unique switching device to permit further rises up to 4,000,000, is part of a campaign by WCAU-TV, the Philadelphia station, which just bought controlling interest, to make WDAU the most powerful and successful UHF station in the country.

Viewers own all-channel sets in this four-station Scranton-Wilkes-Barre market, which claims "higher fidelity and better picture quality than VHF," according to Tony Moe, general sales manager of WDAU. National spot business is up 33 per cent since January 1, with heavy demand for minutes on WDAU's 16 weekly feature films.

The station's 11 p.m. local news show is pulling a 19.5 rating (American Research Bureau figures for January) because of extensive film coverage of regional events, Moe believes, and sponsor demand has prompted eight additional news shows per week.

New capital is being poured in by WCAU and the Philadelphia Bulletin for a 2,542-foot antenna, extensive promotion and the luring of name personalities and executives to WDAU. Because of its primary affiliation to CBS, everyone from Jack Benny to Lassie has made films for an on-the-air promotion.

BPA Names 4 Chairmen

NEW YORK—The new Broadcasters' Promotion Association last week named the four committee chairman who will co-ordinate its several bulletins and services.

Taking care of the sales promotion bulletin is Jim Allen, of WBZ-TV, Boston. In charge of the audience promotion bulletin is Gene Godt, WCCO-TV, Minneapolis. Handling the merchandising bulletin is Jack Frazier, of Crosley Broadcasting, Cincinnati.

BPA members have been asked to send these men their new and successful ideas and methods in each of these three facts of promotion. These will be assembled into separate bulletins, which will be periodically distributed to the entire BPA membership.

In addition, BPA is operating an employment service. Promotion men out of work and station managers looking for promotion men are asked to get in touch with John Keys, of WNBQ, Chicago.

Screen Gems Readies 'Stagecoach' Series

NEW YORK—Screen Gems is preparing still another Western for TV. Sam Briskin will produce an hour Western vidpic series titled "Stagecoach." The property was created by William Sackheim, head of SG's recently created department of program development.

'Tell Truth' Renewed By Pharmaceuticals

NEW YORK — Goodson-Todman's "To Tell the Truth" was renewed last week for another 13-week cycle, which takes it to the end of June. The panel show is sponsored by Pharmaceuticals, Inc., thru Edward Kletter on CBS-TV, Tuesday, 9-9:30 p.m.

Billboard



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

BY SPONSOR GROUPS FOR JANUARY

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

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

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

Toiletries & Toilet Goods Sponsors

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

 1. TONI (Godfrey's Talent Scouts, CBS).....\$1.71
 2. REVLON (\$64,000 Challenge, CBS)..... 1.74
 2. BRISTOL-MYERS (Alfred Hitchcock, CBS)..... 1.74
 4. REVLON (\$64,000 Question, CBS)..... 1.79
 5. PROCTER & GAMBLE (I Love Lucy, CBS)..... 1.90
 6. HELENE CURTIS (What's My Line? CBS)..... 1.94
 7. NOXZEMA (Perry Como, NBC)..... 1.97
 8. GILLETTE (Cavalcade of Sports, NBC)..... 2.03
 8. TONI (People Are Funny, NBC)..... 2.03
 10. TONI (You Bet Your Life, NBC)..... 2.19

- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

 1. BRISTOL-MYERS (Alfred Hitchcock, CBS).....\$1.77
 2. GILLETTE (Cavalcade of Sports, NBC)..... 1.86
 3. NOXZEMA (Perry Como, NBC)..... 2.00
 4. HELENE CURTIS (What's My Line? CBS)..... 2.11
 5. REVLON (\$64,000 Question, CBS)..... 2.16
 6. TONI (Godfrey's Talent Scouts, CBS)..... 2.22
 7. TONI (People Are Funny, NBC)..... 2.29
 8. REVLON (\$64,000 Challenge, CBS)..... 2.35
 9. PROCTER & GAMBLE (I Love Lucy, CBS)..... 2.37
 10. REMINGTON SHAVER (Gunsmoke, CBS)..... 2.47

- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

 1. BRISTOL-MYERS (Alfred Hitchcock, CBS).....\$1.47
 2. NOXZEMA (Perry Como, NBC)..... 1.56
 3. REVLON (\$64,000 Question, CBS)..... 1.57
 4. PROCTER & GAMBLE (I Love Lucy, CBS)..... 1.59
 5. TONI (Godfrey's Talent Scouts, CBS)..... 1.61
 6. HELENE CURTIS (What's My Line- CBS)..... 1.62
 7. REVLON (\$64,000 Challenge, CBS)..... 1.82
 8. TONI (People Are Funny, NBC)..... 1.84
 9. TONI (You Bet Your Life, NBC)..... 1.90
 10. COLGATE (The Millionaire, CBS)..... 2.11

- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

 1. WILDROOT (Robin Hood, CBS).....\$1.81
 2. HAZEL BISHOP (Beat the Clock, CBS)..... 2.25
 3. NOXZEMA (Perry Como, NBC)..... 2.53
 4. TONI (People Are Funny, NBC)..... 2.62
 5. COLGATE (My Friend Flicka, CBS)..... 2.64
 6. COLGATE (Bob Cummings, CBS)..... 2.66
 7. PROCTER & GAMBLE (Wyatt Earp, ABC)..... 2.72
 8. PROCTER & GAMBLE (I Love Lucy, CBS)..... 2.82
 9. WILLIAMS SHAVER (Phil Silvers, CBS)..... 2.92
 10. TONI (Godfrey's Talent Scouts, CBS)..... 2.95

Household Cleanser & Polish Sponsors

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

 1. GOLD SEAL, KLEENEX (Perry Como, NBC).....\$1.97
 2. LEVER (Lux Video Theater, NBC)..... 2.55
 3. PROCTER & GAMBLE (Line-Up, CBS)..... 2.64
 4. S. C. JOHNSON (Red Skelton, CBS)..... 2.66

- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

 1. GOLD SEAL, KLEENEX (Perry Como, NBC).....\$2.00
 2. S. C. JOHNSON (Red Skelton, CBS)..... 2.94
 3. LEVER (Lux Video Theater, NBC)..... 3.14
 4. LINE-UP (Procter & Gamble, CBS)..... 3.28

- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

 1. GOLD SEAL, KLEENEX (Perry Como, NBC).....\$1.56
 2. LEVER (Lux Video Theater, NBC)..... 2.25
 3. S. C. JOHNSON (Red Skelton, CBS)..... 2.43
 4. PROCTER & GAMBLE (Line-Up, CBS)..... 2.46

- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

 1. GOLD SEAL, KLEENEX (Perry Como, NBC).....\$2.53
 2. COLGATE (My Friend Flicka, CBS)..... 2.64
 3. BON AMI (Circus Time, ABC)..... 2.93
 4. LEVER (Sir Lancelot, NBC)..... 3.82

- COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

 1. BRISTOL-MYERS (Alfred Hitchcock, CBS).....\$1.74
 2. AMERICAN HOME PRODUCTS (Name That Tune, CBS)..... 2.22
 3. CHESEBROUGH-PONDS (Conflict, ABC)..... 2.38
 4. AMERICAN HOME PRODUCTS (News-Doug Edwards, CBS)..... 2.79

- COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

 1. BRISTOL-MYERS (Alfred Hitchcock, CBS).....\$1.77
 2. AMERICAN HOME PRODUCTS (Name That Tune, CBS)..... 2.85
 3. WARNER-LAMBERT (Your Hit Parade, NBC)..... 3.05
 4. JOHNSON (Robin Hood, CBS)..... 3.08

- COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

 1. BRISTOL-MYERS (Alfred Hitchcock, CBS).....\$1.47
 2. AMERICAN HOME PRODUCTS (Name That Tune, CBS)..... 1.99
 3. WARNER-LAMBERT (Your Hit Parade, NBC)..... 2.40
 4. BRISTOL-MYERS (Arthur Godfrey, CBS)..... 2.55

- COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

 1. JOHNSON (Robin Hood, CBS).....\$1.81
 2. AMERICAN CHICLE, CHESEBROUGH-PONDS (Adventures of Jim Bowie, ABC)..... 3.09
 3. AMERICAN HOME PRODUCTS (Name That Tune, CBS)..... 3.17
 4. CHESEBROUGH-PONDS (Conflict, ABC)..... 3.49

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.

HOT AS A PISTOL



Wild Bill Elliot

Jack Lunden

Ken Maynard

Tom Tyler

Russell Hayden

Buck Jones

Bob Steele

Tim McCoy

135 WESTERN FEATURE FILMS

presented by

SCREEN  GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

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 2-4096

Sponsors Lose Values Via Poor P. A. Routings

HOLLYWOOD — Sponsors often aren't getting their money's worth out of TV stars' personal appearance tours, John Russell, who plays the lead in Revue's "Soldiers of Fortune" series said last week. The trouble, according to him, is primarily the way in which the jaunts are organized.

On most P. A. tours, Russell avers, a player finds himself busy only a fraction of the time, and accomplishes only part of what he could, simply because the itinerary is not set up concisely enough in advance.

Russell, who has made some 15 appearances for his sponsor, 7-Up, gives as an example a recent six-city tour which took 20 days. According to him, it would be possible to double the number of cities if another eight days were added.

One of the troubles, he thinks, is that the agency which sets up a tour often will bow to the wishes of local distributors as to what a star does in a certain market, even tho the distributors are not qualified in public relations. The result is confusion, and the wasting of time.

Russell believes that the most important accomplishment of any p.a. tour is personal contact with the public, and that people come not really to see a performer, but to get his autograph, shake hands with him, etc. Additionally he lists these as the primary requirements of a good p.a.:

Publicity thru interviews with columnists and feature writers, radio and TV appearances, and follow-up blurbs and photos.

Showing civic interest by meeting with officials, visiting historical markers, hospitals, etc., and taking part in any possible civic events.

Cementing relations between the sponsor and the local distributor and between the distributor and markets.

He admits that this is a big order, but, in his opinion, it can not only be done, but can also save the sponsor money, as long as the itinerary is properly arranged.

Bain to Chi's WBBM-TV

CHICAGO — Elizabeth Bain, veteran film librarian, has moved to WBBM-TV as film manager from WGN-TV where she has held a similar post since 1948.

GF Buys Into 'Annie Oakley'

NEW YORK — General Foods has bought alternate weeks of "Annie Oakley," the vidpix series, in 90 markets. It replaced Carnation Milk, which bowed out of its 131-market deal.

Currently running in 174 markets, the Western has Continental Baking as its other alternate week sponsor. Foote, Cone & Belding is the agency for General Foods' Kool Shake division, which will use the show thru the summer.

80 Outlets Get Vet 'Treasure' Home Quizzer

NEW YORK—Eighty stations have signed up for "The Hidden Treasure Show" sponsored by the Disabled American Veterans. It's the first nation-wide quiz show in which home viewers win the money—\$55,000 in cash prizes. WPIX, here, will carry the film show on April 5, 9-10 p.m., and it will be shown on KTLA, Los Angeles, March 31, 9:30-10:30 p.m.

For the showing 40,000,000 entry blanks will be distributed over the country. The blanks contain 25 sentences with multiple choice words to complete them. The hour musical will give clues to the right word choice in song and dance.

Robert Q. Lewis is host; Ray Bloch, musical director; Russell Arms, guest singing star; Eve De Luca, operatic star; Bobby Hackett, jazz trumpeter, and Judy Johnson and Richard Hayes, pop singers. There will also be a singing and dancing ensemble.

Ray Patin's Jello Blurbs Win Award

HOLLYWOOD — First place medal for best commercial of the season was awarded by the Art Directors' Club of Los Angeles last week to Ray Patin Productions for the General Foods spot, "Jello Chinese Baby." Art directors were Jack Sidebotham and Ken Champin, with Richard Van Benthem the artist.

Runner-up awards went to Animation, Inc., for the Kroger egg commercial, and to TV Spots for the Esso Products spot.

TRADE FIGURE SIGNPOST

Strong TV Films Sell Beer; Money-Flow Less Via Spots

NEW YORK — The breweries that pegged their TV advertising on sponsorship of a strong film series with all-adult appeal, whether comedy, adventure or drama, generally showed sales gains during 1956. On the other hand, some beers that sought their TV identification thru highly individual spots did not flow with the rising tide.

This is indicated in an examination of the tentative sales figures published in the past month in the beer trade.

One of the big surprises is Piel Bros. Despite the high popularity of its Bert and Harry commercials and their high ratings on the "likability" surveys, Piel's did not increase its sales total in 1956 over 1955, while most of the other major brews did. Piel's has not used a single merchandisable program of its own for years. In 1954, a generally bad year for beer, when Piel's was in its "Less Non-Fer-

mented Sugar" campaign, it sold better than in either of the past two years.

Schaefer Beer

Another example of spot failure is F. & M. Schaefer, which uses a slick musical ID, but no non-sports program of its own. Its sales declined 180,000 barrels. Schaefer is now understood to be looking over the syndicated program market.

Another big 1956 loser was Pabst. Its main TV identification over the years has been on the Wednesday night fights, tho it is soon due to pull out of them. It does not, however, use an all-adult-appeal show. Its sales in barrels have declined steadily over the years, its 1956 total representing a 400,000-barrel decline.

The top beer in 1956 was Schlitz, with sales of 5,941,000 barrels. Schlitz, of course, was one of the first breweries to sponsor a dramatic anthology. Its identifica-

tion with the "Schlitz Playhouse of Stars" is now traditional. For the past six months it has also been using syndicated shows, now sponsoring them in about 15 markets to hype special sales situations. Schlitz's sales have risen steadily over the past three years.

Anheuser-Busch

Anheuser-Busch, which was the industry leader until 1955, stemmed its three-year decline in 1956. But this was attributed to its price reduction more than to its show, "Damon Runyon Theater," which was not a success. It had been out of heavy programming for three years before "Runyon," and is now out again and planning a heavy spot campaign.

Brewery sponsors in the 1,000,000-barrel class that scored increases of at least 10,000 barrels in 1956 are as follows: Ballantine on "Highway Patrol," Falstaff on "Celebrity Playhouse" and now "State Trooper," Stroh's on "Crunch and Des" and now "Captain David Grief," Lucky Lager on "Crunch and Des," Drewrys on "Susie" mainly and some "Dr. Hudson's Secret Journal," Adolph Coors on "Dr. Christian," Pfeiffer on "Highway Patrol" and Olympia on "Science Fiction Theater."

FOR MOVIES & TV

RKO, Ben Fox Set Production Deal

NEW YORK—RKO Teleradio last week made its biggest TV production deal to date. It was again with an independent producer, but this one will use RKO's production facilities and its stock footage.

The deal is with Ben Fox, producer of "Waterfront" and "Code 3." It calls for three properties. It is a "telescoping" arrangement. That is, they plan to produce the properties as motion pictures as well as TV program series.

The highlights of the deal are that RKO provides the financing, the two parties will own the negatives 50-50 and RKO Television will serve as TV sales agent.

The first property is titled "Rails," for which Fox is getting the co-operation of the American Association of Railroads. The main characters will be a railroad engineer and his family.

The second is "Charter Pilot," an aviation series. The main interest will also be on a family. This is being produced in association with a large aircraft manufacturer,

whose private airfield will be used for location shooting.

TV Launching

These will probably be launched as TV shows before any production work starts on a movie version. There is no thought of syndicating either of these series. One or both pilots may be ready for debut by the fall.

The third property is a 90-minute film for a TV spectacular in the U. S. and theatrical distribution abroad. It will be a drama about three cadets at the Coast Guard Academy at New London, Conn. The Coast Guard is lending Fox its training ship, the Eagle, one of the largest square riggers now on the seas.

RKO has been mulling getting into TV production on its own over the past year. The series it has for syndication are all outside productions. It recently made a co-production deal with Al Capp for a cartoon series that is due to go on the animation stands in England next month.

Hayward and Purdom Pilots

NEW YORK — Official Films has cast Edmund Purdom and Louis Hayward in the leads of its two new costume series to be produced by Sapphire Films in England.

Hayward's show is now titled "Pistol Point," formerly known as "The Highwayman." Purdom's is "The Blade," formerly "The Florentine." Shooting has just begun on the two pilots.

CBS-TV Ready 3 Pilots for Showing

HOLLYWOOD—CBS-TV will have three new pilots ready for agency showing in New York next week.

They are "The Legend of Ethan Allen," produced in conjunction with Goodson-Todman; "Collector's Item," a mystery series in which Vincent Price stars, and "Assignment Mexico," adventure yarn about a newspaperman in Mexico City, produced by Harry Ackerman.

'Grief' Opposition Beat in San Fran

SAN FRANCISCO — Guild Films' "Captain David Grief" beat its two network competitors here in its first rating taken since its debut in the middle of February. Playing against "Crossroads" and "Zane Grey Theater," it got an 18.0 Trendex against 16.8 and 15.5.

The survey was made on Friday (1), 8-8:30 p.m. "Grief" is sponsored here by Standard Oil of California.

Official Gets Distrib Rights to 'Vagabond'

HOLLYWOOD—Official Films last week acquired distribution rights to "Vagabond," Bill Burrud-produced travel series, presently airing on Station KCOP here.

Program, consisting of 39 half hours, will be sold by Official on a straight syndication basis in all markets except Los Angeles.



On Saturday afternoons from 5:30 to 7:00 pm on WBZ-TV, Mom, Dad, and the kids are all watching great first-run feature-length films on SATURDAY MOVIE TIME, including the best of \$1 million Warner Brothers package.

For availabilities on SATURDAY MOVIE TIME call HERB MASSE at the WBZ-TV Box Office . . . AL 4-5670 Boston

WBZ-TV

IN COLD AGAIN

NARTB Re-Study Due on Film Panel

NEW YORK — The National Association of Radio & TV Broadcasters' top officials are understood this week to be reconsidering their elimination of a TV film panel from the official agenda of the annual convention in Chicago, April 7-11. They decided to give the situation another look when they learned of the displeasure that the absence of any film program was causing the distributors here.

The film panel was knocked off the agenda blueprint to make way for a session on TV music. The broadcasters' agreement with the American Society of Composers, Authors and Publishers expires at the end of the year, making it necessary for the industry to form a negotiating committee without delay.

The film distributors here felt hurt, to say the least. They feel they give the convention a lot of showmanship and support, making such a snub unjustified. Besides, they believe film programming is important enough a station problem to warrant a place on the agenda.

For 3d Year

Aggravating their wounds is the fact that this is the third year they've faced this situation. Last year, film was not included on the agenda, but The Billboard ran a special breakfast symposium on the subject.

With their cocktail party, displays, transportation and fees, each distributor pays a minimum of \$6,000 to attend the convention. "And what do we get for it?" dolefully asked one of them.

Most of the major half-hour distributors are not expected to put up any exhibits to speak of at the convention. The feature film houses will probably provide most of the hoop-dee-doo on the fifth floor of the Conrad Hilton.

The cocktail party, which will take place Tuesday, April 9, 5:30-7:30 p.m., will be sponsored by eight film distributors: ABC Film

TPA's Staff Adds 5 Account Execs

NEW YORK — Television Programs of America has just added five new account execs to its staff, none of them from the TV film business.

John Morgan will cover St. Louis; Walter Thrift, the Southeast; Clyde Coulter, in Toledo; Jim Robinson, in Raleigh, N. C., and Harold Tunison, Davenport, Ia.

Syndication, Screen Gems, Guild Films, MGM-TV, Television Programs of America, Ziv-TV, Official Films and National Telefilm Associates.

PENDING

UA May Hold Pkg. Till Confab

NEW YORK—United Artists is not expected to take any station orders on its next package of feature film until the industry convention in Chicago, April 7-11. Up to last week UA was understood to be sweating out a couple of potential network deals on some of its top pictures.

This situation makes it still unclear which pictures and how many UA will have for first-run deals with stations. Among the titles known to be in UA's hopper are "Moulin Rouge," "African Queen," "The Purple Plain" and "Return to Paradise."

John Leo, TV sales director, sent a wire to stations last week alerting them to the new package, which, he said, would consist of all post-1951 releases. UA's first TV package, the "Top 39," which it put on the market last fall, has been sold in over 90 markets.

'Silent Service' Sells 47 Cities

NEW YORK—With the sale to LaRosa & Sons of "The Silent Service" for the New York market, California National Productions will launch its new documentary drama series April 5 with 47 markets sold.

In addition to LaRosa's buy for WRCA-TV, Fridays, 7-7:30 p.m., CNP wrapped up the five Triangle stations last week: WFIL, Philadelphia; WNHC, New Haven, Conn.; WNBF, Binghamton, N. Y.; WFBC, Altoona, and WLBR, Lebanon, Pa.

Other new sales include Robert Burns Cigars for Baltimore, San Francisco and Washington stations; O'Keefe's Breweries for several up-State New York markets, and Gunther Brewing for alternate weeks in Baltimore and Washington, and buys on WGAL, Lancaster, Pa., and WSWA, Harrisonburg, Va.

ARB'S TOP 10 FILMS IN 15 KEY MARKETS

By Program Type for January

All ratings listed were in ARB's Top 10 for film series in the markets shown.

15 KEY MARKETS SURVEYED EVERY MONTH BY ARB

SERIES (DISTRIBUTOR)	ATLANTA	BALTIMORE	BOSTON	CHICAGO	CINCINNATI	CLEVELAND	COLUMBUS	DETROIT	LOS ANGELES	MINN.-ST. PAUL	NEW YORK	PHILADELPHIA	SAN FRANCISCO	SEATTLE-TACOMA	WASHINGTON, D.C.	
ADVENTURE SERIES																
SCIENCE FICTION THEATER—ZIV ...	22.0	18.0	—	—	—	20.9	—	—	19.2	—	16.8	14.5	23.9	—	17.2	
SUPERMAN—FLAMINGO	28.0	30.8	20.8	16.7	16.5	—	20.8	17.5	—	—	—	22.9	15.7	27.2	15.7	
STATE TROOPER—MCA	20.5	—	—	—	—	—	—	—	—	17.8	—	—	—	—	—	
HIGHWAY PATROL—ZIV	24.6	—	—	—	19.4	32.2	29.9	22.9	15.9	12.5	18.4	23.9	31.2	37.0	19.9	
SEARCH FOR ADVENTURE—BAGHALL	—	—	—	—	—	—	—	—	12.1	14.9	—	—	34.4	35.8	—	
JUNGLE JIM—SCREEN GEMS	—	—	—	—	—	—	—	—	14.3	—	—	—	—	—	—	
WATERFRONT—MCA	—	—	29.7	—	—	19.2	18.6	—	—	—	10.2	23.7	23.3	—	—	
SHEENA OF THE JUNGLE—ABC	—	—	—	—	—	20.9	—	—	—	—	10.8	—	—	—	—	
CRUNCH & DES—NBC	—	—	—	—	—	19.2	—	—	—	—	—	—	—	—	—	
SOLDIERS OF FORTUNE—MCA	—	23.3	—	—	—	27.4	24.6	16.6	—	—	—	22.6	—	26.4	18.8	
I LED THREE LIVES—ZIV	—	24.6	26.0	16.2	—	—	—	—	—	—	—	—	—	—	—	
RAMAR OF THE JUNGLE—TPA	—	—	—	—	—	—	—	—	—	—	—	—	—	—	16.1	
COUNT OF MOTE CHRISTO—TPA ...	—	—	24.3	—	—	—	—	—	—	—	—	—	—	—	14.4	
CODE 3—ABC	—	—	—	—	—	—	—	—	—	—	—	15.4	—	—	—	
COMEDY SERIES																
AMOS 'N' ANDY—CBS	19.7	—	—	—	—	—	—	22.2	—	—	—	—	—	—	—	
LIFE OF RILEY—NBC	—	—	—	—	—	—	—	—	21.5	—	—	—	22.1	39.0	—	
STU ERWIN—OFFICIAL	—	—	—	14.7	—	—	—	—	—	—	—	—	—	—	—	
DRAMA SERIES																
DR. CHRISTIAN—ZIV	—	—	—	—	—	—	—	—	13.7	—	—	—	—	—	—	
SAN FRANCISCO BEAT—CBS	—	—	—	13.2	—	—	—	—	—	—	—	—	—	—	—	
SECRET JOURNAL—MCA	—	—	—	13.3	19.7	—	—	—	—	12.5	—	—	—	—	—	
CELEBRITY PLAYHOUSE—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
SCREEN GEMS	—	—	—	—	—	—	17.9	—	—	16.7	10.2	—	—	—	15.0	
STAGE 7—TPA	—	—	—	—	—	—	—	—	—	14.0	—	—	—	—	—	
STUDIO 57—MCA	—	16.5	—	—	—	—	—	—	—	14.8	—	—	—	—	—	
PUBLIC DEFENDER—INTERSTATE ...	—	17.6	—	—	—	—	—	—	—	—	—	—	—	—	—	
MYSTERY SERIES																
MAN CALLED X—ZIV	17.7	16.3	—	—	—	—	—	—	—	—	—	14.6	—	—	—	
BADGE 714—NBC	28.5	—	—	—	—	—	—	—	12.1	13.2	—	15.1	17.1	—	—	
CITY DETECTIVE—MCA	20.0	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
MAN BEHIND THE BADGE—MCA ...	—	—	17.8	—	—	—	—	—	—	—	—	—	—	—	—	
WESTERN SERIES																
ANNIE OAKLEY—CBS	18.0	23.6	21.7	15.0	18.0	19.9	17.0	18.3	16.7	14.3	—	22.9	—	30.8	15.8	
BUFFALO BILL JR.—CBS	18.8	—	—	13.7	15.9	—	—	—	16.4	—	—	—	—	—	—	
FRONTIER—NBC	—	—	—	—	19.8	19.0	—	—	12.6	—	—	—	—	—	15.3	
RANGE RIDER—CBS	—	—	—	—	—	22.4	—	—	—	—	—	—	—	—	—	
SHERIFF OF COCHISE—NTA	—	—	17.5	16.8	18.9	26.8	26.6	19.8	—	14.9	—	—	25.0	35.7	—	
CISCO KID—ZIV	—	24.1	—	13.7	26.7	—	—	—	—	—	—	—	13.1	—	—	
BRAVE EAGLE—CBS	—	—	—	—	—	—	—	19.8	—	—	11.9	—	—	—	—	
DEATH VALLEY DAYS—MCA	—	—	23.7	—	—	—	45.0	18.0	—	—	16.2	—	—	—	—	
WESTERN MARSHALL—NBC	—	—	—	—	—	—	—	—	—	—	—	—	—	—	28.5	
WILD BILL HICKOC—FLAMINGO ...	—	22.4	18.2	—	17.4	—	—	—	—	20.2	—	14.2	17.7	29.0	18.1	
JUDGE ROY BEAN—SCREENCRAFT ...	—	—	—	—	—	—	—	—	—	—	—	—	—	—	28.0	
FRONTIER DDCTOR—N-TV	—	—	—	—	—	—	18.8	23.6	—	—	—	—	—	—	—	

CNP Names Forrest For West Coast Post

HOLLYWOOD — Robert Forrest has been named director of West Coast program planning and development for California National Productions. Program manager of WCAU-TV, Philadelphia, for the past five years, Forrest reports to CNP Program Director Bob Cinader April 1.

LOCAL TIE-IN

Sportlite Bows New Golf Series

CHICAGO—Combining the appeals of a local show and syndicated film strip is the aim of a new package for golf fans offered by Sportlite.

The firm is supplementing a 15-minute filmed how-to-do-it feature starring Byron Nelson, with a format and script for an additional quarter hour in which a local golf celeb expands on Nelson's lesson-of-the-week.

The strip, pitched for low-budget sponsors, includes film clips of Craig Wood, Sam Snead, Patti Berg, Bobby Locke, Louise Suggs and Paul Runyan.

For a merchandising tie-in, Sportlite President Al Levine offers sponsors imprinted quantities of a golf booklet by Byron Nelson. The film portion of the show is a complete unit in itself, Levine said, so that sponsors may take or leave the live format, depending upon their time purchase.

In the 50 markets where the package has been picked up to date, Levine observes a heavy pattern of auto dealer sponsorship.

TV Film Blurb Producers and IATSE Agree

NEW YORK—The chief producers of TV film commercials here last week appeared quite satisfied with the new contract negotiated with the International Alliance of Theatrical Stage Employees. It will cost the producers only \$3 more per man for each workday. This consists of \$1.50 for a welfare plan and \$1.50 for a pension plan. There is no immediate wage increase. Furthermore, it is a three-year contract, which the producers seem to feel assures them a protracted period of labor peace.

The union involved is Local 52, Motion Picture Studio Mechanics. Besides grips, it represents property men, electricians, sound men and carpenters.

It was negotiated by the Film Producers' Association of New York. It is actually not binding on every individual production company. But all 23 of the top firms that belong to FPA have accepted it, and the others usually go along.

The new contract does call for a 6 per cent wage increase in 1959.



#1 SYNDICATED SHOW IN HOUSTON PULSE, May, 1956 29.4

#6 AMONG ALL NETWORK SHOWS, ALL WEEK

BEATING:

- DRAGNET
- \$64,000 CHALLENGE
- CLIMAX
- I LOVE LUCY
- JACK BENNY
- AND MANY OTHERS



COMMERCIAL CUES

IT'S BEEN A BIG YEAR

During 1956 TV film commercial production grossed \$35,000,000, says the Ross Report—Television Index. Rises on costs and production values resulted in the \$10,000,000 increase over the estimated \$25,000,000 for 1955. Transfilm, Inc., was the largest producer for the year, accounting for 8 to 9 per cent of the total dollar volume. Universal TV, MPO Television Films, Hal Roach and Sarra were next, in that order, according to Ross Report. The five companies accounted for 28 per cent of the volume. The next 10 outfits made up another 25 per cent of the business. Animation now accounts for 25 per cent of the dollar volume, or about \$8,750,000, largely because quality animation costs 75 to 80 per cent more than live action. An average 60-second animated blurb ranges from \$7,000-\$9,000, while live action falls into the \$4,000-\$5,000 class. The leading animation firms in order were Transfilm, UPA Pictures, Shamus Culhane, Academy Pictures and Playhouse Pictures. All these facts are reported in Ross' "1956 Survey of TV Film Commercials" (\$7.50), its eighth annual volume. The figures are projected on an evaluation of commercials by types rather than the total number of films.

WONDSSEL'S WANDERLUST

Harold E. Wondsel, after 20 years as president of Sound Masters, Inc., New York film production firm, has resigned to open his own film production organization. He is now shopping for New York studios and clearing the name for the new company. It is reported that he is in negotiation to buy out the facilities of George Blake Enterprises. Joining Wondsel in the new undertaking are Robert Carlisle, former partner of Jerry Fairbanks; Tom Dunphy, former veepee at Sound Masters, and Jean Blake, as consultant. Francis Carter (Bob) Wood Jr., 48, has been elected to replace Wondsel as president of Sound Masters. He is one of the firm's founders.

ID's

M-G-M has wrapped up its first TV commercials assignment for Knickerbocker Beer and has Suave Hair Lotion up next. The new Commercials division is headed by Buzz Ellsworth. Charles Alsop has been added as a salesman. Plans are to open Chicago and New York offices soon. . . . Les L. Persky, president of Product Services, Inc., New York, will work with Westin-Rush Productions on a series of Glamorous blurbs while on the Coast shopping for a TV package for two clients. . . . Ad Staff, Inc., commercial firm, was formed by Don Quinn, Henry Russell and Martin Sperzel in Hollywood. . . . Playhouse Pictures has signed its ninth beer account—Drewry's, of South Bend, Ind. . . . Stanley Mills Haggart has been named creative art director of Robert Lawrence Productions.

First-Run Features For All of N. Y.'s 7

NEW YORK — Each of New York's seven TV stations will be playing first-run feature films beginning next month. Last season only two stations were on first-run pictures, WCBS-TV and WOR-TV.

The last holdout had been WABC-TV, which last week bought Screen Gems' new 39-title "Hollywood Premiere Parade" plus 11 reruns out of the Hygo-Unity catalog. WPIX, which has been out of the first-run feature market for two years, will be showing first runs next month off the NTA Film Network.

WABC-TV which had been trying to get in on the last couple of first-run deals made here, moved fast on the new Columbia package. The two-year deal for the 50 pictures is reported to have cost about \$500,000. The value of the reruns is, of course, less. So the first runs were probably ticketed at over \$11,000 apiece.

The ABC station will show the first runs on its "Night Show," 11:30 p.m. to sign-off. It will repeat a single picture right across the board. For the past two seasons WABC-TV was playing reruns from RKO Television on this program.

With every station here freshly stocked with features, the big question now is: Who will buy the next package to hit the market soon to come from United Artists? WRCA-TV bought the first UA package. But some informed sources doubt that WRCA could commit itself to too big a package because of the possibility that the NBC network next season will recapture Sunday, 10:30 p.m., the spearhead of the station's movie attack.

The top movie show on each

(Continued on page 12)

Without Action, UHF Will Be Dead—Pastore

WASHINGTON—"As of now, we can begin to kiss the UHF service good-bye" if the trend to dwindling sets, dwindling stations is not stemmed by equalizing costs of all-channel sets thru tax relief. So said Senator Pastore at Thursday's (5) Senate Commerce Committee questioning of the Federal Communications Commission on its "progress" in allocations.

The subject of TV programming came up in a separate statement by Commissioner T. A. M. Craven, who deplored the increasing number of movie-TV package deals. He feels they "will gradually eat away the time normally allotted live events." Craven also feared

that the "more financially attractive" feature film deals "tend to draw stations away from network affiliations, a possible consequence of which is a trend away" from net distribution of timely live programming of important events. Craven pointed out that he "was not making any reference here to subscription television."

Amid gloomy predictions that the House Ways and Means Committee would not remove the excise from all-channel sets—"Let's stop kidding ourselves," said Pastore—came a more hopeful outlook from the FCC chairman. McConaughy said that present deintermixture moves, while "not ideal," would

Toll TV Gets Ready in Case FCC Turns on Green Light

NEW YORK—How are the toll TV forces readying themselves for what they optimistically hope will be the green light from the Federal Communications Commission, either on a permanent or a temporary basis? Toll TV circles here believe, based only on their own judgment, that the country will be divided into three areas. The East, they feel, will be given to Skiatron, the Middle West to Zenith and West Coast to Paramount Pictures' Telemeter.

They reason that since each has pioneered toll TV in these areas they will probably be given the right to work them. It is furthermore felt that each will be given a large pilot city and some small localities where viewers are getting TV coverage.

Skiatron, as a typical example, has already set up contracts with manufacturers of equipment which will convert TV sets for toll video. For between \$25 and \$30, viewers

will be able to buy these attachments which they will not pay for until they begin receiving programming.

Financial Groups

It has established contacts with financial groups which are willing to begin the business of selling and promoting toll TV. They will be given franchises. Contracts have also been established with theater operators to interest them in toll TV.

Where will the programming come from? Skiatron, thru Matty Fox, who holds the rights to provide it with entertainment, has already held talks with the major Hollywood studios, which realize what a bonanza toll TV could provide. Top features are expected to furnish the bulk of the entertainment, the sports promoters are also showing a lively interest and other programming will be developed. At most, three hours of shows each night will be available, and at the beginning much less.

What will it cost subscribers? It is hoped the costs will be kept between \$1 and \$2 per week, tho there will be a minimum weekly cost for early subscribers. As the number of viewers grows, of course, and more revenue can be derived, the minimum will be cut. Skiatron is said to be working with the International Business Machines Corporation, which may furnish machines to process the subscribers' bills.

Fox also owns rights to the Skiatron process abroad. He has his own representatives in several foreign countries, notably Germany and in Scandinavia. Installations are already being surveyed in Cuba, and Mexico and Canada are also being considered.

It may be that unless the FCC grants the toll TV forces permission to go ahead shortly, some foreign countries will get the system of pay transmission before the U. S. does.

Indicate Congress Jurisdiction on Toll

WASHINGTON—"We'll have to come to Congress on toll TV," Federal Communications Commission Chairman George McConaughy told a House Commerce Committee Thursday (7). He had "doubts as to our jurisdiction" over the pay TV question. To which the Commerce Committee Chairman, Oren Harris, said, "Many of us feel that when the FCC has a hot potato, it is passed back to Congress. But on others — you make policy decisions without asking anyone."

This was the first audible exchange between legislators and members of the FCC, after the amazing silence on toll TV which prevailed at Tuesday's (5) Senate Commerce Committee hearing. Altho Senator Magnuson had announced that the controversial communications subcommittee staff report recommending a pay TV trial would be the basis for questions to the FCC, no comment was made at the hearings, which stuck to allocations questions.

"Secrets"

The silence leaves the "leaked" staff report officially "secret," altho staffers claim the report is still

help keep UHF going, even tho the commission hearings could delay the actual deintermixing shifts for many months.

Craven said engineering improvements for tuners and transmitters were "in prospect," but admitted to the inquiring Senator Bricker that "they hadn't come up with anything yet."

Craven recommended eventual use of both services and dumping the present allocations plan in the face of present competitive emergency. "Blind adherence to present channel plan fosters monopoly," he said, with only 16 top markets assigned four or more very high channels, 38 having three or more and the rest two, one, or none at all. The same channel scarcity, he said, has led to concentration of ownership, which in turn means a trend to television's being operated by a "mere handful of persons." Craven would hustle drop-in very-high in the first hundred markets, to promote competition.

Commissioner Doerfer protested taking the very-high out of UHF areas, and said it drastically reduced service to the public.

"alive" and may still be the basis for future FCC questioning.

In toll TV comment at the House Committee hearing, Chairman Harris asked, "Are not toll TV and deintermixture both questions of policy? And isn't it your duty under the law to determine this policy?" FCC Chairman McConaughy answered that allocations were clearly within FCC jurisdiction, but he had doubts on subscription TV, such as "whether it might border on a common carrier service." In any case, pay TV is under study, and "we intend to proceed as quickly as possible," the commission chairman said.

'Kane' Series Rolls in Britain

HOLLYWOOD — "Martin Kane," Ziv-TV series, has gone into full-scale production in England. According to Ziv's production V.P. Herbert Gordon the program will first be pitched for national sale, and, if this doesn't pan out, will then be made available on a regional and syndicated basis.

The company last week also ordered a script on a Western, tentatively titled "MacKenzie's Raiders," in which Richard (I Led Three Lives) Carlson would star.

Gordon denied reports that "Highway Patrol" would be discontinued, declaring that production is far ahead of air dates and that no decision as to the show has yet been reached.

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 • 200 E. Walton DE 7-6344

World famed hotels Teletype service Television

Mil'kee Study Rates Warners Over ARB Poll

NEW YORK—Associated Artists Productions declared last week that the Warner Bros. pictures are doing even better in Milwaukee's unusual four-way feature fight Saturday nights (The Billboard, March 2) than indicated by the January report of the American Research Bureau.

Since the January rating week, J. Walter Thompson for Schlitz Beer, sponsor of the Warner pictures on WTMJ-TV, pulled a co-incident study three weeks running, making a total of 1,200 phone calls.

According to its findings, the combined studies made January 12 and 19 and February 9 gave the Warner show ratings of 54.1 against 11.1, 8.8 and 3.4 for the major studio pictures then on the competing stations.

AAP last week sold the entire Warner library of features and cartoons to WEAR-TV, Pensacola, Fla. It also sold a couple of packages of Warner features to KTWO-TV, Casper, Wyo. WBRE-TV, Wilkes-Barre, Pa., and WDSM-TV, Duluth, Minn., bought all of AAP's cartoons.

BAR Expands Into Spot and Local Fields

NEW YORK—Broadcast Advertisers Reports, the firm that publishes the monitored tabulations of network sponsors, has now moved into the spot and local field. It has just issued its first quarterly guide to 3,000 non-network advertisers. It identifies all TV advertisements listed as program sponsorship, participation, station break or ID.

The report is based on a full week's monitoring via tape recording of the full schedules of 62 stations in 17 top markets. The monitoring for this first report was done during the last quarter of 1956. For 1957 BAR is expanding to 20 markets. The complete annual service sells for around \$2,000.

1st-Run Features

Continued from page 11

station here, in channel order, and its product is as follows:

WCBS-TV—"Late Show," 11:15-conclusion - M-G-M, Warner, Columbia.

WRCA-TV—"Movie 4," Sunday, 10:30-conclusion—United Artists.

WABD—"Warner Bros. Premiere," Sunday, 3 and 9—Warner.

WABC—"Night Show," 11:10-conclusion—Columbia.

WOR-TV—"Million Dollar Movie," 7:30-9 and 10-11:30—RKO.

WPX—"Premiere Performance," no time set—NTA Network.

WATV—"Famous All-Star Movie," 7-9 and 10-12—20th Century-Fox.



PULSE LOCAL RATINGS FOR JANUARY

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

BOSTON
2 TV STATIONS—870,100 TV HOMES
Population—2,991,300 (16th in U. S.)
Buying Income—\$5,472,790,000 (7th)
Retail Sales—\$3,782,581,000 (16th)
Food Sales—\$927,203,000 (16th)
Drug Sales—\$114,673,000 (16th)
Automotive—\$596,532,000 (16th)
Above figures include following counties: Essex, Middlesex, Norfolk and Suffolk Cos., Mass.

- TOP NETWORK SHOWS**
1. Ed Sullivan, WNAC, Su.45.3
 2. I Love Lucy, WNAC, M.44.7
 3. Alfred Hitchcock, WNAC, Su.40.9
 4. G.E. Theater, WNAC, Su.40.0
 5. Godfrey's Talent Scouts, WNAC, M.37.9
 6. I've Got a Secret, WBTV, W.37.9
 7. Millionaire, WNAC, W.37.2
 8. Groucho Marx, WBZ, Th.36.7
 9. Burns and Allen, WNAC, M.35.5
 9. Climax! WNAC, Th.35.5

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WNAC, M.-F.24.7
 2. News, Weather (7 p.m.), WNAC, M.-F.15.5
 3. Boston Movie Time, WBZ, M.-F.15.2
 4. Patti Page, WNAC, M., W., F.14.9
 5. News Letter (7:15 p.m.), WBZ, M.-F.13.3
 6. Queen for a Day, WBZ, M.-F.13.2
 7. NBC News, WBZ, M.-F.12.8
 8. Arthur Godfrey, WNAC, M.-Th.11.6
 8. TV News Reporter, Misc. (11 p.m.), WBZ, M.-F.11.6
 10. Guiding Light, WNAC, M., W., F.11.4

- TOP FEATURE FILMS**
- Once Weekly**
1. Pleasure Playhouse, WBZ, Su.-5:30-7:00 p.m.22.8
 2. Late Show, WNAC, S.-11:45-12:00 mid.10.3
 3. Saturday Movietime, WBZ, S.-5:30-7:00 p.m.9.7
 4. Movie Time, WNAC, Su.-11:30-12:00 mid.8.2
 5. Children's Theater, WNAC, S.-7:30-9:00 a.m.8.1

- Multi-Weekly**
1. Boston Movie Time, WBZ, M.-F.-4:45-6:45 p.m.15.1
 2. Hollywood Playhouse, WBZ, M.-F.-1:00-2:30 p.m.11.0
 3. Hollywood's Best, WBZ, S., Su.-11:00-12:00 mid.7.1
 4. Movie Matinee, WMUR, S., Su.-1:30-4:30 p.m.1.8
 5. Western Theater, WMUR, M.-F.-4:30-5:30 p.m.8

- TOP SYNDICATED FILMS**
1. Count of Monte Cristo (TPA), WNAC, T.-8:3028.4
 2. Annie Oakley (CBS), WNAC, Su.-5:0025.9
 3. Crunch and Des (NBC), Th.-8:0022.7
 3. Sky King (Nabisco), WNAC, W.-6:0022.7
 3. Frontier (NBC), WNAC, F.-10:3022.2
 6. Superman (Flamingo), WNAC, F.-6:3021.0
 7. Man Called X (Ziv), WBZ, M.-10:3020.8
 8. Badge 714 (NBC), WNAC, W.-6:3020.2
 8. Dr. Christian (Ziv), WNAC, Su.-4:0020.2
 10. Sheriff of Cochise (NTA), WNAC, Su.-6:0019.7
 10. Rin Tin Tin (Screen Gems), WNAC, Su.-6:3019.7
 12. Studio 57 (MCA), WBZ, T.-10:3019.5
 13. Highway Patrol (Ziv), WBZ, W.-10:3019.4
 14. Man Behind the Badge (MCA), WNAC, Su.-10:3019.2
 15. Ramar of the Jungle (TPA), WNAC, Th.-6:0019.0

CHARLOTTE, N. C.
1 TV STATION—51,900 TV HOMES
Population—324,300 (165th in U. S.)
Buying Income—\$385,921,000 (90th)
Retail Sales—\$294,138,000 (83d)
Food Sales—\$46,603,000 (113th)
Drug Sales—\$11,048,000 (167th)
Automotive—\$53,943,000 (98th)
Above figures include following counties: Mecklenberg

- TOP NETWORK SHOWS**
1. Arthur Godfrey, WBTV, W.68.4
 2. I Love Lucy, WBTV, M.68.0
 3. Millionaire, WBTV, W.67.0
 4. Ed Sullivan, WBTV, Su.66.4
 5. Climax, WBTV, Th.66.1
 6. I've Got a Secret, WBTV, W.64.3
 6. Mr. Adam & Eve, WBTV, F.64.3
 8. Playhouse of Stars, WBTV, F.63.5
 9. Godfrey's Talent Scouts, WBTV, M.62.3
 10. G.E. Theater, WBTV, Su.61.8

- TOP MULTI-WEEKLY SHOWS**
1. Arthur Smith, WBTV, T., Th.46.8
 2. CBS NEWS, WBTV, M.-F.41.7
 3. Esso Reporter (6:30 p.m.), WBTV, M.-F.37.6
 4. Looney Tunes Jamboree, WBTV, M.-Th.32.0
 5. Weather, News, Final (11 p.m.), WBTV, M.-F.28.4
 6. Guiding Light, WBTV, M.-F.18.1
 7. Search for Tomorrow, WBTV, M.-F.18.0
 8. Love of Life, WBTV, M.-F.17.9
 9. Sports Final (11-15 p.m.), M.-F.16.1
 10. Edge of Night, WBTV, M.-F.15.7

- TOP FEATURE FILMS**
- Once Weekly**
1. Million \$ Movie, WBTV, W.-11:45-12:00 mid.10.0
- Multi-Weekly**
1. Late Show, WBTV, M., Th.-S.-11:30-12:00 mid.12.0
 2. Morning Movie, WBTV, M.-F.-9:00-10:00 a.m.10.2

- TOP SYNDICATED FILMS**
1. Waterfront (MCA), WBTV, T.-8:3065.8
 2. Death Valley Days (Pacific Borax), WBTV, T.-8:0065.0
 3. Doug Fairbanks Presents (ABC), WBTV, T.-9:0062.3
 4. Dr. Hudson's Secret Journal (MCA), WBTV, Th.-8:0055.3
 5. Science Fiction Theater (Ziv), WBTV, Su.-7:0052.0
 6. Sheriff of Cochise (NTA), WBTV, F.-10:3044.8
 7. Frontier (NBC), WBTV, Th.-10:0044.5
 8. Frankie Laine Show (Guild), WBTV, Th.-6:4542.5
 9. Patti Page (Screen Gems), WBTV, F.-6:4536.0
 10. Soldiers of Fortune (MCA), WBTV, M.-5:3033.5
 11. Buffalo Bill Jr. (CBS), WBTV, S.-11:00 a.m.33.3
 12. Superman (Flamingo), WBTV, T.-5:3033.0
 13. Rosemary Clooney (MCA), WBTV, Su.-6:0032.8
 14. Looney Tunes Jamboree (Guild), WBTV, M.-Th.-5:0032.0
 15. Cisco Kid (Ziv), WBTV, F.-5:3030.5
 16. Captain Midnight (Screen Gems), WBTV, S.-9:00 a.m.30.3
 17. Rin Tin Tin (Screen Gems), WBTV, S.-5:0030.0
 18. Wild Bill Hickok (Flamingo), WBTV, W.-5:3029.8
 18. Sky King (Nabisco), WBTV, M.-5:0029.8
 20. Looney Tunes (Guild), WBTV, S.-Su.-1:0026.3
 21. Big Playback (Screen Gems), WBTV, S.-11:1518.0
 22. Federal Men (MCA), WBTV, Su.-11:1514.0

CHICAGO
4 TV STATIONS—1,782,000 TV HOMES
Population—6,150,900 (2d in U. S.)
Buying Income—\$13,380,431,000 (2d)
Retail Sales—\$8,161,023,000 (2d)
Food Sales—\$1,720,971,000 (3d)
Drug Sales—\$255,124,000 (2d)
Automotive—\$1,344,473,000 (3d)
Above figures include following counties: Cook, Du Page, Kane, Lake, Willis, Ill., Lake, Ind.

- TOP NETWORK SHOWS**
1. Ed Sullivan, WBBM, Su.54.2
 2. I Love Lucy, WBBM, M.48.7
 3. Best of M-G-M, WBBM, S.39.3
 4. Alfred Hitchcock, WBBM, Su.39.2
 5. G.E. Theater, WBBM, Su.35.2
 5. \$64,000 Question, WBBM, T.35.2
 7. December Bride, WBBM, M.34.5
 7. Your Hit Parade, WBBM, S.34.5
 9. Disneyland, WBBM, W.33.9
 10. Boxing, WBBM, W.33.5

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WBBM, M.-F.25.2
 2. News Roundup (10 p.m.), WBBM, M.-F.15.9
 3. News, Benley (6 p.m.), WBBM, M.-F.14.8
 4. Art Linkletter, WBBM, M.-F.14.7
 4. Arthur Godfrey, WBBM, M.-Th.14.7
 6. Big Payoff, WBBM, M.-F.14.6
 7. CBS News, WBBM, M.-F.14.5
 8. Bob Crosby, WBBM, M.-F.14.4
 9. Garry Moore, WBBM, M.-F.13.9
 10. Susie's Show, WBBM, M.-F.13.6

- TOP FEATURE FILMS**
- Once Weekly**
1. Best of M-G-M, WBBM, S.-10:00-12:00 mid.39.3
 2. Courtesy Theater, WGN, Su.-10:00-12:00 mid.18.1
 3. Mages Playhouse, WGN, M.-10:00-11:30 p.m.16.9
 4. Family Theater, WGN, S.-10:00-12:00 mid.14.9
 5. Community Playhouse, WGN, F.-10:00-12:00 mid.14.3
- Multi-Weekly**
1. Late Movie, WGN, M.-W., Su.-11:45-12:00 mid.13.6
 2. Late Show, WBBM, M., T., Th.-11:00-12:00 mid.11.4
 3. Movietime U. S. A., WBBM, M.-F., Su.-10:00-11:30 p.m.6.9
 4. Movietime U. S. A., Late Show, WBBM, M.-F., Su.-11:30-12:00 mid.5.3
 5. Morning Movie Time, WGN, S., Su.-10:00-11:00 a.m.3.5

- TOP SYNDICATED FILMS**
1. Annie Oakley (CBS), WBBM, S.-5:3020.7
 2. I Led Three Lives (Ziv), WGN, T.-9:3017.4
 3. Great Gildersleeve (NBC), WBBM, M.-9:3016.7
 4. City Detective (MCA), WGN, F.-9:3016.5
 5. Sheriff of Cochise (NTA), WBBM, F.-7:3015.7
 6. Life of Riley (NBC), WBBM, S.-6:0015.4
 7. Racket Squad (ABC), WGN, T.-8:3014.5
 8. Cisco Kid (Ziv), WBBM, Su.-5:0013.4
 9. Rin Tin Tin (Screen Gems), WBBM, Su.-4:0012.7
 10. Buffalo Bill Jr. (CBS), WGN, Th.-6:0012.5
 11. Gene Autry (CBS), WGN, S.-3:0012.2
 11. Wild Bill Hickok (Flamingo), WGN, T.-6:0012.2
 13. Captain Midnight (Screen Gems), WBBM, Su.-5:3011.7
 14. San Francisco Beat (CBS), WGN, T.-9:0011.5
 15. New Orleans Police Department (NTA), WGN, Th.-9:0011.2
 15. Sky King (Nabisco), WBBM, Su.-4:3011.2
 17. Trouble With Father (Official), WGN, M.-7:3011.0

COLUMBUS, O.
3 TV STATIONS—163,400 TV HOMES
Population—585,300 (135th in U. S.)
Buying Income—\$349,253,000 (29th)
Retail Sales—\$761,591,000 (33d)
Food Sales—\$164,157,000 (33d)
Drug Sales—\$25,718,000 (30th)
Automotive—\$140,831,000 (33d)
Above figures include following counties: Franklin

- TOP NETWORK SHOWS**
1. Ed Sullivan, WBNS, Su.51.7
 2. I Love Lucy, WBNS, M.41.0
 3. Godfrey's Talent Scouts, WBNS, M.40.0
 4. Private Secretary, WBNS, Su.37.5
 5. Lassie, WBNS, Su.37.2
 6. G.E. Theater, WBNS, Su.36.7
 7. \$64,000 Question, WBNS, T.34.5
 8. Red Skelton, WBNS, T.34.2
 9. Wyatt Earp, WTVN, T.33.7
 10. Jackie Gleason, WBNS, S.33.3

- TOP MULTI-WEEKLY SHOWS**
1. Mickey Mouse Club, WTVN, M.-F.22.6
 2. CBS News, WBNS, M.-F.22.0
 3. Chet Long (7 p.m.), WBNS, M.-F.21.9
 4. Fillopos Gang, WBNS, M., T., Th., F.18.4
 5. Western Roundup, WBNS, M.-F.17.7
 6. News, Weather (11 p.m.), WBNS, M.-F.17.1
 7. Aunt Fran, WBNS, M.-F.15.1
 8. Armchair Theater, WBNS, M.-F.13.9
 9. Arthur Godfrey, WBNS, M.-Th.12.7
 10. Garry Moore, WBNS, M.-F.12.0

- TOP FEATURE FILMS**
- Once Weekly**
1. First-Run Theater, WLW-C, Su.-1:30-3:00 p.m.17.0
 2. Warner Brothers, WTVN, S.-7:30-9:00 p.m.14.5
 3. Porky's Playhouse, WTVN, Su.-10:30-12:00 noon9.5
 3. Bluebird Theater, WLW-C, Su.-12:30-1:30 p.m.9.5
 3. Theater for Youth, WLW-C, Su.-11:00-12:30 p.m.9.5
- Multi-Weekly**
1. Western Roundup, WBNS, M.-F.-5:00-6:00 p.m.17.7
 2. Armchair Theater, WBNS, M.-F., Su.-11:15-12:00 mid.13.8
 3. Midday Movie, WTVN, M.-F.-12:30-2:00 p.m.8.0
 4. Ladies' Home Theater, WTVN, M.-F.-10:00-11:30 a.m.7.6
 5. Home Theater, WTVN, M.-F.-11:15-12:00 mid.6.8

- TOP SYNDICATED FILMS**
1. Death Valley Days (Pacific Borax), WBNS, Su.-9:3031.2
 2. Highway Patrol (Ziv), WBNS, T.-10:3027.4
 3. Sheriff of Cochise (NTA), WBNS, Th.-7:3024.5
 4. Rosemary Clooney (MCA), WTVN, T.-7:0024.0
 5. Man Called X (Ziv), WBNS, F.-9:302:35
 6. Annie Oakley (CBS), WBNS, Th.-6:0021.2
 7. Soldiers of Fortune (MCA), WBNS, W.-6:3021.0
 8. Frontier Doctor (Hollywood), WTVN, F.-7:0019.5
 9. Little Rascals (Interstate), WBNS, W.-4:3019.3
 10. Superman (Flamingo), WBNS, W.-6:0018.8
 11. Guy Lombardo (MCA), WBNS, Su.-6:3018.3
 12. Stars of the Grand Ole Opry (Flamingo), WBNS, S.-7:0018.2
 13. Buffalo Bill Jr. (CBS), WTVN, F.-6:0017.7
 14. Looney Tunes (Guild), WTVN, Su.-5:0017.5
 15. Crunch and Des (NBC), WBNS, T.-7:3017.2
 16. Hopalong Cassidy (NBC), WTVN, M.-7:0016.9

NTA Stock Vote Set for April 4

NEW YORK—National Television Associates has called a stockholders' meeting April 4 to vote on its proposal to double its authorized capital stock and to grant conversion privileges on up to \$8,000,000 worth of notes and debentures. The additional financing, it was stated, was to retire certain short-term indebtedness and to meet certain commitments in connection with the acquisition of films.

It is understood, however, that NTA's dicker for the Paramount feature library does not depend on this new issue.

NTA currently has authorized 1,000,000 shares of common. There

Back to God Hour Has New Series

CHICAGO—A new 13-film religious series has just been completed by the Back to God Hour, sponsors of the radio show of that name. It is available to stations free. It was filmed in color by Panell Productions here.

The Back to God Hour previously distributed the TV film series "The Ten Commandments."

Fay, Hunt Join AAP

NEW YORK—AAP has just taken on two new salesmen. Ken Fay, formerly of Television Programs of America, will work New England. David Hunt, formerly of KWTU, Oklahoma City, will sell for AAP in the South.

are 664,825 shares outstanding, of which 12.1 per cent is owned by Ely Landau, president.

AAP's Stock Splits 4 to 1, Rises 5 Pts.

NEW YORK—Associated Artists Productions, owner of the Warner Bros. backlog, announced a four-to-one stock split on the Wall Street ticker last Friday (8). The stock rose over five points on the American Stock Exchange last week in anticipation of this announcement. It closed at 44 1/2 on Thursday (7).

This development comes at a moment when the firm is without a president. George Gardiner resigned about a month ago.

The company's wholly-owned subsidiary, AAP, Inc., headed by Eliot Hyman, handles distribution of the Warner pictures to both TV and theaters. It is said to have

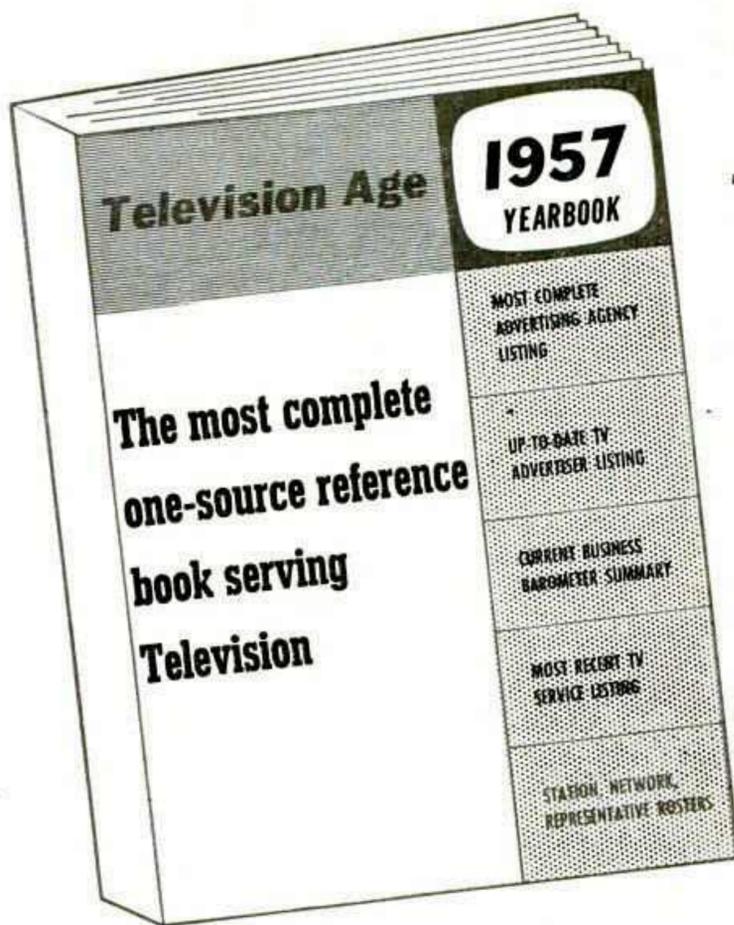
written about \$25,000,000 worth of TV sales so far, on this product, but it is actually hard to pin down, since a number of key contracts involve AAP participation in the stations' future earnings from these films.

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

GIVE TO DAMON RUNYON CANCER FUND

yours for one low price...

**TWO WAYS TO KNOW WHAT'S HAPPENED—
AND IS GOING TO HAPPEN—IN TELEVISION**



the **1957**

Television Age YEARBOOK

GIVES YOU FACTS

TO BACK UP YOUR DECISIONS

You'll find the YEARBOOK wonderfully handy to have around. Here in one neatly organized book are listings of 3500 key agency executives, top spot advertisers, tv stations, tv station reps, network executives, trade associations, film syndicators, distributors, and tv services.

Here is also concise up-to-date market data, listings of various annual TV awards, and more.

The YEARBOOK is the most complete one-source reference book serving tv.

It is available to only **Television Age** subscribers—

*—but when you are a subscriber—
it's **FREE!***

**Television Age
GIVES YOU IDEAS TO PUT YOU
AHEAD OF COMPETITION**

Nearly 9000 executives who want to share in the rich present and future of television now get **Television Age** regularly.

How about you?

Wouldn't you like to know the trends that will shape tomorrow's tv patterns?

Couldn't you use fresh ideas on everything from tv commercials to programing, film to timebuying, merchandising to marketing.



THEN YOU MAIL US THIS HANDY FORM

**WE'LL MAIL YOU TELEVISION AGE
EVERY OTHER WEEK AND THE
YEARBOOK NOW!**

Television Age 444 Madison Ave., New York 22, N. Y.
Please send **Television Age** for the next year—
26 issues including the YEARBOOK—
and bill me later for only \$7.

NAME _____
COMPANY _____
TITLE _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Estimates '56 Disk Sales At Peak \$320 Mil Volume

Griffin Tabs Upped Phono Buys, Consumer Ads Big Market Aids

NEW YORK — John Griffin, executive secretary of the Record Industry Association of America, last week officially documented the growth of the disk business during 1956 with an estimate that dollar volume reached a total of \$320,000,000 at the retail level. Griffin stated that the sale of phonographs and the increase in consumer advertising by record manufacturers were important factors in the expansion.

Other factors advanced by traders as contributing to the peak dollar volume are the success of rack jobbing—which is estimated as accounting for as much as 8 per cent of the total dollar volume—and the growth of record clubs.

Griffin stated that the 1956 dollar volume represents a 38 per cent increase over 1955, when the total dollar volume hit \$234,000,000. The latter was a 26 per cent increase over 1954, which had a total volume of \$186,000,000.

In arriving at these figures, Griffin makes an analysis of the federal government's excise tax figures, statistics of the American Federation of Musicians and the Music Performance Trust Fund, and information furnished by the RIAA's own members. Griffin's formula takes into account the fact that the excise figures cover a period which does not parallel the calendar year. However, he applies correctives in order to estimate the actual 1956 dollar volume.

Many new consumers joined the

ranks of record buyers in 1956, Griffin estimates, and he believes this is reflected in the sale of phonographs during that year. Phono sales totalled 4,176,000, as against 3,100,000 in 1955. Buyers of new phonographs, it is known, are heavy record buyers for an initial period.

It is also felt that the various record club operations were instrumental in converting many people to the record-buying habit — not

only via the clubs but ultimately thru regular dealer channels.

With regard to advertising at the consumer level, Griffin feels that the increase in this type of promotion has materially aided in dissipating seasonal slump periods. Many of these ad campaigns, of course, have also been tied to bargain disk offerings by the manufacturers, such as Columbia's Buy-of-the-Month, Victor's Save-On-Records drive, samplers, etc.

Verve Records Sets Up Tape Division

HOLLYWOOD — Coast indie Verve Records took a major step this past week in announcing its entry in the pre-recorded tape field and setting up a separate tape division.

Latter unit will function under the supervision of Lowell Jordan, veteran audio engineer and until recently the national sales manager for James B. Lansing, Inc. Plans call for Jordan to appoint high-fidelity factory representatives thruout the country to handle the line to be known as Verve's "Reel o' Gold." Tape packages will be released at 7½ i.p.s., in seven-inch reels of 1,200 feet of tape. At the present time, the firm will release stereophonic tape only, tho plans are being studied to release monaural tape packages in the future.

Stereo tape album will retail at approximately \$13, with the firm's line to be unveiled at the High-

Fidelity Parts Show at the Hilton Hotel, Chicago, May 21-23.

Tape reproduction will be handled by the Bob Fine Studios in the East, and by magnetic tape duplicators here, according to Jordan. First releases will include "Ella Fitzgerald Sings the Rodgers and Hart Song book," and packages by Bing Crosby, Count Basie, Billie Holliday and a series of instrumental mood music tapes. The Fitzgerald tapes will be released (Continued on page 25)

C&W Fest to Be Held on Coast in Aug.

SALINAS, Calif. — The West Coast's First Annual County Music Festival is scheduled to be held at the Big Barn here Friday and Saturday, August 23-24, with all facets of the country and western music business invited to participate.

Handling arrangements and promotion on the conclave are J. E. (Red) Swarr, Box 107, Maywood, Calif.; Dick Eaton, Station KDON here, and Dovie Pierce, 1004 Park- (Continued on page 25)

Sill W. C. Rep For Atlantic

NEW YORK — Lester Sill this week was named Atlantic's West Coast representative with offices in Los Angeles. Sill has been associated with various diskeries and at present heads Quintet Music. He will be in charge of sales on the West Coast and will also cut sessions for Atlantic on the Coast from time to time.

This week Atlantic also opened new recording studios in the building on 56th Street where their offices were formerly located. Built under the supervision of Tommy Dowd, Atlantic's chief engineer, the new studios, are equipped for monaural and binaural recording.

Group Pushing Washington for ASCAP Board

HOLLYWOOD — The campaign to elect Coast songwriter Ned Washington to the ASCAP board of directors gathered steam here last week with the formation of the Committee for Greater West Coast Representation, locally dubbed "The Bomber Squad."

Latter group dispatched a mailing to ASCAP writers both here and in New York and have been buttonholing the society's members in an open political bid. Launched (Continued on page 25)

Decca Cuts Five New Pkgs.

NEW YORK — Decca Records has released five new packages. These include albums by the Mary Kaye Trio, and Caterina Valente; a package of "Louis Armstrong Jazz Classics," "Circus Time" by the Ringling circus band, and "This Is Romance," cut in Europe by Daniel De Carlo's ork.

Thus far in 1957, Decca has released over 80 albums in all fields.

DISK PAYOLA 'CLIMAX' TOPIC

HOLLYWOOD — Disk biz payola, a subject oft discussed in the hallowed halls at Al and Dick's and the Brown Derby, will be dramatized next week when CBS-TV tackles the hot potato on a "Climax" stanza March 21.

Title of the show is "Let It Be," penned by Eileen and Robert Mason Pollock, with Eddie Albert and Steve Forrest set to star in the production. Also in the cast are Maureen O'Sullivan, Charles Ruggles, Jill Corey, with singer Johnny Desmond playing himself.

Columbia Records will tie in with the telecast, releasing a single by Miss Corey titled "Let It Be," penned by Mann Curtis and Gilbert Becaud.

'57 Jan.-Feb. Sales Top '56 Ditto by 400%

NEW YORK — ABC-Paramount sales for January and February of this year were 400 per cent higher than for the same period last year, with LP's accounting for 25 per cent more of the increase, according to Am-Par prexy, Sam Clark.

The label has signed a flock of new talent, including canary Gloria Mann; Josh White's daughter, Beverly White, and Jerry and (Continued on page 25)

SPA Charges May Cue Senate Ears

By MILDRED HALL

WASHINGTON — If "certain new allegations" made by representatives of Songwriters' Protective Association (6) about "individuals" and "station owners," hold up under careful scrutiny, they could be considered in Senate Commerce Committee hearings.

The comment was made by the Communications Subcommittee administrative assistant, Nicholas Zapple, after a group of ASCAP songwriters paid a visit Wednesday (6) to John O. Pastore (D., R. I.), chairman of the Subcommittee. The issue was turned over to Pastore after a visit by five top-drawer ASCAP songwriters to Senator Magnuson (D., Wash.), chairman of the full committee, the previous week. (The Billboard, March 9.) Staff Administrator Zapple was designated to "check into" the songwriters' allegations, and says that a trip to New York for that purpose "is possible," if and when he has the time, at close of the committee's current allocations hearings.

Rumors that Pastore would hold "early hearings, possibly in New York," were largely discounted, in view of research to be done by staff on the validity of the newly presented allegations. "To avoid duplication," Zapple pointed out, "there will have to be a careful cross check with Celler (D., N. Y.) hearing testimony," and a study of the crucial House Antitrust Subcommittee staff report on last fall's

broadcast probe, which covered the ASCAP-BMI quarrel, and will reportedly come out in about two weeks. Broadcast Music, Inc., would also be given a chance to present its side of the question to the Senators, and the whole issue aired with Pastore's Subcommittee members, before any hearing possibilities could develop, Senate staffers pointed out.

The songwriter group was back at the Hill again the latter half of last week, to arrange talks with Senate Commerce Subcommittee members Bricker (R., Ohio), and (Continued on page 47)

Kapp Plugs 20 New EP's As 'Economy Packages'

NEW YORK — Kapp Records is releasing 20 EP's this month.

The drive is of particular interest in view of the philosophy behind it. Dave Kapp, diskery chief, is promoting the EP disk as an "Economy Package." The term Extended Play, Kapp feels, is not a good one, and it does not lend itself to strong merchandising. Economy Package, Kapp believes, is a sharper merchandising and sales approach — one which correctly reflects the fact that the EP is a bargain which contains two extra songs for only 40 cents additional cost. The term "Ex-

RKO Unique to Seek Rights to Sound Tracks

HOLLYWOOD — Herschel Burke Gilbert, newly appointed Coast repertoire topper for RKO Unique Records, will shortly launch an intensive campaign for motion picture sound track albums.

Gilbert, who moved into his offices at the RKO studios here last week, will not limit the movie material to RKO productions, but will include material from any source he deems commercial. Firm recently acquired the sound track rights to Paramount's "Beau James," and entered the sound track field with "Friendly Persuasion."

Gilbert will continue with "The Hot and the Cool," currently marking his bow as an indie film producer. No deal has as yet been made for the jazz score being penned for the film.

Big Beat Set Snares Kramer

NEW YORK — Gary Kramer, assistant to the Music Editor of The Billboard, has joined the Jaguar set. He has been appointed Director of Advertising and Publicity of Atlantic Records. He will also assume responsibilities in the LP department, assisting Nesuhi Ertegun, veepee in charge.

With The Billboard since 1952, Kramer conducted "On the Beat," a column which covered the rock and roll area of the disk business.

Known across the country as a great cat, Kramer's knowledgability covers a broad range. He has made occasional flights to Salzburg to cover the Mozart Festival, and numerous trips to the Nashville-Memphis-New Orleans area to dig the blues.

It cannot be denied that we will miss this honky-tonkin' man.

Vik Snares New Artists, Top TV Plug

NEW YORK — Vik Records signed several new artists last week, and latched-on to a first-magnitude TV plug.

Herman Diaz, Vik artists and repertoire chief, snagged Geoffrey Holder, Trinidad-born singer, dancer, composer, actor, who was (Continued on page 25)



LET ME SING AND I'M HAPPY
IT ALL DEPENDS ON YOU

Decca 9-30263; 30263



JERRY LEWIS

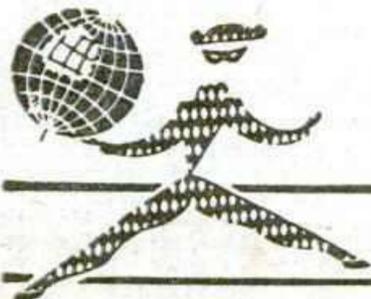


DECCA RECORDS

Straight out of the horse's mouth
MITCHELL TOROK'S
PLEDGE OF LOVE
is the original and a hit!



DECCA
30230
9-30230



A NEW WORLD OF SOUND



BMI-SPA Group Hot To Air Own Views

NEW YORK—If congressional hearings are held to investigate conspiracy charges made against the networks by a group of ASCAP-affiliated members of the Songwriters Protective Association in Washington, D. C., March 1 (The Billboard, March 9), an opposition group of BMI-affiliated SPA members will be allowed to air their views on the subjects before the committee.

Bernie Wayne, chairman of the BMI-SPA group—tagged the SPA Committee for Fair Play—was so notified Friday (8) afternoon in a wire from Sen. Warren F. Magnuson, chairman of the Senate Commerce Committee. Wayne's group protested to the Senator last Monday (4) that "the (conspiracy) charges made to you and publicity released by SPA were never submitted to or approved by membership of SPA and do not represent views of all members."

Meanwhile, Wayne's group, which met here March 1 to "protest this abuse of SPA's function and misuse of its funds" (The Billboard, March 9), sought to enlist the support of all BMI-affiliated

Fisher-Coke Pitch Can Hit Million Mark

NEW YORK — The Eddie Fisher EP sampler, produced as a joint promotion by Coca-Cola and RCA Victor's Custom Record department, is up to the 800,000 mark, and figures to hit a million in sales by the time the push winds up, at the end of March.

This would make the disk the first EP premium to hit the golden circle. A seven-inch 33½ r.p.m. premium produced by Columbia for Gillette Blades last year reportedly came near the 1,500,000 mark. Latter was included with a razor-set purchase, while the Fisher is a semi-self-liquidating deal costing 25 cents with a coupon. Premium coupons are attached to six-bottle coke cartons.

Actually, according to a Coca-Cola spokesman, only 42 per cent of the population has been exposed to the offer. All coke bottles were offered the deal in January, but not all were able to participate. The all-important markets of New York, Chicago and Los Angeles have not been included.

Tunes on the EP were issued previously as singles, and several were million sellers then. They are: "I'm Walking Behind You," "Lady of Spain," "Down-Hearted," "Wish You Were Here," "Outside of Heaven" and "I'll Hold You in My Heart."

Victor's end of the push was handled by Pete Rogers.

Lawrence Buys Portal Firm

NEW YORK—Bill Lawrence, formerly Epic Records sales chief for single records, and one-time sales manager of United Record Distributors in Chicago, has purchased Portal Distributing Company, of Pittsburgh. Portal was formerly owned jointly by Lawrence and a large Western Pennsylvania retail chain.

The new organization, with offices in Pittsburgh, will trade under the name Bill Lawrence, Inc. Labels handled by the firm include Epic and Okeh, Vik, RKO-Unique, Zephyr, London International Seeco, ABC-Paramount and others.

DENTAL WAX

Thar's Gold In Them Teeth

NEW YORK—Somebody once said that getting a hit going is like pulling teeth. So Dave Krengle and Frank Abramson of Sammy Kaye Enterprises went out and found themselves a dentist.

Actually, a Dr. Warren Nadell walked into their offices one day and asked to demonstrate some songs he had written. One was "After School," and the music men liked his demo so much that they decided to cut a master. They changed the doc's name to Randy Starr and pressed a few thousand copies using the "Dale" label.

Abramson made a promotion trip on behalf of various Republic music plugs and found jocks receptive to his new platter. Within two weeks he reported 20,000 shipped. Covers were being cut, and five companies wanted to buy his mater. The boys decided to hold onto it rather give it to one label and antagonize any of the others. At present no additional disks are being planned for Dale.

As for the doc, he recently asked Krengle if his new-found success as a writer and disk artist would interfere with his practice. "Doc," Krengle answered, "We're going to make dentistry your hobby."

SPA members last week, via a letter and questionnaire.

The letter repeated the Fair Play Committee's charges that "SPA is guilty of shocking misuses of power," and requested written permission to represent the members "at no cost to you in an examination of, and vigorous protest against, biased activities of SPA officers, and an insistence they return to proper impartial position."

The questionnaire asked BMI-SPA members if they approved of "SPA's entry into the music controversy on either side: if SPA officers, in any manner determined their own feelings or asked if they approved or disapproved their interferences in this legal matter, and if they agreed with the charges that most all BMI music is junk, as stated before the Celler Committee hearings, and that 'BMI writers get special favored treatment from record companies' and 'deejays give special favored treatment to BMI music either by choice or under orders'."

Lobbying Questioned

BMI-SPA members were also asked if they approved the "past expenditure of SPA funds for lobbying in Washington, mailing prop-

(Continued on page 24)

Cadence Preps Special Promotions on 13 LP's

NEW YORK — Cadence Records has scheduled 13 LP's for release within the next two months, signaling the indie's decision to emphasize specialized album production and promotion this year.

However, Cadence prexy, Archie Bleyer, stresses the fact that the label will promote each album separately—as it would a single—rather than conducting general album merchandising drives. In line with this, Cadence's sales director Bob Kornheiser is setting up special separate merchandising tie-ups on the label's forthcoming batch of LP's.

For instance, a series of six Haitian albums, featuring native music recorded on the island by writer Maya Deren, an authority on Haitian culture, will be promoted in co-operation with the Haitian Tourist Office. Focal point of the promotion will be a painting by Teiji Ito of a Haitian landscape. The painting was executed so that it can be broken up in six sections, with each segment depicting the subject of one of the six LP's in the series. Thus dealers may use the albums for display

purposes separately or together to form one giant window mural. Copies of the painting will also be made available in one piece to dealers and buyers.

Meanwhile, Cadence's current best selling album, the Barry Sisters' Cadence waxing of Yiddish songs, is currently the label's best

(Continued on page 24)

Newport AJF Is Set for A Fourth Year

NEWPORT, R. I. — The Annual American Jazz Festival definitely will be held here, for the fourth consecutive year, starting July 4.

The three-day fest will kick off with a birthday celebration for Louis Armstrong, with a large array of top jazz names, including the surviving members of Armstrong's original band. Among those already inked are Ella Fitzgerald,

(Continued on page 24)

36 LP Releases on Victor March Sked

NEW YORK — During this month, RCA Victor will continue the trend toward large package releases, issuing a total of 36 LP's and seven tape decks. The album list contains 15 pop sets, 11 Red Seal, and 10 on the \$1.98 Camden series.

Heading the Red Seal list is the complete Toscanini-conducted opera "Aida," a three-disk set. Second feature is the hi-fi entry, "Brass and Percussion," with band led by Morton Gould. The Strauss "Till Eulenspiegel" and "Death and Transfiguration" coupling, with Reiner conducting the Vienna Philharmonic—a January Save-On-Records special—is on regular store release here.

Benny Goodman returns to the longhair lists with a coupling of the Mozart Clarinet Concerto and Quintet, which he cut last summer at Tanglewood, Mass., with Munch and the Boston Symphony (the Concerto), and with the Boston Symphony String Quartet (the Quintet). It's the first time Goodman has recorded the Concerto, tho he has cut the Quintet twice in the past. Other sets include "Cavalcade of Show Tunes," with Mario Lanza; Heifetz in a set of violin works including the Faure Sonata; soprano Victoria de los Angeles in "Operatic Arias"; and Stravinsky's "L'Histoire du Soldat," by instrumentalists and speakers of the Glyndebourne Opera.

The Save-On-Records selection, now available only in stores, is the previously announced Horowitz

(Continued on page 25)

ASCAP to Get Hill Hearing

WASHINGTON — Distribution and representation policies of the American Society of Composers, Authors and Publishers "will get a two-day hearing, possibly in May," Rep. James Roosevelt (D., Cal.), said last week (7). Both sides will be given ample notice, probably about six weeks before a hearing date, to prepare their case for the House Small Business Committee.

Roosevelt, who is expected to be chairman of the Subcommittee on Distribution this session, as he was last, said he expects to propose the hearings before the newly

(Continued on page 24)

Buzzell Ties With Hecht & Lancaster

NEW YORK—Loring Buzzell, formerly with the Howard S. Richmond publishing enterprises, has formed a publishing organization with Harold Hecht and Burt Lancaster. The new outfit will operate primarily in the pop field, but will also publish scores from Hecht-Lancaster films.

ASCAP wing of the operation is Hecht-Lancaster and Buzzell Music, and the BMI affiliate is tabbed Calyork Music, Inc. The ASCAP firm's first venture will be the Alec North theme from the film, "Bachelor Party." In July, Calyork will publish the score from "The Sweet Smell of Success," starring Lancaster and Tony Curtis.

Sauter Signs 3-Yr. German Radio Pact

NEW YORK — Eddie Sauter, co-leader of the Sauter-Finegan band, has accepted the post as musical director of Sudwestfunk, radio center in Baden-Baden, Germany. The veteran arranger has signed a three-year contract, and begins work there on April 1.

Sauter will take over the band formerly led by Kurt Edelhagen, who has moved to another station. He told The Billboard that he will, however, retain his interest in the S-F band, which records for RCA Victor, and will continue to write half of the arrangements. Bill Finegan will be sole baton-waver.

Meanwhile, Victor was clearing all possible studio time to pile up a stock of S-F masters before Sauter's departure.

Sauter thus becomes the third top-flight American jazz arranger in the past few months to accept a long-term deal in Europe. The others are Pete Rugolo, who has become musical director for Nichole Barclay's disk combine in Paris, and Billy Byers who holds the same type of job with Ray Tentura's company, also in Paris.

GL&H Talent Firm Merges With W. Loeb

HOLLYWOOD—The personal management firms of Gabbe, Lutz & Heller and William Loeb merged here last week, bringing together one of the largest rosters of talent in the entertainment industry.

New firm will be known as Gabbe, Lutz, Heller & Loeb and will continue to maintain offices here and in New York. Bill Loeb left Music Corporation of America three years ago to form his own organization, while GL&H are currently marking their 10th anniversary.

GL&H talent includes Lawrence Welk, Liberace, Helen O'Connell, Erin O'Brien, Matt Dennis, Johnny Desmond, Bobby Sherwood, Bill Leyden, the Coronados, Ann Mason, the Treniers, David Rose, Bill Bradley, Tex Beneke, Johnnie Bach, Connie Haines, Jacques Foti, Martin Denny, Nellie Lutcher, Barbara Heller, Judy Clark, Sheriff John and the Three Girls.

Loeb clients included in the merger are the Hi-Lo's, Mel Torme, the Sportsmen, Margaret Whiting, Dave Barry, Joanne Gilbert, Peggy Connelly, Jack Smith, Marilyn Maxwell and Moro-Landis Productions.

coming next week . . .

2nd Disk Jockey Programming Quarterly

Billboard's March 23 issue will be the Spring Programming Guide for disk jockeys, program directors and station librarians.

Along with complete lists of all the top selling, most played singles and albums in all categories, this Spring Quarterly will spotlight the trends and developments in the Country and Western field.

Billboard now publishes four Disk Jockey Programming Issues during the year (January, March, August, November). This new plan is designed to help programming people in stations everywhere keep their shows in step with the season . . . and with the rapid developments in the music/record business.

NEW Releases.....NEW Hits!!!

Ivory Joe Hunter



EMPTY ARMS

and

LOVE'S A HURTING GAME

Atlantic 1128



Atlantic 1125

LUCKY LIPS

Ruth Brown



Atlantic 1123

FOOLS FALL IN LOVE

The Drifters



Atlantic 1116

JIM DANDY

Lavern Baker



Atlantic 1117

WITHOUT LOVE

Clyde McPhatter



Atlantic 1121

TIME OUT FOR TEARS

Chris Connor



Atlantic 1124

AIN'T THAT LOVE

Ray Charles



Atlantic 1105

I MISS YOU SO

Chris Connor

Titus Turner

HUNGRY MAN

and

A-KNOCKING AT MY BABY'S DOOR

Atlantic 1127

The Clovers

YOU GOOD LOOKING WOMAN

and

HERE COMES ROMANCE

Atlantic 1129

Chuck Willis

EASE THE PAIN

and

C. C. RIDER

Atlantic 1130

Joe Turner

AFTER A WHILE

and

RED SAILS IN THE SUNSET

Atlantic 1131

ATLANTIC RECORDING CORPORATION

157 West 57 St.

New York 19, N. Y.

Chi Cardinal Nixes R&R; Disk Sales Stay Steady

CHICAGO — A week after Samuel Cardinal Stritch lowered the boom on rock and roll in this, the largest Catholic archdiocese in the world, a survey of deejays, record librarians, distributors and retailers indicated there has been no perceptible effect on disk sales.

Cardinal Stritch urged that rock and roll not be played in Catholic schools and expressed the wish that "this word will have the effect of banning such things in Catholic recreation." He decried what he called the "tribal rhythms" of the musical style. The remarks were included in the cardinal's Lenten pastoral letter, and they were picked up prominently in daily papers.

Milt Salstone, M-S Distributing Company proxy, who handles Cadence, Vik, Liberty, Verve, Bally and Cameo, said he noted a drop-off in singles generally in the past 10 days. He believes it is a seasonal factor and added that there has been no evidence from dealers that kids have changed their buying tastes since the cardinal's state-

ment. Jimmy Martin, biggest indie distrib here and always an enthusiast, said that "Young Love" is going better than ever. Martin is the local beneficiary of Tab Hunter's smash on Dot.

Bernie Skidel, owner of ABC Record-Teria, fast-moving retailer in a heavily Catholic neighborhood, echoed the view.

At WIND, hottest of the platter stations, librarian Julie Rizzo said she had been looking for signs of a reaction but there apparently have been none. She thinks, however, that r.&r. records may have a harder time getting started even tho deejays will not resist playing a disk which is manifestly a hit. WGN librarian Estelle Barnes said the record playing pattern has not changed. The station's programmers try to avoid r.&r. spins, anyhow, she said, but she foresaw no letup in public demand for the style.

Deejay Howard Miller noted, however, that the continued demand for r.&r. is helping to ban another form of musical delivery: the female vocal. Girl singers, he observes, can't seem to produce the rock and roll heat, or the girls who buy the platters want their r.&r. culture dished out by boys. In any case, he points to the virtual elimination of the girl singer from The Billboard's listings of Best Sellers in Stores. This week's listing shows not a single tune in the top 20 chirped solo by a femme.

One incident revealed honest bewilderment among Catholic youngsters inclined to adhere to the cardinal's wish, as to how to go about doing so. A girl called WIND last Thursday and asked Julie Rizzo the 64-sided question: "Just what is rock and roll? It is any record that's fast?"

Columbia to Up Factory Outlets To 12 in '57

HOLLYWOOD — Columbia Records is expected to increase its factory-owned branches to at least 12 by the end of the year, with present plans calling for new branches in Boston, Seattle, Chicago, Los Angeles and two other as yet unidentified locations.

Distributors in the latter four cities have already notified dealers that Columbia will be opening branches in those areas. Boston, presently handled by Allied Appliance Company, and Seattle, serviced by Love Electric Company, will be opened as Columbia branches by April 1.

Ray Thomas Company, Los Angeles, and the Samson Company, Chicago, notified their dealers last week that they will continue to service their respective markets thru the end of the year, tho after that date Columbia will take over.

The Columbia plan to set up factory branches will put the firm in a better competitive position with both Capitol and Decca who own a majority of their own outlets. Columbia presently operates its own branches in Detroit, St. Louis, Philadelphia, Kansas City, Cincinnati and recently opened one in Baltimore.

Firm will also shortly open a new Columbia record club shipping and warehousing facility in Santa Barbara, Calif.

Victor Tape Lines Get Face Lifts

NEW YORK—RCA Victor has effected several changes in its recorded tape line. Beginning this month, they are discontinuing their 5-inch reel series. Henceforth, all material will be issued on 7-inch reels, regardless of length of tape. Also discontinued is the leader on the tape which contained label information—title of music, artist, speed, etc. Research uncovered the fact that the user tore off this leader and threw it away. The leader tape information is now printed on a label which is pasted on the reel itself.

Another important change put into effect this month is the move to full-color, record album-style covers on the tape boxes. Liner (Continued on page 22)

COMMIE CATS TO GET JAZZ

MOSCOW — The Soviet capitol will hear some cool sounds for the first time this summer. The commissars of the Sixth Annual Youth Festival, to be held here from July 28 thru August 11, have invited British Youth Festival Committee to send over a modern jazz group, a traditional group, some British blues singers, and several Scottish dance bands for the bake.

Reportedly, the locals argued over the matter for nine months, then decided that if they had to have any jazz, they wanted the best the Britishers could produce.

ASCAP to Hold N. Y. Confab March 28

NEW YORK — The annual meeting and dinner of the American Society of Composers, Authors & Publishers will be held March 28 at the Waldorf-Astoria here.

Society's members desiring to propose an amendment to the articles of association at the meeting were informed that such proposal should be filed with the ASCAP board of directors at least eight days in advance of the meeting, or not later than March 20.

Members also learned that the post held by the late Gene Buck on the board of directors will not be filled at this time because of the upcoming election. An interim appointment would delay the election it was pointed out, with the suggestion made to members that those who had planned on voting for Gene Buck cast their ballot for another nominee.

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By GARY KRAMER

Don Robey, president of Peacock and Duke Records, is a shrewd and successful business man, who on occasion unburdens himself and comments on the current musical scene. His choice of language is often on the poetic side. In a recent phone call he said: "I predicted that calypso would break on the music scene like a cloudburst on a midsummer day and then quietly pass." He concluded, "It will kill itself by excess."

Asked to peer in his crystal ball and read the future of rock and roll, he said: "Rock and roll will be around a long, long time. Rock and roll is like hot molten lavas that erupt when an angry volcano explodes. It's scorching hot, burns fast and completely, leaving an eternal scar. Even when the echoes of the explosion subside, the ecstatic flames burn with vehement continuity." Lord Byron never said it better. Purple as Robey's prose may be,

he is as hot as a \$1 pistol right now. "Next Time You See Me" by Little Junior Parker (Dike) this week blazed on to the national Rhythm & Blues retail chart. It is his biggest hit since "Pledging My Love" by Johnny Ace. The late Johnny Ace, by the way, brings to mind another current seller of Robey's "Worried Life" by Sonny Parker (Peacock), who died just a few weeks ago. The singer was with the Lionel Hampton band in 1952, and recorded at that time by Robey. The instrumentalists backing him were called

Gladys Hampton's Blues Boys and included Milt Buckner and trombonist Al Gray (now with Dizzy Gillespie). When Sonny Parker died the record took off again. Deejay Bill Powell aired "Worried Life" in Pittsburgh repeatedly over a four-day span and got the whole area hot over it. Now other cities are also moving it in quantity.

Deejay Dick (Huggy Boy) plans to expand his schedule of rock and roll dance bashes by moving into the Northern California area this summer. . . . The current issue of "Jet" carried a wild picture of Willie Mae Thornton singing out in Oakland, Calif. — wearing boots, yet. . . . Lincoln Chase, the writer of "Jim Dandy" and "Such a Night" has signed an artist contract with Vik Records. He was previously with the Dawn label. . . . Joe Bihari, Modern Records, is scheduling a tour of the South next month to visit disk jockeys, distributors and to record a number of his artists in that area.

The Gee-Rama-Roulette operation has just moved into new quarters at 659 Tenth Ave., New York. The firm will occupy the entire four-story building. Morris Gurlek, who has been with their associated publishing firm, Kahl Music, has been appointed vice-president in charge of credit for the affiliated record companies. . . . Larry Meyers has joined Shaw Artists to book club and theater acts. He had been with the Shaw (Continued on page 52)

JOYCE POCKETS BULGE WITH OVERSEAS PACTS

PHILADELPHIA—The rock and roll invasion of the Continent by Bill Haley and the Comets completed, Jolly Joyce, his personal manager, returned to these shores with pockets bulging with overseas contracts that range the whole gamut of the entertainment world. Among the many deals worked out by Joyce are a return tour for Haley, a European tour for New York's Allen Freed, a tour of the "Amos and Andy Show." Another pact calls for the production of a rock and roll movie starring Bill Haley to be made in London. Deal was made with Sid Hymes, London picture producer. When Haley returns for the movie chore, he'll also take in a two-week stand at the Palladium in London, followed by two more weeks of one-nighters. Plan is to return Haley in September for the movie and according to the deal, the story must be first approved by Haley.

Joyce's interests in England and on the Continent will be handled by his London reps, Lew and Leslie Grade, who have made a pact of their own with Haley. The Grades will handle all European endorsements on hats, neckties, shirts, necklaces, chairs and a

dozen other items carrying the Haley merchandising tag a la the Presley promotionals on these shores.

Joyce, who handles Freed for motion pictures and TV, will send the disk jockeying rock and roller overseas for a tour with a show of his own. Will be billed as Allen Freed and his 1957 All-Star Rock and Roll Revue, with the trip scheduled for August of this year. Later in the year, Joyce arranged for the first European dates for Steve Gibson and his Red Caps, instrumental-vocal unit, featuring Damita Jo. The Gibson gang will go overseas in September. Will take in three weeks in Paris with three more at the London music halls.

For earlier dates, Joyce arranged for overseas jaunts for the entire "Amos and Andy Show" and for (Continued on page 24)

Kaye Sets Own Package Tour Promotion

PITTSBURGH — Deejay Barry Kaye, in association with Spectacular, Inc., is branching out into several other facets of show business. The corporation will operate Spectacular Records; a publishing firm, Spectacular Music, a personal management firm and will promote local stage shows and one-nighter tours for record-star packages on a regular basis.

Kaye and Spectacular, Inc., are currently pushing a Rock-a-Billy package, which opens here Saturday (16) at the Carnegie Music Hall marking Kaye's first presentation of a strictly Rock-a-Billy bill. Prior to opening here, the show will be presented this week in Columbus, Akron, Cleveland and Youngstown, O. It then moves on to Toledo Sunday (17).

Local jocks in each town will emcee the shows.

Talent includes Sonny James, Gene Vincent, George Hamilton IV, Jimmy Bowen, Buddy Knox, the Diamonds, Sanford Clark, Carl Perkins, Johnny Burnette, Warren Smith, Roy Orbison, Bill Allen and the Keynotes, Gene Nash, Lee Denson and Eddie Cochran.

If the six-city tour is a box office success, Kaye plans to send a rock and roll stage package out on tour in 25 cities this summer. Spectacular, Inc., owns the package, but works with a local promoter or deejay in each city. Kaye guarantees the deal, while latter receives a percentage of gate. His next local rock and roll stage show will be presented at the Masque Theater May 18.

In a move to line up talent for his new label, Kaye is holding an all-day mass audition here at a local hall on April 6. A three-piece group will back all comers, and record company reps and publishers have been invited to attend. Kaye will also make some money on the deal, since he plans to charge 50-cent admission either to watch or participate in the auditions.

MPTF TABS '56 FINANCE REPORT

NEW YORK — The Sixteenth report of the Music Performance Trust Funds, for the year ended December 31, 1956, lists total receipts — primarily contributions — as \$4,974,055. Total disbursements totaled \$3,908,892.

Record manufacturers signatory to the MPTF funds, 2,049 as of June 30, 1956.

Imperial Inks Geo. Liberace To Term Pact

HOLLYWOOD—Imperial Records' expansion juggernaut continued rolling last week, with Lew Chudd, president of the firm, signing conductor-violinist George Liberace to a term recording pact and purchasing masters and contracts of three other artists.

Liberace will record rock and roll under his new three-year deal, with Chudd planning to back George with full orchestra. Chudd averred that "there are too many adults who secretly like the free swinging rock and roll songs, but who refrain from buying the records because they feel their friends might frown on the idea."

"Thru George and his following, we hope to extend the rock and roll audience." Liberace deal was set by Seymour Heller, of the Gabbe, Lutz, Heller & Loeb office.

Purchase of three masters was from the indie Lin label in Texas, with Imperial also acquiring artist contracts of Ken Copeland, the Strikes, and Bill Stubblefield. Deal was made with Lin President Joe Leonard.

Imperial label reached a milestone in its 12-year history, with (Continued on page 22)

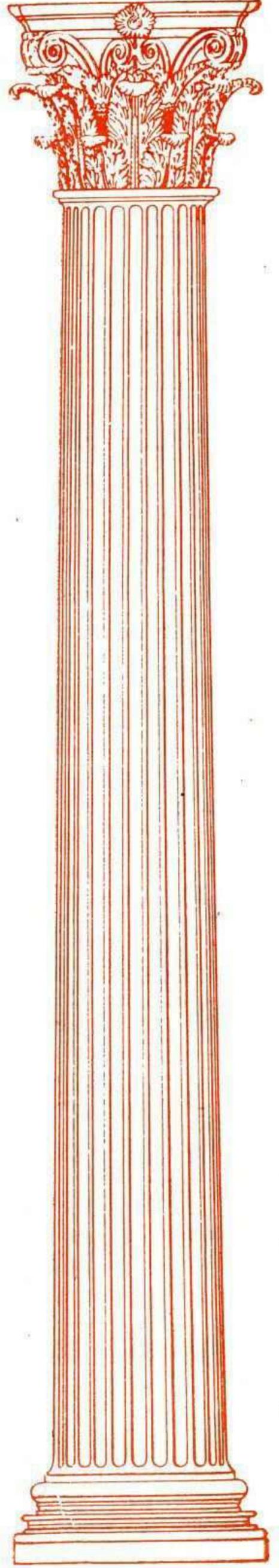
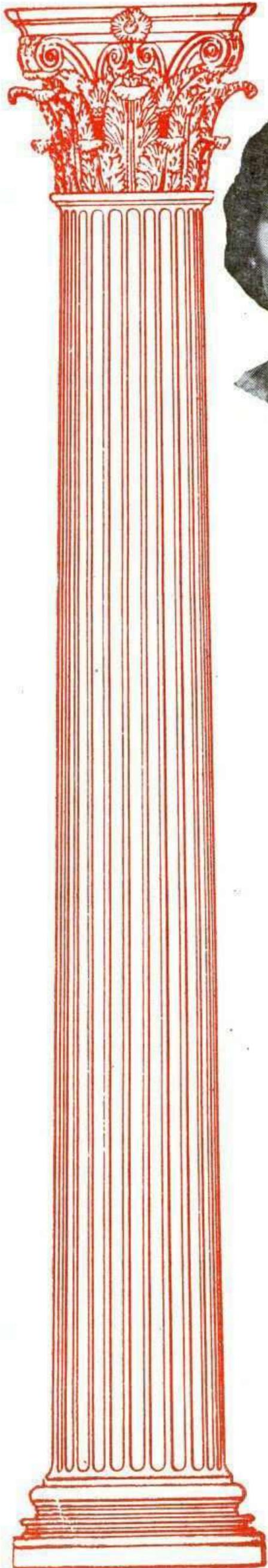
M-G-M Issues 6 New Jazz LP's

NEW YORK—M-G-M Records has issued a group of six jazz albums under a special purchasing program for distributors. Included are "Hi-Fi Suite" by Leonard Feather and Dick Hyman; "Jazz Britannia" with the British All-Stars, and packages by Richard Wess and ork. the Eddie Gets Quintet, Cass Harrison Trio and Freddie Kohlman.

Abeles Speaks On Copyrights

NEW YORK—Julian Abeles, of the law firm of Abeles & Bernstein, addressed the copyright Luncheon Circle Friday (8) at a gathering in Toots Shor's Restaurant. Some 140 music and radio execs attended.

Abeles' subject had to do with current litigation in the field of renewals and record piracy.



A Towering Hit!



Joni James

sings

I NEED YOU SO

B/W

ONLY TRUST YOUR HEART

K12450 45 rpm
MGM12450 78 rpm



ANOTHER BMI "PIN-UP" HIT



POOR BOY

Recorded by **ELVIS PRESLEY** ... Victor

Published by **ELVIS PRESLEY MUSIC, INC.**

Are You Another ELVIS PRESLEY

Doris Day, Pat Boone, Ames Bros.!

If you feel you are an outstanding vocalist or group, just ripe for discovery, send 7 1/2 tape of two or more songs (originals welcome, too), plus photo, info, etc.

If we think you've got it, a recording contract might result, BUT you must be good and "ready."

LANNY & GINGER GREY

Recording Studios & Producers of "Jingles That Don't Jangle" for such as: Barricini • Yonkers Raceway • Batter-Up • Chase Bank • Sunoco • Campbell's Soup • Vimco Spaghetti, etc.

18 E. 80 St., NYC 21, EN 9-7777

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 3648)

BOURNE, INC. — ABC CORP.

9 LB. HAMMER

Sanford Clark on DOT

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

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

The BIG News Is Next Week's Brunswick Release



Brunswick RECORDS

A GREAT NAME ... WITH AN EXCITING NEW LOOK

Modern Label To Kick Off \$1.98 LP Line

HOLLYWOOD — In a move openly announced as an effort to produce mass volume sales, Coast indie Modern Records will shortly bow with a new \$1.98 album line. Effective immediately, all future LP releases will be issued on the firm's Crown label.

Saul Bihari, president of the Modern and RPM labels, disclosed that the Crown label will be released thru the firm's present roster of independent distributors, and in addition Modern will sell the LP line on a direct basis to rack jobbers and chain store outlets.

Bihardi averred that initial reaction to the plan was more than enthusiastic from both distributors and rack jobbers. Office and studio facilities will shortly be expanded, and the appointment of additional personnel named to handle the firm's stepped up album production. Fred Robbins has joined Crown as a sales representative and is currently in the East surveying market conditions in the album field.

First Crown releases include "Jazz Surprise," by the Modern Jazz Stars; "Femme Fatale," by Hadda Brooks; "Callendar Speaks Low," by Red Callendar; "Very Truly Yours," by Don Balke orchestra; "88 Ala Carte," by Willard McDaniel, and "Jumpin' With the Jacks," by the Jacks.

Other albums currently in production include works by Jimmy Beasley, the Cadets, B. B. King, Phil Miller orchestra, Betty Staples, the Three Tops, the Teen Queens and the Rock and Roll All-Stars.

Jack Turner For 'Home' Seg

MONTGOMERY, Ala.—Country and western entertainer Jack Turner, whose "Jack Turner Show" is a regular Tuesday and Thursday night feature on WSFA-TV here, will do a 26-minute stint on the Arlene Francis "Home" show over the NBC-TV network Monday morning, March 25, with his wife and daughter, Dixie.

A "Home" writer was in Montgomery last week to frame the story, which will be woven around the railroad town of Halyville, Ala., where Turner was born and where his father was railroad conductor for many years. Turner will do several train songs; Dixie will do two numbers with her dad and one on her own, while Mrs. Turner will be interviewed by Miss Francis.

PM C&W Show Gets Extension

NASHVILLE—The Philip Morris Country Music Show, which for the last 13 weeks has toured Virginia, Kentucky, West Virginia, Tennessee, Alabama, Mississippi and Louisiana, giving free performances in auditoriums, veterans' hospitals and military bases, has extended its run an additional 13 weeks. It's radio contract for Friday night broadcasts over the Mutual Broadcasting System has been extended likewise.

The unit, which is booked thru the Jim Denny Artists Bureau here, began its second 13-week trek in Mississippi and Alabama last week, moving into Louisiana at Bogalusa Saturday (9). Show remains in Louisiana this week, playing Covington Tuesday (12), Hammond Wednesday (13), Gramercy and Lusher Thursday (14) and Baton Rouge Friday (15).

Featured are Carl Smith, Red Sovine, Goldie Hill, Ronnie Self, Mimi Roman; the Tunesmiths, comprising Bunn Wilson, Johnny Sibert, Sammy Pruett and Slim Subterry, and Biff Collie, emcee. Sonny Curtis, of Lubbock, Tex., joined last week.

LP 'First' on Angel Agenda

NEW YORK — Two complete opera sets top Angel Records' April LP release, total of which will carry just 11 packages.

One opera, Cornelius' "Barber of Bagdad," is an LP "first." It's a 100-year-old German comic work, conducted by Erich Leinsdorf, and featuring such singers as Schwarzkopf, Gedda, Unger and Czerwinka. Performance covers two 12-inch disks. Other opera is a La Scala production of Verdi's "Masked Ball," starring Maria Callas, Di Stefano, Gobbi and Barbieri (three disks).

There are two albums of Boccherini Quintets in the new \$3.98 Library Series. In the regular series, Otto Klemperer conducts the Philharmonia in Mozart's two symphonies in G Minor (Nos. 25 and 40), and Von Karajan leads the same ork in Schubert's "Unfinished" and the Brahms-Haydn Variations.

Cellist Janos Starker is soloist with the Philharmonia in the Dvorak Cello Concerto and Faure Elegie. It's his debut on the label.

Victor Tape Lines

Continued from page 20

notes, a hitherto neglected aspect of recorded tapes, are being included in new recorded tape releases.

The two-pocket set, a standard formula for longer works issued on LP, is also making its appearance among this month's recorded tape releases. The firm's complete "Aida," "Traviata," "La Boheme" and "Madame Butterfly" operas are all being issued in multiple pocket sets with liner notes and full-color covers. The "Butterfly," incidentally, is a three-tape set.

George Liberace

Continued from page 20

the past January showing sales in excess of 2,000,000 units according to Chudd. February sales were close behind, just passing the 1,500,000 mark. Increase in volume, largely occasioned by the success of Fats Domino, Roy Brown and the firm's album line, currently has Imperial being pressed in five plants, two here, and one each in Indianapolis, Philadelphia and Memphis.

MUSIC AS WRITTEN

Will Tape Grand Prix, Cuban Auto Classic . . .

Deejay Bill Randle, WERE, Cleveland, is taking a tape recorder to Cuba where he will record the Grand Prix auto race next month.

Randle, who will also interview the international racing stars entered in the event, plans to package a running commentary on the race, the interviews and sound of the cars, in a special high-fidelity LP. Packaging will include full-color photos of the prize-winning racing cars and their drivers.

Takes on Indie Sales Rep. Chores . . .

Harold Friedman, partner in Record Guild of America and Sage Music, has branched into indie sales representation for record companies. Friedman is reporting London in the mail order catalog field, and has taken on sales and promotion for Clark Galehouse's Golden Crest line. He also rep's Galehouse's Shelley Products pressing plant.

Victor Pacts Two Teen-Age Thrushes . . .

RCA Victor added two teenage thrushes to its artists roster last week. In California, a.&r. chief Joe Carlton signed the 16-year-old starlet Bonny Paul. Back in New York, pop album musical director Eddie Heller signed Jennie Smith, 18-year-old former vocalist with the Billy May band. Latter is managed by Mike Stewart.

Rosner Adds Three to Promotion Staff . . .

Ben Rosner, Vik Records general manager, has added a staff of three sales promotion reps. These are

Randy Blake To WLW-Radio

CINCINNATI — Randy Blake, one of the Midwest's top country and western deejays, whose contract as host of "Supertime Frolic" over WJJD, Chicago, runs out March 31, last week was signed to fill the 8-9:30 slot on WLW-Radio here, Tuesday thru Sunday, beginning March 12.

Save for a brief period in 1948, Blake headed up the "Supertime" program 22 years, and will continue with the same c.&w. format when he shifts to WLW. Blake will continue to make his headquarters in Chicago and will tape his WLW shows there.

Al Bland, vice-president in charge of WLW radio and television programming, stated that Blake is being brought in to strengthen WLW's nighttime rating grip in the 8-9:30 time slot. Blake began his career as a singer on WBBM, Chicago, in 1934, moving over to WJJD in 1935.

Engel Teams With Attaway

NEW YORK—Lyle Engel, veteran music and magazines mahoff, has formed a new music firm, Calypso Music, Inc., in partnership with Harry Belafonte's principal writer, Bill Attaway.

Attaway, who also is an active film and TV sriptier, is throwing in a flock of copyrights soon to be released by Columbia, Victor and Dot. The cleffer, who is writer or co-writer on such numbers as "Day-O," "Star-O," "Noah," "Hosanna," "The Wedding Song," etc., returned last week from a trip to the Virgin Islands. While there, Attaway cased the scene for the possibilities of shooting a TV film musical on location there. Result will be the filming of the annual calypso carnival by Winik Films. Attaway, of course, will do the script and contribute some lyrics.

Allan Clark, for the Midwest; Herb Linsky, for the Southwest, and Ted Rosenberg, for the West Coast. Rosner returned last week from the Coast, where he conferred with field men and distributors.

Gary Marquis and His Continental Orchestra have returned to the Broadmoor Hotel, Colorado Springs, Colo., for an extended engagement.

"TOO MUCH"

Recorded by **ELVIS PRESLEY**
(RCA 47/6800)

Elvis Presley Music, Inc.
Southern Belle Music

"A GOOD LOOKING BLONDE"

Recorded by **EDDY ARNOLD**
(RCA 47/6773)

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

A TWO SIDED SMASH!!!

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

The Music of **DAVID SEVILLE**
LIBERTY 55055

BOURNE, INC. — ABC CORP.

TERESA BREWER'S

new hit
on Coral

I'M DROWNING MY SORROWS

MILLS MUSIC, INC.

"I THOUGHT IT WAS OVER"

Jaye P. Morgan
R.C.A. Victor 20/47-6798

REMICK MUSIC CORP.

Theme Melody of the 20th Century-Fox CinemaScope Production

"ANASTASIA"



LEO FEIST, INC.

All the news of your industry every week in **The Billboard . . .**

GEOFFREY HOLDER

sings

THE BOTTLE IMP

B/w

SUGAR CANE

VIK X/4X-0268

As Performed Live
for 30,000,000 people
on the U.S. STEEL HOUR
Wed., March 13th, 10 P.M. (EST)



GEOFFREY HOLDER
Star of the
U.S. STEEL HOUR
produced by the
THEATRE GUILD-CBS-TV
Executive Producer: Marshall Jamison
Director: Eliot Silverstein
Musical Director: Ralph Norman Wilkinson

Vik records

A Product of Radio Corporation of America

NEW DISCOVERY!

NEW RELEASE!

ROCK MURPHY

AND THE ROCKETS

...outstanding guitarist heard throughout
Universal-International's "Rock Pretty Baby"

"ST. LOUIS BLUES"

B/W

"SHORTNIN' BREAD BOOGIE"

V-10039-10039X45

MEMO
from Barney Kessel
Artist & Repertoire Dept., Verve Records

*my newest
discoveries — and
my first effort
as A+R for Verve!*

Verve
Records

451 NORTH CANON DRIVE,
BEVERLY HILLS, CALIF.

STARS OVER MIAMI

Disk Artists Pack 'Em Into the Clubs

• Continued from page 1

on the basis of past personal appearance performances.

Ed Eicher, publicist for the Americana, sets up a basic list of six disk jockey slots. The hotel insists that artists go along with this minimum schedule of airings, but whenever possible, they take advantage of at least eight other radio promotion opportunities that exist here. Prime among these, according to location men, are Dick and Diane, Art Green and Paul Brunn, all on WKAT. Brunn also writes a syndicated column appearing once a week in a number of papers throughout the nation, including The New York Herald Tribune, and a plug on the radio show also means additional exposure in the column.

The third leg of the so-called big three of the Beach, the Eden Roc, is now in its third year of operation. A disk artist entertainment policy has been in effect here from the start with a stronger than ever line-up this year. Harry Belafonte, riding the crest of the strongest record sales in his career, was a tremendous draw here in December, but Nat (King) Cole, Georgia Gibbs, local favorite Roberta Sherwood, and Johnnie Ray have done exceptionally well too.

Taped Interviews

Nat Tashman, drummer for the Eden Roc, does not insist on artist radio "personals" but often sets up a taped interview in the hotel, which is later aired with a local jockey.

Locally touted as the club success of the season is the "Cotton Club" revue. The show stars Cab Calloway, but the line-up is generously sprinkled with disk performers of note, including Lonnie

Sattin, the Orioles and Joan Shaw.

Meanwhile, across Biscayne Bay in Miami proper, a territory largely populated with the burlesque type of night clubs, the Calypso Room is doing a sellout business with Lord Flea and His Calypsonians. The group has shown strength with its initial singles release and will have a new album on the market in April.

Cadence Preps

• Continued from page 18

selling package and a primary factor in Bleyer's decision to concentrate on the specialized album field this year. Cadence is promoting the Barry Sisters' Yiddish package via ads in B'Nai Brith publications and a direct mail campaign to Jewish businessmen.

Other new Cadence LP's scheduled for release during the next couple of months include packages by Swedish artists, singer Alice Babs and musician Ake Gronberg; a Kirby Stone Quintet album spotlighting parody versions of standards; a hoedown country and western package with fiddler-singer Gordon Terry; Latin bandleader Al Escobar; "Rooms" an original progressive jazz-styled ballet, "Baby Doll" composer Ken Hopkins; a jazz package by the Marty Paich orchestra; the Chamber Jazz Sextette and a calypso package.

The Stone, Paich, Escobar and Chamber Jazz Sextette sets are being produced on the Coast by veteran music man Albert Marx, formerly associated with Trend, Discovery and the defunct Musi-craft Record Company.

Newport AJF

• Continued from page 18

Sarah Vaughan, Count Basie and Armstrong.

This year, according to sponsors Louis L. Lorillard and George Wein, there will be special emphasis placed on the international jazz scene, with artists and clefters from all parts of the world. There also will be morning panel discussions, and afternoon concerts in which new artists and trends will be exposed.

It's likely that a portion of the proceedings will be taped by one of the major jazz disk companies. Last year, the Festival produced several best selling albums for Columbia. This year, it could be Columbia again, or possibly Norman Granz's Verve outfit. These two companies, plus Atlantic, owned the majority of acts featured in last year's edition.

Joyce Pockets

• Continued from page 20

the Western unit headed by Jim Reeves. The CBS-TV "Amos and Andy Show," with the entire company, will go over in April for four weeks of theaters and auditoriums—for the most part one and two-day stands. The show enjoys heavy popularity in England, kinescopes of their shows are shown weekly on BBC-TV for many years.

Joyce also concluded a pact for one of his music publishing firms. He arranged for Fred Jackson, London manager for Mills Music, to represent his Oceanic Music Company which goes under the Mills banner overseas only.

Joyce is also taking some talent back with him. He signed a three-year contract with Lord Kitchner Calypsonian.

BMI-ASCAP Group

• Continued from page 18

agenda, and placing advertising—all intended to help destroy BMI, your licensing organization."

In line with this, the accompanying letter from Wayne stated the committee's number one objective as "how we can stop SPA from using our own dues money to destroy us"—adding, "When SPA speaks now, it claims to be speaking for you, so you are placed in the fantastic position of attacking yourself." The letter closed with "Thank you for helping us protect ourselves from the Songwriters' Protective Association officers."

Wayne and his committee are preparing another letter, which will be sent out to all ASCAP-affiliated members of the SPA this week. The Committee also expects to hold a mass meeting of BMI-affiliated members of SPA sometime this week.

Hill Hearing

• Continued from page 18

organized Subcommittee at its next meeting.

ASCAP dissidents fighting the Society's logging and distribution formulas, led by Irving Gwitz, president of Viking Music Corp., presented their side of the quarrel to Roosevelt in January. ASCAP chiefs, under leadership of Society's president, Paul Cunningham, also gave their side. (The Billboard, January 16, January 26). A flurry of claims and counter claims were also mailed in to the Congressman, with specially strong protest from members of the background music field. (The Billboard, January 12).

Verve Sets Up Tape Division

• Continued from page 16

in three different packages, single reel, double reel, and the complete package or four reels.

Verve's record division meanwhile continued its stepped up pace, with label topper Norman Granz completing editing of the firm's upcoming soundtrack package "Funny Face." Latter will be released as three albums, the soundtrack version, an instrumental LP by Ruddy Bregman and a third by the Barbara Carroll Trio. Latter group is a new pactee.

Other Releases

In addition, Granz will release three singles from the album, "How Long" and "On How to Be Lovely" by Audrey Hepburn, "Funny Face" and "He Loves, She Loves" by Fred Astaire, and "Think Pink" and "Clap Your Hands" by Kay Thompson. Singles will be out before the March 28 opening of the film at the Radio City Music Hall, New York. Albums are expected to follow shortly thereafter.

Other new talent recently signed in addition to the Barbara Carroll Trio includes veteran signer Kate Smith, Kay Thompson, Josephine Premice and a renewal pact with Count Basie. Pact with Miss Smith is non-exclusive.

Granz leaves here Wednesday (13) for a recording session with the Woody Herman band in New York. The postponed JATP tour of Europe has been rescheduled, the only singer Ella Fitzgerald, the Oscar Peterson Trio, Jo Jones and Stuff Smith will make the trip. Tour will be called "An Evening of Jazz," and kicks off in Copenhagen, Denmark, on April 22, and will run for six weeks. Miss Fitzgerald has sufficiently recovered from her recent illness and returns to work March 24 for an appearance on the Ed Sullivan show. Miss Fitzgerald and the Peterson Trio

Coast C&W Fest

• Continued from page 16

lawn, Modesta, Calif. A fan club gathering will be held in conjunction with the c.&w. festival, Swarr states.

There will be shows open to the public on Friday and Saturday afternoon and again Saturday night. Artists will be asked to donate their services in return for the publicity they will receive between now and convention time, Swarr says. Money derived from the shows will be used to defray expenses incurred during the organizing and promoting of the meeting. Any remaining money will go toward promoting the following year's event, Swarr says.

In addition to the various shows, there will be guest speakers and performer contests, Swarr announces. The California Rodeo Association, with headquarters here, and the local Chamber of Commerce have pledged their support to the festival, Swarr says.

Ned Washington

• Continued from page 16

by writer Mack David at the recent meeting of ASCAP here, the committee is reportedly headed by David, Washington, Harry Ruby and Stanley Adams.

Group introduced a new wrinkle in ASCAP politics by advocating that members limit their voting to four writers only instead of the nine open posts on the ballot. By concentrating their votes, the group hopes to achieve a greater centralized effort and thus elect their candidates. The four writers so designated are Washington, Otto Harbach, Oscar Hammerstein and Stanley Adams.

Reached in New York, Harbach disavowed any connection with the group, declaring he "is not associated with anybody," and termed the move "cheap politics."

will also work two weeks of dates in the West Indies, starting April 2 in Kingston.

Granz also announced the appointment of Bob Bregman to handle the firm's album production, reporting to national sales manager Bernie Silverman.

36 LP Releases

• Continued from page 18

diskings of Beethoven's "Moonlight" and "Waldenstein" Sonatas. There also are two re-issues: The Boston Pops' "Carnival of Animals" coupled with selections from "Peer Gynt Suite," and Toscanini conducting various orchestral works, including "Sorcerer's Apprentice," "Moldau," etc. in new packaging (formerly LM-1118).

Belafonte Tops Pop List

Heading the pop list is "An Evening With Belafonte," which is the S-O-R pop special, and "Polka Dots and Moonbeams" with Johnny Hamlin Quintet, the jazz special. There are four LP's devoted to evangelist Billy Graham and his music staff—issued now to tie in with his national tour. One set is a Graham sermon, one is by vocalist George Beverly Shea, one by organist Paul Mickelson, and one led by pianist Tedd Smith.

Two new vocal acts are getting a prime push: the Sabres, with "Riding High," and the Randy Van Horne group with "Swingin' Sounds," which was the January jazz S-O-R selection. There's the first Victor LP by the Bob Scobey Dixieland group, "Under Analysis," by the Sauter-Finegan ork, and a 12-inch conversion of the highly-rated Shorty Rogers "Cool and Crazy" set, now titled "Shorty Rogers Express."

Two older issues are repacked—Hugo Winterhalter's "Great Music Themes of Television" and Eddy Arnold's "Wanderin'."

In the tape department, there are four monaural issues, all complete operas. These are "Aida," "La Boheme," "Madame Butterfly" and "La Traviata." The stereophonic issues are the Gould "Brass and Percussion," "Sebastian Ballet Suite," with Stokowski and the NBC Symphony; and the Liszt Piano Concerto No. 1 with Rubinstein.

Vik Snares

• Continued from page 16

one of the stars in the musical "House of Flowers." Holder will be singer-narrator on the U. S. Steel TV presentation of "The Bottle Imp," Wednesday (13). The title song, a calypso, is sung by him about a dozen times during the show, and a recording of this will be a rush release this week by Vik.

Vik also signed singer-composer, Lincoln Chase (see "On the Beat,") and thrush Mitzi Mason. Miss Mason has recorded in the past for M-G-M, ABC-Paramount and MOSS labels.

Jan.-Feb. Sales

• Continued from page 16

Wayne Newton, a rock-a-billy duo from Houston.

New packages scheduled for release include "My Fair Lady Loves Jazz," with the Billy Taylor Trio, orchestra conducted by Quincy Jones, with such ace jazz men as Don Elliott and Gerry Mulligan; a new Mickey Mouse album, and Volume One and Two of a "Meyer Davis Cordially Invites" series.

Meanwhile, Am-Par's only company-owned distribution outlet—its Seattle branch — has taken over distribution of London Records in its territory.

FIRST RELEASE ON

TWO ORIGINAL TUNES!

"WHERE IS CINDERELLA?"

from the Rodgers-Hammerstein TV Spectacular "CINDERELLA" (March)

B/W

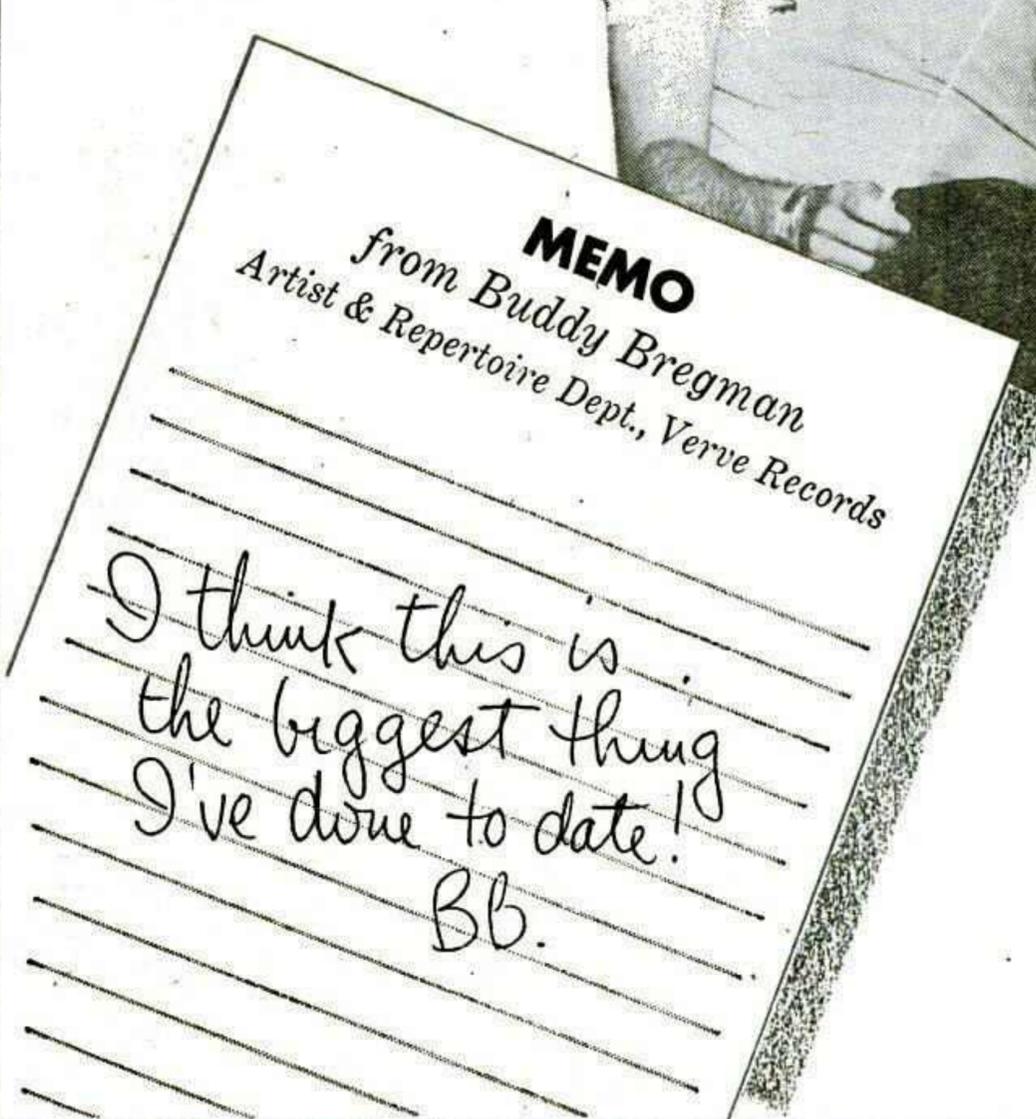
"THE SIN OF PAT MULDOON"

Inspired by Dick Adler's Broadway Production "THE SIN OF PAT MULDOON"

V-10038-10038X45

BUDDY BREGMAN

And His Orchestra



Verve
Records

451 NORTH CANON DRIVE,
BEVERLY HILLS, CALIF.

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

PLATTER MARKET

Disk Super-Mart Shows 8,000 LP's

By RALPH FREAS

COLUMBUS, O. — When Anthony Sarkis opened his "Super Mart" Record Shop here four months ago, he spared nothing to make the most complete, up-to-date sound center in town. He's not finished yet. Keeping abreast of every new development in recorded home entertainment, he is adding a components section for hi-fi home installations and has already placed his order for several lines of recorded tapes plus monaural and stereophonic equipment on which to play them.

Of course, his biggest investment is in records. In keeping with the super-market idea, Sarkis has from 7,000 to 8,000 LP's on self-service display racks. And for every disk on display, he has three to five copies of each disk in stock, making a total inventory of more than 60,000 albums. His total dollar inventory is well over \$125,000.

The advantages to carrying such a wide selection are obvious. If a customer wants a particular disk, he is fairly certain that Anthony's Super Mart will have it. His 45 r.p.m. inventory, however, is not as extensive. He carries the latest pop hits on 45's but he believes that most of his customers find LP's more desirable for both classical and popular album fare.

Only New Records Sold

An interesting sidelight to the Super Mart operation is their insistence on selling "virgin" vinyl to every customer. The disks on the racks are for demonstration only. Purchased records are the fresh, factory-sealed product that has never been played.

Customers may listen before they buy in any one of five

closed-in listening booths. The demonstration equipment is top quality. Rek-O-Kut turntables are used and hi-fi amplifiers power 12-inch Jensen speakers which are mounted in the corner near the ceiling. The booths are fairly large. They measure 5 feet by 6 feet and will seat two persons. Turntables are mounted on neat formica-top tables. Sapphires are used in the cartridges, which, according to Sarkis, is expensive compared to diamond styli. But he feels that the theft factor is too great to overcome. Diamonds are too easy to remove.

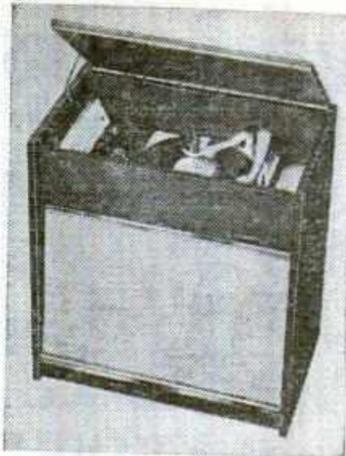
In addition to the booths, Anthony's uses six listening posts for 45's. They are lined with acoustic materials to hold down the noise level in the store.

Controlling Theft

The open display of merchandise is certainly a challenge to the shoplifter. But it is no problem at Anthony's. The chief reason is that they don't regard self-service merchandising as a means to cut down on help. They have five regular sales people on the floor at one time and, in the heavy-traffic evening period, there are eight people on the sales floor. By keeping a sharp eye on suspicious characters and by being attentive at all times, they manage to hold theft to a very low level.

No Promotion Yet

Promotion-wise, the store has done very little. Most new business comes to them by word-of-mouth. But a strong promotion "plus" has been a \$5,000 investment in neon signs. On the store itself, there is a 12-foot high unit, combining neon and bulbs in several colors, with a musical note motif. Another unit has been placed at a heavily trafficked cross-road some distance from the



PHONO QUIZ

Columbia's 527 Cons.

Columbia's effort to spur sales of their console phonographs thru the tie-in offer of a diamond needle and "Surprise Package" of five 12-inch LP's focuses attention on their model 527 pictured above. To check dealer knowledge of this important unit, the following easy quiz is offered. Answers are given at the bottom of the page, right hand column.

1. What speed disks will the 527 play?
2. Describe the speaker system.
3. In what finishes is this model available?
4. How many controls has it?
5. Describe the cartridge.
6. Does the "automatic shut-off" turn off the amplifier?

shop, directing motorists to their location.

Several Phono Lines

Anthony's carries about a \$25,000 inventory in playing equipment, radios and tape recorders. But this figure will probably be doubled when they branch out into hi-fi components. Anthony's phono lines include RCA-Victor, Magnavox, Webcor, V-M and Stomberg-Carlson. Several Columbia models are also carried. One salesman is a phono specialist but everyone in the store knows "a little something" about phono sales. They have been particularly successful in moving the Magnavox console at \$149.95 and the table model at \$124.95. Sales of 45 players haven't been keeping pace with the three-speed units. Most people in this marketing area are seeking a three-speed unit for under \$50, according to Sarkis.

What does Sarkis think of his future? He's pretty "bullish." He's so sure that the business will go his way that he recently plunged all the way and bought the building occupied by his store.

Here's a view (left) of Anthony's check-out counter. Full plate-glass store front provides plenty of cheerful illumination. Below, left: Note the full lines of table, clock and transistor radios carried in the phono department. Anthony's didn't need an interior decorator. Imagination and "seeing what other stores were doing" gave them ideas in abundance. Below: These Freedman-Artcraft racks display more than 200 albums each. Notice the concert hall listening booths across the rear of the store.



NEW PRODUCTS

CABINART EQUIPMENT
CABINET IS \$60 . . .

The Cabinart Division of G and H Wood Products announces a carefully designed cabinet to house a complete high fidelity system. Two models are available at two different price levels. Model 40 (\$90) is offered in a choice of blonde or mahogany finish. The model 40U (\$60) is provided in a smoothly sanded,

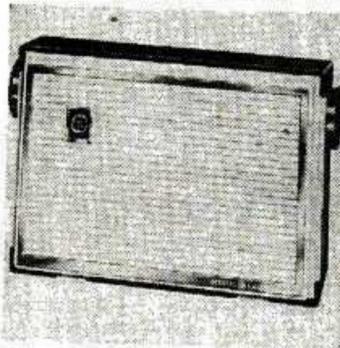


selected birch ply exterior that can be finished by the customer to match any decor.

The top of the unit is designed to accommodate any combination of turntable and tone arm. The turntable section is shock-mounted and the feet of the cabinet are adjustable for true leveling. The tuner-amp section may be used as record storage area, depending on the customer's needs. The cabinet's shipping weight is 68 pounds.

G-E SIX TRANSISTOR
RADIO IS \$49.95 . . .

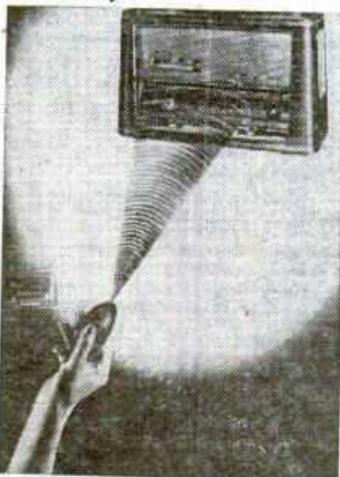
General Electric's new, six-transistor portable weighs only



four pounds. It has a full four-inch speaker and a ferrite rod antenna built into the case. The unit will play 400 to 600 hours on one set of flashlight batteries. It is designated the P671.

TONFUNK RADIO HAS
REMOTE SHUT-OFF . . .

Videola-Erie Corporation, importers of Tonfunk radios, an-



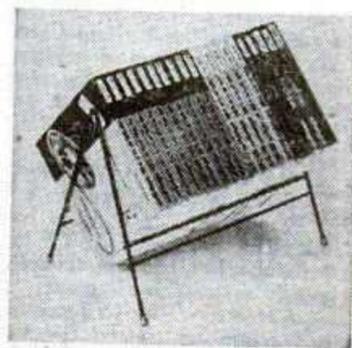
announces a new remote shut-off device for use with the Tonfunk

set. It is an oval-shaped bulb with a metal disk at one end. When squeezed, it sends a high frequency signal to the radio which activates a series of relays which shuts off when it is on and turns it on when it is off. No wires are needed. It is recommended for sick-room use, for invalids or for use near the telephone or by the bedside. Available only with Tonfunk radios, the device sells for \$20.

AUDIO DEVICES HAS
CONSUMER RACK . . .

Storage of tapes in the home needn't be a problem, says Audio Devices, manufacturer of Audio-tape. As proof of this contention, the firm has designed a wrought iron rack which holds 20 boxes of tape in either the five-inch or seven-inch size.

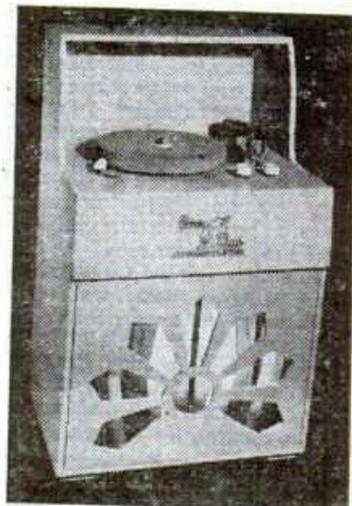
Dealers can obtain the racks without charge from Audio De-



vices and pass them along to quantity purchasers of tape as a premium. To get the racks, dealers have a choice of three package-offer deals. Special in-store display racks are also included in the deals, details of which are available from any Audio Devices rep.

KIDDIE CONSOLE PLAYS
ALL THREE SPEEDS . . .

The Tele-tone Company is showing a kiddie console phonograph at the Toy Fair, held in New York this week. The Model K-730 plays 7, 10 and 12-inch records in all three speeds. A pilot light automatically lights up the front design panel. The unit



measures 13" by 15" by 24" and weighs only 12 pounds. It is available in pink or blue and will retail for \$39.95. Tele-tone also is showing a complete line of acoustic phonos for children, three-speed portables and a complete line of radios and radio-phonos combinations.

ANSWER TO PHONO QUIZ:

1. Four speeds (16 2/3, 33 1/3, 45 and 78 r.p.m.). 2. The 527 has one 12-inch PM speaker and one "Kilosphere" electrostatic speaker. 3. Three finishes (mahogany, blonde and fruitwood). 4. Three (off-on-volume, bass and treble). 5. Ronette flip-over cartridge. 6. Yes, it turns off the turntable and the amplifier too.

CINDERELLA

Coming March 31, on CBS Network Television—8:00 to 9:30 P.M. EST, starring Julie Andrews, top songs from this great Rodgers and Hammerstein spectacular:



DAMONE

Do I Love You (Because You're Beautiful) b/w The Legend of the Bells 40858
Vic Damone with Marty Manning



MORGAN

Here's George with a Country disc to make us city folk sit up and take notice!

Don't Cry, For You I Love b/w The Tears Behind the Smile 40859-c



CARSON

Miss Mindy does it again! Two new sides from a star you can hitch your wagon to!

Time's Runnin' Out On Me b/w Please Take Back Your Introduction 40857
Mindy Carson with Ray Conniff



CONNIFF

You'll be whacking the gong for more of Ray—coming up strong as the inventor of the "Ray Conniff Sound": Conductor/Arranger/Composer! Check the next column for a Ray & Mindy combo you'll be seeing on the lists.

Cuddle up a Little Closer b/w Three-Way Love 40862



KING

In My Own Little Corner b/w Miracle Man 40863
Peggy King with André Previn



WESTON

Where is Cinderella (March) b/w Ten Minutes Ago 40861
Paul Weston and his Music From Hollywood

THE SURE-FIRE HITS ARE ON COLUMBIA RECORDS
the hottest company in the business!

A DIVISION OF CBS
© "Columbia" ® Marcas Reg

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. HYMNS—Tennessee Ernie Ford.....Capitol T 756
5. MY FAIR LADY—Original Cast.....Columbia OL 5090
6. THE KING AND I—Sound Track.....Capitol W 740
7. CLOSE TO YOU—Frank Sinatra.....Capitol T 789
8. JERRY LEWIS JUST SINGS.....Decca DL 8410
9. THIS IS SINATRA—Frank Sinatra.....Capitol T 768
10. THE EDDY DUCHIN STORY—Sound Track...Decca DL 8289
11. ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK.....Verve MG 4002
12. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
13. AFTER MIDNIGHT—Nat Cole Trio.....Capitol W 782
14. SAY IT WITH MUSIC—Lawrence Welk.....Coral CRL 59041
15. FOUR FRESHMEN AND FIVE TRUMPETS...Capitol T 763

• Pop Albums Coming up Strong

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

1. Songs of the Fabulous Fifties . Roger Williams
Kapp KXL 5000
2. Rock Pretty Baby.....Sound Track
Decca DL 8429
3. Tony.....Tony Bennett
Columbia CL 938
4. Casa Loma in Hi-Fi.....Glen Gray
Capitol W 747
5. Picka-Polka.....Lawrence Welk
Coral CRL 57067
6. Skins!.....Les Baxter
Capitol T 774

• 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. ELLA FITZGERALD SINGS THE RODGERS AND HART
SONG BOOK—Ella Fitzgerald.....Verve MG V 4002-3
10. CASA LOMA IN HI-FI—Glen Gray.....Capitol W 747

• Spotlight on Sound

PARAY: MASS COMMEMORATING THE 500TH ANNIVERSARY OF THE DEATH OF JOAN OF ARC (1-12") — The Rackham Symphony Choir; Trained by Maynard Klein; Soloists: Frances Yeend, Soprano; Frances Bible, Mezzo-Soprano; David Lloyd, Tenor; Detroit Symphony Orchestra; Paul Paray, Cond. Mercury MG 5018.

In conception, the Paray "Mass" is monumental. And the sound matches the music. Great peaks of sound are reached with massed choral effects and full orchestra. Just for starters, give the full "Kyrie" a hearing. Mercury points out that the recording of this work presented them with an acoustical challenge—to balance three separate elements (soloists, chorus and orchestra) and fuse them. The disk is a testimony to their success.

HI-FI IN THE MAKING (1-12") — Boult rehearses and performs Britten's "Young Persons Guide to the Orchestra." Westminster XWN 18372.

In a sense, this is a hi-fi documentary—describing how one musical director works with conductor and engineer in "setting the balance" between the various ensemble groups of the orchestra. It places the listener on the inside at a recording session and helps to explain how hi-fi records get that way. In addition, the Britten work itself highlights each section of the orchestra in turn so that the hi-fi buyer can check reproduction of various instruments on his equipment. The sound is as excellent as the work is charming.

• Review Spotlight on . . .

Popular Albums

AN EVENING WITH HARRY BELAFONTE (1-12")—RCA Victor LPM 1402

A real hot one. Aside from the fact that it contains an elegantly balanced assortment of some 11 of Belafonte's top numbers (some naturally are available as singles), its status as a "Save on Records" buy at \$2.98 is a real dealer bonanza. Jocks can cut into 'most any band for a great spin.

PAGE 1 (1-12")—Patti Page. Mercury MG 20095

Mercury has a good nostalgic album series idea, with Patti Page apparently destined to cut a group of albums dedicated to songs of various decades. "Page 1" spotlights the canary's warm, show-wise vocal talents on tunes from the 1930's, including "I Only Have Eyes for You," "Stars Fell on Alabama," "I'll String Along With You," etc. Strong sales prospects for this one, and a potent programming "must" for jocks.

Country & Western Albums

COUNTRY AND WESTERN JAMBOREE (1-12") —Hank Snow. RCA Victor LPM 1419

Dealers with any country and western trade at all can stock this with assurance. The selections are a combination of traditional c.&w., plus c.&w. which has had big pop success, as "Singing the Blues," interspersed with several pop and pop standards, such as "Memories Are Made of This" and "Among My Souvenirs." This repertory reflects the intermingling of the different markets, and in many areas this package will move in stores which are, for the most part, pop.

Classical Albums

MOZART: CONCERTO NO. 5 IN A MAJOR ("TURKISH"); BACH: CONCERTO NO. 1 IN A MINOR (1-12") — Nathan Milstein, Violin, The Festival Orchestra, Harry Blech, Cond. Capitol P 8362

A superb album. There is formidable competition from top name fiddlers on both works, but Milstein more than holds his own, and the sound Capitol affords him is ideal. The coupling also helps make this a preferred item for connoisseurs. Discriminating violin music buyers are likely to give this one the nod, and it should be a stock staple for a long time.

Special Merit Albums

SCHUMANN: SYMPHONIC ETUDES, OP. 13; FANTASISTUECKE. OP. 12 (1-12")—Guiomar Novaes, Piano. Vox PL 10-170

There are not many superlatives left that critics have not already used for Guiomar Novaes' interpretation of certain composers, of whom Schumann is one. It will be necessary to try again, for she has again brought off one of the most difficult pieces of the piano repertoire with a fantastic combination of virtuosic brilliance and perfection of style. There are 10 other versions of the "Symphonic Etudes" in the LP catalog; as competition, they mean little alongside hers. When it comes to the "Fantasistuecke," she stands virtually alone.

Semi-Classical Albums

NOCTURNE (1-12") — The Hollywood Bowl Symphony Orchestra, Carmen Dragon, Cond. Capitol P 8363

Another practically sure-fire set from the Bowl aggregation. Beautiful sound is packed into 10 selections of great night music. Bands stem from Grieg, Massenet, Debussy, Wagner, Brahms, Schubert, Schumann and others. The

orchestra is literally at its best, as any sampling will prove.

Jazz Disk Jockey Programming Albums

SWEETS (1-12")—Harry Edison, Clef MGC 717

A few may find this on the old-fashioned side, but this is a session that has to be called "great" by any yardstick. Ben Webster never gave a more forceful demonstration of his right to be considered one of the "titans of the tenor." "Sweets" Edison certainly has one of his finest hours on disks here. Terrific support is given by Barney Kassel, Jimmy Rowles, Al Stoller and Joe Mondragon. If this isn't a best seller, there just ain't no justice.

Jazz Talent Albums

HANDFUL OF KEYS (1-12")—Bobby Henderson. Vanguard VRS 8511

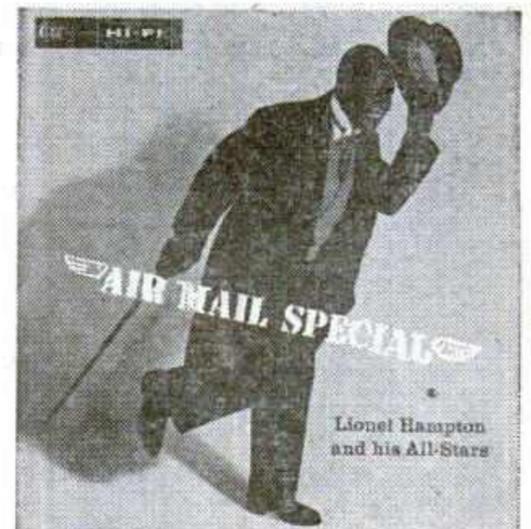
An unusual treat is in store for customers that come upon this LP. Bobby Henderson is a pianist, who tho never recorded before, is a major talent in the tradition of jazz' Golden Age. This LP was planned by him to be an homage to Fats Waller, and Henderson's playing is an incredibly faithful reincarnation of Waller's brand of piano. He has the same fabulous technique, the same powerhouse left hand, the same aristocratic style but even more sensitivity. Most of the material consists of Waller originals ("Handful of Keys," "Jitterbug Waltz," etc.) and tunes associated with Waller ("Sweet Lorraine," etc.). There is timeless kind of appeal here, and with little encouragement, dealers could move ample quantities.

Folk Albums

AMERICANA BY WIN STRACKE (1-12")—Bally BAL 12013

One of the best packages of true Americana heard in a long while. Win Stracke, a trained basso, belts out these songs in a style which realizes to the full their pathos, humor and historical significance. "Paul Bunyan's Manistee," "Single Girl," "Big Rock Candy Mountain," "Venezuela," etc. — all give a musical picture of America and its people in an earlier era. The package lacks utterly the stamp of the poseur so often found in the folk field.

— Album Cover of the Week —



AIR MAIL SPECIAL: Lionel Hampton—Clef MG C 727. Maestro Hampton, looking mighty dapper in top hat and cutaway, exudes the same happy-go-lucky charm on this cover that he always does in personal appearances. Good example of simple, uncluttered design that is so desirable in the album field. A real stand-out.

• Reviews and Ratings of New Albums

Popular

SOME FINE CHESTNUTS82
Bing Crosby With the Buddy Cole
Trio (1-12")
Decca DL 8347
Decca's latest Crosby album features some of the smartest sides. Some of them—notably "In a Little Spanish Town," and "Honeysuckle Rose"—

(Continued on page 32)

Classical

GREAT ARTISTS AT THEIR BEST, VOL. 3—OPERATIC STARS (1-12")—RCA
Camden CAL 34686
Label has dipped again into Victor's
vintage wax for another revitalizing of
voices of past greats. Here are arias by
Thomas, Swarthout, Jeritza, Bori, Korjus,
Bampton, De Luca, Martinelli, Crooks

(Continued on page 34)

Jazz

WHEREVER THE
FIVE WINDS BLOW86
Shorty Rogers Quintet (1-12")
RCA Victor LPM 1326
Clever title serves as a peg on which
Rogers hangs the titles of his five
original compositions that make up
the set: "Hurricane Carol,"

(Continued on page 34)

Here's the Big One!

ROGER WILLIAMS

ALMOST PARADISE

KAPP 175

exclusively on

KAPP

KAPP RECORDS, INC.,
119 WEST 57th ST. NEW YORK 19,

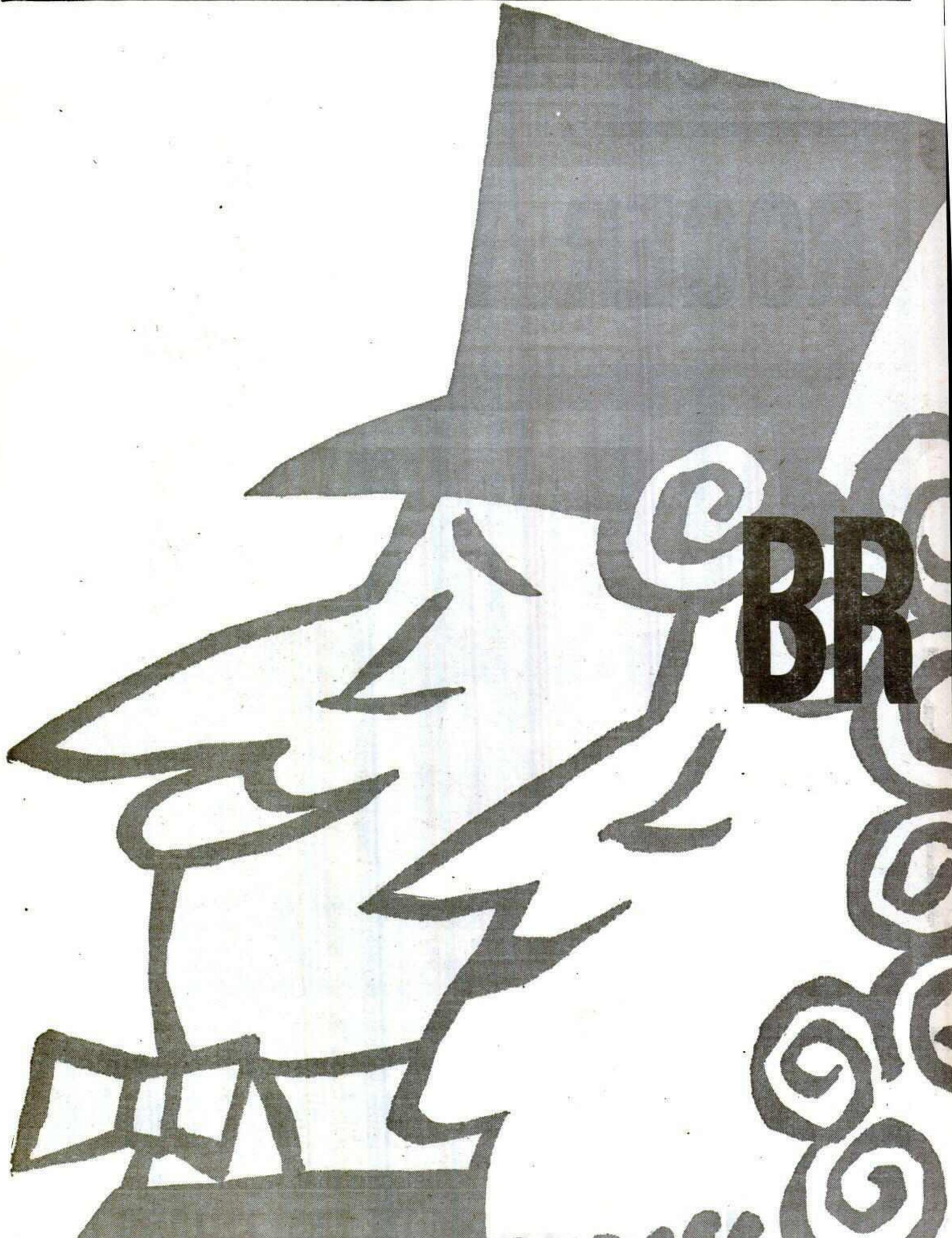
Getting bigger all the time

JANE MORGAN

The song that will live forever

FROM THE FIRST HELLO TO THE LAST GOODBYE

Kapp 172



BR

Your biggest selling events come from **COLUMBIA**

© "Columbia" & ℗ Marks Reg. All prices are suggested list.

*The Buy of your Dreams
made history...
now comes Columbia's
sensational*

BUY OF ROADWAY

**12" LP FOR ONLY
\$2.98**

WITH EVERY ONE YOU PURCHASE AT
REGULAR \$5.98 PRICE

17

**O·R·I·G·I·N·A·L
C·A·S·T·A·L·B·U·M·S**

Limited Engagement!
BUY NOW—SALE
ENDS APRIL 26

RECORDS
A DIVISION OF CBS

*All of Columbia's famous
original-cast show albums
are included in this
unprecedented sale.*

**We're out to make it the
biggest selling event
in your career with
promotional aids
like these:**

A THEATER FOR YOUR WINDOW—

a unique, 3-dimensional display in full color (35" x 25"), complete with marquee announcing the promotion and posters advertising all the shows.

FOR IN-STORE DISPLAY—

browser box and streamers, plus mounted covers for all the shows included.

FOR DEALER MAILINGS—

a highly unusual booklet fashioned after Playbill, the famous program used by every Broadway theater.

NATIONAL ADVERTISING

in The New Yorker, Saturday Review, Harper's and Atlantic, plus ads in special hi-fi sections of The New York Times and New York Herald Tribune and in the programs of current Broadway musicals available on Columbia Records.

HEAVY RADIO AND TV

spot advertising in selected markets.

EYE-CATCHING NEWSPAPER MATS—

three different types available in several sizes.

Original-cast albums included:

My Fair Lady	OL 5090	Finian's Rainbow	OL 4062
Li'l Abner	OL 5150	Street Scene	OL 4139
Bells Are Ringing	OL 5170	Miss Liberty	OL 4220
The Most Happy Fella	OL 5118	Gentlemen Prefer Blondes	OL 4290
Candide	OL 5180	Out of This World	OL 4390
Kismet	OL 4850	A Tree Grows in Brooklyn	OL 4405
The Pajama Game	OL 4840	The Girl in Pink Tights	OL 4890
South Pacific	OL 4180	House of Flowers	OL 4969
Kiss Me, Kate	OL 4140		

Extra added attractions:

Show Boat	OL 4058	Pal Joey	OL 4364
Peter Pan	OL 4312	archy and mehitabel	OL 4963

**Ask your
Columbia distributor
for full details**

as Johnny's never been heard before!

all of me- the debonair mr. hartman

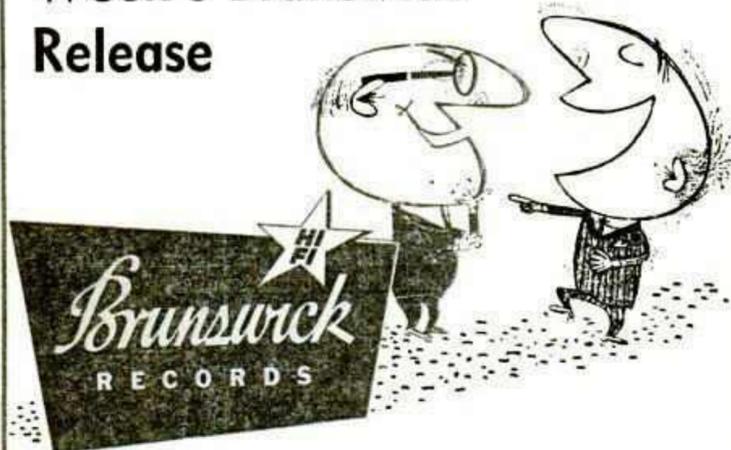


BCP-6014 \$4.98 sug. list.

arrangements by
frank hunter & ernie wilkins



The BIG News Is Next Week's Brunswick Release



**A GREAT NAME . . .
WITH AN EXCITING NEW LOOK**

**SAVE MONEY
ORDER YOUR
BILLBOARD
SUBSCRIPTION
TODAY**



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

Please enter my subscription to The Billboard for one full year (52 issues).
I enclose \$15 payment (saves \$3.20 on single copy rates). 701

payment enclosed bill me

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

Reviews and Ratings of New Popular Albums

Continued from page 28

have already chalked up considerable jockey play, but there's plenty of spin mileage left in the package, as well as solid sales appeal for Crosby's faithful following. Fine, swiny backing by the Buddy Cole Trio.

UNDER ANALYSIS 80

Sauter-Finegan Ork (1-12")
RCA Victor LPM 1341
As usual with S-F albums, much of the appeal is in the wide instrumental color range, which obviously offers hi-fi dial-widdling opportunities. Tunes are oldies associated with great bands, etc., of the past, as "Got a Date With an Angel," "Avalon," "Lonesome Old Town," etc. Arrangements are strictly S-F, and mostly good fun. Jocks could have a ball with these if they can dig up the originals for comparison. It's listening music, not dance music, but it should have a healthy sale.

MODERN CALYPSO 77

The La Motta Brothers: The Virgin Islanders (1-12")
Vik LX 1079
Package of authentic calypso warbling by a top-ranking Virgin Islands orchestra should attract jockey spins, with counter sales a probable result of air exposure. The boys provide a happy, amusing brand of calypso with raucous, free-wheeling warbling by Bill Fleming. Tunes—some double-entendre, and all penned by Bill La Motta—include "Tease 'Em, Squeeze 'Em," "Voodoo Woman," and "How Yo' Know What I Got."

RIDIN' HIGH WITH THE SABRES 76 (1-12")

RCA Victor LPM 1376
RCA Victor's new vocal group, winners of a U. S. Army Air Force talent contest a few years ago, sing with verve, showmanship and a smooth blend. These are fresh, high-spirited performances on a group of swiny standards—"Sweet Georgia Brown," "Moon Over Miami," "Who's Sorry Now," etc. Sales prospects are necessarily conservative in view of group's newness, but package serves to introduce them to jocks, and if the spinners give them a send-off, the album might show surprising returns.

ECHOES OF DISNEYLAND 76 (1-12")

Dee Fisher (1-12")
Disneyland WDL 3005
A soothing blend of hit songs from a number of Disney motion pictures, exceptionally well performed on the Wuritzer electronic organ by Dee Fisher. Package was recorded at Disneyland Park, with a striking cover shot adding to the lure. There are few adventures into the electronic unknown, with Fisher relying solely on melody to sell the music. Sell he does, with any one of a half dozen outstanding tracks that would make excellent demonstration media.

TOM AND DAN 75 (1-12")

Unique LP 113
This novelty wax could catch on big with jockey exposure. It has an original idea (two pro musicians kid around on the keys, a la a couple of kids doing chop sticks) and an attention-getting cover, featuring adult-size "Tom" and "Dan" in tot-styled costumes. Bright bouncy piano duo work is deceptive in that it takes plenty of tongue-in-cheek savvy to play with such a simple, deft beat. Selections include "The Charleston," "Elmer's Tune," and "Chinatown."

YOURS FOR A SONG 75

Vic Damone (1-12")
Mercury MG 20163

THE VOICE OF VIC DAMONE 75 (1-12")

Mercury MG 20194
Two packages by Damone, released by his previous label, prove two points: The chanter was—and still is—a great balladeer; secondly, these sides point up the changes in the music business. Material here is all so-called "quality" repertoire—standards and pops of several years ago. There's not a hint of the back shack sound, of the rock and roll era. The arrangements are lush with fiddles, and frankly, the listening is real pretty. Even tho Damone lately has had no singles smashes, this wax should do fair for dealers. Tunes include "You're Breaking My Heart," "April in Paris," "Izena Izena," etc.

MY LONDON 73

Ray Martin and His Picadilly Strings (1-12")
Capitol T 10056
Martin follows his previous grooving patterns here with a dozen (mostly standards) tunes of British origin. Lush sound and moody arrangements are rampant for attractive, relaxed listening. Jocks can get some fine spins out of items like "Sleepy Lagoon," "Touch of Your Lips," "I'll See You Again," etc. Cover with authentic Thames panorama is very effective.

TWO TICKETS TO PARIS 73

Richard Hayman Ork (1-12")
Mercury MG 20220
Quite a lot of maestros have been using Parisian mood magic for an arrangement springboard, with varying results. This is a package to march in the front rank of such. Hayman has culled a dozen of the best French standards, arranged them for real Right and Left Bank flavor (most of them accordion-led in a languorous, danceable beat), for a result that is over-all beguiling. Cover art is tasteful and set should snare solid appeal.

AFTER MIDNIGHT 72

Helen Grayco (1-12")
Vik LX 1066
Here's a sock display item. Cover photo of Mrs. Spike Jones is loaded with S. A. The thrush also exudes plenty of sultry appeal vocally on such poignant standards as "You're My Thrill," "You Don't Know What Love Is" and "Glad to Be Unhappy." Lush backing by Judd Conton and tasteful arrangements by Russ Garcia. Package will probably attract only moderate counter action but it's bound to pull considerable deejay play. Liner notes, signed by movie star Tony Curtis, supply teen-age bait.

ITALIA 71

The Gaylords (1-12")
Mercury MG 20186
Dealers in Italian neighborhoods should do brisk business on this package. The Gaylords warble (mostly in Italian) on a group of sure-fire Neapolitan ditties—"O Sole Mio," ("There's No Tomorrow"), "Marenariello," and "Matinata" ("You're Breaking My Heart," etc.). Moderate potential in pop market, but powerful wax for jockeys with Italian-language audiences, the aforementioned dealers, and, of course, loyal Gaylords fans.

SWINGIN' SINGIN' 70

Randy Van Horne Swing Choir (1-12")
RCA Victor LPM 1321
Van Horne arranges for this vocal group as tho the voice were instruments, and he achieves a swinging effect which has in it elements of modern jazz. The songs are a dozen great standards, some of them derived from the great days of musical comedy, and others from an earlier day. They include "Margie," "In the Good Old Summertime," "Sweet Sue," etc. There are interesting notes by Edwin Miller. Moderate sales indicated.

SONGS FROM THE ZIEGFELD FOLLIES 70

Vivian Blane (1-12")
Mercury MG 20233
With the latest edition of the "Follies" currently breaking ground on Broadway, title and cover of this package could lead to some buyer confusion. The thrush is certainly singing songs from the "Follies," and, incidentally giving them a fine polish. But these are from earlier editions, as warblings of "Row, Row, Row," "Hello, Frisco," "Mandy" and "My Man" will attest. Package looks strictly dedicated to oldsters with sentimental memories of the old, lavish spectacles. Dealers should guide themselves accordingly.

TREASURE CHEST 68

Bill Snyder Ork (1-12")
Decca DL 8437
This package has only moderate sales appeal, but it offers some interesting display possibilities to dealers. Pianist Snyder plays a group of lush instrumental selections featuring the names of jewels and luxury items—"Amber Flame," "Golden Earrings," "Ruby," "Ivory Lace," etc.—in their titles. The better known selections are good jockey items for mood music segs.

MUSIC FOR ROMANTIC MOMENTS . . . 67

Reginald G. Marshall (1-12")
Imperial 9019
An English import, performed in the pop style of the old Kingsway Symphony, that makes for a melodious mood music package. The arrangements are better than fair, with the selections matching the aura of the title. "I'll See You Again" is an especially pleasing track, and an excellent demo.

TENDERLY 66

Norene Tate (1-12")
Elektra 113
The chanteuse is presented here in the kind of program that has won a warm spot for her in the hearts of patrons of swank Manhattan niteries over the years. "Tenderly" is her theme, and she gives it a reading that has come to be a classic interpretation. The bulk of her LP is given over to torch songs: "One for My Baby," "I Cover the Waterfront," etc. Posh shops can do good business with this album.

Specialty

MOODS—IMPRESSIONS—
FANTASIES 77
New Concert Orchestra, Nat Nyll, Cond. (1-12")
Vox VX 25-270
As the title indicates, this is "program" music, composed in the popular idiom. More than half of Side One, is given over to the Stanley Black's "Percussion Fantasy." It should attract hi-fi cultists because of sound, per se. There are gongs, cymbal clashes, bongos and kettle drums. Demonstrate "Chinese Show" (Black) for its gongs and cymbals and "Dolly's Bedtime" for its crystal clear reproduction of bells. The "Moods" and "Impressions" hit all over the map, being musical descriptions of England, France, South America, etc. Ronald Binge's "Impressions of London" rates high in the imagination department. Album cover is striking.

Documentary

THE AUTOMOBILE—THE SOUNDS OF 50 YEARS 80 (1-12")
Unicorn UDS 1
America, as the saying goes, is "a nation on wheels." So, this well-organized documentary could be of tremendous interest to a very wide audience. The sounds of the vintage cars themselves are accompanied by a running commentary and the deluxe packaging includes a four-page brochure with full color photos of the autos. A die-cut cover, thru which you can see a line illustration of a Stutz "Bearcat," enhances the natural appeal of the album. Sound is excellent.

**LOWBROW
OR
longhair**

everyone
wants
RECOTON
ACCESSORIES

especially the new WIPE-AWAY CLOTH!

Whether your customers prefer rock 'n roll or Bachmanoff—they all want RECOTON accessories, including phonorecords, cutting styli, 45 RPM inserts, discs, tapes, and reproducers, and the new anti-static WIPE-AWAY CLOTH to clean, preserve and protect their records and needles. It removes grit from grooves and aids hi-fi sound reproduction. Stock RECOTON accessories for bigger sales and profits!

RECOTON CORPORATION
52-35 Barnet Avenue
Long Island City 4, N. Y.
In Canada: Quality Records, Ltd., Toronto

Today's
Hottest Hi-Fi

Falsetto
by
Voice of Music

12" LP CATALOGUE

MILES DAVIS	SONNY ROLLINS
THE MODERN JAZZ QUARTET	BILLY TAYLOR
MILT JACKSON	MOONDOG
JACKIE McLEAN	CLIFFORD BROWN
GENE AMMONS	HORACE SILVER
AL COHN	

PRESTIGE RECORDS, INC.
447 West 50th St., N.Y. 19, N.Y.

together
again
and
terrific!

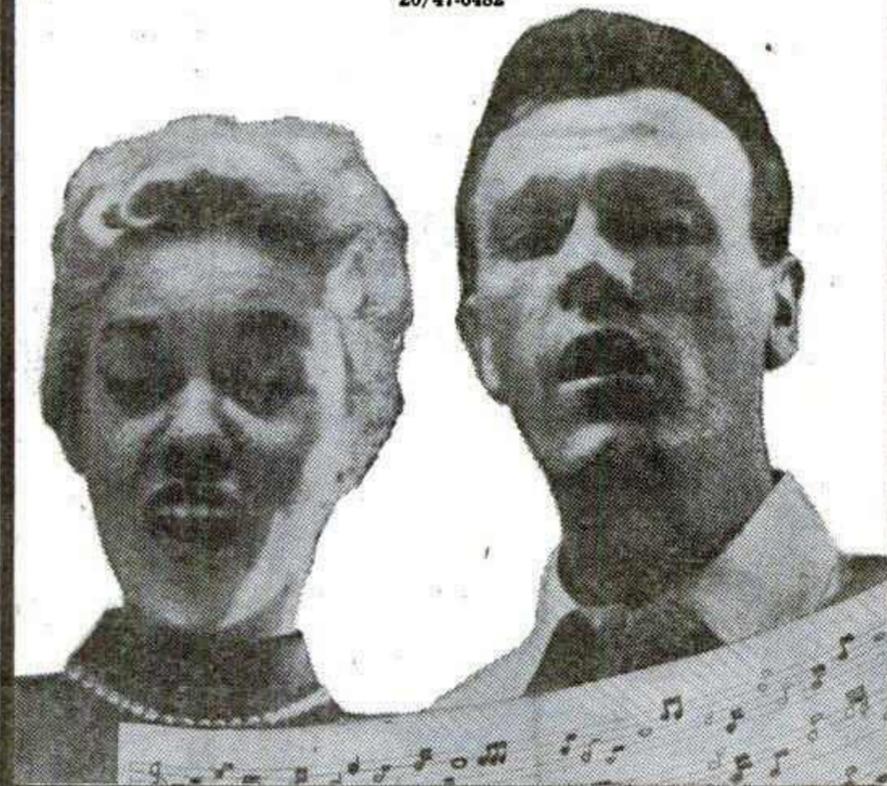
JAYE P. MORGAN
AND
EDDY ARNOLD

IN THEIR FIRST RECORDING SINCE
"MUTUAL ADMIRATION SOCIETY"

ONE

DO YOU LOVE ME

20/47-6482



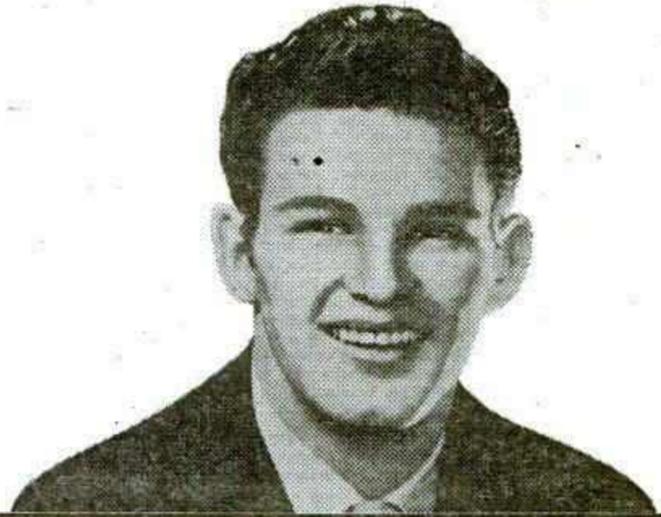
sensational!

DAVID HOUSTON SINGS

I AIN'T GOIN' THERE NO MORE

SOMEONE ELSE'S ARMS

20/47-6837



and watch this;
it's big!

BOBBY JOHN SINGS
(BOBBEJAAN)

THE HAT

I COULD LOSE THOSE BLUES

20/47-6838



tops – and still climbing!

DINAH SHORE IN CHANTEZ-CHANTEZ / HONKY-TONK HEART

20/47-6792



RCA VICTOR
RADIO CORPORATION OF AMERICA



• Reviews and Ratings of New Classical Albums

• Continued from page 28

and Tibbett. Sound is fairly good, while not apt to conflagrate a real hi-fi bug. At the bargain price (\$1.98) set could make a strong rack bid and likewise snare considerable interest from Metopera lovers with long memories.

HI-FI IN THE MAKING (1-12)—Boult rehearses and performs Britten's "Young Persons Guide to the Orchestra." Westminster XWN 18372 82

This disk takes its title from side one, termed the "rehearsal" of Britten's "Young Person's Guide to the Orchestra." Specifically, Sir Adrian Boult and Westminster's recording director, Kurt List, are "setting the balance" between the various ensemble groups of the orchestra. The record buyer, and particularly the hi-fi addict, will find their dialog fascinating as they go over the score with the orchestra seeking out weaknesses in the level of the various instruments. The disk shows the kind of harmony that is necessary between the conductor and engineer, with the recording director acting as a kind of referee. Side Two is the finished recording of the Britten work, the high fidelity reproduction toward which the Westminster staff was working on Side One. The disk will undoubtedly gain strong publicity among the hi-fi community and should see solid sales.

CASELLA: LA GIARA; RESPIGHI: THE PINES OF ROME (1-12)—The Orchestra of the Accademia Di Santa Cecilia, Rome; Alberto Erede and Francesco Molinari-Pradelli, Conds; London 1514 80

There are plenty of talking points re this coupling, and any enterprising dealer who stocks classical LP's could cash in on it. The Casella is new to disks, an easily accessible ballet score, hi-figenic with its cymbals, drums, brass, etc. There's even a pretty Sicilian folk tune, nicely sung by an unidentified tenor. Flip is a familiar hi-fi showpiece, with other good versions extant. The notes tell nothing about Previtali, the real star, obviously a virtuoso conductor. Colorful music, great sound, excellent orchestra and a conductor who should become a big name.

OPERATIC RECITAL BY CESARE SIEPI, NO. 2 (1-12)—The Vienna Philharmonic Orchestra, Erich Kelliber and Josef Irlps Conds; Chorus and

Orchestra of Accademia Di Santa Cecilia, Rome; Alberto Erede and Francesco Molinari-Pradelli, Conds; London 1514 80

Package follows general pattern established by two previous Siepi sets by the label. Herein the great basso devotes himself to Mozart and Verdi, with arias from "Nozze di Fagaro," "Don Giovanni" and "Forza del Destino." On one he teams with Hilde Gueden, on another with Renata Tebaldi and Mario Del Monaco. Opera fans will certainly be intrigued with both content and sound, and stores catering to such trade should definitely be alerted to solid possibilities here.

THE TONE POEMS OF SIBELIUS (2-12)—The Philharmonic Promenade Orchestra of London; Sir Adrian Boult, Cond. Vanguard VRS 489-490 78

A fairly complete, convenient — and distinguished — survey of Sibelius' tone poems. The set includes the early ones, like "En Saga" and "The Swan of Tuonela" and carries thru to the last years of the composer's published works: "Tapiola" and the incidental music to "The Tempest." Some of the tone poems, like "Finlandia," are well known and much recorded; others, like "Night Ride and Sunrise," "Lemminkainen's Return" and "Pohjola's Daughter" recur on concert programs now and then; yet others, like "Oceanides" and "The Bard" are totally unfamiliar. Boult is one of the leading Sibelius interpreters of the day, and he gives an impassioned exposition of an important body of the composer's work. An added commercial incentive is the hard cover package and the lengthy, illustrated notes by Prof. Abraham Veinus.

PARAY: MASS COMMEMORATING THE 500TH ANNIVERSARY OF THE DEATH OF JOAN OF ARC (1-12)—The Ruckham Symphony Choir; Trained by Maynard Klein; Soloists: Frances Yeend, Soprano; Frances Bible, Mezzo-Soprano; David Lloyd, Tenor; Detroit Symphony Orchestra; Paul Paray, Cond. Mercury MG 50128 76

Conductor Paray, who has built the Detroit into a fine orchestra, displays another big talent as a composer. This Mass, with wide dynamic range, builds some mountainous climaxes, vocally, instrumentally, and in combinations—all of which can produce some great audio

thrills for owners of good equipment. Music is typically French, with debts to Franck, Debussy and several in-between. It's the first disk, and undoubtedly authoritative. Choral-work and audio fanciers should be pushover sales.

THE TWO OISTRAKHS: BACH, MOZART, BEETHOVEN (1-12)—Monitor MC 2005 75

A wonderful collection of chamber music processed from "authorized" Russian tapes with surprisingly satisfactory sound. Oistrakh, father and son, plus pianist Yampolsky, play the rare Bach Sonata for Two Violins; David Oistrakh and Yampolsky do the Mozart Sonata in B Flat (K. 454). Another fine fiddler, Leonid Kogan, joins pianist Emil Gilels and cellist Rostropovich in a model reading of the obscure Beethoven Trio No. 9 in E Flat. Tasteful packaging makes this a fine item for any store with classical clientele. The trio apparently is new to disks.

BERGSM: (SCENES FROM) THE WIFE OF MARTIN GUERRE (1-12)—Mary Judd, Regina Sarfaty, Stephen Harbachick and Members of the Original Cast; Chamber Orchestra conducted by Frederick Waldman, Composers Recording CTI 105X 63

It's rare that even excerpts from an American opera get recorded, and such enterprise almost invariably would be classed as "non-profit." These vocal scenes have some lovely moments. Bergsma apparently knows how to set words in a manner that projects them clearly and naturally, and has a good melodic sense in the modern romantic idiom. There are even some moments that suggest Rodgers and Hammerstein in their more arty moods. Competent singing. Most sales will be to libraries and to the curious.

COWELL: PIANO MUSIC; PRELUDE FOR VIOLIN AND HARPSICHORD; HOVHANESS: DUET FOR VIOLIN AND HARPSICHORD; PINKHAM: CANTILENA; CONCERTO FOR CELESTE AND HARPSICHORD SOLI; CAPRICCIO (1-12)—Daniel Pinkham, Harpsichord; Edward Low, Celeste; Robert Brink, Violin; Henry Cowell, Piano, Composers Recordings CRI 109 62

This is the first time the ebullient, unorthodox Henry Cowell has recorded some of his provocative piano pieces for LP, and he turns his piano inside out for some unusual entertaining sounds. These occupy a very short side, while flip is filled with an assortment of mildly diverting modern pieces, competently played, and all very well recorded. Limited sale likely, mainly in shops where the modern American cultists and ex-Crowell pupils congregate.

• Reviews and Ratings of New Jazz Albums

• Continued from page 28

"Breezin' Along in the Trades," "Marooned in a Monsoon," etc. The blowing is not all of that earth-shaking; in fact, with Jimmy Giuffre alternating on tenor sax and clarinet, Rogers sticks pretty close to the "Cooler" side of the West Coast idiom. However, there is a flock of young people who gobble up this kind of package, and they must be accommodated. Terrific cover.

BETHLEHEM'S GRAB BAG (1-12) Bethlehem EXLP 2 84

A generous sampling of the Bethlehem catalog at a \$1.98 tag. Selections are almost evenly divided between vocal and instrumental items. Included are Mel Torme and Frances Faye doing "Bess, You Is My Woman Now" (From Bethlehem's complete "Porgy"), Carman McRae in "Old Devil Moon" and Betty Roche's "Route 66." The Australian Jazz Quintet contributes "Varsity Drag," the Ellington band "Stompy Jones," the Herbie Mann Quartet "Scuffles," etc. A value-packed buy for loo-shy youngsters.

AIR MAIL SPECIAL (1-12) Lionel Hampton and His All-Stars 82

Clef MGC 727
A re-grouping of material previously available: four classic Hampton readings: "Airmail Special" and "Soft Winds" by the Quartet (Hampton, O. Peterson, R. Brown and B. Rich); "The Way You Look Tonight" and "It's Only a Paper Moon" by the Quintet (adding B. De Franco). Extensive solos. Certainly, this is Hampton at his very best. Permanent value in this one. Great cover.

THE BIG SHORTY ROGERS EXPRESS (1-12) Shorty Rogers and his Giants 81

RCA Victor LPM 1350
This is a re-issue of material previously on a 10-inch LP (LPM 3138, "Cool and Crazy") plus four selections not available before. "Cool and Crazy" was an outstanding Rogers showcase; it was a big band framework, with all numbers in it composed and arranged by him. Jimmy Giuffre, Bob Cooper, Bud Shank,

John Graas and Marty Paich are some of the people in the band, and good blowing abounds. The new selections also involve a big band. Potent as the Rogers name is, this should be solid inventory for a long time to come.

CAMPUS CONCERT: THE MITCHELL-RUFF DUO (1-12) Epic LN 3318 80

It's the versatile duo's second LP and another good example of Jazz-a-la-Juliard; that is, jazz approach to good tunes tricked up with long-hair materials and digital dexterity until the basic, relaxed flavor of jazz is all but lost. The true-blue jazz buyers may not like this stuff, but there are plenty of fringe fans, cocktail-jazz fanciers and college kids, who will think it's great. The cover is aimed at the latter, and it should help. Try this on the people who like Don Shirley.

STRICTLY POWELL: THE Bud Powell Trio (1-12) RCA Victor LPM 1423 80

The technique, variety and fast flow of Powell's ideas are without parallel, and each new release only staggers the imagination more. Of particular interest here are his five originals, the most remarkable of which is "Blues for Bessie," completely spontaneous from beginning to end. Bop-pish as much of his material is, this item demonstrates Powell's link with the older tradition. Basic buy for modernist cognoscenti.

MUGSY SPANIER AND HIS DIXIELAND BAND (1-12) Mercury MG 20171 78

Satisfactory Spanier-driven Dixie collection with a sock color cover photo. Display will pay off where Spanier's name rings a bell. Similar attention could have been paid to back cover, where the company doesn't even bother to list personnel—an item of importance to jazz buyers. And who's the lusty vocalist on "Sunday?" Repertoire mixes in some lesser-known vehicles (for the idiom), indicating some relief for fans with umpteen versions of each chestnut.

(Continued on page 46)

The ORIGINAL and the BEST!

"AFTER SCHOOL"



BY THE NEW SINGING DISCOVERY
RANDY STARR
DALE RECORD #100

ORDER NOW From Your Nearest Distributor
DALE RECORDS 607 FIFTH AVE. N. Y. 17, N. Y.



*PATTI PAGE'S CURRENT SMASH HIT "POOR MAN'S ROSES" (RICH MAN'S GOLD) MERCURY RECORD NO. 71059

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending March 6

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Young Love	1	11	6. Banana Boat Song	5	12
By Carole Joyner-Rick Cartey—Published by Lowery Music (BMI) BEST SELLING RECORDS: T. Hunter, Dot 15533; S. James, Cap 3602. RECORDS AVAILABLE: R. Cartey-Jiva Tones, Vic 20-6751; Crew Cuts, Mercury 71022.			By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) BEST SELLING RECORD: Tarriers, 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.		
2. Marianne	4	6	7. Teen-Age Crush	9	4
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.			By Audrey Allison-Joe Allison—Published by Central Songs, Inc (BMI) BEST SELLING RECORD: T. Sands, Cap F3639.		
3. Don't Forbid Me	2	12	8. Banana Boat (Day-0)	6	9
By Singleton—Published by Roosevelt (BMI) BEST SELLING RECORD: P. Boone, Dot 15521. RECORD AVAILABLE: E. Tubb, Dec 30219.			By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) BEST SELLING RECORD: H. Belafonte, Vic 20-6771.		
4. Too Much	3	8	9. Party Doll	14	3
By Lee Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6800.			By Jim Bowen-Buddy Knox—Published by Jackie Music (BMI) BEST SELLING RECORD: B. Knox, Roulette 4002; S. Lawrence, Coral 61792. RECORDS AVAILABLE: Roy Brown, Imperial 5427; W. Manone, Dec 30211.		
5. Butterfly	7	4	10. Round and Round	16	2
By A. September—Published by Mayland-Presley (BMI) BEST SELLING RECORDS: Andy Williams, Cadence 1308; C. Gracie, Cameo 105. RECORDS AVAILABLE: B. Allen, Eldorado 505; B. Carroll, Bally 1028; B. Johnson, King 5014; B. Williams, Coral 61795.			By Lou Stallman-Joe Shapiro—Published by Rush (BMI) BEST SELLING RECORD: P. Como, Vic 20-6815.		
Second Ten					
11. Moonlight Gambler	10	14	16. Blue Monday	11	10
By Hilliard-Springer—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: F. Laine, Col 40780. RECORD AVAILABLE: W. Atwell, London 1724.			By D. Bartholomew-A. Domino—Published by Commodore (BMI) BEST SELLING RECORD: F. Domino, Imperial 5417.		
12. Who Needs You?	18	4	17. True Love	13	25
By Stillman-R. Allen—Published by Korwin (ASCAP) BEST SELLING RECORD: Four Lads, Columbia 40811.			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.		
13. Singing the Blues	7	20	18. Almost Paradise	29	2
By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40769; M. Robbins, Col 21545.			By Norman Petty—Published by Peer International Corp. (BMI) BEST SELLING RECORDS: R. Williams, Kapp 175; N. Petty Trio, ABC-Paramount 9787. RECORDS AVAILABLE: J. Carroll, Unique 388; L. Stein, Unique 385.		
14. Cinco Robles	12	8	18. You Don't Owe Me a Thing	19	8
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.			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.		
15. Love Is Strange	15	9	20. I Dreamed	19	11
By Ethel Smith—Published by Ben Ghaze (BMI) BEST SELLING RECORD: Mickey & Sylvia, Groove 0175 RECORD AVAILABLE: Luther & Little Eva, King 5010.			By C. Grean-M. Moore—Published by Trinity (BMI) BEST SELLING RECORD: B. Johnson, Bally 1020.		
Third Ten					
21. I'm Walkin'	-	1	26. Anastasia	21	7
By Al Domino, D. Bartholomew—Published by Reeve (BMI) RECORDS AVAILABLE: F. Domino, Imperial 5428.			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.		
22. Love Me Tender	17	22	27. I'm Stiekin' With You	-	1
By Elvis Presley, Vera Matson—Published by Elvis Presley Music (BMI) RECORDS AVAILABLE: E. Presley, Vic 20-6643; H. Rene, Vic 20-6728.			By Bowen-Knox—Published by Jackie (BMI) RECORD AVAILABLE: J. Bowen, Roulette 4001.		
22. Walkin' After Midnight	-	2	28. Gone	-	1
By Don Hecht-Allan Black—Published by Four Star (BMI) RECORDS AVAILABLE: P. Cline, Dec 30221; E. Dean, Saga 231; O. Williams, King 6115; L. Howard, Accent 1044.			By S. Rogers—Published by Hill & Range (BMI) RECORD AVAILABLE: F. Huskey, Cap 3628.		
24. Wringle Wrangle	22	6	29. Come Go With Me	1	
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.			By C. E. Quick—Published by Fee Bee (BMI) RECORD AVAILABLE: Dell-Vikings, Dot 15538.		
25. Blueberry Hill	22	23	29. Jim Dandy	26	7
By Lewis Stock-Rose—Published by Chappell (ASCAP) RECORDS AVAILABLE: C. Alaimo Quartet, Ken 6753; L. Armstrong, Decca 30091; F. Domino, Imperial 5407.			By Chase—Published by Raleigh (BMI) RECORD AVAILABLE: L. Baker, Atlantic 1116.		

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.

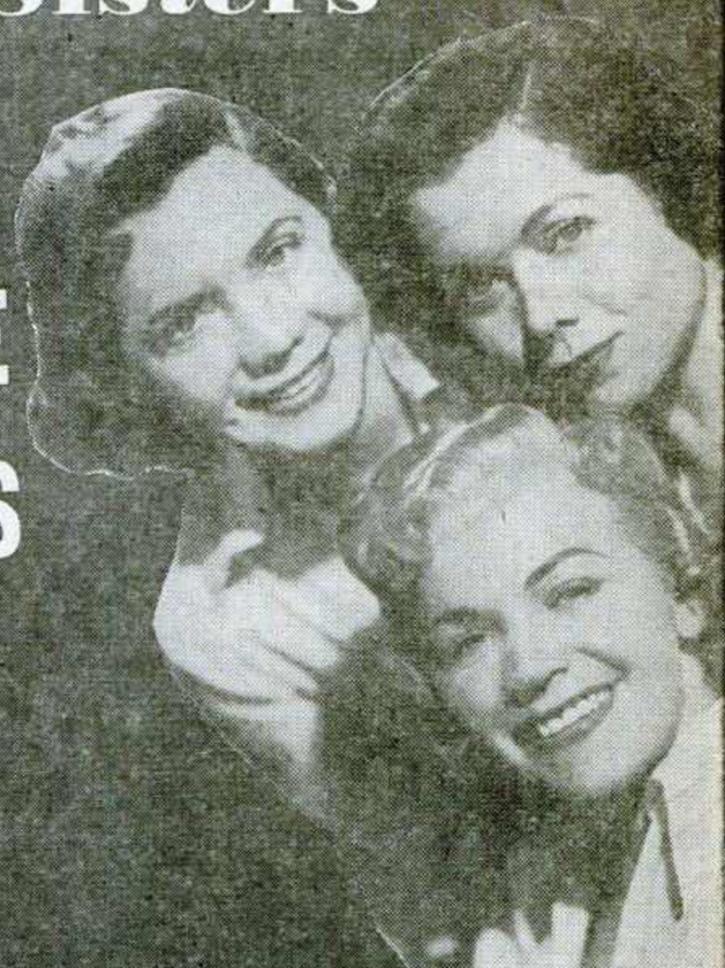
Dot's **HOT WINNERS!**

The Fontane Sisters

**HAVIN' FUN
DRINKIN'
COCA
COLA**

(Remember Me)

**I'M THE ONE
WHO LOVES
YOU**



#15547

Billy Vaughn

and his orchestra



**THE SHIP
THAT NEVER
SAILED**

**SONG OF THE
NAIROBI
TRIO**

#15546

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 March 6

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	9	YOUNG LOVE (BMI)—T. Hunter Red Sails in the Sunset (ASCAP)—Dot 15533	
2	4	4	TEEN-AGE CRUSH (BMI)—T. Sands Hep Dee Hootie (BMI)—Cap 3639	
3	2	8	TOO MUCH (BMI)—E. Presley Playing for Keeps (BMI)—Vic 20-6800	
4	3	13	DON'T FORBID ME (BMI)—P. Boone Anastasia (ASCAP)—Dot 15521	
5	5	10	BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte Star-O (ASCAP)—Vic 20-6771	
6	7	5	MARIANNE (BMI)—T. Gilkyson Goodbye, Chiquita (BMI)—Col 40817	
7	8	4	BUTTERFLY (BMI)—C. Gracie Ninety-Nine Ways (BMI)—Cameo 105	
8	6	11	YOUNG LOVE (BMI)—S. James You're the Reason (I'm in Love) (BMI)—Cap 3602	
9	13	2	ROUND AND ROUND (BMI)—P. Como MI CASA, SU CASA (ASCAP)—Vic 20-6815	
10	16	3	PARTY DOLL (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	
11	14	10	LOVE IS STRANGE (BMI)—Mickey & Sylvia I'm Going Home (BMI)—Groove 0175	
12	10	3	BUTTERFLY (BMI)—A. Williams It Doesn't Take Very Long (ASCAP)—Cadence 1308	
13	12	5	MARIANNE (BMI)—Hilltoppers You're Wasting Your Time (ASCAP)—Dot 15537	
14	18	2	I'M WALKIN' (BMI)—F. Domino I'm in the Mood for Love (ASCAP)—Imperial 5428	
15	15	10	BLUE MONDAY (BMI)—F. Domino What's the Reason (I'm Not Pleasing You) (ASCAP)—Imperial 5417	
16	11	14	MOONLIGHT GAMBLER (ASCAP)—F. Laine Lotus Land (ASCAP)—Col 40780	
17	9	13	BANANA BOAT SONG (BMI)—Tarriers No Hidin' Place (BMI)—Glory 249	
18	19	2	I'M STICKIN' WITH YOU (BMI)—J. Bowen Ever-Lovin' Fingers (BMI)—Roulette 4601	
19	21	3	COME GO WITH ME (BMI)—D. Vikings How Can I Find Love? (BMI)—Dot 15538	
20	20	5	WHO NEEDS YOU (ASCAP)—Four Lads It's So Easy to Forget (BMI)—Col 40811	
21	—	1	PARTY DOLL (BMI)—S. Lawrence Pum-Pa-Lum (ASCAP)—Coral 61792	
22	—	6	I DREAMED (BMI)—B. Johnson If It's Wrong to Love You (BMI)—Bally 1020	
23	—	1	LITTLE DARLIN' (BMI)—Diamonds Faithful and True (BMI)—Mercury 71060	
24	22	3	WALKIN' AFTER MIDNIGHT (BMI)—P. Cline Poor Man's Roses (ASCAP)—Dec 30221	
25	17	20	SINGING THE BLUES (BMI)—G. Mitchell Crazy With Love (ASCAP)—Col 40769	
26	—	1	ALMOST PARADISE (BMI)—R. Williams For the First Time (ASCAP)—Kapp 175	

• Most Played in Juke Boxes

For survey week ending March 6

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

This Week	Last Week	Weeks on Chart	Title	Label
1	2	8	YOUNG LOVE (BMI)—T. Hunter Red Sails in the Sunset (ASCAP)—Dot 15533	
2	1	6	TOO MUCH (BMI)—E. Presley Playing for Keeps (BMI)—Vic 20-6800	
3	3	10	DON'T FORBID ME (BMI)—P. Boone Anastasia (ASCAP)—Dot 15521	
4	4	8	YOUNG LOVE (BMI)—S. James You're the Reason (I'm in Love) (BMI)—Cap 3602	
5	6	7	BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte Star-O (ASCAP)—Vic 20-6771	
6	9	4	MARIANNE (BMI)—Hilltoppers You're Wasting Your Time (ASCAP)—Dot 15537	
7	10	11	MOONLIGHT GAMBLER (ASCAP)—F. Laine Lotus Land (ASCAP)—Col 40780	
8	11	4	MARIANNE (BMI)—T. Gilkyson Goodbye, Chiquita (BMI)—Col 40817	
9	8	10	BANANA BOAT SONG (BMI)—Tarriers No Hidin' Place (BMI)—Glory 249	
10	5	8	BLUE MONDAY (BMI)—F. Domino What's the Reason (I'm Not Pleasing You) (ASCAP)—Imperial 5417	
11	7	19	SINGING THE BLUES (BMI)—G. Mitchell Crazy With Love (ASCAP)—Col 40769	
12	12	6	YOU DON'T OWE ME A THING (BMI)—J. Ray Look Homeward, Angel (BMI)—Col 40803	
13	19	2	BUTTERFLY (BMI)—A. Williams It Doesn't Take Very Long (ASCAP)—Cadence 1308	
14	14	3	TEEN-AGE CRUSH (BMI)—T. Sands Hep Dee Hootie (BMI)—Cap 3639	
15	13	3	BUTTERFLY (BMI)—C. Gracie Ninety-Nine Ways (BMI)—Cameo 105	
16	16	4	KNEE DEEP IN THE BLUES (BMI)—G. Mitchell Take Me Back (ASCAP)—Col 40820	
17	—	1	WHO NEEDS YOU (ASCAP)—Four Lads It's So Easy to Forget (BMI)—Col 40811	
18	20	2	PARTY DOLL (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	
19	—	1	PARTY DOLL (BMI)—S. Lawrence Pum-Pa-Lum (ASCAP)—Coral 61792	
20	—	1	WALKIN' AFTER MIDNIGHT (BMI)—P. Cline Poor Man's Roses (BMI)—Dec 30221	

• Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart	Title
1	1	8	Young Love (Lowery)
2	2	9	Banana Boat Song (E. B. Marks-Bryden)
3	3	3	Marianne (Monclaire)
4	4	8	Don't Forbid Me (Roosevelt)
5	5	25	True Love (Buxton Hill)
6	6	5	Cinco Robles (Warman)
7	7	1	Butterfly (Mayland-Presley)
8	8	22	Love Me Tender (Presley)
9	9	17	Singing the Blues (Acuff-Rose)
10	10	8	Anastasia (Feist)
11	11	1	Who Needs You (Korwin)
12	12	5	Too Much (Southern Belle-Presley)
13	13	1	Round and Round (Rush)
14	14	8	Moonlight Gambler (E. H. Morris)
15	15	18	Blueberry Hill (Chappell)

• Most Played by Jockeys

For survey week ending March 6

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	9	YOUNG LOVE (BMI)—T. Hunter Red Sails in the Sunset (ASCAP)—Dot 15533	
2	2	7	TOO MUCH (BMI)—E. Presley Playing for Keeps (BMI)—Vic 20-6800	
3	3	11	YOUNG LOVE (BMI)—S. James You're the Reason (I'm in Love) (BMI)—Cap 3602	
4	4	12	DON'T FORBID ME (BMI)—P. Boone Anastasia (ASCAP)—Dot 15521	
5	6	6	MARIANNE (BMI)—T. Gilkyson Goodbye, Chiquita (BMI)—Col 40817	
6	7	6	MARIANNE (BMI)—Hilltoppers You're Wasting Your Time (ASCAP)—Dot 15537	
7	8	3	TEEN-AGE CRUSH (BMI)—T. Sands Hep Dee Hootie (BMI)—Cap 3639	
8	13	2	BUTTERFLY (BMI)—A. Williams It Doesn't Take Very Long (ASCAP)—Cadence 1308	
9	9	5	WHO NEEDS YOU (ASCAP)—Four Lads It's So Easy to Forget (BMI)—Col 40811	
10	12	3	ROUND AND ROUND (BMI)—P. Como Mi Casa, Su Casa (ASCAP)—Vic 20-6815	
11	14	6	LOVE IS STRANGE (BMI)—Mickey & Sylvia I'm Going Home (BMI)—Groove 0175	
12	5	10	BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte Star-O (ASCAP)—Vic 20-6771	
13	20	2	PARTY DOLL (BMI)—B. Knox My Baby's Gone (BMI)—Roulette 4002	
14	11	14	I DREAMED (BMI)—B. Johnson If It's Wrong to Love You (BMI)—Bally 1020	
15	10	14	MOONLIGHT GAMBLER (ASCAP)—F. Laine Lotus Land (ASCAP)—Col 40780	
16	18	3	BUTTERFLY (BMI)—C. Gracie Ninety-Nine Ways (BMI)—Cameo 105	
17	15	8	BLUE MONDAY (BMI)—F. Domino What's the Reason (I'm Not Pleasing You) (ASCAP)—Imperial 5417	
18	21	4	BALLERINA (ASCAP)—Nat (King) Cole You Are My First Love (ASCAP)—Cap 3619	
19	22	5	CAN I STEAL A LITTLE LOVE (ASCAP)—F. Sinatra Your Love for Me (BMI)—Cap 3608	
20	17	20	SINGING THE BLUES (BMI)—G. Mitchell Crazy With Love (ASCAP)—Col 40769	
21	19	12	BANANA BOAT SONG (BMI)—Tarriers No Hidin' Place (BMI)—Glory 249	
22	16	9	YOU DON'T OWE ME A THING (BMI)—J. Ray Look Homeward, Angel (BMI)—Col 40803	
23	—	1	GONE (BMI)—F. Huskey Missing Persons (BMI)—Cap 3628	
24	24	10	BANANA BOAT SONG (BMI)—Fontane Sisters Honolulu Moon (ASCAP)—Dot 15527	
25	—	1	WALKIN' AFTER MIDNIGHT (BMI)—P. Cline Poor Man's Roses (BMI)—Dec 30221	

Ah Yes, They're Sparkling Now!

**THE OOPA OOPA SMASH
HEADED FOR A MILLION!**

LITTLE DARLIN'

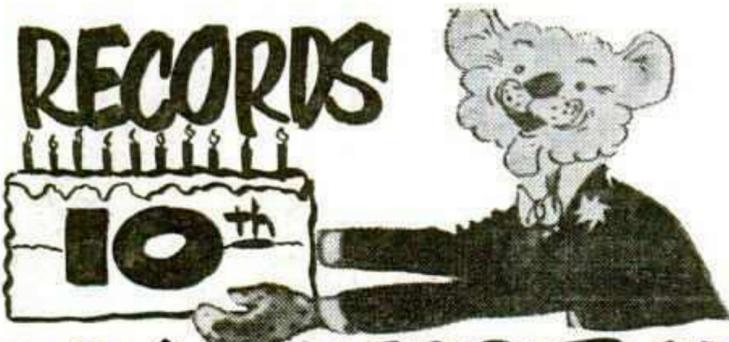


THE DIAMONDS

MERCURY 71060



M-G-M RECORDS HOT ANNIVERSARY CELEBRATION



DAVID ROSE & His Orch.

CALYPSO MELODY

on Best Seller Lists

THEME FROM THE WINGS OF EAGLES
(From MGM Film)

K12430 • MGM 12430

**REAL HOT
Rock 'N' Roll**

CHUCK ALAIMO QUARTET

LEAP FROG

AND
THAT'S MY DESIRE

K12449
MGM12449

Billboard pick

CONNIE FRANCIS

NO OTHER ONE

and
I LEANED ON A MAN

(From the Warner Bros. release "The Big Land")

K12440
MGM12440

Cash Box Pick

DICK HYMAN | **SAM TAYLOR**
(THE MAN)

DRUMMER BOY BLUES

AND
LOOK UP

MGM 12441 • K 12441

Billboard pick

ROBERT MAXWELL } **SONG OF THE NAIROBI TRIO**
His Harp & Orch. (SOLFEGGIO)

K12410 • MGM 12410

the Original

LEROY HOLMES His Orch. & Chorus

GINA

AND
THE CLOWN ON THE EIFFEL TOWER

MGM 12433 • K 12433

ACQUAVIVA & His Orchestra

ALWAYS THE SEA

and
ONE MOMENT MORE

K12434 • MGM 12434

MARVIN RAINWATER

GONNA FIND ME A BLUEBIRD

AND
SO YOU THINK YOU'VE GOT TROUBLES

MGM 12412 • K 12412

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)
w/ KISSES

K12424 • MGM 12424

CASH BOX Best Bet

• Territorial Best Sellers

For survey week ending March 6

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

Atlanta

1. Young Love, S. James, Cap.
2. Banana Boat (Day-O), H. Belafonte, Vic.
3. Don't Forbid Me, P. Boone, Dot
4. Walkin' After Midnight, P. Cline, Dec.
5. Too Much, E. Presley, Vic.

Baltimore

1. Butterfly, C. Gracie, Cam.
2. Come Go With Me, D. Vikings, Dot
3. Lucky Lips, R. Brown, Atl.
4. Just Because, L. Price, Pmt.
5. Young Love, S. James, Cap.
6. Too Much, E. Presley, Vic.
7. I'm Walkin', F. Domino, Imp.
8. Teen-Age Crush, T. Sands, Cap.

Boston

1. Written on the Wind, Four Aces, Dec.
2. Party Doll, B. Knox, Rit.
3. Round and Round, P. Como, Vic.
4. Marianne, T. Gilkyson, Col.
5. Young Love, S. James, Cap.
6. Come Go With Me, D. Vikings, Dot
7. Pamela Throws a Party, J. Reisman, Vic.
8. Young Love, T. Hunter, Dot
9. I'm Walkin' F. Domino, Imp.
10. Don't Forbid Me, P. Boone, Dot

Buffalo

1. Pamela Throws a Party, J. Reisman, Vic.
2. Young Love, T. Hunter, Dot
3. Party Doll, S. Lawrence, Cor.
4. Marianne, Hilltoppers, Dot
5. Banana Boat (Day-O), H. Belafonte, Vic.
6. Too Much, E. Presley, Vic.
7. Little Darlin' Diamonds, Mer.
8. Moonlight Gambler, F. Laine, Col.

Chicago

1. Marianne, Hilltoppers, Dot
2. Young Love, T. Hunter, Dot
3. Butterfly, C. Gracie, Cam.
4. Round and Round, P. Como, Vic.
5. Too Much, E. Presley, Vic.
6. Who Needs You, Four Lads, Col.
7. Love Is Strange, Mickey & Sylvia, Grv.
8. Don't Forbid Me, P. Boone, Dot
9. Teen-Age Crush, T. Sands, Cap.
10. Marianne, T. Gilkyson, Col.

Cincinnati

1. Butterfly, A. Williams, Cdc.
2. Teen-Age Crush, T. Sands, Cap.
3. Young Love, S. James, Cap.
4. Banana Boat (Day-O), H. Belafonte, Vic.
5. Don't Forbid Me, P. Boone, Dot
6. Round and Round, P. Como, Vic.
7. So Rare, J. Dorsey, Fry.
8. Love Is Strange, Mickey & Sylvia, Grv.
9. Young Love, T. Hunter, Dot
10. Marianne, T. Gilkyson, Col.

Cleveland

1. Round and Round, P. Como, Vic.
2. Party Doll, S. Lawrence, Cor.
3. Teen-Age Crush, T. Sands, Cap.
4. I'm Stikin' With You, J. Bowen, Rit.
5. Young Love, S. James, Cap.
6. Gone, F. Huskey, Cap.
7. Marianne, T. Gilkyson, Col.
8. Come Go With Me, D. Vikings, Dot
9. Little Darlin', Diamonds, Mer.
10. Banana Boat (Day-O), H. Belafonte, Vic.

Dallas-Fort Worth

1. Marianne, T. Gilkyson, Col.
2. Young Love, S. James, Cap.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Wonderful, Wonderful, J. Mathis, Col.
5. Party Doll, B. Knox, Rit.
6. Too Much, E. Presley, Vic.
7. Banana Boat (Day-O), H. Belafonte, Vic.

Denver

1. Young Love, T. Hunter, Dot
2. Too Much, E. Presley, Vic.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Marianne, Hilltoppers, Dot
5. Love Is Strange, Mickey & Sylvia, Grv.
6. Teen-Age Crush, T. Sands, Cap.
7. Round and Round, P. Como, Vic.
8. Butterfly, A. Williams, Cdc.
9. Don't Forbid Me, P. Boone, Dot
10. Wringle Wrangle, F. Parker, Dsl.

Detroit

1. Come Go With Me, D. Vikings, Dot
2. Teen-Age Crush, T. Sands, Cap.
3. Butterfly, A. Williams, Cdc.
4. Marianne, T. Gilkyson, Col.
5. I'm Stikin' With You, J. Bowen, Rit.
6. Round and Round, P. Como, Vic.
7. Party Doll, B. Knox, Rit.
8. Almost Paradise, N. Petty Trio, Pmt.
9. Young Love, S. James, Cap.
10. Almost Paradise, A. Williams, Kap.

Kansas City

1. Young Love, T. Hunter, Dot
2. Party Doll, B. Knox, Rit.
3. Butterfly, C. Gracie, Cam.
4. I'm Walkin', F. Domino, Imp.
5. Don't Forbid Me, P. Boone, Dot
6. Teen-Age Crush, T. Sands, Cap.
7. Walkin' After Midnight, P. Cline, Dec.
8. Party Doll, S. Lawrence, Cor.
9. Butterfly, A. Williams, Cdc.

Los Angeles

1. Young Love, T. Hunter, Dot
2. Too Much, E. Presley, Vic.
3. Marianne, T. Gilkyson, Col.
4. Don't Forbid Me, P. Boone, Dot
5. Banana Boat (Day-O), H. Belafonte, Vic.
6. Blue Monday, F. Domino, Imp.
7. I'm Waiting Just for You
P. Boone, Dot
8. Love Is Strange, Mickey & Sylvia, Grv.

Milwaukee

1. Butterfly, A. Williams, Cdc.
2. Don't Forbid Me, P. Boone, Dot
3. Young Love, S. James, Cap.
4. Round and Round, P. Como, Vic.
5. Teen-Age Crush, T. Sands, Cap.
6. Marianne, T. Gilkyson, Col.
7. Love Is Strange, Mickey & Sylvia, Grv.
8. Only One Love
G. Hamilton IV, Pmt.
9. Wringle Wrangle, F. Parker, Dsl.
10. Too Much, E. Presley, Vic.

Minneapolis-St. Paul

1. Marianne, T. Gilkyson, Col.
2. Teen-Age Crush, T. Sands, Cap.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Butterfly, A. Williams, Cdc.
5. Young Love, T. Hunter, Dot
6. Young Love, S. James, Cap.
7. Party Doll, B. Knox, Rit.
8. Don't Forbid Me, P. Boone, Dot
9. Banana Boat (Day-O), H. Belafonte, Vic.
10. I Miss You So, C. Connor, Atl.

New Orleans

1. Teen-Age Crush, T. Sands, Cap.
2. Young Love, S. James, Cap.
3. Too Much, E. Presley, Vic.
4. Marianne, T. Gilkyson, Col.
5. Love Is Strange, Mickey & Sylvia, Grv.
6. Young Love, T. Hunter, Dot
7. Thousand Miles Away, Heartbeats, Rma.
8. Blue Monday, F. Domino, Imp.
9. Banana Boat (Day-O), H. Belafonte, Vic.
10. Gone, F. Huskey, Cap.

New York

1. Banana Boat (Day-O), H. Belafonte, Vic.
2. Young Love, S. James, Cap.
3. Singing the Blues, G. Mitchell, Col.
4. Too Much, E. Presley, Vic.
5. Don't Forbid Me, P. Boone, Dot
6. Marianne, T. Gilkyson, Col.
7. Young Love, T. Hunter, Dot
8. Jamaica Farewell, H. Belafonte, Vic.

Philadelphia

1. Young Love, T. Hunter, Dot
2. Banana Boat Song, Trarriers, Gly.
3. Butterfly, C. Gracie, Cam.
4. Marianne, T. Gilkyson, Col.
5. Too Much, E. Presley, Vic.
6. Almost Paradise, L. Stein, Unq.
7. Moonlight Gambler, F. Laine, Col.
8. Banana Boat (Day-O), H. Belafonte, Vic.
9. Don't Forbid Me, P. Boone, Dot
10. Who Needs You, Four Lads, Col.

Pittsburgh

1. Teen-Age Crush, T. Sands, Cap.
2. Party Doll, B. Knox, Rit.
3. Young Love, T. Hunter, Dot
4. Banana Boat (Day-O), H. Belafonte, Vic.
5. Too Much, E. Presley, Vic.
6. Who Needs You, Four Lads, Col.
7. Mi Casa, Su Casa, P. Como, Vic.
8. Little Darlin' Diamonds, Mer.
9. Banana Boat Song, Trarriers, Gly.
10. Marianne, Hilltoppers, Dot

St. Louis

1. Butterfly, C. Gracie, Cam.
2. Teen-Age Crush, T. Sands, Cap.
3. Young Love, T. Hunter, Dot
4. Round and Round, P. Como, Vic.
5. Marianne, T. Gilkyson, Col.
6. Walkin' After Midnight, P. Cline, Dec.
7. Pretend, T. Smith, Uni.
8. Moonlight Gambler, F. Laine, Col.
9. I Miss You So, C. Connor, Atl.
10. Rock-a-Bye Your Baby, J. Lewis, Dec.

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. Party Doll, B. Knox, Rit.
2. Teen-Age Crush, T. Sands, Cap.
3. Butterfly, A. Williams, Cdc.
4. Banana Boat (Day-O), H. Belafonte, Vic.
5. Round and Round, P. Como, Vic.
6. Marianne, T. Gilkyson, Col.
7. Too Much, E. Presley, Vic.
8. Come Go With Me, D. Vikings, Dot

Toronto

1. Butterfly, A. Williams, Cdc.
2. Young Love, S. James, Cap.
3. Don't Forbid Me, P. Boone, Dot
4. Banana Boat Song, Trarriers, Gly.
5. Marianne, T. Gilkyson, Col.
6. Too Much, E. Presley, Vic.
7. Moonlight Gambler, F. Laine, Col.
8. Party Doll, S. Lawrence, Cor.
9. Marianne, Hilltoppers, Dot

Imperial
RECORDS

RED HOT POP HITS!

**A
BIG FAT
HIT!**

The Original!

Ken Copeland

PLEDGE OF LOVE

#5432

**DON'T
BUY
IMITATIONS!**

The Original Hit!

The Strikes

BABY I'M SORRY

#5433

**BE SURE
TO GET THE
ORIGINAL!**

The Original Smash!

Bill Stubblefield

BLUE INDIAN SUMMER

#5434



IMPERIAL RECORDS
6423 Hollywood Blvd., Hollywood, Calif.
IN CANADA • LONDON RECORDS, Montreal

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 IN THE MORNING b/w LOVE, LIFE AND MONEY

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

THE DRIVERS DANGEROUS LIPS

b/w OH MISS NELLIE DELUXE 6117

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

DELUXE 6116

DISTRIBUTED BY

KING RECORDS

KING - FEDERAL - DELUXE

THE TOP 100

For survey week ending March 6

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

Pos.	Song, Artist, Label	Last Week
1	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	MARIANNE, T. Gilkyson, Columbia	6
6	BANANA BOAT (DAY-O), H. Belafonte, Victor	5
7	TEEN-AGE CRUSH, T. Sands, Capitol	7
8	MARIANNE, Hilltoppers, Dot	8
9	BUTTERFLY, A. Williams, Cadence	14
10	MOONLIGHT GAMBLER, F. Laine, Columbia	9
11	BUTTERFLY, C. Gracie, Cameo	12
12	ROUND AND ROUND, P. Como, Victor	19
13	PARTY DOLL, B. Knox, Roulette	18
14	BLUE MONDAY, F. Domino, Imperial	10
15	LOVE IS STRANGE, Mickey & Sylvia, Groove	15
16	WHO NEEDS YOU, Four Lads, Columbia	16
17	BANANA BOAT SONG, Tarriers, Glory	11
18	SINGING THE BLUES, G. Mitchell, Columbia	13
19	YOU DON'T OWE ME A THING, J. Ray, Columbia	17
20	PARTY DOLL, S. Lawrence, Coral	22
21	WALKIN' AFTER MIDNIGHT, P. Cline, Decca	25
22	I DREAMED, B. Johnson, Bally	19
23	JIM DANDY, L. Baker, Atlantic	23
24	KNEE DEEP IN THE BLUES, G. Mitchell, Columbia	21
25	I'M STICKIN' WITH YOU, J. Bowen, Roulette	32
26	COME GO WITH ME, D. Vikings, Dot	52
27	I'M WALKIN', F. Domino, Imperial	35
28	GONE, F. Huskey, Capitol	40
29	CAN I STEAL A LITTLE LOVE, F. Sinatra, Capitol	24
30	LUCKY LIPS, R. Brown, Atlantic	26
31	CINCO ROBLES, R. Arms, Era	34
32	JAMAICA FAREWELL, H. Belafonte, Victor	39
33	WRINGLE WRANGLE, F. Parker, Disneyland	28
34	I MISS YOU SO, C. Connor, Atlantic	37
35	BANANA BOAT SONG, Fontane Sisters, Dot	30
36	BAD BOY, Jive Bombers, Savoy	51
36	ONLY ONE LOVE, G. Hamilton IV, ABC-Paramount	37
38	BALLERINA, Nat (King) Cole, Capitol	47
38	CHANTEZ CHANTEZ, D. Shore, Victor	35
40	ALMOST PARADISE, R. Williams, Kapp	46
41	I LOVE MY BABY, J. Corey, Columbia	42
41	YOUR WILD HEART, J. Layne, Mercury	40
43	ALMOST PARADISE, L. Stein, Unique	49
44	CINCO ROBLES, L. Paul & M. Ford, Capitol	45
44	ROCK-A-BYE YOUR BABY, J. Lewis, Decca	46
46	SINCE I MET YOU BABY, I. J. Hunter, Atlantic	28
47	TRUE LOVE, Bing Crosby & G. Kelly, Capitol	48
48	BANANA BOAT SONG, S. Lawrence, Coral	32
49	WHY, BABY, WHY, P. Boone, Dot	—
50	MI CASA SU CASA, P. Como, Victor	75
51	TAKE ME BACK, G. Mitchell, Columbia	70
52	WRINGLE WRANGLE, B. Hayes, ABC-Paramount	44
53	ONE STEP AT A TIME, B. Lee, Decca	80
53	TRICKY, R. Marterie, Mercury	54
55	LOOK HOMEWARD, ANGEL, J. Ray, Columbia	60
56	JUST BECAUSE, L. Price, ABC-Paramount	84
57	WONDERFUL WONDERFUL, J. Mathis, Columbia	58
58	LOVE ME, E. Presley, Victor	62
58	LOVE ME TENDER, E. Presley, Victor	74
58	I'M WAITING JUST FOR YOU, P. Boone, Dot	—
61	ANASTASIA, P. Boone, Dot	59
61	PLAYING FOR KEEPS, E. Presley, Victor	57
63	RED SAILS IN THE SUNSET, T. Hunter, Dot	100
63	WALL, P. Page, Mercury	—
65	GIRL CAN'T HELP IT, Little Richard, Specialty	61
66	BLUEBERRY HILL, F. Domino, Imperial	43
67	LITTLE DARLIN', Diamonds, Mercury	—
68	SILENT LIPS, G. Gibbs, Mercury	—
69	BANANA BOAT SONG, S. Vaughan, Mercury	55
70	EVER-LOVIN' FINGERS, J. Bowen, Roulette	73
71	LET'S GO CALYPSO, R. Draper, Mercury	53
72	GREEN DOOR, J. Lowe, Dot	50
73	MARIANNE, Lane Brothers, Victor	64
74	AIN'T GOT NO HOME, C. Henry, Argo	30
75	RAM-BUNK-SHUSH, B. Doggett, King	67
76	SITTIN' IN THE BALCONY, J. Dee, Colonial	—
77	THOUSAND MILES AWAY, Heartbeats, Rama	72
78	ALMOST PARADISE, N. Petty Trio, ABC-Paramount	—
79	YOUNG LOVE, Crew Cuts, Mercury	71
80	ROSE AND A BABY RUTH, G. Hamilton IV, ABC-Paramount	—
81	SINGING THE BLUES, M. Robbins, Columbia	95
82	ON MY WORD OF HONOR, Platters, Mercury	80
83	GONNA GET ALONG WITHOUT YA NOW, Patience & Prudence, Liberty	80
84	LITTLE BY LITTLE, N. Brown, Savoy	100
84	WITHOUT LOVE, C. McPhatter, Atlantic	64
86	POOR MAN'S ROSES, P. Page, Mercury	56
87	WATERMELON SONG, T. Ernie, Capitol	88
88	WRITTEN ON THE WIND, Four Aces, Decca	67
89	BIG BEAT, D. Jacobs, Coral	—
89	SO RARE, J. Dorsey, Fraternity	62
91	PUM-PA-LUM, S. Lawrence, Coral	—
92	ON TREASURE ISLAND, G. Storm, Dot	—
93	NOTHING IS TOO GOOD FOR YOU, Harvey Boys, Cadence	89
94	WHAT'S THE REASON (I'M NOT PLEASING YOU), F. Domino, Imperial	80
95	HOLD 'EM JOE, H. Belafonte, Victor	90
96	YOUR LOVE FOR ME, F. Sinatra, Capitol	96
96	'S WONDERFUL, Conniff, Columbia	—
98	DREAMY EYES, Four Preps, Capitol	93
99	LUCKY LIPS, G. Storm, Dot	—
100	ONE SUIT, T. Ernie, Capitol	93
100	MANGOS, R. Clooney, Columbia	—
100	TOWER'S TROT, D. Jacobs, Coral	96
100	BUTTERFLY, B. Carroll, Unique	—

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.

VOX JOX

By JUNE BUNDY

GIMMIX: David Yarnell, publicity director of WNEW, New York, gifted the trade with giant-sized cherry pies last month "because it's Washington's birthday and life is just a bowl of cherries, when tunes in to 1130." . . . Ricci Ware, KOLE, Port Arthur, Tex., has challenged fellow spinner Dick Harvey to a cow-milking contest, which will be held on the city's main street. Loser will push winner from one end of the Port Arthur business district to the other in a wheelbarrow. Ware, a native Texan, and Harvey, a Northerner, have conducted an on-the-air "word feud" on their respective KOLE shows for the past several weeks.

THIS 'N' THAT: Len Ross, KDB, Santa Barbara, Calif., needs voice tracks of recording artists to use on his daily show. . . . Fred Parker, KOWB, Laramie, Wyo., is anxious to compare notes with jocks who have produced local versions of "Juke Box Jury," since he plans to stage a similar program in his own area. . . . Bill Johnson and Larry Larance, KRUS, Ruston, La., are hosting Saturday night record hops at the Ruston Youth Center, and would like to hear from other jocks, re suggestions on hops. . . . Note to Bill C. (name not legible on letter), KPRK, Livingston, Mont.: Please send your next news info to the New York office. We usually print more about small stations in Vox Jox than the larger outlets.

Bob Elliott, KENT, Shreveport, La., reports on a provocative "inside" station contest gimmick, whereby the KENT jock, who sells the most TV in a 10-day period, wins a portable set for himself. In the course of campaigning for the contest, Elliott rode a horse, complete with escort, all around downtown Shreveport. . . . Manhattan station WOR's wandering deejay-commentator Jean Shepherd, is off on a month-long tour of Europe as the result of a bet that he could "have a ball in Europe" on \$100 (in addition to air transportation). He'll tape his weekly WOR show abroad, and KLM Airlines will fly the tapes back in time for each Sunday broadcast.

CHANGE OF THEME: Jim Lowe, WCBS, New York, has expanded his Saturday afternoon show an extra 15 minutes. He now spins 'em

YESTERYEAR'S TOPS—
as reported in The Billboard
The nation's top tunes on records

- MARCH 15, 1947
1. Anniversary Song
 2. Managua, Nicaragua
 3. Open the Door, Richard
 4. (I Love You) For Sentimental Reasons
 5. Heartaches
 6. How Are Things in Glocca Morra
 7. Guilty
 8. Oh, But I Do
 9. Linda
 10. A Gal in Calico

- MARCH 16, 1952
1. Wheel of Fortune
 2. Cry
 3. Tell Me Why
 4. Any Time
 5. Little White Cloud That Cried
 6. Slow Poke
 7. Blue Tango
 8. Please, Mr. Sun
 9. Bermuda
 10. Be My Life's Companion

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.

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:

- Richmond, Va.
"Party Doll," Buddy Knox, Roulette.
- Houston
"Teen - Age Crush," Tommy Sands, Capitol.
- Elmyra, N. Y.
"Don't Forbid Me," Pat Boone, Dot.
- Birmingham
"Round and Round," Perry Como, RCA Victor.
- Youngstown, O.
"Gone," Ferlin Huskey, Capitol.
- Baltimore
"Marianne," Terry Gilkyson, Columbia.
- Nashville
"Young Love," Sonny James, Capitol.
- North Platt, Neb.
"Too Much," Elvis Presley, RCA Victor.
- Detroit
"Butterfly," Bob Carroll, Bally.
- Bakersfield, Calif.
"Come Go With Me," Dell-Vikings, Dot.

from 5:45 to 6 p.m. . . . Ralph Canary, KDSJ, Deadwood, S. D., has started a new program, "Your Opinion," fully sponsored, which features new releases and teen-ager comments on new wax. . . . "Long John" Nebel, WOR, New York, has acquired extra time for his late show, and now holds his nightly chatter-wax sessions from midnight to 5:30 a.m. . . . After an absence of three years, Jim Boysen has returned to WLOL, Minneapolis.

Air Ban of Gershwin Song Irks DJ Ford

NEW YORK—Deejay Art Ford, WNEW, here, recently staged an on-the-air protest against restriction from air play of an established standard by its publisher. Specifically, he objected to the recent restriction clamped on the Gershwin's "The Man I Love" by Harms Music.

Ford told his listeners, "A piece of music like 'The Man I Love,' which is not new and is so fully known by the public, should not be placed on a restrictive ban. Holding back music like this is taking away something that actually belongs to the people. Gershwin belongs to us." The jockey said he received a "tremendous response," via phone and mail, after the broadcast from listeners who agreed with him.

Ford also said he had asked the publishers the reason for the ban, but had not heard from them. Probabilities are that the tune was restricted because it is prominently featured in a forthcoming Warner Bros. picture and a CBS-TV musical drama, both based on the life story of torch singer Helen Morgan, who was so closely identified with the Gershwin evergreen.



the new
idol
of the
teenagers

JOHNNY BRANDON

Sings the overnight SMASH...

RAINBOW KISSES

1726

On countrywide personal promotion
tour — TV appearances — D. J. interviews
stores — one stops

"BEST BET"
CASHBOX

"EXCELLENT RATING"
BILLBOARD

LONDON
RECORDS



539 West 25th Street New York 1, New York

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. Why, Baby, Why?**
I'm Waiting Just for You **Pat Boone**
(BMI); (BMI) Dot 15545
- 2. Gone** **Ferlin Husky**
(BMI) Capitol 3628
- 3. Almost Paradise** **Lou Stein**
(BMI) KRO Unique 385
- 4. Only One Love** **George Hamilton IV**
(BMI) ABC-Paramount 9782
- 5. Just Because** **Lloyd Price**
(BMI) ABC-Paramount 9792
- 6. Mama Look-A Booboo** **Harry Belafonte**
(BMI) RCA Victor 6830
- 7. Almost Paradise** **Norman Petty Trio**
(BMI) ABC-Paramount 9787
- 8. He's Mine**
I'm Sorry **The Platters**
(BMI); (BMI) Mercury 71032
- 9. So Rare** **Jimmy Dorsey**
(ASCAP) Fraternity 755
- 10. The Wall**
A Poor Man's Roses **Patti Page**
(ASCAP); (ASCAP) Mercury 71059

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.

- ONLY ONE LOVE** (Bentley, BMI) — **George Hamilton IV** — ABC-Paramount 9782—This record has been around for some weeks and has been doing nicely. Now it is coming forward at a faster pace and looks like a chart contender. Areas selling it include almost all the important markets of the country. Flip is "If I Possessed a Printing Press." A previous Billboard "Spotlight" pick.
- MAMA LOOK-A BOO-BOO** (Chuchess, BMI)—**Harry Belafonte**—RCA Victor 6830—Belafonte is getting to be one of the most consistent chart-makers. Strong retail and one-stop reports were returned from Boston, Providence, New York, Chicago, Buffalo, Philadelphia, Milwaukee and Los Angeles, to mention only the more prominent cities. It's a cinch, as far as chart potential is concerned. Flip is "Don't Ever Love Me" (Clara, ASCAP). A previous Billboard "Spotlight" pick.
- THE WALL** (Dreyer, ASCAP)
A POOR MAN'S ROSES (Shapiro-Bernstein, ASCAP)—**Patti Page**—Mercury 71059—Competition on "The Wall" has been keen, but Patti Page has now taken a decisive lead. Aiding her ascent is the strength provided by the flip, "A Poor Man's Roses," which in some areas is the preferred side. Among the areas where the disk is selling well are New York, Philadelphia, Boston, Milwaukee, Cincinnati, Minneapolis and Buffalo. A previous Billboard "Spotlight" pick.
- SO RARE** (Robbins, ASCAP)—**Jimmy Dorsey**—Fraternity 755—A sleeper of possibly big proportions is shaping up here. "So Rare" has been on the Cincinnati territorial chart the past two weeks, and has gained rapidly in Cleveland, Milwaukee, Minneapolis, Buffalo, Providence, Detroit and other cities. Seems to be shaping up solidly in the Middle West, with excellent chances for spilling over on to the Coasts. Flip is "Sophisticated Swing" (Mills, ASCAP).
- BAHAMA MAMA** (Winneton, BMI)
YOU'RE MINE (Mellin, BMI)—**The Four Aces**—Decca 30242—The Aces clearly have another winner. Most territories have not had the disk for much more than a week, but the early results can be easily projected into what may be a sizable hit. Milwaukee, Nashville, St. Louis, Minneapolis, Durham, Cleveland, Buffalo, Philadelphia and Boston are representative cities sampled that gave highly enthusiastic sales reports. "Mama" is the top-rated side, with the flip also contributing to saleability in impressive quantity. A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

POP RECORDS

- TAB HUNTER** Dot 15548 **NINETY-NINE WAYS**
(Mayland, BMI)
DON'T GET AROUND MUCH ANYMORE . . . (Robbins, ASCAP)
Young movie idol Hunter has the top-selling record in the country, so his new platter is bound to garner a flock of spins and strong counter action. He warbles with sincerity and warmth on the moving blues, "Ninety-Nine Ways," and is equally effective on a rock and roll styled version of the Ellington standard on the flip.
- TERESA BREWER** Coral 61805 **EMPTY ARMS**
(Ivory, BMI)
THE RICKY-TICK SONG (Mermaid, BMI)
The thrush packs strong emotional impact into "Empty Arms," a poignant blues, while the flip, a bouncy novelty with amusing vocal tricks, spotlights the canary's pert showmanship. "Empty Arms" is the side to watch but both tunes should get considerable play.
- DAVID CARROLL** Mercury 71069 **THE SHIP THAT NEVER SAILED**
(Kassel-Aires, ASCAP)
Carroll has a sock version of a dramatic theme, highlighted by Franklin McCormack's expressive narration, a la the old hit, "Shifting, Whispering Sands." There are other versions out, but this one shapes up as the one to beat. Flip is a schmaltzy instrumental treatment of the standard "I Love You Truly" (Pure, BMI).
- CHUCK BERRY** Chess 1653 **SCHOOL DAY**
(Arc, BMI)
See Rhythm and Blues Spotlight in this issue.
- RANDY STARR** Dale 100 **AFTER SCHOOL**
(Republic, BMI)
Could be a sleeper. Sammy Kaye published the tune and set up the new Dale label especially to cut it. Starr warbles with feeling and heart on the tender ballad, which is loaded with teen-age appeal lyric-wise. Flip is "Heaven High" (Republic, BMI).
- JOY LAYNE** Mercury 71080 **AFTER SCHOOL**
(Republic, BMI)
Mercury's teen-age canary has a first-rate cover of the Dale disk, and should give Starr considerable competition for spins. Her first Mercury platter was well received by the jocks and this one should pull a similar response. She sings the simple ballad with girlish charm and appeal. Flip is "You Gave Me Wins" (Leeds, ASCAP).

POP DISK JOCKEY PROGRAMMING

- IRVING ASHBY** Imperial 5426 **LOCO-MOTION**
(Travis, BMI)
NIGHT WINDS (Travis, BMI)
See Rhythm and Blues Spotlight in this issue.
- FRANCES AND BEVERLY** Disneyland 46 **SINFUL PEOPLE**
(Leora, BMI)
The fresh-voiced girls blend sopranos on an attractive off-beat piece of material, styled along gospel lines, with a strong, fast-moving tempo and an amusing word-spelling gimmick in the lyric. Bright, interesting wax for jocks. Flip is a pretty folk ballad "Maybe Tomorrow" (Disney, ASCAP). Both sides are from the LP "Folk Songs From the Far Corners."

Reviews and Ratings

- JAYE P. MORGAN AND EDDY ARNOLD**
Do You Love Me? 86
VICTOR 6842—Here's a fine team-up on a happy tune with each answering the title's question. Material is catchy and rhythm backing sound. Duo's last try came close. (Valley, BMI)
- One** 82
Tuneful slow ballad that lends itself to duo's good harmonizing. Backing here is equally solid. A very potent companion-piece for the flip. (Trinity, BMI)
- VIC DAMONE**
Do I Love You
(Because You're Beautiful) 85
COLUMBIA 40858 — Plug ballad from upcoming Rodgers-Hammerstein "Cinderella" TV-er could do its best business via Damone's vibrant reading. May take some time to catch, and it will need all the plugging it can get to make it with today's disk buyers. (Williamson, ASCAP)
- The Legend of the Bells** 80
A typically tender reading by Damone of a pretty, pulsating ballad with the expected Mission locale in its story. Appealing material. (Bloom, ASCAP)
- EDDIE FISHER**
Tonight My Heart Will Be Crying 85
VICTOR 6849 — An expressive, warm reading by Fisher on the moving tune, cut earlier by El Boy on Rama. Should grab considerable play and counter action. (Kahl, BMI)
- Blues for Me** 78
A pleasant, albeit rather unemotional vocal on a rock and roll-styled blues. Fisher's straight pop delivery doesn't get the most out of the poignant lyric. (Rio Grande, BMI)
- THE FONTANE SISTERS**
I'm the One Who Loves You 83
DOT 15547—A melodic rock and roller. The Fontanes chant this effectively to a solid backing, which includes chorus and a strong beat. (Hill & Range, BMI)
- Dancing to the Rock and Roll** 80
Engaging version of "Run and Coca-Cola," with one phrase changed. The Fontanes' version is solid, and the backing, with chorus and honking horns is terrific. Sure to get big play. (Feist, ASCAP)

(Continued on page 46)

CORAL RECORDS **CORAL HAS THE HITS!**



DON
CORNELL

TERESA
BREWER

SITTIN' IN
THE BALCONY

b/w

MY FAITH
MY HOPE
MY LOVE

CORAL 61811

EMPTY
ARMS

b/w

THE
RICKY-TICK
SONG

CORAL 61805



Reviews of New Pop Records

Continued from page 44

THE EASY RIDERS

Don't Hurry Worry Me81
COLUMBIA 40860—A breezily-sung, thoroughly engaging piece of calypso by the same group that backed Terry Gilkyson on "Marianne." (Montclare, BMI)

True Love and Tender Care....81
Chant with group refrain has calypso and folk-song flavoring. Catchy material that will brighten any show. One to watch. (Montclare, BMI)

ROBERT MITCHUM

What Is This Generation Coming To?...80
CAPITOL 3672—Calypso with a very smart, in-the-groove lyric. Screen star

Mitchum chants this effectively, and it is sure to get strong deejay action. Watch it. (Leeds, ASCAP)
Mama Looka Booboo....72
The screen star covers the zany calypso with a facility which reflects his understanding of the form. Good backing, with some native musicians. (Duchess, BMI)

EYDIE GORME

First Impression79
ABC-PARAMOUNT 9780 — Both sides are from Eydie Gorme's new album, and jockeys report particularly good reaction to this appealing ballad. The thrush reads the teen-appeal

lyrics with effective sincerity. (E. H. Morris, ASCAP)
I'll Take Romance....76
Canary is in top vocal form on a swingy, up-tempo version of the great standard. (Bourne, ASCAP)

BILLY VAUGHN ORK

The Ship That Never Sailed79
DOT 15546—Cover of the recitative type song that is already getting action on other versions. Vaughn's arrangement makes use of lead vocalist and full-voiced choir. Likely to share the loot, altho the David Carroll has the edge. (Kady, ASCAP)
Song of the Nairobi Trio (Solfeggio)....70
This interesting novelty has been around. The Billy Vaughn arrangement, with vocal, lends a staccato, primitive quality. (Robbins, ASCAP)

THE FRATERNITY BROTHERS

In the Evening (By the Moonlight) ...77
CADENCE 1309 — Old moonlight-harmony ballad is revived in a styling that has elements of the Four Aces and rock and roll. Tour de force may register with the campus crowd and should get air spins. (Plectum, BMI)
Oh Tell Me Why....70
Another lovely oldie gets a rock and roll treatment. There's a whispered recitation that will make some listeners squirm, otherwise it's nicely done. (Plectum, BMI)

GRADY CHAPMAN

My Love Will Never Change76
ZEPHYR 70-016—A ballad with r.&r. flavor in back. Warbler conveys the message with warmth and skill. If side gets plugged fully, it could catch. (House of Fortune, BMI)
The Smiling Gondolier....72
Similar fare, and similar possibilities. Warbler has an engaging talent. (House of Fortune, BMI)

DICK ROMAN

Only Trust Your Heart76
ABC-PARAMOUNT 9793 — This cover of a lilting ballad from Dean Martin's first solo-movie "Ten Thousand Bedrooms" spotlights an outstanding vocal job by Roman and lush backing by Don Costa. With the proper exposure it could provide strong competition to other versions. (Fels, ASCAP)
Somewhere Is a Stranger....67
Pleasing vocal treatment of romantic ballad, but flip is better showcase for warbler. (Roxbury, ASCAP)

THE DUKE OF IRON

Take Me75
VICTOR 6841—The veteran calypso cat turns in a solid performance on an amusing novelty with an infectious beat. Good programming for jocks who want to let listeners in on authentic calypso wax.
Prisoner Arise....72
Calypso-styled scat talk by the Duke and exuberant warbling in patois by the group on a lively item.

LOUIS PRIMA AND KEELY SMITH

Baby, Won't You Please Come Home .74
CAPITOL 3663—Prima belts out a juiced-up version of old standard with his own, particular vocal trimmings and an able assist from Keely Smith. Backing is solid, and side is candidate for both jukes and jocks. (Plectum, ASCAP)
Sentimental Journey....73
Thrush is on top slot here on another oldie. Backing again is exceptional and over-all has considerable appeal. (E. H. Morris, ASCAP)

PEGGY KING

Miracle Man74
COLUMBIA 40863—Thrush registers more appeal than ever in a quiet, well-phrased ballad try. Good candidate for jockey play. (Planetary, ASCAP)
In My Own Little Corner....70
This Rodgers-Hammerstein bon bon out of the "up-coming "Cinderella" spectacular sounds like a composite of several tunes from "King and I."
(Continued on page 48)

Reviews and Ratings of New Jazz Albums

Continued from page 34

BASS BY PETTIFORD-BURKE

Oscar Pettiford Quintet; Vinnie Burke Quartet (1-12")
Berlheim BCP 6
A re-coupling of two 10-inch LP's, both featuring a bass player. Pettiford's side is the more interesting, not only for his work, but for the bright amblings of Rouse and Watkins on tenor and French horn, respectively. Burke's quartet has bass, clarinet, accordion and guitar. No "names," but they provide a quiet, non-showy half hour of music-making that falls agreeably on most ears.

DIZZY GILLESPIE AND HIS BIG BAND

Dizzy Gillespie Orch (1-12")
Gene Norman Presents 23
A concert package recorded at the Pasadena Civic Auditorium on the occasion of Dizzy's first West Coast invasion. One of Dizzy's great successes, the package tracks the tunes that gained fame for the bearded maestro when "bop" reigned supreme, i.e., "Ool-Ya-Koo," "Emanon," and the wild and woolly "Manteca." Musically it's must material for collectors, tho much of the sales appeal is lost by an amateurish cover certain to draw frowns from dealers.

NEW YORK JAZZ QUARTET

(1-12")
Elektra 115
This quartet of excellent jazzmen suffers from being just a quartet; a drum would have made it about 100 per cent more relaxed and air-borne. Still there are some dazzling bits on unconventional instruments: Mat Mathews' accordion on "Skylark" is a masterpiece, and Herbie Mann has some excellent flute solos. On the more conventional bass and guitar, Whitey Mitchell and Joe Puma respectively, are top-grade. With another rhythm instrument, this group could mean something. As is, any shop with accordion clientele should show that Mathews track. Nice cover.

SONNY CRISS

Plays Cole Porter69
(1-12")
Imperial 9024
Altho the music here offers more than an earful, Criss as yet hasn't shown enough imagination nor soul to warrant his stepping out into the big leagues. His alto work is mellow and swinging enough, tho there are some examples of over-arranging in this set. "Love for Sale" is by far one of the best selections and is a good demo track.

STREAMLINE

The Rolf Kuhn Quartet (1-12")
Vanguard VRS 8510
While German clarinetist Kuhn is the most promising man to turn up on the relatively unpopular jazz instrument in several years, there's little reason to expect that he can surpass the still disappointing sale of a De Franco or Scott at this point. He gets the benefit of good rhythm support and excellent Vanguard recording, plus the sympathetic supervision of John Hammond. Ronnie Bright's piano also is a big plus, but don't expect this one to be accepted over night.

SOUTH AMERICAN BROTHERS

Orquesta Casablanca with John LaPorta (1-12")
Fantasy 3237
A rather unique package made during concert dates in Caracas, Venezuela, with tracks by the big 15-man Orquesta Casablanca, the Charlie Nagy Quintet, the Walter Albrecht Sextet and a septet from the big band. It's a generally swinging album with great alto by LaPorta and some excellent trombone by native Leopoldo Escalante. Works by the Nagy five are light and somewhat amusing; the Albrecht tracks are adequate, tho mediocre by comparison with the others. Nonetheless, it's worth stocking for exploratory buyers.

VIBRAPHONE FANTASY IN JAZZ

Bob Harrington Quartet (1-12")
Imperial 9031
There's a novel bit of instrumentation especially pleasing in this package, despite the lack of name power. Sidemen have worked with many great name bands and tho they don't work together as a rule, there's a great amount of cohesiveness to be found. Harrington on vibes, Jimmy Wylie on guitar, Bob Carter on bass and Lloyd Morales on drums display a youthful zest.

WORLD'S FINEST RECORD demonstrators

45 RPM Changer
3 Speed
Demonstrator Turntable
Needle Brush • 2 Speakers

STANDARD EQUIPMENT IN AMERICA'S LEADING RECORD DEPARTMENTS

2 Speakers • Needle Brush
Plays 45 RPM Without Adaptor or Inserts

THE Gray Line COMPANY
12243 AVE. 53 CHICAGO 33, ILLINOIS

THE MUSIC BOX 1301 West 79th Street Chicago 20, Illinois Aberdeen 4-3600

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.

DEALERS!
Increase Profits...
Increase Sales...

Here is that extra service to customers that competition demands. A reliable and authentic purchase recommendation your customers can depend on. You can profit by using TODAY'S TOP TUNES.

TODAY'S TOP TUNES
AVAILABLE EVERY OTHER WEEK TO HELP YOU BOOST SALES

It's a colorful 4-page folder (6 1/2 x 8 1/2" per page) that carries The Billboard's HONOR ROLL OF HITS with the best selling records of each tune.

It also shows best selling Popular, Jazz and Classical Long Play albums. It also lists best selling Country & Western and Rhythm & Blues records. Your store name, address and telephone number will be imprinted free on each copy of Today's Top Tunes.

They are ready to be mailed to your customer list to bring them into your store. They can be placed in each customer's purchase to bring him back for more sales. They can be used as counter give-aways and in your listening booths to stimulate sales.

MERCHANDISING DIVISION The Billboard 892
2160 Patterson Street, Cincinnati 22, Ohio

Yes, I want to stimulate my sales with Today's Top Tunes which I understand is issued every other week.

Trial order 50 copies, \$1 00
 Every issue until 100 copies, 2 00
further notice 250 copies, 3 50
 500 copies, 5 50

My store name, address and phone number will be printed free on each copy as shown below:

Store Name: _____
Address: _____
City & State: _____
Phone: _____ Ordered by _____

TWO SMASH HITS BY THE SINGING FIND OF '57

ALAN MARTIN

singing

WE'LL NEVER KNOW b/w ROCK BOTTOM ROLL

Arrow #713

PROMOTION & PUBLICITY—LEONARD I. WOLF ENTERPRISES

DISTRIBUTORS WRITE—WIRE—PHONE
Edison 9-3452

ARROW RECORDS 2950 MADISON AVE., BRIDGEPORT, CONN.

RELIABILITY—QUALITY
RECORD PRESSING
Originators of the Patented rim drive, thick-thin type record
RESEARCH CRAFT CO.
1037 N. SYCAMORE STREET LOS ANGELES 35, CALIF.

The Oldest ONE-STOP Record Service

All Labels
All Speeds

45 RPM55c
78 RPM60c
EP's80c
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

REALLY Good Argo #5266

"LONELY TRAMP"

Clarence (Frog Man) Henry

ARGO RECORD COMPANY
4750 So. Cottage Grove Ave. Chicago 15, Illinois. All phones: KENwood 8-4342

GIVE TO DAMON RUNYON CANCER FUND

• 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	Ballerina (R)—Jefferson—ASCAP
Banana Boat Song (R)—E. B. Marks-Bryden—BMI	Banana Boat Song (R)—E. B. Marks-Bryden—BMI
Chantez-Chantez (R)—Chantez—ASCAP	Bringing the Blues to My Door (R)—Acuff-Rose—BMI
Cinco Robles (R)—Warman—BMI	Butterfly (R)—Mayland-Presley—BMI
Do I Love You Because You're Beautiful (R)—Williamson—ASCAP	Cinco Robles (R)—Warman—BMI
Don't Forbid Me (R)—Roosevelt—BMI	Day-O (R)—Shari—ASCAP
Don't Get Around Much Anymore (R)—Robbins—ASCAP	Don't Forbid Me (R)—Roosevelt—BMI
Full of Life (R) (F)—Columbia Pictures—ASCAP	I Dreamed (R)—Trinity—BMI
I Could Have Danced All Night (R) (M)—Chappell—ASCAP	I Love My Baby (R)—Shapiro-Bernstein—ASCAP
I Dreamed (R)—Trinity—BMI	I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
I Thought It Was Over (R)—Remick—ASCAP	Jubilant T. Cornpone (R) (M)—Commander—ASCAP
I'm Drowning My Sorrows (R)—Mills—ASCAP	Kid Stuff (R)—Gil—BMI
It Looks Like Love (R) — Paramount—ASCAP	Knee Deep in the Blues (R)—Acuff-Rose—BMI
Jamaica Farewell (R)—Shari—ASCAP	Love Me Tender (R) (F)—Presley—BMI
Like a Brook Gets Lost in a River (R)—Witmark—ASCAP	Marianne (R)—Montclare—BMI
Mama Looka Boo Boo (R)—Duchess—BMI	Money Tree (R)—Frank—BMI
Marianne (R)—Montclare—BMI	No Baby (R)—Par Four—BMI
Maybe It's Because I Love You Too Much (R)—Famous—ASCAP	On the Street Where You Live (R) (M)—Chappell—ASCAP
Navajo Nocturne (R)—Famous—ASCAP	Rock-A-Billy (R)—Oxford—ASCAP
Round and Round (R)—Rush—BMI	Rock-A-Bye Your Baby With a Dixie Melody (R)—Mills-Warock—ASCAP
Scarlet Ribbon (R)—Mills—ASCAP	Round and Round (R)—Rush—BMI
Singing the Blues (R)—Acuff-Rose—BMI	Singing the Blues (R)—Acuff-Rose—BMI
Too Much (R)—Southern Belle-Presley—BMI	This Is the Heartbeat of Hollywood (R)—Criterion—ASCAP
That's Where I Shine (R) — Remick—ASCAP	Too Much (R)—Southern Belle-Presley—BMI
Uno Momento (R)—Famous—ASCAP	True Love (R) (F)—Buxton Hill—ASCAP
Wind in the Willow (R)—Broadcast—BMI	Who Needs You (R)—Korwin—ASCAP
You Are My First Love (R)—Rex—BMI	Who Wants to Be a Millionaire (R)—Buxton Hill—ASCAP
Young Love (R)—Lowery—BMI	Why Can't the English Learn to Speak (R) (M)—Chappell—ASCAP
	With a Little Bit of Luck (R) (M)—Chappell—ASCAP
	Young Love (R)—Lowery—BMI

• Best Selling Sheet Music in Britain

(For week ending March 2)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Singing the Blues—Frank (Acuff-Rose)	St. Therese of the Roses—Dash (Dennis)
Young Love—Cromwell (Lowery)	Don't You Rock Me Daddy-O—Essex (Hollis)
The Garden of Eden—Duchess (Republic)	Cindy, Oh Cindy—Dash (E. B. Marks-Bryden)
True Love—Chappell (Buxton Hill)	Give Her My Love—Michael Reine
Friendly Persuasion—Robbins (Feist)	Just Walking in the Rain—Frank (Golden West)
I Dreamed—Duchess (Trinity)	Autumn Concerto—Macmelodies (Symphony)
The Banana Boat Song—Morris (E. B. Marks-Bryden)	The Green Door—Francis Day (Trinity)
Adoration Waltz—Bron (Sovereign)	Wisdom of a Fool—Leeds (Planetary)
You, Me and Us—John-Fields (Roncom)	Moonlight Gambler—Morris (E. H. Morris)
Knee Deep in the Blues—Leeds (Acuff-Rose)	
Don't Forbid Me—Campbell Connelly (Roosevelt)	

• Best Selling Pop Records in Britain

(For week ending March 2)

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
2. DON'T FORBID ME—Pat Boone (London)		3
3. KNEE DEEP IN THE BLUES—Guy Mitchell (Philips)		5
4. GARDEN OF EDEN—Frankie Vaughan (Philips)		2
5. SINGING THE BLUES—Guy Mitchell (Philips)		4
6. TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)		7
7. DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)		6
8. BANANA BOAT SONG—Harry Belafonte (HMV)		16
9. FRIENDLY PERSUASION—Pat Boone (London)		8
10. LONG TALL SALLY—Little Richard (London)		13
11. YOUNG LOVE—Sonny James (Capitol)		12
12. BANANA BOAT SONG—Shirley Bassey (Philips)		10
13. BLUEBERRY HILL—Fats Domino (London)		9
14. ADORATION WALTZ—David Whitfield (Decca)		11
15. DON'T KNOCK THE ROCK—Bill Haley Comets (Brunswick)		11
16. DON'T YOU ROCK ME DADDY-O—Vipers (Parlophone)		15
17. ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV)		18
18. SINGING THE BLUES—Tommy Steele (Decca)		18
19. BANANA BOAT SONG—The Tarrriers (Columbia)		18
20. KNEE DEEP IN THE BLUES—Tommy Steele (Decca)		18

SPA Charges May Cue Senate

• Continued from page 16

Potter (R., Mich.). They were also reported to have met with new Celler Subcommittee members Miller, (D., N. Y.) and Holtzman (D., N. Y.), neither of whom were present at last fall's New York anti-trust hearings. SPA's flying wedge this time included Stanley Adams, former ASCAP president, Arthur Schwartz, Hank Fort, counsel John Schulman, and the Association's Washington representative, Walker Buel.

Both Sides Tense

Both sides of the ASCAP-BMI struggle are holding their breath over the upcoming staff report from the Celler Committee, which made a thro study of the ASCAP charges of BMI-network tie-ins, during the course of hearings. Speculation is that report will go into the BMI aspect, but only as part of the "over-all monopoly situation" in broadcasting. Attorneys

familiar with anti-trust aspects, do not believe any individual ramifications of the Broadcast Music problem will be singled out for "special legislative proposals," altho they could get mention.

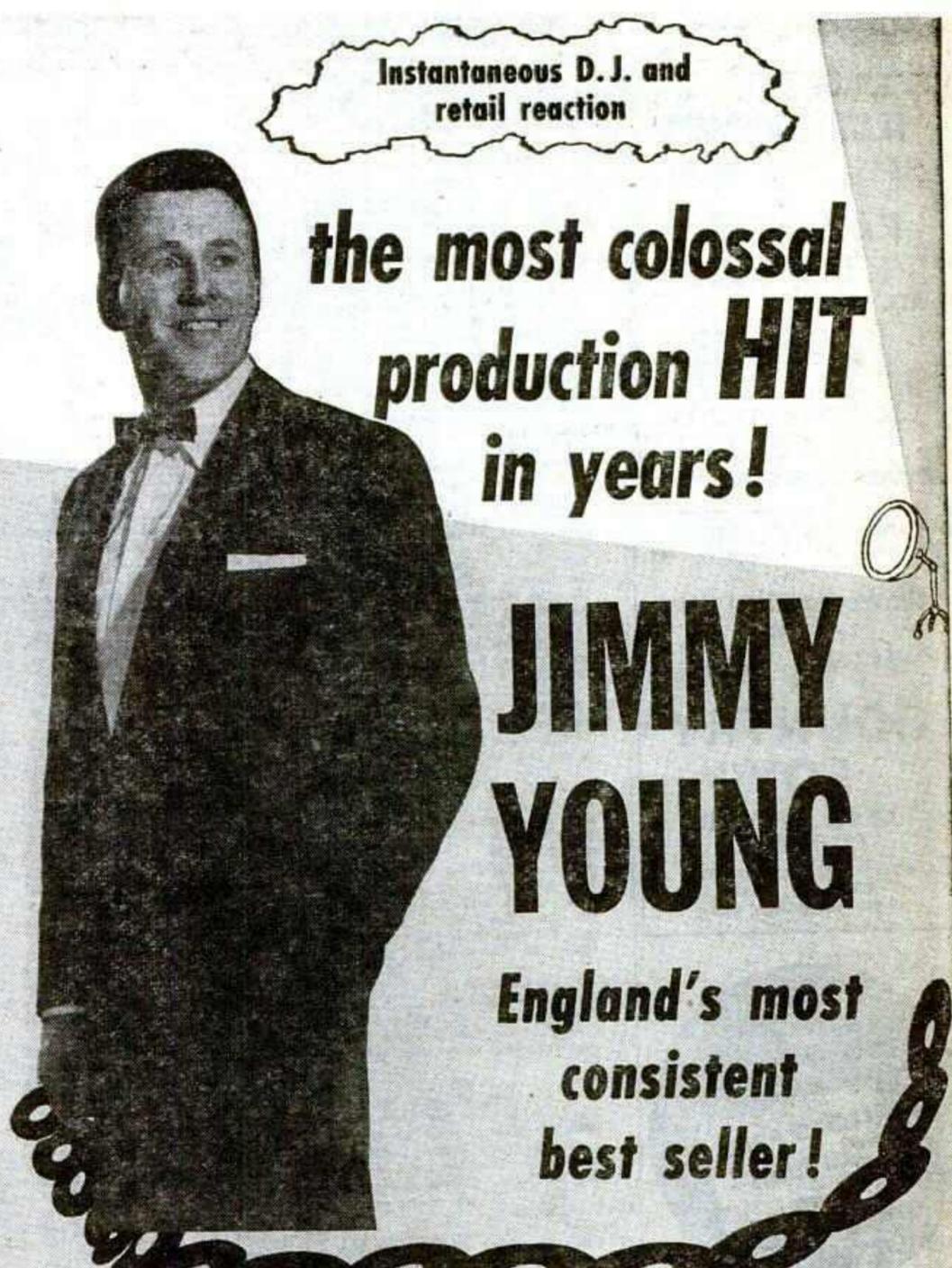
Belief generally is that Celler staff report will be more likely to find the music angle "incidental" to the alleged dominance of networks in all broadcast fields, thru their net practices and affiliation contracts. The latter came under constant fire during the Celler investigation of television, altho some of the monopoly situation was ascribed to the Federal Communications Commission's failure to provide a competitive allocations base. One suggestion at the hearings, made in connection with songwriters' suit versus BMI, was CBS president Frank Stanton's partial agreement to the idea of having networks drop ownership in BMI.

Instantaneous D. J. and retail reaction

the most colossal production HIT in years!

JIMMY YOUNG

England's most consistent best seller!



**MY FAITH
MY HOPE
MY LOVE**

BOB SHARPLES
his orchestra and chorus

1723

LONDON
RECORDS

539 West 25 St., New York, 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
Pacific Northwest Distributor
C&C DISTRIBUTING CO.
708 6th North
Seattle, Washington

STOP—LOOK—LISTEN
to
Clarence (Frog Man) Henry
Argo #5266
"I'M A COUNTRY BOY"
ARGO RECORD COMPANY
4750 So. Cottage Grove Ave.
Chicago 15, Illinois
All Phones: KENwood 8-4342

ABC-PARAMOUNT
LATEST RELEASE
LLOYD PRICE
"Just Because"
9792

B B KING
"HOW DO I LOVE YOU"
"YOU CAN'T FOOL MY HEART"
#490
RPM RECORDS
9371 W. Washington Blvd. • Culver City, Calif.

THE HAT
Bobby John—Victor
Lynn Marshall—Crest
AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

N. Y., WASHINGTON, NEWARK, BOSTON and PHILLY say it's A SMASH!
"OH HAPPY DAY"
THE FIVE SATINS
Ember #1014
ember RECORDS
1697 Broadway, N. Y. 19
Columbus 5-1789-1790

Reviews of New Pop Records

Continued from page 46

Has more package than singles appeal. (Williamson, ASCAP)

LU ANN SIMMS
Matchin' Kisses 73
COLUMBIA 40855—Miss Simms is engaging in this bright novelty, with a fresh orchestration that suggests the touch of Mitch Miller. It's a cute, jaunty thing that jockeys will love. (Rayven, BMI)
The Same Two Lips.... 72
The thrush has a strong piece of material in this Marty Robbins tune. She intones it persuasively; the way the market is today, however, Robbins' own version will probably out-sell this, even in the pop market. (Acuff-Rose, BMI)

JERI SOUTHERN
Do I Love You
(Because You're Beautiful) 73
DECCA 30254—Tune is from the upcoming Rodgers-Hammerstein TV spectacular, "Cinderella." It's billed as "the big ballad," and figures to get plugged. Not much youth appeal here, and the Southern version sells the material less effectively than the Damone. (Williamson, ASCAP)
Who Am I to Say.... 68
A typical, low-lights, breathy bit of thrashing by Miss Southern. Nice-enough tune, but for the fans only. (Muirfield, ASCAP)

THE SHARPS
Sweet Sweetheart 72
VIK 0264—A vocal compounded of tango and rock and roll elements. The strongest asset is the pounding beat; lyrics are only so-so, the group offers a smooth blend, and is worth watching. (House of Fortune-Quintet, BMI)
Come On.... 70
A more traditional rock and roll side with everything including the vocal, pretty well swallowed up in the beat. The job is a professional one, but material is not outstanding. (House of Fortune-Quintet, BMI)

CLARENCE COOPER
Ladies at the Market 70
ELEKTRA 1 — A fetching calypso. Cooper's vocal has the same instrumental backing as the flip. (Elektra, BMI)
Similau 68
Very nice job. Cooper's vocal on this Latin standard has a quality of intensity. Backing made up of pennywhistle, bongo drums, guitar and bass—all combine to make a good one for jocks. (Cherio, BMI)

DICK HAYMES
Now at Last 72
CAPITOL 3662—Singer gives soft, romantic ballad a tasty production. Fem listeners will like and jocks can find use for it on mood seg spins. (Jimskip, BMI)
C'Est La Vie.... 64
Another pleasing projection of wry

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

Sensational!
The Original!
"SEVEN DAYS IN BARCELONA"
HENRI DE PARI
Unique #394
RKO UNIQUE RECORDS

STILL CLIMBING ON ALL CHARTS!
Savoy 1508
BAD BOY
by
THE JIVE BOMBERS
SAVOY RECORD CO
58 MARKET ST
NEWARK, N. J.

little lament which has been waxed in the "distant" past by Sarah Vaughan and others. Haymes gives it quality, but the flip has more appeal. (Planetary, ASCAP)

LOU MONTE
Someone Else Is Taking You Home.... 71
VICTOR 6848—Briskly paced rhythm tune with bouncy beat is handed a personable reading by Monte. (Romance, BMI)
Calypso Italiano.... 69
Monte attempts to blend his Neapolitan-style gimmick with the new calypso fad, but the results aren't entirely successful. Flip has better play-potential, altho this side may pull more initial play because of title. (Romance, BMI)

BOYD BENNETT AND HIS ROCKETS
I'm Moving On 71
KING 5021—Bennett vocalizes expertly on the c.w. oldie, backed by his solid-beat band. The material lends itself to a rock and roll styling, and Bennett exploits it tastefully. (Hill & Range, BMI)
Big Jay Shuffle.... 69
A solid reading of the Big Jay McNeely instrumental. Has a groovy, medium-beat rhythm that is in the style of some of the current r.&b. instrumental hits. This could do very well in pop and r.&b. juke boxes, too. (Armo, BMI)

TUNE TIMERS
Thinking 70
EPIC 57253—A rock and roller with a bright sound. Tune Timers' arrangement moves at a brisk and swiny pace. Danceable item for the jocks. (Gordon & Lefleur, BMI)
What Have I Got to Dream About.... 67
This side is a ballad with a slower tempo than the flip; but an arrangement that has a heavily-accented beat. (Gordon & Lefleur, BMI)

BILLY FORD AND THE THUNDERBIRDS
Billy Boy 69
VIK 0263—A rock and roller with a melody which has a nostalgic touch. Ford's vocal is aided by some bright, brassy horn effects. (Nobil, BMI)
How Can I Be Sure?... 68
Another one which has a touch of other years in the lyric—but which gets rock and roll treatment. (Coliseum, BMI)

SAMMY KAYE ORK
I Met a Girl 69
COLUMBIA 40839—An instrumental styling of the tune from the musical "Bells Are Ringing." Has some brash, extrovert touches that perk up the ears, and a brisk-clip beat that Kaye fans will enjoy. (Stratford-Chappell, ASCAP)
Mountains of Kisses.... 68
Barry Frank is vocalist on this side, and he gives a personable reading of this sentimental tune. Kaye gives a quiet, dance-designed rhythm assist. (Torch, ASCAP)

DAVEY SHARP
You Won't Let Me Go 68
YORK 113—A slow, sock-beat blues (penned by Buddy Johnson) whined out effectively in a Presley style by Sharp. With good exposure, might do all right.
Let's Go Steady, Baby.... 66
An interesting ballad-with-a-beat with honking tenor sax featured in the backing. Another good vocal. Material has above-average juke box potential.

RON COBY
Birds, Bees and Coconut Trees 68
VIK 0262—Coby's first essay for the label is a colorful calypso item. The lyric and backing are on the unusual

THREE WAY SMASH
CARL PERKINS
YOUR TRUE LOVE
and
MATCHBOX
Sun 261

Everybody Loves
THE SOPHOMORES
singing
"EVERYBODY LOVES ME"
DAWN 225
dawn RECORDS
32 West 60th Street
New York 23, N. Y.
Circle 6-9705

side and will find jockey support. (Ludlow, BMI)
Destiny Is a Woman.... 63
As the title indicates, here one has to deal with some pretty melodramatic material. Coby puts a lot into it, but it isn't well suited for him. (Republic, BMI)

MARY LOCKARD
Listen You 68
ECHO 250-1—Rockabilly side. Tune has an interesting, weird quality. Lockard's vocal has a lot of emotion. Worth exposure. (Lud, BMI)
Make Me Know.... 62
A rhythm side. Plenty of beat; but not nearly the impact of the flip. (Lud, BMI)

JUDY VALENTINE
A Dream Is a Wish Your Heart
Makes 66
ABC-PARAMOUNT 9794—Another charming theme from "Cinderella" is accorded a personable reading. (Disney, ASCAP)
Bibbidi-Bibbidi-Boo 65
Judy Valentine's little-girl voice is aptly suited to the cute novelty tune from Walt Disney's "Cinderella" movie, which is currently enjoying big box office returns in revival screenings across the country. Okay kiddie wax. (Disney, ASCAP)

WARREN COVINGTON ORK
Binga Bong Bong 67
DECCA 30237—Many will need program notes with this one — part march, with some references to other tunes, and part a swing-blues rocker. The former "Commanders" may get some jock play on this, but that's about it. (Amber, ASCAP)
Big Belly (De Mayor).... 60
The trombonist-maestro turns warbler with a Belafonte take-off on some shallow calypso material. (Amber, ASCAP)

PAUL WESTON ORK
Ten Minutes Ago 66
COLUMBIA 40861—"Cinderella" excerpt is a cross between "I'm in Love With a Wonderful Guy" and the "Carousel Waltzes." Pleasant little instrumental for a deejay change-up. (Williamson, ASCAP)
Where Is Cinderella? (March).... 61
"Cinderella" instrumental excerpt is similar to "March of the Siamese Children," but with less piquant charm. Not much singles value here. (Williamson, ASCAP)

THE FOUR HITS
Put on Kisses 65
ABC-PARAMOUNT 9789 — Briskly paced little ditty is handed bright vocal wrapup by group. Moderate play potential. (Pamco, BMI)
The Magic Melody.... 62
The boys blend smoothly on routine ballad. Flip is stronger side. (Pamco, BMI)

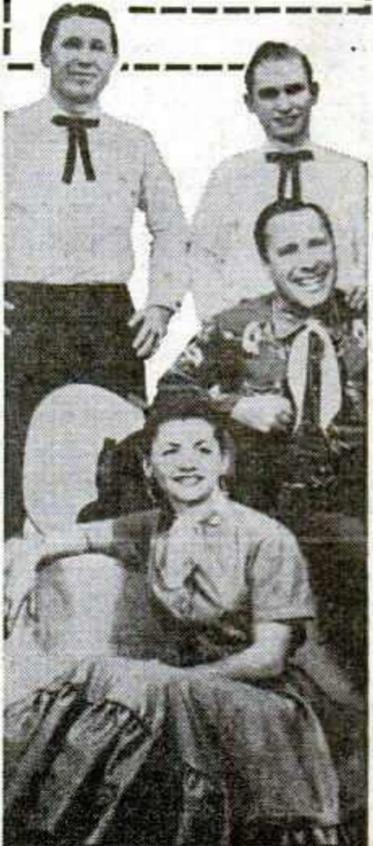
JIMMY DUNCAN
I'm on the Outside (Lookin' In) 64
KING 5028 — Newcomer Duncan registers vocally—a la Presley—on a plaintive rock and roll ditty with a good title. (Greta, BMI)
The Price of Love.... 62
Competent vocal stint on a so-so ballad, but Duncan comes off better on flip. (Merge, BMI)

WALLY GRIFFIN
Gina 64
TABB 1009—Very moderately effective, Sinatra-sponsored Barton Music, three-quarter time ballad. Singer gives it pleasant Italian-flavored send-off, but results are less than likely to get it off the ground. (Barton, ASCAP)
Schemes.... 62
Another tune from same source with a livelier tempo. Same comment both artistically and sales-wise. (Barton, ASCAP)

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 #271
Jubilee Records
1450 Broadway New York

COAST TO COAST
Ride the Band Wagon with
#2201
"BON BON BABY"
b/w "Who's to Blame"
Featuring **MICHAEL MONTE**
with **JOE JAROS** and his orchestra
Write or phone or contact nearest distributor
now
Bella RECORDS, INC.
1193 So. 6th St., San Jose, Calif.
Phone: CY 2-4604

Hot Act WITH A Hit Record



The Carlisles
"Stars Of Grand Ole Opry" at their greatest

I'M ROUGH STUFF

Acuff-Rose Pub.-BMI
COUPLED WITH
BUSINESS MAN
Acuff-Rose Pub.-BMI
MERCURY-STARDAY 71035

NOTE TO TRADE: Here is a record that started slow but has built steadily and is ready to bust wide open. Deejays and operators report heavy action on Carlisles first on Mercury-Starday "Country Series".

ORDER TODAY
The Country Hits are on



C&W Best Sellers in Stores

For survey week ending March 6

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	12	YOUNG LOVE (BMI)—S. James	S. James
			YOU'RE THE REASON (I'M IN LOVE) (BMI)—Cap 3602	
2	2	13	THERE YOU GO (BMI)—J. Cash	J. Cash
			TRAIN OF LOVE (BMI)—Sun 258	
3	7	18	I'VE GOT A NEW HEARTACHE (BMI)—R. Price	R. Price
			WASTED WORDS (BMI)—Col 21562	
4	3	10	I'M TIRED (BMI)—W. Pierce	W. Pierce
			It's My Way (BMI)—Dec 30155	
5	5	7	TOO MUCH (BMI)—E. Presley	E. Presley
			Playing for Keeps (BMI)—Vic 20-6800	
6	8	4	GONE (BMI)—F. Huskey	F. Huskey
			Missing Persons (BMI)—Cap 3628	
7	6	7	KNEE DEEP IN THE BLUES (BMI)—M. Robbins	M. Robbins
			Same Two Lips (BMI)—Col 40815	
8	4	26	SINGING THE BLUES (BMI)—M. Robbins	M. Robbins
			I Can't Quit (BMI)—Col 21545	
9	9	7	AM I LOSING YOU? (BMI)—J. Reeves	J. Reeves
			Waitin' for a Train (BMI)—Vic 20-6749	
10	10	41	CRAZY ARMS (BMI)—R. Price	R. Price
			You Done Me Wrong (BMI)—Col 21510	
11	11	41	I WALK THE LINE (BMI)—J. Cash	J. Cash
			Get Rhythm (BMI)—Sun 241	
12	13	3	WALKIN' AFTER MIDNIGHT (BMI)—P. Cline	P. Cline
			Poor Man's Roses (ASCAP)—Dec 30221	
13	14	3	ROCKIN' IN THE CONGO (BMI)—H. Thompson	H. Thompson
			I WAS THE FIRST ONE (ASCAP)—Cap F 3632	
14	12	4	I MISS YOU ALREADY (BMI)—F. Young	F. Young
			I'm Gonna Live Some Before I Die (BMI)—Cap 3611	
15	15	2	YOUR TRUE LOVE (BMI)—C. Perkins	C. Perkins
			Matchbox (BMI)—Sun 261	

Most Played C&W in Juke Boxes

For survey week ending March 6

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart	Title	Artist
1	2	9	YOUNG LOVE (BMI)—S. James	S. James
			You're the Reason (I'm in Love) (BMI)—Cap 3602	
2	1	10	THERE YOU GO (BMI)—J. Cash	J. Cash
			TRAIN OF LOVE (BMI)—Sun 258	
3	4	6	TOO MUCH (BMI)—E. Presley	E. Presley
			Playing for Keeps (BMI)—Vic 20-6800	
4	10	38	CRAZY ARMS (BMI)—R. Price	R. Price
			You Done Me Wrong (BMI)—Col 21510	
5	3	24	SINGING THE BLUES (BMI)—M. Robbins	M. Robbins
			I Can't Quit (BMI)—Col 21545	
6	6	7	I'M TIRED (BMI)—W. Pierce	W. Pierce
			It's My Way (BMI)—Dec 30155	
7	9	2	GONE (BMI)—F. Huskey	F. Huskey
			Missing Persons (BMI)—Cap 3628	
8	5	4	AM I LOSING YOU? (BMI)—J. Reeves	J. Reeves
			Waitin' for a Train (BMI)—Vic 20-6749	
9	8	3	KNEE DEEP IN THE BLUES (BMI)—G. Mitchell	G. Mitchell
			Same Two Lips (BMI)—Col 40815	
10	-	1	DON'T STOP THE MUSIC (BMI)—G. Jones	G. Jones
			UH, UH, NO (BMI)—Mercury 71029	

Most Played C&W by Jockeys

For survey week ending March 6

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	13	YOUNG LOVE—S. James	S. James
			Cap 3602—BMI	
2	2	11	THERE YOU GO—J. Cash	J. Cash
			Sun 258—BMI	
3	5	26	SINGING THE BLUES—M. Robbins	M. Robbins
			Col 21545—BMI	
4	4	11	I'M TIRED—W. Pierce	W. Pierce
			Dec 30155—BMI	
5	3	9	AM I LOSING YOU?—J. Reeves	J. Reeves
			Vic 20-6749—BMI	
6	10	3	GONE—F. Huskey	F. Huskey
			Cap 3628—BMI	
7	8	7	KNEE DEEP IN THE BLUES—M. Robbins	M. Robbins
			Col 40815—BMI	
8	9	6	YOU'RE THE REASON (I'M IN LOVE)—S. James	S. James
			Cap 3602—BMI	
9	11	2	I MISS YOU ALREADY—F. Young	F. Young
			Cap 3611—BMI	
10	6	6	TOO MUCH—E. Presley	E. Presley
			Vic 20-6800—BMI	
11	12	10	TRAIN OF LOVE—J. Cash	J. Cash
			Sun 258—BMI	
12	-	3	I'M COMING HOME—J. Horton	J. Horton
			Col 40813—BMI	
13	-	1	WALKIN' AFTER MIDNIGHT (BMI)—P. Cline	P. Cline
			Dec 30221	
14	-	2	SAME TWO LIPS—M. Robbins	M. Robbins
			Col 40815—BMI	
15	7	19	I'VE GOT A NEW HEARTACHE—R. Price	R. Price
			Col 21562—BMI	

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

What promises to be one of the top c.&w. extravaganzas on TV or radio is the new program, to be known as "The Jimmy Dean Show," which Connie B. Gay, Washington c.&w. impresario, is launching on the CBS-TV network via WTOP, Washington, beginning April 8. The show, to be aired for an hour each morning, Monday thru Friday, will be a replacement for Will Rogers Jr. show, "Good Morning." Connie has his country and western talent lineup practically set, save for a gal singer. He's scouring the woods for a fem warbler, pop or c.&w., 18 years or over, of the Patti Page type, who can sing in the middle-of-the-road vein, without schmaltz or corn. In a phone call to the desk, Connie reveals that it's a long contract at good pay.

Andy Jackson and the Tux-

edoed Texans, who last Wednesday (6) moved into Club Cairo, Sheridan Road and Irving Parkway, Chicago, for a four-week stand, are the first c.&w. entertainers ever to play the spot. Club management is following thru on the switch by having the waitresses and bartenders appear in Western garb. . . . Van Howard, Ray Price's co-singer on "Crazy Arms," has inked a new pact with Columbia. . . . Wilma Lee and Stoney Cooper (Hickory) leave WWVA's "World's Original Jamboree," Wheeling, W. Va., after their March 23 performance and the following week take up their new duties as regulars on WSM's "Grand Ole Opry," Nashville.

The Ferguson Sisters, regulars on "Hillbilly Jamboree," heard

Reviews of New C&W Records

TOMMY COLLINS

All of the Monkeys Ain't in the Zoo... 82
CAPITOL 3665—Sociological observations of a country boy to a lively hoe-down tempo. Singer puts over an amusing lyric in good style. Could do some business in its field. (Central Songs, BMI)
Don't You Love Me Anymore?... 75
Lad is on typical lost-love lament. Projects it in fine style. Should be very well received by Collins followers. (Central Songs, BMI)

MIMI ROMAN

Honky Tonk Girl 80
DECCA 30246—Thrush does a great job with this weeper, with a thought reminiscent of "It Wasn't God Who Made Honky Tonk Angels." A potent side. (Brazos Valley, BMI)
The Wind-Up.... 74
Another fine slice of chirping, tho the message on the flip has more impact. Style here is Western. (Fairway, BMI)

CHARLIE FEATHERS

Nobody's Woman 79
KING 5022—At one time Feathers was on the Sun label, and here he is featured in one of these tangy "down home" numbers such as Sun specializes in. His present label has showcased him in a potent piece of material here, and he does it proud. (Mar-Kay, B I)
When You Decide.... 74
On the more traditional side, this is a handsomely styled show-beat stomper that also has many attractive points. Feathers is a talent that will break thru one day soon. (Mar-Kay, BMI)

NAN CASTLE

Run Along, Junior 73
VICTOR 6845—Country blues. Lyric is a cutie and is in the teen-age groove. Much pop appeal to Nan Castle's chanting. (Acuff-Rose, BMI)

Take My Love... 73

A pretty blues ballad with a lot of sentimental charm to it. Thrush's version is sincere and effective, and will get spins by jocks looking for new talent. (Cedarwood, BMI)

DON RENO AND RED SMILEY

Kneel Down 72
KING 5024—Reno and Smiley in this sacred song have an interesting arrangement, with changes of tempo and mood. (Lois, BMI)
Forgotten Men.... 71
A weeper of unrelieved sadness. Reno and Smiley give a dirge-like effect to this song, singing in the traditional style. Good for those who dig the real hill sound. (Lois, BMI)

CLIFF JOHNSON

Twenty-Four Hours a Day 68
COLUMBIA 40865—Ballad with ping-pong beat is sung well, but has little message to convey. Coupling faces tough competition. (Golden West, BMI)
Go 'Way Hound Dog... 60
A rockabilly that professes satiation with rockabilly music. Another good performance, but the material strikes an unappealing chord. (Regent, BMI)

FALCON TRIO

No Reason to Cry 67
FALCON 96—Danceable and bouncy, with the string backing contributing country flavor. Okay vocal by the trio. (Tree, BMI)
The Love You Have for Me... 65
Slow-tempo country-type ballad gets a fair performance. (Tree, BMI)

SMILEY MONROE

Ruby; Riches or Fame 65
VITA 149—Plaintive warbling job on a wistful weeper with nice backing by group. (Vidor, BMI)
The Snake Song... 65
Monroe sheds a tear for the lonely reptile in this amusing off-beat lyric. Novelty possibilities. (Sparks, BMI)

C&W Territorial Best Sellers

For survey week ending March 6

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. Gone, F. Huskey, Cap.
2. One Step at a Time, B. Lee, Dec.
3. Young Love, S. James, 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.

Charlotte

1. Walkin' After Midnight, P. Cline, Dec.
2. Young Love, S. James, Cap.
3. Too Much, E. Presley, Vic.
4. You're the Reason (I'm in Love), S. James, Cap.
5. Gone, F. Huskey, Cap.
6. Your True Love, C. Perkins, Sun
7. Crazy Arms, R. Price, Col.
8. There You Go, J. Cash, Sun

Dallas-Fort Worth

1. I'm Tired, W. Pierce, Dec.
2. Young Love, S. James, Cap.
3. Fraulein, B. Helms, Dec.
4. Singing the Blues, M. Robbins, Col.
5. Gone, F. Huskey, Cap.
6. I'm Coming Home, J. Horton, Col.
7. Train of Love, J. Cash, Sun
8. Your True Love, C. Perkins, Sun
9. Am I Losing You, J. Reeves, Vic.
10. One Step at a Time, B. Lee, Dec.

Houston

1. Young Love, S. James, Cap.
2. Yearning, G. Jones-J. Hicks, Sty.
3. I'm Coming Home, J. Horton, Col.
4. Too Much, E. Presley, Vic.
5. Teen-Age Crush, T. Sands, Cap.

6. Don't Stop the Music, G. Jones, Sty.
7. Crazy Arms, J. L. Lewis, Sun
8. Singing the Blues, M. Robbins, Col.
9. There You Go, J. Cash, Sun
10. Uh, Uh, No, G. Jones, Sty.

Memphis

1. Your True Love, C. Perkins, Sun
2. Gone, F. Huskey, Cap.
3. Am I Losing You? J. Reeves, Vic.
4. Young Love, S. James, Cap.
5. Don't Stop the Music, G. Jones, Sty.

Nashville

1. Gone, F. Huskey, Cap.
2. Young Love, S. James, Cap.
3. Am I Losing You? J. Reeves, Vic.
4. Knee Deep in the Blues, M. Robbins, Col.
5. I've Got a New Heartache, R. Price, Col.
6. Money, J. E. & M. Brown, Vic.
7. Train of Love, J. Cash, Sun
8. Your True Love, C. Perkins, Sun
9. I Miss You Already, F. Young, Cap.
10. Too Much, E. Presley, Vic.

Richmond, Va.

1. Young Love, S. James, Cap.
2. There You Go, J. Cash, Sun
3. Gone, F. Huskey, Cap.
4. I Walk the Line, J. Cash, Sun
5. Am I Losing You? J. Reeves, Vic.

St. Louis

1. Too Much, E. Presley, Vic.
2. Gone, F. Huskey, Cap.
3. There You Go, J. Cash, Sun
4. Singing the Blues, M. Robbins, Col.
5. Yearning, G. Jones-J. Hicks, Sty.

each Saturday night over KDRO, Sedalia, Mo., are the writers of "Livin' in the Past," which Porter Wagoner has included in his album of songs just recorded. . . . The Byrd Brothers Trio, who operate their own c.&w. show-and-dance spot in Sedalia, Mo., lost their instruments in a fire at Waynesville, Mo., recently. . . . Johnny Cash, the Louvin Brothers, Smiley and Kitty Wilson, George McCormick, and Jerry Lee, new pianist out of Memphis, show their wares in Kansas City, Mo., March 24. . . . Ben A. Green, country music expert on the staff of The Nashville Banner, has been named editor of Chuck Suber's Country & Western Jamboree mag. He'll continue his work on The Banner, however.

WSM's "Grand Ole Opry" sets a precedent come St Patrick's Day, March 17, when it puts one of its units into Town Hall, Philadelphia, for two performances, marking the first time in 58 years that a theatrical attraction has played the town on a Sabbath. Philadelphia's ancient Blue Laws has heretofore put the damper on Sunday entertainment. Show for the occasion will feature Ray Price and His Cherokee Cowboys, Ferlin Husky and His Hushpuppies, Stoney and Wilma Cooper and
(Continued on page 50)

IT'S COUNTRY! IT'S GREAT!

LOVING YOU

Wilma Lee & Stoney Cooper
HICKORY-1058

It's OFF the ground!

SMILEY MONROE'S "THE SNAKE SONG"

by LES KANGAS
Writer of "Paul Bunyan Love"

c/w Ruby; Riches or Fame

★ VITA RECORDS ★
SPARK PUB. CO.
1486 No. Fair Oaks, Pasadena

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
2773 W. Pico Blvd., L. A., Calif
Phone: RE 1-7258-1-7259
OPEN 7 DAYS A WEEK

The one with the Snappin' and Clappin'

"BUTTERFLY"

ANDY WILLIAMS



Cadence 1308

WANT ONE MILLION RECORDS

(Used 45 RPM's)
Will buy in any quantity.

DETROIT RECORD SALES COMPANY
8629 Grand River Ave., Detroit 4, Mich.

FOLK TALENT AND TUNES

c Continued from page 49

daughter, Carolee, and, tentatively, June Carter.

Mac Curtis occupies the guest slot on "Big D Jamboree." Dallas, Saturday (16), with Billy Riley and His Little Green Men (Sun) and Jerry Reed, of Atlanta, coming in March 23, and Jerry Lee Lewis and his combo set for a return March 30. . . . The Maddox Brothers and Retta launched their new weekly show and dance at Sierra Park Ballroom, San Bernardino, Calif., March 2, to what was reported as the largest crowd ever to witness an attraction of its kind in that city. Ducats were scaled at \$1.50. Fred Maddox attributed the show's success to the co-operation given by the deejays in the area. Guests on the initial show included Gary Williams, Glen Trout and Gary Lambert; Boots Faye and Idaho Call and their daughter, Karon Sue, and Jayne Gayland, blind singer and steel guitarist. Marty Robbins and Johnny Cash are slated to make a guest appearance on the Maddox show soon.

Susie Arden has been set by W. E. (Lucky) Moeller, of Top Talent, Inc., Springfield, Mo., for a guest spot on WRVA's "Old Dominion Barn Dance," Richmond, Va., March 23. . . . Mimi Roman's new Decca release, "Honky-Tonk Girl" b.w. "The Wind-Up," hits the music stores this week. Decca's promotion head, Marty Salkin, covered the deejays with the platter last week. Mimi, who is still on tour with the Philip Morris Country Music Show, was honored during the recent Hillbilly Homecoming Week in Maryville, Tenn., when Gov. Frank

G. Clement presented her with a plaque and certificate naming her an honorary citizen of Tennessee.

Country singer Bill Long left Toronto March 2 for a three-week stint of musical map-trotting to entertain the military at U. S. Air Force bases in Labrador and Puerto Rico. Accompanying him on the junket are the musical group known as the Playboys and vocalist Rose Jackson, all of whom shared the spotlight together at Toronto's El Mocambo for nine weeks. They return to El Mocambo April 8. . . . The gospel-singing Blackwood Brothers' Quartet is set for the remainder of March as follows: Wichita, Kan., March 13; St. Louis, 14; Centralia, Ill., 15; Indianapolis, 16; El Dorado, Ill., 20; Paducah, Ky., 22; Memphis, 23; Opelika, Ala., 26; Jasper, Ala., 27; Gadsden, Ala., 28; Kingsport, Tenn., 29, and Atlanta, 30.

Pep Records' latest releases are Buck Owens' "Sweetheart in Heaven," and "My Old-Fashioned Heart," waxed by Pauline Parker and Marilyn Kaye. Deejays may obtain copies by writing to J. E. (Red) Swarr at Box 107 in Maywood, Calif. Swarr reports that Pep Records has just instituted a new subscription plan for country music fans, whereby, for \$10, the subscriber receives Pep's seven latest records, with eight more disks being mailed just as soon as they are released. . . . Jim and Jo Ann Halsey are lullabying a new son, Sherman Brooks, born on Washington's Birthday.

Jimmie Skinner and his right bower, Lou Epstein, of the Jimmie

Skinner Muslo Center, Cincinnati, were in Nashville early last week, where Jimmie cut another session for Mercury-Starday. Pappy Daily handled the session. Two sides from the session are slated for release March 28. One side, written by George Jones, is "No Fault of Mine," with the flip, "Born to Be Wild," from Jimmie's own pen. Backing up Jimmie on the session were Ray Lunsford, Bill Moore, Chet Atkins, Gordon Terry and Lucky Moore. On May 5, Skinner and Epstein will celebrate the fifth anniversary of their Music Center with a big free jamboree at Thurston Moore's Verona Lake Ranch, Verona, Ky. In addition Skinner celebrates his birthday and the beginning of his sixth year on WNOP, Newport, Ky.

Chef Adams, Toronto c.&w. artist, is plugging couplings from his up-coming release, "I'm Ready to Go" and "Behind Your Angel Face," which he penned in collaboration with Fred Roy, owner of Frontier Music Publishing Company (BMI), which owns the Canadian rights to the tunes. In the U. S., "Now That You're Gone" is owned by Cedarwood Publishing, Nashville. . . . King Ganam (RCA Victor) and His Country Hoedowners, with the Hames Sisters, vocalists, are sporting new Western regalia on their CBC TV appearances these days. . . . Margie Singleton, now working under the personal management of Dee Marais, has just had her initial release on the Mercury-Starday label, "One Step (Nearer to You)" b.w. "Not What He's Got." Deejays may obtain a copy by writing to Dee Marais at 3958 Huston Street, Shreveport, La.

Pappy Daily, of Mercury-Starday, announces the signing of Charlie Walker, with his first release, "Gentle Love," coupled with

This Weeks C&W Best Buys

ONE STEP AT A TIME (Barton, ASCAP)—Little Brenda Lee—Decca 30198—This disk has been available a little over a month and has gradually made itself felt, not only in the country area but has also hit with many pop customers. At this time, it is inching up to the country retail chart; a little later, it may make some of the others. Flip is "Fairyland" (Meadowbrook, ASCAP).

HONKY TONK SONG (Tree, BMI)

SOMEDAY (Cedarwood, BMI)—Webb Pierce—Decca 30255—Like the record above, this one is doing very well with pop customers, and not only with the star's traditional country following. The disk was designed to hit a larger cross-section of the public, and it is doing just that, tho the major reaction is still with Pierce's fans of yore. Territories differs as to sides, with "Honky Tonk Song" slightly ahead at this time. A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

C&W RECORDS

GEORGE MORGAN

The Tears Behind the Smile (Acuff-Rose, BMI)

Don't Cry, for You I Love (Acuff-Rose, BMI)—Columbia 40859—Two excellent sides, both of which are aimed at the pop market as well as country and western buyers. "The Tears Behind the Smile" is a leisurely paced, dreamy ballad, sung with appropriate pathos and warmth by Morgan. Flip is a pleasant calypso, highlighted by Morgan's robust vocal, complete with unusual, albeit difficult to categorize accent.

"Dancing Mexican Boy," a George Jones tune, due out next week. Walker, who still has his daily deejay show on KMAC, San Antonio, was until recently on the Decca label. Daily was in Nashville recently to record four sides each by Jimmie Skinner, Carl Story and the Stanley Brothers, all set for early release on Mercury-Starday. While in the Tennessee city, Pappy visited with Dee Kilpatrick and Tom Perryman at WSM, as well as all the deejays in the area.

Latest additions to Gaby Haas and His Barn Dance Gang, of Edmonton, Alta., are the singing Hale Sisters, Valerie and Marguerite. Fiddler

Frankie Rodgers is leaving the Haas unit soon to tour with Wilf Carter's show across the Dominion. "The Canadian West is coming of age country musicwise," typewrites Haas, "and there is plenty going on in the c.&w. field." Gaby and his gang recently racked up several firsts. Their new London LP, titled "Dancing Western Canadian Style," is said to be the first 12-incher by any Canadian group and gives Gaby two LP releases to date, the other being on Apex. It is also said to be the first Canadian LP to be released in the U. S. and Europe.

a smash hot hit

FERLIN HUSKY

GOING

b/w Missing Persons

RECORD NO. 3628



MARCH 9, 1957
THE BILLBOARD'S WEEKLY
RECENT POP RELEASES

Coming Up Strong

1. Gone Ferlin Husky
(BMI) Capitol 3628



• R&B Best Sellers in Stores

For survey week ending March 6

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

This Week	Last Week	Weeks on Chart
1. BLUE MONDAY (BMI)—F. Domino	1	11
What's the Reason (I'm Not Pleading You) (ASCAP)—Imperial 5417		
2. LOVE IS STRANGE (BMI)—Mickey & Sylvia	2	10
I'm Going Home (BMI)—Groove 0175		
3. I'M WALKIN' (BMI)—F. Domino	—	1
I'm in the Mood for Love (ASCAP)—Imperial 5428		
4. JIM DANDY (BMI)—L. Baker	3	14
Tra La La (BMI)—Atlantic 1116		
5. JUST BECAUSE (BMI)—L. Price	9	2
Why? (BMI)—ABC-Paramount 9792		
6. LUCILLE (BMI)—Little Richard	—	1
Send Me Lovin' (BMI)—Specialty 598		
7. WITHOUT LOVE (BMI)—C. McPhatter	4	6
I Make Believe (BMI)—Atlantic 1117		
8. PARTY DOLL (BMI)—B. Knox	—	1
My Baby's Gone (BMI)—Roulette 4002		
9. IT HURTS TO BE IN LOVE (BMI)—A. Laurie	8	3
Hand in Hand (ASCAP)—DeLuxe 6107		
10. SINCE I MET YOU BABY (BMI)—I. J. Hunter	4	16
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
11. TOO MUCH (BMI)—E. Presley	11	6
Playing for Keeps (BMI)—Vic 20-6800		
12. BUTTERFLY (BMI)—C. Gracie	—	1
Ninety-Nine Ways (BMI)—Cameo 105		
13. COME GO WITH ME (BMI)—D. Vikings	—	1
How Can I Find True Love? (BMI)—Dot 15538		
14. THOUSAND MILES AWAY (BMI)—Heartbeats	5	15
Oh, Baby Don't (BMI)—Rama 216		
15. RAM-BUNK-SHUSH (BMI)—B. Doggett	10	3
Blue Largo (BMI)—King 5020		
15. NEXT TIME YOU SEE ME (BMI)—Little Jr. Parker	—	1
My Dolly Bee—Duke 164		

• Most Played R&B in Juke Boxes

For survey week ending March 6

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

This Week	Last Week	Weeks on Chart
1. BLUE MONDAY (BMI)—F. Domino	1	12
WHAT'S THE REASON (I'M NOT PLEASING YOU?) (ASCAP)—Imperial 5417		
2. LOVE IS STRANGE (BMI)—Mickey & Sylvia	2	10
I'm Going Home (BMI)—Groove 0175		
3. JIM DANDY (BMI)—L. Baker	4	11
Tra La La (BMI)—Atlantic 1116		
4. I'M WALKIN' (BMI)—F. Domino	8	2
I'm in the Mood for Love (ASCAP)—Imperial 5428		
5. YOUNG LOVE (BMI)—S. James	3	4
You're the Reason (I'm in Love) (BMI)—Cap 3602		
6. SINCE I MET YOU BABY (BMI)—I. J. Hunter	5	15
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
7. BLUEBERRY HILL (ASCAP)—F. Domino	7	23
Honey Chile (BMI)—Imperial 5407		
8. LUCKY LIPS (BMI)—R. Brown	—	1
My Heart Is Breaking Over You (BMI)—Atlantic 1125		
9. BAD BOY (ASCAP)—Jive Bombers	10	3
When Your Hair Has Turned to Silver (ASCAP)—Savoy 1508		
10. FOOLS FALL IN LOVE (BMI)—Drifters	—	1
It Was a Tear (BMI)—Atlantic 1123		

• Most Played R&B by Jockeys

For survey week ending March 6

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. LOVE IS STRANGE—Mickey & Sylvia	3	10
Groove 0175—BMI		
2. BLUE MONDAY—F. Domino	1	11
Imperial 5417—BMI		
3. JIM DANDY—L. Baker	1	12
Atlantic 1116—BMI		
4. SINCE I MET YOU BABY—I. J. Hunter	8	16
Atlantic 1111—BMI		
5. I'M WALKIN' (BMI)—F. Domino	—	1
Imperial 5418		
6. THOUSAND MILES AWAY—Heartbeats	9	10
Rama 216—BMI		
7. TOO MUCH—E. Presley	5	7
Vic 20-6800—BMI		
8. WITHOUT LOVE—C. McPhatter	4	8
Atlantic 1117—BMI		
9. LUCKY LIPS—R. Brown	6	3
Atlantic 1125—BMI		
10. FOOLS FALL IN LOVE—Drifters	11	2
Atlantic 1123—BMI		
11. PARTY DOLL—B. Knox	7	2
Roulette 4002—BMI		
12. JUST BECAUSE—L. Price	—	1
ABC-Paramount 9792—BMI		
13. TEEN-AGE CRUSH—T. Sands	10	2
Cap 3639—BMI		
13. YOUNG LOVE—T. Hunter	—	5
Dot 15533—BMI		
15. AIN'T THAT LOVE—R. Charles	14	2
Atlantic 1124—BMI		

• This Week's R&B Best Buys

THE NEXT TIME YOU SEE ME—Little Junior Parker—Duke 164—The label has its biggest hit since Johnny Ace's "Pledging My Love" here. Not only did it zoom on to the national retail chart this week, but was also prominent in territorial listings in Memphis, Atlanta, Detroit, Dallas, St. Louis, Cincinnati, Detroit and Chicago. Flip is "My Molly Dee."

I'M A COUNTRY BOY (Arc, BMI)—Clarence Henry—Argo 5266—This is proving to be a strong follow-up to "Ain't Got No Home." Southern and Middle Western reports are exceptionally strong: Cleveland, Chicago, Durham, St. Louis, Nashville and Atlanta, for example. It is coming up fast in Philadelphia, Buffalo and Pittsburgh, too. Flip is "Lonely Tramp" (Arc, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . R&B RECORDS

CHUCK BERRY

School Day (Arc, BMI)—Chess 1653—Berry has another sensational jumpin' story novelty that packs the same sort of appeal as did his previous smashes. Look for this one to go pop also. It can't miss. Flip is a very promising instrumental for all-market play. Title is "Deep Feeling" (Arc, BMI) and that describes it.

BOBBY MARCHAN

Chickee Wah-Wah (Ace-Sheldon, BMI)—Gale 101—This rocking novelty shouter is the first release on the new Gale label, and plenty of tumult can be expected. Master was taken over from Ace Records, who already had stirred some territorial fuss. Tumult or no, it's in the groove here. Flip is "Give a Helping Hand" (Ace-Shalimar, BMI).

B. B. KING

How Do I Love You? (Modern, BMI)
You Can't Fool My Heart (Modern, BMI)—RPM 490—"Blues Boy" actually goes heavily pop in both ballad stylings, and he could make it in both markets. Topside gets the nod for stronger material, but both have a big ork and chorus. The man can belt with a big bari sound.

BOBBY (BLUE) BLAND

I Smell Trouble (Lion, BMI) — Duke 167 — Bland's clear-toned, florid wailing style rarely has come across with more poignant effect. Strong story line and real intense feeling, plus well-recorded "down-home" backing. Flip is another plaint, "Don't Want No Woman" (Lion, BMI).

JOE TURNER

Red Sails in the Sunset (Maurice, Shapiro-Bernstein, ASCAP)
After a While (Progressive, BMI)—Atlantic 131—Tab Hunter backed "Young Love" with a similarly styled version of "Sails," but this one has a more obvious r.&b. appeal, a la Fats Domino. Flip is a typical Turner Kansas City blues shout with that "good rockin'" flavor. Two good shots at the money.

MUDDY WATERS

Got My Mojo Working (Arc, BMI)
Rock Me (Arc, BMI)—Chess 1652—Two great sides for fanciers of the Deep South sounds. Topside is rhythmic romp and mighty cute. Flip is one of those stop-time talking blues bits, basic, honest and contagious. Either or both.

RUDY JACKSON

Teasing Me (Commodore, BMI) — Imperial 5425 — Jackson is convincing with this blues, which as a touch of country sound and a forceful rolling rhythm. Elements here for all-market success. Flip is the slower-paced "Give Me Your Hand" (Commodore, BMI).

LITTLE WILLIE JOHN

You Got to Get Up Early in the Morning (Grand, ASCAP)—King 5023—He's hip to his chick's cheatin' ways and lets her know in no uncertain terms. Shouter really piles into this and sells it solidly. There's a strong assist from the flip, "Love, Life and Money" (Jay and Cee, BMI).

R&B DISK JOCKEY PROGRAMMING

IRVING ASHBY

Loco-Motion (Travis, BMI)
Night Winds (Travis, BMI)—Imperial 5426—Two unusual, tasteful instrumentals that would grace any spinner's show in pop, r.&b. or country markets. Topside is a leaping old-timey tune reminiscent of Horace Silver's "The Preacher." Flip is a moody, folk-type ballad. The ex-Nat Cole guitarist sets pace on both, aided by tenor sax and rhythm.

SPIRITUALS

THE ORIGINAL GOSPEL HARMONETTES

Am I a Soldier? (Bradman, BMI)
That's Enough (Venice, BMI)—Specialty 904—The group's female lead is the thing here, highly skilled and profound in her feeling. Topside gets a slight nod, but both are glorious stylings. An excellent buy with lasting value.

Discount Chain Expands

NEW YORK — Discount Records, tri-city cut-rate disk chain, is expanding its current operations, taking on hi-fi equipment and looking into new markets.

The outfit, headed by Marvin Saines, has scouts casing Miami, Dallas and Los Angeles. In Cleveland, it has moved to new quarters, doubling its floor space. Chicago branch has done the same and next week will take on a complete line of hi-fi. The Detroit and Cleveland stores also will add equipment as soon as possible, according to Saines.

IT'S A SMASH!

• This Week's R&B Best Buys

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.

VEE-JAY Records, Inc.
2129 S. Michigan Ave. Chicago
Phone: CAIumet 5-6141

A BOMBSHELL!
GUIDED MISSILES
THE CUFF LINKS #409
EXPLODING IN
N. Y., PHIL., L. A.,
S. F. and N. J.!!!
DOOTO RECORDS
GETTING BIGGER DAY BY DAY
—YOU'D BETTER GET ON THE
BANDWAGON!
TEENAGE ROSE
b/w
FILLY AND FALLY
VIC DONNA
and
THE PARAKEETS
ATLAS RECORDS
271 West 125th Street
New York 27, N. Y.
MOnument 6-0420

One Big Record
2 SMASH HITS
It's a Double "A" for
Bobby BLUE Bland
"I SMELL TROUBLE"
b/w DON'T WANT NO WOMAN
Duke #167
15,000 pre-sold
DUKE RECORDS, Inc.
2809 Erastus St. Houston 26, Texas

WATCH THIS ONE!
AGGIE DUKES
SWING LOW
SWEET CADILLAC
#3364

Aladdin
RECORDS
Beverly Hills, Calif.

WHEN IN BOSTON
It's the
HOTEL AVERY
Avery & Washington Sts.
Every room newly decorated.
Air-conditioned rooms available.
The Home of Show Folk



Spring Sales!

The Billboard

Spring Merchandising Issue

MARCH 30

Background Music Comes to the Front

Outdoor Business a

EDDY ARNOLD CUTS HIS OWN TV FILM PATH

will be the mainspring for your big Spring Selling Push ... to move more phonographs, radios, equipment and accessories!

R&B Territorial Best Sellers

For survey week ending March 6

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- Atlanta**
1. Party Doll, R. Brown, Imp.
 2. I'm Walkin', F. Domino, Imp.
 3. Next Time You See Me Little Jr. Parker, Duk.
 4. Blue Monday, F. Domino, Imp.
 5. Lucille, Little Richard, Spe.
 6. Lucky Lips, R. Brown, Atl.
 7. Walking By Myself, J. Rogers, Cha.
 8. Jim Dandy, L. Baker, Atl.
 9. Sluce I Met You Baby, L. J. Hunter, Atl.
 10. Without Love, C. McPhatter, Atl.
- Chicago**
1. Too Much, E. Presley, Vic.
 2. Love Is Strange, Mickey & Sylvia, Grv.
 3. Butterfly, C. Gracie, Cam.
 4. Since I Met You Baby, I. J. Hunter, Atl.
 5. Young Love, T. Hunter, Dot
 6. Bacon Fat, A. Williams, Cdc.
 7. On My Word of Honor, Platters, Mer.
 8. Come Go With Me, D. Vikings, Dot
 9. Ram-Bunk-Shush, B. Doggett, Kng.
- Cincinnati**
1. Love Is Strange, Mickey & Sylvia, Grv.
 2. It Hurts to Be in Love, A. Laurie, Del.
 3. Blue Monday, F. Domino, Imp.
 4. Jim Dandy, L. Baker, Atl.
 5. Ram-Bunk-Shush, B. Doggett, Kng.
 6. Next Time You See Me Little Jr. Parker, Duk.
 7. Honky Tonk, B. Doggett, Kng.
- Detroit**
1. It Hurts to Be in Love, A. Laurie, Del.
 2. Should I Ever Love Again W. Carr, Spe.

3. Come Go With Me, D. Vikings, Dot
4. Banana Boat (Day-O), H. Belafonte, Vic.
5. I'm Walkin', F. Domino, Imp.
6. Ram-Bunk-Shush, B. Doggett, Kng.
7. Blue Monday, F. Domino, Imp.
8. Next Time You See Me Little Jr. Parker, Duk.
9. Young Love, S. James, Cap.
10. Banana Boat Song, Tarriers, Gly.

Los Angeles

1. Love Is Strange, Mickey & Sylvia, Grv.
2. Bacon Fat, A. Williams, Cdc.
3. I'm Walkin', F. Domino, Imp.
4. Jim Dandy, L. Baker, Atl.
5. Lucille, Little Richard, Spe.
6. Young Love, T. Hunter, Dot
7. Blue Monday, F. Domino, Imp.
8. Just Because, L. Price, Pmt.
9. Next Time You See Me Little Jr. Parker, Duk.
10. Ram-Bunk-Shush, B. Doggett, Kng.

New Orleans

1. Love Is Strange, Mickey & Sylvia, Grv.
2. Blue Monday, F. Domino, Imp.
3. I'm Walkin', F. Domino, Imp.
4. Thousand Miles Away, Heartbeats, Rma.
5. Jim Dandy, L. Baker, Atl.
6. Ain't That Love? R. Charles, Atl.
7. Girl Can't Help It, Little Richard, Spe.
8. Lucille, Little Richard, Spe.
9. Just Because, L. Price, Pmt.
10. Just Because, L. Williams, Spe.

New York

1. Love Is Strange, Mickey & Sylvia, Grv.
2. Party Doll, B. Knox, Rit.
3. Blue Monday, F. Domino, Imp.
4. I'm Walkin', F. Domino, Imp.
5. Ram-Bunk-Shush, B. Doggett, Kng.
6. Blueberry Hill, F. Domino, Imp.
7. Bad Boy, Jive Bombers, Sav.

Philadelphia

1. Just Because, L. Price, Pmt.
2. Ain't That Love? R. Charles, Atl.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Blue Monday, F. Domino, Imp.
5. Come Go With Me, D. Vikings, Dot
6. I'm Walkin', F. Domino, Imp.
7. Jim Dandy, L. Baker, Atl.
8. It Hurts to Be in Love, A. Laurie, Del.

St. Louis

1. Come Go With Me, D. Vikings, Dot
2. Bacon Fat, A. Williams, Cdc.
3. I'm Walkin', F. Domino, Imp.
4. Lucille, Little Richard, Spe.
5. Just Because, L. Price, Pmt.
6. Too Much, E. Presley, Vic.
7. Next Time You See Me Little Jr. Parker, Duk.
8. Butterfly, C. Gracie, Cam.
9. It Hurts to Be in Love, A. Laurie, Del.

Washington, D. C.

1. Just Because, L. Price, Pmt.
2. Blue Monday, F. Domino, Imp.
3. Jim Dandy, L. Baker, Atl.
4. Butterfly, C. Gracie, Cam.
5. Love Is Strange, Mickey & Sylvia, Grv.
6. Without Love, C. McPhatter, Atl.
7. I'm Walkin', F. Domino, Imp.
8. Young Love, T. Hunter, Dot
9. Marianne, Hilltoppers, Dot
10. Banana Boat (Day-O), H. Belafonte, Vic.

Reviews of New R&B Records

BUDDY JOHNSON ORK
Oh! Baby Don't You Know...83
MERCURY 71068—A rockin' side, with exuberant group vocalizing, stand-out sax work and a solid danceable beat. Great for jocks and jukes. (Sophisticate, BMI)

Rock On!...80
Johnson warbles with drive and enthusiasm on free-swinging rhythm item with a great beat. Fine jockey and juke wax for pop as well as r.&b. (Sophisticate, BMI)

THE SOPHOMORES
Everybody Loves Me...78
DAWN 225—Here's another sock side by a group that has to happen one of these days. This is a breezy, pop-type rocker with big teen appeal. Mighty cute side, and this could be the one. (Cherio, BMI)

Is There a Someone for Me?...75
A slow ballad, chanted with feeling by the lead voice. Most of the power is in the flip, however. (Cherio, BMI)

ROBERT AND JOHNNY
Baby Come Home...79
OLD TOWN 1038—A prettily blended duo pleader to a relaxed, insistent beat. Teen-agers will find this right in their groove. Should be a good coin-puller. (Maureen, RMI)

Don't Do It...77
Here again the duo works a medium-tempo groove to good effect. Has obvious commercial appeal. (Maureen, BMI)

JAMES BROWN
Gonna Try...80
FEDERAL 12292—Very effective side. Brown chants a slow blues, bringing to the reading a strong touch of church feeling. Tenorman midway contributes a real satisfying

solo. Watch it. (Armo, BMI)

Can't Be the Same...78
Uptempo blues. Brown's vocal is okay, but the disk really takes off when the horns take over for a wild session midway. (Armo, BMI)

THE FIVE SATINS
Oh Happy Day...77
EMBER 1014—Can it be that this is becoming one of our "great standards?" At any rate, the adolescent material lends itself perfectly to the current vein of rock and roll balladry. A record that should make money on the jukes. (Bregman, Vocco & Conn, ASCAP)

Our Love Is Forever...65
Fancy ballad of pious devotion offers a much less promising vehicle. (Angel, BMI)

SONNY THOMPSON
Candy (Parts I & II)...76
CHART 642—Nearly 10 years ago, Don Byas made a big disking of this as a tenor sax solo for Savoy. Following the Big Maybelle revival, here's another try. Thompson's big sound and funky phrasing attract, as does some fine piano on Side 2. Slow, moody dance stuff that should command fair play.

BILLY WARD AND THE DOMINOES
Rock, Plymouth Rock...75
DECCA 30199—History gets drastically rewritten by Ward, all to little avail. It boils down to a routine rocker. Group has a regular following that undoubtedly will respond. (Ward, BMI)

'Til Kingdom Come...74
Ward slips in a legit-type baritone on a fancy, majestic love declaration. There's some power in the warbler's sincerity, and some may be impressed by the side. (Ward, BMI)

ON THE BEAT

Continued from page 20

agency once before and has most recently been employed by the Gale office. Meyers replaces Joe Marsolais. . . Imperial Records has added Faye Adams and Mellie Lutcher to their artists' roster.

Another record of Robey's that is showing fine reaction "I Smell Trouble" by Bobby Blue Bland. The flip is "I Don't Want No Woman." Like Little Junior Parker (and Elvis Presley) Bland is from Memphis, and that may be a lucky sign. Robey says that first week sales on the Bland disk, as a mater of fact, were four times what Parker's were. What pleases Robey most about this (and about another new record of his by Chuck Edwards) is that: "My records are selling in New York and the East for a change." In the course of a recent junket to New York, Chicago and New Orleans, Robey also latched on to some new talent and did extensive recording. In New York it was Tommy Mosley, the former Horace Heidt vocalist; in Chicago, Billy Brooks and Piney Brown; in New Orleans, Bea Booker, "for whom rock and roll was invented" according to Robey. He also signed the

King's Men, a poppish rock and roll foursome out of Milwaukee. Robey will journey to Chicago next weekend to record them.

Milt Shaw, prez of Shaw Artists, flies to Los Angeles March 12 to set up a West Coast office for the agency. It will be under the direction of Ira Sidelle, who was formerly associated with General Artists Corporation. . . Dooto Records recently effected some distributor changes. Tico now handles the label in New York, Mainline in Philadelphia and Trans Disc in Boston. The label is following up its first rhythm and blues LP with another in the same vein entitled "Best Groups in Rock & Roll." . . . Sam Evans, deejay on Chicago station WGES, is in New York, buying talent for a series of spring shows he is putting on at the Trianon Ballroom. His first program on April 19 will be built around Jimmy Reed.

Watch for these important features:

- Annual Dealer Survey of Phono, Radio and Equipment Sales—to help you see if you're getting your share of the equipment business. Shows what to do if you are not!
- Traffic and Turnover Tips—with case-histories of successful promotions that build sales of phonos, radios, tape recorders, equipment and accessories!
- Special promotions to help you build volume in every department

ADVERTISING DEADLINE: MARCH 21

Billboard's Spring Merchandising Issue coming March 30 will help you

START OFF SPRING SALES WITH A BANG... AND KEEP 'EM BOOMING!

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", \$3.50 ea.; 30"x40", \$4.85 ea.

A Division of JAMES J. KRIEGSMANN

PLaza 7-0233

CopyArt 165 W. 46th St.

Photographers N. Y. 19, N. Y.

WE DELIVER WHAT WE ADVERTISE

YOUR PROFESSIONAL PUBLICITY PHOTOS

Duplicated in Quantity

Fan mail glossy photos, post cards, blow-ups. Compare prices and quality before ordering anywhere.

Satisfied customers coast to coast since 1936. Send today for free samples, price list, etc. We are as close to you as your nearest mail box.

MULSON STUDIO

Box 1941 Bridgeport, Conn.

Latest Comedy Material for MC's, Magicians, Entertainers, etc. Send for our latest price list of great ORIGINAL gagfiles monologs, dialog, parodies, skits, etc. Written by show biz top gagsmen. Or send \$10 for \$50 worth of above. Money back LAUGHS UNLIMITED, 106 W. 45 St., N. Y., N. Y. JU 2-0373.

CLOWN 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.

BIGGEST GIVEAWAY SET FOR LOUISVILLE FAIR

LOUISVILLE—The biggest giveaway ever offered by a fair in the U. S. will be made at the 1957 Kentucky State Fair here.

The prize package will consist of a \$20,000 three-bedroom house and garage; \$5,000 in furniture, furnishings and appliances, and \$4,000 in cash. The cash will cover the estimated cost of a lot and the expense of moving the house from the fairgrounds to the lot.

Dan Baldwin, fair manager, in announcing the giveaway, said "it will be a three-way deal." Besides the fair, Exhibition Advertising, Ltd., of Edmonton, Alta., and the Downtown Optimist Club of Louisville will share the proceeds, with each to get a third of all monies received over expenses.

Exhibition Advertising, Ltd., will stage the promotion; the Optimists will sell the tickets. The ducats, priced at \$1, will go on sale June 1. The drawing will be held the final night of the fair.

A \$16,500 advertising-promotion budget has been set up. The house and garage will be spotted smack dab in front of the fair's exhibition building, facing toward the main entrance of the fairgrounds, Baldwin said.

Highly enthused, Baldwin forecast that the giveaway will prove "one of the greatest attractions ever offered at a fair in the U. S."

R. H. Hodges represented Exhibition Advertising, Ltd., in negotiating the contract.

SEASON'S DATES GROW FOR NASCAR CIRCUITS

DAYTONA BEACH, Fla. — NASCAR-sanctioned stock car racing is moving off to its best start this month, with some 40 Grand National dates set to date,

200 Illinois Execs Attend Annual Meet

SPRINGFIELD, Ill.—Close to 200 executives from Illinois county fairs met here Wednesday (6) at the annual school of instruction held by the Illinois Department of Agriculture on the grounds of Illinois State Fair.

Cliff Hunter, administration assistant to Stillman Stanard, director of agriculture, presided at the sessions. Hunter is also secretary of the Illinois Association of Agricultural Fairs. Speakers included Stanard, J. Ralph Peak, newly appointed general manager of the State Fair, and Merrill M. Emerick, assistant superintendent of the Illinois Department of Foods, Dairies and Standards.

Discussion subjects included general fair problems, rules and regulations, distribution of State aid, rehabilitation funds and State reports.

The Department of Agriculture hosted the visiting fair men at dinner.

BALLOON HOUSE INCLUDED IN GOTHAM SHOW

NEW YORK—The plastic "air house" of designer Frank Lloyd Wright will be one of the exhibits at the second Showcase for Better Living, May 4-12 in the Coliseum. The structure is blown up like a balloon and anchored by a water or sand-filled tube around the base. One house is 46 feet by 28 and has windows and doors, and the other is 15 by 25 and can be carried in a suitcase. House is kept inflated by very low air pressure created by a fan.



JOHN F. WHITE

Hold Last Rites For John White, Vet S. D. Exec

HURON, S. D.—Funeral services were held here Wednesday (6) for John F. White, veteran South Dakota fair executive, who died Saturday (2) at his Lake Norden, S. D., home following a lingering illness.

White devoted the better part of his adult life to the fair business. Over a 20-year period, he was assistant secretary, secretary, a director and president of South Dakota State Fair, Huron. In 1939 he organized Sioux Empire Fair, Sioux Falls, S. D., which he managed until 1942.

In addition to his fair associations, White was a farmer and for a number of years wrote for a farm publication. Since leaving the fair business several years ago, he kept busy as a breeder of pigs. He was the father of the late Gaylord White, prominent auto race promoter, who was a partner in National Speedways, Inc., before his death several years ago.

Survivors included his widow, Sara, and a daughter, Madeline. Burial was in Riverside Cemetery here, next to the grave of his son.

S. E. Mass. Meet April 24

BOSTON — The Southeastern Massachusetts Fairs Association will hold its annual meeting Wednesday, April 24, in the Weymouth Grange Hall, Route 128, South Weymouth. Dinner will begin at 6:30 p.m., with Sen. Edward Stone as the speaker.

with the same number in the convertible class.

Pat Purcell, executive manager of NASCAR, has been lining up dates with promoters, and reports that the prospect is for some 50 short track events, two dozen modified-sportsman affairs and 16 midget dates. Major dates will include Darlington, S. C.; Martinsville, Langhorne, Pa.; Soldier Field, Chicago; Memphis, Syracuse and Rochester.

The association is eight years old and had a highly successful Speed Weeks promotion here recently. Entry blanks for the May 11 Rebel 300-mile stock convertible event at Darlington International Raceway are in the mail. It is a \$20,000 event, following two days of qualifying. It will be the convertible circuit's longest race run over a major paved speedway.

Fritz Buys New Helicopter Ride

CHICAGO—Art Fritz, veteran Chicago kiddieland operator and owner of the Melrose Park Kiddieland, has taken delivery of a new Allan Herschell Helicopter.

Fritz is generally known as the "father of the kiddielands."

Group Buys Riverview Beach, Excursion Boat Near Philly

PENNSVILLE, N. J. — Purchase of Riverview Beach Park and an excursion ship by a Philadelphia syndicate which plans an expansion for Riverview, has been announced.

Immediate plans call for installation of a Frontierland, a miniature railroad and a rocket ship ride by May 31, opening date of the park, and improvement of the S. S. State of Pennsylvania by May 20, date of the first cruise, a spokesman said.

In addition to buying the park, the syndicate will also purchase the State of Pennsylvania, a Wilson Line excursion ship. The syndicate has formed Riverview Lines, Inc., to buy both the park and ship. The purchase price and planned improvements will add up to an investment of \$1,000,000, it was reported.

The property is being purchased from the City Investing Company of New York, headed by Robert V. Dowling. City Investing Company purchased the Wilson Line in December, 1954, for \$1,000,000. Britton Murdoch, of Haverford, Pa., was named president of the new firm, a New Jersey corporation.

Riverview Beach Park, covering some 55 acres, has been a favorite spot for picnics and excursions since it was formed June 16, 1914. It was reorganized in 1920, with the amusements added. Some 69 years ago, picnics were held in Silver Grove—site of the park. The park was organized by William D. Acton. Four years ago, Alvis W. Wallace, Pennsville, purchased Acton's interests in the park.

Brussels World's Fair Open to U. S. Showmen

NEW YORK — Commissioner general for the 1958 Brussels World's Fair, Baron Moens de Fernig, arrived here from Europe last week for a month-long tour to drum up interest in the event. He brought a model of the Atomium fair symbol, an artist's conception of the 450-acre layout, and answers to some—but not all—questions about participation by American showmen.

The grounds will contain a large amusement area containing rides and shows. There is no decision on games. There is no decision on midway space rentals, nor about the taxes involved in fair earnings. But it was stressed that foreign participation in the park operation will be welcome and that details are being worked out.

A 35,000,000 attendance figure is anticipated. Fifty nations are taking part, with the United States pavilion alone set to cost \$11,000,000. There was a \$4,000,000 appropriation for the purpose last year, but an additional appropriation will be asked of Congress soon. Howard S. Cullman, of New York, will be commissioner general of the U. S. exhibit, whose contract has been let and for which borings have begun. The building will be adjacent to the Soviet pavilion, and will be 95 feet high and 340 feet wide, the largest free-span structure in the world, covering six and one-half acres.

There will be no individual business of America showing in the U. S. exhibit, it has been brought out, but there will be displays in which entire industries will be asked to take part. An adjacent 1,200-seat theater will show American films, plays, ballets and concerts.

Allen Lester, Press Agent, Dies in Calif.

ROSEVILLE, O. — Allen J. Lester, 56, circus press agent for many years and son of the late William Lester, died Sunday (3) at Burbank, Calif. Funeral services were conducted at Roseville, his home, Thursday (7).

He was stricken Saturday morning at his hotel in Burbank, where he was doing advance work for "Cat on a Hot Tin Roof," legit show coming to Hollywood. Lester was taken to a hospital by Forrest Freeland and John Hill. He died Sunday afternoon of coronary occlusion.

His widow, Anna, arrived in Burbank a few hours after his death. The body was brought East by plane. Besides his widow, survivors include his daughter, Mrs. Kenneth Smith, Toledo, and his stepmother. Lester's family name was Jones. His father, veteran circus contracting agent, died November 24, 1956.

Joins Robinson Show

Lester left Muskingum College, New Concord, O., to be secretary to the bill car manager of the John Robinson Circus. Thereafter he was with Sells-Floto, 1920; Howes Great London, 1921; John Robinson, 1922; Sells-Floto, 1923-24; 101 Ranch Wild West Show, 1925-1928; Al G. Barnes Circus, as general press representative, 1929-30; Hagenbeck-Wallace; Cole Bros.; Ringling-Barnum, including 1937; Dailey Bros., 1948; Cole Bros.,

(Continued on page 56)

can films, plays, ballets and concerts.

The baron said he has turned down an offer by Billy Rose to stage an Aquacade at the fair, as he did at the New York World's Fair in 1939-40. He also said the 450-acre site is taking into consideration the advice of Grover Whalen, director of the former New York event, "not to make the fair too big."

Dates of the fair are April 17 to October 19, 1958. The Belgian government is reportedly building the world's largest motel, with 2,000 twin rooms at \$5 a day.

LOCAL OPTION

N. Y. Slates Bingo Vote For November

NEW YORK—In two developments affecting bingo, the New Jersey Legislature eased its regulations to permit renting of premises from commercial owners, and the New York Legislature set its enabling legislation for the November elections.

Governor Meyner got the New Jersey bill, passed overwhelmingly after churches and charitable organizations complained that their own facilities were inadequate as to seating capacity and parking. Under the new regulation, the Bingo-Raffles Commission may regulate the rent to be paid for unlicensed premises.

In Albany, the Assembly gave 124-22 approval to bingo legalization after the Senate had approved the question the previous week, 44-9. It will appear as a "Yes" or "No" item on the fall ballot.

The same type of stringent regulation is provided as in New Jersey. Only a member of the spon-

(Continued on page 56)

ESE Readies Travel Show, British Area

WEST SPRINGFIELD, Mass. —An attractive four-color brochure is in circulation as a stimulant to exhibition space sales for Eastern States Exposition. The folder points up many aspects of the annual and statistical information and is sent to business and industrial firms seeking information about the fair.

In order to restrict its circulation to proper channels, the folder is sent out upon request on company letterhead stationery.

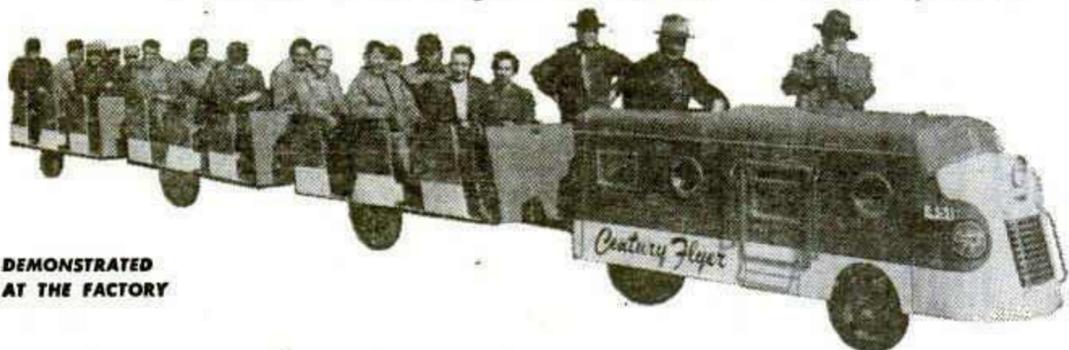
A "Products of Britain" exhibit and a Vacation-Travel Show will be among new elements offered this year. Manager Jack Reynolds reports. Both will be in the industrial arts building. The British unit will occupy 106 feet, the center of which will be occupied by the British Consulate in Boston. British cars, boats and smallware will be included in the display.

In the vacation show, 21 booths of 10-by-10-foot size are being installed. Sales have started well in this unit.

STOP! LOOK! LISTEN!

...the now famous

TRACKLESS TRAIN



DEMONSTRATED AT THE FACTORY

PARKS—FAIRS—ZOOS—KIDDIELANDS SHOPPING CENTERS—MOTELS—FACTORIES

If interested in practical transportation facilities, and you have a lot of ground to cover, making it costly to lay rails . . .

THIS IS JUST WHAT YOU'VE BEEN LOOKING FOR!

A powerful Midget Trackless Train, consisting of a locomotive and three 6-passenger cars; capacity 18 adult passengers per train. Priced complete at only

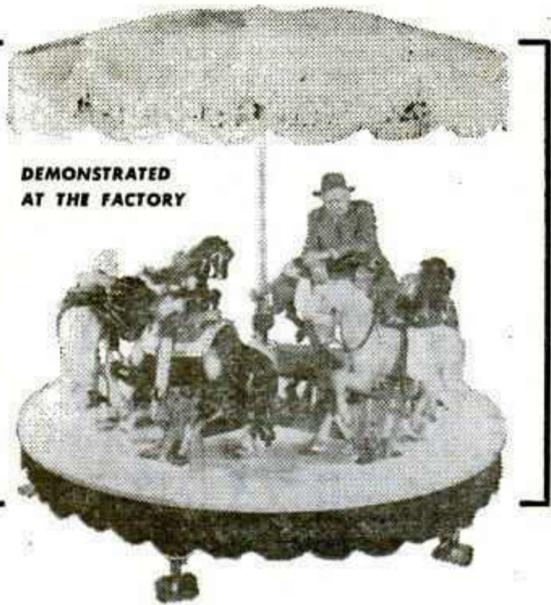
This train pulls three loaded cars with adults over a 4% grade. No rails needed, and it goes anywhere over a black-top surface or road. **\$4,900**

GET THIS UNIT AND YOU ARE IN BUSINESS!

SHOPPING CENTERS DEPARTMENT STORES KIDDIELANDS

Here is an attractive Galloping Steeple Chase Merry-Go-Round, consisting of 6 aluminum ponies, neatly decorated, real leather saddles, center gear drive, six feet in diameter, plastic umbrella top. This Galloping Steeple Chase Merry-Go-Round can be mounted on a truck and moved from place to place.

Priced within the reach of all. **\$2,400 ONLY**



DEMONSTRATED AT THE FACTORY

...the aristocrat of

MINIATURE TRAIN



Our Railroad Department produces railroads from 15 H.P. to 85 H.P. Practical for any purpose needed.

ROLLER COASTER CHAIN on hand.

Other Money-Making Rides by NATIONAL
Kiddie Ferris Wheel • Kiddie Buggy Ride • Kiddie Pony Trot • Comet Jr. (Junior Roller Coaster) • Major Roller Coaster • Custom-Built Coaster Cars • Fun Houses • Old Mills and Mill Chutes.

Write for literature describing all National Money-Making Rides

NATIONAL AMUSEMENT DEVICE COMPANY

Box 488, V A F, DAYTON 7, OHIO

DISPLAY FIREWORKS

FOR ALL OCCASIONS . . . ANYWHERE

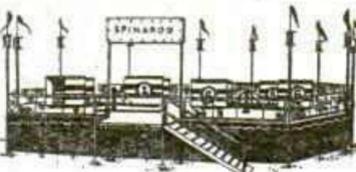
RICH BROS. DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES:

1. Latest creations in breathtaking aerial shells.
2. Brilliant animated ground displays.
3. Expert operators available to completely set up and fire any display.
4. Complete public and property liability insurance.
5. Rain-out clause.
6. High-powered advertising and promotional facilities.
7. Programs can be changed nightly for repeat performances.
8. Huge variety of skillfully planned shows that anyone can fire. Experienced operator not needed.
9. "Fire Them Yourself" displays are shipped fully assembled, ready to set up and fire. Simple instructions included.
10. Displays shipped everywhere in the United States.

SECRETARIES AND ENTERTAINMENT CHAIRMEN
WRITE FOR OUR BIG SPECIAL CATALOG

RICH BROS. INTERSTATE Display Fireworks Co.
DEPT. B-B, BOX 514 • SIOUX FALLS, SOUTH DAKOTA

NEW MIDWAY ATTRACTIONS! CRAZY HOUSE



THE SPINAROO

Sensational new adult ride requiring space 30x42, eight tubes 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.



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.

King Amusement Co., Inc. P. O. Box 308
Mt. Clemens, Mich.

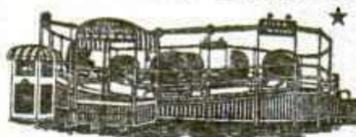


Send for complete information on these rides, now! Also Adult Ferris Wheels, and Chairplanes, Trailer-Mounted Kiddie Auto Rides, Atomic Jet Fighters and Kiddie Chairplanes.

SMITH & SMITH, Inc. • SPRINGVILLE, NEW YORK

The TLT-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



BROWNIE TRACTOR

Low initial cost — differential drive — safety designed — rugged construction — pneumatic tires — safety seat — looks like a big tractor. Write for further information.

U. S. BROWNIE CORP.
139 E. Van Buren St. Joliet, Ill.
Phone: 4221

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 or FOLDED TICKETS

CASH WITH ORDER PRICES --- 100' ROLL \$15.80 - ADDITIONAL 100' SAME ORDER, \$2.80
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 1 ROLL \$1.75 EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

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.

ROLLER COASTERS

AND THE "WILDMOUSE"

B. A. SCHIFF & ASSOCIATES, INC.
901 S.W. 69th Ave. Miami 44, Fla.

1957 MODEL BIG ELI RIDES

will earn profits for Owners

Robinson Amusement Co., Thornton, Colorado, purchased a latest model BIG ELI WHEEL. Upon shipment arrival J.L. Robinson said: "We certainly are proud of the new Wheel and compliment you on many improvements over older models we formerly operated." Another satisfied BIG ELI owner. Hundreds of users enthusiastically say a genuine BIG ELI WHEEL is Best by Test. Write for information TODAY. Just say: "Send BIG ELI WHEEL information and price; mail me BIG ELI NEWS."

ELI BRIDGE COMPANY
Reliable Ride Builders Since 1900
800 Case Avenue Jacksonville, Illinois



New Lincoln Auditorium Ready to Open

LINCOLN, Neb. — Dedication ceremonies Sunday (10) were to launch the busy initial 10-week "dedication festival" at the new Pershing Memorial Auditorium at Lincoln, it was announced last week by Don Jewell, building manager.

City and State officials were taking part in ribbon cutting at 2 p.m. and tours of the building were scheduled thruout the afternoon. Exhibition hall in the new building was offering a Building Material Exhibit, made up of displays by firms which supplied materials or services for construction of Pershing Auditorium.

Plans for Dedication Eve included a program by the Roger Wagner Chorale, augmented by the Stecher and Horowitz piano duo and TV's Johnny Carson.

Coming Events Listed

Future weeks will see a stream of events coming into the new arena-auditorium. Lincoln Auto Show, March 13-17, will feature Guy Mitchell, recording artist. Nebraska Founders' Day Conclave is to be March 18. The next day will have the new portable basketball floor in use for the cage game.

Webb Pierce heads a "Grand Ole Opry" group that will appear March 21. The next day will have Louie Armstrong and His All-Stars in the building.

"Ice Capades" starts its six-day run on March 26. The Lincoln Home Show is April 2-7.

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

San Bernardino—National Orange Show, March 14-24.

Connecticut

Hartford—Hartford Fair, March 13-17. County Amusement Co.

Florida

Eustis—Lake Co. Fair & Flower Show Assn., March 11-17. Karl Lerman.
Sarasota—Sarasota Co. Fair, March 11-16.

Request Bids At Jersey Spots

TRENTON, N. J.—The State is seeking bids for operation of mobile refreshment concessions in 15 State parks. In five instances, Swartswood, Hacklebarney, Cheesequake, Parvin and Fort Mott State parks, there are existing stands. In High Point State Park the proposals must cover a restaurant and four existing stands.

Handling negotiations is the State Department of Conservation and Economic Development, Forests and Park Section. Bids can be for any or all of the spots, and must be submitted by March 22.

Complete descriptions or photos of the mobile units must be submitted, along with lists of all items to be sold. Other spots are the Stokes, Ringwood, Washington Crossing and Washington Rock State parks, the Lebanon, Bass River, Penn and Belleplain State Forests, and the Wharton Tract's Atsion Lake area.

Catlett HYDRAULIC EQUIPMENT for FERRIS WHEELS and other MAJOR RIDES

January 8, 1957

Mr. Gene Catlett, 4520 State Ave., Kansas City, Kans.

Dear Mr. Catlett:

I have operated your hydraulic mounted Ferris Wheel since 1952 and have had very good service. In some cases I have had to put it up myself because I could not hire help. My wheel has been a great labor, time and worry saver. I still own it and as long as I ever own a Ferris Wheel, it will be one of yours. My wheel paid for itself the first three seasons of operation.

Sincerely yours, H. H. Gray, County Fair Shows

Write or wire for full details

CECIL E. CATLETT

926 Ohio Ave. Kansas City 1, Kansas
Phone: AT 1-8613

MERRY-GO-ROUNDS, TRAINS, KIDDIE RIDES

Complete line. Write for catalog and terms.

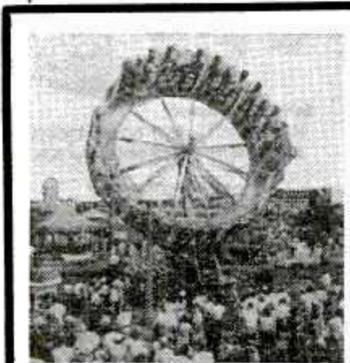
H. E. Ewart Company

707 East Greenleaf Street
Compton, California

NEW! KIDDIE RIDES

- ★ Merry-Go-Rounds
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

SHOOTING GALLERIES KING AMUSEMENT CO.
Mr. Clemens, Mich.



ROUND-UP

WORLD'S MOST UNIQUE RIDE

FRANK HRUBETZ & CO.

2880 S. 25th St. Salem, Ore.
Phone: EM 3-7417



TRICAR, Jr.

For Parks, Kiddielands and Carnivals.

1 1/2 H.P. engine, 5 ft. long. For kids 5-12 years, strong enough for adults. Plywood or steel body. Get further details TODAY.

BYKE-POWER

Belleville, Pennsylvania

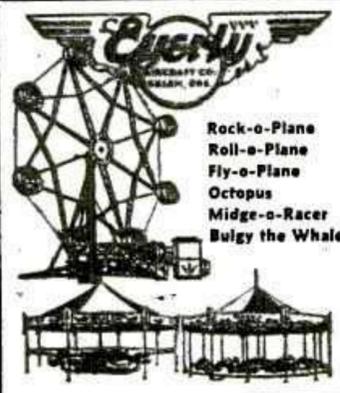
A star is born The PUMP-IT Handcar Ride

Proven finest in its field.



OTTAWAY AMUSEMENT CO.

3045 N. St. Francis, Wichita, Kansas
Mfrs. Steam Trains—Handcars



- Rock-o-Plane
- Roll-o-Plane
- Fly-o-Plane
- Octopus
- Midge-o-Racer
- Bulgy the Whale

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

ILLINOIS FIREWORKS

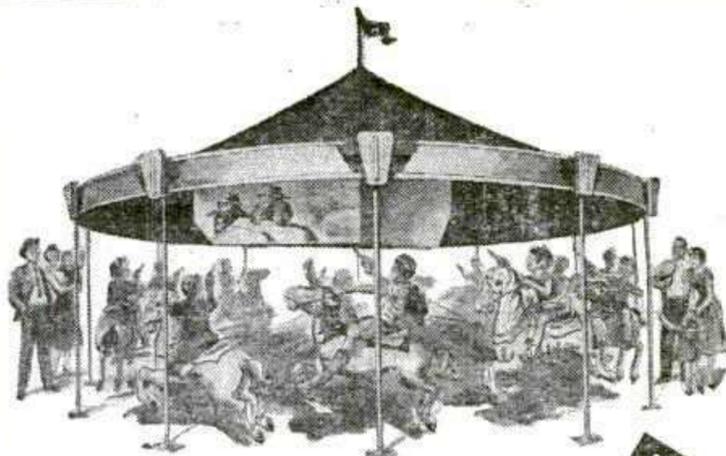
World's Largest Manufacturers and Exhibitors

"Known Everywhere"

Catalogue mailed upon request.

Write or Call

Box 792, Danville, Ill. Phone 1716



For High Riding Profits... THE ALLAN HERSHELL RODEO RIDE

FINANCE PLAN AVAILABLE

The Rodeo Ride is a proven profit maker, endorsed by many outstanding showmen like George Humphreys, Patty Conklin and Irving Rosenthal. The all-aluminum horses with western saddles gallop around the center and the young buckaroos shoot at the "bad men" in the center. Lights in villains' guns blink to simulate a realistic "shoot-back." Adult size horses... no horsepipe, cranks or platforms... extreme portability.

- MERRY-GO-ROUNDS • MINIATURE TRAINS • BOAT • 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 HERSHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"

104 OLIVER ST. PHONE: LUDLOW 4300
NORTH TONAWANDA, NEW YORK

GIVE TO DAMON RUNYON CANCER FUND

5 POPULAR . PROFITABLE . PREFERRED MINIATURE TRAINS

For Parks and Kiddielands — Capacities 14 Children to 240 Adults!

Write for FREE details

MINIATURE TRAIN DIV.
ALLAN HERSHELL CO., North Tonawanda, N. Y.

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

MULTIPLEX DISPENSERS Serving the trade since 1906

TWO delicious ice-cold carbonated drinks at their best
COKE or PEPSI from one faucet, plus plain, sparkling soda

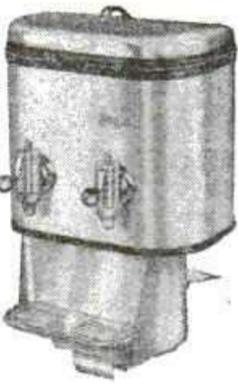
ROOT BEER from other faucet (solid or creamy)

SPEEDS SERVICE—TWO FIXTURES IN ONE!

Advertises the Drink. Ice cooled or with mechanical refrigeration coil. Stainless steel faucets and parts. Beautifully baked enameled finish or all stainless steel.

WRITE FOR FOLDER

MULTIPLEX FAUCET CO.
1400 Ferguson Ave., Dept. B.B., St. Louis 14, Mo. Rail Model 44 shown, also counter base models.



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



THE ORIGINAL "ECHOLS" ELECTRIC HIGH SPEED ICE SHAVER

The outfit that has been making money for Snow Cone Concessions for many years. Machine of rustproof, POLISHED aluminum. Case of polished aluminum and BREAKAGE RESISTING PLEXIGLAS with fluorescent light showing through attractive "Snow Cone" decals with vertical sliding door on operator's side. Ladle, ice pick, funnel, ice scoop, 4 pourouts, and cup dispenser furnished with each machine. 1/3 hp. 110 volt 60 cycle motor, grounding plug for safety. Machine and Case are separate for easy moving.

High Speed Ice Shaver & Case, as pictured.....\$137.50
High Speed Machine only (no case).....75.00
Terms: 25% deposit, balance C.O.D., P.O.B., Bismarck, Mo.
Write for catalog of the complete "Echols" line.

S. T. ECHOLS, INC. BOX 216 BISMARCK, MO.



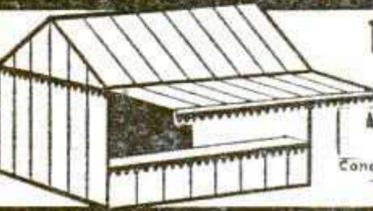
ANCHOR TENTS

The Showman's Choice
Finest materials—50 Yrs. Experience
Flameproof and New Nylon Fabric
Red—Blue—Yellow—Green—White

Aluminum Tent Frames—Light Weight
Hinged Legs—Slip Joints—Rustproof

Concessions—Show Tents—Ride Tops—Bingo
—Merry-Go-Round—Cockhouse Tops
Phone: Harrison 5-8105

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA



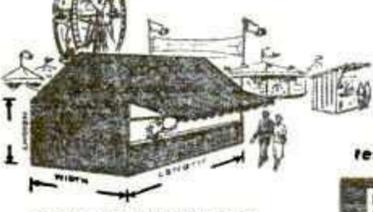
POWERS TENTS

Tents well reinforced. 12.63 oz. army duck. Vivotex treated. Sewed with heavy sail thread.

Largest manufacturer of show tents in the East. Write for prices

Powers & Co. 5929 Woodland Ave. Philadelphia, Pa.

SEND US YOUR SIZES



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.



UNITED STATES TENT AND AWNING CO. Established 1870.
Over 85 Years of Specialized Experience.

"SID" I. JESSOP 4931 Bayshore Dr. Sarasota, Fla. Elgin 5-5007
GEO. W. JOHNSON 2315-21 W. Huron St. Chicago 12, Ill. Brunswick 8-4340

Any Type — Carnival — Concession — Circus — Any Size

Roll and Machine

TICKETS SPECIAL PRINTED
Cash with order

2,000.....	\$ 5.70
10,000.....	9.90
100,000.....	31.95

KANSAS CITY TICKET CO.
Dept. 2, 109 West 18th St., Kansas City 8, Mo.

Animal Park Books Alligator Display

DANIA, Fla. — Bill McLellan, alligator wrestler at the Dania Chimpanzee Farm here, has been booked for a summer appearance at Ralph Emerson's Wild Animal Park, Newington, Conn.

He will take his 18 alligators to the park, where facilities for it are being built. McLellan also will take with him a cat act, with a newly trained puma. His wife, Dorothy, is to work that act.

After the summer season, McLellan will return here. His act in Dania will be worked during the summer by Jack Osceola.

Local Option

Continued from page 53

soring outfit may manage the game or be paid for this function; single prizes may not exceed \$250 and the nightly total must not exceed \$1,000; sponsors must be bona fide religious, charitable or non-profit organizations, and all proceeds must go to the lawful purposes of the sponsor.

If passed in the election, the bingo question then may be put to a vote by local municipalities, at a general or special election. This is the same local option vote that was exercised in New Jersey.

ACE TENTS

Carnival • Bazaar
Circus • Camping
Trailer Awnings
Truck Covers • Tarps
Any Size—Any Style

ACE CANVAS CORP.
103 Greene St. Jersey City 2, N. J.
DElaware 7-6893

ROGERS TENTS

from to

C 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

Allen Lester

Continued from page 53

1949, and Ringling-Barnum, 1950-1955.

Winter assignments included press work for Cleveland and Detroit Shrine circuses for many years, publicity for Sonja Henie in 1937 and management of a tour by Mary Pickford for the March of Dimes. At one time he was field representative for RKO.

Lester resigned his post on the Ringling-Barnum advance late in the 1955 season to become agent for "The Bad Seed." Several months ago he was named agent for "Cat on a Hot Tin Roof," a position he was leaving in order to return to the Ringling circus as press agent. He was to have left Burbank en route to the Ringling show on the day he died.

Lester had been joined on the legit show advance by Bev Kelley, as long-time associate, and was to have worked under Ringling's Frank Braden, with whom he had worked many circus seasons.

Midwest Ceramic Show Skedded at Lincoln

LINCOLN, Neb. — The Midwest Ceramic Show will be staged in the Exposition Building of the Nebraska State Fair here May 4-5, Ed Schultz, fair secretary, has announced.

James Brownson is manager of the show.

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.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. **S. O. S. CINEMA SUPPLY CORP.**, Dept. L, 602 W. 52 St., New York 19.

Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.
H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

POSTERS DATES CARDS

"Fastest Service in America."
Write, Wire, Phone:
NEAL WALTERS POSTER CORP.
Phones 4111—Nights 7291-2331
Eureka Springs, Ark.

GOVERNMENT LAND OIL LEASES IN ALASKA MAY MAKE YOU 'FILTHY RICH!'



Most folks don't know that by Act of the U. S. Congress, any private citizen over 21 has the right to hold OIL & GAS leases on government land. The oil companies have made millions by being "in the know". Millions of barrels of oil said to be in Alaska waiting to be tapped. Major oil companies are drilling.

Good government land oil and gas leases still available if you hurry. The land YOU lease could make you rich beyond your wildest dreams. You do not drilling. You pay no taxes. You don't improve the land in any way. The oil companies gladly pay you a handsome royalty when oil is struck. You can sit in your easy chair at home and collect the royalties. As little as \$180 leases forty (40) acres. We'll take care of all titles and filing fees for you. Air mail or wire for free information. This may be your once in a lifetime opportunity.

LLOYD E. HONSINGER (The Alaska Oil Scout)
Box 1555L • Anchorage, Alaska



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

HIGH PROFITS LOW OVERHEAD



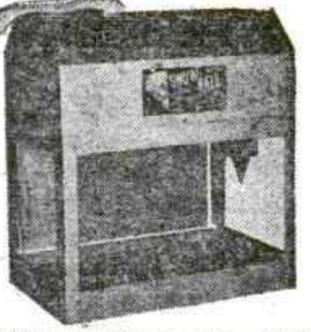
AMAZING NEW **Sani-Broiler**

Serve 600 delicious HAMBURGERS, HOT DOGS, CHEESE-BURGERS, TOASTED BUNS, per hour!

- ★ No experience needed!
- ★ Increases efficiency, volume!
- ★ Perfect product consistency!
- ★ Saves on food costs!
- ★ Extra-large profit margin!

WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
1348 Stadium Drive, Indianapolis, Indiana

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.

Get Business You Never Got Before!
MAKE BIG MONEY
on a Small Investment with **FRENCH WAFFLE MOLDS!**

Pay for themselves the first hour! Enthusiastic Operators Everywhere! 4" cast aluminum molds for commercial use in round, six-sided or scalloped shapes. Add to your present operation. Each mold complete with wooden handle and formulae.

Write for New FREE 1957 Catalog



Also a complete line of Floss Machines, Popcorn Equipment and Supplies.

Concession Supply Co.
3916 Secor Rd. Toledo 13, O.

THE FINAL CURTAIN

ANDERSON—Robert, veteran carnival cookhouse and novelty worker who formerly worked with Babe Hunter, recently of cancer in a Jacksonville, Fla., convalescent home. Survived by a sister, Mrs. Carl G. Bailey, and two brothers, all of Brownsville, Pa.

BOYD—Bobby (Zenero), 71, former circus performer, recently in Watertown, S. D. He joined Gollmar Bros. Circus in 1907 and in later years appeared with the G. W. Christy, Cambell Bros., Walter L. Main and Gentry Bros. Shows, among others. Surviving is a brother, John, Watertown. Burial in Revillo, S. D.

COLLEANO—James Bonar, 60, in private life Elgar James Sullivan, brother of Con and Winnie Colleano and member of the Colleano circus family, recently in London's Princess Theater as his son, Bonar, was making a first-night appearance in "Hatfull of Rain." Colleano was semi-retired from his acrobody act.

Burial in West End Cemetery, Newberry, S. C.

HOCK—Albert E., 74, brother of Eddie Hock, veteran concessionaire, and long-time member of the Showmen's League of America, March 3 in Chicago following a long illness. Services March 6, with burial in St. Joseph Cemetery, Chicago. Survivors, in addition to his brother, are a daughter, Gertrude, and two sons, Edwin and George, and four grandchildren.

JAMES—E. P. (Red), veteran outdoor showman, February 13 in Houston. Was formerly with the Paul Hunter Concessions and the Tidwell, C. A. Wortham, John Wortham and J. George Loos shows. At one time he operated his own show. Services and burial at Temple, Tex., February 15.

LESTER—Allen J., 56, circus and theatrical press agent, March 3 in Burbank, Calif. (Details in Circus section.)

MORRIS—Tom, food concession operator at State Fair of Texas and Fair Park Amusement Center, March 6 in Veterans Hospital, Dallas, after a lingering illness. Services March 9 and burial in Show-

men's Rest, Memorial Cemetery, Dallas.

In Memoriam
CHARLES EDWARD (TED) METZ
who left us March 11, 1954
GEORGE, DOLORES & SCHLITZIG SURTEES

STEPHENS—George H., 83, former med show and vaudeville performer, March 6 at his home in Sikeston, Mo. Survived by a sister, Mrs. Pearl Liebreem, and a niece, Mrs. George Ryn-dens, both of Webster Groves, Mo.

WHITE—John F., veteran South Dakota fair executive, March 2 in Lake Norden, S. D., following a lingering illness. (Details in Fairs section.)

MARRIAGES

CLARK-MOREY— Lou Clark, concessionaire, and Maxine Morey, daughter of Mr.

and Mrs. Whitey Morey, concessionaires on the C. A. Stephens shows, February 21 in Sanford, Fla.

BIRTHS

COHEN— A daughter, Peggy Anne, February 18 to Roseanne and Harry Cohen, concessionaires with the Gold Coast Shows.

SPARKS— A daughter, Linda Sue, February 17 to Mr. and Mrs. I. A. Sparks in North Shore Hospital, Miami. Father is known in outdoor show circles as Peckerwood Sparks.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

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

FOR SALE BEAUTIFUL NYLON TENT

Complete with all poles, ropes, etc. 100'x80'. ONE YEAR OLD. 600 Canvas Arm Chairs, \$1,200 worth of Spotlights, 3 Butane Furnaces, complete Sound System, Lumber, Canvas, Padding for Stage and Runways, Miscellaneous Arena Theatre Equipment. TOTAL ORIGINAL COST \$20,000. Sacrifice at \$8,750 cash.

MADGE SKELLY

1319 N. Tucson Blvd. Tucson, Ariz.

In Loving Memory

of our dear Son and Brother

Geo. W. Harley Jr.

Who passed away March 13, 1946

Sadly missed by

MOTHER, FATHER & SISTER IRENE

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Blue Grass: Eustis, Fla.
Burkhardt: Port Allen, La.; Plaquemine 18-25.
Olades Amuse. Co.: Pahokee, Fla.; (Fair) Port Myers 18-23.
Griggs Bros.: Yazoo City, Miss.
Page Bros., No. 2: Jena, La.; Bunkle 18-23.
Pan American: Baton Rouge, La.
Raley Bros.: Bluffton, S. C.
Rock City: Ville Platte, La.
Rocky Mountain Empire: Big Springs, Tex.
Shop-O-Rama: Central, N. M.
Southern Fair: Moultrie, Ga.
Southern Valley: Bastrop, La.; Minden 18-23.
Southland Amusements: Plant City, Fla.
Strates, James E.: Sarasota, Fla.
Tennessee Valley Am.: Yazoo City, Miss.; Greenville 18-23.
Tivoli Expo.: Lafayette, La.; Lake Charles 18-23.

Circus Routes

Davenport, Orrin: Sioux Falls, S. D., 12-16; Dayton, O., 21-30.
Hamid-Morton: Wichita, Kan., 12-17.
Lee Bros.: San Diego, Tex., 12; Sinton 13; Refugio 14; Victoria 15; Cuero 16.
Polack Bros. Eastern: Wilkes-Barre, Pa., 13-15; Roanoke, Va., 21-23; Erie, Pa., 28-30.
Polack Bros. Western: Chicago, Ill., 12-16.

Ice Shows

Holiday on Ice, 11th Edition: Johnson City, Tenn., 14-19; Elkhart, Ind., 21-24; Kitchener, Ont., 26-30.
Holiday on Ice of 1957: Memphis, Tenn., 12; Birmingham, Ala., 14-20; Montgomery 21-24; Miami, Fla., 26-April 2.
Ice Capades, 16th Edition: Sioux City, Ia., 12; Rochester, Minn., 15-18; Wichita, Kan., 20-24; Lincoln, Neb., 28-31.
Ice Capades, 17th Edition: St. Louis, Mo., 12-17; Omaha, Neb., 18-25; St. Paul, Minn., 27-April 3.
Shipstads & Johnson's Ice Follies of 1957: Syracuse, N. Y., 12-17; Rochester, 18-24; Buffalo, 26-31.

Miscellaneous

Burke's Wild Cargo: (Fair) Sarasota, Fla., 12-16.
Hitler's Personal Auto: Mercedes, Tex., 14-18.
Sikes, O. L., Tent Show: Twin City, Ga., 12-17.

Cincy Zoo Buys Tiger

CINCINNATI—The Cincinnati Zoo took delivery on a new tiger, Duke, last week, purchased from Terrell Jacobs, the circus cat trainer, for \$1,500. The animal is quartered in a cage next to India and Sonia, two Bengals who killed his predecessor, Rajah, last summer.

Mrs. Frieda Wiswell is carrying on the Wiswell Funny Ford act and continues the operation she has had for 20 years. Working for her is Merle Cook.

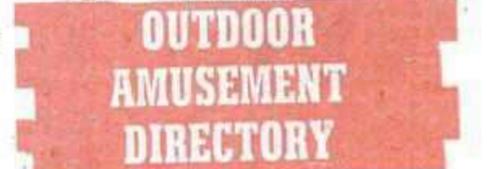
ROPE BIGGER SALES and HIGHER PROFITS thru



OUTDOOR AMUSEMENT DIRECTORY EDITORIAL HIGHLIGHTS

1957 Fair Dates
Amusement Park Directory
Kiddieland List
Special Theme Parks
Rodeo Dates
Circus Directory
Carnival Directory
Special Events
List of Ice Shows
List of Baseball Parks
Auto Race Tracks and Stadia available for Still Dates
Aud-Arena Building of 1956
Amusement Ride Survey
Commercial and Municipal Ice Rinks
Roller Rink List

Articles on—
Show Clubs
Fair Attractions Round-Up
Aud-Arena Growth
Food & Drink Concessions and Supplies
Ride Story
Trucks & Trailers
Rodeo Feature
... and many others



1957
SPRING SPECIAL
DATED APRIL 13



NEVER has so much important, useful statistical information and data been planned for one issue!

NEVER has there been such a terrific advertising buy offered to you!

Rush Your Copy Instructions Today!

Deadline-Wednesday-March 27

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

INSURANCE
FOR SHOWMEN
RIDES AUTOS
TRUCKS TRAILERS
LOWEST RATES
LESH AGENCY
Established 1927
202 S. MAIN BLUFFTON, IND.

The Most Beautiful MINIATURE GOLF Courses
Built in America are constructed by **ARLAND**
444 Brooklyn Ave.
New Hyde Park, N. Y.
In 43 States, the Caribbean and Overseas.

FOR SALE
Used Multiple (nine) Rheostat Machine, price reasonable. Contact
T. A. WILLIAMMEE
Box 128, Millville, Pennsylvania

INSURANCE
SAM SOLOMON
"The Showfolks' Insurance Man"
1000 Arzyle St., Chicago 40, Illinois
Phone: LOngbeach 1-5555
LOngbeach 1-5576
24-Hour Service

OUTLOOK GOOD

Rides, Picnic Grove Enhance White City

WORCESTER, Mass. — Addition of rides and other units will further enhance the appearance and operation of White City Park, most notable among which is the added development of lakefront property.

The lake area was improved last year with a 3,000-seat outdoor amphitheater. This year will see considerable adjacent space turned into a picnic area, featuring restaurant, outdoor tables and barbecue pits, in addition to newly paved parking for some 2,500 cars.

Irwin Knohl, supervising the operation, reports the purchase of a Fly-o-Plane and Dipsy Doodle and contracting for an Arland 18-hole miniature golf, which is under construction. Toward the end of 1956 the park took possession of a Dive Bomber ride.

The new concession buildings, erected with simulated stone fronts when the Knohls assumed operation of the park three years ago, are being improved with neon.

The park has little resemblance to the former operation which was under Hamid ownership. Many

rides, including a large Kiddieland, have been added, and the lakefront has been developed. For the first two years automobile giveaways were used as patronage lures, and Knohl, together with Manager Charley Hamid, has been working out tie-ins and other angles to stimulate 1957 business. Improvements also number a 20-unit Skee Ball building.

Hamid has been scouring the area for outings over the winter and reports satisfactory results. Public has gradually accepted the new White City and the improvements have served to increase grosses. Talent policy will continue with name acts appearing Fridays thru Sundays, and circus free acts thruout the week.

Dancing, previously held in the new, but small, pavilion, will be shifted to the lakefront. Weekend business will commence Easter Sunday, and full-time schedule goes into effect the Sunday before Decoration Day.

Galveston's Pleasure Pier Plans Opening

GALVESTON, Tex. — May 2 has been designated as the opening day of Pleasure Pier, redecorated and illuminated, with an elaborate entertainment program for the season, according to Walter Dick, president of the Texas Pier Company.

The opening will coincide with a four-day Splash Day celebration featuring parades, bathing beauty contests, boating and swimming.

The Joan Hyldoft Ice Show will open the season at Pleasure Pier with a two-week engagement. Sharing top billing will be Raul Garcia Bravo, cliff diver from Acapulco, and Orwin Harvey's 10-man dilly dally diving act

Name bands will be booked into the Marine Room, according to Howard Robbins, manager of the night club.

Nightly fireworks displays will be set off at the end of the pier. Helicopter rides will be offered when Larry Tuhl and Sandy Winters are not performing aerial stunts.

ROLLER RUMBLINGS

Santa Ana Spot Offers New Look in Styling

SANTA ANA, Calif. — Something new in architectural and interior styling and facilities are illustrated in Mr. and Mrs. Gordon B. Van Roekel's Skate Ranch here, a pace-setter in the roller skating industry's search for something different in rink styling.

Apparently believing that a new look in roller rink would not be amiss, the Van Roekels hit upon an early American theme for the interior and exterior, yet chose styling and facilities to provide the maximum in efficiency, accommodations and eye appeal.

A driveway leading to the rink, which is neon-lighted outside, takes automobiles to the entrance, over which is built a car port in dairy barn styling. There passengers are discharged with safety to clothing in inclement weather. Automobiles then proceed to a surrounding parking lot accommodating 150 cars. In front of the port is a large circular split rail fence, in the center of which is a decorative buckboard. Positioned at the port are two ticket booths.

Inside is a carpeted hall leading to the lobby. At the right near the door is a well-appointed skating equipment store utilizing shutter doors and maple furnishings. Across the way is an office for the manager and an office and dressing room for professionals Milton and Joanne May.

The large carpeted lobby contains a long, curved counter behind which are check room, skate room and snack bar. As a lobby center piece the Roekels have a flat red brick hearth on which rests a potbelly stove surmounted by iron kettle. A circular leather lounge surrounds the hearth. To carry out the decorative scheme, the management has installed polished milk cans as refuse containers. Opposite the counter and providing a full view of the skating floor is a glass wall, along with leather seats for spectators.

The skating area, 90 by 190 feet, is covered by a domed roof. Along one side is a hand rail for beginners' use. Mounted on the opposite wall are individual tractor seats. One of the most unique features is the rink's lighting fixtures—14 wagon wheel chandeliers hung from the roof's structural members. From each hang seven lanterns on which colored spotlights play.

300-400 Patrons at Debut Nights of Skate-O-Rama . . .

PASSAIC, N. J. — Near capacity crowds of 300 to 400 roller skaters jammed opening sessions of Skate-O-Rama, a \$50,000 conversion of the former Warner Bros. Playhouse at 591 Main Avenue here. The debut celebration, featuring exhibitions by pro and amateur aces, stretched over three full days, February 28-March 2.

Operated by Skate-O-Rama, Inc., with New York real estate man and

C.P.A. Samuel Silverman as president, and Charles (Buck) Freeman, New York, secretary-treasurer, the rink features earlier than usual 7 to 10 p.m. sessions on week nights, weekend skating from 7:30 to 10:30 and the usual 2 p.m. to 5 matinees on Saturdays, Sundays and holidays, plus a Saturday early bird period, 11 a.m. to 1:30 p.m.

Ray Rollins, formerly of Fordham Palace, Bronx, has the skate shop and Ivan Lloyd is organist.

Groton Melody Rollery Stages 'Dimes' Show . . .

GROTON, Conn. — Melody Figure & Dance Club presented "Melody on Wheels for '57" at Melody Skating Rink here, March 5-7, at \$1 top admissions. Proceeds went to the March of Dimes, with no public skating during the performance evenings.

Coney Site of Second Armed Forces Day Fete

NEW YORK — The annual Armed Forces Day celebration will have a major Coney Island phase for the second year. Last year's utilization of the fun area contained military exhibits, a mock Marine landing and an Air Force flyover.

Set for Saturday, May 18, the program this time will be greatly expanded. Gen. Roger J. Browne, First Air Force commander, announced his Area IV committee. On a rotating basis, the committee this year will be headed by the Air Force and will direct the staging of military observance of the holiday.

Pressures have mounted for use

of the off-shore region at Coney Island for an air armada show on Armed Forces Day because it offers safety for observers and an audience potential rising into the trillions.

All military services are represented on the committee, which has as its civilian consultant Milton Berger, public relations and special events man for Coney's Chamber of Commerce, who has stimulated the thinking of responsible figures toward use of the spot for the observance.

The value of the event is two-sided, aiding the military services in their public relations and the Island in its progress toward an annual, major promotion, capable of attracting vast numbers of spectators.

There are to be exhibits of military themes on Coney Island. Some of the thinking behind the aerial display, which has captured the imagination of legislative and civic people, is that a large flyover will offset Russia's traditional monopoly of the world's news media with its annual Aviation Day armada exhibit over Moscow.

Chairman of the C. of C. this year is Murray Handwerker, vice-president of Nathan's Famous, Inc.

PSAA Affair Sets Auction

FEASTERVILLE, Pa. — A gadget show is expected to stimulate attendance at the Participating Sports Association of America Convention, March 26-27, at Vernon Platt's Somerton Springs operation.

Rink and pool people, under the plan, will bring drawings or models of any innovation which would solve or simplify operations. A panel choice will result in awards of prizes for the most unique and most practical. On the final afternoon of the convention the items will be auctioned off. Also auctioned will be any equipment trade show exhibitors may want to dispose of.

Face-Lifting For Hershey Dance Spot

HERSHEY, Pa. — Extensive alterations now under way at Hershey Park will transform the 40-year-old ballroom into one of the most colorful entertainment centers of its kind. George W. Bartels, park manager, has announced that the revamped ballroom will open in late May or early June.

Part of the dancing area will be uncovered, providing dancing under the stars. Center part of the structure will have a terrazzo floor, while the ends will have a wood surface. The bandstand, which has been located on the south side of the structure, is being moved to the west end. There will be second-floor promenade areas and three refreshment stands, each serving a different level. The old spectator gallery has been eliminated, making for extra refreshment stand space.

New draperies, curtains and sound system will be installed, and a new roof is being placed over the covered sections.

Meanwhile, Bartels revealed that he has already signed contracts for the Richard Maltby, Ralph Marterie, Gene Krupa, Woody Herman, Buddy Morrow and Les Brown orks.

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP. GET THE NEW REVOLVING HOLLYWOOD SPOTS-LITE. BETTER IN A CRYSTAL BALL. NO MIRRORS TO BREAK. WASH OR POLISH. PATENTED. GLAMOROUS NEW IDEA IN BEAUTY. MODERN BROW-MANIPULATION. LIGHTING EFFECTS AND LOUDSPEAKERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND FATS FOR ITSELF IN BALLROOMS, SEATING BINES, CLUBS, FAVORITE BARS, AMUSEMENT PARKS, HOTELS, RESORTS. Write For Complete Free Details. HOLLYWOOD SPOTS-LITE CO. Dept. B 3619 N. 16th St. Omaha 10, Nebraska

WANTED CONCESSIONS
Powdered Waffles
High Striker
Jewelry
Also Two Rides
Write MANAGER
3501 Home Ave. Dayton, Ohio

FOR LEASE
Roller Rink Building located in Amusement Park; floor new five years ago, 120x50, with lunch room.
FOR SALE
Miniature Train Co., G-12, about new 300-foot track, \$1,800.00, F.O.B.
LAKE LANSING AMUSEMENT PARK
Haslett, Michigan
Phone: Lansing, Mich., Federal 98221

LOCATION AVAILABLE
For Portable Roller Rink in Cincinnati in connection with other recreational facilities. Proven, profitable spot. No competition. Contact
BILL HILL
3079 Veazey Ave. Cincinnati, O.
Phone: HU 1-8436

FOR SALE
New Portable Skating Rink complete, 40x90, ready to set up. I need two experienced Portable Rink Men. I would like to have Man and Wife to take complete charge and operate. Must be able to furnish references. State all about yourself in first letter and state salary expected. Have good equipment and will open as soon as the weather permits.
LACY MYERS, Box 534, Harlan, Ky.

SKATING RINK
Have excellent location for skating rink. Spring and Fall of 1957. Will give good proposition. For further information contact
SOL BLATT JR.
Barnwell, South Carolina

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.

We BUY AND SELL NEW and USED RINK ROLLER SKATES
Lowest prices.
Write for quotations—1-day service.
JOHNNY JONES, JR.
Representative for Chicago Roller Skate Co.
14th & Smallman Sts., Pittsburgh 22, Pa.

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!

PORTABLES ARE THE ANSWER Porto-Bilt
TENT COVERED SKATING RINKS
Write
W. T. SHACKELFORD
Box 425, Smyrna, Ga. Phone 5-5778
Phone: 8-2182, Marietta, Ga.

Complete Portable Rinks FOR SALE
Beautifully designed Tents — interchangeable floors—no bolts required for rails, light fixtures or office. Place orders now for spring delivery.
TILLINGHAST MFG. CO.
P. O. Box 27 Venus, Texas
Phone: 79-F-2

FOR SALE—CHEAP
1 Pool Room in Broken Bow, Okla. Nice, only one in town. Perfect location. 1 40x100 ft. Tent, like new. 1 complete Portable Skating Rink with good maple floor, new heavy-duty tent, beautifully trimmed inside, only 5 months old. Rink and Tent size 40x100 ft. 100 prs. of good Chicago Shoe Skates, or more if wanted. Good Music System. One of the nicest Portable Rinks out. Write or call **JIMMIE THEREATT, 304 S. 5th St., Henryetta, Okla. (Phone: 1831.)**

"CHICAGO"
Rental Clamp Skates—Regular Plastic Wheels
"DURYTE"
Long Wearing
Easy Rolling
No Dust
ORDER NOW
CHICAGO ROLLER SKATE CO. 4427 W. Lake Street
Chicago, Illinois

RIDES WANTED

To buy or lease. For deluxe Kiddieland next to drive-in theater on four lane highway. Season April 15 to September 15. Have these Herschell rides: Merry-Go-Round, Train, Skyfighters, Boats. Also Eli Number 12 Wheel, Ponies. Contact

Stanley H. Durwood
Durwood Theatres, Inc.

1806 Baltimore, Kansas City, Mo.

CONEY ISLAND

80 feet Boardwalk Frontage with an 80-foot Rathskeller below fronting directly on beach. In fireproof building, 30 feet deep. Excellent location near Aquarium. Available now with up to five-year lease.

HERMAN RAPPS

185 Montague St., Brooklyn 1, N. Y.
Triangle 5-4390-1-2

50 FASCINATION TABLES

FOR SALE!

• Brand New! • Never Used!
Available Immediately.
Located N.Y.C.

HERMAN RAPPS

185 Montague St., Brooklyn 1, N. Y.
Triangle 5-4390-1-2

Kiddie & Major Rides

FOR SALE

Merry-Go-Round, Ferris Wheel, Tilt, Octopus, Kiddie Plane and Autos—or will consider permanent location in the East

BOX NY-155

c/o The Billboard, 1564 Broadway
New York 36, N. Y.

WANTED

Settled Man for Kiddieland to operate rides and keep park clean. Must be reliable and sober. Contact

WILLIAM ENFANTE

47 Crittenden St. N.E.
Washington 11, D. C.
Phone: TUCKERMAN 2-4942

COMPLETE KIDDIE AMUSEMENT PARK

FOR SALE

Nine Rides and Concession Stand and Equipment. In Midwest town of 125,000.

J. McNEICE

812 Hennepin Ave., Minneapolis 3, Minn.

Locations Wanted

FOR HOT RODS AND JUNIOR HOT RODS

Hot Rods, Inc.

220 W. 42d St.
New York, N. Y.

Butler Amusement Park

Want Custard, Long Range Gallery, Fun House, High Striker, Archery, Octopus, Caterpillar, Little Dipper, Scooter, Kiddie Rides and Portable Roller Rink. Will sell or lease Penny Arcade. Ride Help wanted. All replies:

MRS. ROSE M. LONGO

260 McBride Ave. Paterson 1, N. J.

KIDDIE CAR RAILROADS

Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.



LAST CHANCE TO BOOK ON THE GALVESTON PLEASURE PIER

★ OPENING MAY 1, 1957, FOR THE FIRST TIME ★

Exclusive on Fun or Glass House, Ball Game, Bear Pitch, Glass Pitch, Fish Pond, Basket Ball, Straight Sales, High Striker. Exclusive on Grab. Straight percentage on all concessions.

Two air-conditioned stores ideal for auction, souvenirs, photos, beach-wear. Percentage arrangements or flat rental.

ALL REPLIES

TEXAS PLEASURE PIER CORP.
SEAWALL BLVD.

GALVESTON, TEXAS

WIRE, WRITE OR PHONE

DAYS—2-2229

NIGHTS—2-1377

Terrific opening for Merchandise Bingo, Fascination or Line-O-Rama. Straight percentage

KIDDIE RIDES WANTED

For De Luxe Drive-In Theater

Near large army post.

Plenty of space for 3 or more Rides and Trailers.

Can operate day and night, also while show is going on.

Operator must be sober and reliable.

BOX D-271

c/o The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio

FOR SALE

8-Car Hey-Day—Fair Condition

Good price—can be seen in operation

WANTED

Double-Track Organ, in Good Condition

PALACE AMUSEMENT CO., INC.

OLD ORCHARD BEACH, MAINE

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

CHOICE LOCATIONS WANTED—GAMES FOR SALE

200-seat Skil Bingo, complete with seats and board. Can be used for four 50-seat Six-A-Line Games. 50-unit Fascination Game, complete with seats, perfect condition. New 60-unit Skil-A-Line Game, all electric, with automatic checker and travel light. Played like Fascination.

Write **MONTEREY HOTEL, Asbury Park, N. J.**

DUE TO ILLNESS

Will book for season at Folly Beach, S. C., on the Boardwalk. Only park here.

Kiddy and adult Rides other than Merry-Go-Round. Concessions other than Snow, Floss, Apples, Corn. Have operated here past 25 years to wonderful business. Doctor's orders not to operate own Rides other than ones mentioned above, which my wife can manage. If you have the Rides, want to make money, no ups or downs, act quick. Season runs April till Labor Day.

EARL R. JOHNSON, Box 44, Phone 2523, Folly Beach, S. C.

WANTED

MERRY-GO-ROUND or COASTER

for season on percentage

WONDERLAND PARK

Batavia, Ohio

WILL LEASE

CONCESSION SPACE FOR 1957

Established, modern amusement park; up-to-date concrete block buildings. Milk Bottles, Cat Rack, Duck Pond, Glass or Pottery Pitch, Pitch Till You Win, Dart Game or anything that doesn't conflict.

OLCOTT BEACH PARK CORP.

Olcott, New York

FOR SALE

Archery, Baseball Batting Range and Miniature Golf located New York City. Excellent opportunity. Also space available for Penny Arcade.

Pelham Amusements, Inc.

370 West 170th St. New York 32, N. Y.

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.

GIVE TO DAMON RUNYON CANCER FUND

CHOICE CONCESSION SPACE STILL AVAILABLE



ROCKAWAYS' PLAYLAND OFFERS BUSINESS OPPORTUNITIES

Newly created modern concession spaces available for either "Electric Penny Pitch," "Fish Bowl," "Bang-a-Basketball," "Duck Pond," "Three-in-Line," "Handwriting Analysis" or other skill games not conflicting with existing concessions. These spaces have game counter frontage on both 98th Street and the Midway, the central area of the Park.

The location of Rockaways' Playland is at present a focal point for eight major transit systems serving millions of people in the greater New York area, and with the new Independent Subway extension operating, we anticipate unlimited business potential.

This new Independent Subway system connecting Rockaway Beach with the entire New York rapid transit system which commenced operation last July 1, provides rapid transit for the masses at low cost.

Interested parties immediately address inquiries to Real Estate Dept.

Do not telephone.

ROCKAWAYS' PLAYLAND

Ocean to Blvd., 97th to 98th St.,

Rockaway Beach, New York City, N. Y.

Give details, background, and references. Only reliable and experienced operators with sufficient means should apply.

FIRST TIME IN MANY YEARS! SPACE AVAILABLE

NEW YORK STATE LAKE RESORT
LARGE DRAWING POPULATION, LONG SEASON

WANT 2 OR 3 MAJOR RIDES

Tilt-A-Whirl, Octopus, etc. Have Merry-Go-Round and Kid Rides. Rides must be new, or like new in appearance. Liberal terms. Flat or P. C.

Write Box D-279, c/o The Billboard, Cincinnati 22, O.

RINGLING NAMES 1957 PERFORMERS

Some Acts Yet to Be Added to List;
Production Rehearsals Get Under Way

SARASOTA, Fla. — Names of acts to be with Ringling Bros. and Barnum & Bailey Circus for its forthcoming opening at Madison Square Garden, New York, are being announced as rehearsals of production numbers get under way at winter quarters here.

Among the acts signed are the Justino Loyal, Bostock and Karoly riding acts; Flying Alexanders, Behees and Comets, flying return; Sciplini's Chimps; Kaichi Nambu, upside-down acrobat; Dam Brothers, unicycle on wire; Lottie Brunn, juggling; Schumann's Dogs, an importation from Europe's Schumann Circus; Miss Elizabeth, aerial; La-Norma, aerial, and Antoinette Bisbini, aerial.

Otto Griebing is scheduled for high billing among clowns. Returning to the show's clown alley are Lou Jacobs and Paul Jerome. The Yong Brothers and Sister are booked and two more Oriental acts are being sought.

Show-owned acts and names of performers who will work them include tigers, Trevor Bale, who also is readying a bike act; bears, Albert Rix; lions, Paul Fritz; Liberty

horses, Charles Mroczkowski, and elephants, Hugo Schmitt. Schmitt also will present his own elephant-zebra-guanaco act.

Elephant Plans Told

The circus is planning to use 25 elephants in New York and Boston and 18 elsewhere.

More acts on the roster include the Alzanas, high wire; Idalys, high act; Marion Seifert, dressage; the Nocks, sway poles and their second act, Rixos, unsupported ladders; Lola Dobritch, wire; Tonito, slack wire; Toyakers, teeterboard; Marilex, plate spinning; Three Goet-schis, and the Kavarts, acrobatics.

It is understood that other talent still is to be announced.

Galla Shawn, who was scheduled to fill the trapeze vacancy left by Pinito Del Oro, fractured a vertebra in a recent fall from a trapeze at quarters here. She is in Sarasota Memorial Hospital and is not expected to resume work for about two months.

Harrington's Bows Long Run In Puerto Rico

SAN JUAN, P. R.—James B. Harrington's Gran Circo Pan Americano opened here March 1 for a 26-day engagement. Show runs two and a half hours and is using special blackout and lighting effects as well as wardrobe purchased from Ringling-Barnum.

Performers include Ulla Gotez Valenciano, single trap; Canestrelli, Chinese comedy; Silvers Johnson and clowns; Tony Gentry's pony drill; Sandow Trio; Great Monton; Dubsky acrobatic troupe; clowns; Margaret and Tony Gentry, elephant act; intermission.

Bill Valentine's flying act; clowns; Canestrelli, ladders; Gentry's chimps; Dubsky Risley act; Freddy Wolthing; Valencianos; the Eriksons, finale.

Staff includes Harrington, owner-manager; Leonard Simmons, manager; Capt. Enrique De Mell, superintendent; Marvin Eck, electrician.

Twin City Shrines In Day-Date Runs

MINNEAPOLIS—Shrine temples at St. Paul and Minneapolis were running separate circuses in day and date opposition last week.

Minneapolis Shrine Circus, produced by Noel Van Tilburg, was at the Auditorium for 19 performances ending Saturday (9). Erroneous dates for this show were published last week.

St. Paul Shrine Circus, with the Orrin Davenport production, scheduled 13 performances ending Sunday (10). That brought on a five-day overlap of the Twin City shows.

The conflict in dates is traced to rental of the St. Paul Auditorium to the Land O' Lakes Boat Show, produced by Van Tilburg, for the time when Davenport's show normally would be expected there. The St. Paul Shrine apparently had made no advance contract for the time.

Minneapolis Up 11%

Thru Wednesday (6) Minneapolis was running better than 11 per cent ahead of 1956 in attendance. This year's total was 67,887 as compared with 60,776 for the same period a year ago, according to Bud Johnson, general circus chairman.

At the same time concessions were about 15 per cent ahead of a year ago, Johnson said. Show cost from Van Tilburg was about the same as a year ago. Advertising sales for the program book were up somewhat.

The school kid set-up of 40 cents was being maintained as in the past and holding up well. General admissions were at \$1.20 and reserved seats at \$2.40. Johnson pointed out that of the total attendance thru Wednesday, 23,000 were for reserved seats, a sizable increase over a year ago.

The first Saturday matinee (2) was a sell-out with the second Friday (8) a strong sell-out well in advance. Three shows were run Saturday.

The acts are: Florence Trio, Marcelli and Janis, Eddie Kuhn's wild animals, the Wiregards, Hanel Troupe, Belmonte, Oscar Konyot's chimps and Reynold's Disneyland Seals, the Honey-mooners, Aerial Platos, Miss Mara, Aerial Ninons, William Buschbom's horses, Dam Brothers, Marilex Trio, Mlle. Lilliane, Sonny Moore, Young China, Yong Brothers and Sisters, Chai and Somay, Kristen-

Atlanta Shrine Signs Polack For May Date

ATLANTA—The Shrine Temple here will sponsor Polack Bros.' Eastern unit in May. This marks a switch in show and time, since Hamid-Morton has played this stand in November in past years.

The contract was offered to Hamid-Morton for May 6-11, but since the show already is scheduled to play Altoona, Pa., at that time, it was not able to accept.

Polack Eastern has signed the engagement for May 7-12, it was announced. The show will jump in here from Akron. New dates selected by the Shrine are five months after the November, 1956, show by Hamid-Morton.

sen Family, Fortseitz-Mendes Trio, Great Wasson Troupe, Kelly-Miller baby elephants, Top and Lauren, and the Flying Marilees. In clown alley were Joe E. Coyle, Roy Thomas, Jay Thomas, Ruby Landrus, Jack Landrus, Bozo Cary, Bill Alcott, Don Adams, George La-Salle, Leo Francis, Norman Atwell, Lew Christie.

St. Paul's Best Start

St. Paul Shrine circus attendance was "about average" for the first two days thru Wednesday (6), Earl Eide, circus executive director, said. Concessions were holding up well, too, he said.

While Eide had no figures available, he said first day set new attendance record, but that Ash Wednesday caused a cut at the gate for the second day. He expected the run to wind up ahead of a year ago for the same number of performances. Whether it will equal or go ahead of the total 1956 figure, which had two extra performances, could not be determined yet, he said.

House is scaled at 50 cents for kids buying tickets at the school, 60 cents for kids at the door, \$1.20 general admission, \$1.80 and \$2.40 reserved seats. The acts are George J. Keller's wild animals, the Orttons, Dick Lewis, Klausner's Trained Bears, Otto Griebing, Noble Trio, Johnson and Owens, Sherman Brothers, Helen Haag's chimps, Roland Tiebor's sea lions, Joe Lemke's chimps, Victor Julian's dogs and monkeys, Percy Rademacher, Les Gerdalos, Zavatta Family, Les Kimris, Flying Deislars, Carl Marx, the Rebertes, Four Kovacs, Franklin and Astrid, Francisco and Davison, Les Bons, the Roberts, Zoppes, Widaman's elephants, Ernie Burch, Armstrong and Saluto and the Great Wallendas.

TV Hypos Carded by Park Date

NEW YORK — Metropolitan area is blossoming out with opposition paper of the Ringling and Hamid-Morton & Hunt presentations. Times Square has seen some sniping for the latter group, some of it not standing long.

First go-round by Frank Braden, A. J. Clarke and Howard Y. Bary was set for Monday (11). Opposition show, set for Palisades (N. J.) Park, has a group of CBS television appearances set, and an appearance by George A. Hamid Sr. on the Mike Wallace "Night Beat" show April 10.

"Let's Take a Trip" will originate from the park's circus date, "What's My Line?" Sunday (10) was to have elephant trainer George Vidbel, and Pat Anthony, lion trainer, is projected for "To Tell the Truth."

The park date is holding off its newspaper ads and going in heavily for outdoor billing. Limited capacity, some 3,000, makes the use of a mail-order coupon such as Ringling's Madison Square Garden Show is using of little value.

Indoor Show Planned

AUGUSTA, Ga. — Paramount-American Circus is being projected here as an entry in the indoor circus field for next fall.

CIRCUS REVIEW

Polack West Unit Has New Distinctive Show

By TOM PARKINSON

CHICAGO—Polack Bros.' Circus has another feather in its cap, another outstanding performance to record alongside its now long line of distinctive shows. Its Western unit is offering a successful blend of established circus acts with peerless production and the nearly unattainable something new.

First in line and foremost in significance is the new Hawthorn Wild Animal Fantasy. Pretty Pat Jamison works the combination of seven leopards, eight wolf dogs, one black leopard and a zebra. The act centers on a high prop in the form of a face, and the leopards are first to appear in the mouth of the face and jump down into the arena. There is action, whip-cracking, snarling and prodding as the spotted cats are directed to their elevated places at the side of the arena. Then the wolf dogs enter from a low gate. The black leopard steps into the perch at the high "mouth" entryway.

Wolf dogs go to a central prop and a leopard leaps over them. One leopard makes lengthy jumps over another on pedestals. Two wolf dogs jump over the trainer. The black panther rears. A wolf dog and a leopard do rollovers simultaneously. It winds up with two flashy bits. In one the zebra is brought in to carry on its back platform, first a wolf dog and then a leopard. In the other, a series of fire hoops are located high on the big cage sides and rapidly the leopards leap thru the hoops on their way to the exit. If there is a fault with this act it is only that the wolf dogs anticipate their routine, telegraph their punch by starting a trick before the trainer cues them.

Risley Trampoline

Clouds swings by Evelyn Kent and Brenda Brysch bring shrieks for their breakaways. There also is a clown walkaround in keeping with the animal act. Producing clown Gene Randow works in this and also makes nearly continuous

jaunts thru the house before and during the show.

The Fredonias display surprising Risley, like a somersault to a foot-to-foot catch, the spectacular long leap of the little girl from a three-high spot down to be caught on the understander's feet. The act is accomplished and attractive.

The Kelroys are a trampoline foursome from England and Australia making their first appearance here. The bounding is fine. The incidental business is excessive and sometimes distracting. Rigging is fitted with a pedestal and a casting cradle; these are used for two novel tricks that will be imitated hereafter. In each a performer leaps toward a trapeze bar, overshoots the mark and zooms on to effect an ankle catch. Each version of it here gets good audience reaction.

Gutis' Comedy Clicks

The Original Gutis are back with the knockabout comedy and slapstick routine that they worked in this country a few years ago. It is a highly co-ordinated schedule of bumps and falls, plus starters in the form of two gorilla get-ups that chase two comic characters. Cage with rubber bars wins laughs. Wind-up has a "gorilla" in the audience to tangle with a plant. Latter gets in the act to reclaim a purse and ensuing skirt pulling gets more laughs, while the gorillas remove their masks to reveal that one is a man and the other is a blond girl, last of a score of surprises in this act. There is no question about the Gutis routine being funny; whether some of their variety hall bits always will be considered in good taste as well is debatable. Example is the use of a stream of water by a comic as a "gorilla" chases him.

Barbette Balancerinas

Barbette's influence on this performance is considerable, as it is bound to be any place he works. First of his offerings here is called Barbette's Balancerinas, with girls in three groups. Side sets are on low platforms to perform simple

(Continued on page 61)

A. J. Clarke Joins Ringling Press Staff

NEW YORK — Andrew J. Clarke, former Ringling contracting agent, will return to the circus this season as a press agent, taking the place left by the death of Allen Lester.

Clarke last was with the show in 1951. He has joined Frank Braden's press department here and they are to be joined by Howard Y. Bary. Reginald Denenholz has been named radio-TV publicity agent for the show. He has been a press agent for legit shows in New York.

Happy Kellems To Join Clyde

OKLAHOMA CITY — Clyde Bros.' Circus will feature Happy Kellems, tramp clown, it was announced here last week by owner Howard Suesz.

At the same time it was learned that Suesz's Hagen Bros.' Circus has signed to use the pony parade wagons and pony drill owned by George Cole of Palos Park, Ill. Ponies will be used in the show and the wagons will be used to decorate the lot.

Capell Says Circus Keeps Unit Going

SUPERIOR, Ariz. — H. N. (Doc) Capell's Shop-O-Rama Free Circus, merchant's show with carnival attractions, has been out all winter and business has been okay for this time of year, Capell said last week.

He credited the circus unit with drawing the difference between profit and loss. Circus offering is made up of acts worked by Capell family members plus John Maines, Mary Stone, Paul Bejano and Otis Reynolds. Clarence Auskings is agent.

Polack Western Distinctive

• Continued from page 60

acrobatics. At the center, four girls stand in a circle around a large tray which they support solely by ironjaws. Atop the tray Dollye Green performs acrobatic ballet movements. This act corresponds to that of last year in which slack wire routines were supported by ironjaw girls, but while that was open and visible, the current act loses its iron jaw feature because the girls are necessarily crowded together and faced inward. The wardrobe is superior and Barbettes insistence on drill, perfection and precision is fully apparent.

The Bertram Mills Chimpanzees, directed by William Lenz, are another new importation. It is different and pleasing, tho sometimes long. Opening has the chimps in routine bits. Then the pace changes and a boxing ring is introduced. Announcer Ross Paul joins the break, pulls up a chair and describes the chimp boxing match that follows. This is a cleverly trained act, with boxers and seconds going thru the motions of a fight. They acknowledge the bell when a round ends; there is a knockout in the second. Fight builds to its own climax, but when that isn't the end of the act the rest seems anticlimactic. Third phase has the chimps as a dance band and dancers, and the wind-up is less of a high point than the boxing decision. Clown entry follows.

Josephine Berosini makes a dramatic entrance and lives up to

it with her high wire act. She walks up an angled cable to reach her platform and start the horizontal wire routine that includes several crossovers, bike balancing and stunting in a sack. Then comes the walkdown on the slanted wire for a big finish to a good act, and it ends the first half of the Polack show.

Lorandos in Comedy

Barbette's Aeriallovelies open the second half. He has three huge suspended birdcages, in each of which there is a trapeze girl. There also is a ballet of web girls using the special rigging that Barbette perfected. Again, wardrobe is of unusually fine quality.

Three Lorandos work on and around a tight wire. This act, new to this country, has only a little wire walking in it, but it has comedy galore. There is a still uncounted multitude of falls as two of the trio cavort near the rigging. Trick stairs keep dumping them; there is considerable head beating with prop canes and clubs. It's another quick-paced tightly-routined act from German circusdom and one that is fresh and funny. Circuses need this type of comedy act, because the alternative, clowning, in its present state simply isn't up to the task of being funny enough. The exceptions are very few.

Mac and Peggy McDonald have the Besalou Elephants in top form and they have added a dog to the act with good effect. The bulls are doing a slightly different routine than in past years. There now is a rolling barrel stunt among the more familiar Besalou achievements. Baby Opal this time gets no special announcements for her forefeet, hindfeet and one-foot feats, but they are no less unusual.

Gold Trio Shines

Rose Gold Trio is back in the air. Fully recovered from injuries, Rose Gold is turning in superior performances as usual. The suspensions, the swing-ups, the dramatic drops all are there and in the special rhythm and pace of this act. And moving it to perfection is the styling, posing, posturing of its star.

The Lacy Troupe (6) makes a nice flash in its Balkan wardrobe and the giant rolling globes. The entire troupe's manipulating of the globes up and down a three-part ramp is act enough to win favor. Clowns work before and after. Then come the Paramount Bears, like the leopards, a Cuneo production. Feature of this one is a polar bear that rides a motorcycle, and the brown and black bears also do much. Pat Jamison and Karl Fisers work the act.

Can production be too good? Barbette's "Extravaganza Espanol" measures up to its billing. Extravagantly dressed chorus girls fill the arena and dance in the Spanish theme. Two girls are picked out for a special number, and then Francesca Kubik is spotlighted for a fiery Spanish dance a la "Carmen." It is allotted the time of a full act, tho it develops into an introduction to the flying act. This is a first class chorus number, unquestionably equal to most in stage, films and TV, and superior to many. It is entertainment, well done and enjoyable. But it is dancing and nothing more and therefore out of place in a circus.

The Palacios come forth with flying return that is outstanding. Surely no troupe appears to enjoy its work more. There are such spectacular stunts as a double cut-away, double full twister and pirouette back, and two and a half, closing with a passing leap and complex dives to the net.

Ross Paul is manager and announcer. Bee Carsey is musical director and Bernie (Soldier) Lonsdorf is superintendent.

UNDER THE MARQUEE

Karl Wallenda, as a member of the board for AGVA, visited Polack Western show while en route to the St. Paul and Minneapolis shows. His troupe is with the Orrin Davenport show playing St. Paul. In the troupe are Karl and Helen Wallenda, Carla Wallenda Bogino, Jennie Wallenda Farnham, Mario Wallenda, Herman and Edith Wallenda, Marga Nicholas, Patsy Ann Spier, Rose Marie Wallenda, Eddie (Wallenda), Dick Farnham, Gunter Wallenda and Marguerite Wallenda. Marge Nichols is out for two weeks to visit her father in Duesseldorf, Germany, following the death of her mother. Marguerite Wallenda and her husband recently had a baby girl. The Farnhams have their son and daughter with them. The Bogino children, Bennie and Enrico, also are with the troupe.

The Novellos and the Monkey Girl have again been signed for the St. Louis Police Circus.

Advance sale for Cristiani Bros. Circus at Macon, Ga., hit a new high of \$6,000. . . . The Parley Baers named their new daughter Elizabeth Dale. Father is in Chicago to help with Polack Bros. publicity. Mother is the former Ernestine Clarke.

Clown Arthur (Dutch) Jordan, recovered from a bout with a virus and leg injury, was a recent visitor with Johnny Sisson, who was putting in a week of clowning and puppetry at Filene's department store, Boston.

In clown alley at the Minneapolis Shrine Circus were Joe E. Coyle, Roy Thomas, Jay Thomas, Ruby and Jack Landrus, Bozo Cary, Bill Alcott, Don Adams, George LaSalle, Leo Francis, Norman Atwell, Lew Christie and Jack Harrison.

Bill and Jackie Wilcox are slated to leave Hot Springs soon to bill Crosby, Tex., for the Cole show.

Bill Brinley has his miniature circus at the Greater Hartford (Conn.) Fair, March 13-17. . . . Charles B. Schuler, press agent who handled the Cleveland Grotto Circus, hopped to Oklahoma City on a film job for Columbia Pictures, after which he is returning to New York.

Willis Lawson is going with Ringling. . . . The Howard Kings will have a Wild Life Show with Cristiani Bros. Circus. . . . Richard Barstow and Miles White are in Sarasota. . . . Ralph (Peaceful) Allen is back in Sarasota.

Buck Leahy writes from the James M. Cole theater circus that Mr. and Mrs. Fred Timmons, Clayton Hawkes, Milo Smith and the Art (Doc) Millers visited.

Bill (Buckles) Woodcock Jr. is with Hugo Schmitt's elephant department on the Ringling circus. Meanwhile, Bill Woodcock Sr. is set to take the Miller-Woodcock Elephants with the Carson Circus this season.

Arnold Maley is expected to be with the Cristiani circus this season. He has been helping out on the Cristiani advance. . . . Walter Nealand is to be press agent back on the Clyde Beatty Circus. . . . James Miller, son of Art (Doc) Miller, is wintering in Sarasota and will be back in the electrical department of the Cristiani show.

Wayne Larey, flying trapeze performer, has been visiting the indoor shows, including Hamid-Morton, Orrin Davenport and Polack Western.

Al Butler, formerly with Ringling and now ahead of "My Fair Lady," was the subject of a feature yarn in The Detroit Free Press recently. . . . Otto Zange caught the Davenport show in Cleveland. . . . The Ed Widamans will make

some Davenport dates with their elephant act. They have sold their dog act and rebuilt their rolling stock so that one truck now handles the act.

It was Harold Berg who handled publicity for the Detroit Shrine show. . . . Clown Jack Klippel, who was ill in Indianapolis General Hospital, has been recuperating at the Earle Hotel there. . . . Charlie Allen, of Allen's Bears, is recuperating at home in London, O., after hospitalization for injuries received when the car in which he was riding was hit by a train. A film made last fall for Walt Disney of the Allen bear act was shown recently on the "Mickey Mouse Club" TV show. The act is booked to be with Rink Wright this spring.

Mary Jane Miller reports from John Sullivan's Circus Hall of Fame that visitors included Pat and Oscar Konyot, the Roberto Vasconcellos, Jack Leontini, Happy Davis and Ron Henon, Jackie LaClair, Dewey Barto, Mauricio Drougett, Josephine and Mario Ivanov, Helen Dunn, Helene and Ray Hendricks, Jerome Braa, and the Vonderheids of Von Bros. Circus. The Sarasota High School's Sailor Circus will play Sarasota March 21-23 and 25. This year it has added a casting act. . . . Florida members of CFA will meet in Sarasota March 23-24 and attend the Sailor Circus. They also will visit the Sullivan spot and other Sarasota circus points.

Ella Bradna recently observed her 84th birthday anniversary. John Sullivan gave her a large photo of herself and the late Fred Bradna.

Lou Nelson, formerly with Hunt Bros. and other circuses, is with WHAW, Weston, W. Va., where he has a program and staff duties.

Al (Kokomo) Maddox is with the Gran Circo Panamericano in Puerto Rico for six weeks. Earlier he was with the Packs show in Havana. . . . Capt. David Hoover, has added a fifth lion to his act. He is wintering at Dania, Fla., along with the Roland Raffler pig act and Beers-Barnes elephants. Eddie Coleman handles the latter. . . . E. F. (Boppy) Day visited with Mr. and Mrs. Clarence Auskings at Buckeye, Ariz., where Auskings was ahead of Doc Capell's Shop-O-Rama show. The Auskings and Day were together on the Hunt Bros. advance 17 years ago.

Ray (Rayford) Bickford clowned at the Paramount Theater, Brattleboro, Vt., for a Disney picture. He planned a trip on behalf of the Clown Club, which he now heads.

(Continued on page 72)

WANT AT ONCE PHONEMEN and WOMEN

Prefer Man and Wife Teams. To sell Adult, Children's & U.P.C. Tickets only. Strong supplies in each town. Can make \$100.00 or more per week for each person if you will follow instructions. Must be sober and reliable. Long season to those who qualify. Write, wire or phone:

EDDIE MORAN

1301 Emerson St. or P. O. Box 38
Monroe, La.
Phones: 5-4221 Daytime—2-0150 Nights.

PHONEMEN or WOMEN

Shrine Club. Pay daily. This is a good one. No collects.

ED HAVERSTICK

Phone 9573
205 W. Harrison La Grange, Georgia

POLICE DEAL

INDIANAPOLIS, IND. (Other Large Cities to Follow)
Phonemen—Just starting working ten phones for Annual Exposition and Circus, selling tickets and banners. Sales running very good. Collections are excellent.
Promoter—Need one or two high-caliber men to sell exhibit booths; attractive proposition.

DUB DUGGAN

10-12 South New Jersey, Indianapolis, Ind. Phone: Melrose 46387 or Melrose 46389

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 w/ky. 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.)

10 BILLPOSTERS & LITHOGRAPHERS WANTED

Combination Billers, union, for 1957 season. State age and experience.

Address:
Floyd King, Gen. Agent
Want at once for winterquarters and for road season, A-1 Circus Painter and Letterer. Address:
Clyde Beatty Circus
De Land, Florida

MUSICIANS WANTED

For Mills Bros. Circus—Trumpet, Bass and Double Drummer. Others write. Address:

OVILA LEBOEUF

8311 Florida Ave. Tampa 4, Fla.

PHONE SALESMAN

I.L.A. — Sponsored Labor Book, 25%. Bums, drunks, don't answer. R. J. BOB TAYLOR, call collect. Regular work

BILL ARMAND

4731 Harrisburg Houston, Texas
Phone: W.A. 63991

WANTED

CRISTIANI BROS. CIRCUS

A-1 Union Organ Player, good proposition to right Man. New big Hammond. Long season. Report not later than March 18. Wire, no time to write.
A. LEE HINCKLEY, Band Leader
Cristiani Bros. Circus Sarasota, Fla.

WANTED

Small Elephant Act or any good Animal Act for June, July and to mid-August. Finest spot for house trailer and to spend the summer on Lake Lansing before Fair time.

LAKE LANSING AMUSEMENT PARK, INC.

Haskell, Michigan
Phone: Lansing, Mich., Federal 98221

PHONEMEN

Police and Firemen Deals Only.

PROGRAM PUBLISHING CO., INC.

203 Eye St., N.W. Washington, D. C.
P.S.: Clyde Wilber, contact.

PHONE MEN

Official AFL paper. Men who have sold labor and want a permanent connection in Los Angeles. Plenty of taps and reloads.

BR 2-1550 (no collects) or

8722 Santa Monica, Los Angeles 44, Calif.

PHONEMEN OR WOMEN

Something new, year-round Deal, State-wide, no Tickets or Banners. If you can spiel—we have the Deal.

Call 7-4864, Knoxville, Tenn., or

Al, 5-6203, Nashville, Tenn.

3 PHONEMEN

2 PROMOTERS

Shrine, Police, Grotto Deals. U.P.C.'s and Program.

RAY JOHNSON

203 No. Toombs or Phone 5771
Valdosta, Ga.



Cimse's Scottish Collies
P. O. Box 986
Trenton, N. J.
February 25-March 3
(FREE March 20 through April 4)
Available through every leading agency

WANTED 2 EXPERIENCED PHONE MEN

Six weeks' work here. Minimum of travel around Ohio cities all year. 25% collected and paid daily. Over 2,500 taps. Strong sponsor.

Youngstown, Ohio.
Call Riverside 6-6409—9 to 5.
No Collects.

PHONEMEN (FOUR) MILLS BROS. CIRCUS

Lions' Club Fourth of July, Cranwood Race Track. Two Bannermen, must be sober, sell clean. Daytime VI 3-9307; Nights GA 1-3760, Cleveland, Ohio.

Jimmy Rates, call collect.

(2) PHONEMEN (2)

State Convention Year Book. \$8,000 renewals. All Maryland to be worked before July. HAVE GOOD DEAL FOR CREW MANAGER.

BOB FEENEY
935 Gist Avenue Silver Spring, Md.
JU 5-2070—JU 8-5736

2—PHONEMEN—2 Clyde Beatty Circus

Work all season under top sponsors. (Van, Rankin, Buckley, call.)

Phone: Olympia 8-6419
Wilmington, Delaware

RING BROS. CIRCUS WANTS

Wire, Ground, Aerial Acts; Ballet Girls, Clowns. Can place Mexican Family. Mike Casga, Henry Thompson, contact. Seat Men and Riggers, come on.
4500 Mobile Highway, Pensacola, Fla.

FINALIZES PROGRAM

Latin-Quarter '57 Allentown Feature

ALLENTOWN, Pa. — Changes in both its midway and grandstand attractions have been confirmed by the Allentown Fair. Lou Walters' Latin-Quarter Revue has been booked in by the Willard Alexander Agency for six nights; Reithoffer Shows will provide the rides and shows, and Bernard (Bucky) Allen will operate the concessions. Naming of the Reithoffer and Allen interests on the fun zone marks a departure for the fair and came after spirited bidding by four

carnivals. The date has been filled for many years by the World of Mirth Shows. There was also keen competition among five offices for the grandstand show which was held by the Music Corporation of America last year and in 1955 by the then George A. Hamid Agency.

Allen has been concession manager of the World of Mirth Shows for many years, and it is understood the Allentown award has not affected his status with the carnival.

Hikes Rates

The fair is increasing ground rentals by \$1 per foot for all stands, and is hiking the game space prices 20 per cent. In addition to the prime space held by Allen, there is some independent space. The directors' vote on the midway proposal was 45-2.

In another decision, the fair named an automobile racing committee headed by Samuel W. Traylor III. The association, it was indicated, plans to promote its own Saturday auto races this year.

Hausman said first steps in a building program would get under way shortly with intense planning. In recent years proposals have been discussed, and commented upon favorably, for an entire new fair plant containing a year-round coliseum.

Calgary Posts Record 42G Rodeo Purse

CALGARY, Alta. — The largest cash prize list in its history, \$42,450, is being offered by Calgary Exhibition and Stampede to cowboy contestants at this year's show.

The total is up nearly \$7,000 from last year and more than \$4,000 of the increase will go toward chuckwagon races which will have a purse of \$19,450.

The saddle bronk riding contest will have a purse of \$4,300 and \$3,600 will be offered in the bareback bronk, calf roping, Brahma bull riding and wild steer decorating events.

150-YR. THEME PROPOSED FOR FAIRS IN 1957

BOSTON — A suggested theme for advertising and promotional work this year, projected by Leo Doherty, director of fairs in Massachusetts, is the 150th anniversary of the first agricultural fair in the nation. In 1807, it is related, Elkanah Watson exhibited a pair of sheep on the public square in Pittsfield, Mass. A 26-name petition was gotten up by farmers for a cattle show, held in that town in 1810. The following year the Berkshire County Agricultural Society was incorporated with Watson as president.

Iowa State Pact Barnes Night Revue

DES MOINES — Iowa State Fair here has awarded a contract to Barnes-Carruthers Theatrical Enterprises, Chicago, to provide the grandstand show for six nights of the fair's run. Besides a Barnes-Carruthers revue, the show will offer a name attraction, to be booked thru the B-C office.

Plans are under way to move the stage closer to the grandstand to provide better vision and hearing and give a more intimate atmosphere to the presentation of the show. Methods of moving the stage are to be worked out in the next few months by fair officials and Sam J. Levy Sr., of the Barnes-Carruthers office.

Mercedes, Tex., Picks Cover Girls

MERCEDES, Tex. — The Rio Grande Valley Livestock Show, which starts its five-day run here Monday (18), put a new twist on its beauty contest. The run-off is called the Cover Girl Cavalcade and features 32 lovelies representing that many 4-H and FFA clubs. The winner, who will be Miss Cover Girl, 1958, will be selected the night before the fair and rodeo opens.

La. State to Spend \$166,000 on Grounds

SHREVEPORT, La. — The Louisiana State Fair has launched a \$166,000 improvement program in preparation for this year's annual exposition, Joe T. Monsour, secretary-manager, announced last week.

The program of proposed improvements was approved at a recent meeting of the board of directors and includes new construction, remodeling and razing of outdated buildings. Work on the program has already begun.

Biggest single item is the construction of a new restroom on Pershing Boulevard at an estimated cost of \$32,500. Another new restroom will be constructed in the carnival area at a cost of some \$30,000.

New stadium-type chairs will be installed in the center portions of

the Hirsch Youth Center at a cost of \$18,261 and heating of the huge arena building has been completed at a cost of \$15,807. Ticket boxes and turnstiles will be purchased for the Youth Center at a cost of \$1,800,000.

Improvements to the grandstand offices—including heating and ventilation—will cost some \$10,800 and repairs to the Merchants' Building are expected to run about \$10,000.

A new race track guard rail will be installed at a cost of \$8,030, and an extension of the livestock building and tie rails will cost approximately \$8,600,000.

Other construction includes expansion of the sewer system, new Agricultural Building doors, installation of new sidewalks and a paging system for the Livestock Barn area.

Summer Fair In Pa. Sets Show, Contest

CEMENTON, Pa. — The Cement Belt Fair has added a Miss Lehigh Valley beauty contest for the 1957 run, June 17-22. Early bookings indicate that more than 50 business and industrial firms will exhibit. Fair site is at Home Park here.

Edward Galgon and Victor Tallotta are co-chairmen of the fair, and reported signing the Reithoffer Shows for the midway. They noted a steady rise in attendance, the 1956 turnout topping 36,000.

LARSON LEAVING

Directors Force Brockton Vacancy

BROCKTON, Mass. — The Brockton Fair was left temporarily without a manager last week, a result of the dismissal of Carlton J. Larson. The action culminated an internal dispute which had grown in intensity since January, when a stock hassle was resolved. It is understood there still is some question over finality of the stock decision.

Dismissal of Larson, who came here two years ago as successor to Frank Kingman, who had left for Winston-Salem, N. C., was announced by the new fair association president, George L. Carney Jr. Larson said his children will finish the current school term here, but that he has no other immediate plans.

Issue arose immediately over the announcement, with Larson claiming his contract is in effect thru this October, and that some of the accusations made against his competence and operation border on slander.

Last November the then board of directors, Carney charged in County Superior Court, voted to sell to themselves or their relatives 131 shares of treasury stock in order to allow them to retain control of the corporation. It was later ruled that this voting stock not be allowed, and the subsequent election in January saw the new directors voted into office. In addition to Carney, a leading figure in the new group is Howard Buckley, treasurer, not related to Dr. George Buckley, who was president at the time Larson was retained as manager.

Larson told The Billboard the new officers asked for his resignation a week ago and that he refused. They met on Saturday (2) and voted to dismiss him.

Kingman, since joining Winston-Salem, left there to become executive director of the International

Corporation of Fairs and Expositions. Larson, 42, came to Brockton from Dunkirk, N. Y., where he was manager of the Chataqua County Fair for five years. More than 50 prospective managers for Brockton replied to an ad in The Billboard. Larson has been a letter service businessman, Chamber of Commerce advertising and promotion director and secretary-treasurer of the Western New York Fairs Association.

Atlanta Inks Rin-Rin-Tin, Holmes Rodeo

ATLANTA — Southeastern Fair has signed Rin-Tin-Tin, Jimmy (Lt. Rip Masters) Brown and Leo (Rusty) Acker to head up a rodeo program this year to be produced by Holmes Rodeo Company.

The Rinty group—all principals in the TV film series—will do a 20-minute feature act during the program which will include a film-shooting sequence and a dog training routine.

The contest rodeo will be a new attraction at the fair and the use of name attractions is likewise a departure. Over \$4,000 in prize money will be awarded in five major rodeo events—bareback bronk riding, saddle bronk riding, Brahma bull riding, calf roping and bulldogging. The rodeo is under Inter-State Rodeo Association auspices.

Selinsgrove, Pa., Will Celebrate Its 25th Birthday

SELINGSGROVE, Pa. — The Selinsgrove Fair, to be held the week of July 15, will celebrate its 25th anniversary this year and the program will be themed along those lines, Roland E. Fisher, manager, announced.

Reithoffer Shows will provide the rides on the independent midway. Grandstand attractions will include the B. Ward Beam thrill show, Gene Holter's animals, Pat Kelly and his Shamrocks with Judy Lynn, and the annual beauty contest. Free acts are planned, with auto racing scheduled for the Sunday following the fair.

Blackwell Quits As Secy.-Mgr. Of Ind. State

INDIANAPOLIS — Kenneth Blackwell has resigned as secretary-manager of Indiana State Fair Board, a position he had held since 1953.

Gov. Harold W. Handley, in confirming the resignation, said he would offer the Johnson County Republican another position in his administration. Handley declined comment when asked why Blackwell had resigned.

Blackwell, according to rumor circulating in the city, may be appointed public relations counsel of the Alcoholic Beverage Commission, a State agency.

Blackwell's successor will be chosen March 20 at a meeting of the 19-member fair board, of which Handley and Lt. Gov. Crawford Parker are ex-officio members.

In resigning, Blackwell terminated a 10-year affiliation with the fair. He was first named to the fair board in 1947, was elected board president in 1950, and continued in that position until he became secretary-manager in 1953. Before he took the secretary-manager's post, he had served several terms in the Indiana House of Representatives.

Miss BeBe Says . . .

FAIR OPERATORS SECRETARIES CONCESSIONERS

AND ANYONE INTERESTED IN THE FAIR BUSINESS—

NEEDS THE BILLBOARD EVERY WEEK!

Make Money—Save Money. Subscribe NOW—This Easy Way.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
 Yes Please send me The Billboard for one year at \$15.
 (Foreign rate, one year, \$15)

900

Name

Address

City

Zone

State

Occupation



I WANNA SEE THE AUL SWENSON THRILLCADE JUMBO OF ALL THRILL SHOWS

P. O. BOX 1553 SOUTH SIDE STATION SPRINGFIELD, MISSOURI

For Your Fair... Park... Celebration Book

THE MALKO TROUPE

Flying Trapeze Artists

MIKE MALKO P. O. Box 322 Bloomington, Ill.

WANTED—WANTED

For immediate openings. Singles, Duos, Trios and entertaining Cocktail Units. Must be sharp. Send photos and backgrounds.

Al Dvorin Agency
 54 W. Randolph Street Chicago 1, Ill.
 Franklin 2-4980

License Fees Change Fast In Regina

REGINA, Sask.—Outdoor show ops with Regina in mind would do well to brush up on the latest quotes for license fees before making any move.

As matters stand now, the tab for carnivals, circuses, menageries and shows has been cut from \$200 a day to \$100 for the first day and \$50 for each succeeding day.

But the way city council has been kicking the matter around, anything can happen.

A few weeks back, the Regina branch of the Canadian Legion petitioned council for a fee reduction so that J. P. (Jimmy) Sullivan's World's Finest Shows might play the city this summer.

Council amended the licensing by-law at that time to put carnivals in a category separate from circuses and set the fee at \$100 a day for the first day and \$50 for each succeeding day.

At a subsequent meeting, council reverted to the original \$200 a day rate for carnivals, circuses, menageries and shows.

Now things are looking brighter for outdoor show business. When the subject came before council for a third time, a decision was made to charge \$100 for the first day and \$50 for each succeeding day despite objections of one alderman that a lower fee would result in a loss of business for city theaters which are now "struggling for existence."

Midwest Club Takes Over New Quarters

MINNEAPOLIS — The newly organized Midwest Showmen's Association has taken possession of its new clubrooms at 916 Hennepin Avenue here and will launch a redecorating program soon.

The rooms are located in the center of the Minneapolis Loop in the theatrical section.

Two meetings have been held since inception of the club in January, both at the home of President William T. Collins. A charter has been obtained and a number of committees have been named.

Officers, in addition to Collins, include Frank Winkley, first vice-president; Charles Carroll, second vice-president; Bernie Thomas, third vice-president; John Libby, secretary, and Stan Muckle, treasurer.

Stapleton Pacts Michigan Cele

GOODRICH, Mich. — Charles Stapleton, operator of Fun Fair Shows, has been awarded the contract for an independent midway at the Old Settler Days here June 12-16. Along with the fun zone, the celebration will feature fireworks, a fishing contest, free acts, 4-H and FFA displays, merchants' exhibits and a number of other contests and special events. F. (Bucky) Walters is manager of the event which will be held on a school athletic grounds.

Peppers Preps For Fla. Date

MOBILE, Ala.—Pepper's All-State Shows moved back into quarters here after getting just fair business at the local Mardi Gras. Organization will spruce up its equipment before moving on to Milton, Fla., for a March 28 opening.

The Peppers line-up was augmented by Buff Hottle's Loop-o-Plane and Tilt-a-Whirl during the local celebration.

After closing at Milton, the organization will play Pensacola, Fla., for the Civitan Club and then head for West Virginia territory.

Hub Opening Set by Carr

NEW YORK — Larry Carr, operator of Carr Amusements, has been active here, drumming up business for his bazaar and celebration season in the greater Boston area. Show operates in two flexible units.

Opening is set for Monday, April 15. Frank (Shrimpie) Rappaport is joining with his string of games.

Gooding Buys Rides, Gear From Ohio Park

COLUMBUS, O.—The Gooding Amusement Company has purchased practically all the portable amusement equipment from Forrest Park, Dayton, O., F. E. Gooding, president, announced last week.

Included in the purchase were a 40-foot three-abreast Merry-Go-Round, a No. 5 Eli Ferris Wheel, a seven-car Tilt-a-Whirl, and Allan Herschell Looper, 15 Lusse Scooter cars, approximately 10 ticket boxes and considerable machine shop equipment. In addition, the purchase included all the park's picnic tables and chairs and some miscellaneous repair parts.

Gooding said that part of the equipment will be used in his Zoo Amusement Park here, some will be absorbed by the carnival operation and the remainder will be sold after being refurbished.

Gooding Amusement Company also added to its back-end attractions recently with the purchase of a Funhouse from King Amusement Company.

VENTURE SOUTH

24 Fairs Carded For Reithoffers

NEW YORK — A route of 24 fair dates has been set by the Reithoffer organization, headed by the Allentown and Bloomsburg, (Pa.) fairs, the Great Barrington (Mass.) Fair, and an initial venture into the South with a half dozen dates. There are still a couple of open weeks for which fair contracts are being negotiated, Pat Reithoffer Jr. said.

The family operates 51 rides, split into as many as eight units during the still date season. Early dates are in Pennsylvania and New York State, enabling flexibility in huffling of equipment between dates.

Opening this year has been set back to May 10, it was announced, a full month later than in previous years. Unpredictable and often unfavorable weather will be skirted by the move, unless an accumulation of labor in quarters at Dallas, Pa. and at the Reading and Honesdale fairgrounds compels an earlier opening.

Additions of a Spinaroo was reported, and early completion of six new 50-foot light towers for the coming season. A dozen show

fronts are reported ready, with four more under construction.

Cutouts for Flash

Work in the Dallas shop, a 60-by-100 shed, has produced a large number of plywood cutout figures for kiddieland decorations, a new kiddieland archway and lighting, and a novel snake show front expandable to 130 feet without use of canvas.

Fairs already set are Red Lion, West End, Honesdale, Allentown and Bloomsburg, Pa.; Owego, Whitney Point, Waterloo, Canandaigua, Caledonia, Angelica, Lowville, Palmyra, Watertown, Schaghticoke and Brookfield, N. Y.; Troy Hills, N. J.; Great Barrington, Mass.; Union, Orangeburg, Newberry, Manning and Waterboro, S. C., and Warsaw, N. C.

Pat Reithoffer Jr. and his father will operate two of the units, as will brothers-in-law William Goodman (Green Unit) and Claude Spancake (Orange Unit). Builder and mechanic in quarters is Don Hoyt and painter is Bill Harlow. Aiding them are Ray Deperina, Kelly, Wally Peterson, Richard Keith and Cy Oleski.

One of the show's Ferris Wheels has hydraulic operation and the four Merry-Go-Rounds have been built onto custom trailers, both developments permitting easy erection.

A date added last week was the June 17-22 Cement Belt Business and Industrial Fair at Home Park, Cementon, Pa.

Lajoie Adds Four Rides; Opens May 3

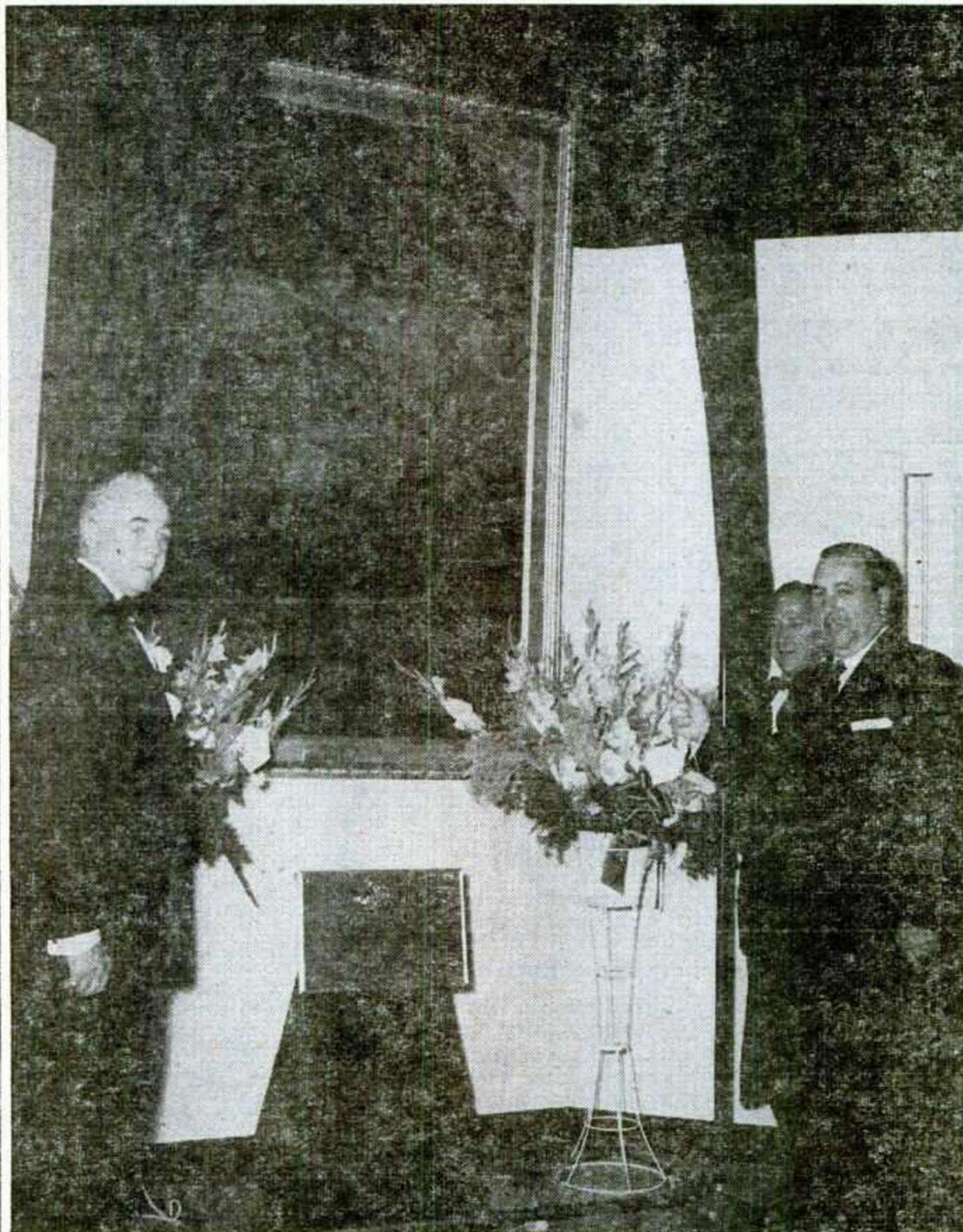
NEW BEDFORD, Mass. — Four rides have been acquired for the Lajoie Amusement Company, giving it a total of eight for the coming bazaar and celebration season, after which it will likely see action with other shows at fairs.

Manager Normand Lajoie reports addition of a Merry-Go-Round, a second Ferris Wheel, and two other rides. Show will open May 3 with all units refurbished and painted.

A dozen to 15 concessions will be carried, with no duplication planned. Routing will be confined to Massachusetts, Connecticut and Rhode Island. Lajoie said a free act will be booked thru the Al Martin agency, Boston, and that delivery is awaited on considerable new canvas.

Hammontree Maps Two Rides for Ala. Spot, Mulls Third

CHATTANOOGA — Back in quarters here after a business-pleasure trip to Miami, William O. Hammontree, who with his father, Bob, operated the Mighty Hammontree Midway and Silver Slipper shows for a 10-year span until 1955, announced plans to instal a Merry-Go-Round and Double Loop-O-Plane at Lake Attalla, Ala. Hammontree had five rides in operation there last year. He also plans to erect a Roller Coaster at the spot.



UNVEILING OF A PORTRAIT OF BUFFALO BILL (WILLIAM F. CODY), first president of the Showmen's League of America, highlighted the dedication February 26 of the League's new club building. Chicago's mayor, Richard J. Daley (right foreground), was assisted in the unveiling ceremonies by Al Sweeney, 1957 League president (left), and Maurice Ohren, 1956 president, during whose term the building was purchased, modernized and furnished.

RIDE FOREMEN AND SECOND MEN

Foreman for No. 5 Eli Wheel and Tilt-A-Whirl. Second Men for Tilt, Octopus and Kiddie Rides

I play Shopping Centers, one month on each location. I am interested in clean, sober, reliable Help, must drive. Single men, I furnish sleeping semi for them. Married men, if you own house trailer, your wife must drive same. I am interested in men who have manners and know how to handle children. This is a year-round job to clean-cut people who know rides and how to keep them in good condition as they are now. Winter quarters now open. Ride season starts April 1. Quarters at Greensburg, Indiana. FOR SALE—One Horse and Buggy Ride, in fine condition, price \$2,000. One 26-ft. Semi with two 100 KVA Transformers with switch boxes, outfit complete, \$2,000; good rubber, ideal for carnival. One 1951 Fruehauf Semi Van, 30 ft., good 900 rubber, price \$750. Two 3-ton Tractors, rubber good, a give-away at \$500 each. This equipment at my winter quarters at Greensburg, Indiana. Want to buy nice factory-built Popcorn Trailer.

W. R. GEREN 2510 Marr Rd. Phone 4600, Columbus, Ind.

NEW ENGLAND AMUSEMENTS WANT

RIDE FOREMEN for Jenny, Wheel, Octopus, Tilt and Kiddie Rides. Top wages and P.C. All Concessions open. Will sell ex on Ball Games and Pitches. Need Agents for Popcorn, Candy Apples and Candy Floss. Up and Down Help on Concessions.

Will consider good Ride Superintendent. Must know all Rides and can handle Help. Salary all you are worth and bonus.

Have 1955 Tilt and late model Octopus for sale, reasonable, with or without Trailers. All former help contact.

All replies to **HARRY J. KAHN**
60 PARKSIDE ST. Phone: Republic 6-0237 SPRINGFIELD, MASS.

SKERBECK'S GREAT NORTHERN SHOWS

WANT WANT WANT

SHOWS—Animal, Snake, Monkey, Midget, Glass House. Also flashy Fun House; will book or buy same. Good proposition to well-framed Hillbilly Show. CONCESSIONS—Hanky Panks, Ball Games, Center Pitch, Break The Record, Under and Over, Direct Sales, etc. Will book a well-framed Popcorn Wagon with everything but floss providing you also book one or two Major Rides non-conflicting. Will book four or five Kiddie Rides at have other location for our office Rides. Tony Fassbender, if interested, please get in touch. Opening May 14 at Escanaba, Mich. Winter Quarters open April 23. All Fairs and Celebrations in lower Michigan. First Fair July 16, then all Fairs until late September. WRITE (NO PHONE CALLS).
ENGENE W. SKERBECK, Dorechester, Wis.

HARRY SCHREIBER WANTS AGENTS

For Pin Store, Razzle, Slum Skillo, Wheel, Six Cats and Buckets. Also Hanky Panks. Men to put up and tear down. Attention: Lee, Frog and Bob Ruck, get in touch. Write me
c/o MIAMI SHOWMEN'S CLUB, 1799 N.W. 28th St., Miami, Fla.
Show opens April 6.

SOUTHERN VALLEY SHOWS WANT WANT

CONCESSIONS: Bear Pitch, Bingo, Fish Pond, Coke Bottles, Ball Games, Long Range Shooting Gallery and any Concessions not conflicting. Can use more Hanky Panks. SHOWS: ATHLETIC SHOW (Jack Bernard, get in touch). P.S.: Frank Miner, contact Clifford Gibson.
Address: **JOE SHARP, Gen. Mgr., BASTOP, LA.,** this week; **MINDEN, LA.,** next week.

PAN AMERICAN SHOWS SOLDIERS' BIG PAY DAY—WEEK APRIL 1

Want Photos, Long and Short Range Galleries, Bear, Glass and Bird Pitch, Popcorn, Bingo and Hanky Panks of all kinds. Want Musicians, Girls and Comedian for Minstrel Show, Manager and Acts for Sideshow. Operators for Monkey Speedway and Animal Show. Want Girl Show. Will book independent Shows. Want Foremen for Tilt-a-Whirl, Kiddie Rides and Chairplane; Second Men on all Rides. Must drive. Want Man to handle front gate and light towers. Snowing Baton Rouge, La., until March 30. Address: 1534 LAUREL ST., BATON ROUGE, LA. PHONE 2-4147.

TIVOLI EXPOSITION SHOWS WANT WANT WANT

FOR LAKE CHARLES, LA., SHOWING LOT AT ENTRANCE TO AIR BASE. CONCESSIONS: Glass Pitch, Basket Ball, Hoop-La, Pitch-Tilt-You-Win, String Game, Parakeet Pitch and Long Range Gallery. SHOWS: All kinds not conflicting. Address: **H. V. PETERSEN, Mgr., c/o GORDON HOTEL, LAFAYETTE, LA.,** this week; **LAKE CHARLES, LA.,** next week.

F. C. BOGLE SHOWS LAST CALL

Opening Ft. Leonard Wood, Mo., Friday, March 29. 30,000 Soldiers. Want Long and Short Range, High Striker, 6-Cats, Buckets, all Pitches, all Hanky Panks. Booking one of a kind only. Will book non-conflicting Shows. Write, wire or phone **F. C. BOGLE, Mgr., Arma, Kansas.**

MOTOR STATE SHOWS #2

WANT FOR CELEBRATIONS AND FAIRS—OHIO AND MICHIGAN
Hanky Panks of all types. Will give X on Glass or Pottery, Scales, Novelties. Can place one or two small Shows that caters to families. Can place Foremen on Rides, also Second Men. Must drive semi. If you wish, please do not reply. All replies to **F. DICKSON, Box 238, Quaker City, Ohio,** or **J. J. FREDERICK, 2263 Newton St., Detroit 11, Mich.**

PAGE BROS.' SHOWS. #1 UNIT

Opening last week in April, Franklin, Tenn., Rotary Club Annual Rodeo and Spring Festival. Held on school grounds. Want Electrician and Mechanic, Foremen for Wheel and Tilt, Second Men on all Rides, Hanky Panks of all kinds, Scales, Lead Gallery, Jewelry, etc. Operator for Cookhouse, Grind Shows. Want Business Manager and Kiddie Matinee Promoter. Bill Porter, Clarence Osteen, Bobby Sicksels and Earl Lane, contact. For Sale—2 Kiddie Auto Rides. **BOX 344 PHONE 1528 SPRINGFIELD, TENN.**

WANTED TO BUY

Used Round-Up, Rock-o-Plane, Glass House. No junk. Will sell 1949 Splitfire with or without rolling stock. Perfect condition.
HUBERT BENNETT
P. O. BOX 404 COOKEVILLE, TENNESSEE

Kile Skeds June Kick-Off

CLINTON, La.—Floyd O. Kile Shows will follow the practice set in recent years and will not open its season until late June, skipping the still date route. This was announced here at the show's winter base by Floyd O. Kile, owner-manager.

The route will take the show into Iowa, Missouri, Arkansas, Mississippi and Louisiana, Kile reported. A crew is working on eight office-owned rides here, getting them set for the bow, and the rolling stock is also getting attention. Two tractors were added to the fleet, and the show will go out with much new lighting and lighting equipment.

Some changes in the staff are contemplated to fill the gap left by the illness of Mrs. Kile, secretary of the show, who is confined to Greenwell Springs (La.) Hospital awaiting surgery. She reports gaining 29 pounds and is feeling fine. Recent visitors there included Roger Wohlberg, Kleta Miller and Mr. and Mrs. Art Parker.

American Beauty Makes Ready for De Soto, Mo., Bow

PERRYVILLE, Mo.—Work on equipment at the winter base of American Beauty Shows is under way, with a crew of five working under the supervision of Ashia Dopp. Show kicks off its season April 26 in De Soto, Mo.

The Jenny has been overhauled and painted, and the two Ferris Wheels are getting a going-over. H. W. Bartholomew, owner, left recently to complete his Iowa still-date route.

Mr. and Mrs. Bill Williams, who will have their kid rides on the show for a second year, were recent visitors here. Williams also serves as lot man.

Pa. Proposes New Sanitation Rules

HARRISBURG, Pa.—Circus and carnival operators making more than one-day stands in Pennsylvania would be required to supply drinking water and toilet facilities to patrons under terms of a bill introduced in the State Senate.

The bill reads: "Any person who conducts or operates any circus, carnival or exhibition or performance wherein trained animals are made to perform, and stunts and acts are performed by artists, acrobats and clowns in any one location for a period exceeding one day's exhibition or performance, shall provide drinking water and toilet facilities for the patrons."

WANT FOR TWO GIRL SHOWS
Canvas Help that sells tickets and drives truck. Exotics and Hula Dancers, experience unnecessary; one girl to feature. Good salary and transportation.
Contact **FRANK OR SUSAN TEZZANO**
1687 Arlington St., Sarasota, Fla. Phone Export 95983 or Ringling 62691 up till 18th of March; then Penn Premier Shows, Henderson, N. C.

ROCK CITY SHOWS
Opening Villa Pletta, La., March 8-17. Booking Hanky Panks of all kinds, everything open. Also need Agents. Phone or wire
GEORGE ISENHOWER
City Park Villa Pletta, La.

2 Games Tests Jersey Ruling

ATLANTIC CITY—Two game businesses are operating here in a test of the recent New Jersey Supreme Court decision outlawing the games. Prosecutor Lewis Scott said his office and local police are still under a lower court restraint forbidding interference with the games as they are now operated here.

The concessions involved are Plavo in the Lyric Theater and Skilo on the Boardwalk at St. James Place. Both are well attended by customers. The court decision bans skill games in which prizes are given. The decision was on a series of Wildwood cases. The two businesses here have gotten around the order by giving no prize for the first game a patron wins. The winner then is allowed to play a second game free and if he wins that a prize is given.

He added that a decision on games here is still pending before Superior Court Judge Vincent Haneman, who issued the restraining order last summer.

Business Off At Mobile Cele

MOBILE, Ala.—Despite good weather, the annual Mardi Gras, which wound up here Wednesday (5), produced just so-so grosses for midway operators playing the stand.

One reason for the lighter takes was the increased number of rides brought in as compared with a year ago. Out-of-town visitors reportedly were less prone to open their purses, and the ban on all concessions except straight sales added to the decreased incomes.

Ride operators included Bobbie and Russell Cooper, Frank W. Peppers, Johnny Denton, Tom Hickey, Hattie Wagner and Al Williams. The Roundup, on Williams' lot, was reportedly the top money-getter.

Visitors included Mr. and Mrs. Lee Creson, Carl Anstead, Bobbie Sicksels and Charles Lenz Jr.

Nelson, Cory Sked 10 Weeks in Cities

KANSAS CITY, Mo.—Ted Cory, local showman, and George W. Nelson, owner of the show bearing his name, have contracted a 10-week route in Kansas City and Omaha starting March 28.

Following the city runs, Nelson will take the show on the road to play his usual route of fairs and celebrations.

AGENTS—AGENTS—AGENTS
Bill McCoy wants Agents for all types of Hanky Panks, also for Buckets, 6-Cat and Swinger. Open April 10, State & Washington Sts., Indianapolis, Ind. (Civil Defense Exposition.) Contact:
BILL MCCOY
Paradise Park, Ruskin, Fla., until April 5. No collect wires or calls, please.

WANTED
1 32-ft. Allan Herschell 2-Abreast Merry-Go-Round. Will pay cash. Call collect or write:
TOM MARTINO
135 North 21st Ave., Melrose Park, Ill. Ph.: Filmore 3-3751

For Sale
1951 Tilt-a-Whirl
2 Kiddie Rides
Tilt used in small park only, like new condition. Kiddie Fire Truck and Circus Ride built by Pretzel Amusement Co. P. SHAFER
Washington, Ind. Ph. 1265R

RIDES FOR SALE
Super Rolloplane, equipped with Eyerly safety cables, portable, A-1 condition, \$2,500 cash. Kiddie Train, 4 coaches, app. 130 feet of track, Cushman gas motor, \$750.
NEW RIALTO PARK
Box 33, Olcott, N. Y.
Ph.: Newfane Spring 8-9417

FOR SALE
An extra No. 12 Eli Ferris Wheel, excellent condition, splendid flash, \$3,500.00 cash without transportation; \$4,000.00 with good transportation.
Operating this week:
Livestock Show, Forest, Miss.
MARIE K. SMUCKLER

WANT TO BOOK
Four or five Kiddie Rides for three days, May 16, 17 & 18.
Please contact
DON F. WOOD
Tyreanna Ruritan Club
R. F. D. 3, Box 128
Lynchburg, Virginia

CARNIVAL WANTED
ANNUAL AMERICAN LEGION POST CELEBRATION
AT WEST BADEN, INDIANA, JULY 1-2-3-4-5-6.
Write or Phone
DOW S. HENSON
Box 91, West Baden, Ind. Phone 205L.

Thank You
LEW & ZELMA WEINSTEIN
Eddie's Exposition Shows for your new Buick Roadmaster Riviera purchase.
"Save Money With Johnny"
JOHNNY CANOLE
8861 N.W. 18th Ave., Miami, Fla.
Phone: Miami, Plaza 1-0206

GOLD BOND SHOWS
NOW CONTRACTING FOR 1957
Rides—Shows—Concessions.
MICKEY STARK, Owner
P. O. Box 229 Mt. Sterling, Ill.
Winter Quarters at Fairgrounds.

EDDIE YOUNG WANTS
2 Bucket Agents, Hanky Pank Agents of all kind. Smiley Shores, E. (Red) Sherman, Al Whitlock, Joey Konefat, contact.
EDDIE YOUNG
Pittsburg, Kansas

WANTED
Medium-sized Carnival for Annual Celebration, week of June 16.
SPANISH PEAKS FIESTA ASSOCIATION
STAR CAYWOOD
P. O. Box 643 Walsenburg, Colorado

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.

WANTED TATTOO ARTIST
Great location. Big money.
WONDER LAND ARCADE
SAM J. LORD
442 So. State St. Chicago, Ill.

2 DONKEY RIDES
Would like to book them in with shows that have strong route of fairs and still dates. This is a money maker and will beat the ponies.
T. L. MARSHALL
Route #3, Marion, Ky.
Phone 691-M4

MIDWAY CONFAB

D. D. (Tex) Blake writes from Winter Haven, Fla., that Frank Koyama, veteran concessionaire and talker, is his house guest there. Visitors included Jim and Girard Davis, Lucky Land, Mr. and Mrs. Charlie Day and Claude C. Hildebrand. Lee Hayward and Maury Wykle are also in Winter Haven getting Carl J. Lauther's Side Show ready for the season. Lauther is on the mend after a recent illness. Tony Zarlengo will again be one of the unit's features.

R. (Goldie) Fitts, Side Show producer, is convalescing in Tampa after a stroke, but plans to hit the road again this summer.

Following the marriage of their daughter, Maxine, to Lou Clark, concessionaire with the C. A. Stephens Shows, in Presbyterian Church, Sanford, Fla., February 21, Mr. and Mrs. Whitey Morey, parents of the bride and concessionaires with the show, held a reception in their trailer for the entire personnel of the Stephens org. The bridal couple left February 23 for a honeymoon in Miami.

Torchy Lee and Lynn Holland have completed a new girl show to

tour on the Drago Amusement Company this season. The new show with 65-foot front will travel on a van and will be the second Lee-Holland girl show with Drago. In the line-up will be Debbie Lewis, Rose DeRose, Linda Reeds, and Phyllis, Ann and Patsie Ross.

Mr. and Mrs. William (Bill) Bachman, photo concession ops, are in Lutheran Hospital, St. Louis, following surgery. Mrs. Marie Simpson, sister of Mrs. Bachman, is remaining in the Mound City until the couple are released from the hospital. . . . Charles T. Goss, who represents the Velare Brothers in their ride operations, was a recent St. Louis visitor. He was headed for Baltimore to visit John Gallagan, who is hospitalized there, and then planned to stop off at Pittsburgh, Detroit and New Orleans before heading for his Long Beach, Calif., home.

Mr. and Mrs. Fred A. Miller, former concessionaire and secretary respectively on W. G. Wade Shows, have opened a combination fruit market and novelty stand two miles south of Homosassa Springs, Fla. . . . Don Dowis, owner of the Skywheels, recently flew from his Sterling, Colo., home to visit in Miami, Tampa and Largo, Fla. . . . George Dugan, candy concessionaire on the Strates Shows, is vacationing in Tampa and Sarasota, Fla.

Glenn and W. G. Wade, of the show bearing their name, and their aunt, Mrs. Hazel Crane, drove to Tampa from their Michigan home last week. En route, they visited E. L. (Ernie) Wade, a brother of Mrs. Crane, who was agent of the Wade and Joyland Attractions for a number of years and is now in the construction business in Orlando, Fla.

Rita Raye recently purchased a new Cadillac at the Tony LaRosa Auto Mart, Tampa. . . . Gene Kight has a Skid Row Show on the Blue Grass Shows, while LaVern Martin is working in The Thing Show for the Kights. Sig Anderson is painting house trailers on the show.

Larry Gaspodarski and Billie Timberlake have booked their Side Show with the Continental Shows which open the season April 25 in New York State.

James Kinsey, six-year-old son of Johnny Kinsey, advertising agent for the Continental Shows, has a skull fracture and is in critical condition in Fox Hospital, Oneonta, N. Y. The boy was struck by a truck February 28.

Jay Williams, who recently underwent an operation in Daytona Beach, Fla., is on the recovery road, reports Mrs. Williams.

The Aristocrat of Show Business

REITHOFFER

In Business Over 50 Years

I should personally like to thank all of my friends, committees, fair boards and associates who have been responsible in helping me secure the finest route of fairs in my history.

RED LION, PA.; OWEGO, N. Y.; WHITNEY POINT, N. Y.; WATERLOO, N. Y.; CANANDAIGUA, N. Y.; CALEDONIA, N. Y.; ANGELICA, N. Y.; LOWVILLE, N. Y.; PALMYRA, N. Y.; WATERTOWN, N. Y.; TROY HILLS, N. J.; BROOKFIELD, N. Y.; WEST END, PA.; SCHAGHTICOKE, N. Y.; GREAT BARRINGTON, MASS.; HONESDALE, PA.; THE GREAT ALLENTOWN & BLOOMSBURG, PA. FAIRS; plus UNION, S. C.; ORANGEBURG, S. C.; NEWBERRY, S. C.; MANNING, S. C.; WALTERBORO, S. C., and WARSAW, N. C.

WANTED: Outstanding Shows of all kinds. Will make room for you even if we have to leave office owned shows down.
WANTED: Motor Drome. Concessions for 4 separate units.
 Following people please contact me: Lennie Masters, Mickey Donahue, L. Billett, Congo—formerly with Marks. Have 4 office owned shows which need managers.

37 Luxerne Ave., Dallas, Pa. P. E. REITHOFFER JR. Phone: Dallas 44686

WEST COAST SHOWS

"THE WEST'S BEST MIDWAYS"

OUR TWO SHOWS WILL OPEN THE 1957 SEASON
FIRST CALL—APRIL 22nd—FIRST CALL

WE CAN PLACE RELIABLE PEOPLE FOR A LONG SEASON AS FOLLOWS:

SHOWS: Can place responsible GIRL SHOW OPERATOR. Must have his own P.A. system and performers. Must also follow office policy. We have everything else to make this a successful operation. Can also place experienced FUN HOUSE and GLASS HOUSE OPERATORS. Must be able to take care of show-owned equipment and drive. "BUSTER," if you are returning, let me know now.

HELP: Ride Foremen and Second Men on all Rides. Truck Drivers given preference. All Help who worked for us previously contact us. Your jobs are waiting. Can use Second Electricians. Contact Ed Hellwig at our winterquarters.

CONCESSIONS: Will book LONG RANGE, PHOTO GALLERY, SCALES & AGE or any Hanky-Panks not conflicting.

WINTER QUARTERS OPENS April 1 for all bona fide help.

All mail to HARRY MYERS, c/o West Coast Shows, Fairgrounds, Madera, California

\$200.00
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.

PATAGONIA FIRE CO.
HOMECOMING
JUNE 24 THRU JUNE 29
 Would like to book Rides, three major and three kiddie; also Concessions.
 Contact
MR. J. E. BARKER JR.
 1037 Adelaide St. Sharon, Pa.
 Phone: Sharon, DI 71792 after 4 p.m.



Strangest Attractions on Earth
 Devil's Child, Wolf Boy, Ape Boy, Fish Girl, Shrunk on Heads, Many others. Send for folder.

TATE'S
CURIOSITY SHOP
 Apache Junction, Arizona

POP CORN

If you want fine Pop Corn switch to Kempop "40," White or Yellow. It's the best that money can buy.

Indiana Pop Corn Co.
 Muncie, Indiana
 Ph.: At 8-9742

SIDE SHOW ACTS

Can place Acts of all kinds, including Talkers, Ticket Sellers and Inside Lecturers, for Riverview Park and Royal American Shows. All people contracted for 1957 season write.

DICK BEST
 BOX 2168, SARASOTA, FLORIDA

SUNSET AMUSEMENT COMPANY

OPENING THURSDAY, APRIL 25, EXCELSIOR SPRINGS, MO.

EXCLUSIVES OPEN: Bird, Glass and Lamp Pitches, Age and Weight, Custard. Can also place Milk and Coke Bottles, Punk Racks and Basketball, Hoop-La, Coke Ring, Cork Gallery, Strings, Pitch-Till-You-Win, Fish or Duck Pond and other Hanky Panks. HELP: Kid Ride Foreman, Front Gate Man and Second Men on Rides. All must drive semis. SHOWS: Can place Shows with own equipment (Girl Show booked).

ADDRESS: P. O. BOX 25, CORAL GABLES, FLA.

IF YOU WANT GOOD USED EQUIPMENT

FUN HOUSE—Beautiful panel front, built on trailer. Top money getter. SINGLE LOOP-O-PLANE—Perfect. ADULT FERRIS WHEEL—48' high. DOUBLE TUB OCTOPUS—Completely rebuilt. MERRY-GO-ROUNDS—Two 3-abreast, 1950 and 1951 models, top condition. KIDDIE RIDES—Merry-Go-Round, MT 12 Train with extra track and cars, Burdock Auto and Airplane Ride, Cage Ferris Wheel (trailer mounted). All equipment reconditioned, repainted to look and run like new. Set up for operation and inspection. For sale or will lease locally.

Taylor, Rt. 1, Box 199 B, Spanaway, Wash. GRanite 6410

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. Gallatin Rd., Pico, California
 Phone: OXFord 9-5210

FOR SALE

Int'l Gas Motor for Spitfire and all attachments, Chevy Gas Motor for Caterpillar, each \$200. Sweden Custard Machine with Mix compartment, \$600; Fifty gallon Water Cooler, \$125. All in good condition.

ROCCO AMUSEMENT CO.
 Terminal 9-1404
 P. O. Box 311 Argo, Ill.

BARGAIN

FOR SALE FOR SALE
20x50 COOKHOUSE COMPLETE

All butone equipment; including dishes, counters, tables, bally cloths, top and frame, etc. Can be seen at

BLUE BIRD TOURIST COURT
 Hgwy. 5 & 11, Bessemer, Ala.

JESSIE FRENCH WANTS

Dancing Girls and Ticket Sellers. Put you to work at once. All year work, close with Carnival Nov. 12, then into clubs. Four years same club and contracted for fifth year. Pay every night and P.C. Call club after 8 p.m., 4-8957, or write JESSIE FRENCH, 2501 Fourth Avenue, Tampa, Fla. No collect calls.

JAMES CHAVANNE

CAN PLACE

For Sideshow on Amusements of America Midway, Working Acts of all kinds; Impalement, Pin Cushion, Fire Eater, etc. Freak to feature, also good Annex Attraction. RITA RAYE, WESTLEY BLAIR, HARRY PINK, contact. Riverview, Fla., until March 29; then Sumter, S. C.

WANTED

SHOWS AND CONCESSIONS

Ride Help who are licensed drivers; drunks, save your time.

STARLITE SHOWS, Inc.

R. C. McCarter, Sole Owner
 Augusta, Ga., this week; then Camden, S. C., followed by Goldsboro, N. C.

WOLFE AMUSEMENT COMPANY

WANTS for Season Opening April 6

Foremen for Merry-Go-Round and Chairplane. Salary, percentage and bonus. Man to handle Kiddy Whip. Ride Men on all Rides; must drive semi. No drunks. Will book two Kiddy Rides, reasonable percentage. Want one more good Grind Show. Florence Porter write. Have good territory for Fun House.

CONCESSIONS—Popcorn sold. All others open. Want Ball Game, Fish Pond, Pitch-Till-You-Win, Cigarette Gallery, Long and Short Range, Hanky Panks of all kinds. Book one Milt Camp. Some percentage open.

Want Scenic Artist, Electrician, People all departments

This show has strong route of spring dates north, with 6 weeks on the Eastern shore (including Weirwood and Tuley, Va. Fairs) at the height of the vegetable-picking season, when thousands of transients are working in the fields and the money is there. 12 Southern Fairs booked. All replies:

BEN WOLFE, Owner-Manager, Landrum, South Carolina.

TED CORY WANTS

FOR 10 WEEKS STARTING MARCH 28, ON DOWNTOWN LOCATIONS IN KANSAS CITY AND OMAHA

RIDES—Geo. Nelson has plenty. SHOWS—Funhouse, Snake Show, other Grind Shows with first-class equipment. CONCESSIONS—Hanky Panks only, Photos, Long Range, Short Range, Derby, other Stock Hankies. Want Pea Pool Dealer, Color Game Dealer, Agent for 30-ft. Grocery Race Track (must know how to work for stock). WANT TO BUY FOR CASH—SEARCHLIGHT.

All Replies: TED CORY
 516 Fitzgerald, Kansas City, Kansas. (Phone: Fairfax 1-9040)

THOMAS JOYLAND SHOWS

WANT WANT

Show Painter and Scenic Artist at once. Want Penny Arcade, Fat Show, Minstrel, Animal, Unborn, Wildlife to join at opening. Can place Assistant Electrician, also Hanky Pank Agents for P.C. No collect phone calls.

L. I. THOMAS, Mgr., Circleville, Ohio

STOCK TICKETS		SPECIAL PRINTED	
1 Roll	\$ 1.50	Cash With Order Price	
5 Rolls	4.50	2,000	6.90
10 Rolls	8.25	4,000	7.80
25 Rolls	18.75	6,000	8.70
50 Rolls	24.00	8,000	9.60
100 Rolls	44.00	10,000	10.50
ROLLS 2,000 EACH		20,000	15.20
Double Coupons		50,000	33.00
Double Prices		100,000	135.00
No C.O.D. Orders		500,000	250.00
Size: Single Tkt., 1x2		1,000,000	250.00

TICKETS
 of every description
 Wheel tickets carried in stock for immediate shipment.

THE TOLEDO TICKET CO.
 Toledo 12, Ohio

Double Coupon Double Price

O. C. BUCK SHOWS

OPENING APRIL 25, MENANDS, N. Y.

Playing a route of proven still dates and a route of outstanding Fairs as follows:

Plattsburg, N. Y., July 30-Aug. 3	Hickory, N. C., Sept. 9-14
Gouverneur, N. Y., Aug. 5-10	Albemarle, N. C., Sept. 16-21
Elmira, N. Y., Aug. 12-17	Rocky Mount, N. C., Sept. 23-28
Malone, N. Y., Aug. 19-24	Greenville, N. C., Sept. 30-Oct. 5
Bath, N. Y., Aug. 27-Sept. 2	Monroe, N. C., Oct. 7-12

Another Fair pending for the week of October 14-19.

WANT: Ride Help for all major Rides, including Round-Up and Scrambler, Foremen, Second Men who can drive, also a Tower Man. Can place Painter and Scenic Artist at once.

WANT: Grind Shows or any worthwhile money-getting Attraction. Bull Martin, contact me at once.

Can also place a few Hanky Panks. Ride Help, contact William Beldock, Ride Superintendent.

Address O. C. BUCK, Winter Quarters, Troy, N. Y.

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.

Day Phone:
Melrose 6-6387

Night Phone:
Melrose 2-1978

P.S.: Daisy and Bull Martin, get in touch with Dub Duggan at once.

GLADES AMUSEMENT CO.

WANTS FOR FORT MYERS AGR. FAIR, MARCH 18-23, FORT MYERS, FLA., WITH TWO OTHER FLORIDA DATES TO FOLLOW

SHOWS: Any kind of outstanding Grind Show with own equipment. Can use Colored Revue for this date.

CONCESSIONS: Any kind of Prize-Every-Time Concession, Bear Pitch, Hoop-La, Fish Pond or any other kind of Prize-Every-Time Concession.

All answers to

JERRY SADDLEMIRE, Mgr., GLADES AMUSEMENT CO.

Pahokee, Fla., this week; Ft. Myers, Fla., Agr. Fair, next week.

JOHNNY T. TINSLEY SHOWS

"AMERICA'S MOST MODERN MIDWAY"

Opening March 30—Downtown Greenville, S. C.—10 Big Days

Followed by long route of Celebrations and 18 Fairs that start in July and end in November. The top money-winning truck show route in the East.

WANT - - - CAN PLACE - - - WANT

RIDES: Scooter, Coaster, Dark Ride, Funhouse and Speedway. **SHOWS:** Sideshow, Illusion, Midget, Monkey Drome and Punks. **CONCESSIONS:** Diggers (Richard Coleman, contact), Photos, Cookhouse, Novelty, High Striker, String, Custard (Sam Maddaloni, contact), Palmistry, Arcade, Short Range, Bear and Bird Pitches, Hoop-La. **HELP:** Place Foremen for Caterpillar, Fly-o-Plane, Rock-o-Plane; Second Men all Rides. Must drive. Payday every week. Operators new Jungletand and Hawaiian Show. All complete. Can place outstanding Free Attraction: Cannon, Fire Dive, Elephant. **FOR SALE:** One Motordrome, complete, and will book on show, or Operator for Drome. All wires, correspondence, phone calls.

JOHNNY T. TINSLEY, Owner, 1205 New Buncombe Rd., Greenville, S. C. Phone 3-5177. TED WOODWARD, General Representative.

LAST CALL—"The East's Largest Producer of Community Fairs"—LAST CALL.

FOR SALE

Complete carnival outfit booked under auspices in choice locations on Long Island. Allan Herschell Three-Abreast Merry-Go-Round, Allan Herschell Rolla Coaster, Ten-Car Auto Ride, #5 Ell Ferris Wheel, Smith & Smith Chairplane, all in first-class condition with transportation. Four Tractor-Trailers, four straight jobs; 50 Kw. Diesel A.C. Light Plant; seven Concession Trailers, size 8 ft. by 16 ft., fluorescent lighting; Cookhouse Trailer, bottle gas, stove, griddle, freezer, snow cone machine, french fryer, five 3/4-Ton Panel Trucks to haul trailers; Big Six Wheel, Pan Game, Beat the House; two Four-Way Tops and Frames, size 14 ft. by 14 ft.; one Top and Frame, 10 ft. by 14 ft. All for \$39,500.00. I might consider a partner who understands the business. Reason for selling, ill health.

**MIKE PRUDENT
PRUDENT'S AMUSEMENT SHOWS**

124 Cedar Ave., Patchogue, L. I., N. Y. Phone: Grover 5-0315

SOUTHERN FAIR SHOWS

Moultrie, Ga., March 15-25

WANT

CONCESSIONS: Photos, Bear Pitch, Short Range and other Hanky Panks not conflicting. Also Mitt Camp. **SHOWS:** Any Grind Shows with own equipment. Brother, come on. **RIDES:** Flat Rides, Tilt or Octopus. Need Agents for Hanky Panks, Age and Scale, Man and Wife to take over Cookhouse. Ride Help on all Rides. Semi drivers preferred. Following people contact: Babe Rocca, Shorty Ingie, Jimmy Billingsley, Johnny Stable, Steve and Rosie Johns.

All replies to ELMER REID or JIMMY ACKLEY, Moultrie, Ga.

CLUB ACTIVITIES

Pacific Coast Showmen's Association

LOS ANGELES — Joe (Red) Dauer, chairman of the Showmen's Day event to be held at the National Orange Show, San Bernardino, March 19, reported on the work of his committee at the regular meeting here Monday (4).

The session was conducted by Bob Downie, president, with Jimmy Lantz, vice-president, and H. D. (Bob) Matthews, secretary, on the rostrum.

The day at the Orange Show will feature entertainment, with a fund drive for the club. O. N. Crafts, whose Crafts Shows will be featured on the midway, will be host to the group. Lunch will be served in a big top. Dinner and the second edition of "Grandfather Follies" will be held in the top that evening. George Surtees is directing the show and will emcee.

A silent tribute was paid Sam Houston, who died here Friday (1) following a long illness. He was 88 years old.

Harry B. Chipman and William L. Fowler were voted into the membership, both reinstatements.

Charles Crouse was reported a patient in the Long Beach Naval Hospital. A. E. (Blackie) Stein is confined to the California Hospital here. Harry LaMack's condition was said to be improving.

Arrangements were made for reports to be made during the summer from various shows. Hunter Farmer will report from the West Coast Shows; Lantz, Crafts Exposition, and Sam Coomas, Monte Young and Dan Dix, Meeker Shows.

President Downie called upon several members attending for the first time in some weeks. They included Fred Lauerman, T. Dwight Pepple, Overland Murphy and Ben Leff.

Caravans, Inc.

CHICAGO—The Tuesday (5) meeting was called to order by President Agnes Barnes. Assisting were Mollie Raymond and Mae Taylor, vice-president; Wanda Derpa, secretary, and Lillian Lawrence, treasurer. Irene Coffey, chaplain, delivered the invocation. A vote of thanks was given Eva Shine, Anna Schmidt, Lillian Pano and Nora Heglund for the social they sponsored.

Jeanette Wall, who has been absent for a year during which time she had a leg amputated, made a surprise visit, as did Mae Taylor, who had been confined for several years with an injured leg.

Helen Wettour, chairman of the April 26 spring party, reported donations were beginning to arrive for the event. Mae Sopenar was reported enjoying a visit to Boston and Toronto. Shirley Giegole is a new member. Lucille Hirsch took the evening award.

Mollie Raymond announced the arrival of a new grandson, Ralph Michael Leone. Claire Sopenar, who was married to Harry (Blackie) Cherniak in Florida, reported on the installation of officers by the Tampa ladies' club. She also delivered messages from Mae Oakes, Isabell and Max Brantman, Hattie Hoyt and Kathryn Robertson.

Mrs. Cherniak was given an informal bridal shower following the meeting and was presented with an autograph book signed by all members present. On hand, in addition to those named, were Eva LeRoy, Margaret Levin, Marianna Pope, Lucille Hirsch, Helen Hoffmeyer, Mary Stutzke, Geraldine Muscarello, Ann Graebert, Jane Reynolds, Ann Sleyster, Helen Wettour, Josephine Glickman, Rose Jarbo, Mary Martin, Marie Brough-

ton, Gertrude Morris and Bertha Sheehan.

Hostesses for the March 19 social will be Josephine Glickman, Ann Graebert, Mae Taylor and Ann Sleyster.

Showmen's League of America

CHICAGO—President Al Sweeney was in the chair at the regular Thursday night (7) meeting. Also on the platform were Jack Duffield, vice-president; Bernie Mendelson, treasurer; George Johnson, secretary; Homer Briant, executive secretary, and two past presidents, Sam J. Levy Sr. and Fred H. Kressmann.

A moment of silence was observed for Al Hock, who passed away last week.

Ernest McLean is a new member. Elmer Stuart and Harry Heltman were initiated.

It was reported that Earl Shipley had been moved from a Nogales, Ariz., hospital to the Veterans' Hospital at Tucson. Jimmy Murray was preparing to enter a Chicago hospital for possible surgery. John Gallagan was reported on the mend since he was moved to Johns Hopkins Hospital in Baltimore. Irish Gaughn was on the sick list.

Plans for the annual St. Patrick's Day party were announced. The event will be held March 16 with Jack Duffield, Charles Zemater Sr. and Chick Schloes in charge of arrangements. Corned beef and cabbage was promised for the menu.

The League played host to personnel of the Polack Western Circus at the annual party on Sunday night (3). Many of the performers and staffers turned out for the event which was held in the clubhouse.

Michigan Showmen's Association

DETROIT—On the rostrum with President Jack Dickstein at the March 4 meeting were C. L. Lovejoy, first vice-president; Cameron Murray, second vice-president; Edor Burge, third vice-president; Max Kahn, treasurer, and Paul Greeley, recording secretary.

A blood bank was established and the following committee members were named to administer it: Maynard Ostrow, chairman; Jack Dickstein, Robert Morrison and Paul Greeley. Jack Segal, of the sick committee, reported Past President William H. Green, John Cargan and Oscar Margolis still in the hospital and Carmine Di-Giovanni ill at home.

Named to the St. Patrick Day dance committee were Rex Allen, Irving Quist, Milton McLean, Robert Wolf, with Max Kahn and Irving Rubin, co-chairmen. Les Walters' ork will furnish the music.

Show Folks of America

SAN FRANCISCO—President Eddie Hellwig rapped the gavel to bring the regular meeting to order. Also on the platform were Oscar Mattley, second vice-president; Joe Barell, third vice-president; Charlotte Porter, treasurer; Lola Cox, corresponding secretary, and Bonnie Townsend, recording secretary.

Harry Martin filled in as first vice-president and Bobby Cohn as financial secretary.

Berta Harris was welcomed back into the organization. Whitey Monette was reported to be hospitalized here.

Competition between members selling tickets for the Hi-Jinks is becoming keen with a \$25 defense bond as first prize. Event will be held April 1 with Harry Myers as chairman of the party.

The membership was saddened by the death of Charles Carpenter, a former member:

Lone Star Showmen's Club of Texas

DALLAS—In the absence of Katie Little the meeting was called to order by Vice-President Betty Harris. Jule Conner delivered the invocation. Herman Palmer read the minutes.

The Sunshine Committee reported sending get-well cards to Lucille King, Lida Litterich, Riley Hickman, James Vernon Archer and Tom Morris. The club was saddened by the deaths of E. P. (Red) James and Harry Sturdivant.

A \$100 check was sent the City of Hope leukemia fund. It was announced that over 100 attended the recent dinner, and plans were disclosed for a St. Patrick's Day party on March 16.

Martha Moss showed movies of various activities at the club. Paul Julian is back after vacationing in Aransas Pass, Tex. W. A. and Helen Schafer are back from Florida as are Billie and Walter Wyatt. Melvin (Stack) Westmoreland made a quick trip to Dallas for the funeral of his mother.

New members are Dalton Wattner, Jimmie Swindle, Paul Rollins, Madie Rollins, Ernie Young, Fay Kirkwood, Billy Senior, James Hetzer, Cecil Catlett, Jack Perry, Jessie Goddard, Fred Cottmire, Lena Ludwick, Bob Stevens, Ivan Mikelson, Mrs. Ernest Starks and John Haney.

Greater Tampa Showmen's Association Ladies' Auxiliary

President Vera Cox was in the chair at the regular meeting. Chaplain Ella Stophel delivered the invocation which was followed by the salute to the flag.

Velma Bagby is a new member. Reported on the sick list were Esther Kuntz, Lucille Licklighter, Bessie Traylor, Doris Meyers and Lois Morgan.

The Clover Garden Club will sponsor a fashion show March 16 in the clubhouse. Viola Todd will handle arrangements, and members will do the modeling.

Named to the September bazaar committee were Neva Warbritton, Nora Reinhardt, Vera Harrison, Bobbie Jean Taylor, Francis Piercy, Ella Stophel, Evie Belew and Jerl Ringlin.

Penny parade brought \$6.54. Dark horse, donated by Billie Hauck, was won by Edith Sullivan and brought in \$23.

Nancy Young served refreshments following the meeting.

Missouri Show Women's Club

ST. LOUIS—Officers present for the regular meeting included Sally Prevost, president; Elsie Wear, second vice-president; Lotis Francis, treasurer; Virginia von Behren, secretary, and Leonora Gdynia, social secretary.

Correspondence was read from Estelle Regan and the Ladies' Auxiliary of the Greater Tampa Showmen's Association. Reported on the sick list were Clara Campbell and Catherine Oliver.

Emilie Koch and Verna Schantz reported on the March 21 card party.

National Showmen's Association

NEW YORK—John (Duke) DeNoia, who was hospitalized for several months, has recovered and is a frequent club visitor. Also dropping in have been Max Goodman, Reuben Lippman, Andrew Stryker, Joseph Amico, Sol Olberg, Louis Light, Harry Schwartz, Albert Halpin, Casper Sargent, Ben Rosen-

(Continued on page 67)

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

Ontario Assn. Sets Classes For Arena Men

WOODBRIDGE, Ont.—Ontario Arenas Association, meeting here for recent monthly session, heard that plans for its two weeks' college course in arena management are going forth.

Classes for new managers and a refresher course for established managers will be at Ontario Agricultural College in Guelph on May 27-31. A specialized course in refrigeration will be given, but it isn't certain whether this will be at the same time as the others or in June. The second course is open to managers who completed the initial course last year.

Chairman of the association committee in charge of the course is Tom Dickson, Leamington.

Interest in the Ontario course has been expressed by the International Association of Auditorium Managers, it was announced at the meeting. Lin Lueddeke, vice-president of the IAAM, wrote the Ontario association after reading about the college course and asked for full details.

Lee Bros. Springs In South Texas

PORT ISABEL, Tex. — Lee Bros.' Circus, stadium and ball park show under management of Louis McNeese, opened here Tuesday (5) and will play about a month of dates in this part of Texas.

Performance has Henry's Dogs and Ponies, slack wire, clowns; Barth and Maier, perch; Foster's juggling, Eugene Christy Lions, intermission, Henry's Liberty Ponies, clowns; Barth and Maier, balancing; Miss Mischele; Eddie Frisco, comedy car, and a Lee Bros.' Elephant, worked by Gladys McNeese.

Staff includes McNeese, general manager; Mrs. McNeese, office; Ernie and Gloria Stibal, music; Walter Styles, props; B. H. Black and Bruce Williams, concessions; Studley Foster, producing clown, and Art Henry, ring stock. Also connected with the show is Aut Swenson, owner of Thrillcade auto thrill show.

85,000 See Parade At Woonsocket, R. I.

WOONSOCKET, R. I.—Sunday's (3) Mardi Gras "Parade of Flowers" attracted 2,500 participants and a spectator throng estimated at 85,000. One of the floats came 800 miles from Dayton, O., representing the Air Force's around-the-world bomber mission of last winter.

Honorary grand marshal of the parade was Brig. Gen. Arno H. Leuhmann, of Wright-Patterson Air Force Base, Dayton. Marshal was Herbert G. Matteson of the Jaycee committee.

NBC'S 'TONIGHT' TO FEATURE OKLA. EXPO

OKLAHOMA CITY—"Tonight," NBC's TV late-hour show, will emanate from the Oklahoma Semi-Centennial Exposition on seven nights, Jimmy Burge, exposition manager, has announced. The expo, he added, is negotiating to bring in other network shows during the 24-day event, which will open June 14 at the State fairgrounds here.

Chester, Pa., Civic Aud Recommended

CHESTER, Pa.—General approval has been voiced here for Mayor Eyre's proposition to modernize the downtown area with a big suburban-type shopping center containing a new civic auditorium, motel and other structures.

The mayor will ask the City Council to have an engineering survey made looking toward commercial, industrial and recreational redevelopment.

Park Facilities On Site Leased From Government

KENNEWICK, Wash.—Columbia Park near here has an amusement park, riding academy, beach and boat station in operation under a lease arrangement, and golf ranges, marina and restaurant under other agreements.

Army engineers created the 417-acre park site in building McNary Dam. The land was leased to Benton County Park Board, which in turn laid out an \$850,000 development plan.

In return for concession rights, Columbia Park Amusements, Inc., in 1955 got the park, academy, beach and boating as well as mobile foot stands into operation. Other operators have since installed a driving range, chip-and-putt golf course, marina and restaurant.

Paul R. Hart is manager for Columbia Park Amusements.

Claim 116,000 at N. E. Boat Exhibit

BOSTON—New England's first all-boating show ended an eight-day run at the Commonwealth Armory with a claimed total of 116,000 paid admissions, pegged at 90 cents for adults and 50 cents for children. Show was sponsored by The Boston Herald and Traveler.

More than \$6,000,000 in boat sales was reported for the stand. More than half the exhibitors have signed contracts for next year's show. A boating section had been held for some years in conjunction with the New England Sportsmen's Show.

Wider Usage Of Minimum Wages Aired

WASHINGTON—The administration has come out strongly for extending minimum wage coverage of \$1 hourly to some 2,500,000 workers employed by some 3,000 enterprises. More than two thirds of them are in the retail trade.

Organized labor is disappointed in the recommendation of James Mitchell, secretary of labor. The AFL-CIO wants full coverage of the Fair Labor Standards Act to nearly 10,000,000 workers.

The size of the minimum rose from 75 cents last March 1. There were proposals to further increase the minimum, but these ideas were ruled out of the hearings being conducted by a group led by Senator Kennedy of Massachusetts.

Bardex Med Show Ready to Uncork

SARASOTA, Fla. — Winter quarters of the Bardex Medicine Company is busy in preparation for the firm's under-canvas season which gets under way late in March in Georgia.

The free-admission show advertises Bardex products that are carried by stores in the territory it plays. Roster has about 30 people, and performance is an all-colored minstrel and tab show offering. Show remains several weeks in each town and gives a different program each evening.

Unit plays under a 65 by 165-foot cable tent and travels with 12 semi-trailers and straight bed trucks. Owner is Dr. Milton Bartok. Sam Warren is general agent. David Bartok has returned from a hitch in the Marines and this year will have the candy pitch and concessions.

Nat'l Showmen

Continued from page 66

berg, Harry Horner, Arthur Sicard, Sam Bibring and Harry Rifkin.

The 19th annual barn dance is set for Saturday evening, March 30, with tickets at \$1 per person. There will be dancing to orchestra, entertainment, games and prizes.

Money or pledges for the plaque, to be hung in a prominent place in the new clubhouse, have been received from Harry Modele, Claude Sechrist, Sidney Goodwalt, Art Lewis and William B. Moore, and from one Ladies' Auxiliary member, Mrs. Albena Hines.

Ladies' Auxiliary

First Vice-President Mildred Peterson conducted the social meeting in the absence of President Ann Brown. Claire Priddy, elected treasurer, had to resign due to illness, and the post is being filled by Dolly McCormick. Bess Hamid and Rhoda Kuran were welcomed back after their absence, as was Mildred Peterson, who had been vacationing in Nassau and Miami.

On the sick list were Claire Priddy, Ann Brown, Peggy Suskind, Grace Steiner, Ann Dinsmore and Ray Goldman.

The Valentine party realized a tidy sum, and the new candle lighting project is going over well. A cake was donated by Margaret McKee. Dark horse prize was donated by Mae McKee and taken by Kitty Rausch.

when answering ads... say you saw it in THE BILLBOARD!

FOOD DEVELOPMENTS:

Snow Cone Machine Takes Little Space

BALTIMORE—A new de luxe model snow cone machine was recently unveiled here as an addition to an established line of such units. The model is made of mirror-finish stainless steel and aluminum and occupies only one square foot of counter space. Its capacity is said to be 25 pounds of ice, enough to make 400 cones. The unit is guaranteed for two years and terms are available, according to the manufacturer.—Sno-Master Manufacturing Company, 124 Hopkins Place, Baltimore 1, Md.

Big Capacity Sandwich Maker . . .

ROCKFORD, Ill.—An infra-red sandwich oven that reportedly has a capacity of 90 sandwiches per hour, has been introduced by a local manufacturer. Features include use of two 500-watt infra-red tubes and an automatic electric timer. Both cabinet and inner compartment are stainless steel. Exterior dimensions are 12½ inches wide, 12½ inches deep and 17½ inches high. Interior dimensions are 10½ inches wide, 10½ inches deep and six inches high. The sandwiches—which are in moisture-resistant, heat-sealed bags—are placed in the oven and broiled in minutes.—Todd Food Merchandising Systems, 305 South Main Street, Rockford, Ill.

Capacity Ice Maker . . .

BELOIT, Wis.—An ice maker that has a capacity of 260 pounds of ice in a 24-hour period, is being manufactured here. The maker reports the product is clear and diamond-hard and lasts a maximum time in beverages. The steel cabinet, which is fully insulated, is 36 inches high, 24 inches wide and 25½ inches deep. Also offered is an optional storage bin that fits beneath the machine with capacity for storing some 250 pounds of ice.—Yates-American Machine Co., Lipam Refrigeration Division, Beloit, Wis.

Filter Saves Money . . .

WEEHAWKEN, N. J.—Users of cooking fats can save as much as 50 per cent with the use of a new filter introduced here, the manufacturer states. The unit is said to make the chores of filtering safe, efficient and a one-man operation. Unit operates like a high-powered vacuum cleaner. The fat is drained thru an intake hose, purified by a special cartridge and pumped back into the fat chamber of the fryer. The unit is portable, self-contained, electrically operated and can be used with any type fryer.—S. Blickman, Inc., 3950 Gregory Avenue, Weehawken, N. J.

Six New Tenderizers . . .

MARBLEHEAD, O.—A new line of mechanical steak tenderizers has been introduced here. There are two types in six models. The roller knife assembly and strippers are mounted in one self-contained cradle which can be removed for convenient storage or cleaning, the manufacturer states.—Bira Manufacturing Company, Marblehead, O.

Fountain Catalog . . .

NEW YORK—A new catalog that contains information on a complete line of stainless steel food

service equipment and soda fountains, has been published by a local manufacturer. The catalog, which is free upon request, includes prices of standard units and prices of countless alternate sizes. The 16-page catalog is profusely illustrated.—S & R Soda Fountain Manufacturing Company, 550 Trinity Avenue, New York 5, N. Y.

New Frank Broiler . . .

ST. LOUIS—A rotating frankfurter broiler that has two radiant elements to broil the meat on both sides at the same time has been introduced. The broiler is constantly rotating during the cooking period which ranges from 15 to 20 minutes. The unit holds 48 to 70 franks, which are loaded from the rear. The stainless steel hinged top and rear door are removable and the glass display windows are double strength. The unit, which is adaptable to counter operation, measures 16½ by 16½ by 18½ inches overall. Weight is 26 pounds. The cooking spindle and coils lift up and out for cleaning.—Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis, Mo.

Walters Sets Cadillac Show

NEW YORK—Cadillac Motors' show presentation for dealers will be staged this fall by Lou Walters of New York, operator of the Latin Quarter. It will be his entry into the automobile field, altho he has produced several shows for sales meetings and industrials.

A 10-city tour will be made by the Cadillac show. Cass Franklin is managing director for Walters, Broadway talent will be utilized, script and direction will be by Ed Reveaux, and designing will be by Paul Morrison.

Frog Fete Pacts Christensen Rodeo For Seventh Year

ANGELS CAMP, Calif.—Christensen Bros.' Rodeo will provide the Wild West activities at the Calaveras County Fair and Jumping Frog Jubilee for the seventh consecutive year, Carl T. Mills, fair manager, announced. The fair opens here May 19.

The contract was approved by the fair's board of directors following the receipt of official bids. The rodeo precedes the grand final frog jumping competition.

D. D. HALE WANTS

Slum Outfit Agents, Freddie Burton, Jimmie Lets, Bob and Iva, contact at once. Jimmie, have broken my arm, cannot drive for 8 weeks; need you to pull trailer. Please contact at once. Jena, La., this week. D. D. HALE, Page Bros.' Shows, No. 2.

FOR SALE

No. 5 Wheel, V-belt drive, recently overhauled and painted, good condition, \$3,750.00 cash. 10-Car Streamlined Caterpillar, completely overhauled, good tune, \$6,500.00 cash.

M. & K. RIDES
Box 201, Valdosta, Ga. Phone 2206-W

MIDWAY OF MIRTH SHOWS

WANT—OPENING MARCH 29—WANT

Small Cook House or Grab. Merchandise Concessions of all kinds: Pitch-Till-You-Win, Ball Games, Hoop-La, Center Pitches, Scales, Coke Bottles, Addem-Up Darts, Short Range Cigarette Gallery, Long Range Gallery and Photos. Shows of merit (no Girl or Athletic Shows wanted). Second Men on all rides (must drive). Now in Winter-quarters until March 27. Address:

3111 EAST NETTLETON ROAD, JONESBORO, ARK. (Phone: Webster 2-8274)

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.

704

Name Payment enclosed Bill me

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

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

MERCHANDISE TOPICS

Under the same management for 35 years, Harry Cohon & Sons, certified gemologist, has prepared for the convenience of dealers a new summer supplement catalog featuring quality-guaranteed name brand merchandise at low wholesale prices. Now off the press, free copies are available to the trade at no obligation. It is not necessary for those who received the 1956 catalog to write for the new one, said the firm, since the issue is being mailed to those people. The firm says it is ready to take care of all your diamond needs.

Variety Sales Company, 1601 Race Street, Cincinnati 10, is introducing a 16-piece screw-driver and socket set which is unusually low in price and high in value. The set consists of seven magnetized screw-drivers—a heavy duty 8-inch size, a mechanic 5-inch square size, a cabinet 4-inch size, a No. 1 recessed 3½-inch size, a pocket 2½-inch size, a stubby ¼ by 1½-inch size and an offset No. 2 recessed and ¼-inch blade. In addition, there are seven chrome sockets with a 5-inch socket handle, all of which are in a carry-tote tray which doubles as a wall receptacle. The item is packed in an attractive carton with see-thru top. A sample is \$2. Price in dozen lots is \$14.40 per dozen.

According to Raysol Products, 213 North Broadway, Poplar Bluff, Mo., 95 per cent of all storage battery trouble is caused by a chemical forming on lead plates in the battery which prevents the water from making contact with them. The firm says that the newest and best way to recharge a battery is to use its Nu Life, a combination of chemicals that re-act with those

formed on the plates. Nu-Life removes the chemicals on the plates and prevents them from re-forming during the life of the battery. Thus it is only necessary to use Nu-Life once, as it stays in the battery and remains active. Raysol says the current time is a particularly good season to pitch the product after batteries have had a winter of hard usage.

New England Jewelry Company, 124 Empire Street, Providence, R. I., is opening the new season with a new line of items which includes wallets, perfumes, cameras, lighters, pens, manicure sets and men's and women's watch sets in 12 attractive packages. In addition, the firm has new and extensive lines of earrings, pins, necklaces, 100 kinds of new boxed costume jewelry sets and 26 styles of men's stone and novelty rings. The firm specializes in close-outs, so that prices are low. Write for a free catalog and price list. All lines are available for immediate delivery.

Swiss-Line Importing Company, P. O. Box 1383, Springfield, Mass., sells wholesale for re-sale its Geneva watch and men's jewelry set specially priced to the trade. This set consists of jeweled Swiss anti-magnetic wrist watch with fancy dial and matching expansion band, gold finished retractable ball-point pen and propel-expel lead pencil, a tie bar and matching cufflinks, all packed in a satin-lined gift box with a two-year service certificate. Each set is pre-priced at \$71.50. A sample is \$6.95 post-paid, but the price drops to \$5.75 each when ordered in lots of six or more.

PIPES FOR PITCHMEN

By BILL BAKER

AFTER A . . . successful season on the major fairs with their cake-decorator layout, Charles and Mildred Cortot are currently sojourning in Florida, visiting with friends and relatives. They resume with the cake decorator demonstration in March to work home and food shows and chain 5-and-10'ers. They will spring at the same time with a new layout and demonstration which they have been prepping for some time.

"AS USUAL . . . at this time of year, things are quiet at the Atlantic City Pitchmen's Club," writes Lois D. Bates, club secretary. "Most of our members are either working shows or basking in the Florida sunshine. Among the latter fortunate ones are Oscar Mardell, who is working shows there; Joe Fowler and Woody Hauck, who report chopping up plenty of cabbage with Papiel's new gadget, and Earl Davis, working doorways on the Gulf Coast to better returns than he did last year. John Spiker and Dave Parton, who work the A. C. Boardwalk during the summer are operating a hotel on Siesta Key, Florida. Helen Collins postcarded us from a half dozen Florida resorts. She says she has retired to enjoy the fruits of 10 years of labor. In A. C. Bert Cromer is lining up several big promotions for the summer. He just returned from New York where he consulted with his partner, Jerry Collins. Archie Morris sends word that the home and sports shows are running ahead of last year. He recently appeared on WFIL-TV, Philadelphia, to accept a citation for his work in combatting juvenile delinquency on A. C.'s North Side.

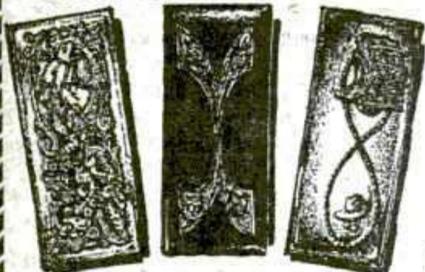
The club is to hold its annual Easter party April 20. Everyone is invited, and we urge pitch folks to pass the word along to those who might not see this invitation. The children's portion of the affair will be held in the afternoon from 1 to 3. There will be an open house all day, with dinner served at 7 p.m. Dancing to Joe Magee's band and the club's home talent show will be the evening features. Those who plan to remain in town overnight should contact Helen Morris, in charge of accommodations."

FORMER . . . med show folks who now have a gorilla show, Mr. and Mrs. Robert Noell, of Tarpon Springs, Fla., write that they have returned to their home after eight weeks with a carnival in Cuba. Mrs. Noell, who has a nodding acquaintance with the Spanish language, said she got along okay in handling the language for ordinary purposes, but that she couldn't take over the front of the show. The Noells' most pressing need was for a Spanish language talker who had an understanding of the show's psychology.

Five Years Ago In Pitchdom . . .

William C. Barnard, owner-operator of the Natural Food Institute, was purveying his mixers out of Olmsted Falls, O. . . . After winding up a good season on the paper, Louie and Billie Browning were taking the baths in Gilman Hot Springs, Calif. . . . Sheeties working the stock show in Denver included Bill and Lester Roberts, Bob Langford, Louie Browning, Bill Shimmers, Jimmy Phelps, Dug-gin Rasche and Tommy Thompson.

FANCY EMBOSSED BILLFOLDS (\$7.50 SELLER)



Complete with removable pass case with eight transparent picture windows. Each wallet has a zippered bill pocket. Each dozen comes in assorted embossed designs. Gift boxed.

64¢ In 1/2 gross lots
 .. **\$8.40** Sample Doz.

PROVEN MONEY MAKERS

Min. Order One Dozen

PROMOTIONAL GENUINE LEATHER WALLETS (\$5.00 SELLER)

Each wallet has a removable pass case and zippered bill pocket. The pass case has eight transparent windows. Assortment consists of styles shown above in fast-selling colors. Gift boxed.

52¢ In 1/2 gross lots
 ..

25% deposit, balance C.O.D., F.O.B. Chicago.
 Send for FREE 108-Page Name Brand Color Catalog **\$6.75** Sample Doz.

STANDARD INDUSTRIES

1112 S. WABASH AVE.
 Dept. B-F
 CHICAGO 5, ILLINOIS

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

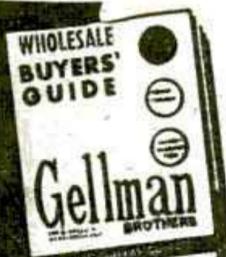
SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

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 Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.



GELLMAN BROS.

119 N. FOURTH ST. MINNEAPOLIS, MINN.

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 26, Mich.

THE MAGIC BASEBALL FORTUNE TELLER

Actually Answers Questions

\$14.40 per dozen

OTHER FORTUNE TELLERS

- Happy Fanny Fortune Teller . . . \$14.40 doz.
- Magic 8 Ball . . . 14.40 doz.
- Magic Bowling Ball . . . 18.00 doz.
- Child's Crystal Ball . . . 14.40 doz.
- Pocket Fortune Teller . . . 7.20 doz.

Send Cash With Order.

Jobbers, Send for Quantity Prices.

ALABE CRAFTS, INC.

Fifth at Central Cincinnati 2, Ohio



For men and women...Brand new 1957 model cases with rebuilt movements, guaranteed like new.

\$44.95

6 assorted

7 JEWEL **\$7.95**

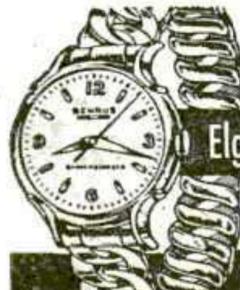
Elgin•Bulova•Benrus•Gruen

Write for free catalog! Wholesale only. 25% deposit with order, balance C.O.D. Open account to rated houses.

Gift box 50¢ addl. FREE! \$12.50 necklace set with order of 6!

Midwest Watch Co.

5 S. Wabash Ave. Chicago 3, Ill.



FIRST TIME OFFERED AT LOW PRICE

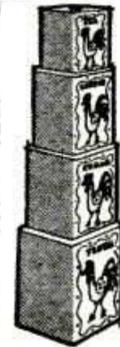
4-Piece WOOD CANNISTER SET

Hand Painted • Colorful Design • Seasoned Natural Varnished and Lacquered Hardwood.

\$2.00 per set
 Minimum order 4 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.



DON'T TAKE CHANCES WITH PROFITS

Sell the Crisloid line of proven profiters. Dice, dominos and plastic novelties that are packaged for impulse sales and priced for volume turnover. Crisloid's WHEEL OF FORTUNE miniature roulette key holder, CUTIE COP dice holder key chain and GALLOPING DICE key chain are well-known sales leaders in the Crisloid line.

Write for Free catalog.

FOR QUICK ACTION ORDER NOW.

Crisloid plastics inc.

55 Porter Street Providence 5, R. I.

Successor to The Silverloid and Ideal Dice Companies.

SUPPLIES and EQUIPMENT

7 and 10 color specials 4-5-6 and 7 ups
 Midgets, 3,000 series—7 colors

Paper and Plastic Markers
 Wire and Rubberized Cages
 Pencils—Crayons—Clips
 5x7 Heavyweight Cards
 Electric Blowers & Flashboards
 Lapboards Made to Order
 Free Catalog Available

BINGO

JOHN ROBERTS CO. INC.
 817 Broadway, Newark, N. J.

Buy direct from Costume Jewelry Manufacturer

Offers a full line of Earrings, Scatter Pins, 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! Necklace and Earring Sets in Gift Boxes. Beautiful lasting Gold Finish and set with finest quality Rhinestones. Assorted Styles—\$6.50 per doz.

PACKARD JEWELRY CO.
 Dept. B, 48 W. 25th St., N. Y. 10, N. Y.

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
 7737 So. Avalon Ave. Chicago 19, Ill.
 Phone: Waterfall 8-8855
 DAY AND NIGHT SERVICE

Make Money Selling Ties

Buy Direct From Manufacturer Outstanding new Spring line Regular, Square End, Round Bottom, Reversible, Feather, Pleated, Knitted, Bow Ties, Tie & Kerchief Sets. Money Back Guarantee. We pay postage. SPECIAL INTRODUCTORY OFFER. Send Only \$1.00 for 2 Sample Ties. Retail Value \$2. Write for FREE CATALOG. PHILIP'S NECKWEAR, Dept. 355, 20 W. 22nd St., New York 10, N. Y.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Adams, Rock
Alfieri, Emanuel
Alfieri, Amuse. Co.)
Alford, Henry
Allen, Mercurio
Allman, Kent
c/o Billy Butterfield
Orch.
Amarantes, Raymond
Anker, Joe
Archambault, Gord
Armstrong, Henry
Aughtman, Bennie
(House of David Team)
Avery, Robt.
Bakowski, Jos. L.
Bains, John
Barlow, Wm.
Barrett, L. H. & Mrs.
(Betty & Red)
Barth & Maier
Bartlett, Carl O.
Barb, Geo. J. E.
Barnard, Jr., Wm. B.
Bell, Chas. E.
Bennett, Virginia
Bessie
Blisney, Mrs. Blanche
(Blanche)
Black, Aaron
Black, Lester
Black, Paul (J. or Y.)
Black, Robt.
Blee, Clarence
Bluh, James
Boatright, Eric
Boaz, Wanda Lee
Booroon, Floyd W.
Bojorquez, Abel M.
Bomesberder, D.
Booth, Rufus
Boreing, Geo.
(Mrs. Boreing)
Bowens, Homer Lee
Boyd, Ulysses E.
Bradford, Herman
Bradshaw, Harvey B.
Brady, (S. Shows)
Bragg, Willie F.
Brawn, Gus C.
Breeding, Otto C.
Brizeford, G. D.
Brigman, Benny E.
Brooky, Ivy
Brown or Brony
(from Hanasaki)
Brown, Chas. A.
Brown, Joe S.
Brown, Johnny A.
Brown, Lewis W.
Buckett, Chas. N.
Buddin, Brian
Bullis, Frederick
Burke, Raymond
Burton, Frank
(Blackie)
Bush, Beulah
Butler, Michael
Cain, Frank
Camelison, Wm.
Campbell, Edie
Carathers, Carroll
Carawan, C. L. &
Mrs.
Carawan, Lee & Mrs.
Carlton, Gerald
Carr, Jeanie
Carr, Mrs. L.
Carter, Willie Lee
Chapman, Earl
Aloysius
Chatman, Willie
Cherich, Jim & Mrs.
Chidester, Wm. J.
(Survivors of)
Claburri, John P.
Clark, James M.
Clark, Johnnie
Clark, Lou Mrs.
Clark, Orville C.
Clatterbaugh, James
B.
Clatterbaugh, Mrs.
Clendenning, Glen &
Mrs.
Clifford, Henry P.
Coal, H.
Cohen, Phil (Humpy)
Collier, Carrie
Collier, Jr., Lester N.
Combs, Joe
Combs, Reginald
Conn, Andre Allen
Cooper, Billy
Cooper, Bozo
Cooper, Jack & Neke
Cooper, Jerry
Cooper, John M.
Cornelison, Wm. H.
Cornwall, R. B.
Costa, Bob
Courtney, Wilfred
Jerry
Craig, Burdette D.
Creech, Andy
Crew, Thos. H.
Crockett, Hanibis
Crosby, Bob
Crow, Walter
Cummings, Glen
Dady, Freddie
Dairy Dip
Daniels, Aaron, Jr.
Daniels, Carl
Darnell, Bobby
Daughter, Douglas C.
Davis, Flecher
Davis, Howard
Davis, Hubert
Davis, Joe W.
Davis, Loyd
Davis, Virgil
Davis, Willie
Degus, Edw.
DelMar, Lisa
DeLock, David
Demasse, D.
Dennis, Hayward
DeWald, Frieda
DeWinter, Bud or
Ann
DeWitt, Douglas
Devine, Alice
Dexter, Geo.
Dickens, Lyman
DiVita, Eugene
Dorrian, James
Dorsey, Elmer
Douglas, Larry
(Mug Joint)
Driggers, W. W.
DuFour, Lew
(Unborn Show)
Earl, Martin & Mrs.
Edgerton, Lee
Edwards, David
Edwards, Mrs. Joye
Ellis, Robt. Lee
Ellison, Sammie L.
Embrey, John
Epperly, Dallas V.
Erickson, Harry
Evans, Bert Mitchell
Evans, B.
Evans, Claude
Evans, Lawrence
Ewing, B. (Caster)
Fagan, Fred H.
Falsom, H. J.
Farmer, Jimmie
Featherstone, Wilbur

Low, Harry F.
Lowe, George D.
Loyal, Mr. A.
Lord, Mose
Lucas, James
Luther, Martin
Lydick, Signor
Lynch, Varnell
MacDonald, Robert
McCally, Mrs. Billie
McClinton, Leonard
McCormack, John C.
McCray, Albert
McCray, Johnny
McDaniel, Lamar
McDonald, Skippy
McGarity, James
McGill, C. W. (Jack)
McGowan, Shon
McIntosh, Samuel V.
McMahon, Forest E.
McManus, Thomas J.
McShain, Edward
McTaggart, John
Mack, Le Roy E.
Mahoney, John L.
Mahoney, Mrs. Donna
L.
Maloon, Melberta
Manjan & Barnes
Marble, Herman E.
Marcum, Jim
Martine, Frank Boyd
Masgal, John
Mathews, Henry
May, Roosevelt
Meadough, Freddie
Merrilees, The
Flying
Meyer, Walter F.
Milan, Esq. A.
Miles, Jr., Eddie
Miller, Hahn & Wendel
Miller, L. R.
Moffett, Daniel
Momperry, L. G.
Monahan, V.
Moore, Alfred H.
Moore, Jr., Lampkin
Morgan, James L.
Morgan, Quay
Morgan, William T.
Morrisey, Harold
Mossley, Leo
Murphy, K. C.
Nanney, Herahal M.
Neal, Chester L.
Neal, Lewis W. O.
Neas, Wm. P.
Nelison, Jr., Willie J.
Newcomb, Robert
North, Lovett
Nuckles, Martin
O'Brien, Gerald
O'Conner, Betty
O'Dare, Lynn
O'Mary, J. E.
Ogden, Don
Olson, O. S.
Onnestad, J. J.
Ormar, Charles O.
Painter, Edmond
Page, Glen A.
Page, Jr., Howard
Page, Norman F.
Parry, Elizabeth
(Div. Pap)
Pasanen, Wesley
Patrick, James E.
Patterson, Jr., Jesse
Patterson, Wm. R.
Peris, Ed
Perkins, Alonzo H.
Phillips, Charles J.
Phillips, Jr., M. L.
Pickard, Herb
Pike, William D.
Pina, Valentine
Pinkston, Bill
Poole, James Walter
Porter, Henry
Price, Arthur & Mrs.
Pringle, Prescott
Radcliffe, John K.
Ramon, Don
Ratcliffe, James F.
Ratcliff, Joe E.
Rates, Barbara
Ray, Gerald
Rearick, Albert L.
Reeder, William D.
Reeding, Bryan
Reede, Dave
Reed, G. W.
Reed, James E.
Reed, John R.
Repp, Earl R.
Reynolds, Joe
Rhodes, Dennis
Rice, John
Richardson, Chester
Richardson, Dorris
RJordan, John A.
Rippel, Jack & Mrs.
Roberts, Edgar L.
Roberts, Harry E.
Roberts, Kenneth
Roberts, Mrs. Hal
Roberts, Tex & Mrs.
Robinson, Roger
Rogers, Leonard
Rollans, Edward
Roseners, James
Ross, Eugene
Rosa, Thomas E.
Rountree, Watson
Rudinoff, Rudy
(Horse Act)
Saas, George
Salson, Joseph J.
Salone Jr., Alberta
Salyina, John
Andrew
Sampson, Lavern
Sams, R. Phillip
Sandford, Sonny
Saulsberry, Robert
Eli
Sawyers, Joseph A.
Scales, James M.
Scanlan, Bill
Schier, Myron Dale
Schreiber, Frederick
Seclartino, Joe
Seavers, Roy
Sechrist, Audrey M.
Selby, Wm. F.
Sethy, John
Seidel, Don G.
Schuch, Clarence
Seymour, Chas. E.
Shafford, Freddie T.
Shanley, Jack
Sheets, Howard C.
Shepherd, John
Sherrill, Tom W.
Shirley, Roland
Shirley, Roland
Shook, Jerry W.
Stimpson, Robert
Stimpson, Robert
Stimms, Frank
Slusser, Melvin Earl
Smiley, Jimmy &
Opal
Smith, Albert T.
Smith, Arholio
Smith, Bobbie F.
Smith, Duane
Smith, Berb
Smith, Willie Love
Snook, Bobbie
Sorenson, Mickey
(O'Hara) Bill
Souter, Don
Springs, Norman
Stachowiak, John J.
Steele, Eddie
Stephens, Jennie F.
Stephenson, Thomas
T.
Stewart, James E.
Stewart, Ralph
Stoffe, Walter
Strange, Ulyses
Strother, Jack B.
Stulber, H. G.
Suja, Derald
Summers, James E.
Swain, Robert
Swan, Harry
Swanson, William
Sylvester, Miss
Pinkey
Tatro, Frederick D.
Taylor, Jesse
Taylor, Lida Mae
Taylor, Robert G.
Taylor, Robert Lee
Tenney, Joseph
Tetts, Fletcher &
Mrs.
Theodore, Mack
Thilpen, John H.
Thill, Richard E.
Thomas, Earnest
Thomas, H. A.
Thomas, K. B.
Thompson, Charles
Thompson, Dennis D.
Thompson, George
W.
Thompson, James L.
Thorn, Goffrey
Thornton, James
Todd, James H.
Tolliver Jr., John W.
Tomlin, William
Tops, George
Towers, Toni
Trammell Jr., Giles
Tranton, Raymond
Travis, Jimmie
Tripp, Willie
Triska, Highware
Troupe
Trivette, Clyde
Edward
Truan, Delbert D.
Truet, Otis D.
Turner, John
Turner, Mose
Tuttle, Bob
Valentine, H. M. &
Mrs.
Vangness, H. B.
Vaughn, Gene
Vidlia, Prof.
Vowell, Beanie
Waddell, William
Wacker, Johnny K.
Walker, Wayne
Walker, Willie L.
Walls, Tommy
Walsh, Pat
Ward, Bobby R.
Ware, Jessie
Warner, Curnett
Washington, Robert
L.
Washington, Roosevelt
Watson, Elmer
Webster, Charleston
Welch, William
Wensel, Gordon W.
Westfall, William
Wexler, Samuel Paul
Wheaton, Percy
White, Marianne
White, Wally
Wickersham, Don E.
Widman, Mary C.
Wilbur, Hank
Wilczewski, Joseph
White W.
Willitt, Charlie
Williams "Bill"
Williams "Oscar"
Williams, Early
Williams, George H.
Williams, Louis C.
Williams, Lee E.
Williams, Leroy
Willis, Prince
Wilson, Jimmy L.
Wilson, Joseph
Wilson, L. L.
Winn, Al
Winters, Barbara
Winhart, Verle R.
Woods, Blackie
Wright, Ural
Youns, Clifton

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Anthony, Milo
Cannon, Thomas
Gargotto, Tony N.
Kilne, Bob
Kirkiand, Mr. & Mrs.
Lewis, Mr. & Mrs.
Mathews, Henry
Malone, Johnny
Rice, Mr. & Mrs.
Russ
Turner, Bill
Thomas, Col. Harry
Vance, Mrs. Marie
Warner, Mickey
Woolsey, John R.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post
Mann, Mrs. Bob 49c
Ackley, Mrs. James
Allen, Ed
Barry, A. J.
Brown, Mr.
Brouillette, Albert
Burns, W. J.
Burton, Joseph
Cannon, Thomas
Carpenter, Walter E.
Castle, Mrs. Rebecca
Chambers, Jesse
Chidester, William
Sorenson, Mickey
Coleman, Richard
Collins, Slim (Jack)
Cummings, Scott
Cummings, Homer
Cutler, Mr. & Mrs.
Devreux, Paul
Donald, Jack
Ellis, Bob
Ferenzi, James
Finley, Evelyn
Gorden, Mrs. Goldie
Gordon, Howard H.
Guthrie, L. E.
Harman, Bill
Harris, A. J.
Harris, Frank
Hartfield, Chink
Hemphill, Robert E.
Henderson, Mr. &
Mrs. Grabo
Hughes, Joe S.
Jacobey, George
Kelly, Dave
Kerner, Mrs. Dorothy
Kernes, James
Kinney, Mrs. Arlene
Klassen, Fred W.
Kline, Bob
Lee, Steve
Lee, Robert
Lee, Toni
Long, Leon
Lynch, Mark F.

McKinnon, Francis
Madison, H. L.
Mallett, Robert W.
Maloney, H. E.
Mann, Mrs. Rob
Marshall, E. H.
Miles, Mrs. Rex
Miller, Sporio
Minser, C. C.
Morgan, Mrs. Hester
Morton, John M.
Nelson, Herbie
O'Neil, Edward Louis
Pearson, Carl T.
Ratcliff, Curtis C.
Raymond, Mr. & Mrs.
Ridings, Jessie
Robinson, Robert
Roosmer, Wm. V.
Roser, Roy
Sellers, Jack
Shaffer, Freddie
Shipley, Leonard L.
Silva, Bill
Star, Hedy Joe
Stewart, Raymond
O'Dell
Billie
Trela, J. C.
Towers, Toni
Utley, J. D.
Walker, James
(Wheel)
Wells, Sam
White, Doland A.
Wilder, Hugh L.
Winn, James &
Lucille
Wyrick, John (Dee)

CASTING ROD

Full 5' long, sturdy glass construction.
Cork & aluminum handle. \$1.15 ea.
6 1/2' Spin 2.00 ea | 7 1/2' Fly Glass Rod 2.15 ea.
In 1 Dozen Lots.
138-PC. BAIT CASTING SET with Glass Rod and Ocean City Reel \$2.75 ea.
Assorted Lures, 1 doz. to box \$3.60 per dz.
25% dep. with order, bal. C.O.D., F.O.B. Chicago.
Open Sundays
Write for FREE Listing
C & G SALES 1080 Milwaukee Av. Chicago 22, Ill.

IF YOU ARE INTERESTED IN JOB LOTS CLOSEOUTS

BE SURE TO CONTACT US IMMEDIATELY.
WISCONSIN DELUXE COMPANY
1902 No. Third Street
Milwaukee 12, Wisconsin

we MANUFACTURE all
BASEBALL BINGOS — TIP BOOKS
Write for Low Prices.
Gam Sales Co.
1321 SO. ADAMS ST.
PH. 4-1451 PEORIA, ILL.

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

ROPE BIGGER SALES and HIGHER PROFITS thru

OUTDOOR AMUSEMENT DIRECTORY

supplement of **The Billboard**

1957 SPRING SPECIAL

DATED APRIL 13

- Feature Articles
- Important Lists
- Valuable Statistical Data
- Flashy 3-Color Enamel Cover
- 7,000 EXTRA Distribution
- Long-Lasting Readership
- Most Timely Issue of the Year

All this adds up to MUST reading for EVERY Game Concessionaire, Bingo Operator, Novelty Worker, Demonstrator, Pitchman and Auctioneer throught the country . . . AND . . .

BIGGER SALES for YOU!

NEVER has so much important, useful statistical information and data been planned for one issue!

NEVER has there been such a terrific advertising buy offered to you!

Rush Your Copy Instructions Today!

Deadline-Wednesday-March 27

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

LITTLE ATOM

World's Smallest Pistol

COMPLETE WITH RANGFINDER AND YOUR CHOICE OF LEATHER, MOLDED OR CAPS



ACTUAL SIZE

Dealer's Cost... \$1200
List... \$1.95 ea.

Actually shoots caps with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '57 Catalog.

G & S Mfg. Co.
Dept. B
NASHVILLE, TENNESSEE

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.

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: 20¢ 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

AUDITION RECORDINGS—ACCORDION. Guitar, Vocal. 1 song, \$8.50; 2 songs, \$14; duplicates, \$2.50. Harmony Boys, 1620 Edgewood Ave., Racine, Wis.

TEN PARODIES FREE WITH THIS AD and your order for "Comedy Digest," the entertainer's gag folio, \$3. Show-Biz Comedy Service (Dept. BB-11), 1613 East 29th St., Brooklyn 29, N. Y.

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs., doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ap20

AGENTS & DISTRIBUTORS

AGENTS—BIG PROFITS STAMPING KEY Protectors, Social Security Plates. Send 50¢ each sample with name, address, social security number. Catalog free. General Products, 188 State St., Dept. BB-3, Albany, New York.

ATTENTION—HOSIERY: LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylon, \$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. (S-1741), 1208 Market St., Chattanooga, Tenn. mh16

BEAUTIFUL HAND-PAINTED ASH TRAY from Holland. Free folder and wholesale list. Also automatic watches from Switzerland. Send to The Tradewinds Co., Box 254, Wilder, Vt.

Did This Ad

ATTRACT YOUR ATTENTION!

Use DISPLAY CLASSIFIED

A sure way to attract more

attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using

two inches or more.

DOUBLE YOUR MONEY. QUICK TURN-over, year-round item. Every car owner prospect. No competition. Edwill, 5150 W. Madison, Chicago.

EARRINGS—ASSORTED STONED AND tailored, \$8 per gross plus postage, c.o.d. Gross lots only. New England Jewelry Dept. B, 124 Empire St., Providence, R. I. mh35

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
Neck & Earrings, asst... 1.45 dz
Pearl Necklaces (domestic)... 9.00 dz
Cufflinks, carded... 1.95 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... 1.95 dz
Send for descriptive literature on other terrific values on jewelry of all descriptions 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO., INC.
1820 Westminister St. Providence, R. I.

FILIGREE, PEARL, TAILORED, STONE Earrings, 3 dozen samples, all different, \$6 postpaid. Jacobi Industries, 1715 E. Mercer, Seattle 2, Wash. mh23

JAPAN DIRECTORY—LIST OF JAPANESE manufacturing exporters, plus Japan trade journal information, opportunities. Just \$1. Nippon Annual, 920 3rd Ave., Box 739-I, Seattle 4, Wash. mh23

JOKERS FUN SHOP—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co. Akron 14, O. ap27

MEN'S WALLETS—PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage, C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. mh30

NEW BETTER CLOSEOUTS

Charm Brace, Asst... \$ 2.50 dz.
Spring Floral Ear, asst... 2.75 dz.
New Spring Colored Ropes... 3.00 dz.
Colored Enamel Pins & C/L... 2.50 dz.
Tailored Earrings, asst, styles... 1.50 dz.
Gen. Cultured Pearl Pins & Neck... 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. SAVE—ORDER CIGARETTES BY MAIL. Regular \$1.80; King, \$1.90; Filter, \$2. Minimum 5 cartons. San-San Sales, 616 S. Henry St., Alexandria, Va.

ANIMALS, BIRDS, PETS

A REAL DEAL FOR SEALS: CASH TRADE or rent. Homer Snow's Sealitorium at Fisherman's Wharf Aquarium, 287 Jefferson St., San Francisco, Calif. Greystone 4-2258. mh30

ALL ACCLIMATED, SOME TAME GIANT African Porcupines, Coyotes, Bears, Caracul Sheep, Aoudad, Many Baboons and Monkeys, Wildcats, Kinkajou Hoof Stock, Some Lead Show Stock, Cage Animals, Wildlife Shows, Birds, wild Mexican Roping Goats, Harry Eagle, Pythons, Bows, Many other Animals, Birds and Snakes. Write or wire Bob Snowden, Florida Wild Animal Farm, Callahan, Fla.

ANNOUNCEMENT NORTH ATLANTIC FERTILIZER AND CHEMICAL CO., INC.

announces that the animal department will be taken over by **Fred J. Zeehandelaar** 286 Cleve Rd., New Rochelle, N. Y. All correspondence to this address only.

QUALITY STOCK PROMPT SHIPMENTS—Plenty Snakes, Armadillos, Alligators, Badgers, Coatimundis, Hawks, Guinea Pigs, Blue Peafowl, Emus, Pumas, African Lion Cubs, Wild Cats, White Doves, Prairie Dogs, many others. Otto Martin Locke, New Braunfels Tex. Phone: MA 5-4523. mh16

SEA ELEPHANTS, CALIFORNIA SEA-Hons, Seals. Main suppliers zoos and circuses entire world. Marine Enterprises, Inc., Hermosa Beach, Calif. mh23

SHETLAND MARE MULE, STRAWBERRY roan, 40-inch wagon, harness. Outstanding. \$500. Harry Lambert, Dawson Road, Albany, Ga.

SURPLUS FLORIDA REPTILES FOR SALE. Visit Ross Allen's Reptile Institute, Silver Springs, Fla. mh16

THREE TRAINED ELEPHANTS, ONE BABY Elephant, clouded Leopard, Cassowary, Java Mynahs, Monitor Lizards, Regal Pythons, Berry, 8615 Meridian, Seattle, Washington.

WANTED—LARGE CHIMPANZEES, 75 LBS. and up. Write for our price list. Treflich's, 228 Fulton St., New York, N. Y.

BUSINESS OPPORTUNITIES

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greasless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

BALLROOM—CURRENTLY OPERATING large attractive Chicago theater in live neighborhood for long lease to tenant willing to convert into a Ballroom. Substantial investment required. Deal direct. Write Box C-153, c/o Billboard, Cincinnati 22, O.

CONCESSION SPACE—21ST ANNUAL Model Homes Exhibit, May 30-Labor Day. Low rental, high traffic. Apply Central Pier Office, Atlantic City, N. J.

DEVELOPING GULF BEACH

Located in Pensacola, Florida. THE ANNAPOLIS OF THE AIR. One of the South's fastest growing cities. One-quarter mile of frontage on the beautiful Gulf of Mexico. Will welcome Amusements, Shows, Concessions, Kiddie Rides, Motels, etc. Name your deal. No exps. Write

GULF BEACH
Box 826 Pensacola, Florida

FOR SHOWS, CIRCUSES, ETC.—10 ACRES of flat land located half way between Harlan, Ky. and Pennington Gap, Va. Equipped with water, power, all ready for setting up. Available for rent. Write Drew Smith, Sec., Sportsmen's Fish & Game Club, Harlan, Ky.

FREE MEXICAN, CUBAN IMPORTS CATALOGUE. Shoes, Purse, Belts of alligator tooled leather, Snake, Unborn Calif. Import Sales, Box 955, Pomona, Calif. mh23

HOW TO MAKE MONEY WITH CARNIVAL Games 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. ap20

RECREATION RESORT—IN THE OZARKS on shores of Elk River. Boating, swimming, 12 Water Buggies, Crafts, Water Skiing and etc. Dance Hall, 600 capacity, 2 Taverns, Coke Bar, Cafe, Gift Shop, Liquor and Sport Shop. All on main street. Plus lovely 6 rm. home. Popular Ozark playground known throughout the SW. Grossing over \$115,000 a year and nets over \$35,000 a year—6 mos. operation. Total price only \$95,000 for property, equipment and fixtures. About 12 acres of land, \$27,000 down, plus invoice stock about \$10,000. Call or write Ralph Denton, phone WEbster 9-1017, 4950 East 26th Terrace, Tulsa, Okla. Knaption Business Brokers.

WANTED—RIDES AND AMUSEMENTS FOR popular North Carolina Beach; summer season. One acre of most desirable property available for lease. Power lines installed to lot. Floodlighting. Walks. Benches furnished by owner. Will lease on flat fee or percentage basis. Troy-Jackson, Inc., 1311 Dollar Ave., Durham, N. C.

1,000 WAYS FOR GETTING RICH—BOOK. \$1. \$500 monthly possible addressing post cards. Instructions, \$1. Bibles, world's smallest, sample, details, 25¢. Letters re-mailed forwarded 25¢ each. Adele's, 739 Marshall, Rochester 11, N. Y.

COSTUMES, UNIFORMS

FLASHY CLOWN SUITS, \$15; GIRL SHOW Costumes & Accessories. Real flash at lowest prices. Free list upon request. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNION 3-9509.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my4

FOR SALE—SECONDHAND SHOW PROPERTY

AERICAN DIP—COMPLETE WITH STEEL Tank, P.-A. System, Lona B. Gardner, Olla, La.

BEAUTIFUL 4-GUN SHORT RANGE ON trailer, 12-ft. Front, \$400; Merchandise permanent display, sacrifice, \$1,000; 2-gun Short Range on trailer, \$250. Emil Dallmann, Shawano, Wis.

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.

Gold finish. White brilliant \$36.00 center. Red or Green sides. Cross

PROVIDENCE RING COMPANY
49 Westminister St., Providence, R. I.

Free Wholesale Catalog

CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

SEND FOR YOUR COPY TODAY

Please state your business.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill.
All Phones: Franklin 2-2567

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.

\$4-PAGE CATALOG AVAILABLE FREE

SEND for Your Copy Today.

M. K. BRODY
1116 S. Halsted St., Chicago 7, Ill.
L. D. Phone: MONroe 6-9520
In Business in Chicago for 37 Years

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 • RINGS • ENGRAVING • MDSE • CARNIVAL MDSE.

Sterling Jewelers
1975 EAST MAIN ST. COLUMBUS 5, OHIO

LAVENDER SACHET BASKETS

Made of tightly woven bleached rattan, holds dried lavender flowers without spilling. Each with colorful plastic stopper.

\$79.00 PER 1,000

\$45.00 per 500.
Imported dried lavender flowers, 10 lbs., \$9.50.

SHERFY'S, LTD.
2126 Boyer Seattle, Washington

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr. ...	\$18.00	L3—Stoned Pen & Litter, Bxd. Dz. ...	\$19.80
E2—Stone Earrings, Asst. Gr. ...	21.00	E3—Gents' Stone Rings, Asst. Dz. ...	2.75
E3—Pierced Hoop Earrings, Gr. ...	8.50	K101—Ladies' Manicure Set, Dz. ...	7.20
E4—Stone E/Rings, Etc. Asst. Gr. ...	12.00	R101—Men's Manicure Set, Dz. ...	7.20
T1—Tailored Tie Sets, Bxd. Dz. ...	3.50	R101—Pearl Rosaries, Bxd. Dz. ...	9.00
T2—Stone Tie Sets, Bxd. Dz. ...	4.50	R102—Pearl Rosaries, Bxd. Dz. ...	5.25
T3—Stone Tie Sets, Bxd. Dz. ...	5.75	R164—Religious Medallions, Bxd. Dz. ...	6.75
T4—Tie Slides, Carded, Dz. ...	1.25	2—Gift Perfume Set, Bxd. Dz. ...	14.40
T5—Marilyn Monroe Tie Sets, Dz. ...	10.50	8—"Your Grace" Perfume, Bxd. Dz. ...	9.00
C1—Cufflinks, Carded, Dz. ...	1.25	8—"Lis's Dear" Perfume, Bxd. Dz. ...	21.00
O1—Odd Lot Neck & Bracea, Gr. ...	15.00	2160—Stone Neck & Ears, Bxd. Dz. ...	7.50
B1—Bracelets, Asst. Gr. ...	24.00	2164—Stone Neck & Ears, Bxd. Dz. ...	9.80
W1—Men's 6-Piece Watch Set ...	5.85	2256—3-Piece Pearl Set, Bxd. Dz. ...	12.00
W2—Ladies' 5-Piece Watch Set ...	6.25	BF101—Ladies' Wallets, Dz. ...	4.50
W3—Men's Stone Dial Watch ...	3.50	BF123—Ladies' Wallets, Dz. ...	3.60
P12—Men's 10-Piece Watch Set ...	7.50	BF445—Ladies' Wallets, Dz. ...	6.50
P13—Men's 10-Piece Watch Set ...	7.50	BF124—Men's Wallets, Dz. ...	3.60
P16—5 Asst. Cuff Sets, Bxd. ...	3.00	BF446—Ladies' Wallets, Bxd. Dz. ...	15.00
P24—Men's 6-Piece Watch Set ...	5.00	BF447—Men's Wallets, Bxd. Dz. ...	11.25

Try samples of any items at reg. prices. 20% dep., bat. COD. Free catalog.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Providence, R. I.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.
(14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in _____ issue

I enclose remittance of \$.....

Name

Address

City..... State.....

JOBBER-PITCHMEN

NEW FOR '57

TWO TONE, FULLY AUTO-MATIC top action retractable ball pen, no clip mechanism. With silver tipped refill. ATTRACTIVELY PACKAGED.

\$15.84 per gross 10 gross lots -SAMPLE GROSS \$16.50-

3-PIECE POCKET SETS 3 different color ball pens with ink to match, handy comb and plastic pocket saver.

\$49.50 per gross 10 gross lots -SAMPLE GROSS \$51.00-

STANDARD GOLD CAP RETRACTABLES

\$13.50 per gross 10 gross lots -SAMPLE GROSS \$15.00-

Individually packaged SILVER TIP REFILLS \$6.48 GR. Buy the box in bulk & Save \$35.00 M

MODERN PEN MFG. CO., INC. 384 Broadway New York 13, N. Y.

BLEACHERS, 3,000 FOLDING CHAIRS, Theater Chairs, Stadium Chairs, Tents, Lockers, Benches, Tables, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

BUILD RIDES FROM TESTED PLANS: Kiddie Auto, Airplane, \$100 Chairplane, Carousel, Slipping Rocket, \$5 each; Trains \$10, Spinning Tubs \$10; Free 72-Page Catalog. Brill, Box 875, Peoria, Ill.

CAROUSEL-PARKER, 32 FT., 24 JUMPING Horses; single phase, push button fluid drive. Sacrifice! Evans, 1516 Rim View Drive, Caldwell, Idaho. mh30

COMPLETE CIRCUS-60X90 TOP. COME see, Philadelphia, Ind. Jester Harter Greenfield, Ind., R. R. 6.

CONCESSION TRAILER-6X10 POPCORN. Snow Cones and Floss Neon Signs. Want D.P. Photo. Preston Southward, R. 2, Murray, Kentucky.

FOR SALE-ROMAN TARGET IN GOOD condition, reasonable. W. Keller, c/o Keller's Trailer Court, R. 1, St. Joseph, Mo.

COMPLETE SHOW OUTFIT-BEAUTIFUL! Panel Front; 100 flashing, running lights; two Amplifiers, 20x30 Tent, etc. Jewelry Outfit, heavy blue canvas Tent, Frame, two Spindles, \$225 Stock. All in 1 1/2-ton Chevrolet truck, house body. Best offer. George Townsend, 810 N Silverbell, Tucson, Ariz.

FOR SALE OR LEASE OR ROOK TO RE-usable party, 3 brand new Kiddie Rides. Merry-Go-Round, Whip, Boat Ride Mr. W. Seltz, 1780 N. W. 131 St., Miami, Fla. mh16

FOR SALE-125' AERIAL RIGGING, SINGLE pole, complete; one 36' high aluminum Trapeze Rigging. Snyder, 6121 S.W. 40 St., W. Hollywood, Fla. mh23

FUNHOUSE ON 30-FT. TRAILER. CHEV. Tractor, \$1,000. Write for photo. 1624 Top, \$75 Ayoitte, 318 E. Rankin, Flint, Mich.

GIRL IN FISH BOWL ILLUSION (LENS \$20 money order) with free direction to make. 85 pairs Chicago Clamo Skates, \$2.50 pair; new 3 1/2 kw. D.C. Light Plant in parade wagon, \$875; Trapeze Crane, \$20; Portable Ice Sink, \$2,500. Write only. Home Co., 97 Arch, Butler, N. J.

MINIATURE TRAIN G12, LATE MODEL, perfect condition; extra coach, 600 ft. track, \$1,750 cash. Manager, Circle Park Kiddleland, 1314 Werrington Road, Pensacola, Fla. Glendale 5-0446.

SHOOTING GALLERY LOADING TUBES, 15 shell, \$6.50 per 100. No e.o.d.'s. Any length made. Postpaid. H. B. Sherbahn, Wayne, Neb.

STEAM TRAIN, BY OTTAWAY, WITH three coaches; serviced at factory and in new condition. \$2,500. R. H. Chance, 1119 Geo. Wash. Ave., Wichita 16, Kan. mh16

TWO TOLEDO FLOSS MACHINES, ONE five by five, joints with panels, \$300; one Popcorn Trailer, 12x6, complete Floss Machine, Cretora Popper, Slove, Apple Kettle, Bottle Gas Tank, \$850 cash. Neal Carlin, Box 455, Riviera Beach, Fla.

WESTERN MUSEUM FILLED WITH HISTORICAL relics in 35 ft. trailer. '47 Dodge Tractor, living quarters, 1557 Bialto Ave., San Bernardino, Calif.

INSTRUCTIONS BOOKS & CARTOONS

I MADE \$25 IN ONE HOUR: NO INVESTMENT. Complete instructions, \$1. Salvador Mendez, 43-B Simon Ave., Lackawanna 18, New York.

THE NOVEL, "SINSACTION OF A SINTURY," by Wilderness, features nature, thrilling entertainment. \$3.75 postpaid. Pageant Press, 101 Fifth Ave., N. Y. C.

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog. Over 500 latest tricks, 35¢. Show business book catalog Ireland, B-109 North Dearborn, Chicago 2. np

NEW 152 PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiohone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 336 South High, Columbus, O. mh30

WORLD'S GREATEST MAGIC PACKAGE. Fast 25¢ seller everywhere; five different easily demonstrated magic items. Sample 10¢. Warwick Press, Warwick, R. I. np

MISCELLANEOUS

FOR SALE-ALL OR 1/2 INTEREST IN Juke Box, Bowling and Pin Game Route, 120 Prospect St., Spencer, W. Va. Tel. 843. mh16

MUSICIANS AND ENTERTAINERS WANTED by AGGRESSIVE AGENCY for summer placement in Midwestern and Northern States locations. Desire Singles and Combos, concentrating on cocktail and resort placement. Some TV photos and full details in first correspondence, please. For better representation write BOX C-152 c/o Billboard, Cincinnati 22, Ohio

YOUR NAME IN HEADLINES ON STANDARD newspaper page, 3 different, \$1. Not over 36 letters each. Headline blanks, \$30 per thousand. Andrew Quirk, Box 1331 Hartford, Conn. ap13

M. P. FILMS & ACCESSORIES WILL BUY OLD SILENT MOVING PICTURE Machines, Lubin, Edensgraph, Edison Peephole Kinetoscope, etc.; Films, Slides, Posters, Don Malkames, 7 Plymouth Ave., Yonkers, New York.

PERSONAL

CHARCOAL PORTRAIT OF DISTINCTION done from your photo, \$15; in colored pastels, \$25; excellent gift. John Wateneik, 15703 Kennicott, Harvey, Ill.

MR. HOPE, \$125; MONTHLY, \$102; COM-fortable, \$200. Bloom meant person who mailed letter. Jiry return. Which items sent? Love, Fay.

PHOTO SUPPLIES DEVELOPING-PRINTING 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. FDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

PRINTING

ALWAYS SPEEDIEST SERVICE, QUALITY Window Cards, three colors, 14x22 size \$8 hundred; larger 17x26 size, \$12.50. Cards for all amusement occasions, many illus-trated. Also Bumper Cards, Bumper Stick-ers. Tribune Press, Dept. W-57, Earl Park Indiana. mh30

MIDWAY SPECIAL-200 BUSINESS CARDS-200 8 1/2x11 Letterheads, 200 6 1/2 Envelopes \$4.50 postpaid. Printing by Ace. Box 262 Lyndhurst, N. J. mh11

TARGETS FOR SHORT RANGE GALLERY \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Balt-more 2, Maryland.

DISPLAY CLASSIFIED AD

Your Advertisement displayed in a space this size will cost only \$14 per insertion

100 8 1/2x11 LETTERHEADS AND 100 6 1/2 Envelopes, four lines, \$2; 1,000 Business Cards, \$2.75. Hickman & Hickman, Box 202B, Coalgate, Okla.

125 LETTERHEADS AND ENVELOPES printed with same four lines copy, \$3.50 postpaid. Free catalog. John Pepper, Box 822, Chattanooga, Tenn.

200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mailo 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-145, Chicago 32, Ill. mh30

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, nurses, doctors, others. All popular miracle fabric, top nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now real future. Equipment free. Hoover, Dept. C-109, New York 11, N. Y. np

GOLDMINE OF 600 MONEY MAKERS-Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1. ch-tfn

NEW BRILLIANT DAY-GLO 7 1/4"x14". Every business signs, whirlwind sellers; amazing profits, \$1 samples. Sho-Card Signs, Prattsville, N. Y. mh23

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 63rd St., Los Angeles, Calif. ap6

NEW MALLEABLE TATTOOING MACHINES. Artistic designs. Complete outfit. Bright colors, concentrated black ink. Catalog free. MIT Zels, 728 Lesley, Rock-ford, Ill. jy13

WANTED TO BUY

USED SANDWICH AND PASTRY MACHINES wanted. Give full description and lowest prices. Box C-148, c/o Billboard, Cincinnati 22, O. mh16

WANT GRIND OR WALK-THRU SHOW- State condition, Banners and Accessories. Write Stat. J. F. Burns, 16 So. Phoenix Ave., Tulsa, Okla.

WANTED-SHOOTING GALLERY. HAVE A-1 spot for Shooting Gallery. Send information to Leo Whalen Jr., Toms River, New Jersey.

HELP WANTED

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20¢ 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

IF YOU WANT TO EARN MONEY FAST. I'll send you free sample Stocking of newest Stretch DuPont Nylons to sell at only \$1 a pair. American Mills, Dept. 605, Indianapolis 7, Ind.

THEATRE GROUP INTERESTED IN DOING a summer of repertory at an adult resort. Phone evenings EN 2-3426, New York, N. Y. mh30

AT LIBERTY ADVERTISEMENTS

5¢ a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

AVAILABLE-WHITE FACE AND TRAMP Clown; also Side Show Acts, good Kid Entertainer. Can drive. State best offer. Brison, 131 Oley, Reading, Pa.

SOBER, RELIABLE BOSS CANVASMAN. One can handle anything, any size. One night or week stand; can sew, patch, splice and keep in repair. Know help and how to handle; can also handle lot on small Carnival or the Back End Canvas and Fronts on a large one; also know Concessions; also Semi-Driver, licensed. W. H. Sanders, Rt. 4, Thomasville, Ga.

YEAR AROUND WORK WANTED BY Carpenter, Repairman. Experienced circus, carnival, motel, parks, building. Wage \$60 weekly. Box C-41, c/o Billboard, St. Louis, Mo.

MISCELLANEOUS

AERIALIST-AVAILABLE IMMEDIATELY, wants to join established act. Young man, experienced. Write: Craig Stillwell, 1329 Belleview Ave., Plainfield, N. J. mh16

HYPONOTIST-AVAILABLE FOR STAGE, Clubs, Private Parties or what have you? Write your needs. I know my business. Norman, 78-61 221 St., Flushing, N. Y.

HYPONOTIST-FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Diehl, Post Office Box 2002, Seattle, Wash. mh29'58

MUSICIANS

AREN'T THERE BAND LEADERS IN THE west needing an experienced Drummer? Locations only Arnold Salmon. Apache Hotel, Phoenix, Ariz. mh16

AVAILABLE IMMEDIATELY-ALTO, Tenor, Clarinet. Experienced, young, reliable; read, fake. Phone WO 4-2040. Dick Rench, 81 South Ave., Battle Creek, Mich.

BARITONE AVAILABLE FOR COMING season. Last 4 seasons with Kelly & Miller Bros., Circus. Read, fake and improvise. "Doc" Clark, Box 418, Pleasant Hill, Ill. Phone 2851.

BASS, DOUBLE GUITAR, SINGS, TRIO, read, fake, sing, also play piano. Have "ar, wardrobe. Taft Baker, LaSalle Hotel Apts., Birmingham, Ala.

COMBO ACCORDIONIST AT LIBERTY-Doubling Piano and Organ. All replies answered Ray Rose, 1011 Rock St., Little Rock, Ark.

ELECTRIC GUITAR-LEAD OR RHYTHM. Read, fake, sing, also play piano. White. Prefer combo on location or as a single. Jack Martin, 2260 N.W. 27th Ave., Miami 37, Florida. ap6

GUITAR-MODERN, LEAD, RHYTHM. Ten years top combos. Vocals, Solo, Harmonio; double Bass. Musician. Apt. 114, Harmon Hotel, Minneapolis, Minn.

GUITARIST-WESTERN, HILIBILLY, POP, Radio, Clubs, TV. Experienced, sober, dependable, references, photo. Write Lewis Lee, 406 High S.W., Canton, O.

STRING BASS, EXPERIENCED, AGE 34. Will travel. Wire or write: Rudy Banks, 742 West Willow St., Chicago 14, Ill.

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

TRIO AVAILABLE IN FOUR WEEKS-Vocals, Novelties, Latin, cut any show, prefer locations, organized five years. Box C-151, c/o Billboard, Cincinnati 22, O. mh23

TRUMPET-JAZZ, DIXIE, COMMERCIAL. Shows, Kenny Buckles, 418 W. Third St., Garnett, Kan. Phone 368.

PARKS & FAIRS

AT LIBERTY-PANAHASIKA: PARKS, RE-sorts, useful Gentlemen with Birds, Animals. Panahaska's Studio, 3504 N. 8th St., Philadelphia 40, Pa. SA 2-5536. mh30

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indian-apolis 21, Ind. ap6

BARANEK'S KENNELCADE OF STARS - Beautiful, outstanding display of trick and dancing dogs for Fairs, Parks, Cele-brations. Unusual, well flashed Props. Tinted Dogs, Striking Wardrobe. Now booking early spring and summer dates. Baranek, 390 Arcade Bldg., St. Louis, Mo. mh30

HERE IS THE TOUGHEST AND MOST dangerous assignment a Stunt Man can get. Sensational high diving as featured by Fox Movietone. You name your date and Capt. Mac will appear personally to put on a performance that will be long remem-bered. For reservations, particulars and price address: Capt. Mac's Productions, 456 Lamplier Place, Warren, O. Tel 45337. mh16

RAY'S CIRCUS REVUE NOW SOLICITING offers for season 1957. You can't go wrong with this combination. Magnolia. O. Route #1. je15

SENSATIONAL & NOVELTY ACTS OF every description, Animal Acts & Girl Revue. Address: 2015 Oliver St., Fort Wayne, Ind. Phone H 1196.

WATCH SPECIALISTS

FOR 67 YEARS Copy of \$975 Diamond Bracelet Watch \$9.50 Mail. Adv. 10 Piece Watch Sets \$5.95 Free 50 Colored Sheets With Your Name; 14 Kt. Premium, \$60 per dz. Catalog 171 & 71 Very Thin Men's, Women's Watches & Original Watch Sets

RESULT SALES

580 FIFTH AVE., NEW YORK 36, N. Y.

WE MANUFACTURE

the most beautiful Shoulder Bag and Clutch Purse you have ever looked at. They are all hand made, hand tooled and hand laced, made of genuine cow hide and are all lined inside. The clutch purse is over 13 inches long and has a zipper half way around. The shoulder bag is 9 1/2x8x3 1/4 and has long and has a zipper half way around. Both the shoulder bag and clutch purse come in different colors: Red, Natural or Tan. All merchandise is guaranteed to be first quality and of the latest style. Clutch purses are \$6.00 each 10% discount in one dozen lots Shoulder bags are \$7.50 each To introduce our merchandise, we are giving FREE one dozen of our finest hand-made billfolds that wholesale for \$30.00 a dozen if you purchase one dozen purses or hand bags, but only one deal to a customer and only for a limited time. We manufacture several styles Bags, Purses, Briefcases and Billfolds. This way we can save you money, but must sell for cash. All orders must be cash or 25% deposit and balance C.O.D. if you are not interested in any of our leather goods, but are interested in merchandise imported from Mexico, such as hand-made jewelry, novelties, etc., drop us a line. SPECIAL Send one dollar for a current price list of all our close-out merchandise such as our earrings, regular \$6.75 a dozen for only \$3.50. On your first order deduct the dollar and still receive your current price list of our specials. 1911 FARRAGUT ST. LAREDO DISTRIBUTORS & MFG. LAREDO, TEXAS

WE MANUFACTURE

the most beautiful Shoulder Bag and Clutch Purse you have ever looked at. They are all hand made, hand tooled and hand laced, made of genuine cow hide and are all lined inside. The clutch purse is over 13 inches long and has a zipper half way around. The shoulder bag is 9 1/2x8x3 1/4 and has long and has a zipper half way around. Both the shoulder bag and clutch purse come in different colors: Red, Natural or Tan. All merchandise is guaranteed to be first quality and of the latest style. Clutch purses are \$6.00 each 10% discount in one dozen lots Shoulder bags are \$7.50 each To introduce our merchandise, we are giving FREE one dozen of our finest hand-made billfolds that wholesale for \$30.00 a dozen if you purchase one dozen purses or hand bags, but only one deal to a customer and only for a limited time. We manufacture several styles Bags, Purses, Briefcases and Billfolds. This way we can save you money, but must sell for cash. All orders must be cash or 25% deposit and balance C.O.D. if you are not interested in any of our leather goods, but are interested in merchandise imported from Mexico, such as hand-made jewelry, novelties, etc., drop us a line. SPECIAL Send one dollar for a current price list of all our close-out merchandise such as our earrings, regular \$6.75 a dozen for only \$3.50. On your first order deduct the dollar and still receive your current price list of our specials. 1911 FARRAGUT ST. LAREDO DISTRIBUTORS & MFG. LAREDO, TEXAS

WE MANUFACTURE

the most beautiful Shoulder Bag and Clutch Purse you have ever looked at. They are all hand made, hand tooled and hand laced, made of genuine cow hide and are all lined inside. The clutch purse is over 13 inches long and has a zipper half way around. The shoulder bag is 9 1/2x8x3 1/4 and has long and has a zipper half way around. Both the shoulder bag and clutch purse come in different colors: Red, Natural or Tan. All merchandise is guaranteed to be first quality and of the latest style. Clutch purses are \$6.00 each 10% discount in one dozen lots Shoulder bags are \$7.50 each To introduce our merchandise, we are giving FREE one dozen of our finest hand-made billfolds that wholesale for \$30.00 a dozen if you purchase one dozen purses or hand bags, but only one deal to a customer and only for a limited time. We manufacture several styles Bags, Purses, Briefcases and Billfolds. This way we can save you money, but must sell for cash. All orders must be cash or 25% deposit and balance C.O.D. if you are not interested in any of our leather goods, but are interested in merchandise imported from Mexico, such as hand-made jewelry, novelties, etc., drop us a line. SPECIAL Send one dollar for a current price list of all our close-out merchandise such as our earrings, regular \$6.75 a dozen for only \$3.50. On your first order deduct the dollar and still receive your current price list of our specials. 1911 FARRAGUT ST. LAREDO DISTRIBUTORS & MFG. LAREDO, TEXAS

WE MANUFACTURE

the most beautiful Shoulder Bag and Clutch Purse you have ever looked at. They are all hand made, hand tooled and hand laced, made of genuine cow hide and are all lined inside. The clutch purse is over 13 inches long and has a zipper half way around. The shoulder bag is 9 1/2x8x3 1/4 and has long and has a zipper half way around. Both the shoulder bag and clutch purse come in different colors: Red, Natural or Tan. All merchandise is guaranteed to be first quality and of the latest style. Clutch purses are \$6.00 each 10% discount in one dozen lots Shoulder bags are \$7.50 each To introduce our merchandise, we are giving FREE one dozen of our finest hand-made billfolds that wholesale for \$30.00 a dozen if you purchase one dozen purses or hand bags, but only one deal to a customer and only for a limited time. We manufacture several styles Bags, Purses, Briefcases and Billfolds. This way we can save you money, but must sell for cash. All orders must be cash or 25% deposit and balance C.O.D. if you are not interested in any of our leather goods, but are interested in merchandise imported from Mexico, such as hand-made jewelry, novelties, etc., drop us a line. SPECIAL Send one dollar for a current price list of all our close-out merchandise such as our earrings, regular \$6.75 a dozen for only \$3.50. On your first order deduct the dollar and still receive your current price list of our specials. 1911 FARRAGUT ST. LAREDO DISTRIBUTORS & MFG. LAREDO, TEXAS

WE MANUFACTURE

the most beautiful Shoulder Bag and Clutch Purse you have ever looked at. They are all hand made, hand tooled and hand laced, made of genuine cow hide and are all lined inside. The clutch purse is over 13 inches long and has a zipper half way around. The shoulder bag is 9 1/2x8x3 1/4 and has long and has a zipper half way around. Both the shoulder bag and clutch purse come in different colors: Red, Natural or Tan. All merchandise is guaranteed to be first quality and of the latest style. Clutch purses are \$6.00 each 10% discount in one dozen lots Shoulder bags are \$7.50 each To introduce our merchandise, we are giving FREE one dozen of our finest hand-made billfolds that wholesale for \$30.00 a dozen if you purchase one dozen purses or hand bags, but only one deal to a customer and only for a limited time. We manufacture several styles Bags, Purses, Briefcases and Billfolds. This way we can save you money, but must sell for cash. All orders must be cash or 25% deposit and balance C.O.D. if you are not interested in any of our leather goods, but are interested in merchandise imported from Mexico, such as hand-made jewelry, novelties, etc., drop us a line. SPECIAL Send one dollar for a current price list of all our close-out merchandise such as our earrings, regular \$6.75 a dozen for only \$3.50. On your first order deduct the dollar and still receive your current price list of our specials. 1911 FARRAGUT ST. LAREDO DISTRIBUTORS & MFG. LAREDO, TEXAS

WE MANUFACTURE

the most beautiful Shoulder Bag and Clutch Purse you have ever looked at. They are all hand made, hand tooled and hand laced, made of genuine cow hide and are all lined inside. The clutch purse is over 13 inches long and has a zipper half way around. The shoulder bag is 9 1/2x8x3 1/4 and has long and has a zipper half way around. Both the shoulder bag and clutch purse come in different colors: Red, Natural or Tan. All merchandise is guaranteed to be first quality and of the latest style. Clutch purses are \$6.00 each 10% discount in one dozen lots Shoulder bags are \$7.50 each To introduce our merchandise, we are giving FREE one dozen of our finest hand-made billfolds that wholesale for \$30.00 a dozen if you purchase one dozen purses or hand bags, but only one deal to a customer and only for a limited time. We manufacture several styles Bags, Purses, Briefcases and Billfolds. This way we can save you money, but must sell for cash. All orders must be cash or 25% deposit and balance C.O.D. if you are not interested in any of our leather goods, but are interested in merchandise imported from Mexico, such as hand-made jewelry, novelties, etc., drop us a line. SPECIAL Send one dollar for a current price list of all our close-out merchandise such as our earrings, regular \$6.75 a dozen for only \$3.50. On your first order deduct the dollar and still receive your current price list of our specials. 1911 FARRAGUT ST. LAREDO DISTRIBUTORS & MFG. LAREDO, TEXAS

WE MANUFACTURE

the most beautiful Shoulder Bag and Clutch Purse you have ever looked at. They are all hand made, hand tooled and hand laced, made of genuine cow hide and are all lined inside. The clutch purse is over 13 inches long and has a zipper half way around. The shoulder bag is 9 1/2x8x3 1/4 and has long and has a zipper half way around. Both the shoulder bag and clutch purse come in different colors: Red, Natural or Tan. All merchandise is guaranteed to be first quality and of the latest style. Clutch purses are \$6.00 each 10% discount in one dozen lots Shoulder bags are \$7.50 each To introduce our merchandise, we are giving FREE one dozen of our finest hand-made billfolds that wholesale for \$30.00 a dozen if you purchase one dozen purses or hand bags, but only one deal to a customer and only for a limited time. We manufacture several styles Bags, Purses, Briefcases and Billfolds. This way we can save you money, but must sell for cash. All orders must be cash or 25% deposit and balance C.O.D. if you are not interested in any of our leather goods, but are interested in merchandise imported from Mexico, such as hand-made jewelry, novelties, etc., drop us a line. SPECIAL Send one dollar for a current price list of all our close-out merchandise such as our earrings, regular \$6.75 a dozen for only \$3.50. On your first order deduct the dollar and still receive your current price list of our specials. 1911 FARRAGUT ST. LAREDO DISTRIBUTORS & MFG. LAREDO, TEXAS

WE MANUFACTURE

the most beautiful Shoulder Bag and Clutch Purse you have ever looked at. They are all hand made, hand tooled and hand laced, made of genuine cow hide and are all lined inside. The clutch purse is over 13 inches long and has a zipper half way around. The shoulder bag is 9 1/2x8x3 1/4 and has long and has a zipper half way around. Both the shoulder bag and clutch purse come in different colors: Red, Natural or Tan. All merchandise is guaranteed to be first quality and of the latest style. Clutch purses are \$6.00 each 10% discount in one dozen lots Shoulder bags are \$7.50 each To introduce our merchandise, we are giving FREE one dozen of our finest hand-made billfolds that wholesale for \$30.00 a dozen if you purchase one dozen purses or hand bags, but only one deal to a customer and only for a limited time. We manufacture several styles Bags, Purses, Briefcases and Billfolds. This way we can save you money, but must sell for cash. All orders must be cash or 25% deposit and balance C.O.D. if you are not interested in any of our leather goods, but are interested in merchandise imported from Mexico, such as hand-made jewelry, novelties, etc., drop us a line. SPECIAL Send one dollar for a current price list of all our close-out merchandise such as our earrings, regular \$6.75 a dozen for only \$3.50. On your first order deduct the dollar and still receive your current price list of our specials. 1911 FARRAGUT ST. LAREDO DISTRIBUTORS & MFG. LAREDO, TEXAS

WE MANUFACTURE

the most beautiful Shoulder Bag and Clutch Purse you have ever looked at. They are all hand made, hand tooled and hand laced, made of genuine cow hide and are all lined inside. The clutch purse is over 13 inches long and has a zipper half way around. The shoulder bag is 9 1/2x8x3 1/4 and has long and has a zipper half way around. Both the shoulder bag and clutch purse come in different colors: Red, Natural or Tan. All merchandise is guaranteed to be first quality and of the latest style. Clutch purses are \$6.00 each 10% discount in one dozen lots Shoulder bags are \$7.50 each To introduce our merchandise, we are giving FREE one dozen of our finest hand-made billfolds that wholesale for \$30.00 a dozen if you purchase one dozen purses or hand bags, but only one deal to a customer and only for a limited time. We manufacture several styles Bags, Purses, Briefcases and Billfolds. This way we can save you money, but must sell for cash. All orders must be cash or 25% deposit and balance C.O.D. if you are not interested in any of our leather goods, but are interested in merchandise imported from Mexico, such as hand-made jewelry, novelties, etc., drop us a line. SPECIAL Send one dollar for a current price list of all our close-out merchandise such as our earrings, regular \$6.75 a dozen for only \$3.50. On your first order deduct the dollar and still receive your current price list of our specials. 1911 FARRAGUT ST. LAREDO DISTRIBUTORS & MFG. LAREDO, TEXAS

WE MANUFACTURE

the most beautiful Shoulder Bag and Clutch Purse you have ever looked at. They are all hand made, hand tooled and hand laced, made of genuine cow hide and are all lined inside. The clutch purse is over 13 inches long and has a zipper half way around. The shoulder bag is 9 1/2x8x3 1/4 and has long and has a zipper half way around. Both the shoulder bag and clutch purse come in different colors: Red, Natural or Tan. All merchandise is guaranteed to be first quality and of the latest style. Clutch purses are \$6.00 each 10% discount in one dozen lots Shoulder bags are \$7.50 each To introduce our merchandise, we are giving FREE one dozen of our finest hand-made billfolds that wholesale for \$30.00 a dozen if you purchase one dozen purses or hand bags, but only one deal to a customer and only for a limited time. We manufacture several styles Bags, Purses, Briefcases and Billfolds. This way we can save you money, but must sell for cash. All orders must be cash or 25% deposit

HARRIS SPECIALS



7-PIECE MEN'S WATCH SET

Includes Cuff Links—Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller. Choice of Key Chain or metal Gold Tone Pen & Pencil Set.

2 Year Service Guarantee

\$5.50 per set
Sample Set **\$6.50**

LADIES' 5-PIECE GENOVA WATCH SET

Watch & Expansion Band to match. This also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged leaf-like box which can be used as candy dish.

\$6.00 Complete Set
Sample Set, \$7.00



Sublings Boys with Perpetual Refills . . . \$ 2.00 per dz.
Automatic Needle Threader 5.00 per dz.

25% Deposit Required—
We Ship Same Day We Receive Order

HARRIS NOVELTY CO.

THIS IS OUR ONLY STORE
102 ARCH STREET
PHILADELPHIA 7, PA.
(Phones: MA 7-9848—WA 2-6970)
Send for Our Latest Catalog

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 5-14. 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—Better Living Show, March 13-30. Paul Waters, 15564 Gulf Blvd., St. Petersburg, Fla.
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.

Connecticut
New Haven—Connecticut Boat Show (Arena), March 21-24. Milton Cottler.

Florida
Pahokee—Pahokee Bean Festival, March 11-16.
West Palm Beach—Sports-O-Rama, March 21-24. Ken Murray.

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.

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.

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
Hammond—Hammond Rodeo, March 15-17. Bob Farris.
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.

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 Tiburg.

Mississippi
Charleston—Tallahatchie Co. Livestock Show, March 25. Pete E. Brown Jr.
Forest—Southeast Miss. Dist. Livestock Show, March 14-16. Floyd Noblin.
Greenwood—Delta Dist. Livestock Show, March 20-23. E. H. Blackstone.
Mendenhall—Simpson Co. Livestock Show, March 25. J. P. Ponder.

Missouri
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 1968.

New Jersey
Atlantic City—Garden State Home Show (Convention Hall), March 28-30.

New York
New York—American Toy Fair (New Yorker and McAlpin Hotels, Toy Bldg.), March 8-13.
New York—International Antiques Exhibition & Sale (Coliseum), March 30-April 7.

North Carolina
Charlotte—Carolina Home & Flower Show (Coliseum), March 27-31. Paul Waters.

Ohio
Cincinnati—Home & Flower Show (Music Hall), March 9-17.
Cleveland—American and Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 22-31. A. W. Newman.

Oklahoma
Ardmore—Ardmore Rodeo, April 10-13. J. P. Taylor.
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.

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.

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—East Tenn. Home Show, March 26-31. Paul Waters, 1720 W. Cumberland.

Texas
Dallas—National Home Show, April 28-May 5. Brownlow R. Hall.
Dallas—Southwest Sports, Boat & Vacation Show, March 22-31.

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 and Motor Boat Show (Arena), March 19-24. John E. Raine.
Winchester—Shenandoah Apples 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 25-29.

Manitoba
Brandon—Manitoba Winter Fair, April 1-8.

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. S. N. MacEachern.

UNDER THE MARQUEE

Continued from page 61

Donald Marks has been ill at his El Cerrito, Calif., home.

The new Felix Morales Tent, No. 85, of the CFA has been chartered with headquarters at Bennington, Vt. Officers are Charles H. Elwell, president; Gordon E. Turner, vice-president; James K. Cotter, secretary, and Fred L. Meeker, treasurer. Tent has 11 members in a tri-state area.

CFA's Norm and Bob Snehauser, John Boyle, Gerald Harshman, Ray Markle, Leo Winters, F. L. McClintock, Myron Gandee, Don DeWees, R. K. See, G. Warren McCormick, and Dave Lomax caught the Grotto show at Cleveland and visited with Merle Evans, Harry Thomas and George Keller.

W. D. Bender, Canton, O., fan had his model show on display at a Kresge store a week and fan Ted Deppish clowned at the display. . . . CFA Paul Bowers caught Polack Western in Louisville and expects to make the Mills opening April 20. . . . Bob Sherwood, Janesville, Wis., fan, caught the Hamid-Morton show in Milwaukee.

Mrs. Bob Atterbury handled production for the Wally Yee Shrine show in Honolulu. . . . Bill Koumpates, of the Aerial Korpatas, writes that his act, along with the Miamians, Bouncing Bodos, Johnny Weldes Bears and Miss Connie, played the Plant City, Fla., fair.

From Tony Diano's Diamond O Ranch, Canton, O., Henry Varner sends word that he and Richard Griley, of Powelson Amusements, exchanged visits. . . . Eddie Kuhn and Billy Sheets stopped at the Diano farm recently. Dog Red is working the eight Diano elephants. Ed Hiler looked in at Diano's ranch.

Earl Shipley, who has been making school dates in the West, was hospitalized at Nogales, Ariz., for a heart ailment and now has been moved to the Veterans' Hospital, Tucson, where he will rest for four weeks. Mrs. Shipley is at the Totem Lodge Trailer Court in Tucson and reports her husband is getting along well. . . . Trapeze Miss Mara will be on Ed Sullivan's TV show March 24.

Hamid-Morton Circus promotional set-up is unchanged. Promotional directors work independently of one another, each being in charge in the cities assigned to him by George Hamid. Thus, while Carl Sonitz is in charge in Mem-

phis, Omer Kenyon is in charge of promotion at Milwaukee and Howard Y. Bary continues as top man in Kansas City, Wichita and Topeka. Vernon McReavy, Henry Robinson and E. McBeth are among those who are in charge in other cities.

Mabel Stark is returning from her long engagement in Japan and will be at Thousand Oaks, Calif., and the World Jungle Compound.

Harry Chipman, formerly a press agent with leading circuses, is chairman in charge of plans for the CFA national convention to be held in Los Angeles this summer.

From Polack Western, James E. Douglass writes that Beverly Duke and Flo Forenski have joined Barrette's troupe on the show. . . . Clowns Gene Randow, Harold Simmons, Arthur Gallagher, Douglass, Larry Benner and Al Ackerman made a hospital show at Louisville. Louisville Shriners treated the clowns to a luncheon. . . . Polack people had a party at a hotel ballroom in Louisville. . . . Douglass has been making props and breaking a dog act.

EASTER TOYS!

24" TAFFETA RABBIT	\$6.00
24" Plush Rabbit	\$4.50
6" Plush Rabbit	\$.56 dz.
12" Plush Rabbit	\$7.50 dz.
10" Quacky Duck	\$10.80
11.40 dozen	
28" P L U S H RABBIT	\$24.50
38" Plush Rabbit	\$22.50

No extra charge for samples.

27 pcs. 1/2 doz. of each plus 3 38" rabbits. **\$21.70**

RAYON TAFFETA SPRING SPECIALS

25" Mouse Doll, bagged	\$.90 dz.
28" Plush Bear	2.50 dz.
24" Clown & Doll, bagged	1.50 dz.
42" Bozo Clown, bagged	18.00 dz.
13" Peasant Doll	6.00 dz.

No extra charge for samples.

42 pcs. 6 of each plus 1 **\$31.30**

6 of each plus 1 **\$31.30**

F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. Send for NEW 40-pg. FREE CATALOG and closeout lists.

ACE TOY MFG. COMPANY
536 Broadway, N. Y. C.
WA 3-3234

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

● TIP CARDS ●
● BASEBALL CARDS ●

at very reasonable prices.
Phone: Wheeling—CEdar 34282

COLUMBIA SALES CO.
302 Main St., Wheeling, W. Va.

Grand Opening of Our New & Larger Quarters

SPECIAL GET ACQUAINTED OFFERS:

JEWELLED WATCH with EXPANSION BAND. One Year Written Guarantee. \$3.75 in lots of 6. Sample \$4.00.	7-PIECE WATCH SET Includes Jeweled Watch with Expansion Band, Pen & Pencil, Matching Cuff-Links & Tie Bar. \$5.00 in lots of 6. Sample \$5.50.
-------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------

WE FEATURE
C' EST—SI BON and HOLIDAY Perfumes and Colognes.

SPECIAL
Beautiful Earrings. Regular \$7.20 value. Only **\$6.00** per doz.

We Carry a Complete Line of

● Housewares	● Gifts	● Electrical Appliances
● Novelties	● Clocks	● Religious Articles
● Premiums	● Wallets	● Costume Jewelry

Terms: 25% deposit, balance C.O.D., F.O.B. Chicago.
Orders Shipped Same Day Received.
Write for FREE Price List

ABBOT SALES 833 W. ROOSEVELT ROAD CHICAGO 8, ILLINOIS Phone: MOntroe 6-1718

WORLD'S MOST UNUSUAL WHOLESALE OFFER

Send \$15 for sample package of 10 items

WRITE FOR FREE ROYALSHIRE LUGGAGE 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 re-order 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

ENGRAVERS AND DEMONSTRATORS: ATTENTION!

WRITE FOR CATALOG

Men's Expansion Photo Idents from \$4.75 doz.

Boys', Girls', Ladies' Expansion Idents from \$4.00 doz.

Largest assortment of Plated Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Include postage with prepaid orders.

Heart or Round Necklace on 24" chain. Nickel or gold plated. **\$27.00** or.

McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.

Propose \$25 Wall Box Tax In Arkansas

Bill Provides Equal Tax for County and City

LITTLE ROCK—A bill pending in the Legislature would tax all phonograph wall boxes \$25. The bill was introduced by Rep. Van Dalsem, Perry.

The proposed legislation, H. B. 479, to amend Act 201 of the 1939 Legislature, would also provide that county and city could collect the same tax on each wall box. That's \$75 for each music box.

Present tax on phonographs is \$10 for State, \$10 for county, \$10 for city and \$10 for federal. There is none on wall boxes.

Also proposed is a bill which would increase the tax on gross revenue of music operators from 2 to 3 per cent. This is included in a general tax bill to which operators do not object because a sales tax increase from 2 to 3 per cent is proposed.

However, Arkansas operators are up in arms over the other bill, which they term unfair, prohibitive and confiscatory.

Officers of the Arkansas-Missouri Operators' Association are waging a drive against the bill.

Leading the opposition are Henry Hitchcock, owner of Jonesboro Music Company, president of the association; John Brunner Jr., partner in John-Frank, Inc., Marked Tree, and Elmer Womack, owner of Womack Music Company, Jonesboro.

Robert Kirspe, president, and Harold Dunaway, secretary and treasurer, of the Little Rock Operators' Association, are also leading an organized battle against the bill.

They say an operator with 10 wall boxes in one restaurant, for example, would be taxed \$750 for that one location. The tax would be confiscatory and as such unconstitutional, they point out.

Wis. Ops Plan March 12 Meet

APPLETON, Wis. — Monthly meeting of the Wisconsin Music Merchants has been scheduled for March 12 at Alice's Club here.

Announcement from organization President C. S. Pierce indicated that meeting discussions will center around pending legislation that may affect the coin machine business and the drive to boost dime play thruout the State.

Non-Selective Wall Box, Juke Pkg. by Fla. Firm

ORLANDO, Fla.—A new concept in non-selective juke box play is being introduced by the Kirk Electronic Manufacturing Company located here.

Consisting of a hi-fi record player, and a series of Kirk-O-Matic wall boxes, the unit is designed to provide three minutes of non-selective music to listeners of each individual wall box.

The record player is a standard 45 r.p.m. and holds 10 records. It is small, cabinet size, 10 inches by 10 inches by 24 inches and is

SERVICE S.O.S.

2-Way Car Radios for Ark. Ops

PINE BLUFF, Ark. — Two local operators and one at nearby Warren, Ark., are taking a big step forward in providing speedy service to their locations by installing two-way radios in their service trucks.

E. K. Eby and Guy Jones, owners of Pine Bluff Music Company, said the two-way radios will speed up service to locations and save money by getting their phonographs and games repaired sooner.

H. E. Taylor, owner of Warren Music Company, Warren, Ark., said installation of two-way radios in all his company vehicles is almost complete.

He said that the radios will increase the efficiency of his operation and decrease his overhead. He has phonographs and games on location as far as 75 miles from his home operating base, and feels the radios will save truck mileage and long distance calls.

Nat'l Rejectors' Toronto Branch To New Quarters

TORONTO — National Rejectors' branch office here moved to new quarters located at 3515 Bathurst Street. Clarence Cukor, manager, said the new quarters tripled the available operating space, and the firm's personnel force has been doubled to handle the increased volume.

The new building will provide adequate storage for a complete line of parts and supplies, as well as adequate parking space for customers.

Wurlitzer Bows 2d 200 for 1957 Line

NORTH TONAWANDA, N. Y. — A new 200-selection juke box has been introduced by the Rudolph Wurlitzer Company as an addition to their 1957 line.

The new unit, model 2150 is now available to operators along with Wurlitzer's other 200-selection machine, model 2100 and a 104-selection unit, model 2104.

Bob Bear, sales manager, stated the addition to the line is intended to provide a 200-selection machine "that will be profitable to operate in any location." Altho the price was not disclosed, it is believed the new 2150 will fall somewhere between the prices of models 2100 and 2104.

Non-Selective Wall Box, Juke Pkg. by Fla. Firm

designed to fit under a counter or elsewhere out of sight in any installation.

Each of the wall boxes has 10 tunes (the week's top 10 hits) listed. However, when the customer drops in his coin, he doesn't know ahead of time what tune he will hear. The unit is set to function on a time principle — each customer hears three minutes of music.

The record player does not run until one of the wall boxes is activated. Then it'll play for three

L. I. Game Firm Eyes Home Mkt. for Jukes and Games

Suffolk-Nassau to Open One-Stop, Retail Disk Outlet; \$50,000 Addition Ready

FREEPORT, L. I., N. Y. — The Suffolk-Nassau Amusement Corporation, Long Island's largest music and game operator and distributor, will soon make a major pitch to the homeowner with playroom juke boxes, hi-fi systems and games.

In addition, the firm will open by April 1 a retail record shop and a one-stop for juke box operators.

The firm is currently in the throes of a major expansion move, with a \$50,000, 3,500 square-foot

cinder-block building nearing completion, in addition to the existing 1,500-square-foot headquarters.

Retail Shop

The old building will house the retail shop and the one-stop, while the addition will include offices and showrooms for the firm's operations, operator equipment sales and financial companies.

Heading the retail operation will be Carmine Miranda, who formerly operated two retail record shops in Hempstead, L. I. According to Sandy Moore, Nas-

sau-Suffolk president, the retail store will attempt to capitalize on the tremendous population growth of Nassau County, which has mushroomed from 400,000 in 1940 to nearly 1,500,000.

The overwhelming majority of the new Nassau residents are former New Yorkers who bought homes in bedroom suburbs and who are extremely record and hi-fi conscious.

Program Aid

Miranda feels that the retail record shop and the one-stop will go hand in hand. He pointed out that juke box preferences follow pretty closely retail record selections and that the sales trends on the retail level will serve as a programming aid for juke box operators.

The new Nassau homeowners have been hit hard by the finish-off-your-basement bug. Many of them are in the market for older juke boxes for playroom use, and quite a few have wandered on to New York's 10th Avenue in an attempt to pick up an old phonograph.

Suffolk-Nassau intends to capitalize on this market by advertising juke boxes with no commercial value—old 78's and 45's with limited

(Continued on page 79)

Dime Play Nears 50-50 Mark in N. Y.

Growth Depends on Replacement Rate; EP's Used to Help Conversion

NEW YORK—Dime play has been showing steady but not spectacular growth in the metropolitan area of greater New York. Right now, the area is probably nearing the 50-50 mark in the conversion movement, with some sections nearly 100 per cent on dime play and others at least 80 per cent on 5-cent play.

Most solid dime-play area is Westchester County, where an estimated 90 per cent of the machines have been converted.

Westchester operators began conversions about two years ago, and this conversion has been vir-

tually complete for at least a year. Only stops still on 5-cent play are the marginal ones with ancient equipment and a few which cater exclusively to youngsters

Long Island

Slowest dime-play area, in greater New York is Long Island. Not more than 20 per cent of the juke boxes in Nassau and Suffolk Counties are currently on dime play.

But, like elsewhere in the metropolitan area, every new box going out is at 10 cents, and the equipment replacement rate is high.

One operator, Gabe Foreman of Suffolk-Nassau Amusement, tells store owners who object to dime play that he will pay them the difference between what the machine took in at 5 cents and what it takes in at 10 cents if there is any decrease in revenue. The location owners generally take him up

(Continued on page 75)

Little Rock Music Operators Elect New Officer Slate

LITTLE ROCK, Ark.—Robert Kirspe, partner in Kirspe-Hollenberg Music Company, was elected president of the Little Rock Music Operators' Association. He succeeds Dan Levine, owner of Levine Amusement Company.

Harold Dunaway, partner in Twin City Amusement Company, was elected secretary-treasurer, replacing C. W. Holmes, owner of Holmes Music Company.

RMSA Elects Officer Slate

CHICAGO—A meeting of the Recorded Music Service Association, Inc. was held here March 7, at the Bismarck Hotel, with the group holding their annual election of officers and board members.

Phil Levin was re-elected president of the group. Earl Kies, formerly vice-president and treasurer was elected vice-president and secretary. Louis Arpaia was elected to fill Kies' vacated post of vice-president and treasurer. Dan Gaines remained vice-president.

Or the board of directors, Otto Menconi was named to fill the spot vacated by the resignation of Carl Greene. Other board members remained unchanged. They are Phil Levin, Earl Kies, Louis Arpaia, Dan Gaines, Julius Mohill, Julius Groner, Joseph Filitti and Andy Oomens.

In the absence of Phil Levin, who was ill, the meeting was conducted by Kies. After the meeting, refreshments were served to the members.

Juke Box in Pic Promotion

MEMPHIS, Tenn. — A local juke box distributor and a record distributor teamed up in a public relations good-will service for the run of the movie, "The Girl Can't Help It," at the Malco Theater, here.

George Sammons, president of Sammons-Penning Company, Seeburg distributor, loaned a new 200-selection jukebox and Dick Blaze, sales manager of Capitol Records Distributing Corporation, furnished the records.

The machine was placed in the lobby of the Malco and played continuously. Featured were songs from the movie, as well as most of the records of the recording stars in the film. The only thing Sammons and Blaze didn't supply was Jayne Mansfield. But theater manager Ray Thome had that on the screen.

Committees Named for UJA Coin Machine Div.

NEW YORK—Lou Boorstein, Leslie Distributors, chairman of the 1957 Coin Machine Division of the United Jewish Appeal, last week announced committees for the event. The drive culminates with a dinner at the Sheraton-Astor, May 15, honoring Meyer Parkoff, Atlantic-New York Corporation.

Executive committee members are Jerry Basile, Harry Berger, Charles Bernoff, Bernie Boorstein, Frank Breheny, Jim Cagiano, Russ Carpenter, Ben Chicofsky, Sam Getaln, Jack Gordon, Tom Greco, Abe Green, Milton Green, Ben

Haskell, Art Herman, Lou Hirsch, George Holtzman, Irv Holzman, Morris Kahn and Harold Kaufman.

Also Murray Kaye, Marcus Klein, Max Klein, Harry Koepfel, Sam Kresberg, Lou Levy, Abe Lipsky, Perry Lowengrub, Bob Luttmann, Al Miniacci, Sandy Moore, Mrs. Calire Morano, Oscar Parkoff, Carl Pavesi, Seymour Pollak, Mac Pollay, Martin Rabkin and Morris Rood.

And Harold Roth, Max Schaffer, Barney Schland, Jack Semel, Don Shapiro, Al Simon, Harry Sisking,

(Continued on page 75)

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, 133 West Randolph, Chicago 1.

What Operators Say:

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:

A Wisconsin operator who asked we withhold his name: "Yes, I shall buy only 200's. It has practically eliminated competition for locations and has allowed for some 10-cent play. The price differential between 100's and 200's is not great enough to warrant lesser purchase." . . . E. H. Williams, Carrabelle Beach, Fla.: "I like the 200-record machines because they allow old pops to remain and collect many extra plays. I do not change the records on 200's any more than I do on the 100's. Three cheers for the 50-cent slot!" . . . Another Wisconsin operator who asked that we withhold his name: "I will buy more 200's because I believe the earning power is greater because of better programming and higher price per play."

John A. Cooper, Gardenville, N. Y.: "We have found that we can convert our customers to 10-cent play that way. They want a new phono, so we inform them they are available on 10-cent play only. We now have 65 out and everyone has increased at least 30 per cent, some 100 per cent." . . . Don Eby, Portland, Ore.: "I believe that if you want to stay in the music business, the answer is more 200's. Also it is the easiest way to convert to 10-cent play and this has definitely shown an increase in gross take."

Nick Gregory, Battle Creek, Mich.: "To be on the safe side a good strong operator changes to 200's without the location asking for it. The difference in price between a late 100 and a 200 is small and the change alone will pay for the difference in a short time, providing, of course, it is a good spot." . . . A. M. Pappas, Bushnell, Ill.: "All operators will buy 200's not because they want them but because of competition."

No:

A Utah operator who asked we withhold his name: "200's are all right for a few top locations or locations that want many unusual records. However, for most locations 100 or 120 selections are sufficient and they are better suited for these locations than 200's." . . . E. J. Butts, East Brewton, Ala.: "I have not used any 200's as yet and do not plan to as long as I can get by. The cost of these machines and the cost of programming them is so great that we do not feel justified in buying them. Our locations are in a small town of approximately 12,000 population."

PRO AND CON

Ops Pick 200 to Help Fight for '57 Dollars

- Majority will use jumbo juke boxes to meet competition, help dime play conversion and give more programming variety
- Rural areas lag in acceptance; operators state increased cost is prohibitive, too many selections slow down play

Fourth in a series of four Forums on operators' plans to improve net income. The 200-selection juke box is a dominant factor in plans of juke box operating management to widen a narrowing profit margin.

But the jumbo machine has also become a controversial subject in operating circles, with some operators hotly opposed to it, others indifferent and still others strongly in favor of it.

Above all, a key question it raises is a source of concern to operators: What is the limit to the number of selections a juke box can hold and still return an operator a fair profit?

A previous Forum series showed that a majority of operators felt 80 to 120 selections was adequate for any type location, although many could see a consumer appeal in the 200-selection machines. Most important, many could see a strong appeal to location owners in the giant machine.

Regardless of the pros and cons so far expressed by Forum participants, results of returns to questions covered this week show one all-important fact: The 200-play juke box has emerged as the top favorite in the majority of operators' buying plans.

54% Favor

Fully 54 per cent of all operators polled indicated they would confine their buying to 200's for the coming year, and flatly stated that the jumbo machine was the only way they could continue to improve their routes.

An additional 11 per cent said that while they did not like the 200, they nevertheless would buy it.

Reasons given covered a variety of factors. Almost all operators felt the new 200's would help them meet competition in their best stops as well as keep their locations satisfied.

As Russell Dougherty, a Wisconsin operator, put it, "I shall buy only 200's. They have practically eliminated competition for locations. It has also helped dime play and the differential between 100's and 200's is not great enough to warrant a lesser purchase."

Help Dime Play

Other operators found that the 200 opened the door to dime play in their area. It seemed easier

place a greater variety of records on the machine than before. He found that a new audience was being attracted to the machines that up to now couldn't find "their kind of music" programmed.

A Florida operator, E. H. Williams, found that the larger selection machines enabled him to lean on a lot of older pops and favorites to collect extra plays.

Two Machines

Some operators looked upon the 200 as two separate machines. The first 100 selections were programmed with the popular hits, as was the custom, but the other 100 selections were devoted to old favorites, album music, show tunes and particularly EP's. In this way, they felt the strongest play appeal of the phonograph-pop tunes—was not sacrificed, and yet the additional variety enabled them to pick up customers in the slower periods that wouldn't ordinarily play the juke box.

A look at some statistics recently issued by the Record Industry Association indicates that, if anything, this trend is apt to develop further. Record companies are now issuing in the neighborhood of 350 new releases per week. To keep abreast of all the pop hits coming out, the juke box operator often needs as much capacity as he can get to give customers what they may desire.

More EP's

The companies are finding, too, that there is greater public acceptance for EP's than in the past. Since it is more economical for the companies to press EP's than standards, it is likely that the future will find EP's occupying a substantial share of the market.

Already operators are finding some hits which are available on EP's only, and if they are going to buy the disks at all, they have to program them as they are issued.

Principal objections to the 200-selection models come from operators located in smaller rural areas who do not feel their locations can support the added cost of the jumbo machine.

Duane Knutson, who operates in Fertile, Minn. (under 5,000 population), said he did not have any spots that warranted a 200-selection machine.

Forum Votes

Do you plan to buy more 200-selection juke boxes than any other type during 1957?

- 54% Plan to buy all 200's during 1957.
- 11% Plan to buy all 200's but don't like the machine.
- 35% Do not plan to buy 200's during 1957.

to justify the increased price to both location owners and customers by pointing out the higher unit cost of a 200-selection phonograph as well as the additional record expense involved.

Don Eby, Portland, Ore., said: "I believe if you want to stay in the music business the answer is more 200's. It is the easiest way to convert to 10-cent play, which has definitely shown us an increase in gross takes."

In Buffalo, John A. Cooper echoed the same sentiment, saying that when he put in a new 200, he informed the location that it had to go on dime play only. Cooper stated he now had 65 new 200's out, and all had increased his takes by at least 30 per cent, and some as high as 100 per cent.

Other operators said they found the 200 had increased customer interest in their juke boxes. Where a new 100-play machine ceased to be a novelty, the 200 provided something new in the music business concept.

Better programming possibilities on the larger capacity machines was also cited as an income booster by many operators. One Midwest operator said the increased selections enabled him to

"I noticed no increase in business when switching from 24 to 100 selections," he stated.

An Alabama operator, E. J. Butts, who operates in a town of about 12,000 said he has not used 200's yet, and doesn't plan to as long as he can get by, as he doesn't feel the added cost of the machine as well as the additional programming expense can be compensated for.

Too Many Selections

But E. D. Rebori, Springfield, Mo., had a different objection. He felt the large machines provided more selections by far than needed. He based this on the number demanded by the buying public, adding that "efficiency on the 200's was reduced due to surplus records, both for the customer and the operator."

Some operators felt that the larger number of selections only served to confuse the customers, and slow down playing time. One Southwestern operator noted that people were clustering around the machine trying to decide what tune to play, while the juke box stood silent. He felt if the customers were going to play the machine, they would go ahead and do it, whether it had 100 selections or 200 selections.

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 12—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
- March 12—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.
- March 12—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- March 13—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Co., Massillon, O.
- March 13—New York State Operators' Guild, monthly meeting, Palatine Hotel, Newburgh, N. Y.
- March 14—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- March 17—Iowa Music Operators' Association, State-Wide meet, Des Moines.
- March 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- March 20—Automatic Equipment & Owners Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
- March 25—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.
- March 26—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- March 26—Music Operators of New York, quarterly meeting, 258 West 57th St., New York.
- April 1—West Virginia Music Operators, quarterly meeting, State offices, Charleston, W. Va.
- April 1—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, ballroom floor, Detroit.
- April 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- April 2—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- April 2—Washington Music Merchants' Association, monthly meeting, Seattle.
- April 3—Summit County Music Operators' Association, monthly meeting, Akron.
- April 3—Music Operators' Society of St. Jos. Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- April 4—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.
- April 4—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.

COINMEN YOU KNOW

New York

By AARON STERNFIELD

Sandy Moore and Gabe Foreman plan to open their new Suffolk-Nassau Amusement Company headquarters at Freeport, L. I., March 31. The old building will serve as a one-stop and retail record outlet. . . . Funeral services for Mrs. Ed Adams, wife of the manager of Seacoast Distributors, Elizabeth, N. J., were held Tuesday (5) at Memorial Hall, Plainfield.

Ben Cohen, former partner in the B&B juke box route, has formed his own operating company, Rayben Music. . . . New members of the Music Operators of New York are Isadore Bernstein, I.M.S. Music, and Harry Schildcrout, Chipson Amusement, who bought part of the Webster Amusement route from Al Suchotine. . . . Mac Pollay is vacationing in Florida. . . . Joe Connors is in bed with a virus attack. . . . Lou Hirsch is back from his Caribbean cruise. . . . Al Koondel reports that his new one-stop is doing well. . . . Irv Holzman recently bought a route in Miami.

Lou and Bernie Boorstein, Leslie Distributors; Jerry Blaine, Cosnat Distributors, and Sam Keenholz, Raymar, were guests at a recent party for Tab Hunter. . . .

THE "G-200"

- Instant eye-level visibility of all 200 titles
- Fastest record changer
- Widest choice of colors
- Exclusive multi-horn high fidelity
- Complete accessibility

AMI . . . music that makes more money for you . . . originator of the automatic selective juke box in 1927—ahead then, ahead now.

1500 Union Avenue, S.E.
Grand Rapids 2, Michigan

Dave Rosen, Philadelphia; Charles Ehrle, Bay Shore, L. I., and James Smith, Pleasantville, were recent visitors on 10th Avenue. . . . Abe Green, Runyon Sales, is back from a Florida vacation. . . . Irv Kemper, Runyon Sales, is on the road in Connecticut. . . . Rosalind Kleinman, Atlantic-New York, became the bride of Stanley Shatton Sunday (10) at Burnside Manor, Bronx.

Chicago

By NICK BIRO

Paul Huebsch, J. H. Keeney & Company general sales manager joined the local chapter of the Loyal Order of Moose. . . . Sam Lewis, Exhibit Supply president is readying new Arcade equipment for the spring season. Exhibit also has several new series of penny cards on the market. . . . Is Edelman, Edolite Products, Detroit was in town with some new ideas in the coin field. . . . Jim Marzano, partner of Ted Kruze, local Arcade owner, is leaving for Hot Springs for a brief vacation.

Congratulations to Earl Kies, local music operator—his daughter gave birth to a girl conferring the title of "grandfather" on Earl. Kies was also elected vice-president and treasurer of the RMSA and conducted the last meeting when Phil Levin was unable to attend due to illness. Reports are that Levin is coming along nicely.

George Miller, MOA president, was in town making preliminary plans for the coming convention in May. Miller plans to return sometime in April to personally supervise all the final arrangements. He just returned from Washington where he conferred with congressmen and senators regarding MOA's position on proposed copyright legislation. Incidentally Miller huddled briefly with Jack Mitnick at United—but wouldn't say a word about the subject discussed.

(Continued on page 79)

N. Y. Dime Play

• Continued from page 73

on this. To date he hasn't had to pay out a nickel.

In New Jersey, Dick Steinberg, executive director of the Music Guild of New Jersey said that the northern part of the State has just passed the half-way mark in its dime play drive.

Greatest progress is being made in Essex County, which includes Newark. Steinberg estimates that 60 per cent of the juke boxes in Newark are set at 10 cents.

New Jersey operators are also using new equipment to upgrade along the line, converting from 5 cents to 10 cents each time they replace a box with a newer one.

While EP's have been used primarily as a device to make the conversion more palatable to the customers, Steinberg feels that the prospects for continued use of EP's is good. He explained that as newer model juke boxes are introduced, dime play on singles will become more and more accepted, and 15 cents for EP's will meet with little resistance.

New York

No figures are available for New York itself, but Al Denver, head of the Music Operators of New York, said he is happy with the rate of conversion.

All new pieces in the city are going out at 10 cents, and operators have been buying new boxes at a good clip. Probably about half the machines in the city are now on 10 cents.

Initially, the placement of new machines and the conversion to dime play spurred EP sales, with operators using from 20 to 30 EP's on a 200-selection machine. Later on tho, they will replace EP's with singles.

The growth of dime play here will be determined largely by the replacement rate on older machines. Few operators are attempting to convert older equipment from 5 cents to a dime. However, virtually all of them are insisting on 10 cents for new equipment.

At the current rate, it will probably be another couple of years before dime play predominates here. But in the meanwhile, locations with nickel play are getting scarcer and scarcer.

UJA Committees

• Continued from page 73

Dave Stern, Barney Tannenbaum, Sandy Warner, Max Weiss, Leo Weisskopf, Jack Wilson and Lou Wolberg.

The banks and finance company committee is composed of Joseph O. Beim, Sam Bushnell, Martin Herbstman, Robert Krause, Edwin Meredith, Joseph Rogers, Jack Schuller, Theodore Schwarz, Arthur Silbert, Dr. Samuel Silverman, Herbert Sternberg and Irving Tropp.

On the trade publications committee are Bill Littleford, Aaron Sternfield, Joe Orleck and Bob Austin.

Honorary chairmen for the drive are Al (Senator) Bodkin, Al Denver, Sidney Levine, Jack Mitnick, Mike Munves, Harry Rosen, Barney Sugarman and Joe Young.

Wurlitzer Bows

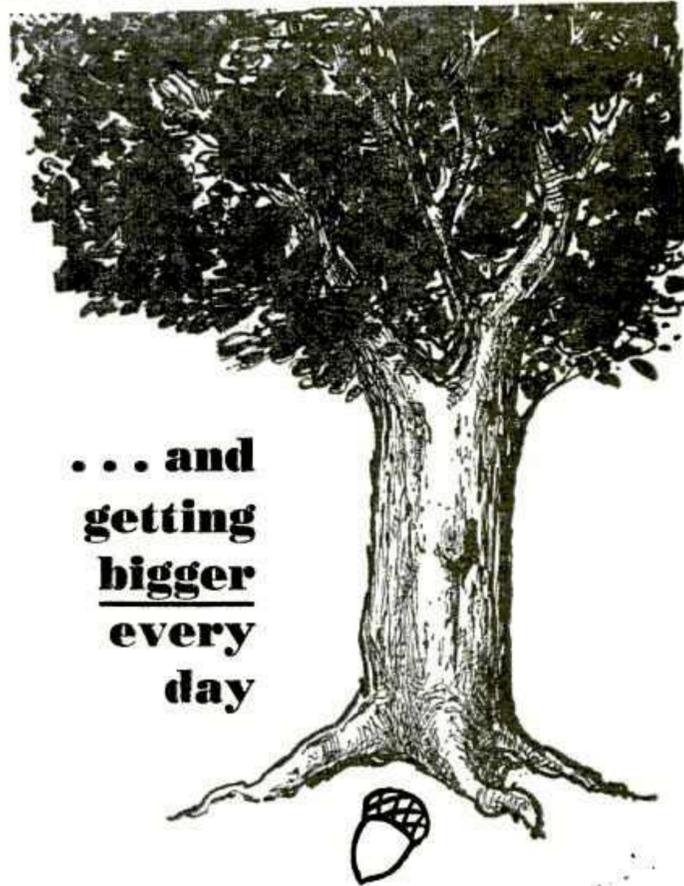
• Continued from page 73

in front of the record changer compartment.

In all other aspects, the 2150 features the same carousel changer, dynatone amplifier and coin registration unit, with 50-cent chute as its counterpart, the 2100.

The basic components of the cobra tone arm, amplifier, junction box, stepper, Playrak and coin system are interchangeable with the model 2100.

The Wurlitzer 200-selection wall box, model 5210, is also available for use with either model.



... 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 bimonthly 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 5, 1957. Any of The Billboard offices will supply full details.

The Billboard

International

CHICAGO 128 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
--------------------------------------------------	-------------------------------------------	----------------------------------------------------	--------------------------------------------------

Now . . . to complete the

THE 200 SELECTION

With Top Features

Look at this feature array, plus **50-CENT PLAY**

★ NEW ULTRA MODERN DESIGN

★ NEW VISIONLINE SELECTOR

★ NEW COLOR-STYLED CABINET

★ PLAYRAK COIN REGISTER

★ VOLUME LEVEL CONTROL

★ CAROUSEL MECHANISM

★ ZENITH COBRA STYLUS

★ PLATED WIRING CIRCUITS

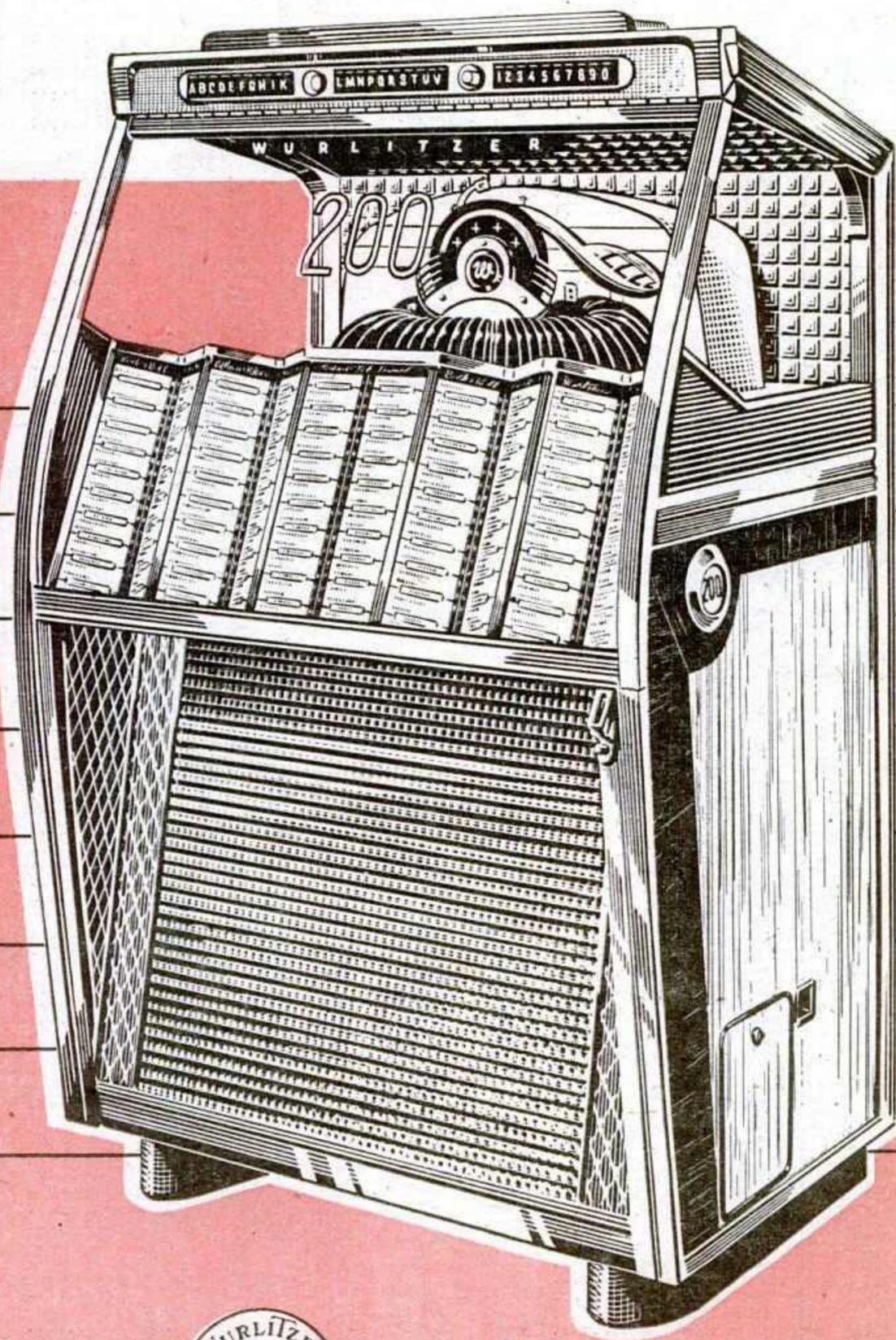
★ BUILT-IN STEPPER

SEE, HEAR AND PRICE THIS NEWEST ADDITION TO THE WURLITZER
ALL-LOCATION LINE AT YOUR WURLITZER DISTRIBUTOR TODAY

WURLITZER all-location line

WURLITZER MODEL 2150

at an All-Time Value



WURLITZER



NORTH TONAWANDA, NEW YORK

Established 1856

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 9, 1957)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
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	134.50	295.00
Model E-40 (53) 40 sel., 78 RPM	365.00	285.00	295.00
Model E-80 (53) 80 sel., 45 RPM	450.00	325.00	410.00
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
ROCK-OLA			
1428 (48) 20 sel., 78 RPM	\$ 89.00	\$ 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	219.00	124.50	219.00
1436 A-(53) 120 sel., 45 RPM	295.00	179.50	195.00
1438 (54) 120 sel., 45 RPM	450.00	395.00	449.00
1446 Hi-Fi 120 sel., 45 RPM	550.00	495.00	495.00
148 ML (48) Remote 20 sel., 78 RPM	89.00	89.00	89.00
HM-100-A Hideaway	245.00	160.00	225.00
M-100-A (49) 100 sel., 45 RPM	250.00	100.00	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	750.00
HF-100-R	775.00	645.00	735.00
WURLITZER			
1100 (47) 24 sel., 78 RPM	\$125.00	\$ 89.00	\$ 89.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	119.00	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	299.50	249.50	259.00
1700 (54) 104 sel., 45 RPM	675.00	395.00	539.00
1800 (2/55) (W)	840.00	625.00	795.00

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
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)	65.00	35.00	60.00
Big Time (1/55)	235.00	195.00	225.00
Bright Lights (5/51)	49.50	39.00	49.50
Bright Spot (11/51)	60.00	49.50	50.00
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
Gaytime (6/55)	225.00	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)	245.00	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	60.00
CHICAGO COIN			
Basket Ball Champ (10/49)	\$195.00	\$145.00	\$145.00
Home Run	125.00	110.00	125.00

	High	Low	Mean Avg.
Saddle & Turf Club Model (10/53)	275.00	175.00	225.00
Saddle & Turf (10/53)	225.00	195.00	225.00
GENCO			
Invader (3/54)	\$145.00	\$145.00	\$145.00
GOTTlieb			
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)	195.00	145.00	165.00
Four Stars (6/52)	75.00	50.00	75.00
Frontiersman (11/55)	200.00	125.00	185.00
Gold Star (6/54)	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)	210.00	175.00	200.00
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)	100.00	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)	175.00	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	310.00
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	225.00	275.00
Wishing Well (9/55)	195.00	165.00	165.00
UNITED			
ABC (2/52)	\$425.00	\$365.00	\$425.00
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	75.00
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

	High	Low	Mean Avg.
WILLIAMS			
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)	125.00	65.00	110.00
Deluxe Baseball	135.00	85.00	125.00
Disk Jockey (11/52)	85.00	39.00	85.00
Four Corners (11/52)	90.00	59.50	90.00
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)	140.00	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 (11/54)	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)	225.00	225.00	225.00
Rainbow 5 Ball (11/48)	125.00	100.00	119.00

SHUFFLE GAMES

	High	Low	Mean Avg.
Ace Bowler (CC) (9/50)	\$165.00	\$110.00	\$150.00
Advance Bowler (CC) (5/53)	105.00	75.00	95.00
American Bank (American Shuffleboard)			
(5/52)	250.00	225.00	225.00
Arrow (CC)	275.00	215.00	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)			
Capitol (U) (6/55)	275.00	225.00	225.00
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)	110.00	95.00	110.00
Classic (U) (6/53)	140.00	50.00	89.50
Clipper (U) (5/55)	265.00	149.50	235.00
Clipper 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)			
Criss-Cross (CC) (11/53)	150.00	85.00	125.00
Criss-Cross Targette Deluxe (CC) (1/55)			
Criss-Cross Targette Regular (CC) (1/55)	125.00	125.00	125.00
Crown (CC) (4/53)	110.00	75.00	110.00
Diamond (K) (5/53)	165.00	155.00	160.00
Domino (K) (5/53)	75.00	60.00	65.00
Double Score (CC) (3/53)			
Feature (CC) (7/54)	145.00	115.00	125.00
Fifth Inning Deluxe (U) (6/55)			
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) (3/55)	295.00	195.00	250.00
Hi Speed Triple Score (CC) (8/53)			
Holiday Match Bowler (CC) (9/53)	235.00	150.00	175.00
Hollywood (CC) (5/55)	295.00	185.00	245.00
Imperial (U) (9/53)	110.00	60.00	95.00
Jet Bowler (B) (8/54)	170.00	100.00	150.00
League (K) (8/50)	125.00	75.00	75.00
League Bowler (U) (1/54)			
Lightning (U) (2/55)	265.00	165.00	195.00
Lightning Deluxe (U) (2/55)			
Magic (B) (12/54)	225.00	125.00	175.00
Mars (U) (1/55)	295.00	225.00	275.00
Mars Deluxe (U)	395.00	185.00	245.00
Match Bowl-A-Ball (CC) (8/52)			
Match Pool (GE) (2/54)	99.50	75.00	80.00
Mercury (U) (12/54)	175.00	135.00	165.00

	High	Low	Mean Avg.
Super Bonus Deluxe (U) ..	355.00	245.00	295.00
Super Frame (CC)			
(5/54)	125.00	85.00	100.00
Targette (U)	295.00	125.00	185.00
Team Bowler (U) (1/54) ..	295.00	100.00	165.00
Team Bowler (K) (10/52) ..	125.00	75.00	125.00
Tenth Frame (K)	55.00	50.00	50.00
Tenth Frame Bowler (CC) ..	95.00	65.00	75.00
Thunderbolt (CC)	275.00	155.00	240.00
Triple Score Bowler (CC)			
(6/53)	95.00	50.00	85.00
Triple Strike Bowler (CC) ..	275.00	150.00	235.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecol; U—United; W—Williams; Wa—Walling.

ABT Challenger (5/46) ..	\$ 30.00	\$ 30.00	\$ 30.00
Air Football	225.00	195.00	225.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) ('48)	150.00	125.00	150.00
All Star Baseball (W)	175.00	135.00	175.00
Anti-Aircraft	99.50	95.00	99.50
Atomic Bombers (M)	125.00	125.00	125.00
Auto Photo (AP)	1495.00	1495.00	1495.00
Balloonamat Capitol P			
(1/55)	345.00	345.00	345.00
Baseball (Sc)	79.50	79.50	79.50
Baseball, 2 Player (G)	175.00	125.00	145.00
Basketball (G)	195.00	185.00	195.00
Basketball (CC)	195.00	155.00	195.00
Bat-A-Score (Ev)			
(8/48)	145.00	145.00	145.00
Bat-A-Score, Sr. (Ev)			
(8/48)	145.00	105.00	105.00
Bert Lane Merry-Go-Round	350.00	315.00	325.00
Big Broncho (1/51)	395.00	294.50	350.00
Big Inning (B) (47)	125.00	85.00	85.00
Big League Baseball (W)			
(2/54)	195.00	135.00	175.00
Big Top (G) (6/54)	\$325.00	\$295.00	\$295.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	275.00	275.00	275.00
Bonus Gun (U) (1/55) ..	350.00	250.00	275.00
Broncho Horse (Ex)			
(10/47)	375.00	375.00	375.00
Card Vender (Ex)	50.00	50.00	50.00
Carnival Deluxe (U)	210.00	185.00	205.00
Carnival Gun (U)			
(10/54)	205.00	195.00	195.00
Champion Baseball (G) ..	295.00	225.00	275.00
Champion Hockey ('46) ..	125.00	125.00	125.00
Coon Gun (S)	175.00	125.00	175.00
Coon Hunt (S) (2/54) ..	175.00	85.00	150.00
Dale Gun (Ex)	55.00	50.00	55.00
Defender (B) ('40)	125.00	50.00	125.00

	High	Low	Mean Avg.
Derby, 4 Player (CC)			
(3/52)	150.00	99.50	145.00
Drivemobile (M) (7/54) ..	165.00	95.00	160.00
500-Shooting Gallery (Ex)			
(3/55)	275.00	175.00	250.00
Flash Hockey (Coinex)			
(9/46)	225.00	150.00	225.00
Flying Saucer (M) (6/50) ..	110.00	99.50	99.50
Football (M)	275.00	85.00	195.00
Goatee (CC) (1/46)	99.50	95.00	95.00
Gun Patrol (Ex) (5/51) ..	115.00	110.00	115.00
Harvard Metal Typer	125.00	125.00	125.00
Hi-Ball (Ex) (2/38)	95.00	95.00	95.00
Hockey (CC)	385.00	245.00	295.00
Jet (B)	225.00	145.00	225.00
Jet Gun (Ex) (12/51) ..	120.00	110.00	120.00
Jungle Gun (U) (7/54) ..	195.00	135.00	175.00
Kicker & Catchers	25.00	18.00	20.00
K O Fighter	355.00	325.00	345.00
Lite League (W) (2/54) ..	75.00	75.00	75.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Midget Movies (CC)	145.00	95.00	125.00
Midget Skee-ball (CC)	175.00	145.00	145.00
Moon Rides (B) (5/54) ..	250.00	225.00	250.00
Panoram (Mills)	325.00	275.00	325.00
Pennant Baseball (W)	125.00	89.50	125.00
Photomatic (M) (1/50) ..	350.00	295.00	350.00
Photomatic Deluxe (M)			
(2/36)	365.00	350.00	365.00
Pistol Pete (CC)	75.00	70.00	70.00
Pitch'm & Bat'm (S)	175.00	175.00	175.00
Polar Hunt (W)	395.00	325.00	345.00
Pop Up	25.00	14.50	20.00
Ranger (K)	295.00	250.00	295.00
Rifle Gallery (G) (6/54) ..	175.00	175.00	175.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	365.00	225.00	313.00
Set Shot Basketball			
(Munves) (6/52)	275.00	195.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	175.00	69.50	85.00
Shooting Gallery (Ex)			
(6/54)	175.00	110.00	120.00
Sidewalk Engineer (W)			
(5/55)	175.00	150.00	165.00
Silver Bullets (Ex)			
(11/49)	125.00	125.00	125.00
Silver Gloves (M)	225.00	145.00	225.00
Six Shooter (Ex)	110.00	110.00	110.00
Skee Ball (W) (8/36)	450.00	99.50	250.00
Sky Fighter (M) (9/53) ..	130.00	99.50	110.00
Sky Gunner (CC)	250.00	95.00	125.00
Sky Rocket (G) (5/55) ..	295.00	275.00	295.00
Space Gun (Ex)	110.00	90.00	95.00
Space Ranger (Deco)	295.00	295.00	295.00
Space Ship	350.00	200.00	325.00
Sportland (Ex) (11/51) ..	225.00	145.00	175.00
Sportsman (K) (11/54) ..	195.00	175.00	195.00
Standard Metal Typer F S	325.00	199.00	275.00

	High	Low	Mean Avg.
Star Series (W) (4/49) ..	89.50	79.50	89.50
Star Shooting Gallery (Ex)			
(9/54)	195.00	150.00	185.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC)			
(3/54)	250.00	125.00	225.00
Super Jet (CC) (4/53) ..	295.00	224.50	225.00
Super Slugger (U) (7/55) ..	295.00	265.00	295.00
Telequiz (1/49) (T)	95.00	90.00	95.00
Treasure Cove (Ex)			
(6/55)	325.00	275.00	295.00
Undersea Raider (2/46) ..	125.00	120.00	125.00
Voice-O-Graph (M)			
(4/46)	375.00	375.00	375.00
Zingo (1/51) (U)	65.00	45.00	65.00

VENDING MACHINES

Acorn, 5c or 1c	\$ 10.00	\$ 8.50	\$ 10.00
Columbus 1c Bulk	6.50	6.50	6.50
Du Grenier (7 Col.)	50.00	45.00	45.00
Du Grenier (9 Col.)	65.00	65.00	65.00
Du Grenier Tab Gum			
(4 Col.)	10.95	10.95	10.95
Du Grenier Tab Gum			
(6 Col.)	14.50	14.50	14.50
Du Grenier Model W			
(9 Col.)	85.00	45.00	85.00
Eastern Electric C-8	100.00	100.00	100.00
Electro (8 Col.)	95.00	95.00	95.00
Keeney Electric (9 Col.) ..	135.00	135.00	135.00
Master 1c & 5c Bulk	8.50	8.50	8.50
Mills Candy (5 Col.)	65.00	65.00	65.00
Mills Tab Gum (6 Col.) ..	17.50	17.50	17.50
National 930	95.00	95.00	95.00
National 950	110.00	110.00	110.00
Northwestern 39, 1c	7.95	7.50	7.50
Northwestern 33 Ball Gum	7.50	6.50	7.50
Northwestern 49, 1c	12.50	12.00	12.50
Northwestern Deluxe,			
1c & 5c	12.50	12.00	12.00
Northwestern Jet, 5c	10.00	7.50	10.00
Northwestern (10 Col.)			
Tab Gum	19.50	19.50	19.50
P X (8 Col.)	95.00	75.00	85.00
PX Electric	95.00	75.00	85.00
Rowe Candy (8 Col.)	60.00	60.00	60.00
Rowe Crusader (8 Col.) ..	100.00	100.00	100.00
Rowe Diplomat Electric			
(8 Col.)	105.00	95.00	95.00
Rowe President (8 Col.) ..	90.00	90.00	90.00
Silver King, 1c	8.50	7.45	8.50
Silver King, 5c	8.50	8.50	8.50
Silver King 1c Ball Gum ..	8.50	7.45	7.45
Stoner Candy (6 Col.)	80.00	70.00	80.00
Stoner Candy (8 Col.)	185.00	110.00	165.00
Uneeda Cigarette (6 Col.) ..	45.00	45.00	45.00
Uneeda Candy (6 Col.) ..	65.00	45.00	65.00

L. I. Firm Eyes Home Mkt.

Continued from page 73

ited selectivity — in local newspapers and by direct mail. Many of these machines aren't of much use even for the export market, and S.-N. feels that selling these units to consumers will keep up the value of used equipment.

Games for Homes

The same philosophy will hold true on games. Moore pointed out that serviceable shuffle games and pool tables are in demand for playrooms and that all equipment which is too dated for location use will be sold to the general public.

Nassau-Suffolk installation men will be available for home hi-fi sales. Miranda will also be in charge of the hi-fi sales set-up. Besides Moore, other officers in the Suffolk-Nassau parent com-

COINMEN YOU KNOW

Continued from page 75

Ben Coven, president of Coven Music Corporation sent a four-page brochure to operators describing the full line of Comco juke box supplies his firm now carries. . . . Coven has the new Wurlitzer 2150 all lit up and playing for visiting operators.

Bob Bear, Wurlitzer sales manager is back in New York after attending the recent sales clinic at the Morrison Hotel here. Bear hosted guests of the clinic to the 1957 Ice Revue at the Boulevard Room of the Conrad Hilton. . . . A. D. Palmer, Jr., head of advertising and sales promotion for Wurlitzer is enjoying a two-week stay in Nassau. . . . Sol Lipkin,

(Continued on page 83)

pany are Gabe Foreman, vice-president, and Bernard Levine, secretary-treasurer. Subsidiary corporations include Suffolk-Nassau Sales, exclusive Wurlitzer and Gottlieb distributor, and Chicago Coin, United and Bally jobber for Long Island; the SAK Trading Company, domestic finance firm, and the MLK Equipment Corporation, finance firm for the export market.

2,000-Unit Operation

Heading Suffolk-Nassau's operation, some 1,200 juke boxes and 800 games, is Gabe Foreman. George Lewis in president; Alan Kerner, vice-president, and Moore secretary-treasurer of MLK. Kerner is president and Moore vice-president of SAK.

Export and finance figure heavily in Suffolk-Nassau plans. Moore recently returned from a South American trip accompanied by Herman Maas, president, and Judge George Marcarro, executive vice-president of the Fort Neck National Bank. Fort Neck is the firm's domestic bank.

Particular emphasis was placed on Venezuela, where an oil boom and a large influx of immigrants make for an expanding juke box and game market. The trio visited officers of the Banco de Venezuela, with branches in all major cities of the nation. The Venezuelan bank will act as a credit clearing house for Suffolk-Nassau.

No Direct Shipment

Moore explained that plans do not call for direct shipment of music and games to foreign nations. He will provide equipment to export firms and handle the paper in the transaction. Currently, Suffolk-Nassau is negotiating with the Mondial Corporation for the European-North African market, and with Viking Export for the South American market.

New Wall Box

Continued from page 73

minutes, whatever record or records are in order. After the record player has played its 10 records, it automatically restacks, and starts over again.

The music can be heard only in the immediate area of each wall box, and each wall box functions independently. If a customer inserts a coin into a second wall box while one is already playing, the record player will continue to play until the second wall box has also furnished its three minutes of music. Any one or all of the wall boxes can be played simultaneously.

The player has a 20-watt high-fidelity type amplifier with power enough to carry 20 wall boxes.

The Kirk-O-Matic wall or counter boxes are shaped to resemble a miniature juke box and feature a small rotating record to give the effect of playing. Twin lights illuminate the record strips and reflect light on the simulated record player. The choice of a National or ABT coin rejector is given, and an accumulator is provided as optional equipment. Each box measures 8 inches by 11 by 7 inches.

The entire package consisting of a record changer, five wall boxes, and installation is set to sell at slightly under the price of a new 100-selection juke box.

The units are in limited production now, but John A. Kirkpatrick, president said the firm plans to go into full production of approximately 250 units per week in the near future.

Distribution is handled by John C. Drummond, Vandergrift, Pa., with machine sales being made exclusively to operators at this time.

Kirkpatrick is also president of the Florida Music Company, an operating company which recently sold its route of phonographs and games to Dixie Music Company.

NOW on SALE . . .

BRAND NEW 1957

ROCK-OLA

Floor Samples, Demonstrators

GUARANTEED to SAVE you plenty!

limited quantity

WRITE or CALL TODAY

All carry new machine factory warranties!

Authorized ROCK-OLA Distributor



4701 WASHINGTON AVE. Forest 7-6730 ST. LOUIS 8, MO.

IN OUR 25th YEAR

JUKE BOX OPERATORS

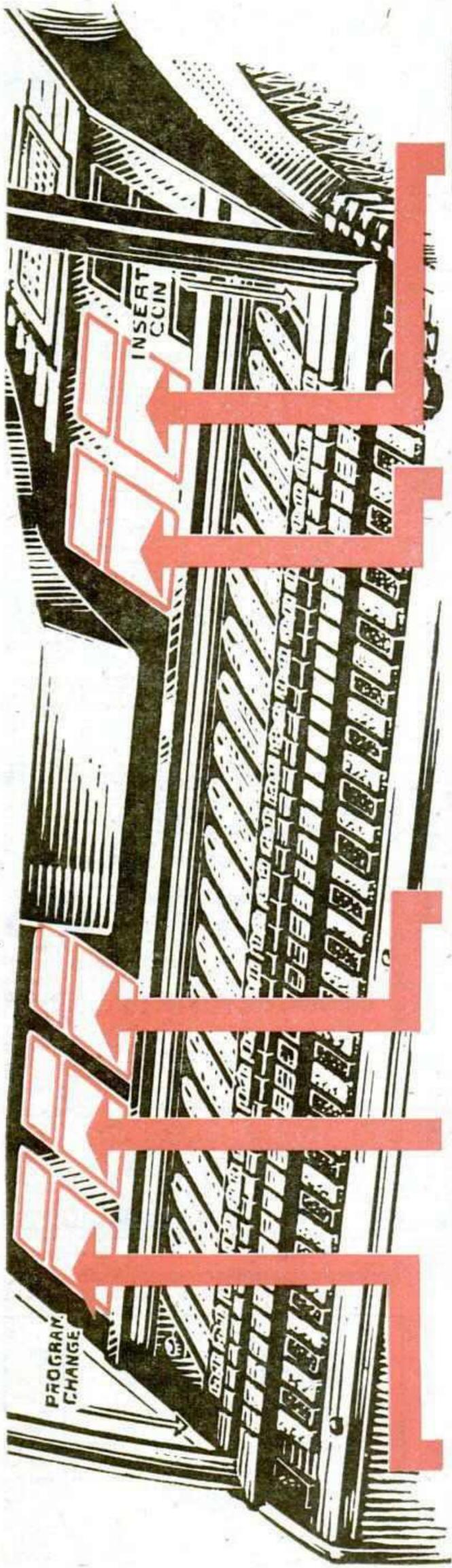
Get The Billboard's Music Record Programming and Buying Guide NOW!

Lists 55 years of Song Hits, Directory of Top Record Hits, Lists 1467 Record Manufacturers and Labels and a directory of distributors.

Save time, effort and money. Send in coupon today.

Merchandising Division The Billboard 2160 Patterson St. Cincinnati 22, Ohio Yes, I want () copies of The Music-Record Programming and Buying Guide at \$1 each. My remittance is enclosed Please rush to:

My Name Company Name Street Address City State



SINGLE TUNE PER SELECTION
3 TUNES QUARTER
 1 TUNE ONLY
 DIME OR TWO NICKELS

HIT TUNES

SINGLE TUNE PER SELECTION
3 TUNES QUARTER
 1 TUNE ONLY
 DIME OR TWO NICKELS

RHYTHM + BLUES

SINGLE TUNE PER SELECTION
3 TUNES QUARTER
 1 TUNE ONLY
 DIME OR TWO NICKELS

OLD FAVORITES AND POLKAS

SINGLE TUNE PER SELECTION
3 TUNES QUARTER
 1 TUNE ONLY
 DIME OR TWO NICKELS

WALTZES AND VARIETIES

TWO TUNES PER SELECTION
EP SELECTION
15c
 2. FOR QUARTER ONLY

EXTENDED PLAY
42 TUNES

Only

Model 1455 DeLuxe
200 Selection

ROCK-OLA

has picture window programming...

offering the dual pricing system
... with nothing extra to buy

See It...Hear It...Buy It at Your ROCK-OLA Distributor Today!

ROCK-OLA Manufacturing Corp.
800 NORTH KEDZIE AVENUE, CHICAGO 51, ILLINOIS

Outsiders May Seek Control of Hoffman Stock

NEW YORK—Hyman Marcus, president of the United States Hoffman Machinery Corporation, disclosed last week that outside financial interests may be attempting to buy control of the company.

Hoffman is the parent company of Apco, manufacturer of vending machines. While some of Hoffman's subsidiaries have been rumored up for sale, Apco has not figured in any of these rumors.

Marcus denied reports that he is planning to sell his stock interest in Hoffman to associates of John D. McArthur, president of the Bankers Life and Casualty Company, a Chicago insurance concern.

Trading Activity

But he admitted that control could be acquired on the open market. Recently Hoffman has been one of the most actively traded stocks on the New York Stock Exchange. It is currently listed at about \$12.

He denied that the firm is planning to dispose of any of its subsidiaries in the near future.

P.M. Sales Rise 15% Over '55

NEW YORK — Philip Morris sales for 1956 spurted 15 per cent over the previous year, compared with an industry increase of 4 per cent, according to O. P. McComas, P.M. president.

The annual report to stockholders disclosed that the firm grossed \$326,814,554 for 1956, compared with \$283,218,646 the previous year. Net income was up 12 per cent. Last year the company earned \$12,763,261, equal to \$4.06 a common share. In 1955, the net was \$11,526,261, or \$3.63 a common share.

McComas explained that the profit increase failed to keep pace with the sales increase because of "the extensive costs of major marketing moves and packaging changes."

These marketing moves and packaging changes during 1956 included placing Marlboro in national distribution, introducing the new Parliament pack, launching the new Benson & Hedges brand, converting Philip Morris king-size to Philip Morris long-size in the flip-top box, and packaging the new filter-tip Spud brand in a flip-top box.

MEL RAPP REPORTS:

Apco's German Plant Now in Production on Drink Venders

NEW YORK — Melville Rapp, executive vice-president of Apco, Inc., returned last week from a three-week European business trip, visiting England, France and Germany.

He disclosed that the firm's European plant, in Cologne, Germany, has just sent out its first shipments of Sodashoppes and Coffeehoppes.

While in Cologne, he met with Apco distributors for the United Kingdom, Switzerland, Austria and the Benelux countries. Rapp said that the Cologne plant is opening

Theater Ops To Hold Meet Nov. 20-23

NEW YORK — The Theater Equipment and Supply Manufacturers' Association, the National Association of Concessionaires and the Theater Owners of America last week signed a three-way contract for the staging of a joint trade show in Miami November 20-23.

Most of the major vending machine manufacturers exhibit at the NAC show. Most of the NAC members operate automatic merchandisers in theater locations.

Lee Koken, NAC president, and Bert Nathan, NAC board chairman, said that educational clinics will be staged. These clinics will cover all phases of concession operations in theaters, including vending. Each morning session will have question and answer forums.

CAVA Elects New Officers

LOS ANGELES—B. J. (Bob) Grenier was re-elected president of the California Automatic Vendors Association here last week as the association moved into its second year. Jack Powell was named vice-president and Sylvan Howard again picked as secretary-treasurer. Powell succeeds T. R. Nicolay of San Bernardino.

There was no change in the board of directors. Serving will be Grenier, DeLuxe Vending-Service; Powell, Automatic Equipment Company; Howard, Sunset Vending Company; Nicolay, Western Vendors, Inc.; Herbert Rouso, Food-O-Matic Sales, and William J. Tracy, Tracy Automatic Sales. Grenier announced that a meeting open only to operators is tentatively set for April 5. The place of the session will be announced later.

Youngstown Op Draws 200 at Open House

YOUNGSTOWN, O. — More than 200 persons, including city officials, industrialists and representatives of the Chamber of Commerce, attended open house Saturday (2) at the new headquarters of the Automatic Refreshment Company.

Hosts at the new 8,500-square-foot, one-story building were partners Bill Courtney and Ernie Racine, who founded the firm nine years ago. The latest move is the

Iowa Senate Will Vote on Bill to Legalize Cigarette Vending Machines

Bill Passed Once But Rescheduled For March 12 on Motion to Reconsider

DES MOINES—A bill to legalize cigarette vending in Iowa, which was passed by the House last week, gained a bare majority vote to pass in the Senate, 26 to 23. Twenty-six votes are needed for passage.

However, the measure was immediately reintroduced on a motion to reconsider and is currently scheduled on the Senate calendar for March 12. Observers feel the bill is in a precarious position and probably will be revamped before passage, if not killed altogether.

Iowa is the only State in the nation where cigarette vending machines are prohibited.

Originally a similar bill had been beaten down in the Senate, only

to be reintroduced with amendments and was unofficially tabled for further discussion.

Meanwhile the House had introduced a cigarette vending bill of its own (H.B. 161), which was passed last week by a vote of 63 to 41.

The Senate took this bill and passed it by a 26 to 23 vote, but immediately reintroduced it on a motion to reconsider, where it now rests. The Senate has taken a 10-day recess and is scheduled to take up the bill when it opens March 12.

Parliamentary Squabble

Following action by the Senate, the bill was caught up in a whirlpool of parliamentary procedure. It was returned to the House for en-

rolling, but the Senate demanded that it be returned. When it was not done so promptly, members of the Senate became angry and threatened to boycott it entirely. The bill was finally returned to the Senate just before the legislators took their 10-day recess.

When the bill became caught in the cross-fire and appeared almost certain to suffer a killing action, Art Wigtern, of the Fawn Engineering Corporation, Des Moines, manufacturer of cigarette vending machines, entered the picture with a letter addressed to every individual legislator and appealed that the bill be returned to the Senate.

Sponsors of the measure now are attempting to come up with amendments to the bill in order to make it satisfactory to the Senate members.

As it now stands, the bill would require an operator who locates his machines in retail establishments to post \$1,000 bond with the State tax commission, pay a \$100 annual permit fee to the State and a \$5 annual fee to the city, town or township.

The fees would not be levied
(Continued on page 82)

Indiana Mulls 1c Cig Tax Increase

Bill Passed by House, Senate Passage Likely; Operators See End to Pennying

INDIANAPOLIS—A 1-cent increase of Indiana's 3-cent cigarette tax appeared to be a virtual certainty last week as the General Assembly neared its day of adjournment on March 11.

The measure (H.B. 376) was passed by the House and is currently being considered by the Senate. Observers predict passage of the bill likely.

For vending machine operators the bill could be a solution for the bothersome pennying that they have had to put up with under the present tax setup.

While the majority of industrial locations are now selling all brands for a straight 25 cents, most vend-

ers in public spots are vending regulars at 25 cents and king-size brands at 27 cents. This necessitates pennying (inserting pennies into the packs), which is bothersome and costly.

When surveyed the majority of vending machine operators indicated that if the bill is passed they would increase the price of king-size brands to a straight 30 cents per pack, leaving regulars at 25 cents. Since approximately 40 per cent of all cigarette vending machine sales consist of the kings, the increase would more than absorb the tax on all brands.

The bill, which was introduced by Rep. Cable Ball, La Fayette, provides the following formula for the increase:

"On cigarettes weighing not more than three pounds per 1,000, 2 mills per individual cigarette.

"On cigarettes weighing more than three pounds per 1,000, 3½ mills per individual cigarette except that cigarettes weighing more than three pounds per 1,000 and are six-and-one-half inches in length will be taxable at the rate of 2 mills per 1,000."

The hike in the 10-year excise
(Continued on page 83)

More Drinks Than Candy in School Vending Machines

NEW YORK — Soft drinks appear in more vending machines on school locations than do candy bars, according to a recent survey by Scholastic Magazine.

The nationwide survey indicated that while 38 per cent of the schools answering sell candy on the premises, only 2 per cent have it available in vending machines. Counter sales account for 82 per cent of the replies, and 16 per cent said candy is sold in the cafeteria.

While only 36 per cent of those answering said soft drinks were sold, some 85 per cent of the schools carrying the beverages use vending machines. Only 8 per cent said the drinks were sold in the cafeteria.

The survey covered schools in 37 States. Average per-school enrollment was 550.

Coca-Cola Sales Set New Record

NEW YORK—Gallon sales of Coca-Cola last year were the highest in the firm's history, according to William E. Robinson, president.

Robinson said that net income rose to \$29,196,584 from \$27,484,483 the previous year, with earnings equal to \$6.87 a share, compared with \$6.44 a share in 1955.

Net income in the fourth quarter was \$4,953,608, or \$1.18 a share, compared with \$4,495,421, or \$1.05 a share, in 1955.

Outdoor Milk Station by Cook

HOLLAND, Mich.—A new outdoor milk vending station which vends one-half gallon containers of milk was introduced by Cooks Automatic Milkman Company, Holland, Mich.

The unit holds up to 78 one-half gallon containers in the vending position, with 62 additional one-half gallons in refrigerated storage.

Selling price has been set at \$1,375 f.o.b. Holland. The unit measures four feet wide by six feet high by six feet long. National Rejector coin receivers are built in, and take 1-cent to 25-cent coins.

The refrigeration is controlled by Minneapolis - Honeywell controls, and is powered by a one-third horse-power Tecumseh compressor. There are no moving parts in the machine, nor are conveyors used for the vending operation.

Standard To Open New Coast Plant

OAKLAND, Calif. — Standard Specialty Company opens its new plant here May 1 to expand both its manufacturing and distribution activities, Bert Fraga, owner-manager of the firm, announced last week.

The new plant will give the company 20,000 square feet of space to be used in the manufacture of its Pat-Lyn candy line, nut processing and display of bulk venders.

Standard was recently assigned the distribution of the Northwestern Sweet 16 vender for California, Oregon and Washington. The company also represents Northwestern generally in Northern California, and the other two Pacific Northwest States along with the products of Oak Manufacturing Company, Victor Vending Corporation and Atlas Manufacturing Company.

SALE!!
20 New Oak's Premier Ball-Gum & Card Vendors, plus 110,000 assorted Cards, \$575.00 for entire lot. All prices F.O.B. Chicago.

KING & COMPANY
2700 Lake Chicago, Illinois

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. 239 1c Porc.	7.95
N.W. 233 1c Porc. B.O.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mde.	7.45
AST Guns	30.00
Acorn, 1c or 5c	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	.73
Pistachio Nuts, Large Tulip	.70
Pistachio Nuts, Vendor's Mix	.62
Pistachio Nuts, Shell	.51
Cashew Whole	.64
Cashew Butts	.61
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 550 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.43

Rain Bio Ball Gum, 60 ct. \$.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct. .30
Rain Bio Ball Gum, 100 ct. .32
200 lb. minimum, prepaid on all Rain Bio Ball Gum.

Adams Gum, all flavors, 100 ct. .45
Wrigley's Gum, all flavors, 100 ct. .45
Beech-Nut, 100 ct. .45
Hershey's Chocolate, 200 ct. 1.40
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices.. Write

NORTHWESTERN SALES AND SERVICE CO
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
L'ONGORE 4-6467

Hershey Promotes Mohler and Smith
HERSHEY, Pa. — Harold S. Mohler has been named assistant to President S. F. Hinkle of the Hershey Chocolate Corporation. He has been with the firm for nine years as an industrial engineer. Louis C. Smith was named assistant chief engineer. He had been mechanical engineer for nine years. Earl B. Lehman, a veteran for 30 years with Hershey and formerly assistant comptroller, becomes comptroller. New assistant comptrollers are S. N. Tancredi and L. W. Simmons.

ADVANCE SANITARY VENDOR
The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/2" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today
J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
PResident 2-2900

B-Nut Life Savers Sales, Earnings Up
NEW YORK—Beech-Nut Life Savers, Inc., reported last week that 1956 sales were 9.7 per cent ahead of the previous year, while consolidated net income rose 23.1 per cent. Sales hit \$122,287,855. The previous year the Beech-Nut Packing Company and the Life Savers Corporation had a combined volume of \$111,465,565. The companies merged last summer. Consolidated net income last year was \$7,998,599, compared with combined earnings of \$6,498,209 in 1955. Earnings were equal to \$2.49 a share, compared with \$2.02 a share a year earlier.

Youngstown Op
Continued from page 81

families. The open house started at 2 p.m. and broke up at 10. Guests were taken thru the plant, shown the warehouse, repair, reconditioning and sirup-making facilities, and questions on automatic merchandising were answered. Among the guests were city councilmen, the local postmaster and the president of the Chamber of Commerce. Some 40 floral pieces were received from location executives in honor of the opening. Loading Platform One of the features of the building is an indoor loading platform, large enough to accommodate 15 trucks. Automatic Refreshment places heavy emphasis on cleanliness and quality control. It uses two quality-control vehicles. The drivers do no repair or service work. Their sole function is to check locations for product quality and cleanliness.

Stephenson Named U. S. Hoffman V-P
NEW YORK — United States Hoffman Machinery Company, parent company of Apco, vending machine manufacturer, has named Revis L. Stephenson as executive vice-president. Stephenson, a director of the company, will also retain his directorship of the firm's foreign and export operations and supervision of the industrial divisions.

Ball and VENDING GUMS
LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 27c lb.
Chicle Ball Gum, 130 ct. 35c lb.
Clor-o-Vend Ball Gum 40c lb.
Clor-o-Vend Chicks, 320 ct. 40c lb.
Chicle Chicks, 320 & 520 ct. 34c lb.
Bubble Chicks, 320 & 520 ct. 27c lb.
Tab (short stick), 100 ct. 38c box
5-Stick Gum, 100 packs \$1.99

F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

\$25 DOWN
Balance \$10 Monthly

400 DELUXE
PENNY FORTUNE SCALE
NO SPRINGS
Large Cash Box Holds \$85.00 in Pennies

13" WIDE
49" HIGH
24"
WEIGHT 165 LBS.

Invented and made only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1899. Telephone: Columbia 1-2772
Cable Address: WATLINGITE, Chicago

Northwestern VENDERS

are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

NORTHWESTERN 5c PACKAGE GUM VENDER

For full information on our complete line of profit-making venders write to—

THE NORTHWESTERN CORP.
2373 ARMSTRONG ST. MORRIS, ILL.

Apco's Plant
Continued from page 81

logne plant is currently producing only cold drink and instant coffee machines, plans call for the manufacture of the Sodashoppe self-brew machine in about six months. Sirup supply is no problem in Europe, he said, as Canada Dry and Pepsi-Cola both have adequate distribution networks there. The Maggi Company in Germany is providing instant soup concentrates for the vending trade. Rapp feels that the great potential for vending machines in Europe is in factory locations and that a corps of operators to handle these industrials is being formed.

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

VICTOR Standard TOPPER 1c Ball Gum VENDOR
\$13.25 Each
\$12.75 Each
100 or More
1/3 deposit on all orders

Lowest prices on Victor filled capsule items. Time Payment Plan.

ELVIS PRESLEY BUTTONS
3 Colors
6 Designs
\$62.50

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

FREE—FREE—FREE NEW 40-PAGE CATALOG
40-page catalog complete with all items needed in bulk vending machine operation. Write for your copy today.

BERNARD K. BITTERMAN VICTOR VENDING Sales & Service
4709 E. 27th, Kansas City, Missouri

the new OAK'S "PREMIERE"

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

oak's "400" capsule vender

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1c coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vendor!

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.

Iowa Senate
Continued from page 81

against retailers who buy their own machines. The bond requirement was inserted by the House as an answer to previous Senate arguments that the machines would be controlled by syndicates and this would bring undesirable characters into the State. Sponsors of the measure explained that the profits from cigarette vending machines could hardly entice any undesirable characters into the State, but nevertheless strong opposition has continued against the bill.

Lily-Tulip Award
NEW YORK—The Lily-Tulip home cup dispenser has been awarded a certificate of merit at the American Packaging Design Competition held here under the auspices of the Package Designers Council.

J. SCHOENBACH
Distributor For
Oak Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
PResident 2-2900
PHONE or WRITE FOR PRICES

ROY TORR Lansdowne, Pa.

GIVE TO DAMON RUNYON CANCER FUND

NORTHWESTERN VENDERS
"Cadillac of the bulk field"
Give You PRESTIGE
Operate with equipment preferred by old-timers.

Write For **MACHINE PRICE LIST** and **FREE TRIAL OFFER!**

San Diego NUT Company
Factory Distributor
1853 Union St. San Diego 1, Calif.
← Model 49 Tab Gum Vender →

ROCK 'N ROLL
Vacuum-Metalized
CLIP CLOTHESPINS

KIDS WEAR 'EM by the DOZENS, anywhere, everywhere, all over their clothes. BIG, BIG, BIG Success.

5,000 and Up \$12.50 per 1,000
1,000 to 4,000 15.75 per 1,000

Buy **DIRECT** from EPPY or at **DISTRIBUTORS**

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35 L.I. N.Y.

FREE ADVERTISING LABEL

A VICTOR EXCLUSIVE

Get your new Elvis Presley buttons now! 6 new designs, 3 new colors. \$62.50 per carton of 5000. F.O.B. Chicago. Ask your Victor distributor.

VICTOR VENDING CORP.
5701 West Grand Avenue
Chicago 39, 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. **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, prewar model... \$110.00
- STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
- STONER 8-COLUMN CANDY, 160 capacity, postwar model... 165.00
- ROWE 8-COLUMN CANDY, 120 capacity... 60.00
- DUGRENIER "W" CIGARETTE, 9-column, king-size... 65.00
- DUGRENIER MODEL 5, 7-column, king-size... 45.00
- UNEEDA 6-COLUMN CIGARETTE, king-size... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

NATIONAL VENDING SERVICE CO.

108 Furman St. Brooklyn, N. Y. Triangle 5-1857

SPRINGTIME is RINGTIME

with **'GARY' RINGS**
Kids will want to dazzle their friends with this NEW Sparkling Ring that fits any finger! Terrific play value.
(NEW TYPE EXPANSION RING)



- Style #1 Plastic Jeweled Ring, Per M... \$12.50
- Style #2 Ring with lg. Sparkling Rhinestone, Per M... \$14.50
- Style #3 Vacuum-Plated Ring with Plastic Jewel, Per M... \$16.50
- Style #4 Vacuum-Plated Ring with lg. Sparkling Rhinestone, Per M... \$20.50

* ALL UNITS PACKED IN LOTS OF 500 'GARY' Rings and Stickers available at your distributor or

paul a. PRICE CO. INC.
35 Leonard St. N. Y. 13, N. Y. Cortlandt 7-5147

COINMEN YOU KNOW

• Continued from page 79

American Shuffleboard Company, Union City, N. J., in town visiting local coinmen.

Miami

By **RAOUL SHAPIRO**

Irving Holtzman and Jack Semel, two veterans in the coin machine business, bought B&B Vending Company's game and music route. Bobby Schwartz and Buddy Cohen, of B&B have no plans for the future. . . . Ruth Michaelson's youngest daughter, Enid was married February 23, and the following day her other daughter Judy gave birth to a baby girl. . . . Moe Steinberg, Stirling Amusement Company, Hialeah, flew to New York to attend the wedding of his nephew.

Glad to report that Ken Willis, Bush Distributing Company, is recovering nicely. . . . Ed Hancock, mechanic at Bush Distributing Company is entering the hospital for a surgery. . . . A new addition to AMOA staff is office gal Bobbie Cohen. AMOA is also looking for new quarters. . . .

Rex Holly, head mechanic for Music Makers, Inc., took a three-day vacation to attend the horse show in Largo. Rex sent his beautiful horse, Black Magic, to the show. . . . Morty Bernard, formerly of Music Makers and now in the insurance business, may re-enter the coin machine business. . . . Moon Mullins, of Mullins Amusement Company went to work one day when he should have stood in bed. First, Moon got a flat on his brand new truck. While fixing the flat, he noticed that his tail light was falling off where he had the tail gate put on. So off he went to have that fixed.

While backing up to the welders, his door hit the side of the building, and he sprung his door. Just to make everything a total loss, he got to his next location, and found that the juke had been broken into, and the machine just about wrecked.

Red Gurkin, of Belle Glade Music Company, in town buying records. Red says fishing is good at the lake, but he can't find much time for it. . . . Another operator excited about the great fishing was Jim Robbins, of Robbins Electric Company, Okeechobee. . . . Back to work after a three-week vacation was Jean Garcia, of Oscar Garcia Music Company in Key West. . . . Visiting Miami were Bill Scheau, Distributors, Inc., Columbia Record distributors, for Florida, and Bill Binkley, Binkley

Memphis

By **ELTON WHISENHUNT**

Clarence Camp, president of Southern Amusement Company, AMI distributor, and other enterprises, is preparing for stock car races at Memphis-Arkansas Speed Bowl at nearby Lehi, Ark. Camp

Indiana Mulls

• Continued from page 81

which was roundly condemned at its inception in 1947 is a feature of a five-point program recommended by Gov. Harold Handley to replenish the State's treasury. The raise is expected to yield \$8,800,000 in the next biennium. Currently the State is receiving about \$14,000,000 from this source.

The pending tax bill carries an emergency clause which states the bill will become law immediately upon approval by the governor. If the measure is adopted, that could be within two weeks.

is president of the track. . . . Earl Montgomery, treasurer of S & M Sales Company, returned from the hospital after undergoing minor surgery. Parker Henderson, general manager of Southern Amusement Company, flew to Caruthersville, Steel and New Madrid, Mo., in the company's plane, a single-engine Tri-Pacer, last week.

Memphis operators are watching apprehensively a bill which would tax games out of existence in Tennessee. Allen Dixon, general manager of S & M Sales Company, has written for a copy of the bill. He hopes to get a petition opposed to passage of bill to the Legislature.

Speaking of Dixon, he caught a bass weighing almost six pounds on a recent fishing outing on Horse-shoe Lake, Arkansas. Dixon got a cabin on the lake. He had the bass mounted and hung on his office wall. . . . Vending operators John D. H. Meyer, Meyer Sales Company; William G. Wesche, Memphis Canteen Company; H. L. Todd, Commodities, Inc., and Charles E. Pugh, Quality Vending Service, reported collections up last week.

Arkansas operators in Memphis shopping recently included Jack Walker, Danville Music Company; C. E. Craig, Arcade Amusement Company, Little Rock; H. E. Taylor, Warren Music Company, Warren; H. L. Hopkins, Hopkins Music Company, Fordyce; Edward Wilcox, Baker Music Company, Pine Bluff, and Floyd Williams, Williams Music Company, Stuttgart.

Also Pete Adams, Adams Music Company, Forrest City; Charles Gist, Gist Music Company, Helena; A. G. Williams, Williams Music Company, Monticello; Eddy Boyce, Boyce Amusement Company, Bald Knob; W. S. Kennedy, Kennedy Music Company, England; E. J. Mahfouz, Mahfouz Music Company, Stuttgart; Olan Jackson, Jackson Music Company, Brinkley; C. O. Temple, Hope Novelty Company, Hope; H. H. Hays, Jefferson Music Company, Pine Bluff, and George Heard, Heard Amusement Company, Newport.

Milwaukee

By **BENN OLLMAN**

Emil Sauler, veteran routeman for the George Schroeder Music firm, has reactivated his disk label, Mono. Last week he took his equipment to nearby Hartland and taped a polka session by the Romy Gosz orchestra. . . . Some signs of a revival in polkas are being noted, according to one-stopper Barney Kuehn, who recently helped write "Dixieland Polka" for the Old-Time Jamboree label.

Sam Cooper, of Paster Distributing Company, was forced to take a few days off because of a throat infection. Also on the sick list were Woody Johnson, United, Inc., and Ed Gronowski, Red's Novelty, West Allis.

"Good, qualified routemen and maintenance workers are hard to get," says Joe Pelligrino, P. & P. Novelty Company. The firm has been running newspaper ads for several weeks to no avail. . . . Record one-stopper Joe Hoffman, Racine, was in town buying records. . . . Business is holding up well in the West Allis region, according to Mrs. Ray Lax, Ray's Amusement Company. . . . Bill Doyle, sales representative for Mars, Inc., returned from a visit to the Upper Peninsula of Michigan.

Nick Novasic's County Distributors is completely moved
(Continued on page 84)

FINEST RECONDITIONED VENDORS

- Silver King, 1c or 5c... \$ 8.50
- Acorn, 1c or 5c... 10.00
- N. W. Model 49, 1c or 5c... 12.50
- Master, 1c and 5c Comb... 8.50
- 3 Col. Hot Nut... 22.50
- Asco Hot Nut... 7.50
- N. W. Model 39... 7.50
- N. W. Model 33, Ball Gum... 7.50
- Du Grenier 6-Col., 1c Tab... 14.50
- Model V, Ball Gum & Charm... 8.50
- Mills 6-Col., 1c Tab... 17.50
- N. W. 10-Col., 1c Tab Gum... 19.50
- Perfume Machine... 19.50
- 8-Col. Stoner, Pre-War... 125.00
- Ball Point Pen, NEW... Write
- 2-Col., Stamp, NEW... Write
- Baby Grand Rockets, 5c... 7.50

SEND FOR 1957 CATALOG and Merchandise Lists!

All machines completely checked and ready for location. Order with complete confidence.
1/3 Deposit, Balance C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St.,
Philadelphia 23, Pa. LOmbard 3-2676



ATLAS MASTER Penny-Nickel BALL GUM-CHARM VENDOR

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

EXCLUSIVE NAT'L SALES AGENT

World's Largest Selection of Miniature Charms

PENNY KING COMPANY

2538 MISSION STREET

PITTSBURGH 3, PA.

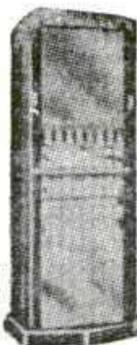
Cigarette Machine Conversions

IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for

ROWE Imperials, Royals **NATIONAL** 930, 950 **UNEEDA** All Presidents, Crusaders **750, 9A** Models

ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MACHINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION



Uneeda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
259 1/2 44th Street • Brooklyn 6, N. Y. • MEgeman 3-6295

ROWE CRUSADER 8 Cols., 340 cap., 25c and 30c Vend. King and Regular. Fully Modernized—Cut Stand.

Sensational Special Offer — Only \$99.95

All Equipment Unconditionally Guaranteed

COMPLETELY RECONDITIONED AND REFINISHED

We Carry in Stock Every Make and Model of Name Brand Cigarette and Candy Vendors.

TRADE PRICES

1/2 deposit, balance C.O.D.

PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 200% profit
Wins Customers for Locations
Two machines in one—weighs, tells fortunes



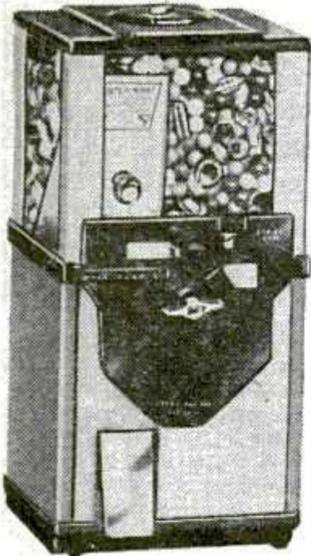
Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.

Dept. B
3206 Grace St., N.W., Washington 7, D. C.
Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

**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 & 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.

COINMEN YOU KNOW

Continued from page 83

into new office and warehouse quarters at 7752 A-W Hicks Street, West Allis. . . . Bob Grams, cigarette route man for Hilltop Coin, became the father of a son last week. . . . Jim Braasch is the new serviceman for Southern Novelty Company.

Little Rock

By **ELTON WHISENHUNT**
Bill Poland, Poland Music Company at Forrest City, in Memphis at Game Sales Company for games. . . . Wayne Cartiller, Bokker Amusement Company, Forrest City, reports recent month of rain has hurt business.

Jack Walker, Danville Music Company, Danville, was in

St. Mary's Hospital at Russellville, Ark., recently for treatment of ulcers. He is improving and expects to make the races in Hot Springs during March. . . . Joe Hill, salesman for Standard Automatic Distributing Company, Little Rock Wurlitzer distributor, was in Pine Bluff with J. Johnson, Wurlitzer factory service engineer, calling on operators. . . . Fred Swan, Swan Amusement Company at Forrest City, was released from Baptist Hospital in Memphis recently where he underwent surgery. He is reported doing fine.

Rifle Games Return to Add To '57 Variety

CHICAGO—Electrically operated .22 rifle games, which boomed into the business in 1954, are taking another encore in 1957.

The guns have a way of popping into the market every year and seem to enjoy the same type of rejuvenation accorded such other standard pieces as bowlers and baseballs.

The rifles first hit the market in April, 1954, and their initial popularity carried them thru that year and well into 1955. More than 20 different models were introduced during this peak period. The games reappeared briefly again in December, 1955, enjoyed steady sales, and then vanished from the new-game market until late in the 1956 summer season.

Two 1957 Models

Now two manufacturers—Williams and Genco—have introduced new models for the 1957 season. Williams bowed its Cross Fire (The Billboard, March 2) and Genco shipped its Circus Rifle Gallery. (See separate story this section.) It marks the earliest-in-the-year shipment of guns since the first rifle models were introduced in 1954. The timing was good this year, since the new games will be ready for the coming spring Arcade season.

It's too early to know how big the demand for new guns will be this year, but manufacturers can point to the fact that there is currently little variety in new game production, and guns can furnish attractions in all types of locations, including the taverns, a necessity to volume production.

Thus far the 1957 game production has been held almost exclusively to output of the new-type bowling games, target-bowlers and long-alleys. The market for long-alleys appears to be a long-term one, but still leaves plenty of room for other types of games. Size and expense of the new big bowlers is a factor here.

Look to Taverns

Manufacturers are aiming gun game output at the tavern locations, but the Arcade market is sure to take a slice of the new gun production. The prospect for further introduction of new guns this year will, however, depend on the demand for new games in taverns.

Williams' new gun follows closely the lines of its predecessors, featuring an Australian hunting scene with moving fly-back target as main attraction. Steel balls that shoot up trees when hit are also featured.

Genco's model introduces a number of new target variations, including a magnet-controlled steel ball that hovers over the target field and temporarily disappears when hit. Another target pivots when hit and moves in opposite direction. Special jack adjustments provide the operator with the means of controlling the degree of skill needed to hit targets.

J. SCHOENBACH
For Victor Vending Corp.
Machines, Parts, Globes
Charms, Merchandise Supplies
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
P. Resident 2-2900
PHONE or WRITE FOR PRICES

VICTOR Standard TOPPER
1c BALL GUM VENDOR **\$13.25 Each**
\$12.75 Each 100 or more
30 day money-back guarantee if not satisfied
1/3 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER
As High as \$6.00 Per Machine on **VICTOR TOPPERS**
Send Us Your List.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

STANDARD SPECIALTY
Now offering **Northwestern TAB**
VENDING EQUIPMENT
You'll hit the jackpot with this selective tab vender. Our specialty is helping more operators make more money.
STANDARD SPECIALTY CO.
5115 E. 14th St. Oakland, Calif.

POPPERETTE
Fully Automatic Popcorn Machine
10c Hi Profit %
\$159.00
TERMS: 1/3 Deposit With Order, Balance C.O.D.
WRITE, WIRE OR PHONE
Mayflower Distributing Co.
2227 University Ave. St. Paul 4, Minn. Midway 6-7901

COIN MARKET PLACE
CLASSIFIED ADVERTISING
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS	DISPLAY CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.	Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: 20¢ a word—Minimum \$4.00.	RATES: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER	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
Used Coin-Operated Equipment

TUBE TESTER MACHINE OPERATORS!
Now you can buy Tubes jointly with other operators and get them at lower cost. Take advantage of mass tube purchases . . . savings passed on to you. Only new, top name brands; minimum order 100 tubes per type. Write for full details. Direct Electronics, Inc., Box A-67, Wantagh, N. Y. ch np

Parts, Supplies & Services
TEXAS ASSOCIATED ENTERPRISES
P. O. Box 1068 Amarillo, Texas

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.

STAMP FOLDERS DIRECT FROM MANUFACTURER. unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-mh30

Routes for Sale
CIGARETTE-CANDY VENDING OPERATION. Established 20 years. Gross volume annually \$150,000. East Central Ohio, high industrial area. Good opportunity for expansion. Box M-188, c/o Billboard, Cincinnati 22, O. mh33

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¢, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-11a

This is a **DISPLAY CLASSIFIED AD**
Your Advertisement displayed in a space this size will cost only **\$14 per insertion**

Every Conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES
Has Been Sold in The Billboard
WHAT DO YOU HAVE TO SELL?
Write BOX 666
2160 Patterson Street
Cincinnati, Ohio

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

WE HAVE OAK'S "PREMIERE"
T. T. VENDING SALES CO.
2659 N. Racine Ave.
Chicago 14, Illinois

SNAP TOGETHER! — SNAP APART!
MAGIC LETTERS
make **BRACELETS • NECKLACES • BELTS**
NAMES • ADDRESSES • PHONE NUMBERS
at your distributor or . . .
Carl Guggenheim inc.
33 UNION SQUARE, N. Y. C. 3, N. Y. • AL. 5-8393

\$3.25 per M
F.O.B., N.Y.C.
assorted colors
FREE ADVERTISING LABELS

Coinmen Pay Final Respects to Ponser

NEWARK, N. J.—Funeral services for George Ponser, 54, pioneer coin machine distributor, manufacturer and operator, were held Thursday (7) at the Bernheim Funeral Home here.

Representatives of all phases of the coin machine industry turned out to pay final respects to a man who was one of the vital forces in the growth of the industry. After the services, presided over by Rabbi Mordecai Ehrenkrantz, the funeral party went to the cemetery of Temple B'Nai Abraham for the burial.

Despite the cold drizzle, operators, distributors and manufacturer representatives from throughout the metropolitan area turned out for the services.

Mills Distrib

George Ponser entered the coin machine business in 1929, after his discharge from the Navy. At various times he was a game manufacturer in New York and Chicago and was associated with Irving Kaye in the manufacture of ski ball in the 1940's. He also had been Mills distributor for New York State.

During the last year, Ponser had

his own jobbing operation in Newark, specializing in pool table tops and accessories.

When the Associated Amusement Machine Operators of New York was reactivated, Ponser served as executive director for two years and was instrumental in setting the organization up as a powerful and progressive trade group.

The men who Ponser gave their start reads somewhat like a who's who of the coin machine industry. Among them are Jack Mitnick, Joe Asch, Irv Morris, Bert Lane and Sol Silverstein.

He leaves a widow and two daughters, Miriam and Thelma.

CHAMP SHUFFLE MATCH SET ON TV'S 'TONIGHT!'

UNION CITY, N. J.—A championship shuffleboard tournament match will be one of the features of TV's "Tonight!" Wednesday night show, March 20.

The shuffleboard match is expected to be aired from 12 to 12:30 a.m., Eastern Standard time. The show runs from 11:20 p.m. to 1:30 a.m.

According to Sol Lipkin, American Shuffleboard Company, which firm will furnish the boards for the match, the tournament will be the culmination of competition of about 2,400 participants throughout the Greater New York area.

Now You Can Bowl At Corner Tavern

Dime-a-Game, 14-Foot Alleys Set Fresh Trend in Fun; Keep Score Automatically

• Continued from page 1

indicate that demand for the games will stick for months to come and that their value will hold the long-term dollar line.

The game is so akin to actual bowling that players are known to take the familiar series of steps to the foul line, follow thru, and even put a hook on the ball. Tournaments are already popular adjuncts to the game, and manufacturers are providing tally sheets and trophies to promote the trend.

First to introduce the new game was United Manufacturing Com-

pany, Chicago. The United Bowling Alley, bowed in 1956, drew immediate attention from the trade as the biggest piece of game equipment to hit the market since the heydays of shuffleboard in the 1940's. It was, more important, the first successful new idea in the game field since the coin pool table cornered the market in 1955.

United has been in steady production on the game since last November, with three other Chicago manufacturers, Bally Manufacturing Company, Chicago Coin Machine Company and J. H. Keeney & Company joining in on the 1957 output. Cabinet supply and tooling problems have kept other manufacturers out of the race to date.

Already a number of improvements have been made over the original model. The 14-foot games are now being manufactured in separate sections so that they may be broken down into as many as three different pieces for easier shipment and installation. One of the new models, Chicago Coin's Bowling League, has a special handicap button located at the end of the board permitting average players to compete more evenly with top scorers. Each time the button is pushed before the game begins, scores of selected individual players jump ahead 10 points.

The big bowler is a product of evolution. It can be traced back, in direct line, to the shuffleboard, most popular game of the 1940's. From the shuffleboard evolved the shuffle bowler, a combination of shuffleboard and bowling which had players sliding pucks down an eight-foot board at electrically-tripped pins. The shuffle bowlers have been a mainstay in the business for eight years.

The new long bowler is simply an elongation of the shuffle bowler, played with bowling balls instead of shuffle pucks. After a decade of adaptations, the game has become what the public perhaps always wished it would—a real bowling game.

At Press Time: Ind. Senate to Ban Free Play

INDIANAPOLIS—The bill to outlaw free plays on pinballs was one vote short of required constitutional majority in the Indiana Senate Friday (8).

Proponents of the bill said, however, that they would have the needed vote when the bill was to be called down again Saturday (9). The required constitutional majority is 26. The vote had gone 25 for, 20 against.

The bill passed the Indiana House by a vote of 72-9 February 26.

Introduced by Rep. S. Paul Clay, Indianapolis, the bill seeks to delete the free play sanction authorized by the last session of the Assembly in 1955. It would also compel the removal of the counters which register the scores on the machines.

Previously the Public Policy Committee had killed a measure which would have outlawed all pinball machines in the State.

N. Y. Game Ops Go Slow in Buying New Long-Alley Bowling Games

But Caution Begins to Wane as New Units Outgross Shuffles by as Much as 4-1

NEW YORK—A cautious, almost suspicious, attitude on the part of New York game operators is holding down the growth of the new long-alley bowling games.

But wherever these games have replaced the older shuffle bowlers, the take has at least doubled the first week and maintained the improvement thereafter. Several operators said that some of their shops quadrupled their gross after the switch.

Despite the glowing reports on what the long-alley games are doing to collections, New York operators are not replacing the shuffles on a wholesale basis. Shuffle alleys still outnumber the new bowling games by at least 10 to 1.

Reasons for Caution

Three factors contribute to the reluctance on the part of New York operators to go on buying sprees for the new games. Most of them feel it is possible that the manufacturers will come out with something which will obsolete the new games. They also take price into consideration, the long-alley games go for about \$900, while the latest shuffle bowlers sell for \$550 new.

Then, too, the license situation in New York doesn't particularly stimulate the sale of new games. An operator here generally pays the \$50 annual common show license for his location.

This license entitles him to put a game on the stop. But, for example, if he has a shuffle game and decides to replace it with a pool game, he is hit with another \$50.

Hence, the operator will try to shift equipment as seldom as possible.

"Ides of March"

License renewals come up March 15, and it seems likely that a great many long-alley bowlers will be sold shortly before that date. Most operators don't want to replace a pool table, for example, with a new bowling game before March 15, because they would have to shell out \$100 in license fees, as against only \$50 in a couple of weeks.

But, despite these handicaps,

long-alley bowling seems a safe bet to cut heavily into shuffle bowler and pool table locations. Initially, many operators thought the new games might be a flash in the pan. They decided to sit back and see what happened. Now, more and more of them are convinced that the game will be around for some time.

Consensus here is that barring any major new development in the game field, long-alley bowlers will replace 50 per cent of the shuffle games here by the end of the year.

SHOOTS THE WORKS

New Genco Gun Bows Fresh Target Features

CHICAGO — Circus Rifle Gallery, a new rifle unit which introduced a string of fresh play features and operational improvements in the gun game field, was shipped to distributors last week by Genco Manufacturing & Sales Company.

Based on the standard electrical-operated .22 rifle game, popular thru the years, Genco's new model has three different types of moving targets to attract players, jack and meter adjustments to aid the operator.

Main target is a magnet-controlled steel ball that rolls freely over the back wall. When the ball is hit a bell rings and it falls off of

the wall, disappearing behind a screen, only to reappear again. The ball is surrounded by a red plastic horseshoe which swings with the ball but never touches it.

Pivots When Hit

Other moving targets are a monkey which throws its head back when hit, and "Sad Sam," a clown clutching a chicken and which moves back and forth across the field of fire. When hit, the clown momentarily stops, pivots around and moves in the opposite direction. The clown target, smiling on one side, frowning on the other, can be kept turning back and forth as often as it is hit. The clown is on a jack which enables operator to set the target for movement throughout the game, or at certain intervals. The monkey target operates

(Continued on page 89)

Berger Bows Premium Deal With Westinghouse

NEW YORK—Harry Berger, New York coin machine distributor and manufacturer, has set up a nationwide premium offer in conjunction with the Westinghouse Electric Corporation. The offer is based on a point system, to be used for prizes in shuffle alley tournament play.

Berger's Publix Bounty Corporation is currently marketing a tournament kit which includes a blackboard, writing material, two four-color display posters, a Westinghouse catalog and a set of tournament rules.

Rules call for a weekly play-off for awards, with an average score of 10 games required for qualification. Only 30 players can qualify for the play-off.

Point Schedule

The operator or location sets up a point schedule for first, second and third prizes. Winners are given certificates for the number of points they have won.

Winners can then refer to the catalog to determine whether to hold their certificates and get more points for the prize of their design.

(Continued on page 90)

Ops Sue Fed. Officials for Pin Seizure

DENVER — Midwest Music Company, amusement game operators here, sued three federal officials for \$54,866 damages for lost profits from 16 pinballs seized last spring.

Defendants in the suit filed in federal district court were George H. Allan, district director of the Internal Revenue Service, Charles D. Lindsley, former supervisor of

(Continued on page 86)

Minn. Bill Pegs Free-Play Pins 'Gambling Units'

ST. PAUL—Inclusion of a provision specifically banning pinball machines from giving free replays to winners in the proposed tightening up of Minnesota's anti-gambling laws, as advanced by Miles Lord, State attorney general, has coinmen throughout the State up in arms.

Lord has presented his proposed bill to the State Legislature, now in session. The crime and prevention committee of the House of Representatives has the proposed legislation but Rep. Al Otto, chairman, has as yet taken little action on the matter.

Members of the Minnesota State Operators' Association, with Tom

(Continued on page 87)

Arkansas Bill Would Double Tax on Games

LITTLE ROCK — A bill proposed in the Arkansas Legislature would more than double the tax on amusement games. H.B. 524 would increase the State tax from \$10 per game to \$25 each.

The bill would also provide that county and city tax on each game also be raised from \$10 to \$25. The federal tax would remain at \$10.

This means that the total tax would be increased from the present \$40 to \$85 on each game. If an operator had 10 games, the tax to operate them would be \$850.

In addition, a general revenue bill pending would increase the gross revenue tax on game operators from 2 to 3 per cent, in addition to the proposed \$25 privilege

(Continued on page 88)

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.

NEW YORK—The New York Bulk Vendors' Association meets Wednesday (13) at the Central Plaza Annex to vote on a group liability insurance policy. The policy will also include \$1,000 life insurance policy for each participant.

Memphis Area Game Licenses Show Good Gain

MEMPHIS — A total of 617 amusement games were licensed to operate in Shelby County at January 1, 1957, an increase over last year, but a decline from the games peak of several years ago, County Court Clerk Hickman Ewing said last week.

A tabulation of all licenses issued last year and at the end of 1955 showed an increase of 101 games licensed, most of them the standard shuffle bowlers. There were 516 licensed January 1, 1956.

Some, however, were the new type bowling games which are sweeping the country now as a new favorite. While these games are on the increase, the pinballs, conversely, are on a steady decrease.

Few of the game licenses issued were for pinballs, Ewing said. The many restrictions put on them by lawmakers has been the reason for the steady decline, he said.

Ewing's office collects the State and county taxes on games operating both within the city limits of Memphis and within Shelby County. Memphis is the county seat.

An indication of the decline, Ewing pointed out, was that six years ago there were approximately 800 games licensed to operate in the county. A large percentage of those were pinballs.

A city ordinance passed in May, 1956, put a rigid restriction on games inside the city and many operators moved their machines into the county. The ordinance made it a violation for anyone under 18 to play pins and anyone under 21 to play them in a place where beer is served.

Ops Sue Fed.

Continued from page 85

the alcohol and tobacco tax division office, and Tom O. Kimball, U.S. marshal.

The operators, Leighton G. and G. Doyle Wycaver, asked that the court order the return of the machines or have defendants pay an additional \$2,892, the claimed value of the machines.

The suit charged that the seizure action was "unreasonable, unlawful and lacking in due process." The operators said that the machines were not "gambling devices" as defined by federal law, but amusement devices. The suit stated also that no action has been taken by federal authorities against the operators of the machines.

ARCADES

Following Games Rebuilt the Munves Way Look and Work Like New:

- Exhibit Gun Patrol, Six Shooter, \$110.00
- Exhibit Silver Bullets, Ea. 125.00
- Exhibit Shooting Gallery 145.00
- Exhibit "500" Gun 275.00
- Exhibit Treasure Cove 325.00
- Exhibit Sportland 225.00
- Exhibit Star Gallery 195.00
- Evans Tommy Gun, Sky Pilot 110.00
- Genco Sky Gunner-Invader 125.00
- Genco Skyrocket 295.00
- Keeney Air Raider 125.00
- Keeney Anti-Aircraft Submarine 95.00
- Keeney Sportsman 175.00
- Mutoscope Atom Bomber 95.00
- Mutoscope Ace Bomber, Flying Saucer, Sky Fighter, Ea. 110.00
- Mutoscope Bangwags 150.00
- Seeburg Bear, Coon Hunt 175.00
- Seeburg Chicken Sam 110.00
- Night Bomber 125.00
- Liberators, Periscope 90.00
- Dale Gun 95.00
- Williams Jet Fighter 145.00
- Williams Safari Gallery 275.00
- United Jungle Gun 175.00
- Midget Movies 145.00
- Air Football, new 295.00
- Air Hockey, first model 195.00
- Air Hockey, late model 295.00
- Chi Coin Basketball 125.00
- Chi Coin Midget Skee-ball 125.00
- Mutoscope Drivemobile 125.00
- Scientific Field Goal 95.00

Complete Arcade Outfitters Since 1912
 FREE Catalog—325 Illustrations

MIKE MUNVES
 577 Tenth Ave. (at 42nd St.)
 New York 10, N.Y. Bryant 9-6477

"PERK" UP YOUR POOL TABLES!

REPLACEMENT TOPS		SUPPLIES
SLATE TOPS—FINEST QUALITY for regulation size (32"x48") games . . . \$65.00		Rotation Balls, Sets \$12.50 Del. Rotation Balls, 18.50 Playfield Cloth . . . 9.50
4-HOLE BUMPERLESS RACK POOL TOPS, 1 hole in each corner, regular size w/rack, oversize cue ball . . . \$29.50		Peas, 1 to 10. \$.45 Per Set \$.65 Plastic Pea Bottles, 1.25 Each 1.25 Triangle Racks, Each 1.25 Oversize Cue Balls, 2.00 Each 2.00
RACK POOL TOPS all new with rack and oversize cue ball. Regular size . . . \$25.00 Jumbo size . . . \$35.00		
BRAND NEW POOL TABLES! 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	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	Distributor for KEENEY'S 14 Ft. BOWLER and VALLEY'S SIX-POCKET POOL TABLE Immediate Delivery

PURVEYOR Better Buys
 4322-24 N. WESTERN AVE.
 CHICAGO, ILLINOIS
 JUNIPER 8-1814

TAKE ADVANTAGE OF OUR TERRIFIC DEAL ON THESE ALLEYS AND MAKE US AN OFFER!

● shuffle alleys
ABC
 Bally
REGULATION
 United

SAME DAY SHIPMENT on orders for REX'S "CONSOLETTA"
 the operator's money-saver on wallboxes! "CONSOLETTA" will replace from 1 to 4 wallboxes at a fraction of your regular cost.
SOME DISTRIBUTORSHIPS STILL AVAILABLE!

REX ALL READY FOR YOUR LOCATIONS
 COIN MACHINE DISTRIBUTING CORP.
 821 So. Salina St. Syracuse 3, N.Y.
 Phone: 2-8255
 CALL OR WRITE
RAY DAGGETT
 TODAY!

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

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

LOOK!!
 WURLITZER MODEL 1800 \$795.00
 WURLITZER MODEL 1700 625.00
Young Distributing, Inc.
 575 ELEVENTH AVENUE NEW YORK, NEW YORK
 PHONE: CHICKERING 4-5050

WANTED TO BUY UNITED BOLEROS
 IN WORKING CONDITION
 Write or wire prices wanted
HOUSER AMUSEMENT COMPANY
 462 E. HIGH STREET BELLEFONTE, PENNA.

ROYAL DISTRIBUTING, INC.

 Caravan \$295.00 Leader \$ 75.00
 Fifth Inning . . . 195.00 Banner 125.00
 11th Frame . . . 115.00 Carnival Gun . . 150.00
 ★ ★ ★ **ROCK-OLA** DISTRIBUTORS ★ ★ ★
 Ask For Ben Mackle or Harold Hoffman
 3726 KESSEN AVE. CINCINNATI, O. MONTANA 3-5004

GUARANTEED MUSIC!
 Seeburg 100-G . . . \$675
 Seeburg 100-R . . . 765
 Rock-Ola 1448 . . . 685
 Rock-Ola (51-50) . . 175
 Rock-Ola Fireball . 275
 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: 1/2 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

HELP! HELP! HELP! WE NEED GAMES!
 WILL PAY TOP DOLLAR—CASH OR TRADE for GOTTLIEB'S
 GRAND SLAM
 POKER FACE
 QUEEN OF HEARTS
 ARABIAN KNIGHTS
 GREEN PASTURES
 LOVELY LUCY
 MYSTIC MARVEL
 JOCKEY CLUB
 HAWAIIAN BEAUTY
 DRAGONETTE
 DAISY MAE
 GOLD STAR
 LADY LUCK
 DIAMOND LILL
 TWIN BILL
 GYPSY QUEEN
 SOUTHERN BELLE
 SWEET ADD-A-LINE
 TOURNAMENT
 WISHING WELL
 MARATHON FRONTIERSMAN
 EASY ACES
 GLADIATOR
 HARBOR LITES
 DERBY DAY
 TOREADOR
 CLASSY BOWLER
 SEA BELLES
 AUTO RACES
 Write or Call Collect!
 N. Illinois and Iowa Operators! Deal Yourself in with GOTTLIEB'S **NEW ACES HIGH**
 Hold the Winning Hand! Immediate Delivery—Order Today!
NATIONAL COIN MACHINE EXCHANGE
 1411-13 DIVERSEY BLVD. Phone: BUCKINGHAM 1-6466 CHICAGO 14



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.

Bill Pegs Pins 'Gaming Units'

Continued from page 85

Crosby of Faribault presiding, met last week to generate organized opposition to the Lord measure. Bob Wenzel, St. Paul operator, helped in running the session.

Many pointed out that 1956 events on both the State and federal level have "just about" ended any chance for pinball machines with replays to exist in Minnesota. The attorney general's proposal was seen as adding insult to injury.

Defines Device

Under the Lord measure, a "gambling device" would be any

unit or mechanism "by the operation of which a right to money, credits, deposits or other things of value may be created, in return for a consideration, as the result of the operation of the element of chance; any device or mechanism which, when operated for a consideration upon each operation thereof; any device, mechanism, furniture, fixture, construction or installation designed primarily for use in connection with professional gambling; and any sub-assembly or essential part designed or intended for use in connection with any such device, mechanism, furniture, fixture, construction or installation. In the application of this definition the right of replay mechanically conferred on players of pinball machines and similar devices shall be deemed to be a thing of value."

The bill also states that "no property right in any gambling device" shall be recognized in any person except law enforcement officers in the process of enforcing the proposed statute.

Another provision would subject to \$1,000 fine or one-year maximum imprisonment anyone "whoever knowingly owns, manufactures, possesses, buys, sells, rents, leases, stores, repairs or transports any gambling device, or offers or solicits any interest therein, whether thru an agent or employe or otherwise."

The proposal also permits a property owner to cancel a lease for any premises convicted of being a gambling premise; provides for the cancellation of all licenses and permits for any building or business where gambling is found and withholding of renewal of such licenses or permits for a one-year period. A landlord or his agent who permits use of his building for operation of gambling devices also is subject to \$1,000 fine or one-year imprisonment, while those who permit their properties to so operate behind barricades or camouflage or electrical or mechanical alarm would face a double maximum penalty.

Coinmen at the State Operators' meeting, outraged at being included in this category by the Lord proposal, agreed to contact their legislators to protest and to draft petitions for submittance to the State Legislature voicing opposition to the attorney general's bill. More than 30 operators attended the session.

Penn. City Boosts Games Fee 200%

NEW BRIGHTON, Pa. — The license fee on coin games here was increased 200 per cent—from 25 to 75 per cent—and no change has been made despite protests by tavern owners and operators. The ordinance will take effect March 15.

City Council president Percy Gordon stated, "There is nothing illegal about the fee, so there'll be no changes." The ordinance was passed January 17, but has been under fire since then.

Juke boxes are still licensed at the \$25 fee. In the past only pin games were licensed, but the new ordinance covers shuffles, pool, and other games as well.

Attorney Joseph Tritschler, representative of the bar owners and clubs, presented the council with petitions signed by 165 borough residents, bar owners, and officers of six social and fraternal clubs of the borough, which termed the license fee "excessive and confiscatory."

One councilman claimed that the \$75 fee was not a tax, but a fee to cover inspection of the machines by the police department.

"QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN"

SHUFFLE ALLEYS	ARCADE EQUIPMENT		
United Rainbow .. \$125.00	Atomic Bomber .. \$125.00		
Ace .. 150.00	Auto Photo .. 1,495.00		
Speedy .. 150.00	Bally Big Inning .. 85.00		
Mercury .. 175.00	Bally Defender .. 125.00		
11th Frame .. 175.00	Balloonomat, F.S. .. 345.00		
Lightning .. 185.00	2 Pl. Basketball .. 195.00		
Clipper .. 210.00	Boomerang .. 75.00		
Capitol .. 225.00	Coon Hunt .. 85.00		
Super Bonus .. 245.00	C.C. Hockey .. 75.00		
Pool Alley .. 295.00	Champion Hockey .. 125.00		
Select Play .. 375.00	Chester Pollard .. 85.00		
Regulation .. 395.00	Foot Ball .. 85.00		
Handicap .. 425.00	C.C. 2-Man Hockey .. 385.00		
5th Inning .. 125.00	Dale Gun .. 50.00		
Bally Blue Ribbon .. 250.00	Even Bal-A-Score .. 145.00		
Gold Medal .. 350.00	Flash Hockey .. 225.00		
ABC .. 395.00	Ex. Hi Ball .. 95.00		
C.C. Miami Shuffle .. 195.00	Genco Quarterback .. 285.00		
DRINK VENDORS			
Spacarb 3-Drink .. \$295.00	Genco Champion .. 275.00		
Spacarb 4-Drink .. 395.00	Harvard Metal .. 125.00		
4D51 .. 395.00	Typex .. 125.00		
Bert Mills Coffee, Model 500 .. 295.00	Hayburners .. 75.00		
Bert Mills Coffee #202, with hot chocolate attach. .. 195.00	Wm. J. Fiter .. 225.00		
Bert Mills Coffee #54 .. 365.00	K.O. Fiter .. 225.00		
Atlas Col-Snac Ice Cream Vender, 6 flavors, with changemaker .. 175.00	Keeney Air Raider .. 125.00		
Hebel Ice Cream, 5 flavors .. 395.00	Keeney Submarine .. 125.00		
Rowe Milk Machine, 2 sel. .. 365.00	Lite A League .. 75.00		
RIDES			
Big Bronco .. \$325.00	Liberator .. 75.00		
Bally Space Ship .. 275.00	Knotty Peaks .. 25.00		
Bally Champion .. 350.00	Midget Movies .. 125.00		
Drive Yourself .. 250.00	3-D Movies .. 110.00		
Dopey Duck .. 250.00	CIGARETTE MACHINES		
Elsie the Cow .. 225.00	LEHIGH 12 COL., NEW		
Ex. Small Horse .. 195.00	all coin combi. nations .. \$225.00		
Flying Saucer .. 250.00	Eastern Electric, 12 col., new .. 289.50		
Fire Engine .. 395.00	Mercury, 9 col. .. 165.00		
Lane Miss America .. 295.00	National 930 .. 95.00		
Lane Carousel .. 325.00	P.X., 8 col. .. 85.00		
Locomotive .. 350.00	Electric, 8 col. .. 95.00		
Palomino Racer .. 250.00	Keeney 9-Col. Electric .. 135.00		
Round the World .. 425.00	Mills 5-Col. Candy .. 65.00		
See Saw .. 225.00	MUSIC		
Texas Merry-Go-Round .. 325.00	Seeburg A .. \$225.00		
BINGOS		Seeburg A, 45 RPM .. 245.00	
Atlantic City .. \$ 50.00		Seeburg B .. 435.00	
Beauty .. 45.00		Seeburg C .. 535.00	
Beach Club .. 60.00		Seeburg G .. 675.00	
Brite Spot .. 50.00		A.M.I. A .. 75.00	
Cabana .. 45.00		A.M.I. B .. 125.00	
Circus .. 45.00		A.M.I. C .. 150.00	
Gay Time .. 110.00		A.M.I. D-40 .. 210.00	
Gayeety .. 110.00		A.M.I. D-80 .. 225.00	
Ice Frolics .. 70.00		A.M.I. E-80 .. 425.00	
Pixie .. 195.00		A.M.I. E-120 .. 475.00	
Saddle & Turf .. 195.00		A.M.I. F-120 .. 650.00	
Stars .. 45.00		Wurlitzer 1400 .. 185.00	
Surf Club .. 65.00		Wurlitzer 1500 .. 195.00	
Spot Lite .. 80.00		Export and Domestic Catalog now available. Please write on your letterhead.	
Tropics .. 45.00		WURLITZER DISTRIBUTOR	
Tropicana .. 110.00			
Yacht Club .. 80.00			



CLEVELAND COIN MACHINE EXCHANGE
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

VOLUME DELIVERIES NOW BEING MADE!

VOICE-O-GRAPH

THE NEW 45-78 RPM
With 10 Second Musical Introductions — A Sensational Feature!

Reorders already received from 22 states. Write today for complete details!

INTERNATIONAL MUTOSCOPE CORPORATION
44-02 Eleventh Street, Long Island City 1, New York

JOE ASH says:
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.
666 N. Broad St., Phila. 30, Pa. • POplar 9-4495
You can ALWAYS depend on ACTIVE ALL WAYS. Write or wire for prices.

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

Jet 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

Albert Pick Hotels

NOW IN 20 MAJOR CITIES

Moderate Rates Air-Conditioned Rooms
Convenient Parking Radio and Television
Downtown Locations No Charge for Children

Free Teletype Reservations
Contact your nearest Pick Hotel for immediate teletype reservations at any other hotel in the Pick group.

CITY	HOTEL	Rooms with Bath from
Baton Rouge, La.	Heidelberg	\$5.50
Birmingham, Ala.	Bankhead	4.00
Chicago, Ill.	Congrats	4.00
Cincinnati, O.	Fountain Square	3.75
Cleveland, O.	Carter	5.50
Columbus, O.	Fort Hayes	5.50
Dayton, O.	Miami	5.50
Detroit, Mich.	Fort Shelby	4.25
Evansville, Ind.	Georgian	6.50
Flint, Mich.	Duane	4.50
Indianapolis, Ind.	Anfiers	4.00
Niagara Falls, N.Y.	Nicollet	5.00
Pittsburgh, Pa.	Roosevelt	5.00
St. Louis, Mo.	Mark Twain	4.00
St. Louis, Mo.	Malbourne	4.00
South Bend, Ind.	Oliver	5.00
Tellico, O.	Fort Meigs	3.50
Topeka, Kan.	Karen	4.00
Washington, D.C.	Lee House	3.00
Youngstown, O.	Pick-Ohio	5.50

IN NEW YORK call Murray Hill 7-8130
IN CHICAGO call State 2-4975

WRITE FOR YOUR CREDIT CARD
Pick Hotels Corporation
20 N. WACKER DRIVE • CHICAGO 6

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!!**

NOW AVAILABLE: NEW PARTS CATALOG
Write for Your Copy Today!

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS

GIVE TO DAMON RUNYON CANCER FUND

BIG . . . VALUES—QUALITY—SELECTION at WORLD WIDE!

SHUFFLE GAMES

United HANDICAP \$415	Bally CONGRESS \$395
United REGULATION 385	Bally GOLD MEDAL 195
United SUPER BONUS 245	Bally MAGIC 150
United DLX. CAPITOL 215	Bally JET 125
United DLX. CLIPPER 195	C.C. BLINKER 295
United DLX. LIGHTNING 125	C.C. HOLLYWOOD 225
United ACE BOWLER 125	C.C. HOLIDAY 165
United TEAM BOWLER 95	C.C. BOWLING TEAM 135
United LEADER 95	C.C. CRISS CROSS 75
United IMPERIAL 95	C.C. MIAMI SHUFFLE 75
United DLX. VENUS 125	Keeney MAINLINER 95
	Un. DLX. COMET 110

WORLD WIDE ARCADE

United PIRATE GUN \$395	United CARNIVAL . . . \$195
Genco STATE FAIR . . . 375	Ex. SPORTLAND . . . 145
Genco WILD WEST . . . 245	Wms. CRANE . . . Write
Wms. POLAR HUNT . . . 245	C.C. STEAM SHOVEL 165
Wms. SAFARI 210	Wms. DLX. 4-BAGGER 325
United BONUS 245	Un. STAR SLUGGER 295

BINGOS

BIG SHOW \$575	BIG TIME \$225
DOUBLE HEADER 495	VARIETY 125
NIGHT CLUB 425	SURF CLUB 75
BROADWAY 375	PALM SPRINGS 45
BEACH BEAUTY 335	BRAZIL 45
MIAMI BEACH 225	STARBUST 275
GAYTIME 175	STARLET 215
GAVETY 110	PIXIES 195

NOW DELIVERING—
Bally A.B.C. BOWLING LANES
United BOWLING ALLEY

Exclusive Distributor—FISCHER'S
6-POCKET POOL
In Illinois, Indiana, Iowa, Michigan.

IMMEDIATE DELIVERY—CALL NOW!

5-BALLS

RAINBOW Write	2-PL. FLAGSHIP Write
AUTO RACE \$275	4-PL. REGISTER \$345
CLASSY BOWLER 245	4-PL. SCOREBOARD 265
DERBY DAY 225	2-PL. SEA BELLES 315
HARBOR LITES 195	2-PL. TOREADOR 305
EASY ACES 185	2-PL. GLADIATOR 295
FRONTIERSMAN 175	2-PL. MARATHON 265
WISHING WELL 165	2-PL. TOURNAMENT 235
C.C. BLONDIE 375	C.C. CAPRI 325

SPECIAL! Games' SKEET SHOOT . . . Write
Games' BIG HORN \$325
Games' GUNSMOKE 325
Games' HUNTER 245

SR. POOL TABLES \$50 EA.

WORLD WIDE DISTRIBUTORS, INC.
Chicago 47
2330 N. Western Ave.
Phone: Everglade 4-2300

Arkansas Bill
• Continued from page 85

tax. The privilege tax increase bill, a proposed amendment to Act 201 of the 1939 Legislature, was introduced by Rep. Van Dalsem, of Perry.

Affects All Games

The proposed law would apply to all type amusement games, such as pinballs, shuffles, pool tables, bowling games, guns and others.

Top operators in Little Rock and other Arkansas cities said the tax was exorbitant and would tax some game operators out of business. Henry Hitchcock, owner of Jonesboro Music Company, Jonesboro, president of Arkansas-Missouri Operators' Association, said games depreciate so fast that most game operators would have a tough time paying the increased taxes if the bill passed.

Robert Kirsipel, president of Kirsipel-Hollenberg Music Company, Little Rock, and president of Little Rock Operators' Association, is leading the fight against the bill. He and other operators are doing their best to enlighten legislators to the unfairness of the bill and the exorbitant tax it would impose.

Hitchcock is taking part in opposing the bill for the Arkansas-Missouri Operators' Association. Little Rock music operators, most all of whom also have games on location, are fighting it.

They include: Cecil Hill and Harold Dunaway, partners in Twin City Amusement Company; Dan Levine, Levine Music Company; C. W. Holmes, Holmes Amusement Company; Andrew Cassinelli, Little Rock Amusement Company; C. E. Craig, Arcade Amusement Company; Dutch Yance, Arkansas Music Company.

Also spreading the word to game operators over Arkansas to write their legislators to vote against the bill is George Sammons, President of Sammons-Pennington Company, Memphis. Sammons, who frequently travels the Arkansas territory calling on operators, has led the fight in the past few months among Arkansas operators for conversion to dime play. He pointed out the tremendous increase in operating costs during the past 15 years.

\$64.50 SALE

CHICAGO COIN ADVANCE POOL	CHICAGO COIN AUTOMATIC POOL
CHICAGO COIN MIAMI SHUFFLE	EXHIBIT SKILL POOL

T & L DISTRIBUTING CO.
Wurlitzer Distributor
1663 CENTRAL PARKWAY MAIN 1-8751 CINCINNATI 14, OHIO

Beat These Prices If You Can!
Renewed—Reconditioned

PHONOGRAPHS	SCALES
Seeburg 100-C \$495.00	Waffling Tom Thumb Fortune . . \$45.00
Seeburg 100-BL 395.00	Waffling 500 Fortune 75.00
Seeburg 100-R 695.00	Waffling 500 Guesser 75.00
Rock-Ola 1438, 120 Sol. 395.00	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. 1/2 DEPOSIT, BALANCE C.O.D.

Gaycoin Distributors
4866 Woodward Ave. Temple 2-7300 Detroit 1, Mich.

RECONDITIONED EQUIPMENT

Although good used Bingo Games are scarcer than the proverbial hen's teeth right now, we're still getting our share of trades and can most likely take care of your requirements with our usual reconditioned, cleaned and guaranteed games at a reasonable price. Just let us know what you need and we'll make every effort to fill your order promptly. Meanwhile we have the following reconditioned machines available for immediate delivery:

BALLY ABC BOWLER \$350.00	Genco STATE FAIR \$350.00
UNITED DELUXE COMET	EXHIBIT SHOOTING GALLERY 125.00
SHUFFLE TARGETTE 115.00	WILLIAMS WONDERLAND . . 125.00

WRITE, WIRE OR PHONE FOR PROMPT SHIPMENT

H.M. BRANSON DISTRIBUTING COMPANY
811 E. BROADWAY Phone: Juniper 7-1343 LOUISVILLE 4, KENTUCKY
EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

SPECIAL SALE!
For Quick Action

POKERINOS
Only \$50.00 Each

All Tables 100% Clean and Checked

RUSH YOUR ORDERS **DAVID ROSEN**
Exclusive A M I Dist. Ea. Pa.
1/3 Dep., Bal. C.O.D. 855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

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

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
WE'LL PAY TOP DOLLAR for your ENTIRE INVENTORY.
BALLY & UNITED BINGOS
GOTTLIEB & WILLIAMS 5-BALLS
BALLY, UNITED, CHI. COIN ALLEYS

BOWLING ALLEY CLOSEOUTS!

50 BALLY DELUXE ABC \$425

BALLY DELUXE CONGRESS \$425
BALLY JUMBO 395
BALLY GOLD MEDAL 295
BALLY JET BOWLER 150
BALLY ROCKET 150
KEENEY BIKINI 150
UNITED SUPER BONUS DELUXE 350
UNITED CLIPPER DELUXE 265
UNITED LIGHTNING DELUXE 250
UNITED VENUS TARGETTE 150
UNITED COMET 150
GENCO SHUFFLE POOL 75

NEW ENGLAND OPERATORS:
We have in stock:
UNITED BOWLING ALLEY
BALLY 14' & 11' BOWLING LANES
BALLY KEY WEST • CHI. COIN BOWLING LEAGUE

Redd DISTRIBUTING CO.

298 Lincoln St., Allston 34, Mass.
ALgonquin 4-4040

Exclusive distributors for
WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

WE WILL SHIP ANYWHERE

ONLY THE BILLBOARD—
among over-all entertainment weeklies—is a member of the
AUDIT BUREAU OF CIRCULATIONS.

SHAFFER SPECIALS

GUARANTEED RECONDITIONED PHONOS

- Mechanisms Completely Overhauled and Tested
- All Worn and Defective Parts Replaced with New Parts
- Amplifiers and Tone Arms Reconditioned or Replaced
- Cabinet Refinished and Plastics, Glass Replaced Where Needed

WURLITZER

Model 2000 (200 Sel.)...\$895.00
 1900 (104 Sel.)..... 795.00
 1800 (104 Sel.)..... 650.00

ROCK-OLA

1436 (Fireball)\$169.50
 1434 (Rocket) 124.50
 120 Sel. Wall Box..... 34.50



**SEEBURG 3W1
 100 WALL BOX SPECIAL
 \$49.50**

- Chrome Covers
- New Buttons
- Completely Reconditioned
- New Instruction Plates

SEEBURG

HF100-R\$739.50
 HF100-G 665.00
 M100-C 545.00

SPECIAL

**AMI "A" (40 Sel.),
 \$69.50**

Write for
 Illustrated Catalog

SHAFFER Music Company

In the Coin Machine Business
 Over 25 Years

Columbus, Ohio
 849 N. High St.
 AX 4-4614

Cincinnati, Ohio
 1200 Walnut St.
 MAin 1-6310

Indianapolis, Ind.
 1327 Capital Ave.
 MEirese 4-3571

New Genco Gun

Continued from page 85

throughout the game, as does the "Atomic Crazy Ball."

An innovation is made in the stationary targets too, one row of which consists of pipes which seem to break apart when hit, leaving only jagged stems and bowl bottoms.

Five-position jacks enable the operator to make the targets easier or harder to hit without changing stylus points or adjusting targets, necessary in previous such games. Operators can now adjust the gun to meet location's requirements in a matter of seconds.

Meter Settings

Play meters record perfect scores made and can be set to also record near-perfect scores, providing a means by which operators can set each game to correspond to location requirements.

New exterior attraction is a red

POKERINO
 (Scientific)
 REASONABLE OFFER
 WILL NOT BE REFUSED!!
 Write for our complete catalogue.
 Capital Projector Corp.
 580 Tenth Avenue N. Y. C.

EXTRA VALUES

WURLITZER
 MODEL 1800...\$795.00
 WURLITZER
 MODEL 1700... 625.00
 SEEBURG
 MODEL M 100 R.. 695.00
 AMI MODEL E 120. 425.00
 AMI MODEL F 120.. 625.00

CENTRAL MUSIC DISTRIBUTING CO., Inc.

1209 DOUGLAS STREET
 OMAHA, NEBRASKA
 PHONE: WEBSTER 5200

PINBALL GAMES

BALLY
 Beach Beauty\$300.00
 Big Time 175.00
 Broadway 325.00
 Gayety 75.00
 Gaytime 175.00
 Ice Frolics 50.00
 Miami Beach 175.00
 Nite Club 400.00
 Surf Club 65.00
 Variety 80.00
GOTTLIEB
 Dragonette\$135.00
 Frontiersman 150.00
 Gypsy Queen 135.00
 Harbor Lites 150.00
 Lovely Lucy 125.00
 Poker Face 75.00
 Queen of Hearts 85.00
 Stage Coach 135.00
 Twin Bill 135.00

UNITED
 Manhattan\$100.00
 Picnic 150.00
 Stardust 225.00
 Triple Play 150.00

SHUFFLE GAMES

Jet Bowler\$100.00
 Magic 125.00
 Pacemaker 50.00
 King Bowler 75.00

ARCADE EQUIPMENT

ABT Challenger\$ 25.00
 Basketball 175.00
 Dale Gun 25.00
 Midget Movies 100.00
 Rifle Gallery 150.00
 Space Gun 75.00
 Sportsman 150.00
 Super Home Run 75.00
 Telequiz 75.00

THESE MACHINES ARE COMPLETELY SHOPPED AND IN A-1 CONDITION

STORZ NOVELTY & DISTRIBUTING CO.

410-12 Pearl St., Jeffersonville, Ind.

SAVE MORE MONEY—
 MAKE MORE MONEY

Subscribe to The Billboard TODAY!

plexiglass rifle support which glows like neon in a darkened tavern location, designed with the Genco label. Picture frame type moldings, twice regular width, border the backglass.

Score values range from 10 to 50 points for each target hit depending on the number of shots made at the time. Players get 25 shots for a dime. On final three shots the Crazy Ball is worth 100 points. Trigger can be held back to fire automatically if desired.

The game has target field reflected from the bottom of cabinet onto the backglass, with target hits made by electrical contacts. It is about the same size as its predecessors. Circus Rifle Gallery is available in regular and match play models with optional replay features.



Keeney's TRUE-SCORE BOWLER

with New Skill Feature.

J. H. KEENEY & CO., INC.
 2600 W. 50th ST. • CHICAGO 32, ILL.

INTERNATIONAL SCOTT CROSSE

A Name Respected by Foreign Buyers of Arcade Equipment

We have a complete selection of all types of Arcade Equipment for Immediate Export

- Kiddie Rides
- Guns
- Bally Bingos
- Gottlieb and Williams Pins
- Bally and United Shuffle Alleys
- Bowling Alleys

We specialize in setting up complete arcades... from a single unit to an entire arcade, depending on your particular needs.

Send for beautiful color photos of these terrific Bally Rides:

- POLICE BIKE
- HOT ROD
- TWO FABULOUS BALLY RIDES!

INTERNATIONAL SCOTT CROSSE COMPANY

SCOTT CROSSE COMPANY
 1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
 Rittenhouse 6-7712
 Branch: 819-821 Lockawanna Ave., Scranton, Pa.

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., S. Jersey and Del.

YOUR AMERICAN RED CROSS IS ALWAYS THERE

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!

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

CHICAGO COIN
 Bonus Score\$215.00
 Hollywood 195.00
 Arrow 215.00
 Triple Strike 150.00
 Criss 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

NEW POOL GAMES

Genco King Size \$125.00
 Star Pool 95.00
 Roto Pool 95.00
 Baseball Pool...\$ 95.00
 Pro Pool 145.00
 Used Pool Games From \$50.00.

5 BALLS

GOTTLIEB
 Gladiator\$295.00
 Duetto 225.00
 Southern Belle .. 175.00
 Sluggin' Champ .. 195.00
 Twin Bill 175.00
 Mystic Marvel .. 135.00
 Daisy Mae 150.00
 Hawaiian Beauty. 135.00
 Arabian Nights. 125.00
 Green Pastures .. 125.00
 Shindig 115.00
 Queen of Hearts. 110.00
 Pinwheel 110.00
 Marble Queen ... 100.00
 Poker Face 100.00
 Grand Slam 95.00
 Happy Days 95.00
 Chinatown 75.00
 Skill Pool 75.00

WILLIAMS
 CUE BALL Write
 Can Can\$245.00
 Super Score 250.00
 Race the Clock .. 225.00
 Wonderland 180.00
 Smoke Signal 175.00
 Peter Pan 165.00
 Skyway 140.00
 Big Ben 135.00
 9 Sisters 110.00
 Lazy Q 110.00
 Screamo 110.00
 Grand Champ ... 95.00
 Jalopy 90.00
 Times Square 85.00

ARCADE

NEW EQUIPMENT

Peppy Write
 Auto Photo Write
 Grandma Horoscope \$495.00

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 Slugger 275.00

MISCELLANEOUS

Quarterback\$215.00
 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
 Thunderbolt Horse .. 225.00
 Range Rider 325.00
 Moonride 225.00
 Royal Mustang 275.00

GUNS

WILLIAMS... CROSS FIRE

PIRATE GUN... Write
 DAVY CROCKETT... Write
 State Fair\$350.00
 Treasure Cove. 275.00
 500 Shooting Gallery 250.00
 Jet Fighter 225.00
 Carnival 185.00
 Rifle Gallery 175.00
 Sportland 175.00

Coon Hunt\$150.00
 Sky Gunner 145.00
 Nite Fighter 145.00
 Bear Gun 125.00
 Invader 145.00
 Silver Bullet 125.00
 Shoot'g Gallery 110.00
 Anti-Aircraft .. 99.50
 Space Gun 95.00
 Mauser Pistol .. 89.50
 DeL. Ranger 250.00

PHONOGRAPHS

- ✓ Steam Cleaned
- ✓ Expertly Recod.

SEEBURG
 HF 100 R\$750.00
 HF 100 G 650.00
 M 100 C 525.00
 M 100 B 425.00
 M 100 A 225.00
 V 200 Write
 Wurlitzer 1800 650.00

AMI
 D 40\$225.00
 D 80 345.00
 E 40 295.00
 E 40 (45 r.p.m.) 365.00
 E 80 400.00
 E 120 445.00

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



Better than "Safari"—Better than "Polar Hunt"

Williams CROSSFIRE

THE BEST GUN GAME EVER MADE!

NEW! 25 SHOTS

STEEL BALLS DEFY GRAVITY—FLY-UP WHEN HIT!

Elapsed Time Reels ADD 10 POINTS to score for each unit of time under 60 seconds.



SEE THE COMICAL DODGING **KANGAROO**

with the cute little Baby Kangaroo that disappears in the pouch when mama is hit.

National Slug Rejector Coin Chute!

Deluxe CROSSFIRE available with "MATCH" Feature

4242 W. FILLMORE ST., CHICAGO 24, ILL.

WRITE—WIRE—PHONE— See YOUR Williams DISTRIBUTOR!

Berger Bows

Continued from page 83

nation, or redeem them for prizes covered by their points. Tournament winners may redeem their point certificates with

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

Berger or any of the distributors he will name in various sections of the country.

While the operator pays for the prizes, he is not liable for either federal excise or local sales taxes. These are borne by the contest winners as they are, in effect, receiving redemption certificates, not prizes, as the result of winning tournaments.

The winners can select a prize of their choosing, and the operator is relieved of the problems of selecting prizes and stocking them. All merchandise that is currently being manufactured by Westinghouse is guaranteed the same as Westinghouse appliances bought thru regular retail channels.

Meanwhile, Berger said that his firm is currently turning out 500 conversion kits a week. The kits convert a standard shuffle alley to the new-type bowling games. He added that while some of this production involves converting shuffle alleys in his shop, most of the output is being shipped directly as kits to operators.

Panoram Operators!

FOR SALE

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

Phil Gould Newark 8, N. J. 283 Market St. Market 2-4275

SEEBURG M-100A.....MH-100A CONVERSION

to 33 1/2 RPM \$24.50 to 45 RPM \$69.50

F.O.B. Los Angeles. **CALCOIN CORP.** 11167 West Pico Blvd. Los Angeles 64, Calif.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

LOWEST KIDDIE RIDE PRICES IN AMERICA!!!

- Bally Moon Ride\$150.00
- Bally Space Ship 200.00
- Deco Space Ranger 225.00
- Exhibit Space Patrol 150.00
- Atomic Jet 125.00
- Lane Merry-Go-Round 300.00
- Lane Miss America Boat 250.00
- Exhibit "500" Rifle Gallery 175.00
- Harvard Metal Typer 250.00

BUY NOW at PRESEASON LOW, LOW PRICES

WE BUY—SELL—TRADE. WHAT DO YOU NEED?

Kiddie Rides, Inc. 2557 W. North Ave. Chicago 47, Ill. Ph.: Armitage 4-8180

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

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.

1st First in Pool Games! 1st



YOU'VE BEEN WAITING FOR IT! NOW IT'S Here!

EXHIBIT'S NEW 6-POCKET POOL GAME

You Deserve the Best! Finest materials and workmanship by the Industry's Leading Manufacturer of Coin Operated Pool Games! Size: 41"x72"x32". Complete with 15 numbered balls, cue ball, rack, pea bottle and instruction Posters for all types of games.

BRAND-NEW LATEST MODEL BUMPER POOL by CHICAGO COIN

SENIOR SIZE: 36" x 60" ONLY \$125 COMPLETE

PRICES SLASHED FAR BELOW COST! SLATE POOL GAMES \$125

FINEST RECONDITIONED LATE MODEL BUMPER POOL TABLES WITH BRAND-NEW SLATE TOPS INSTALLED. 36"x52". Ready for Location. FINEST SLATE TOPS \$67.50



WE'RE SORRY!!! Demand for Chicago Coin's new BOWLING LEAGUE is so tremendous we just can't get delivery fast enough from the factory. To our operator friends awaiting shipment of their orders, please bear with us. We appreciate your patience and are doing all possible to hurry this phenomenal game to you. "FIRST COIN" IS EXCLUSIVE DISTRIBUTOR FOR CHICAGO COIN in N. ILLINOIS & INDIANA

First Conditioned!

SHUFFLES

- CHICAGO COIN
- *ALL STAR TEAM\$295
 - *BOWLING TEAM 235
 - *ARROW 235
 - *BONUS SCORE 210
 - *PLAYTIME 175
 - *STARLIGHT 135
 - *SUPER FRAME 125
 - *GOLD CUP 95
 - *NAME BOWLER 80
- *Indicates Match Play
- United POOL ALLEY ..\$195
United LEAGUE 105
United SELECT PLAY. 285
Keeney BIKINI 95
Keeney CLUB 10-PLAYER 80
Bally JET 100

ARCADE

- Mut. LORD'S PRAYER\$335
- Mut. K. O. CHAMP 325
- C.C. TEAM HOCKEY 285
- C.C. STEAM SHOVEL 185
- Mut. TUNGO 175
- Wms. SIDEWALK ENGINEER 150
- C.C. BASKETBALL CHAMP 145
- C.C. 4-PLAYER DERBY 145
- Cap. MIDGET MOVIES 125
- Evans SUPER BOMBER 115
- TELEQUIZ w/ Film 90
- Mut. ROCK 'N' ROLL 85
- Amuse. BOOMERANG 65

BASEBALL GAMES

- Genco HI FLY—NEW\$345
- United STAR SLUGGER 350
- Wms. 6-PLAYER ALL STAR BASEBALL 185
- Wms. DELUXE BASEBALL 125
- Evans BAT-A-SCORE 105
- Sc. BATTING PRACTICE 75

GUNS

- Genco DAVY CROCKETT (New) Write
- STATE FAIR\$395
- RIFLE GALLERY 175
- SKY GUNNER 125
- EXHIBIT JUNGLE HUNT\$425
- SHOOTING GALLERY. 110
- JET GUN 105
- DALE GUN 55
- UNITED CARNIVAL\$195
- KEENEY SPORTSMAN\$195
- SEEBURG SHOOT THE BEAR ...\$145

DON'T MISS THE BOAT!

Our "First Edition" CLOSE-OUT BROCHURE offers greatest bargains in Coin Machine History... BRAND-NEW GAMES at LESS THAN MANUFACTURER'S COST! Hurry! "First" Come—First Served! Get your Brochure Now! Write or phone.



1st

FIRST COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Finks 1730 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

1st

MARVEL Billiard Supply Company

1604.06 W. LAKE ST. CHICAGO 12, ILL. Phone: MOntroe 6-8855

Albany County Police Hit Free-Play Pinballs

ALBANY, N. Y.—In a series of surprise raids last week, Albany County police confiscated and later destroyed pinball machines throughout the area.

Raids were confined to machines with free-play devices or to locations which offered prizes for high scores. No arrests were made nor were any operators mentioned in the raids.

However, one operator whose machines were confiscated, complained that no warnings were given

and no warrants were presented. The police just pulled up their trucks, loaded the machines, and drove off.

All told, at least 13 machines on eight locations were seized. No machines within the city limits of Albany were confiscated, as pinballs in themselves are illegal in the city.

Assistant District Attorney John T. Garry II obtained the orders from justices of the peace in the towns of Coeymans, Bethlehem

and Colonie and the village of Menands.

Sheriff Patrick C. Casey said he did not intend to make any arrests. Pointing out that these raids were meant to serve as a warning, he made the following statement:

"We know that there are other pinball machines in the county which have been used to invite or induce gambling, and hope that by this time they have been removed. A pinball machine no longer be-

comes an amusement device when free play or prizes are offered on the basis of the attainment of a certain score."

He charged that a tote board, showing who had the highest scores, was seized, and that in several places roller skates were offered as prizes for highest scores.

"Any legal pinball machine which can be converted into a gambling machine is illegal," he added.

The sheriff said that he was

satisfied that the \$8,000 worth of equipment seized in the raids was not the property of the location owners.

He added that while the recent raids came under the nuisance section in the New York State gambling law, future raids will come under gambling law violations.

No responsibility for ownership of the pinball machines was claimed by anyone in the eight places raided, the sheriff said.

THE YOUNGEST & FASTEST GROWING DISTRIBUTOR

FRANK DAVIS

IN THE GREAT WEST

THE FAMOUS SIERRA TITLE STRIPS. **\$3.25**
2 weeks only. Per box..... (5,000 to box)
SEEBURG V-200's \$799.50
SEEBURG 3 W-1's, GRAY COVERS, AS IS..... 39.50



SIERRA DISTRIBUTORS

2775 W. Pico Blvd., Los Angeles, Calif.
Exclusive Wurlitzer Distributors for
Southern California & Southern Nevada

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

KEY WEST	Write	GAY TIME	\$200.00
BIG SHOW	Write	VARIETY	135.00
NITE CLUB	\$455.00	GAYETY	110.00
BROADWAY	395.00	YACHT CLUB	60.00
MIAMI BEACH	225.00		

Immediate Delivery. 1/3 Deposit

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

Wanted For Export



\$57.50

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 jis

Corp.

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!

W. Va. Bill Would Revise Game Tax

CHARLESTON, W. Va.—Li-
cense tax on amusement devices
and vending machines would come
under regulations of a bill to
strengthen regulatory powers of the
West Virginia State Tax Commis-
sion.

The bill would revamp several
sections of the law dealing with
coin machine licensing.

The bill would simplify collec-
tion procedure as well as reduce
the number of licenses a given
business establishment would be
expected to purchase for the
privilege of doing business.

The bill would be effective July
1 if passed by the Senate. The
House passed the bill last week.



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.

SAVE MONEY—MAKE MONEY with MONARCH SPECIALS!

Brand New, King Size
POOL TABLES.. \$135 EA.

**BALLY
MOON RIDES.. \$185 EA.**

**BALLY
SPACE SHIP.. \$215 EA.**

SPACE PATROL.. \$185 EA.

ATOMIC JET... \$195 EA.

ORDER TODAY—

Get Set for Profitable Spring and
Summer Operating!

Get Our List, New-Used
Games, All Types

CHARLEY PIERI

MONARCH COIN MACH., INC.

2257 N. Lincoln Chicago 14, Ill.
Lincoln 9-3996-7

HERE ARE SOME REAL BUYS FOR YOU!

PHONE OR WIRE!

Williams "Peppy" the Clown	\$425.00
Williams King of Swat	225.00
Williams DeLuxe Baseball	95.00
Exhibit Sportland Rifle	125.00
Chico World Trainer	350.00
Mutoscope Photomatics	
Post War	275.00
Mutoscope Voice-O-Graphs	275.00
Mutoscope Lord's Prayer	
Venders	275.00
Mutoscope Royal Mustang	275.00
Bronco	275.00
Bert Lane Carousel	275.00
Williams Major League	125.00
Seeburg C	500.00
Rock-Ola Fireball 120, 1436	250.00
AMI C, 45 rpm	135.00
Wurlitzer 5110 Speakers	20.00
Wurlitzer Star Speakers	10.00
Wurlitzer 5205 Wall Boxes,	
104 Sel.	50.00
Wurlitzer 3020 Wall Boxes,	
104 Sel.	4.50
Wurlitzer 219 Steppers	5.00
United Fifth Inning	175.00
United Top Notch	375.00
Bally ABC Bowler	350.00
Chico Miami Shuffle	150.00
Genco Shuffle Pool	60.00
Williams Senior Pool Tables	85.00
Williams Junior Pool Tables	60.00
1/2 Dep. No Packing Charge.	

ODCO, Inc.

1100 02 Broadway, Albany 4, N. Y.
Telephone 5 0278

**SAVE MORE MONEY—
MAKE MORE MONEY**

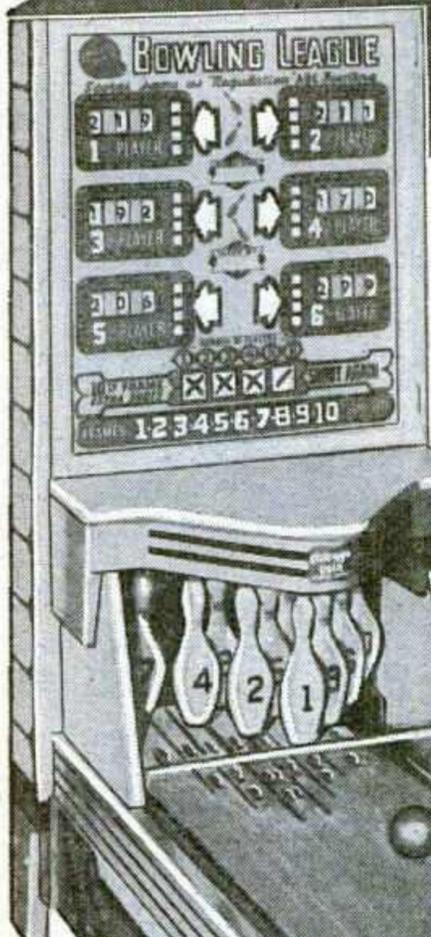
Subscribe to The Billboard TODAY!

GENCO

MFG. & SALES CO. 2621 N. Ashland Avenue
Chicago 14, Illinois

THE ONLY LONG BOWLER
 WITH THESE "PLUS" 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

HAPPY CROWDS KEEP CASH-BOX JINGLING!



FREE TOURNAMENT PROMOTION KIT

Now packed with each Bally ABC BOWLING LANES is a complete proved and practical kit, containing window-poster, rules, entry-forms, score-sheets, etc. for profit-boosting tournament-promotion. Each kit serves 10 tournaments—5 months of peak play. Bally Tournament Kits for games already on location are available at Bally Distributors at giveaway price of only \$1.50.

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
18 IN. HIGH ALLEY • 3-SECTIONAL CONSTRUCTION

HIGH-SPEED LIGHT-UP TOTALIZERS
HIGH-SPEED PIN-SETTER
GIANT PINS

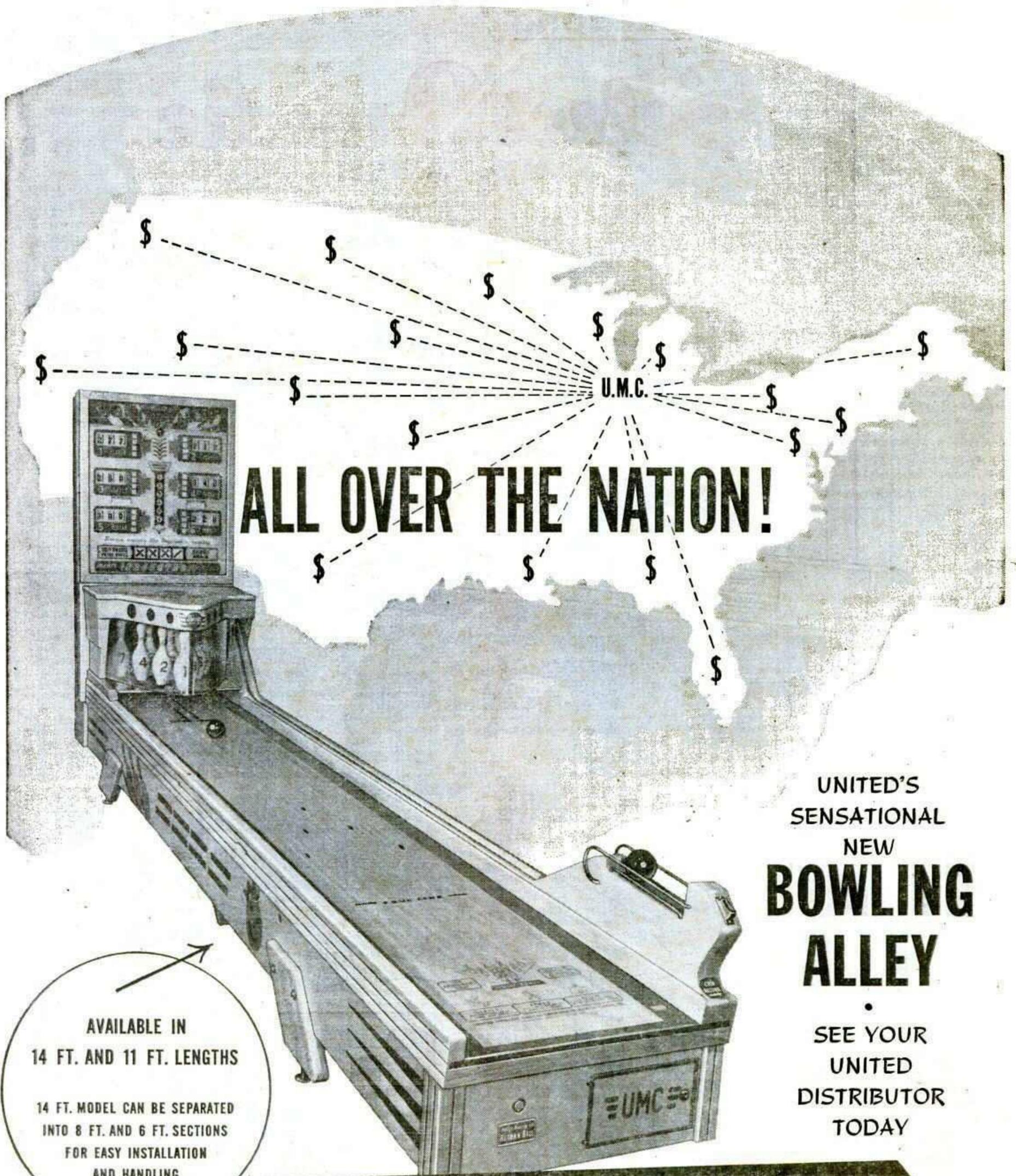
EVERYBODY is happy with Bally ABC BOWLING LANES. Players get biggest dime's worth of fun in years. Locations get big cash-box returns, plus extra refreshment, smokes and snacks sales from long sessions of play. Operators get biggest profits in years plus peace of mind with a game that stays on location month after month.



NOW AT YOUR *Bally* DISTRIBUTOR WITH Key West
BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Bally ABC BOWLING Lanes

BRINGING PROSPERITY TO OPERATORS...



ALL OVER THE NATION!

UNITED'S
SENSATIONAL
NEW
**BOWLING
ALLEY**

SEE YOUR
UNITED
DISTRIBUTOR
TODAY

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

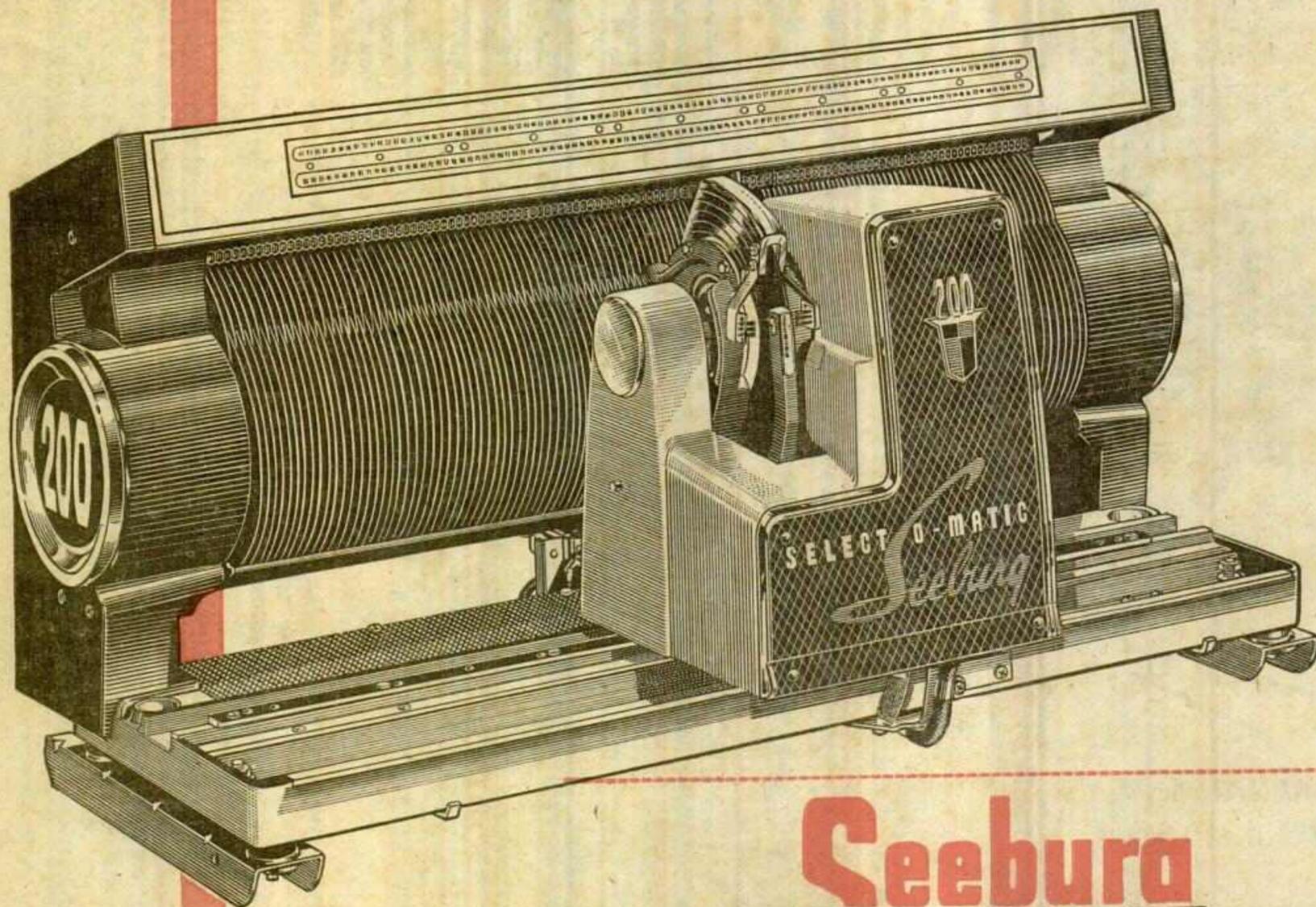
UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

the SEEBURG

Select-O-matic

MECHANISM

*is playing more records
in more locations than
any other mechanism
in the entire history of
coin-operated music!*



Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG
Chicago 22, Illinois

A Division of Fort Pitt Industries, Incorporated

America's finest and most complete music systems