Crowds Flocking to Circus Bellwethers

Early Davenport, Polack, Hamid-Morton Indoor Dates Portend Smash Summer

By TOM PABSON

CHICAGO—Early indoor circus engagements, often counted as bellwethers for the coming season, have been delayed for the first time in the entire history of the Illinois business.

Many circus seasons get underway in April, when indoor shows and in tents and outdoor circuses get into operation nationwide. But these major arena circuses are fixed runners and business barometers. They start in the Midwest, with conditions in Chicago being taken as a bellwether.

In the Windy City, Polack played 37 performances last year, including 12 shows and replacements for the most part at less soda time in a 6-day period or at the beginning of a 6-day period. But despite the change in time and dates, the overall attendance was about the same, even less; attendance was down to that level of last year.

This year's 35 performances were the most important in history for the big ring shows, according to the attendance report, with 250,000 people reported to have witnessed the 25 shows. The 25 shows were played over the course of the season, and the overall attendance was about the same as last year's, even less; attendance was down to that level of last year.

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MUSICALS, MYSTERIES LOOM AS FALL'S PROGRAM TRENDS

NEW YORK — In addition to the influx of Westerns for the season of 1957-58, two other programs of interest seem to be in the making. They are the mystery and musicals. On the reverse side, the soaps, indications point up the fact that there will be fewer quiz and comedy shows.

The mystery trend seems to be the newest and strongest. The latest popular drama to move into network TV for next season is "New York Confidential," the Lee Tracy vehicle which will go Saturdays 10:30-11 on CBS-TV, with Wilder the alternate sponsor. Also slated Saturday nights on CBS is the fall "Perry Mason" based on the Erle Stanley Gardner classic for which 8:30 is ticketed.

NBC-TV's mystery venture will probably be "Crisis," which will replace Robert Montgomery and go Monday nights. These shows will be produced by Alfred Hitchcock, a sponsor certain to be the chief element. Also a possibility at NBC is "The Great Siegmund Mystery," which is yet to be given a network berth.

The mystery in the mystery-mystery field is "The Bishop of Dohert's Swift Shaw package." The sole melodrama being ranked a "must" is "Mystery Street," by MGM-TV. This one should be ready in fall at the latest.

Hudson to Triple Post

NEW YORK — Chuck Hudson, publicity manager of NBC Radio, has been upped to the triple post of publicity manager for NBC Spot Sales, NBC Radio and NBC's old sales branch. He will report to Ellis Moore.

Don Bishop has been named director of sales promotion for NBC, a new department; Edwin Vance, manager of radio and spot sales promotion, and Don Folley manager of trade and outdoor advertising.

NBC-TV Offers 3 'Project' Repeats

NEW YORK—NBC-TV is offering three "Project 20" repeats to interested sponsors. They will be telecast in the 4:30 slot May 5, 9, and 13, and will feature two-the two-thirds of "Wide Wide World," which runs 4:30-5:30.

The "Project" titles are "The Jazz Age," "The Great War" and "The

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TELEVISION PROGRAMMING

BESIDES WESTERNS

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

GS SELLS FOUR

RENEW SHOWS OUT OF FORD

NEW YORK—With its "Ford Theater" anthology series to act as an all-purpose programming front, CBS has grouped up sales for four summer rerun shows to make for healthy and happy midsummer years. This is in addition to the eight rerun shows CBS will supply to CBS-TV's "Playhouse 90" half-hour-and-a-half dramas which will have been seen on the show during the season.

For sure, will come of use for "Ford Theater" for its Wednesdays.

Career, will also been used for "Ford Theater"—"Facts of Life," "Father Knows Best," and "The Idol." The two will also have a "20th-Fox" release. The show was created by Harry Karger, and was the only one to travel the country on the time that the audience went out to see the show. The show went to various cities, such as New York, Chicago, Los Angeles, and Dallas. The show was very popular, and it was a hit with both the public and the critics.

John Daly May Quit ABC for NBC

NEW YORK — John Daly is reported to be leaving ABC-TV for a network affiliation with NBC. He will be the next to go on the list of ABC announcers to jump ship and unhappily at the web's contract with

CBS Makes Several Key Appointments

NEW YORK — Several key appointments have been made at the CBS-TV network sales department. Eddie Clarke, Eastern sales manager, became network sales manager, CBS-TV. Sam K. Dumas, sales manager, has been named Eastern sales manager.

Former account executive CBS-TV, will succeed the late Thomas D. Dennis, as manager of program sales, CBS-TV. The new manager will join the network's sales department executive in its Midwestern office. He was formerly manager for WNYX, the network's affiliate in Boston, and will move into the New York office of network sales in an executive capacity.

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P&G Takes New Look at Video, Axing P.M. $4

HOLLYWOOD — Procter & Gamble reportedly has placed its end-of-month TV expenditure under re-appraisal, and will apparently cut its weekly $234,000 outlay during the next season. The feeling seems to be that P&G, which is sponsoring WJZ-TV on Saturday night in New York, Cleveland and Milwaukee, has been paying much too much for national TV this year.

The current NBC series, which originated on NBC's popular children's program "Lassie," is expected to be cancelled at the end of the year.

The series, which has been in production for the past two years, is being renewed on a limited basis for the time being.

**AVG. SPONSOR STICKS TO TV**

NEW YORK — The average network sponsor has been spending about 700 TV shows per year for the past three years, with a total of 2,000 different sponsors using network TV in their advertising platforms. Of these, 86 were new to network TV.

**'Buccaneer' and 'Trial to Halt'**

NEW YORK — Two more TV shows seem to be coming to the end of the road. Sylvia's has asked CBS-TV to give it relief on this week's show and it has been turned over to "The Buccaneer," which started its season on March 2.

**CBS Almost Ready on Summer Programming**

NEW YORK — CBS-TV has almost completed the setup of its summer line-up. Sunday night's new series will be "The Coli-Man," which will star Bob Hope and S. C. Johnson. Otherwise, the show will feature reruns of "Palmolive," "The Lone Star" and "Public Service," which will be reruns of "The Adventures of Superman," "The Little Club," and "The Invisible Man," respectively.

**Cost-Per-Thousand Rankings of the Top 20 Network Shows in February**


NEW YORK — In one of the coups of this year, Ted Ashley and CBS-TV took the Gary Cooper picture "The Outlaw," a Western produced by NBC-TV and the William Morris Agency. The hour-long adventure package will star Cooper as a gunfighter who is on the run for a period of three years beginning with the season of 1959-60.

The show will be broadcast over CBS, where it has been used primarily in the week starting March 27.

After getting Cooper's acceptance, the show was turned over to CBS, where he found Haskell Robertson, Inc., the network's executive in charge of programming, very receptive to the property. The show will be ready for broadcast shortly.

Interviews, ABC last week came up with a big time client for the property. The Morris Agency, which had presented the property to ABC, then took it to NBC and got an order for it. The order, however, was for a half-hour weekly series, Ashley, who has contacted Cooper for a series of his own, produced and directed "The Outlaw" as a deal for an hour series.

The show was unable to make. Buick is again on the market for a show for sponsorship this season, and NBC's plan is for "The Outlaw" to be sold on a 13-episodic basis. The series will be produced by the studio, and will be sold to the network for an estimated $200,000 weekly.

The show is expected to cost about $100,000 weekly in program costs.

**Auto Firms Weigh ABC 8:30**

NEW YORK — Either Oldsmobile or Buick will return to high-visibility television next fall, and will probably buy a half-hour series for the network. The deals are between ABC and Buick, and the CBS network.

**Pyramid and CBS Ready Pilot Shooting**

NEW YORK — Two more pilots, one for Pyramid Productions and the other for CBS, are being shot this week for the shows that will be shown next fall. Pyramid Productions is getting ready with a pilot called "The Big Fix," which will be shot for Syndicated. The other series is about a police woman.

**Burbank Gets Coast NBC-TV**

HOLLYWOOD — NBC-TV is expected to triple its local origination effort next fall, with the addition of another station in West Coast. The new station will be located in the Los Angeles area, and will be operated by a local group.

**Chief Spokesman**

ABC, too, has been busy in the programming field. The network has signed a deal with ABC-10 to buy time for "The Big Fix," and is expected to announce plans for other shows soon.

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SCREEN GEMS FOR FIRST
HOLLYWOOD PR
39 OF COLUMBIA PICTURES

You Can't Take It With You
starring James Stewart, Lionel Barrymore

THE AWFUL TRUTH
starring Irene Dunne, Cary Grant

YOU WERE
EMIERE PARADE
GREATEST FEATURE FILM SUCCESSES

JOHNNY O'CLOCK
starring Dick Powell, Lee Cobb

DEAD RECKONING
starring Humphrey Bogart

NEVER LOVELIER
starring Fred Astaire, Rita Hayworth

ONLY ANGELS HAVE WINGS
starring Cary Grant, Jean Arthur

DESTROYER
starring Edward G. Robinson

GOLDEN BOY
starring William Holden, Barbara Stanwyck

...and 31 other smash hits!

FOR INFORMATION CALL

NEW YORK
711 Fifth Ave.
Plaza 1-4332

DETROIT
709 Fox Bldg.
Woodward 1-3979

CHICAGO
230 N. Michigan Ave.
Franklin 2-3696

HOLLYWOOD
1334 N. Beechwood Dr.
Hollywood 2-3111

NEW ORLEANS
1032 Royal St.
Express 3913

TORONTO
102-108 Peter St.
Empire 3-4096
KING-TV RULES
ABC Outlet Shows The Way in Seattle

SEATTLE—Can an ABC affiliate dominate a four-station market? The answer is a very clear "Yes," as demonstrated by KING-TV in Seattle. The reason, as posited by V. R. and General Manager Otto Brandt are, in a sense, rather startling but well worth consideration by programming executives in other markets. According to Pole, KING's audience share of the market on Monday and Friday is up to 40 percent. This compares with a 35 percent share for KOMO (NBC), 29 percent for KTVW and 28 percent for the first airing of WDFW (independent). Saturday night-the figures are KING, 37 percent; KOMO 30 percent; KTVW 25 percent; and WDFW 15 percent. The pattern, according to Mr. Pole, shows that the older Rea and the remainder of the nation, has KING keep its hold on the market? The area is not an urbanized one. All channels are KING. It's true that KING was the old station in the market for five years, but other channels have been telecasting new for four, and in markets where a similar pattern exists, usually becomes dominant.

Frees the Answer
Brandt's theory is that, given a good basic audience, a station can dominate a large market with an intensive local coverage and concern over programming that people come automatically to it first.

When a policy KING does not only cover, but also creates, local news, football and the like, the network will create a strong football audience and force a barge to a barge on the air. The result is that, by necessity, the sales go up as the audience grows, and if the audience grows, the revenue grows.

When the network dust was blown off the Columbia River the channel was the only one to give the event the live-airing coverage.

Strong Ratings
It is Brandt's theory that such local programming will create a strong and steady rating that is built over the years, and that evidence does seem to bear him out. Bishop Students covers a 10 percent rating and 8 percent of the 60,000 "Question" of it's 28.5 rating.
BEST FEATURES!

One of the best features of WCBS-TV's feature film programming is that everyone—viewers, advertisers and the industry itself—agrees it's the best.

*The trade:* The Billboard's Fifth Annual TV Film Service Awards (a poll of hundreds of stations, sponsors, agencies and producers) voted WCBS-TV "the best station in the nation for imaginative and effective programming of feature films." (Gratifying but not new: this is WCBS-TV's third win in five years.)

*The viewers:* WCBS-TV's feature films are commanding the biggest audiences in their history...far bigger average audiences than feature films on any other New York station (The Early Show 81% larger, The Late Show 112% larger).

*The advertisers:* Sponsors consistently invest more in WCBS-TV's features than in any other feature film programs in New York—and get far bigger returns on their investment!

But the best feature of all, from the advertisers' point of view, is that Channel 2 commands much larger average audiences than any other New York station not only during feature film periods—but throughout the entire week as well. And has done so month after month, year after year!

**WCBS-TV**

Channel 2 in New York
CBS Owned · Represented by CBS Television Spot Sales
BARGAIN DAYS

Petry Points to Spots
As Answer to Costs

NEW YORK—Edward Petry & Company, TV station representa-
tive firm, dealt a blow at those who have been sounding off about the
high and rapidly rising cost of TV advertising. The punch, in the
form of a study called "1957 Greatest TV Value," was landed
in the direction of daytime TV spots. The $100,000,000 spent
during 1956 on daytime spots was indicative, Petry feels, of the at-
tractiveness of the business.

While set saturation and day-
time viewing have advanced
markedly in recent years, says
the report, realistic station rate
policies have held daytime spot
costs in check. To back up this
statement, the study notes the
following:

Since 1953, about 17,000,000
families -- one-third of all
the families in the U. S. -- have been
added to the TV audience. An
application of Newton's laws
shows that the average day-
time viewership has doubled since
then. This massive increase, the report
points out, has not been reflected in the
daytime spot rate trend. In
1953, spot rates were generally $10
while today the range is 25 and
$5 per cent of Class A. Granted
that the dollar base of nighttime
costs has risen, these daytime pre-
prices.

CENTAGE DESERVE ONLY A SLIGHT IN-
CREASE IN SOME INSTANCES AND IN
many others even a decrease from
1953 prices.

Discount Plans
Not to be overlooked, the report
emphasizes, is the additional value
of package plans which provide for
discounts up to 50 per cent for
multiple spot purchases. Figuring
settings, set-in-use and costs range of
cost-per-thousand runs from
$1.56 to 85 cents, the report
concludes.

Therefore daytime TV spots
have achieved the status of being
not only the No. 1 beneficiary of TV's
continuing growth, says
Petry, but its impact is delivered
at the nation's No. 1 sales target
-- the housewife. The report also
points out that the No. 1 stockholders
to strengthened
programming on the
network and local levels and predicts
even greater daytime spot values
during 1957.

WBC Pubserv Conference to Get Reprise

NEW YORK--The recent con-
ference on local public service
programming will be repeated
next year under the auspices of the
Westphal Broadcasting
Company, which sponsored the
high-priced sessions in Boston
several weeks ago.

Richard Parke, WBC verger, is
heading the planning committee
for next year's conference, site of
which has not yet been chosen. The
WBC decision for a 1958 re-
peat was prompted by "the high
equipment cost of mutual co-operation
displays" by the broadcasters and
educators who came to Boston, ac-
cording to Donald McCannen,
WBC president.

The 4 big million-plus markets of

WBC TELEVISION

IN BOSTON...
WBZ-TV, Channel 4
New England's first TV sta-
tion delivers America's 6th TV
market, 1,400,000 TV homes. 
(NBC)

IN CLEVELAND...
KYW-TV, Channel 3
Northern Ohio's new Sight
and Sound delivers America's
7th TV market, 1,200,000 TV
homes. (NBC)

IN PITTSBURGH...
KDKA-TV, Channel 2
Number One TV station in
western Pennsylvania delivers
America's 8th TV market,
1,200,000 TV homes. 
(NBC) CBS (ABC)

IN SAN FRANCISCO
KPIX, Channel 5
Northern California's pioneer
TV station delivers America's
9th TV market, 1,100,000 TV
homes. (CBS)

If you want the big stories, you need the big markets of
WBC. WBC's million-plus markets promise big audiences in America's 6th, 7th, 8th and 9th markets.

For availability, call the stations. Or, A. W. "Bink" Dammeyer, WBC VP-Sales, at 614-346-7000, in New York.

No selling campaign is complete without the WBC-TV stations

AB-PT Okays Experiments
For Toll TV

NEW YORK--American
Broadcasting -- Paramount Theat-
ers Corp., in response to "in-
vestigation" of pay-as-you-soo-m TV by its
subsidiary, Interstate Circuit, Inc.,
while member of its division,
ABC-TV, remains committed to
to the planned project.

Interstate is planning showings of new feature films in a number of Texas cities, which will be shown at
the "box-office at home" concept. The idea is to give television owners the ability to see the latest films on
TV without leaving their homes.

In some ABC-PT quarters, it is expected that successful tests would result in applications by stations in the ABC line-up to the Federal Communications Commission for licenses to transmit toll
tv shows.

Nucoa Account
Goes to GB&B

SAN FRANCISCO -- Best
Foods has given its Nucoa margarine account to the Gold,
Barnet & Berle agency as of April 27. The assignment will become effective in September. The agency has
had the Bigg Peanut Butter division of Best Foods since 1949 and has been preparing some of Nucoa's commercials for almost a year.

Dancer-Fitzgerald-Sample will
continue to handle other Best Foods products such as Hellmann's and Best Foods mayonnaise.

Mennen to Put
'OS.S.' on ABC

NEW YORK -- The Mennen
Company, after announcing an
ABC-TV berth, then withdrawing and making an NBC-TV overture, is now
entering into a 3-year deal with ABC for two series of the "O.S.S." series to ABC-TV to air after its next season. The mystery adventure was slated for Fri-
days 9:30-10:30 and will be pro-
tioned by Plymouth. It will finally be housed in a Wednesday even-
ing slot.

Mennen is committed for alternate
weeks and is expected to use a
stories, with a grocery advertiser eying the open half hour.

Desilu to Film
Costello Pilot

HOLLYWOOD -- Desilu will
cast a pilot next week of "Army
Mess," a half-hour comedy series starring Leo Costello. The show is based on "Book Privates," the
wartime farce movie which starred Costello and his former partner, Bud Abetti.

Costello is still huddling with
ABC-TV on a live daytime strip for
the fall, in which he would preside over an audience participation quiz.

Windex Buys
Into Allen TV

NEW YORK -- The Drackett
Company for Windex has bought six years of programing for the
Allen Show, Sundays 8-9, NBC-TV. The deal comes in addition to
programming on the program May 5, 12, 19, and 26 and June 2 and 9.

It will take up some of the
slack opened when Brown & Wil-
day, Hudson drama, also an
oth
cast is the Drackett agency.
WHO'S ON TOP?

LET'S SET THE RECORD STRAIGHT!

On December 15, 1956, in Chicago (over WBBM-TV)
MGM's "HONKY-TONK" scored an average TRENDEx rating of 42.4

Another TV Distributor of Feature Films boasts that one of its features was Chicago's top-rated movie for December with a 31.6 A.R.B.

However, in all fairness we must point out that at the time the regular monthly A.R.B. diary survey was taken in Chicago, the MGM features had not yet hit the air . . . and so their relative audience strength was not measured by A.R.B. in December.

But in January, the regular A.R.B. diary reports gave
MGM's "THIRTY SECONDS OVER TOKYO" an average rating of 43.2 higher than any other feature programmed in Chicago either for December or January.

We've said it before . . . and we say it again: you just can't beat those fabulous Metro ratings . . . anywhere!

WHEN THE LION ROARS . . . THE RATING SOARS!
DON'T READ THIS AD
if you are a doubting Thomas!

Who would believe that CHAMPIONSHIP BOWLING rocks 'em in the summer time...same as during the "bowling season"?

(Air conditioned alleys now make bowling virtually a year-round sport)

We come up with ratings that J-U-M-P with the temperature. Just look

1956 SUMMER RATINGS

Look! MINNEAPOLIS—WCCO-TV
BOWLING .................................. 20.3
No. 2 Station ................................ 4.7
No. 3 Station ................................ 3.3
No. 4 Station ................................ 2.0

Look! INDIANAPOLIS—WFBM-TV
BOWLING .................................. 22.2
No. 2 Station (Major League Baseball) . 9.1
No. 3 Station ................................ 4.1

Look! TULSA—KOTV
BOWLING .................................. 12.9
No. 2 Station ................................ 1.5
No. 3 Station ................................ 0.5

Look! COLUMBUS, OHIO—WBNS-TV
BOWLING .................................. 11.3
No. 2 Station ................................ 7.7
No. 3 Station ................................ 4.3

NOW—SIGN THE SHOW FOR THE SUMMERTIME!

Championship Bowling

81 FULL HOUR FILMS—FEATURING AMERICA'S GREATEST STARS

Walter Schwimmer Co.
75 E. Wacker Drive, Chicago • Franklin 2-4392
527 Madison Ave., New York • Eldorado 5-4616
Haan Tylor, 5746 Sunset Blvd., Hollywood • Hollywood 2-7421

See us at the Convention Room 553
Conrad Hilton Hotel
**PIX FLOOD DUE TO PASS 1956 HALFWAY MARK**

Universal and Para Library Deals May Break; Other Pkgs. Coming

BY GENE PLOTNIK

NEW YORK—There is a good chance that the number of feature film packages that make it to market in 1957 will be more than half of that in 1955, which may have been the boxoffice. This is based on the likelihood that both Universal and Para- mount may not put any films into the market this year. These 150, of course, are merely a drop in the bucket as compared to the quantity Universal and Parnount could turn out.

The producer of the few films from those major which looked hot last year. A number of TV series are known to have placed bids with both of them.

Curt Romer

Barnes and reports last week were flying highest around the major-market station group gathering together by Du Mont Vice-President Ted Cott a few months ago. There appears to be a large bloc of Flamingo Films, has now entered that picture, the box's place in the market.

On a report that he and the station group had cleared a deal on the Universal library, Weinstien would make no comment. A later check in a similar large block of the Paramount li- brary, Weinstin would be persuaded that he, at any number of others, had made an offer to Paramount.

A couple of station executives believe that either of that group last week would say no anyway. Weinstien seems at this time to be premature. By the end of the week the rumor mill did that their station group was in talks, but picture companies had fallen thru. Simultaneously a station group had either of these deals, there would then remain the question of dis- cussions in the remaining markets. This is presumably one of the reasons for Weinstien's participation in their negotiations. Weinstien emphasized that his involvement was only to the extent of per- mitting something to do with Flamingos, which had interceded. Weinsten was reported to have offered Universal $25,000,000, to which the company definitely described it as a good offer.

**TV Tape Impact on Labs, Indie Filmmakers**

Solor Prediction Amid Mounting Evidence Of Trade Ability to Edit Electronically

Hollywood—Television tape will have its most immediate effect on independent film producers and on film laboratories, Sidney P. Solor, vice- president of the Officers of Consolidated Film Industries, predicted.

Solor's prediction came in the midst of mounting evidence that television tape, which is electronically, at least to some degree, an exact duplicate of the film, is models are delivered to the networks. The networks are interested in using the tapes for their own programs, a factor which is likely to be an important factor.

Dayton Set on Stubby Kaye, "Scout" Pilots

Hollywood—Dayton Productions, a subsidiary of Four Films, will roll two of its scheduled pilots for this season this week.

The pair are the Stubby Kaye and "Scout" Perry pilots. If ready, Don Taylor, and "Indian Scout," starring Casey Tibbs.

**NEW SPRING SERIES**

Ziz Quaffs Another Beer With "Kane"

NEW YORK—Buch Bavarian Beer will sponsor "The New Ad- ventures of Charlie Chan," with its seventh season area in the Midwest. It is shooting for at least 20 mar- kets, and is understood to have cleared Kansas City, Mo., and St. Louis last week.

Buch Bavarian is Ambrose & Lehnert's regional branch handled by Gardner Advertising, St. Louis. Its sponsorship of Ziz's "New Film" pilots will make May 9.

The deal was made by Ziz's national sales department under (Continued on page 12)

Charlie Chan Moves to Eng.

NEW YORK—"Television Pro- grams from America is moving Charlie Chan to England next month. "The New Adventures of Charlie Chan" will go before the cameras at the Birmingham Studios, four miles inside of London, on April 13. From 25 in 30 of the first 38 episodes will be shot there.

About five episodes have al- ready been completed in Holly- wood. J. Carroll Naish plays the title role, and James Hong plays (...) (Continued on page 2)

**FCC OVERTHROW**

Court Gives "Play Marko' Green Light

WASHINGTON—The controve- rsial incorporation of "Play Marko," got the green light from the U. S. Court here last Thursday, in an opinion of a Federal Communica- tion Commission judge.

The FCC claimed the program broadcasted originally under the consideration, because viewers who had visited sponsor's store to pick up toys, could not pay for plays.

The court ruled that in spite of its being an "indesirable" program, it could not stretch interpreta- tion to make "Play Marko" a "crime."

Dissenting Judge Danaher agreed with the FCC that the agency was within its rights in run- ning the program: "As played every Sunday show has been a pur- ticular period. The National As- sociation of Radio & Television Broadcasters filed an amicus curiae brief on the side of the "Marko" program. "Play Marko" is produced by the National Broadcasting Co. and the FCC, for a ruling on the pro- gram. Danaher's opposition to the court's decision is that the FCC gives a Federal okay to this type of programming—albeit it may reach individual States which have voted against the type as falling into "radio" classification.

**NYA "Million" For Blue Plate**

NEW ORLEANS—Blue Plate Foods has bought NYA's "Hawaiian Million" for eight mar- kets in the six Southern States. It has options for 20 more Southern markets.

This deal represents a switch for Blue Plate, which has been syndicated shows from the stations radio story, but it has now been been sponsored by "Stage 7" in about a dozen markets.

NYA's "Million" sponsorship starts in two markets in May and in the other six in the fall. Its agency is in Advertising Advertis- ing here. "If You Had a Million" is produced by sacrifice of Wilkerson's "The Millionaire."

Prep 'Kenny' Comedy

Hollywood—"It's a Great Life" is being prepped by Al and Dick Chayevsky who are preparing a situation comed "Kenny, TV Tentacles title "Kenny," it deals with origin of Wellington in the entertainment industry.

CBS, NBC Split Emmys: Lights Show Dominates

Hollywood—CBS and NBC split the Emmys for 1956, as they did in the ninth annual Emmy Nomination.

No one could be surprised by this second straight year, but the real shocker was the predomination of the two networks.

The latter was due to a great extent to the well-publicized "playoff" programs, "Playboy '90" and "Curtain Call," which started 40 per cent of the national Emmys (inclusive of technical awards) be- tween them. Given this boost, live shows garnered 19 of the statuettes for CBS against only five for NBC.

In the battle between the net- works, K.T.V.V., W NBC, and ABC only two, New York came out on top in 141 instances. Still, "Playboy '90" and "Recovery for a Tramp" with its prize was probably the greatest triumph for the up-and-coming station. (Continued on page 13)

Pabst Beer Buys "Champ Bowling" Package

DALLAS—Pabst Blue Ribbon has bought "Champion Bowling," the Walter Schoveller Company's property to air 121 midnight time slots on WABAC-TV here.

The buy eliminates Sunday afternoon competition from the Package. Now scheduled Monday through Saturday starting April 1.

Features, Series Launch Dallas Film Industries

DALLAS—The newly formed Dallas Film Industries, Inc, will launch its film activities with a series of half-hour shows and two features. The production will all be shot in and around Dallas. Associated producer-director Graham has resigned from a Texas-NBC Radio division post to assume the presidency of the new company.
DOUBLE TRENDS

Blurs in Shift to Minute Length; Fringe Time Importance Grows

NEW YORK—A strong shift to one-minute, or 60-second, advertisements is forcing growth of fringe time to a position of equal importance in the schedule, stations are being noted by station reps and time buyers this year.

"There is a fascinating trend toward minute copy," says Frank Pellegino, manager of 11-L Tele- vision, Inc. "The 20-second spot was a standard, a means of placing the same commercial on several different stations, but within the past year, at least five out of 10 have re- viewed their thinking. At precisely the time when advertisers were pushing for one-minute spots and station reps were looking for more, cause favoring films as a major staple of the industry."

"Foes were the perfect answer, topping the value of fringe time and the quality of the pro- gramming," Pellegino points out. With American Research Bureau ratings at 20.8 and some recen- tly today in late evening and daytime programs, and syndicated film generally superior to news to meet the competition of features, the num- ber of worthwhile minutes available for one-minute, or 60-second, advertisements is keeping spiraling upward.

"No one buys a bad minute when he can get a good 60-second," says Ed Stott, director of sales for the 15-W network. "In light programs like Boston and Pitts- burgh, the earliest available spot of any length appears around mid- night in this week's daily schedules.

The General Ruling Company, a group decides to learn this phase of TV because it could now tell his story in 60 sec- onds, has been influenced by re- quests of time buyers and reps interested in entering the one-minute field instead of newspaper adver- tising. According to a spokesman for the Vanderbilt Broadcasting Company, its agency, General Ruling is also interested in testing similar successors by other pack- aged food outlets.

"Sometimes customers are currently buying two minutes back-to-back on late programs, predicting the rise of the trans- portation spot for a single product which cannot tell its story in one minute. This would simply be an extension of the current practice on spectaculars, they note, and could make the most of this eight-minute field, commonly advertised feature film in Milwaukee.

LEE SPEAKS UP

Toll Test Would Bring Instant Relief to UHF

WASHINGTON—Fortnightly computer action in analyzing a trial run for toll TV would "al- most make it logical for manufac- turers to set up a TV-Dash ad pack- age," and would "result in applications for UHF stations in top 50 markets in a matter of weeks," Federal Communications Commission Chairman William T. Colby said at the 14th annual meeting of the National Commission on TV broadcasters. Lee, who was quoted in the Henry "logical step", which has been over- looked in the efforts to keep the cost of toll TV down, is now far across the country.

While Lee recommended par- ticipation in a new York, New York, commercial, Edward P. Rusnak told fellow representatives last week that "if current programs need improve- ment, the answer is not in increas- ing the profits by "shaking the public at toll TV. Rusnak said the "mind- ing the great fighting" of TV since 1957.

He claimed that "spouse support" is now more than enough for the present program, and "selling pro- grammers may be worth as many as 50,000 people" in the near future, according to the "FCC." Lee also reminded FCC commissioners that "this committee does not take any stan- nder other than on any prospects of a trial for part of the program, it has to decide to authorize one.

As to practical aspects of a toll TV trial, Lee recommended that "the pay per view rates of all the other rates with a pay- ing TV, it would be a good idea to sell the service to the local stations.

Lee would have restrictions on toll TV, in a paid programming service, and "even "would not authorize" the theory that it is a "good time."

The time limit on the program's "off time" will be 10 minutes. The group will "not be able to program" a "good time."

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WASHINGTON—Fortnightly com- pletion of the rough draft of its "National TV Report" is now 100 percent, according to NBC. "This Next Log" series, at the ABC, will probably be re- manded to U.S. FBI, instead of the American Tobacco Company. "If Log," re- mains in the rough and is not expected to be published, as is "Leonard". (Continued on page 13)

BACK IN FALL

Official to Return 1st-Run Syndicat' in

YORK—Official Fox is getting back to first-run syndica- tion with "The Blue and the Gold," a pilot series. The company is planning to save much of its production money for first-run series in the fall.

"The Blue and the Gold," a pilot series, might be adapted as a regular show, according to the producer. "I believe the story is strong enough to make it a regular series."

The pilot series is being shot in England by Sapphire Films. Both of them, "Pistol Pack" with Louis B. Mayer and "The Blue" with Edmund Purdom, are now in true story production, with initial delivery expected next month. Official executives and that either or both these series will be offered to regional sponsors in the fall.

A third new property, a series for the syndication of "The Blue," has been acquired by the company. It was described as a series of "forthcoming syndication and unique nature." It has been re- ported to be about a clown and his wife.

This official also expects to get pro- posed syndication and acquisition last week of "Vega- nism from Bill Point Productions, a new property will be sold in Los Angeles, is only a step in the official's plan.

This will be the first time that first-run syndication has been offered to the public. Since then, the plan of the official had been to initiate that first-run syndication under present conditions does not make sense.

Explaining the change of heart, Leonard confirmed his decision, says that they might still have him in the fall at the rate that was at the time that they were able to handle the natural costs of the production. And, he says, to go into the field of this first-run series in the fall. The three shows will be a new beginning for the official's plan.

Official is planning to establish a receiving load of several million dollars for Screen Corn, a film with a strong appeal to the other syndication programs. This series is expected to start production next fall, and automatic performances on the, possibly on "Johnny Nighthawks."
CBS, NBC Split Emmy Awards

named best writer of a teleplay:

It was the first time the hour-long episodic series
hour-long entertainment series

The Bing Crosby Show

It was the first time the hour-long episodic series
hour-long entertainment series

The Bing Crosby Show

Ziv Quaffs Beer

Continued from page 11

In short, the network may not alter the tape in any form in the recording of a program, i.e., it can be used solely for kinescoping.

Once these jurisdictional problems are settled, however, tapes may quickly become the dominant factor in network production.

In addition to the improved quality of live-on-tape TV, it should permit a quicker and more efficient approach to network production, thereby reducing costs as well as bringing a new type of programming to the airwaves.

TV Tape Impact

Continued from page 11

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Now available!

--- TELEVISION'S LATEST FEATURE FILM PACKAGE!

The Fast-Moving All-American Action Package

of 35 PARAMOUNT FEATURE FILMS

Names, names, names—all of them top-billed Hollywood stars—headline this roster of pictures from world-famed Paramount!

And more names, too! Pictures with that high-action drama and romance that has proved itself high-level “box office” with theater audiences.

Sales are coming fast—from top stations in all key markets. A worthwhile suggestion: Look into this action package fast while your market is still open!

REHEARSAL SPACE


Phone: 575-4100

Jessel to Do NTA Series

NEW YORK—George Jessel has been engaged by National Tele-film Associates for a series of 25 films shown packaged as “George Jessel’s Music Hall.” A half-hour variety series, it will be produced by Jessel and built around him.

The format calls for Jessel’s reminiscences about the golden days of the theater, which will lead to film clips of famous comedy, musical and variety acts past and present. The film portion of the show will be edited from NTA’s library of 1,400 Paramount short subjects. Also in the series will be first of the best movie comedies.

Jessel also plans to have guest stars on the show to help with reminiscences.

The Original "BUTTERFLY" on Cameo Records

CHARLIE GRACIE

March 25—Washington, D. C.

April 1—Brooklyn, N. Y.


For Availability Contact

BERNIE ROTHBARD

51 West 46th St., New York, N. Y.

Phone: 485-5111

Siegfried

Exclusive Selling Representative for Wintree Productions Inc.

200 W. 57th Street, New York, N. Y. * Jjudon 2-3636
Screen Gems Issues Package of 39 Films

NEW YORK — Following are the 39 pictures in Screen Gems’ new feature film package, "Hollywood Premiere Parade." The new package, on which sales started two weeks ago, includes 19 pictures running over 50 minutes. This is the third package of Columbia pictures to be put into TV by Screen Gems, the others being "Hollywood Movie Parade" (104) but one year ago and "Hollywood Mystery Parade" (92) last fall. You can’t take it with you — 189.

Deintermixture Lights Blaze In Washington

WASHINGTON — A recent de-intermixture hearing held by the Federal Communications Commission created a flare of controversy on the hill last week during House and Senate Commerce committee hearings. Senator Bogey wanted out on what he called "sniper" and "coarse" questioning of the Federal Communications Commission by Committee Coun in its re- tention of a very high channel in a UHF area.

On the Democratic side of the committee, Senator Thurman wanted it on the record that ever in TV service Congress in past years, the FCC had recommended the FCC’s preemption area in its loci report (1930), as of this season’s hearings there has been no request by this committee to FCC to recommend de-intermixture to proceed. Of a letter composed by Chamberlain Montana asking the FCC to prepare stell for deintermixture questionnaire in certain cases, Thurman said, "It could not get enough signatures to be presented.

No Senate Okay?

It now appears that official Senate Committee endorsement of the FCC’s deintermixture program will be forthcoming, any more than the committee’s own staff report recommending a trial for toll TV in the UHF area, the FCC would appear to hold true, although Democratic Senator Chairman Lauch and Senator Bakerley and Senator Montgomery, however asked consent by Republican senators Bricker, Perot and Butler to halt channelling in FCC Chairman McGahey on individual deintermixture cases already deeded.

With no further Senate hearings on the matter, Congressmen, senators appear to have left large issues in broadcasting and de-intermixture. Questions of the net- work role will go to FCC’s net- work plan, completed for com- pletion by next July, under Dean Kaye, chairman of the FCC for toll TV (see separate story), will be settled in next FCC meet- ings, possibly within the month, and possibly with concurrent de-intermixture for Congressional legisla- tion. The future of UHF service, television, will be in hand of the all-industry study group, TASSO, target date “a year from now.”

TASSO is believed by FCC Coun Cribler to need clearance on the airfield before it can engage in "conducted efforts" by different firms of a separately im- proved transmission and sets for all channel broadcast.

PULSE FILM RATINGS for December

The Pulse Audience Composition Studies

**Syndicated Film Western Shows**

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<th>Rank</th>
<th>Show &amp; Distrib.</th>
<th>New Per</th>
<th>% Rated Toned In</th>
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<td>1</td>
<td>Friday Doctor</td>
<td>1,700</td>
<td>100</td>
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<td>2</td>
<td>Annie Oakley (CBS)</td>
<td>1,600</td>
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<td>3</td>
<td>Sheriff of Cochise (NTA)</td>
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<td>Gen X (Hollywood)</td>
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<td>Sheriff of Cochise (NBC)</td>
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<td>Marshal (NBC)</td>
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Kraike Prep’s ‘Dogs Courageous’ Series

HOLLYWOOD — "Dogs Courageous," a film Albert Payson Terhune stories, is being released by RKO. Mike Kraike is his first TV venture, Kraike formerly was producer at Screen Producers, until he was an executive assistant to Irving Asher at TVE. With the Screen Producers Agency is repping the package.

Ziv Hires Fitzgerald to National Sales Force

NEW YORK — Ziv-Tv has added to its National Sales Force. He will work out of New York. This brings the company’s sales up to 27 cities, in a move geared to major regional advertising. It is now represented in all of the major U. S. advertising centers.
KLZ, KBTV Build Up Afternoon Schedules

DENVER—KLZ-TV, the CBS outlet in Denver, is spreading its Afternoon schedule in an attempt to get a bigger proportion of adult viewers.

Skeff Scotty (Ed Scott), for the past two years known as a big kids' favorite, left the station for rival KTVW and was replaced in the afternoon by Ylland afternoon personality consisting of a series of half-hour films, beginning at 3 p.m. each day. Ylland introduces the films, discusses the screen characters, discusses local events and during these films plays the participating products and services.

A 30-minute film beginning at 4 p.m. is "The Big Easy Mystery Theatre" and will use "Conscience" along with various other mystery series.

To keep from holding off all of the youngsters, who are quick to fail the forestry cowboy when they "grow up," a "Yale and the Hoo Hoo Western Theater" into the 4:30 spot and featuring MCA-TV's "Kat Con." General Trend

"This trend is in keeping with our station program policies across the entire country," commented Fred Adams, station manager. "Many of the trickiest spots are top rated adult audiences at hours that fre- quently were aimed almost exclu- sively at the young people. We think that we can hit a happy medium with this type of programming."

Meanwhile, KBTV, the ABC, is keeping the cable viewing line up of kid shows than it has in the past. Almost already away at competition with the "Mississippi Mouse Club" and its own cartoon shows, KBTV has a share of the audiencer дня 20.000.

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

ATLANTA

1 TV SEASON: 79-80 PROGRAMS
Population: 7,119,000 (3,-550,525 families)
Full Hours: 5,083 hrs.
Average Prime Tonight: 3.1

Baltimore

2 TV SEASON: 79-80 PROGRAMS
Population: 1,243,000 (550,000 families)
Full Hours: 6,035 hrs.
Average Prime Tonight: 2.7

Birmingham

2 TV SEASON: 79-80 PROGRAMS
Population: 298,000 (120,000 families)
Full Hours: 2,677 hrs.
Average Prime Tonight: 2.9

Cleveland

2 TV SEASON: 79-80 PROGRAMS
Population: 2,750,000 (1,100,000 families)
Full Hours: 3,650 hrs.
Average Prime Tonight: 2.6

Detroit

2 TV SEASON: 79-80 PROGRAMS
Population: 3,150,000 (1,200,000 families)
Full Hours: 3,350 hrs.
Average Prime Tonight: 2.3

Philadelphia

2 TV SEASON: 79-80 PROGRAMS
Population: 2,000,000 (800,000 families)
Full Hours: 2,600 hrs.
Average Prime Tonight: 2.5

Pulse Local Ratings for January

WE WANT A PERSONALITY-SALSA-TELEVISION-SALESMAN WHO IS READY FOR A GREAT OPPORTUNITY WITH ONE OF THE NATION'S LARGEST RADIO OPERATIONS. EXCELLENT OPPORTUNITIES TO SELL TO THE BEAUTIFUL, LARGEST CITY OF ART, BUSINESS, AND ITALIAN CULTURE IN EVERY WAY, YOU CAN BE TOP MAN IN YOUR CITY NOW OR BECOME KNOWN WITH GREAT POTENTIAL. RESPOND ONLY IF YOU HAVE EXCELLENT CHARACTER, TOP REFERENCES, FIVE YEARS' EXPERIENCE, DESIRE TO SETTLE PERMANENTLY, CAPABILITY FOR RECEIVING STRONG LOYALTY, ABILITY TO WORK CLOSELY AND EFFECTIVELY WITH SALES MANAGEMENT. IF YOU THINK YOU QUALIFY KNOW THIS AD ALIF YOUR CREDIT RECORD IS CLEAN OR MINIMUM 30 MINUTES TAPE TAKEN OFF THE AIR, COMPLETE A REPLY INCLUDING AT LEAST FIVE REFERENCES AND A PICTURE. YOUR MATERIAL WILL BE RETURNED. 2992, BILLBOARD, KFRC STUDIOS, NEW YORK, N.Y.
'Fair Lady' Package Due for Sock Hypo

Road Company Deb Sparks Hinterland All-Out Disekery Sales Pitch

NEW YORK—The first critically noted "My Fair Lady" album, which has already hit the one-million mark sales, will receive another tremendous sales push via a promotion designed expressly for the "My Fair Lady" road show. Latter get's under way Tuesday (18), in Rochester, N. Y., with Brian Ahern and Anne Rogers in the leads. Musical will tour in 13 cities, ending up November 5 in Chicago.

Archer Exits Shaw for Own Agency Set-Up

NEW YORK—Next week, there will be another change in the booking agent picture and another of the movers appointed to top positions. Jack Archer, vice-president and general manager of Shaw Artists, will head up his own firm. He will take a long Florida vacation prior to launching his new firm, Archer himself.

The one-time department at Shaw Artists in charge of Latin and European tours, Bob Boone, current key exec at Ben Bart's Universal Attractions, who left Shaw in mid-March, is now here. Boone's jurisdiction will take all Shaw-owned bookings for all Shaw office, in New York, Chicago and Hollywood.

Boone was aide to Shaw for eight years, taking over as general manager in Fred Shore's absence during the last week in June. Boone has been associated with Bart for 22 years, some time during which he managed the Tiny Broshar and Coosie Williams bands.

Shaw Artists has just opened its new offices in the 35th Street last week where installing its Siddle as local manager.

Spring Sales Plan Unveiled By Liberty

HOLLYWOOD—Liberty Records unveiled its spring merchandising plan to 25 of the firm's 32 distributors last week at the company's first annual sales convention here.

Effecetive March 18 and running to May 10, Liberty will allow a 10 cent per discount on all LP's purchased during that period. Discount is applicable on all new releases and the complete Liberty line.

Distributors also learned that the firm's John Lionel "Colorful Card" LP will now be available in a series of three single-pocket extended-play records.

Distributor meeting at the Holly- wood Roosevelt Hotel here was presided over by President Si Warneker, Vice President Ben Cohen, and Vice President production Bobbi Dieterle, who outlined Liberty's plan and policies for the remainder of the year. Approximately 1,500 persons attended the firm's opening celebra- tion at its offices and studios last weekend.

SOMMERS

COOLED CLIMATE

MARCH 23, 1957

COMMUNICATIONS TO 1554 BROADWAY, NEW YORK 36- N. Y.

THE BILLBOARD

MUSIC RADIO

'POPS TO GET ASCAP SALUTE

NEW YORK—When the national ASCAP Society of Composers, Authors and Publishers held its annual banquet at the Hotel Waldorf Astoria here March 23, the greatest honor bestowed on the music business in the world was that of "Gifts of Music" by ASCAP president Paul Coningham, long-time buddy of "Pops."

Holtzman to Decca After Epic Bow-Out

NEW YORK—Max Holtzman has been pacted to the artists and repertoire team at Decca Records, it was announced this week. Holtzman has bowed out of the top spot at Decca.-

The announcement of Holtzman's appointment was met with comments ranging from AI and Dick's and Brill building circles. However, sources within the Decca camp strongly denied that Holtzman was replacing anyone in the Decca organization.

SPA's Internal Pot Keeps A-Simmering

NEW YORK—The executive council of Songwriters Protective Association last week took steps to defend itself against charges made by a group of songwriters against the SPA for, a group of Board Music, Inc.-affiliated, SPA-songwriters. The SPA group objects to the SPA's activities in the RMI organization. SPA members believe that America's selling against the networks and BMI.

In a letter to the East Coast council chairman, Benny Wayne, SPA spokes man for the SPA, stated that the SPA's "basic principle has always been, and will always be that so says to be written must be entitled to par- ticipation in all decisions, and all in all procedures, concerning com- position written by them."

Unfortunately, continued Abel, "the only thing that is widely known to those involved in the administration of this right of co-administration. It is the only important organization that stands for what we believe in, and performance rights are administered, which does sound pretty good and at least equal representa-

In support of this claim, Abel referred to a letter written by BMI's Bob Scoer, warning its pub- lishers about the use of the SPA contract, and enclosed a copy of the letter.

In conclusions Abel said: "What- ever action SPA has taken at any time has always been in the interest of all writers. It should be particularly for those writers who

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Calypso Trend Spots Copyright Pitfalls for Unwary Disking

NEW YORK — The calypso trend that has swept the music business and record companies an important lesson, namely, there are a tremendous number of copyrighted songs. It has generally been assumed that this is a British material, which is often folk-based, in its public domain.

Along with a number of tangles involving copyrighted calypso material, one concern that stands out is the question of how far one of them pointing out the necessity for researching such material.

Most of the battles are being settled amicably, with publishers and producers proving quite cooperative. Perhaps the nearest case is that involving the tune "Pretty Boy (Pretty Girl)," written by Blind Blake, noted Carolina moan-lyricist. This copyright was assi-gned to the Howard S. Nichols publishing enterprises years ago, along with a line of other copyrighted personal. Blake, and was recorded several years ago by Jo Stafford and Dolly Parton, recording artist, and cut it with Red, and the back of the band. Following this, the Terriers—assuming it was a folk d.p. snip—cut it on Glory Records. Then followed the Phil Roc. Glacy. Latter immediately honored the claim that the Glory and Richmond worked out a settlement. A similar situation recently appeared on material used to do with a tune, "Don't Go Moo, Moos," written by Rul edolph Falzone and Silvadore De.

Discount Operation Mounting on Coast

BROOKLYN—Discount operta-tions in the Los Angeles market, the third largest disk trading city in the U.S., are on the rise. The increase is shown in both the number of new outlets selling records at less than suggested list prices and also in second hand operation. Despite this, the business being done by discounters hasn't yet approached the volume achieved thus regular dealer chap-gains, nor is it expected to in the near future. Noteworthy, that, is a change of attitude by record dis-tributors here who now adopt the view that "discounting is here and we've got to learn to live with it. Distributors who might have at one time looked admiringly at a discount operation and refused to sell such a party, now openly not sell to discounters.

The growth of discounting is illustrated by the volume currently being achieved by Sid Lederman's new agency, which has recently opened a branch in the heart of Hollywood, sub-urban Studio City. Pasadenas and to this city, a number of new outlets have been set up. In addition, a number of new discounters have raised first-time discounting to the point of becoming competitive with other major Soap Los Angeles..

Ork to Crick Iron Curtain

NEW YORK — The Glenn Miller Orchestra, under the direction of Bob Kaye, will make a four to six-week tour of Russian satellite countries behind the Iron Curtain, starting April 1, as part of the International Exchange Program of the American National Theater and Academy. The Miller group will also make a U.S. band to

Court Nod to Moris Packs Trade Interest

BY JUNE BUNDY

NEW YORK — A songwriter's widow is not entitled to any special consideration—singe from regular royalties—when she assigns renewal rights on her late husband's songs.

to help you boost your sales of radio-phonos, equipment and accessories and brighten your profit picture!

Watch for the results of Billboards' annual DEALER SURVEY OF RADIO, PHONO AND EQUIPMENT SALES. This important feature helps you see if you're getting your share of sales!

COMING NEXT WEEK—BILLBOARD'S SPRING MERCHANDISING ISSUE...

DON'T MISS BILLBOARD'S SPRING MERCHANDISING ISSUE

March 30

ACADEMY SETS SINGER LINE-UP

HOLLYWOOD — Selection of six stars for annual Academy Award presentations here March 27 was completed last week, with Tom E. Sands named to handle "Friendly Persuasion." Others who will appear are the Four Aces, singing "Writ-ten in Stone," and Jack Jones, "Whatever Will Be, Will Be." Dorothy Lamour, "Juke," and Bing Crosby via a film clip, "Singing Love." Coast Rack Jobbers Expand Operations

HOLLYWOOD—Record Rack Service and Music City Record Racks, Inc., only rack jobbers in this area, will exhibit operational methods shortly. Ed McLean, president of Record Rack Service, has completed negotiations for a 4,000-square foot building of its own, with con-struction expected to begin in June. Firm will have 10,000 records on the main floor for whee-housing, and 2,400 feet on the mezzanine for general office space.

George Becker, general manager of the Music City Rack operation, will use some personal appearances to demonstrate the systems. Artists involved in the acts. This will result in an initial promotion by Tommy Sands. Singer autograph-graphs records at the grand opening of a supermarket in Anahiem, Calif., with an impression of 5,000 persons, necessitating the use of the interest parking lot.

Propose 10% Tax Levy on Tape R'cd's

WASHINGTON—Proposal to levy a 10 per cent tax on tape and wire recorders was approved last week by the House Ways and Means Committee. Committee also approved an Exempt Tax Subcommit-tee recommendation that legislation be included to broaden the revenue producer players and re-corder players.

The recommendations are estri-vey, of the House Committee, have been introduced last July by Representative John Fitch, Massachusetts, and November and December, re-garded that tape and wire recorders and recorder-playback also be brought under the levy. The (Billboards方法) Legislation calling for the tax be reported as introduced in the House later this week, according to Committee sources.

12 Distribs Set to Handle Prep Records

HOLLYWOOD—Prep Records, the company recently formed by further solidificat-ied last week with the appointment of thirteen distribs. Firm now has a total of 15 independ-ently-owned distribs, with others yet to be named in a number of major markets.

The distribs include Twelve Inc., Boston; David Bosso, Phila-delphia; Bob Leyton, Des Moines Dist. Co., Atlanta; Eric Dist., Co, Dallas; Atlantic, New Orleans; Tru-Tone, Miami; Standard Dist. Co., Pittsburgh; Les A. Dist., Co, Detroit; Gannett Dist., Chicago; and Judd Dist. Corp., Minneapolis. The 15 distribs, which were also added to its latest roster, are expected to teem contract and musician Sam Ross, who will also work as a vocalist.

Life Mag to Prep Jazz Documentary

NEW YORK—Life Magazine is doing a work on documen-tary history of jazz, and has Alain Doron, anonymous director, Nenelle Estenuto, as special consultant for the project. Kensington, Co., also added to its latest roster, is a set contract and musician Sam Ross, who will also work as a vocalist.

Prep Debuts Four Releases

NEW YORK—Capital Records' new subsidiary, Prep, has already scheduled a series of four releases for April 1. Here the line-up includes such artists as singers Marie Van Doran, Bob Benrud, Martha Lou Harp, and Lang incorrect patterns featuring Louis Prima's star man.
Committee to Hear Music Field Beefs

By MILDRED HALL

WASHINGTON — Broad as a picture of “better” music and, in particular, music publishing fields will be considered.

This week of the 900-Smith Small Business Distribution Subcommittee, and an informal conference with hearing officers will take place.

The issue to be held will be briefly, but it will be held next week.

Subcommittee Chairman James Roosevelt (D., Calif.), has previ-

ously ([The Billboard, Mar. 16] expected to call for hearings only on problems of distribution and representation within the American Society of Authors, Composers and Publishers. This is the first time such complaints have been received by the Small Business Group in the music area, and at the meeting of inquiry, according to the Committee's new-applied complaint.

Attorneys to be considered by the Subcommittee at its infor-

mal meeting could not be outlined in detail by Nellis, but she did not outline the possibility that such ques-

tions as independent versus network and radio-commissioned programs come up.

Any problems in the music industry, according to the com-

mittee's inquiry, could be sub-

ject of complaints to be aired by the panels. The last week will get public notice, to en-

sure both sides to be represented, Nellis said.

The Subcommittee could not reveal cause or exact

Vik Kicks Off Imp Contest

NEW YORK—Vik Records has kicked off a radio contest for distributors based on the first six weeks of the album, “The Bottle Imp” by last week’s (15) U. S. Steel TV spectacular.

Contest is a short one. Termina-

tion will be May 31st. Prizes will be only if sales on the disk hit 300,000.

If, by closing date, sales are 300,000 or more, the distri-

butor with the best percentage will win the “Thornbird,” plus a trip to the Virgin Islands for himself and his staff.

If, by close date, national sales are 500,000 or more, the dis-

tribution of the disk will be decided by a vote among the distributors.

C. C. Holder, president of the label, has signed an agreement with the manufacturer to provide a plane trip for the winners of the contest.

Jencks Heads Copyright Org.

HOLLYWOOD — Richard W. Jencks, in collaboration with attorney Frank H. Ferguson as president, has been organized by the American Society of Authors at elections of the group here last week.

Organizations, composed of at-

torney specializing in the enter-

tainment field, also to be represented are: Nellis C. Olin, vice-president; Seymour M. Richner, secretary-treasurer, with Louis E. Svara continuing as a board of trustees chairman. Nominated to the board were: Joseph S. Dubin, Frank Ferguson, Sidney Justin, and Robert S. Bennet. The subscription is due May 1, with annual dues set at $6.95.

New UNESCO Appointees

WASHINGTON — Howard Hanson, director of the Eastman School of Music at the University of Rochester, and Herman Finkel, director of the National Museum of American History, were announced last week to the U. S. National Commission for the UN Educational, Scientific and Cultural Organization (UNESCO). The appointments, for five-year terms, were announced by Secretary of State John Foster Dulles.
R&R and Rockabilly in Pop Field Is Live Show Hurdle

NEW YORK — The current concentration of rock and roll and rockabilly beats in the pop music field works a hardship upon producers of live musical radio and TV shows, according to Parker Gibbs, producer of NBC's live music radio show, "Bundlistad." "In the record industry," says Gibbs, "it is becoming more and more apparent that the interpretation of a song or the "sound" of a record is the selling factor. This makes it almost impossible to use the best-selling record charts as a guide for programming a live show, since we must pick numbers by which a record appears at his best and doesn't suffer by comparison with a tricked up echo chorus."

In line with this, "Bundlistad" is inaugurating a survey of its listeners and NBC affiliates' audiences to ascertain the current musical tastes of "adult" diaries. The survey, tagged "Adult-Hits of the Week," will only be conducted by jockeys with morning (from early a.m. thru noon) shows, reaching the greatest number of adults.

Results of the survey will be used each week as a selection guide for tunes played and song "live" on "Bundlistad" each morning. Therefore, says Gibbs, the emphasis "has to be on standards, show tunes, and a very limited selection from the 'most played' list." Under the new survey set-up, Gibbs hopes to obtain a better idea of which current pop tunes the young adult prefers.

"Some rock and roll and certainly some country and western songs will appear on the list as they have universal appeal," notes Gibbs, "but we believe they will take their proper place in the appeal to the adults of the nation."

Gilkbyson for De Richemont 'Cinemiracle'

HOLLYWOOD — Terry Gilkyson and His Easy Riders (Richard Doehr and Frank Miller) have been signed for a role in the upcoming Louis De Richemont production, "Cinemiracle Adventure," currently being filmed in the West Indies. Gilkyson and group will appear in numerous musical scenes, and left last week for Port of Spain, Trinidad, to begin work there.

Another Gilkyson project, a scope of 32 original songs based on the Old Testament, got the green light last week with Simon & Schuster to release the package plus a 20-page reader. Latter is planned for the fall market.

Kassner Buys Indie Label

NEW YORK — Publisher Ed Kassner has acquired the President Record label from its founder, George Winter. Kassner has set up shingles in 25 areas and has launched a program of singles releases in the r&b field. At least four albums will also be released during the year.

According to the announcement: "Kassner will leave for Europe in two weeks time on a spree of record sessions."

"LOVE" TABS 2 TRIPLE CROWNS

NEW YORK — The tune "Young Love" scored a double header in The Billboard's Triple Crown Award department last week. Sonny James' Capital swaying of the song was No. 1 in all three categories on the country and western charts, while Tal Hunter's Dot slicing of the tune was No. 1 on all three pop charts. Both disks showed up on the chart and blues listings, with James slotted No. 5 on the r&b jockey chart and Hunter, No. 13 on the r&b jockey list.
Personal Appearances

JOHNNIE BAY
Cafe Pompadour, Eden Roc Hotel, Miami Beach

Johhnie Bay, starting slowly, works up a strong head of steam before winding up his 45-minute session here.

Act companions with Bay spotted far to the rear of the room. Singer then walks to the stage, the while singing thru his nucleus
make-shift wave set-up which all

shows complete freedom for his wild

gestures. The letter and Bay's

tinner emotionality on the floor have been turned to some extent, which if anything, makes this audi-

even grow more receptive as the show goes.

As an opener, Ray belts out

"Shout! I Reveall!, a lone angular

called "Shake A Hand," and the familiar disk version of "Loosin' Homeward Angel." Then comes

the current hit disk; "You Don't Own Me A Thing," which really

gets the audience warmed up.

From here on, it's a selection of

familiar standards, winding up with three top Ray hits - "Cry," "Little White Cloud That Cried," and "Walking in the Rain."

Bay plugs his new Columbia album with a selection called "I Miss You So," and the stin

concludes with "Dateline Of Town," a

smoothly backed and sung blues job.

Net effect of appearance distinct as a whole, warm-up on safely on the plus side.

PATI PAGS
Bal Masque, Americas Hotel, Miami Beach

The radiant, thin, handsomely
groomed and coiffed Miss Page

turns in a creditable, if not stand-

ing, performance in the current two-week stint here. The gal

looks wonderful, and sounds the

same on such happy selections as "Alligator Moon," the "Manhat-

tan Tower," etc. "Repeat After Me," and "Learning My Latin,"

and a swinging "You're Nobody Till Somebody Loves You."

Certs. other ideas in the act,

however, leave something to be de-

sired. A novelty of "Blond Dog," "Love Me Tender," and "Singing

the Blues," all popularized by other

types of artists, stalled and finally almost crashed up when the singer forget the lyrics. This

gal has enough in her own song-

bag to leave off with the tempta-

tion to use other's hits.

Another mistake was using a

tape of two Miss Pages singing

against the "in person" one, to

amplify the multi-track disk tech-

nique. Unfortunately the amplifier was far too loud and the
effect was destroyed. With Page's

fine musicianship, she might better

leave the gimmicks out.

Gal makes a pretty picture and
ebulous and wauhral concealing

them plentifully. Joe Bechmann's 17-

piece band cuts a fine show with
economical piano backing by


DENNIS WASHINGTON
Zark's, Hollywood

In the best "show must go on"
tradition Mercury recording star

Dennis Washington belted out the

blues at Zark's the night the re-

viewer caught her show, despite

the fact that she'd just been ap-

pointed a box of candy she'd re-

ceived was speeded with ground

glass. It's true the blues didn't

seven quite as blue as they have

sometimes in the past, but then it

probably was just great to be alive.

The numbers she chose were

more or less standards, starting off with "I Get a Kick Out of You," and ending up with "All of Me."

She went on a couple of special

material pieces, "Dinah," and "TV

It The Thing This Year," but these
didn't get quite the top reception of the others.

Traveled down to about 150

pounds Miss Washington presented

a true appearance. Alto maybe

not quite as strong as it used to be,
her voice still remains top, and
cought the right inflections in each

song.

Bob Spelman.

ERROLL GARNER
Peacock Lane, Hollywood

Jazz pianist Eroll Garner essay

currently the same joy evoking

show as when previously caught

the current location doesn't

quite live up to some of the bet-

ter spots Garner has worked. A

relatively new jazz bistro, Peacock

Lane is yet to shape up, that the

audience on show caught was most

effective. In the main, Garner per-

forms the whole collection of ev-

grains that he's ginned from with

mention made of his recent hit Columbia package, "Concert by the Sea." It's a warm, invigorating personality that Garner presents, plus the top-notch ability to im-

prove that delighted jazz fans.

Joe Friedman.

Nevins Plots

Global Plug On Own LP

NEW YORK — A pattern for

record promotion by artists, on a

global scale, may be set

next month by Al Nevins, manager of the Three Suns and a
tertainment con-
ductor in his own right.

When RCA Victor launches its

new "One World of Hits" program

next month, releasing albums and

singles simultaneously in all coun-

tries, Nevins will take off for Eu-

rope to visit RCA distributors thru-

out the Continent, plugging his own new sets appropriately

titled "Boo Vauger."

The release is set for April 1,

and Nevins will be in London the

following day. Then he goes to

Geneve to see distributors in Athens

and Saloum. Other stops will in-

clude Brussels, Berlin, Munich,

Paris, Madrid, Palma de Mallorca,

Rouen, Florence, Milan, Zurich,

Vienna and more. He'll stay for

nearly three months. Wherever there are disk jockeys, Nevins will

see them all.

After his return, Nevins will

consider follow-up trips to South

America and Australia.

The American mambo also in-

tends to ease the foreign markets

thereby with an eye to future disk projects.

Daywin Buys

Six Calypso

NEW YORK — Daywin Music

the Doris Day firm, has purchased

calypso songs from Antilles

Music here.

The tunes, all written by Sam

Manning, include "Don't Blame It

On Elvis," "Who's That Woman?"

"Sugar Cane," "Home Cookin' Mama," "Too Late to Cry," and

"Tickle, Tickle." The first four

calypsos have all been recorded,

and Daywin's general manager, Al

Kaye, is currently lining up sales

on the last two tunes.

Monica Lewis

For Webb Pic

HOLLYWOOD — Columbia

Records will tie in to the Jack

Webb film production "The

D. L." currently being shot for

Warner Bros. release, with singer

Monica Lewis named to record

music for the picture.

Miss Lewis cut "Somebody Else

Will," rock and roll tune by Ray

Conniff and Fred Weintraub, with

the song to be integrated into the

film score and later released on

Columbia.

...he sings! and great, too!

IN A SURE FIRE SMASH!

"The Pledge Of Love"

MERCURY 71079

MERCURY RECORDS

www.americanradiohistory.com
The CCREW OUTS

New Double Header Hit

"The Angelus"

Jazz Jargon Goes to Iron Curtain Cats
• Continued from page 1

Jockeys working with RFE on its project include Alan Dave, WBC, Boston; Bill Randel, WERE, Cleveland; Bob Maxwell, WWJ, Detroit; Howard Miller, WIXR, Chicago; Jorge Cordova, KDXX, Pittsburgh; Don Brot BNT, San Francisco; Sandy Singer, WITC, Minnesota; Ray Perkins, KMISS, Denver; Roy Rieves, KLUB, Salt Lake City; Al Connings, KING, Seattle; Jimmy Lyons, KNBC, San Francisco; Jack Wagner, KHI, Los Angeles; Joe Adams, KDAY, Santa Monica; Calh, Jan Lower, WAB, Dallas; Dick Martin, WWL, New Orleans; Hank Morgan, WQXM, Atlanta; Jack Giacose, WERD, Atlanta, and Jim Whiteman, WAYS, Charlotte, N. C.

Jazz artists who took a quickie language lesson in order to participate in the RFE project and cut special plugs for some very local jockeys whose shows here include Earl Towas, Errol James, Cotter Baker, Tom Murphy, Cal Tinder, Benny Carter, Jimmy Caiffir, Woody Herman, Stan Kenton, Shelly Manne, Andre Prevo, Jack Tepparden, Dave Buscheek, Duke Ellington, Roy Eldridge, Lionel Hampton, Stan Getz, Dizzy Gillespie, Arturo Sandoval, Joe Pass, and the Modern Jazz Quartet.

Dinners Club
• Continued from page 19

these albums or any other selections of their own choosing by mail, using a coupon printed on the mailing piece. A delivery charge of 25 cents is made on each of the three albums in the introductory offer, while no charge is made on additional selections.

Wallows averred that the mail campaign will continue each month through September, with the same number of fill-in folks going to Dinners Club members in Southern California only. New offers will be made each month, all aimed at determining what type of record buyer is to be found among Dinners Club subscribers.

Mail campaign, according to Wallows, is exclusive only with Music City, the approximately a dozen stores throughout the country are at present handling Dinners Club cards for in-store purchases. Wallows declared he is presently negotiating with Diners which will give him exclusive millionaire right through the world.

Dinners Club has far limited its credit purchases to hotels, restaurants, Upman and other soft goods with occasional direct mailings to members offering gifts. There is no direct profit margin on which Diners operates, tho it is reported to be approximately 8 per cent on food, 3 to 5 per cent on liquor, 10 to 12 per cent on flowers, etc.

No information regarding the items made by Walftchers with Diners Club was available. Diners Club membership is put at approximately 436,000.

Results thus far according to Wallows are not spectacular. The company has been patient, tho they do fall below expectations. The price factor is apparently not important to Diners Club members and Wallows, since the latter generally represents expense account customers.

with a strong country influence and are cropping up in bigger numbers than ever. Naturally, the Elvis Presley records dominate the scene, but Carl Perkins, Tommy Sands, Johnny Cash, Marty Robbins, Hank Thompson, Red Foley and Webb Pierce among many others can be found on more and more urban jive holes.

A half dozen years ago, a hybrid record-teen that crossed the line between one field and another—was looked upon as an automatic dead duck. Today, the rising success of such is highlighted by the success of the hybrids, and, with the continuing help of these emerging concepts, the country pot is likely to keep boiling on all fronts for a healthy spell.

Internal Pot
• Continued from page 19

you claim to represent that the principle of SPA should be important. He also advised Wayne that he would be given an opportunity to present his claims to the SPA Council.

The Song listing BMI publishers claimed the SPA’s standard winter contract “was negotiated with and is adapted to the use of ASCAP publishers.” “It,” said Song, “contains a catch-all clause which provides that the author is entitled to 50 per cent of all payments received by the publisher, except royalties distributed to the publisher by ASCAP or another society which divides royalties on the ASCAP formula.

Song noted that in a recent case “it was decided that those clauses obligated the publisher to pay the composer 50 per cent of all performance money which he had received from BMI for the song in question.”

Atlantic Ups
• Continued from page 19

Rock and Roll” and anthology of singles hits by such artists as Jimmy Joe Hunter, Red Brown, Joe Dassin, Claude McPhatter and the Diltrots, etc.

It is known that the industry has mulled the price move for sometime, but owing to material by some of the label’s artists on the market on other labels, the change was not made until now. It is also known that the Verve label has experienced no decline in sales since recent similar price increase went into effect.

Mercury Clinic
• Continued from page 19

on singles production and sales. For some reason, he noted, interest in the singles field is rising sharply overseas, while previously the language barrier seemed to inhibit sales of such material. He cited the Flattlers’ "Only You" as an example of a very profitable item in Italy and Holland, particularly. The interest center was mainly around rock and roll numbers.

NBC Wins Letts
• Continued from page 19

came operations manager, and last year’s vice-president. At NBC, Letts replaces Carl M. Stanton, who was recently named to take charge of all NBC color TV operations. Stanton is now NBC vice-president. Both Letts and Stanton report to Robert E. Kluthe, executive vice-president, TV Programming and Sales.
Sil Takes Off For A BIG HIT!

Blows Up A Storm In "Seven Days In Barcelona" AND "Pretend"

MERCURY 71077

**Court Nod**

Continued from page 20

Court nod involved—including "When You're Smiling," "Oh How I Miss You," and a dozen other important copyrights—were originally owned by Mills, which still controls renewal rights on the song for two of the three composers involved. In line with this, Dawson also dissolved the Miller-Fisher claim that renewals were destructive.

The trade considers the decision particularly significant, since it appears to preclude settling aside of renewal rights agreements on the grounds that widows are entitled to the same royalty (each house) that executors a settlement which had been impounded since Mills and Mrs. Fisher first filed suit against Morris in 1950. Attorney for Morris was Lee V. Eastman.

**Appleswhite to cut 1st Unique date...**

Charlie Applewhite has been signed by RKO Unique and is cutting his first date immediately. Release is set for April 15. The vocalist, who previously was with Decca, is still in the Army, with three more months to serve.

**New York**

Dick Lee, Vik Records wonder, has had his option picked up by Sid Caesar, and will finish out the season on the company's NBC-TV show. He will sandwich in a two-week tour, however, at the Hollywood Canteen, starting next Tuesday (20). Thrush Troop Richards is set for 10 days at the Pacific, Ore., Home Show starting March 29. Walt Collins, head of Edipsus Records, has signed vocalist Charlie Turner, who says he is a cousin of Bob Hope's.

Kappo Jordan, prove of Third-X, has signed a new act, the German Sisters, ages 12 and 6... Vik Records has signed Art Blakey and the Jazz Messengers for two albums... Thrush Judith Scott has been signed by Decca. Currently she's appearing at the Bradford Hotel, Boston... Henry Goodman

**Discounters Grow**

Continued from page 20

Pennsylvania companies at both Feder outlets, and only last week opened a third such concession at White Front stores here. Latter outlet is expected to do a volume of $250,000 annually alone. Record distributors here report the Feder and White Front outlets are now among their top 10, with combined volume put at approximately $35,000 monthly.

The older, more established firm doing business at cut prices continues to flourish. Gateway to Music, the only dealer doing a discount business exclusively in classical merchandise, Joseph Suchy, with two locations in Beverly Hills and downtown Los Angeles, has branched out into the one-stop operation. California Music and Neely's Music, also report their operations are prospering. Significant volume is being run up by all discounters in mail-order volume.

Generally, however, haven't been quite as rash as they are in other metropolitan cities not has the competition been quite so cutthroat. Discounters threaten the city range anywhere from 15 to 25 per cent, with a good deal of loud advertising interest in the higher advertised discount merchandise.

The recent overtures made by discounters Sam Goody in the Los Angeles market haven't as yet crystallized. It's the opinion of many that Goody might find his type of operation not feasible here.
Two Great Sides By

Keogh Bill
Tax Aid to Active Pubs

WASHINGTON — Music publishers increasing income from royalties will get out from under the threat of personal holding tax rates, if a bill by Rep. Eugene Keogh (D., N. Y.) gets Congressional nod this session. The Keogh Bill would safeguard the royalty income from the higher tax rates, only in instances where profit of active business is shown in tax returns by a substantial deduction for allowable business, such as salaries, office, rent, traveling expenses. The, the saving tax measure would not offer safeguards to publishing companies operating out of a hat.

The recently introduced Keogh Bill would safeguard royalty and performance rights income to music publishers from personal holding rates by exempting those "copyright royalty" income cases where the royalties "constitute 50 per cent or more of the gross income," and deductions for business expenses tally 25 per cent or more of gross income. Such a possibility is increasingly imminent, with sheet music churning, and copyright and performance royalties a major source of income, particularly to handling outfits continually going after new business.

Keogh Bill was referred to the House Ways and Means Committee.

Lee Palmer to ABC-Param't

HOLLYWOOD — Lee Palmer, for the past two years a regional manager on the West Coast for Mercury Records and before that the label's Los Angeles branch manager, has been named Western district sales manager for ABC-Paramount Records.

Palmer's appointment, announced by AmPar President Sam Clark, is effective immediately. In his new post, Palmer will cover the 11 Western States plus Texas and Oklahoma, directing sales and promotion activities in these areas. Palmer will report to Larry Newton, ABC-Paramount national sales manager.

Prior to his eight-year tenure with Mercury Records, Palmer held positions with Capitol Records in Dallas, Chicago and Los Angeles.

Riaa Tabs $5 Vol. Upswing to LP Sales

NEW YORK — Statistics released recently pertaining to the phonograph industry indicate that the tremendous increase in dollar volume in 1956 was attributable largely to the upswing in sales of 12-inch LP's. Of the $330,000,000 gross figure reported for the industry by the RIAA (see separate story), it is estimated that close to $130,000,000 volume was in 12-inch LP's. This is almost double the 1955 figure. On the other hand, 45-inch LP's dropped off about 50 per cent, and many of those sold were "dumped" at sharply-cut prices.

Ten-inch 78-r.p.m. disks continued to drop, and from the figures available, seem to have done little more than $50,000,000. Seven-inch disks, including both regular and EP's, hit somewhere between 60 and 70 million dollars. This figure indicates no increase over last year, but it must be taken into account that RIAA reports do not include all of the labels, particularly some of the producers of r.a.b. disks.

Bmi Denmark Royalty Deal Negotiated

NEW YORK — Broadcast Music, Inc., has successfully completed negotiations for the collection of performance royalties in Denmark with KODA. Facts give BMI publishers a source of royalty collection not previously covered by the organization. According to Bob Scarr, assistant vice-president, the agreement is retroactive to January 1, 1954.

Publishers were notified that they will enjoy reciprocal rights with Danish authors by virtue of a second pact concluded with KODA, the Danish performing rights society.

Roulette Adds Two Staffers

NEW YORK — The new Roulette label acquired two new staffers last week. Arnold Meyer, formerly Mercury's New York dynasty promotion chief, will head up Roulette's album production department, while Jack Lewis, ex-jazz artist and repertoire director at RCA Victor and Vh, was named musical director.

Lewis, who will report to Roulette's a&r, and chief, Hugo Perfetti and Luigi Creatore, is currently in Europe on a road engagements for Frankie Lymon and the Teen-Agers (see separate story). While abroad he also expects to gather material and cut some sides for Roulette.

Hugo & Luigi Cue Distribrs

NEW YORK — Hugo Perfetti and Luigi Creatore, now co-owners of the Roulette Records, are taking a swing around five cities this week to visit distributors and work on the label's current releases.

Accompanying by Roulette's promotion director, Mel Turfitt, are the boys hitting up Boston, Washington, Cleveland, Cincinnati and Washington, D.C. Meanwhile, they've signed several new artists including the Playmates, a vocal group; country Addie Lee, pianist Moe Wille and the DJ Maris Sisters.
Breaking thru with the BIG Ones

THE ORIGINAL

SEVEN DAYS IN BARCELONA

Henri de Pari

MAYBE IT'S BECAUSE

Jack Harris

MICHIGAN BANKROLL

The Petticoats

ALMOST PARADISE

Lou Stein

BE IT RESOLVED

Norma Douglas

WHEN IS A BOY A MAN?

Scotty Engel
EXECUTIVE COMMITTEE

President: Fred Waring
FoWard Broadcasting Company

First Vice-President: Martin Black
American Broadcasting Company

Second Vice-President: Harold de La Vive
Music Copyright of America (MCM)

Third Vice-President: Norman Weinstein
Coral Records

Fourth Vice-President: William Card
National Association of Music Merchants

Secretary: Sue Collins
The Billboard

Treasurer: Murray Luth
Fred Waring Enterprises

Committee Member: Irwin Gass
ABC-Paramount Records

Committee Member: Richard Linke
Columbia Records

BOARD OF DIRECTORS

All the above members of the Executive Committee, plus:

Robert Shad
Mercury Records

Henry Onorati
Dot Records

Sol Handweiner
S&R-G-M Records

Martin Taltkin
Coral Records

Irwin Ackerman
Music World The Billboard

Frank Lupon Jr.
The Billboard

LEGAL COUNSEL:
Lewis A. Dryer

PURPOSES and AIMS

1. To encourage and stimulate the interest of young men and young women in the writing, creation and performance of American music by awarding scholarships for such purpose to legitimate educational institutions at the university level. (Not less than 25 per cent of the gross receipts from dues shall be set aside each year for the purpose of awarding scholarships in music via the various universities throughout the United States. In addition, all net funds resulting from the annual operation of the organization as reported by the Treasurer shall also be devoted to the musical scholarship fund.)

2. To encourage co-operation and good-fellowship among all those people and organizations connected with the music-record-phonograph business to accomplish the aforementioned first purpose.

3. To organize and sponsor golf tournaments amongst those connected with the music-record-phonograph industry, on a regional or national basis, the net proceeds of which golf tournaments shall be applied toward musical scholarships, as aforesaid.

4. In furtherance of all the aforesaid purposes, to cement relations among all phases of the music industry, to provide a common meeting ground for members of the industry to meet informally, and to provide an opportunity for relaxation and the exchange of ideas.

MEMBERSHIP and DUES

THE FIRST ANNUAL TOURNAMENT

WHO IS ELIGIBLE:

If you're connected with the creation, promotion, manufacture, sale or distribution of phonograph records, you're eligible. If you're a record dealer, juke box operator, disk picker, a r.a. man, distributor, recording artist, a record manufacturer, or a shipping clerk in a record company, etc., you are eligible.

PRIZES:

All expenses, including transportation via air to and from Skaneateles, will be provided for the 16 semifinalists. An impressive list of prizes will be printed in an upcoming issue of The Billboard for semi-finalists and finalists. The prize committee is currently at work finalizing details.

HOW TO ENTER:

Fill in the application blank below and send to Disc Industry Scholarship Committee, Room 1400, 157 W. 57th Street, New York, N.Y. Shirts should be made possible by Murray Luth, Treasurer, E. S. C. Each entrant will be notified as to the location of the course, etc., and the time within which they must play, both in the qualifying and match play rounds. Each entrant will receive a membership card and a booklet containing full details about the organization and the golf tournament.

ADDITIONAL ENTRY BLANKS AVAILABLE FROM MURRAY LUTH, TREASURER, D.I.S.C., ROOM 1400, 157 W. 57TH STREET, N.Y.C., TO WHOM THIS APPLICATION BLANK AND REMittance SHOULD BE SENT.

ENTRY BLANK

1ST ANNUAL NATIONAL GOLF TOURNAMENT

1 hereby apply for membership in the Disc Industry Scholarship Committee, and agree to abide by its by-laws.

NAME

FIRM NAME

ADDRESS

TYPE OF BUSINESS

CITY STATE

I HAVE ENCLOSED $ CHECK $ MONEY ORDER FOR $10.00

TOURNAMENT DETAILS:

M malformed for the '57 tournament to get under way in a manner of weeks. Two weeks will be designated as a qualifying period. Everyone will qualify in one of our B-160 eligibility categories. The qualifying round will determine your category of competition. Following the qualifying week there will be a second competition right through the summer. These areas will be determined by the committee and location of entrants who wish to partake in the tournament. Each of the area winners (4-A-C categories) will participate in regional playoffs which will eventually produce four regional winners (North-East-South-West) with a winner in each of the four handshaking categories from each of these regions. The sixties ultimate winner (four regions, four categories) will play off at a two-day tournament to be held at the beautiful Skaneateles-Oswego Country Club, Skaneateles, Pennsylvania, in late September. Special arrangements will be made with various golf clubs around the country to permit use of their facilities at a minimum cost for all play.
Editorial

In this second of The Billboard quarterly Disk Jockey Specials we have chosen to include a special spotlight section on country and western music. Normally, this is an annual feature in and of itself and all features and charts, including the country and western man-of-the-year awards, are included.

The no fixed policy will be made of specializing on a specific field in future jockey quarters, the jargon being made by the many facets of the country field made it appropriate at this time to combine the two separate features. We believe the vastly increased action in the country field and its widespread effect on the pop music market is of great importance to jockeys and stations in matters of programming.

The ideas and records based in these pages and the special chart recapitulations have been carefully designed for jockey use. Our efforts will be continually directed along these lines, jockey and station management comments on the effect and value of these services and on suggestions for useful additions, will always receive our closest attention.

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Futures on Pop LPs, Calypso, R&R Spark DJ Program Att’n

• Query tabs most jocks in agreement that trend is toward album exposure as hit potential
• Controversial disagreements on R&R spinning; calypso seen fading if kids can’t dance it

In popular album contest getting better or worse? How long is rock and roll really going to last? Has calypso already started to fade or will it have a long and fruitful life? These are some of the questions of minds of the nation’s jocks as they enter into the spring programming decks.

Meaningfully quipping representative jocks, The Billboard learned that most jocks agreed that the programming trend is definitely toward albums. According to Joe Landesberg, at WGN, Chicago: “We have to play them because the music is so good. Top stars are making them to supplement their pop hits and sometimes do their best work on them.”

Sandy Singer, of WTCN, Minneapolis, notes the trend to album programming, because albums are becoming the hot item in the6th quarter of numerous single-hit hits. Singer explains the Planning M.P. “My Prayer,” and several Beach Boys disks as examples of singles which helped in albums. Singer feels it’s important to expose as much album material as possible on the air, since so much of hit hit potential.

On the other hand, Ed Penny, of WTMG, Boston, feels that “albums have become more and more disappointing.” According to Penny, records made by companies like a typical popular single artist, put a fancy, face-color cover around him, with not too much attention.

The long subject of rock and roll, Penny believes it will be around for quite a while due to the “青少年市场.” Pop songs taken place in the field. Penny single of the week is the Fusions and arranger-conductor Roy Ellis as having had much re-

Charts Point Up Category Mergers

• Three-month tab shows broad infiltration
• R&R, takes 10 of 25 top slots in pop field

NEW YORK—The gradual dissolution of the normal categories of single records—a process which has been in motion for a considerable period—became even more pronounced than ever in the past three months. The fascinating between the traditionally separate fields of pop, country and western and rhythm and blues continues.

Calypso album, “Calypso,” was the best selling pop LP for the second consecutive month of this year, according to Billboard’s retail album charts. The singer’s original album was number one for the past two months, still was in eighth place in the round-up.

April 7 is the birthday of Elvis Presley, best selling pop artist to sell in R&R, Presley’s second year in the business, and whereas, until

Many Believe that album’s, “Calypso,” was the best selling pop LP for the past two months of this year, according to Billboard’s retail album charts. The singer’s original album was number one for the past two months, still was in eighth place in the round-up. Presley feels that the artist and repertoire executive will some day have to put a bit more work and imagination into pop albums to hold the fancy of the public.

The subject of rock and roll, Penny believes it will be around for quite a while due to the “青少年市场.” Pop songs taken place in the field. Penny single of the week is the Fusions and arranger-conductor Roy Ellis as having had much re-

Chaurts Report

Bill Stewart, of KMPC, Los Angeles, points to the spurnage in albums as the most significant programming trend of the year. Stewart feels that albums make possible a better balance of programming moving toward the increased reissue of good albums as well as many new albums.

According to Stewart, there is a trend away from rock and roll for one significant reason: “You can pitch a single to kids, get a fast sale and still end up with no good sales because kids cannot afford new cars, furniture, etc. and those who can will did you not for something more palatable?”

Another who apparently feels that the rock and roll market is dwindling is Frank Sim, of WKMJ, Detroit. Sim’s station took 1st place on the listener breakdown by age and sex. On the 10-year survey, however, the average breakdown of listeners was: Woman—27; Men—16; Teenagers—17. During the period Jerry was the top seller and for women 26 for men and 19 for women. (Continued on page 39)
### TOP POPULAR RECORDS

**According to Best Sellers in Stores**
A reproduction of The Billboard's Best Sellers in Stores chart for January and February 1957. Records were given to determine positions in accordance with the total amount of sales the record received during the period.

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Artist &amp; Label</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>&quot;LOVE&quot;</td>
<td>&quot;Sanny James, Capital&quot;</td>
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<tr>
<td>2.</td>
<td>&quot;SINGING THE BLUES&quot;</td>
<td>&quot;Sanny James, Columbia&quot;</td>
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<tr>
<td>3.</td>
<td>&quot;DON'T FORGET ME&quot;</td>
<td>&quot;Fats Domino, Imperial&quot;</td>
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<tr>
<td>4.</td>
<td>&quot;GOOD DOOR&quot;</td>
<td>&quot;Bill Doggett, King&quot;</td>
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<td>5.</td>
<td>&quot;TOO MUCH&quot;</td>
<td>&quot;Bill Doggett, King&quot;</td>
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<td>6.</td>
<td>&quot;BANANA BOAT SONG&quot;</td>
<td>&quot;Terriers, Glory&quot;</td>
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<td>7.</td>
<td>&quot;MOONLIGHT GAMBLER&quot;</td>
<td>&quot;Frankie Laine, Columbia&quot;</td>
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<td>8.</td>
<td>&quot;TRUE LOVE&quot;</td>
<td>&quot;Bing Crosby &amp; Kelly, Capital&quot;</td>
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<tr>
<td>9.</td>
<td>&quot;LOVE&quot;</td>
<td>&quot;Sanny James, Capital&quot;</td>
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<tr>
<td>10.</td>
<td>&quot;SLOW WALK&quot;</td>
<td>&quot;Bill Haley, Decca&quot;</td>
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<td>11.</td>
<td>&quot;ROCK-A-BYE YOUR BABY&quot;</td>
<td>&quot;Harry Lewis, Decca&quot;</td>
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<td>12.</td>
<td>&quot;ROCK-A-BYE BABY&quot;</td>
<td>&quot;Harry Lewis, Decca&quot;</td>
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<tr>
<td>13.</td>
<td>&quot;GIRL, CAN'T HELP IT&quot;</td>
<td>&quot;Little Richard, Specialty&quot;</td>
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<tr>
<td>14.</td>
<td>&quot;THOUSAND MILES AWAY&quot;</td>
<td>&quot;Betty Johnson, RCA&quot;</td>
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<tr>
<td>15.</td>
<td>&quot;YOU GAVE ME LOVE&quot;</td>
<td>&quot;Jimmy Reed, Vee-Jay&quot;</td>
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<td>16.</td>
<td>&quot;GREEN DOOR&quot;</td>
<td>&quot;Jim Lowe, Dot&quot;</td>
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<td>17.</td>
<td>&quot;TOO MUCH&quot;</td>
<td>&quot;Bill Haley, Decca&quot;</td>
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<td>18.</td>
<td>&quot;I'M FEELING GOOD&quot;</td>
<td>&quot;Shirley &amp; Lee, Aladdin&quot;</td>
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<tr>
<td>19.</td>
<td>&quot;MY WAY&quot;</td>
<td>&quot;Frank Sinatra, Capitol&quot;</td>
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<tr>
<td>20.</td>
<td>&quot;DON'T FORGET ME&quot;</td>
<td>&quot;Fats Domino, Imperial&quot;</td>
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<td>21.</td>
<td>&quot;GOOD DOOR&quot;</td>
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<td>&quot;TOO MUCH&quot;</td>
<td>&quot;Bill Haley, Decca&quot;</td>
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<tr>
<td>23.</td>
<td>&quot;BABY, I'M FORGOTTEN&quot;</td>
<td>&quot;Little Richard, Specialty&quot;</td>
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<td>&quot;GIRL, CAN'T HELP IT&quot;</td>
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<tr>
<td>25.</td>
<td>&quot;YOU GAVE ME LOVE&quot;</td>
<td>&quot;Jimmy Reed, Vee-Jay&quot;</td>
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### TOP RHYTHM AND BLUES RECORDS

**According to R&B Best Sellers in Stores**
A reproduction of the Billboard's R&B Best Sellers in Stores chart for January and February 1957. Records were given to determine positions in accordance with the total amount of sales the record received during the period.

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<tr>
<td>1.</td>
<td>&quot;BLUE MONDAY&quot;</td>
<td>&quot;Fats Domino, Imperial&quot;</td>
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<tr>
<td>2.</td>
<td>&quot;BLUE SKY&quot;</td>
<td>&quot;Fats Domino, Imperial&quot;</td>
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<tr>
<td>3.</td>
<td>&quot;LOVE IS STRANGE&quot;</td>
<td>&quot;Mickey &amp; Sylvia, Groove&quot;</td>
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<tr>
<td>4.</td>
<td>&quot;SAY IT AGAIN&quot;</td>
<td>&quot;Dickie McFarland, Atlantic&quot;</td>
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<tr>
<td>5.</td>
<td>&quot;LOVE IS STRANGE&quot;</td>
<td>&quot;Mickey &amp; Sylvia, Groove&quot;</td>
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<td>6.</td>
<td>&quot;HONKY TONE&quot;</td>
<td>&quot;Bill Doggett, King&quot;</td>
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<tr>
<td>7.</td>
<td>&quot;WITHOUT LOVE&quot;</td>
<td>&quot;Clyde McFarland, Atlantic&quot;</td>
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<td>8.</td>
<td>&quot;SLOW WALK&quot;</td>
<td>&quot;Buddy Marlin, Mercury&quot;</td>
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<tr>
<td>9.</td>
<td>&quot;YOU GAVE ME LOVE&quot;</td>
<td>&quot;Jimmy Reed, Vee-Jay&quot;</td>
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<tr>
<td>10.</td>
<td>&quot;SINGING THE BLUES&quot;</td>
<td>&quot;Guy Mitchell, Columbia&quot;</td>
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<tr>
<td>11.</td>
<td>&quot;DO, WHAT A NITE&quot;</td>
<td>&quot;Dels, Vee-Jay&quot;</td>
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<td>12.</td>
<td>&quot;I'M FEELING GOOD&quot;</td>
<td>&quot;Shirley &amp; Lee, Aladdin&quot;</td>
</tr>
<tr>
<td>13.</td>
<td>&quot;IN YOUR SWEET HAVEN&quot;</td>
<td>&quot;Doug Sahm, Fats Domino, Imperial&quot;</td>
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<td>14.</td>
<td>&quot;MY WAY&quot;</td>
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<td>&quot;IN YOUR LOVE&quot;</td>
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<td>19.</td>
<td>&quot;BABY, I'M FORGOTTEN&quot;</td>
<td>&quot;Little Richard, Specialty&quot;</td>
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<tr>
<td>20.</td>
<td>&quot;YOU GAVE ME LOVE&quot;</td>
<td>&quot;Jimmy Reed, Vee-Jay&quot;</td>
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### Top Played in Juke Boxes

**According to Most Played by Jockeys**
A reproduction of The Billboard's Most Played In Juke Boxes chart for January and February 1957. Records were given to determine positions in accordance with the total amount of times the record received during the period.

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<td>3.</td>
<td>&quot;YOU GIVE ME LOVE&quot;</td>
<td>&quot;Jimmy Reed, Vee-Jay&quot;</td>
</tr>
<tr>
<td>4.</td>
<td>&quot;YOU GIVE ME LOVE&quot;</td>
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<tr>
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</tr>
</tbody>
</table>

**According to Most Played by Jockeys**
A reproduction of The Billboard's Most Played By Jockeys chart for January and February 1957. Records were given to determine positions in accordance with the total amount of times the record received during the period.

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Artist &amp; Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>&quot;SINGING THE BLUES&quot;</td>
<td>&quot;Guy Mitchell, Columbia&quot;</td>
</tr>
<tr>
<td>2.</td>
<td>&quot;SLOW WALK&quot;</td>
<td>&quot;Buddy Marlin, Mercury&quot;</td>
</tr>
<tr>
<td>3.</td>
<td>&quot;YOU GIVE ME LOVE&quot;</td>
<td>&quot;Jimmy Reed, Vee-Jay&quot;</td>
</tr>
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<tr>
<td>10.</td>
<td>&quot;YOU GIVE ME LOVE&quot;</td>
<td>&quot;Jimmy Reed, Vee-Jay&quot;</td>
</tr>
</tbody>
</table>
Over One Million "Calypso" Albums Sold to Date
"Mama Look at Boo Boo" Billboard Best Buy, March 16th Issue
New Album "An Evening With Belafonte"
Thanks D.J.'s

HARRY

Press Relations
Mike Merrick
Brandt Public Relations
62 W. 44th St., N. Y. C.
Westinghouse Music News
Format Cues Big Pay-Off

- Switch to local m-a pattern ups former daytime and night time listening over 100%. No. 2.
- Pack sees snobs in attitude of some radio personnel toward jocks and their shows.

By RICHARD PACK

Vice-President, Programming
Westinghouse Broadcasting Co.

Just a year ago this time, a program director in every WTAM, Cleveland, and every 1070/AM, Chicago, was in the record library there on a Saturday morning. I had just turned 20 years of age.

First, I wanted to see the setup of the disk, which was to be used as the nucleus of the jock show. There were a couple of new pop records I wanted to hear, just for fun. As I was listening to the disks in the corner of the room, I heard the blackest whisper to someone in amazement:

At Westinghouse, even the vice-presidents like records!

Well, at Westinghouse Broadcasting we do like records. So does the WBC X-ray, Don Mc-4.

And we're in good company, along with the millions and millions of others over the nation's air and in the world, who also like the popular music of their country on records. There's nothing to apologize for in liking records, yet there are still somene who are afraid to use them, or perhaps are afraid of the rumored feeling of non-music lovers, or even worse, a feeling of being a philistine. Millions, however, have enjoyed music on records, and this is one of the reasons why music is the basic staple of our national culture—and one of our greatest exports as well.

In the world, and particularly in Europe, the popular music of the U.S. A. rings out day and night, on the air, in the cafes, clubs, and theaters, and in the homes.

Perhaps the pop music sounds still think that "only teens-age" people listen to pop music, and somehow, the teenagers are an important part of our radio d.j. picture—more so than the popular music audience?

This, then, is by way of preliminary to saying that WBC is operating and programming six music and news stations, and we like it fine. No doubt there is a music audience. In Portland, KDKA is music only on weekdays, and the latest Nielsen ratings for the week of Tuesday through Sunday, have KDKA as the most-listened to station in the area. This is during the day, of course, as most stations are music only during the night. The field is also being used in a few other cities, and is drawing a lot of listeners. In the city of Boston, the field is being used to good advantage on the WBC station, and the latest ratings for the station, have it as the most-listened to station in the area.

Bard's character of the pop music audience, and the appearance of other d.j. groups, is still evolving in style or conception. The programming of the station, which is the only one in the country that makes music only on weekdays, is being used in the city of Portland, the station has a 3 to 1 lead over any other station, in the area. The station is owned by the ABC network, and is the only station in the area that makes music only on weekdays. The station is being used in the city of Portland, and is the only station in the area that makes music only on weekdays.

The country field has had the highest level of competition to outside influences, with particular emphasis on the local country music field. The country music field has had the highest level of competition to outside influences, with particular emphasis on the local country music field. The country music field has had the highest level of competition to outside influences, with particular emphasis on the local country music field. The country music field has had the highest level of competition to outside influences, with particular emphasis on the local country music field. The country music field has had the highest level of competition to outside influences, with particular emphasis on the local country music field. The country music field has had the highest level of competition to outside influences, with particular emphasis on the local country music field.
MEMO from George Melachrino

Dear Disk Jockeys of America,

My sincere thanks for your warm reception during my recent Disk Jockey tour of your great country...

Also for the many spins of my records throughout the year.

Gratefully,

George Melachrino

Latest album release:

MELACHRINO ON BROADWAY

MY FAIR LADY
AND OTHER GREAT SHOW HITS
THE MELACHRINO ORCHESTRA

LPM-1307
EPA-874, EPA-875 EPA-876
NOW TURNING THE
CHARTS TOPSY
TURVY

* His Latest Album:
"JERRY LEWIS
JUST SINGS"

DECCA DL 8410

JERRY LEWIS

IT ALL DEPENDS
ON YOU

b/w

LET ME SING
AND I'M HAPPY

DECCA 9-30263 30263

A NEW WORLD OF SOUND

DECCA RECORDS

BEST SELLING ARTISTS
ON ALBUMS

... for period of January and February 1957 inclusive from The Billboard's Best Selling Popular Albums Chart

Artists are ranked in order of their national sales strength as of the retail week for the total of their albums released during the period.

<table>
<thead>
<tr>
<th>Artist/Album</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harry Belafonte - Calypso</td>
<td>180</td>
</tr>
<tr>
<td>Elvis Presley</td>
<td>150</td>
</tr>
<tr>
<td>Original Cast of Soundtrack of The King &amp; I</td>
<td>99</td>
</tr>
<tr>
<td>Soundtrack of The Eddy Duchin Story</td>
<td>98</td>
</tr>
<tr>
<td>Soundtrack of Oklahoma</td>
<td>85</td>
</tr>
<tr>
<td>High Society</td>
<td>78</td>
</tr>
<tr>
<td>Jerry Lewis - Jerry Lewis Just Sings</td>
<td>59</td>
</tr>
<tr>
<td>Frank Sinatra - Songs for Swinging Lovers</td>
<td>45</td>
</tr>
<tr>
<td>Tennessee Ernie Ford - Hymns</td>
<td>42</td>
</tr>
<tr>
<td>Lawrence Welk - Say It With Music</td>
<td>30</td>
</tr>
<tr>
<td>Merry Christmas</td>
<td>6</td>
</tr>
<tr>
<td>The Platters - The Platters, Vol. 2</td>
<td>16</td>
</tr>
<tr>
<td>Doris Day</td>
<td>13</td>
</tr>
<tr>
<td>Pat Boone</td>
<td>7</td>
</tr>
</tbody>
</table>

SPECIAL DAYS, WEEKS, MONTHS
for April, May, June and July, 1957

(Continued on page 44)
SITTIN' IN THE BALCONY
and
Dark Lonely Street
55056

WE CAN'T SING RHYTHM & BLUES
and
DREAMER'S BAY
55058

EDDIE COCHRAN
BROADWAY MUSICALS

BELL'S ARE RINGING
Original Cast Album
Hugo Winterhalter "Happy Hunting Songs"

HAPPY HUNTING

LIL' ABNER

Futures Spark DJ Attention
M-G-M's HOT 10th Anniversary Celebration

JONI JAMES
ONLY TRUST YOUR HEART
MGM 78 rpm

DAVID ROSE
I NEED YOU SO
CALYPSO MELODY
THEME FROM THE WINGS OF EAGLES
K12430 • MGM 12430

REAL HOT ROCK 'N' ROLL
CHUCK ALAIMO QUARTET
LEAP FROG
AND THAT'S MY DESIRE
K12449 • MGM 12449

CONNIE FRANCIS
NO OTHER ONE
AND I LEANED ON A MAN
K12440 • MGM 12440

DICK HYMAN-TAYLOR
SONG OF THE NAIROBI TRIO
AND LOOK UP
E3491 • MGM 12410

ROBERT MAXWELL
His Harp & Orch.

MARVIN RAINWATER
GONNA FIND ME A BLUE-BIRD
K12412 • MGM 12412

DEAN JONES
SONG OF THE OX DRIVER
AND HIS GREAT REWARD
K12429 • MGM 12429

ROBBIE HOOD
DON'T PROMISE ME

Copyrighted material
TOP POPULAR ALBUMS

A recapitulation of the Billboard's Best Selling Pop Albums Chart for January and February, 1957. Polls were given to new albums in accordance with the total amount of votes the album received during the period.

<table>
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<tr>
<th>Position</th>
<th>Album</th>
<th>Artist &amp; Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CALYPSO</td>
<td>Harry Belafonte, Victor</td>
</tr>
<tr>
<td>2</td>
<td>ELVIS</td>
<td>Elvis Presley, Victor</td>
</tr>
<tr>
<td>3</td>
<td>MY FAIR LADY</td>
<td>Original Cast, Columbia</td>
</tr>
<tr>
<td>4</td>
<td>KING AND I</td>
<td>Sound Track, Capitol</td>
</tr>
<tr>
<td>5</td>
<td>EDDY DUCRIN STORY</td>
<td>Sound Track, Decca</td>
</tr>
<tr>
<td>6</td>
<td>OKLAHOMA</td>
<td>Sound Track, Capitol</td>
</tr>
<tr>
<td>7</td>
<td>JERRY LEWIS JUST SINGS</td>
<td>Jerry Lewis, Decca</td>
</tr>
<tr>
<td>8</td>
<td>BELAFONTE</td>
<td>Harry Belafonte, Victor</td>
</tr>
<tr>
<td>9</td>
<td>HIGH SOCIETY</td>
<td>Sound Track, Capitol</td>
</tr>
<tr>
<td>10</td>
<td>HYMNS</td>
<td>Tennessee Ernie, Capitol</td>
</tr>
<tr>
<td>11</td>
<td>THIS IS SINATRA</td>
<td>Frank Sinatra, Capital</td>
</tr>
<tr>
<td>12</td>
<td>ELVIS PRESLEY</td>
<td>Elvis Presley, Victor</td>
</tr>
<tr>
<td>13</td>
<td>SAY IT WITH MUSIC</td>
<td>Lawrence Welk, Coral</td>
</tr>
<tr>
<td>14</td>
<td>PLATTERS VOL. II</td>
<td>Platters, Mercury</td>
</tr>
<tr>
<td>15</td>
<td>SONGS FOR SWINGING' LOVERS</td>
<td>Frank Sinatra, Capital</td>
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<tr>
<td>16</td>
<td>PLATTERS VOL. I</td>
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</tr>
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<td>17</td>
<td>HOWDY</td>
<td>Pat Boone, Del</td>
</tr>
<tr>
<td>18</td>
<td>DAY BY DAY</td>
<td>Doris Day, Columbia</td>
</tr>
<tr>
<td>19</td>
<td>S WONDERFUL</td>
<td>Ray Conniff, Columbia</td>
</tr>
<tr>
<td>20</td>
<td>CAROUSEL</td>
<td>Sound Track, Capitol</td>
</tr>
<tr>
<td>21</td>
<td>GIANT</td>
<td>Les Baxter, Capitol</td>
</tr>
<tr>
<td>22</td>
<td>MANHATTAN TOWER</td>
<td>Gordon Jenkins, Capitol</td>
</tr>
<tr>
<td>23</td>
<td>ELLA AND LOUIS</td>
<td>Ella Fitzgerald &amp; Louis Armstrong, Verve</td>
</tr>
<tr>
<td>24</td>
<td>FOUR FRESHMEN AND FIVE TROMBONES</td>
<td>Four Freshmen, Capitol</td>
</tr>
<tr>
<td>25</td>
<td>CLOSE TO YOU</td>
<td>Frank Sinatra, Capitol</td>
</tr>
</tbody>
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...according to Disk Jockey Plays

A recapitulation of The Billboard's Best Played by Jockeys Chart for January and February, 1957. Polls were given to new releases in accordance with the total amount of votes the album received during the period.

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<td>S WONDERFUL</td>
<td>Ray Conniff, Columbia</td>
</tr>
<tr>
<td>4</td>
<td>SKI TRAILS</td>
<td>Various Columbia Artists, Columbia</td>
</tr>
<tr>
<td>5</td>
<td>SONGS FOR SWINGING' LOVERS</td>
<td>Frank Sinatra, Capital</td>
</tr>
<tr>
<td>6</td>
<td>ELEGANT TOUCH</td>
<td>Les Elgart, Columbia</td>
</tr>
<tr>
<td>7</td>
<td>THIS IS SINATRA</td>
<td>Frank Sinatra, Capital</td>
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<td>8</td>
<td>DAY BY DAY</td>
<td>Doris Day, Columbia</td>
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<td>ELLA AND LOUIS</td>
<td>Ella Fitzgerald &amp; Louis Armstrong, Verve</td>
</tr>
<tr>
<td>16</td>
<td>ON THE SUNNY SIDE</td>
<td>Four Lads, Columbia</td>
</tr>
<tr>
<td>17</td>
<td>LES BROWN'S IN TOWN</td>
<td>Les Brown, Capitol</td>
</tr>
<tr>
<td>18</td>
<td>WHAT MAKES SAMMY SWING (&amp; SWAY)</td>
<td>Sammy Kaye, Columbia</td>
</tr>
<tr>
<td>19</td>
<td>MY FAIR LADY</td>
<td>Original Cast, Columbia</td>
</tr>
<tr>
<td>20</td>
<td>THAT TOWERING FEELING</td>
<td>Vic Damone, Columbia</td>
</tr>
<tr>
<td>21</td>
<td>LIL ABNER</td>
<td>Original Cast, Columbia</td>
</tr>
<tr>
<td>22</td>
<td>HYMNS</td>
<td>Tennessee Ernie, Capitol</td>
</tr>
<tr>
<td>23</td>
<td>SWINGING FOR TWO</td>
<td>Don Cherry, Columbia</td>
</tr>
<tr>
<td>24</td>
<td>DOLLE PORTER SONG BOOK</td>
<td>Ella Fitzgerald, Verve</td>
</tr>
<tr>
<td>25</td>
<td>MISTY MISS CHRISTY</td>
<td>June Christy, Capitol</td>
</tr>
<tr>
<td>26</td>
<td>THAT OLD FEELING</td>
<td>Frank Sinatra, Columbia</td>
</tr>
</tbody>
</table>

ATLANTIC

Records Extend Their Warmest Regards to
CHRIS CONNOR'S

Record of
"I MISS YOU SO"
which on April 15 is 8 months old and is Still Climbing in Popularity

NO. 34 IN THE TOP 100
A GREAT NEW STAR

Betty MADIGAN

...HER FIRST RELEASE A SMASH!

Singing

TRUE LOVE GONE

A LOVELY NIGHT

(COME ON HOME)

With DICK JACOBS and His Orchestra

CORAL 9-61812 • 61812
THE FASTEST BREAKING
in ATLANTIC'S

IVORY JOE HUNTER

with his BIG ORIGINAL Hit version of

"EMPTY ARMS"

Atlantic #1128

IVORY MUSIC
1619 Broadway, N. Y. C.
(Murray Deutch—Prof. Mgr.)
TWO-SIDED SMASH HISTORY!!

IVORY JOE HUNTER'S

Great Rendition of a Natural Juke Box Smash

(Watch the Kids Dance to This One)

"LOVE'S A HURTING GAME"

Atlantic #1128

WINNETON MUSIC
1619 Broadway, N. Y. C.
(Marvin Cane—Prof. Mgr.)

PROGRESSIVE MUSIC
157 W. 57 St., N. Y. C.
### 1957 Top Tunes

#### Based on the Honor Roll of Hits

A reproduction of The Billboard's weekly Honor Roll of Hits for January and February, 1957. This chart is determined by a scientific technique of several degrees of each song's popularity as measured by physical sales of the recording. The first column gives the position, the second column the song, the third column the artist, and the fourth column the label. The songs are arranged in order of sales, with the most popular song at the top. The chart is intended to represent the best performances of that month.

#### BEST SELLING ARTISTS ON 'SINGLES'

For period of January and February 1957... from The Billboard's Best Sellers in Stores charts

### Songs

**Position** | **Song** | **Artist** | **Label** | **Notes**
---|---|---|---|---
1. | **SINGING THE BLUES** | Guy Mitchell, Columbia | **Marly Robinson, Columbia** | Best Selling Records
2. | **YOUNG LOVE** | Tab Hunter, Dot | Sonny James, Capitol
3. | **BANANA BOAT SONG** | The Tarriers, Dot
4. | **DON'T FORBID ME** | Pat Boone, Dot
5. | **HE TENDER** | Elvis Presley, Victor
6. | **SURE-enough** | Jim Lowe, Decca
7. | **BLUEBERRY HILL** | Fats Domino, Imperial
8. | **TRUE LOVE** | Bing Crosby-Grover Kelly, Capitol
9. | **MOONLIGHT GAMBLER** | Frankie Laine, Columbia
10. | **JUST WALKING IN THE RAIN** | Johnnie Ray, Columbia
11. | **TOO MUCH** | Elvis Presley, Victor
12. | **LOVE ME** | Elvis Presley, Victor
13. | **CRY, OH CRY** | Eddie Fisher, Victor, Merle Travis, Dot
14. | **BANANA BOAT (SAYO)** | Harry Belafonte, Victor
15. | **HEM LOCKER LOVER** | Frank Sinatra, Capitol
16. | **ROSE AND A BABY BATH** | George Hamilton IV, ABC-Paramount
17. | **BLUE MONDAY** | Fats Domino, Imperial
18. | **SINCE I MET YOU BABY** | Joe Lee Hunter, Atlantic
19. | **ROCK-A-BYE YOUR BABY** | Jerry Lewis, Decca
20. | **DON'T GIVE ALONG WITHOUT YA** | Don Statz, Capitol
21. | **CINCO ROBIES** | Russell Earl, RCA
22. | **I DREAMED** | Betty Johnson, Dot
23. | **JAMAICA Farewell** | Harry Belafonte, Victor
24. | **FRIENDLY PERSUASION** | Pat Boone, Dot
25. | **YOU DON'T OWN ME A THING** | Johnnie Ray, Columbia

### Country & Western

**Position** | **Song** | **Artist** | **Label** | **Notes**
---|---|---|---|---
1. | **COUNTRY CASY** | I've Walk the Line, There You Go Train of Love | Sun | Bonus; Before I Do, I'll Be Satisfied With Love
2. | **HARRY JONES** | Singing the Blues, King of the Blue Mountains | Capitol | Sun, then Capitol
3. | **RAY PRICE** | Grey Arms, Do You Feel I'm Satisfied, Wasted Words | Columbia | Capitol
4. | **ELVIS PRESLEY** | Love Me Tender, Don't Be Cruel, Too Much, Heartbreak | RCA Victor, Mercury | Capitol
5. | **CONNIE HUGHES** | Young Love, The Reason I'm in Love | Capitol | RCA Victor
6. | **WEBB PIERCE** | I'm Tired, Teen Age Boogie, It's My Way, I Really Glad You Hurt Me | Decca | Capitol
7. | **KITTY WILLIS** | Square Dancing, Heartbreak, I'm Counting on You | Capitol | Capitol

### Rhythm & Blues

**Position** | **Song** | **Artist** | **Label** | **Notes**
---|---|---|---|---
1. | **EFFIE DAVIS** | Blue Monday, Blueberry Hill, What's the Reason I'm Not Playing | Imperial | Capitol
2. | **MICKEY AND SUZY** | Love Is Strange | Imperial | Columbia
3. | **LAVIN HIGH SCHOOL** | I've Been Here, I've Been There | Imperial | Imperial
4. | **ELVIS PRESLEY** | Too Much, Love You Tender, Don't Be Cruel, Love Me, Heartbreak | Imperial | Capitol
Jill Corey

with Percy Faith

...and his orchestra

LET IT BE ME

Copyrighted material

Columbia 40878 4-40878

COLUMBIA RECORDS

See CLIMAX Thursday, March 21
CBS-TV
"LET IT BE ME"

TV play by Robert & Eileen Pollock
Starring Eddie Albert Charlie Ruggles Maureen O'Sullivan

and Introducing Jill Corey in her first dramatic-singing role

Copyrighted material
And disc jockeys—those thanks are from the heart. These last months have been tremendous for us at ABC-Paramount and we want to give credit where it's due—to the generous play you're giving our product, especially—"A Rose And A Baby Ruth" and "Only One Love," both by George Hamilton IV; "Wringle Wrangle" by Bill Hayes; "Just Because" by Lloyd Price; "Little By Little" by Micki Marlo; "Stashu Pandowski" by Russ Carlyle; "Almost Paradise" by The Norman Petty Trio; and Eydie Gormé's "I'll Take Romance." Because of these and others in the works, ABC-Paramount is now well on its way. We couldn't have done it without your understanding and great cooperation.
For just 25¢ a week these sales helps can mean MORE PROFIT DOLLARS FOR YOU!

Billboard’s SALES BOOSTER KITS
are helping dealers everywhere sell more singles, albums, phonos and accessories!

For as little as 25¢ a week you, too, can put these colorful window wall and counter posters to work in your store . . . to help you push profits up, up, up!

Twice a month, you get all these sales-oids mailed to you in a special SALES BOOSTER KIT.

- "HONOR ROLL OF HITS" POSTER - 17"x22", flashy two colors.. Lists the Top 10 Tunes of the week plus the up-and-coming hits.
- "BIG PLAY" POP ALBUM POSTER - 17"x22" in two colors. Lists the top selling albums. Great for sale-selection displays.
- "BIG PLAY" CLASSICAL ALBUM POSTER (alternating with "BIG PLAY" JAZZ ALBUM POSTER). Giant, 17"x22", two colors. Use 'em on counters and over self-service racks.
- "TODAY'S TOP TUNES..." give-away folders listing the tops in pops, classical, jazz, R&B, C&W. Great for listening booths, direct mail selling, statement enclosures.
- NEW TITLES . . . NEW ARTISTS . . . NEW EQUIPMENT POSTERS—a big supply every kit, to dress up your windows, walls and counters. Real customer convincing at the point-of-sale!

MAIL THIS COUPON NOW AND SAVE UP TO 50%"
Anyway you look at it-
ANOTHER HIT!

Mickey
and
Sylvia

THERE OUGHTA BE A LAW
B/W
DEAREST

(published by Ben Ghazi Enterprises, 1587 Broadway, NYC)
Vik X/4X-0267

Direction:
GENERAL ARTISTS CORPORATION

Vik records
A Product of Radio Corporation of America
I LOVE MY GIRL...I'M A GIRL SOMEBODY 4$ 1310
It's everyone's favorite "Clippin' and Snap-in-
[...]
THE FRATERNITY BROTHERS - WHIS- SCOTCH TELL ME WHY...but we're shootin'-you should be listenin'-
[...]
THE BARRY SISTERS' album of YIDDISH Favorites is becoming the favorite of many people every day and you'll know why.

CLP 1017
THE DON SHIRLEY DUO continues on its way to the best selling album charts. Don't miss it.

CLP 1015
Have you played the SHIRLEY DUO's FORBIDDEN FRUIT lately? You should.

ANDY WILLIAMS' MUSICALS... CLP 1308
ANDY WILLIAMS' PRERECORDINGS...

CLP 1309
FORBIDDEN FRUIT...

CLP 1304

MARCH 23, 1957

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1730 Broadway, New York, N.Y.
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YOUR FLAIR LADY

MANDY MILLER

singing

"DO ANYTHING"
(BUT DON'T SAY GOODBYE)

b/w

"OH, PROMISE"

FLAIR 5005

KELLY OWENS

THE SWEEPER

b/w

SODA POP

featuring Jimmie Buchanan on Tenor Sax

FLAIR 5004

... and the "WAILING" instrumental

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NEW YORK CITY, N. Y.

(NAPPY JORDAN, Pres.)
PUBLIC RELATIONS: MARVIN DEAGER
The EASY RIDERS

... without your help
our songs and records would have never happened

* "Memories Are Made of This"
   recorded with Dean Martin on Capitol

* "MARIANNE"
   Our Own Record on Columbia

* "LOVE IS A GOLDEN RING"
   recorded with Frankie Laine on Columbia

* "TRUE LOVE AND TENDER CARE"
   c/w "DON'T HURRY, WORRY ME"
   Our New Release on Columbia
   #40860

And Our Album:
* "MARIANNE AND OTHER SONGS YOU'LL LIKE"
   COL. 990

COLUMBIA RECORDS
Disk Dealer Gets Loot From Latins

By BEN CROVATT
MIAMI BEACH, Fla.—Sidney H. Trotz, a Latinized American from Rochester, N.Y., and long a Moffett on the Havana mania and cha-cha craze, has built up his Arcade Latin Record Shop here to a point where it is recognized as one of the biggest volume stores of its kind in the nation.

For many years, Trotz maintained dance studios in the National and Sevilla Billiards hotel in Havana. Then this work led him to an interest in form of Latin music, a fact which led four years ago to the start of the Arcade shop. In the approximately 20 by 35-foot store area, Trotz now has stocked nearly 20,000 disks. Catalog items of The Score, Vocal Arts, Menta, RCA Victor and Edison labels are all available, as well as import disks on Pasion, Pueblo and other labels.

The Jive Up String

In the four years since he took over, Trotz says that singles have dropped from a ratio of about 50 to 1 in favor of 78s to nearly 20 to 1 in favor of 45's. However, practically all the response now stocked is carried in both 45 and 78 versions. Many 10-inch disks are used to-day as practically all current 12-inch LP originals and conversions.

Whenever a particular bit of music is called for, an empty sleeve is pulled slightly out from the shelf as a reminder. The engravings are used frequently and records are placed accordingly.

In the Arcade store, there is an actual arcade leading off Wallace Avenue, and through this range does not have the advantage of visibility to the average pass-by, the store nevertheless does plenty of business with the walk-in trade. Considerably more impressive, however, is the unique number of business being channeled up by the house.

Trotz is doing record business with over 10 dance schools and studio operators throughout the nation, with benefit of advertising. "It's all done by word of mouth," declared Trotz, "and it's getting bigger all the time." In most cases, Trotz's record managers and teachers send their orders in terms of a specific dollar amount, leaving the selection entirely up to Trotz. In order to be completely up to date on dance trends and recorded repertoire, Trotz spends at least one-third of his time in Cuba, screening new material and visiting with dance teachers.

The only promotion now employed by Trotz is based on an exchange deal worked out with two local disk jobbers. The Latin expert program regular radio airing of Latin music by Jacko Hugh, Faustino on WNMJ, and Al Fox, on WJAI, Miami Beach, Fla. In return for the service, both jobbers give frequent plugs for the store.

Trotz points to his annual gross volume of between $25,000 and $30,000, as evidence of the tremendous market for Latin disk material in the United States and Canada, which he feels most dealers are passing up. Unlike the current cajun craze, according to Trotz, Latin music is here to stay; mainly because people can dance to it. The cha-cha, for example, has been with us for nearly two years, and it shows no sign of becoming a well-rooted standard dance form, along with the tango, samba, rumba and mambas.

Tip for Other Dealers

The Trotz has the unique distinction of being one of the top men in his field, many other dealers can take the cue and can still chalk up strong Latin sales by merely featuring proper displays of albums and singles and working special arrangements with local dance schools. Geographical nearness to Latin segments of the population can have a big effect on net sales, but, according to Trotz, many others outside this sphere are just waiting to be served with an intelligent solicitation of good merchandise.

The Advisory Section

This is a department set up to advise and serve dealers in the Latin field.

NEW YORK—"Showmanship in selling pays off" is RCA Victor's quicksell advice to dealers as they enter the spring selling season. To encourage a showmanship attitude, this feature is providing a complete plan and materials for a "Music and Entertainment Show."

An important portion in the program is a portfolio which includes advertising suggestions in the form of ideas sketches for layouts, display suggestions and sketches for both window and interior illustrations of display props.

The display props themselves are miniature versions of the railroad station models (see illustration, below left), easel cards and soft sheets. The props are available for both the television and radio and Victor lines. They are furnished by RCA Victor at no charge, except for express transportation costs.

RCA Victor stresses integration of action and of merchandise in integrated action for a dynamic ad program cooperated with window and interior display. Integration of merchandise means in this instance promotion of all home entertainment models (color, black and white, portable, radios and phonographs).

RCA Victor distributors have been alerted to all phases of the show program. They are eager to work with retailers in planning details.

Because of the large scope of the program, it is intended for use by the larger retailers and department stores. The window display past the show, for instance, requires a minimum of four show windows, each window representing a different facet of entertainment aimed at a specific market. Two windows would be used for color TV, one for black and white TV and the fourth for portable and transistor radios and portable phonographs.

Handbook Of Hi-Fi Info

NEW YORK—Dealers who feel the need to brush up on the facts of hi-fi should look into a free handbook, "Handbook of Sound Reproduction," by Edgar M. Villchur (Radio Magazines, Inc., publishers), $.50.

Author Villchur has organized his material so that it can be understood by the layman but technical enough so that it offers much to the engineer. In a sense it is a home-course in sound reproduction techniques.

Villchur is a member of the staff of New York University's Department of Electrical Engineering and is president of Acoustic Research, Inc. He has frequently lectured before the IRE, AIEE and AES groups.

Many dealers in this hi-fi era feel that they are inadequately prepared to handle customers who seem to know more than they do about what separates hi-fi from low-fi reproducing equipment. Publications like the new "Handbook" can put them ahead of the game.

Be a Showman, Says RCA Victor

NEW YORK—"Showmanship in selling pays off" is RCA Victor's quicksell advice to dealers as they enter the spring selling season. To encourage a showmanship attitude, this feature is providing a complete plan and materials for a "Music and Entertainment Show."

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In cordovan and borry and navy and white needles are offered at $34.95. The All-American in pigskin is available at $36.95. The Sportster and Mustang are carried over from last year.

Each model has four tubes, plus rectifier, printed circuitry and a snap-open case to enable quick change-over from AC-DC to battery operation.

PHILCO HAS FIVE NEW RADIOS...

Philco Corporation has added five new portable radios with "the luxury leather look," to its spring line. Prices range from $29.95 for the Executive model to $47.95 for the Silver Saddle in leather. They are shown, in order, below:

Two Lady Fair models, styled in cordovan and borry and navy and white needles are offered at $34.95. The All-American in pigskin is available at $36.95. The Sportster and Mustang are carried over from last year.

Each model has four tubes, plus rectifier, printed circuitry and a snap-open case to enable quick change-over from AC-DC to battery operation.

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In this large area the entire display is given a unity thru use of the silk-screened, horizontal and vertical merchandising.

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15545—WHY, BABY, WHY—I'M WAITING JUST FOR YOU — PAT BOONE
15538—COME GO WITH ME — THE BELL-VIKINGS
15548—NINETY-NINE WAYS—DON'T GET AROUND MUCH ANYMORE — TAB HUNTER
15537—MARIANNE — THE HILLTOPPERS
15533—YOUNG LOVE—RED SAILS IN THE SUNSET—TAB HUNTER
15521—DON'T FORBID ME—ANASTASIA — PAT BOONE
15527—THE BANANA BOAT SONG — THE FONTANE SISTERS
15539—ON TREASURE ISLAND—LUCKY LIPS — GALE STORM
15547—REMEMBER ME—DANCING TO THE ROCK AND ROLLA — THE FONTANE SISTERS
15552—LOVE SUBLIME — JACKIE WALKER
15546—THE SHIP THAT NEVER SAILED—SONG OF THE NIAROBI TRIO — BILLY VAUGHN
15544—SUNDOWN—STEP IT UP AND GO — MAC WISEMAN
15550—DARK MOON — BONNIE GUITAR
15551—ISABELLA — THE BOY TANS

NEW RELEASES
15555—I'M STICKIN' WITH YOU—LET THE REST OF THE WORLD GO BY — THE FONTANE SISTERS
15553—THAT KIND OF LOVE—WANTED FOR QUESTIONING — BOB LEE
15554—CAN'T LIVE WITH YOU (CAN'T LIVE WITHOUT YOU)—BABY'S COMIN' HOME — CONNIE CONWAY
15556—THE GLORY OF LOVE—DARLING DEAR — SANFORD CLARK

ALBUMS
DLP-3050—"PAT" — PAT BOONE
DLP-3030—"HOWDY" — PAT BOONE
DLP-3045—"INSTRUMENTAL SOUVENIRS" — BILLY VAUGHN
DLP-3044—"KING OF RAGTIME" — JOHNNY MADDOX
DLP-3012—PAT BOONE
DLP-3016—"GOLDEN INSTRUMENTALS" — BILLY VAUGHN
DLP-3044—"GREAT HITS ON DOT"
DEP-1053—PAT BOONE
DEP-1055—"A DATE WITH PAT BOONE" — PAT BOONE
DEP-1049—"PAT ON MIKE" — PAT BOONE
DEP-1054—"FRIENDLY PERSUASION" — PAT BOONE
Explosive Single!

ALL SHOOK UP

b/w

THAT'S WHEN YOUR HEARTACHES BEGIN

47/20-6870

Tremendous EP (Economy Package)

PEACE IN THE VALLEY

(There'll Be) PEACE IN THE VALLEY (for Me)

IT IS NO SECRET
(What God Can Do)

I BELIEVE

TAKE MY HAND, PRECIOUS LORD

EPA-4054
Most Exciting Star !!!

ELVIS PRESLEY
THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

**Best Selling Pop Albums**

Albums are ranked in order of their national sales strength at disc outlets and other major retailers. Four albums figure prominently as potential entries on the national best selling pop albums chart:

1. **Rock Pretty Baby** - Sound Track
   - **Decca DL 8429**
2. **Casa Loma in Hi-Fi**
   - **Decca DL 8430**
3. **Tony**
   - **Tony Bennett**
4. **Suddenly It's the Hi-Lo's**
   - **Decca DL 8431**
5. **Fats Domino, Vol. I**
   - **Decca DL 8432**
6. **Fats Domino, Vol. II**
   - **Decca DL 8433**

**Pop Albums Coming Up Strong**

A listing of seven pop albums showing strong inside action, compiled from a survey of all major retailers. Four albums figure strongly as potential entries on the national best selling pop albums chart:

1. **Calyso**
   - **RCA Victor LPM 1248**
2. **Close to You**
   - **Frank Sinatra**
3. **S Wonderful**
   - **Tony Bennett**
4. **Suddenly It's the Hi-Lo's**
   - **Decca DL 8431**
5. **Fats Domino, Vol. I**
   - **Decca DL 8432**
6. **Fats Domino, Vol. II**
   - **Decca DL 8433**

**Most Played by Jockeys**

A listing of albums that are in the forefront of interest among current jockeys.

1. **Calyso**
   - **RCA Victor LPM 1248**
2. **Close to You**
   - **Frank Sinatra**
3. **S Wonderful**
   - **Tony Bennett**
4. **Suddenly It's the Hi-Lo's**
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5. **Fats Domino, Vol. I**
   - **Decca DL 8432**
6. **Fats Domino, Vol. II**
   - **Decca DL 8433**

**Spotlight on Sound**

SIBELIUS: SYMPHONY NO. 1 IN E MINOR, OP. 38 (1-12*) - Philadelphia Orchestra; Paul Kletis, Cond. Angel 35313.

This disk has plenty to attract the hi-fi fan. Sibelius was much too often associated with his 1930s symphonies in the 1940s; in the Fourth, the music is more contemporary, well-groomed, and musical. The listener will be listening to the Fourth Symphony on the basis of this disc.

1. **Sibelius: Symphony No. 1 in E Minor, Op. 38 (1-12*)**
   - **Philadelphia Orchestra, Paul Kletis, Cond. Angel 35313**

**Popular Albums**

PAT (1-15*) - Pat Boone. The DLP 5050

Pat Boone's first two Dot albums were smash hits, and this package should meet with similar success. It contains 10 songs, all packed with strong vocal appeal. Tunes are mostly in the rock and roll category, but a few are in a more accessible vein. Highlights: his usual solid vocal performance on "Flip, Flop and Fly," "Money Honey," "Honey Hustle," etc.

ROCKIN' (1-14*) - Frankie Laine, Columbia CL 1140.

Another top-flight collection of Laine's song of the moment. It contains 10 songs, and the dozen selections cover practically all of the singer's project material. Paul Weston and his orchestra present a skillful and tasteful backing, with arrangements by Jimmy Deane and Billy May. Variety of Mulinello's drums is excellent, and his vocal is in top form.

**Classical Albums**

STRAUSS: FLEDERMAUS SUITE (1-12*) - The Philadelphia Orchestra; Eugene Ormandy, Cond. RCA Victor LPM 2080.

Another exceptionally fine package of Strauss, and one which should spark some interest. The "Fledermaus Suite" is Ormandy's own delightful arrangement of themes from the operetta, and it is this 1st work. Given the same meticulous production are the "Indigo" and "Dinner at Trianon," with Villa-Lobos' "Fantastic Funk, Suite," and two melodies by Roger Williams, "Music of the Spheres" and "Sword and Lyre." Here is an outstanding, beautifully executed set, which should sell up a storm.

VERDI: IL TROVATORE (Complete Opera) (1-12*) - La Scala, Mi Lo Gelso, Federica Barbieri, etc. Herbert Von Karajan, Cond. Angel 35422-3-4.

It's an all-star cast, and it's just about a sure bet to make the charts. Once again, this is a combination of success and star power. Top-flight recording.


Once again, Heifetz puts all other fiddlers in their place. It's an unusual, well-recorded program, and to one listener the most satisfying item is the beautiful, soaring Pavane, played here with model restraint. The Vitalo, with organ, is thrilling; a real hair-raiser; and the Castelnuovo-Teodoro is a light, virtuoso piece that Heifetz does justice to absolutely dazzling fashion with nary a flaw. It is a fiddle package that anyone can and should sell. Pretty cover.

**Semi-Classical Albums**

SYMPHONIC DANCES (1-12*) - The Hollywood Bowl Symphony Orchestra; Felix Salzedo, Cond. Capitol P 8309.

This is an attractive programming idea - the dances of Verdi, Schubert, Bizet, and Tchaikovsky. It's Light-classical, familiar and likely to be of interest to customers, seeking a little substance in their background music. Included are such items as "Sleeping Beauty Waltz," "Favorme for a Dead Prophet," Shelly evokes a brand, simple flavor from the Hollywood Bowl Symphony. Band 1, Side 1 will be the idea score.

**Band Albums**

BRASS AND PERCUSSION (1-12*) - Morton Gould and His Symphonic Band. RCA Victor LPM 2080.

A stunning band collection, consisting of the most familiar Sousa and Goldenhauer, plus several Semi-Classic Gould specials. More than most knows how to get the swing and swing into the greatest American marches, and he knows sound. For regular march fans, demo any of the Sousa favorites, particularly one like "Thundering," which starts with a clean solo trumpet. For hi-fi boys, play Gould's "Fourth of July," a wild collection of sonic fireworks. Should be a big seller for a long time.

**EP Spotlight**


Here's a sort EP package for all types of outlets and special seasonal appeal for Easter. Elvis is a sure bet, but this is a special package and should sell well. It's an all-round good offering, and in an unusually well-groomed, reflective pose. Selections include several of the title tune, "It's Just Between Us," "I Believe," and "Take Me Precious Lord." Stress Precision.

**Album Cover of the Week**

VERDI: ADA: Complete Opera, London XUXA 13. London has come up with one more for of this complete opera set. ADA has also "Tosca," both of which feature Fratelli in the title roles. The covers are done in black-and-white photos of the principal performers in costume-the elements of well-groomed attention, with particular appeal to opera collectors.

**Reviews and Ratings of New Albums**

**Popular**

MORRIS, KONNIE: CONCERTO FOR CLARINET (3-12*)

A brilliant recording by the London Symphonies, with impressive playing by the clarinetist. This is a much needed clarinet music that has been in need of a complete recording. This package is high quality, with the music beautifully played. The clarinet is lush, and the orchestra provides a fine backdrop. This is a fine contribution to the wind literature, and should appeal to all who enjoy this genre.

LOUIS ARMSTRONG: JAZZ CLASSICS (1-12*)

A fine selection of Armstrong's greatest hits, all recorded in the 1930s and 1940s. The band is at its best here, with Armstrong in top form. The chorus is tight, and the arrangements are as good as they come. This is a fine addition to any jazz collection, and will appeal to all who enjoy Armstrong's music. A must for any jazz fan.

**Classical**

MOZART: CONCERTO FOR CLARINET AND ORCHESTRA (1-7*)

A fine recording by the London Symphony Orchestra, conducted by Sir Adrian Boult. The clarinet is played by Karl Kruger, and the orchestra is top-notch. The music is beautifully played, and the recording is as good as it gets. This is a fine addition to any classical collection, and will appeal to all who enjoy Mozart's music. A must for any classical fan.

**Jazz**

LUCY ARMSTRONG: JAZZ CLASSICS (1-12*)

A fine selection of Armstrong's greatest hits, all recorded in the 1930s and 1940s. The band is at its best here, with Armstrong in top form. The chorus is tight, and the arrangements are as good as they come. This is a fine addition to any jazz collection, and will appeal to all who enjoy Armstrong's music. A must for any jazz fan.
WARNER BROS.
JAMES STEWART
the Spirit of St. Louis

From RCA Victor, it's one of the greatest promotion pushes on record for one of the greatest movie sound-tracks on records! Here's what's going to send your "Spirit of St. Louis" album sales soaring:

- NATIONAL MAGAZINE ADS in "Look" and "Family Circle" - exciting, action-getting ads to sell millions of consumers.
- NEWSPAPER ADS. A complete, hard-hitting co-op campaign with a special new deal for you. For details on a plan very much to your interest, contact your RCA Victor record distributor.
- RADIO COVERAGE. This is thorough coverage, outstripping all previous efforts of this kind. Free albums are already enroute to every station and to leading disc jockeys all over the country!
- POINT OF SALE. Colorful eye-openers designed to stop and sell your customers on the spot.

"The Spirit of St. Louis" is the picture the whole country's been talking about - waiting for. It opens in key cities across the country on April 20th. Get in touch with your Warner Brothers theater managers and your RCA Victor record distributor now, and be ready to cash in on the stir this highly-acclaimed hit will set off. Stock up now, and be prepared for sky-high sales!

RCA Victor
RADIO CORPORATION OF AMERICA
Review and Ratings of New Popular Albums

Continued from page 58

on the way. This should hold its own despite the competition.

PRINCIPAL BANDS OF HANK FIFKERS .......77

(6.7)

ABC Paramount 1

Here's a provocative multimedia-pack

HEINRICH SCHROETER .........148

(4.7)

Decca 2775

(Continued on page 69)

THE GREAT SONG BOOK OF BOB NEARMAN ......105

(4.2)

Decca 2776

THE HORN BOOKS -VICTOR YOUNG ...51

(3.2)

Columbia CL 186

-Continued from page 69

A critical but also positive bless to

THE HORN BOOKS -VICTOR YOUNG ...51

(3.2)

Columbia CL 186

-Continued from page 69

the earlier critical analysis of

THE HORN BOOKS -VICTOR YOUNG ...51

(3.2)

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-Continued from page 69

the earlier critical analysis of

THE HORN BOOKS -VICTOR YOUNG ...51

(3.2)

Columbia CL 186

-Continued from page 69

the earlier critical analysis of
Thanks, Disk Jockeys! for a Wonderful Year!

Bally records

203 N. Wabash Ave.
Chicago, Illinois
• Reviews and Ratings of New Classical Albums

CONTINUES FROM PAGE 60

MIKOSCH (1046) - Leonard Bernstein, The New York City Opera Orchestra. This is an extremely adequate perform- ance of the two romantic piano concertos. The program includes Kuhrt's work. It is a little of the unadorned concertos on the market. Sound is excellent. Duration: 71 minutes.

THE ART OF HAROLD BURLE, Vol. 2, 1913-1937 - RCA Camden 344, 345. This is a very interesting recording of a few performances by Burle recently heard. The works included were taken from the Burle collections and are of great interest. The price is not too high. In fact, it is a bargain.

ONE PIANO CONCERTO NO. 1 IN E, FLAT MAJOR, GRIEG - Piano Concerto, in a FABER/DE ROECK, Columbia 3444. This is one of the better Grieg concerto recordings. The piano part is well done, and the orchestra is good. The recording quality is excellent.

WILLIAM MULLER AND THE AMERICAN ORCHESTRA - Violin Concerto, No. 2 in E-flat major, Op. 126. This is a very good performance of the concerto, and the orchestra is excellent. The sound is clear and crisp.

JAZZ

The Jazz Report presents the latest news in the world of jazz, including reviews of new albums and interviews with jazz artists. Here are some highlights:

• Reviews and Ratings of New Albums

CONTINUES FROM PAGE 58

POLEKA DINDA AND MOONBEAMS - 70 Joe Huerta, Jayson (12" Vinyl 33rpm LP) This is a fantastic jazz album by Joe Huerta. The music is smooth, soothing, and relaxing. The overall sound is excellent, and the album is a must for jazz lovers.

FOLK

The Folk section provides reviews of new folk albums, highlighting the latest and greatest from the folk scene. Here are some highlights:

• Reviews and Ratings of New Albums

CONTINUES FROM PAGE 48

BRITTAIN, ANGELS AND BEHIND - Fine, Music for Piano, N.Y., 12" Vinyl 33rpm LP) This is a beautiful folk album by Brittain. The music is heartfelt and soulful, with lovely arrangements and vocals. The overall sound is excellent, and the album is a must for folk lovers.

SOCIETY OF SONGWRITERS AND PRODUCERS - Folk Songs from Brazil - 12" Vinyl 33rpm LP) This is a fantastic folk album by Society of Songwriters and Producers. The music is rich and diverse, with lovely arrangements and vocals. The overall sound is excellent, and the album is a must for folk lovers.
EPIC's Hi-Fi

Hit-of-the-Month

is the promotion

of the year!

Now! Your customers can buy selected Epic records in dazzling Radial Sound for $2.98! One dollar less for them — the same profit for you. In the promotion event of the year, Epic offers these splendid recordings of classical and popular works at a volume-sparking price for a limited time only!

Get set for a sell-out with these March-April selections, currently advertised in The New Yorker, Saturday Review, Schwann, Long Player, and High Fidelity;

$2.98 each (limited time only)

Looking to Epic — the label that means business
HONOR ROLL OF HITS

THE NATION'S TOP TUNES

For survey week ending March 13

This Week

1. Young Love
By Connie Joene-Rich Carter—Published by Lowrey Music (BMI)
BEST SELLING RECORD: E. Hunter, Det 12232; J. James, Cup 3622.
RECORDS AVAILABLE: R. Carley, Ems, Vla 26739; M. Davis, Murf, Y2 71022.

2. Marianne
By Gilmore-Del-Miller—Published by Universal (BMI)
BEST SELLING RECORD: E. Gilmore, Col 46077; Hilltoppers, Det 15513.
RECORDS AVAILABLE: B. Jones, Dec 31217; Last Bottom, Vla 26916.

3. Butterfly
By A. Santiago—Published by Mayland-Penney (BMI)
BEST SELLING RECORD: M. Gracie, Comos (B); Andy Williams, Cadence 1938.
RECORDS AVAILABLE: B. Atten, Eldorado 200; B. Carroll, Hally 1026; B. Johnson, King 3816; B. Williams, Coral 67195.

4. Don't Forbid Me
By Staple—Published by Record (BMI)
BEST SELLING RECORD: P. Boone, Det 15521.
RECORDS AVAILABLE: E. Ford, Dec 30191.

5. Too Much
By Lee Rosenthal & Bernard Weisman—Published by Southern Brit-Erica Penney (BMI)
BEST SELLING RECORD: E. Penney, Vla 26400.

Weeks on
Last Week Chart
1 12

Second Ten

11. I'm Walkin'
By Al Dente, G. Bartholomew—Published by Recap (BMI)
BEST SELLING RECORD: F. Dawson, Imperial 5428.

12. Who Needs You?
By Bill Harman-Allen—Published by Worser Music Corp. (BMI)
BEST SELLING RECORD: P. Boone, Det 15530.

13. Why Baby Why?
By Elton-Johnston—Published by Worser Music Corp. (BMI)
BEST SELLING RECORD: P. Boone, Det 15541.

14. Cinco Robles
By Jimmy Wright-Larry Sullivan—Published by Warner (BMI)
RECORDS AVAILABLE: D. Smith, RPM 463; L. Paul-M. Ford, Cup 36924; L. Wells, Coral 67895.

15. Love Is Strange
By Edith Smith—Published by Drum Glenn (BMI)
BEST SELLING RECORDS: Mixery & Wynko, Grove 615.
RECORD AVAILABLE: Leter & Little Er, King 5610.

Weeks on
Last Week Chart
21 2
12 5
— 1
14 9
15 10

Third Ten

21. Come Go With Me
By C. E. Quick—Published by Gid-I-Tex Inc (BMI)
RECORDS AVAILABLE: Del-Vikings, Det 15535; Feathers, Ems, Det 16012; F. Cali, Dec 30211.

23. Singing the Blues
By Earl-Kim—Published by Acad-Rose (BMI)
RECORD AVAILABLE: G. Mitchell, Col 46109; M. Robinson, Col 31503.

23. True Love
By Cole Porter—Published by Boston Hill (ASCAP)
RECORDS AVAILABLE: M. Romanak, Dec 30175; K. Karen, Dec 30175; J. Floyd, Dec 30175; M. Whiting, Cup 3473.

25. You Don't Owe Me a Thing
By Robinson—Published by Acad-Rose (BMI)
RECORD AVAILABLE: M. Romanak, Col 47024; La De Doo Sistus, Money 1064; J. Ray, Col 49831.

RECORD AVAILABLE: L. Davis, Rex 1060; L. Lewis, Imperial 5529.
RECORD AVAILABLE: R. Allen, Det 30621; L. Davis, Money 7650; G. Griffin, Dec 30171; M. Roberts, E.M. Record, Vla 30787; V. Howard, Vla 30787; F. Parker, Disney-Loud F 49.
RECORD AVAILABLE: J. Brown, Col 30519; L. Howard, E.M. Record, Vla 30787.
RECORD AVAILABLE: J. Brown, Col 30519; L. Howard, E.M. Record, Vla 30787.

11 15
15 2
17 2
26 2
26 9
28 6

26. Chantez Chantez
By Arlen-Garcia-Vienna—Published by Corinell (ASCAP)
RECORD AVAILABLE: D. Shaw, Vla 26714.

28. Wrinle Wrangle
By Ives—Published by Darby (ASCAP)
RECORD AVAILABLE: E. Allen, Dec 30421; L. Davis, Money 7650; G. Griffin, Dec 30171; M. Roberts, E.M. Record, Vla 30787; V. Howard, Vla 30787; F. Parker, Disney-Loud F 49.

29. Jim Dandy
By Clark—Published by Ralph (BMI)
RECORD AVAILABLE: L. Davis, Rex 1060.

30. Anastasia
By Wenner—Sunset—Published by Leo Fink (ASCAP)
RECORD AVAILABLE: L. Davis, Col 30519; L. Hofman, MGM 1008; Janes, Inc, Liberty 1004; G. Todd, Cup 3410; W. Williams, Cup 3510; V. Young-A. Neuman, Det 30164.

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.
DEAN MARTIN

ONLY TRUST YOUR HEART

From the M-G-M Motion Picture
"Ten Thousand Bedrooms"

BAMBOOZLED

RECORD NO. 3680
**Best Sellers in Stores**

For survey week ending March 13

**Most Played in Juke Boxes**

For survey week ending March 13

**Most Played by Jockeys**

For survey week ending March 13

Records are ranked in order of the greatest number of plays on juke boxes, with tiebreakers determined by the record industry. Most played records are those that have been played the most in major metropolitan areas.

Best Selling Sheet Music

Titles are ranked in order of greatest number of sales at music stores.
The Top Artists are on Dot

Dot RECORDS, Inc. - Sunset and Vine - Hollywood, Calif. - Phone NO. 3-4181
THE NATION'S BEST SELLING RECORDS

www.americanradiohistory.com
King - money makers
now's in a row for bill doggett
ram-bunk-shus
blue largo
king 5020
these two standards by doggett will sell for years
honky tonk
slow walk
king 4950
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

Buddah Jonson'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 THE TEARDROPS
king 5037

After school
b/w don't be afraid to love
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
b/w can't be the same
let me hold your hand
b/w ooh bah baby

the drivers
dangerous tips
b/w oh miss nellie
Deluxe 6117

Chris Columbo
oh yeah!
Parts 1 and 2
king 5012

King - Federal - Deluxe
The Billboard's Music Popularity Charts . . . POP RECORDS
March 23, 1957

*Territorial Best Sellers*

For survey week ending March 13

Atlanta
3. Honeymoon, T. Givens, Col.

Los Angeles
3. Honeymoon, T. Givens, Col.

Milwaukee

Minneapolis-St. Paul

New York
1. Banana Boat (Day-O)
2. Banana Boat (Day-O)
3. Banana Boat (Day-O)
4. Banana Boat (Day-O)
5. Banana Boat (Day-O)
6. Banana Boat (Day-O)
7. Banana Boat (Day-O)
8. Banana Boat (Day-O)
9. Banana Boat (Day-O)
10. Banana Boat (Day-O)

Philadelphia

Pittsburgh
1. Little Darlin', diamonds, Mer.
2. Little Darlin', diamonds, Mer.
3. Little Darlin', diamonds, Mer.
4. Little Darlin', diamonds, Mer.
5. Little Darlin', diamonds, Mer.

St. Louis
1. Butterfly, C. Gracie, Care.
2. Butterfly, C. Gracie, Care.
5. Butterfly, C. Gracie, Care.

San Francisco

Seattle
1. Party Doll, B. Keek, Bl.
2. Party Doll, B. Keek, Bl.
3. Party Doll, B. Keek, Bl.
4. Party Doll, B. Keek, Bl.
5. Party Doll, B. Keek, Bl.
6. Party Doll, B. Keek, Bl.
7. Party Doll, B. Keek, Bl.
8. Party Doll, B. Keek, Bl.

Toronto
1. Butterfly, E. Williams, Col.
2. Butterfly, E. Williams, Col.
3. Party Doll, S. Lawrence, Col.
4. Party Doll, S. Lawrence, Col.
6. You Turned Me On, R. Duncan, Jr.
7. Butterfly, E. Williams, Col.
8. Butterfly, E. Williams, Col.
9. Butterfly, E. Williams, Col.
10. Butterfly, E. Williams, Col.
the hottest sensational side-splitter ever!

BANANA BOAT (DAY-O)
with Billy May's Music

TELE-VEE-SHUN
with Billy May and his Zarape Orchestra

STAN FREBERG
A list of the Top 100 Record Sides in the nation according to a COMBINED TABULATION of Dealers, Dick Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Playied survey. Its purpose is to provide Dick Jockeys with additional programming material and to give trade exposure to NEVER records just beginning to show action in the field.

**THE TOP 100**

For survey week ending March 13

**NEW TEEN AGE DANCE CRAZE**

**The Robbin Hop**

CREATED BY DANNY HCTOR

as danced to

**DON'T PROMISE ME**

(The Can Can Song)

K12424 45 RPM

MGM 12424 78 RPM

SEND FOR FREE DANCE INSTRUCTIONS TODAY

M-G-M RECORDS

THE CASH BOX

Best Bet

**ROBBIN'S 1st SMASH**

*THE ORIGINAL RECORD*

A NATURAL FOR MUSIC OPERATORS

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designated 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 Boys.
4 LADS
The Lads' latest is already right up there and going strong. You don't need a Geiger counter to know this one's Hot!
Who Needs You b/w It's So Easy to Forget
The Four Lads with Ray Ellis

JOHNSON
Cliff's a new rider in the C&W stable. Catch the fancy finger work on his guitar and watch him go with his first release.
Go 'Way Hound Dog b/w Twenty-Four Hours a Day
40865 c

CALYPSO!
Calypso Carnival unleashes King Flash in their first for Columbia. Watch this disc it's taking off!
Mama, Looka Boo Boo b/w Zombie Jamboree
40866

ROBBINS
Marty does it again! Hot on the heels of chart-bustin' "Knee-Deep In The Blues," this latest entry will see plenty of action in the "pop" column as well as C&W.
A White Sports Coat b/w Grown-Up Tears 40864
Marty Robbins with Ray Conniff

THE SURE-FIRE HITS ARE ON THE HOTTEST COMPANY IN COLUMBIA RECORDS
A DIVISION OF CBS © "Columbia" E Marcus Aug.
**RECENT POP RELEASES**

**Coming Up Strong**

The Billboard’s weekly survey of top volume sales indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard’s best seller charts.

1. **He’s Mine**
   - I’m Sorry **The Platters**
   - (BMG) (BMG) Mercury 71032

2. **Mama Looka Boo Boo**
   - **Herry Belafonte**
   - (BMI) RCA Victor 8620

3. **Only One Love**
   - **George Hamilton IV**
   - (BMI) ABC-Paramount 9782

4. **Poor Man’s Roses**
   - **The Wall**
   - (ASCAP) (ASCAP) Mercury 71059

5. **Just Because**
   - **Lloyd Price**
   - (BMI) ABC-Paramount 9792

6. **Almost Paradise**
   - **Lou Stein**
   - (BMI) RKO Unique 383

7. **So Rare**
   - **Jimmy Dorsey**
   - (ASAP) Fraternity 755

8. **Let’s Go Calypso**
   - **Rusty Draper**
   - (ASCAP) Mercury 71059

9. **Forty Cups of Coffee**
   - **Hook, Line and Singer**
   - **Bill Haley**
   - (BMG) (ASCAP) Decca 39214

10. **Love Is a Golden Ring**
    - **Frankie Laine**
    - (BMI) Columbia 40856

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**This Week’s Best Buys**

Special telephone reports indicate these recent releases have broken and are one of the key areas and have excellent potential for placing on The Billboard’s best seller charts.

**FIRST DATE, FIRST KISS, FIRST LOVE** (Loverly, BMI) - Sonny James
- Capitol 39478

**This Week’s Best Buys**

**POP RECORDS**

**DICK CONTINO**
- **Fledge of Love**
- **McLenn 71070**

**HENRI DE PARI**
- **Seven Days in Barcelona**
- **RKO UNIQUE 394**

**LUCKY PIERRER**
- **You Go, I Go**
- **EO 1002**

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**Reviews and Ratings**

**HENRI DE PARI**
- **Seven Days in Barcelona**
- (BMI) (BMI) 757

**DEAN MARTIN**
- **Only Trust Your Heart**
- (COLUMB 40850) - Frank Sinatra’s hit.

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**DIGITAL CONCEPTS**
- **Fledge of Love**
- **McLenn 71070**

**HENRI DE PARI**
- **Seven Days in Barcelona**
- (BMI) (BMI) 757

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**DEAN MARTIN**
- **Only Trust Your Heart**
- (COLUMB 40850) - Frank Sinatra’s hit.

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**DIGITAL CONCEPTS**
- **Fledge of Love**
- **McLenn 71070**

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**HENRI DE PARI**
- **Seven Days in Barcelona**
- (BMI) (BMI) 757

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**DEAN MARTIN**
- **Only Trust Your Heart**
- (COLUMB 40850) - Frank Sinatra’s hit.

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**DIGITAL CONCEPTS**
- **Fledge of Love**
- **McLenn 71070**

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**HENRI DE PARI**
- **Seven Days in Barcelona**
- (BMI) (BMI) 757

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**DEAN MARTIN**
- **Only Trust Your Heart**
- (COLUMB 40850) - Frank Sinatra’s hit.
June Valli’s

"STRICTLY SENTIMENTAL"

and

"WILL YOU LOVE ME STILL"

with Joe Reisman’s Orchestra

20/47-6852
**Tunes With Greatest Radio-TV Audience**

Tunes, radioually, have long been a guaranteed golden goose for the major record companies. Those who underwrite the bills are the record companies.

**Radio**
- "Temptation on Me" - Arthur Prysock
- "Kid Galahad" - Nat "King" Cole
- "Belle Meade" - Artie Shaw
- "Beverly Hills" - Benny Goodman
- "My Way" - Frank Sinatra
- "I'll Be Seeing You" - Bing Crosby
- "Mambo Italiano" - Desi Arnaz
- "Someday My Prince Will Come" - Marilyn Monroe
- "Shine" - Ray Charles
- "Unforgettable" - Nat "King" Cole

**Television**
- "O Holy Night" - Bing Crosby
- "White Christmas" - Bing Crosby
- "The Christmas Song" - Nat "King" Cole
- "Silent Night" - Nat "King" Cole
- "Have Yourself a Merry Little Christmas" - Frank Sinatra
- "Jingle Bells" - Bing Crosby
- "Sleigh Ride" - Bing Crosby
- "It's Beginning to Look a Lot Like Christmas" - Bing Crosby
- "I'll Be Home for Christmas" - Bing Crosby
- "Santa Claus Is Coming to Town" - Bing Crosby

**Best Selling Sheet Music in Britain**

- "Love Is" - Rod Stewart
- "My Love" - Rod Stewart
- "My Way" - Frank Sinatra
- "The Christmas Song" - Bing Crosby
- "Someday My Prince Will Come" - Marilyn Monroe
- "Unforgettable" - Nat "King" Cole
- "My Heart belongs to Daddy" - Frank Sinatra
- "I'll Be Seeing You" - Bing Crosby
- "I'll Be Home for Christmas" - Bing Crosby
- "Jingle Bells" - Bing Crosby
- "Sleigh Ride" - Bing Crosby

**Best Selling Pop Records in Britain**

- "Unchained Melody" - The Righteous Brothers
- "Can't Buy Me Love" - The Beatles
- "I Can't Help Myself (Sugar Pie, Honey Bunch)" - Four Tops
- "What Becomes of the Broken Hearted" - Al Green
- "Bridge over Troubled Water" - Simon & Garfunkel
- "My Love" - Rod Stewart
- "My Way" - Frank Sinatra
- "Unforgettable" - Nat "King" Cole
- "My Heart belongs to Daddy" - Frank Sinatra
- "I'll Be Seeing You" - Bing Crosby
- "I'll Be Home for Christmas" - Bing Crosby
- "Jingle Bells" - Bing Crosby
- "Sleigh Ride" - Bing Crosby

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**OPEN LETTER TO ALL S.P.A.-A.S.C.A.P. MEMBERS**

We believe that all writers have basically the same problems whether they license through A.S.C.A.P. or B.M.I. Therefore we consider all S.P.A. members as writers first and licensing society affiliates second.

We believe that S.P.A. is a tremendous power for good, and has, over the years, done immeasurable good for all writers. We believe there is a crisis developing within S.P.A. of a nature, of which most A.S.C.A.P. and B.M.I. writers are unaware. We believe that the rank and file A.S.C.A.P. writer has been too busy writing songs to pay much attention to statements made in his name. Therefore we ask you to try for a moment to disregard all wild statements and ask yourself calmly, and with an open mind a few simple questions.

1. Do you believe that our organization, S.P.A., should be injected as such into the current A.S.C.A.P.-B.M.I. controversy?
2. If in the future B.M.I. writers should dominate S.P.A.'s counsel as A.S.C.A.P. writers do now, would you then approve S.P.A.'s taking sides against A.S.C.A.P. writers?
3. In all honesty don't you believe that S.P.A. should return to its proper functions and assume an impartial position in this controversy?

Should you care to register an opinion we would appreciate hearing from you at the address below.

S.P.A. COMMITTEE FOR FAIR PLAY

Sincerely,

Borrie Wayne, Chairman

1619 Broadway • New York 19, N. Y.
**Reviews of New Pop Records**

**Continued from page 72**

**DON CORNELL**

*In the Bakery* — EdByText: Don Cornell, who covers with the Kathy Cordes Quartet, pulls off one of those typical acoustic session tours for the record. Some quantities that consider it informal, but most will prefer the informal presence.

**JOHNNY JAMES**

*ABC-Paramount* — A site that has a potential for scratch, but the simple nature of the group, a bass and a hi-hat, make up for it. James and his country are well known for their vocal vocals.

**CONTINENTAL TRIO**

*Starday* — A site that has a potential for scratch, but the simple nature of the group, a bass and a hi-hat, make up for it. James and his country are well known for their vocal vocals.

**SID FELLER ORCHESTRA**

*Decca* — A site that has a potential for scratch, but the simple nature of the group, a bass and a hi-hat, make up for it. James and his country are well known for their vocal vocals.

**THE JUNES BROTHERS**

*Vik* — A site that has a potential for scratch, but the simple nature of the group, a bass and a hi-hat, make up for it. James and his country are well known for their vocal vocals.

**GEOFFREY HOLDER**

*Viva* — A site that has a potential for scratch, but the simple nature of the group, a bass and a hi-hat, make up for it. James and his country are well known for their vocal vocals.

**HARDWICK AND THE BIKING BOYS**

*We Three* — A site that has a potential for scratch, but the simple nature of the group, a bass and a hi-hat, make up for it. James and his country are well known for their vocal vocals.

**FRANK YANK**

*French Dream* — A site that has a potential for scratch, but the simple nature of the group, a bass and a hi-hat, make up for it. James and his country are well known for their vocal vocals.

**THE TRACERY TWINS**

*Room* — A site that has a potential for scratch, but the simple nature of the group, a bass and a hi-hat, make up for it. James and his country are well known for their vocal vocals.

**HAL MUNK**

*Knot* — A site that has a potential for scratch, but the simple nature of the group, a bass and a hi-hat, make up for it. James and his country are well known for their vocal vocals.

**CHARLES RANFORD**

*Lucky Penny* — A site that has a potential for scratch, but the simple nature of the group, a bass and a hi-hat, make up for it. James and his country are well known for their vocal vocals.

**THE NEIGHBORS**

*Hey, Charlie, Charlie* — A site that has a potential for scratch, but the simple nature of the group, a bass and a hi-hat, make up for it. James and his country are well known for their vocal vocals.

**DORIS DAY**

*I'm Not In Love* — A site that has a potential for scratch, but the simple nature of the group, a bass and a hi-hat, make up for it. James and his country are well known for their vocal vocals.

**CAROL CORL**

*Dream* — A site that has a potential for scratch, but the simple nature of the group, a bass and a hi-hat, make up for it. James and his country are well known for their vocal vocals.
headed for
GOLDEN
GUITARS
in 1957

thanks D. J.'s for playing winners from the greatest C&W stable in the business
CMDJA Registers Solid Progress

- Membership up to 200
- Plans 90-minute TV spec for June

By BILL SACHS

CINCINNATI — Great has been the progress of the Country Music Dick Jockeys Association since its inception in Nashville in November of 1963. During the 12-month period, WSM's National Disc Jockey Foundation was established. It was then the long-awaited fulfillment of a dream that had been on the minds of many for a number of years.

The success is attributed to the dedicated efforts of its officers, the board of directors, headed up by Cracker Jim Bookner, Miami, and the membership itself. Nelson King, originally a member and who still holds that position, was elected the first national president. The original membership of 75 has grown to more than 300, and the list is constantly growing.

Starting from scratch and with little or no money in the grass, the C.M.W. group has shown marvelous progress since it was first nurtured a little more than three years ago. And its success must be credited to the fully staffed and equipped offices of its officers, its board of directors, headed up by Cracker Jim Bookner, Miami, and the membership itself.

Further progress has come about through the great improvement in the operating conditions and the various record shows and the various record companies. This has been very necessary, and it is especially necessary because it has been used to improve record service from all areas of the country. Nelson King, who has been the leader in the growth of the membership, has been elected the first national president.

The organization's present day job is to keep the membership satisfied and to keep it running smoothly, thanks to the efforts of the members and the help of the producers of the "Great Jock Jamboree" during the CMDJA's board meetings at Nashville and New York January 13-14.

The organization's next big project is to come to the aid of the WSM's National Disc Jockey Foundation for the Kansas City, Mo., June 13-14.

The membership association's first general membership meeting is to be held on September 8th at WSM's

HILLBILLY JACKPOT

C&W Personal Appearances Cue 1957 Gold Bonanza

- Bookers aim talent at previously unbooked rural areas as radio-TV loses ground on plug, picture
- Big disk names pulling huge crowds, with fees for top artists up 300-100% over last year

By BILL SACHS

We said it last year, and we can say it even more vigorously this year, because the real Western personal appearance field is jumping. We have all heard about the East, South, Midwest and Far West-western personal appearance field is growing, and we want to call your attention to the Western personal appearance field. We have all heard about the East, South, Midwest and Far West-western personal appearance field is jumping. We have all heard about the East, South, Midwest and Far West-western personal appearance field is jumping.

W.S.M. has been making the rounds of some 1,000 radio stations, which the association netted as a result of a show sponsored by the producers of the "Great Jock Jamboree" and the "Country Music Association." The membership association's first general membership meeting is to be held on September 8th at WSM's.

Marty Robbins, whose record of "Singin' the Blues," which is currently the most popular country disk in the country, has decided to make his first personal appearance in the East in mid-June. We are looking forward to the opportunity to book Robbins in the East, South, Midwest and Far West-western personal appearance field is jumping.

Some other stars who have decided to make their first personal appearance in the East, South, Midwest and Far West-western personal appearance field is jumping are: Melvin Miller, Johnnie Wright, Jimmie Rodgers, Bob Wills, Jack Anglin, Johnny Cash, Tex Ritter, Roy Acuff, and many others. These are the stars who have decided to make their first personal appearance in the East, South, Midwest and Far West-western personal appearance field is jumping.

Sunny James, whose disk of "Simple Things" is the current pop single for the first three months of 1957, has decided to make his first personal appearance in the East, South, Midwest and Far West-western personal appearance field is jumping.
Sholes Top C&W Man for '56, Denny 2nd Choice

Steve Sholes, RCA Victor's manager of specialty artists and repertoire, this year won the nod in The Billboard's third annual "Country and Western Man of the Year" poll. Jim Denny, head of the artists bureau bearing his name, came in second. These positions reverse the poll results last year, when Denny won with Sholes taking second position.

The voting panel which names the C&W man of the year is comprised of top publishers, artists, &c. executives and other notables in the country field. Inasmuch as The Billboard compiles a survey of awards to outstanding C&W talent, it is excluded from the "Man of the Year" poll, which is designed to recognize efforts in other-than-performer fields.

Runners-up to Sholes and Denny in the latest poll included Charlie Lamb, advertising and promotion man; Dee Kilpatrick, head of the WSM Artists Bureau, and Pappy Dailey, &c. exec for Mercury-Starday. Scoring right behind the trio of runners-up were Ken Nelson, Capitol Records' &c. chief, S. Simon, vice-president of the Old-time Juke. Stapp, WSM program director, and Paul Cobbs, Decca Records' &c. chief, in the C&W department.

Sholes, who joined Victor 28 years ago, has had a very broad experience with the company, not only in the C&W field but also in rhythm and blues, kiddie and the package field. During the last year he was made record history with his recordings of Elvis Presley, originally a C&W artist. Under Sholes tutelage, Presley, of course, has developed into a modern pop phenomenon.

Sholes tool, over the direction of Victor's c&w, department in 1955, and among the great artists with whom his name is associated are such talents as Eddy Arnold, Hank Snow, etc.

Jim Denny, for years head of the WSM Artist Bureau, in recent months set up his own talent operation. One of his recent coins in the booking field was his up with Philip Morris, calling for extensive touring of country acts. Denny is also active in the publishing field, via Cedarwood Publishing Company.

Johnny Cash, whose three disks "I Walk the Line," "If I Could Go Back in Time," and "Man of Love" made him a top-selling country-western artist for the period January thru March, 1957, according to a report of The Billboard c&w, charts.

Local live c&w shows are aired on a regular basis by 75 stations in 30 States of this country, and in Canada, as compared to 100 programs by 80 stations last year. The Canadian station replies reveal a sharp increase in c&w, TV programming. Last year only two Canadian stations reported c&w shows, while this year reports were received from nine stations in eight countries consisting five provinces.

Network-wise, however, there are only three c&w shows on the U. S. scene today. "It's Purple People Eater," on the UPN, is in spite of its title strictly c&w, another is the "Old Time Country Show," and the third is "The Oval Jukebox," in currently active.

One explanation for the dearth of c&w shows on the network level is that the infiltration of the pop music market by c&w, rhythm and blues artists and material has broken down category barriers to such an extent that c&w stars are exposed on network TV today via pop shows like Elvis Presley, of course, started it all. Other c&w names pulling in big money from pop TV show guest appearances are Eddy Arnold, Gene Vincent, Carl Perkins, Sonny James, Brenda Lee, Johnny Cash, and the Louvin Kids.

Canada, in many ways, is even more country and western-minded than the U. S., to the bulk of its local c&w TV shows are big production form, patterned after WSM-TV's "Grand Ole Opry." In addition to the usual local live c&w TV programs, the stations are also part of U. S. c&w syndicated TV film packages.

For instance, Sterling Drug and Market Sales of Detroit, Michigan, is the "Eddy Arnold Talent" TV (Continued on page 92)
EVERY DAY THROUGHOUT THE YEAR... YOUR COUNTRY & GOSPEL BEST SELLERS ARE ON RCA VICTOR RECORDS

BILLY GRAHAM
Watch for release

DOUG HAMMOND
Beyond the Sun
Lord Be My Shepherd
20/47-6759

RAY HAWKINS
Action
Oh How I Cried
20/47-6794

HUGER & JETHRO
Futon Poppies Blues
I Never Harmed an Onion
20/47-6875

BAYARD HOUSTON
I Ain't Gon' These No More Someone Else's Arms
20/47-6837

HUBBY JOHN (Bobbejaan)
The Hat
I Could Lose These Blues
20/47-6838

JONNIE & JACK
All the Time
Pleasure Not a Habit in Mexico
20/47-6827

JOHNSON FAMILY SINGERS
You Take Your Road
May God Be With You
20/47-6825

CARL JOHNSON
Let Him Go Step Aside
I Haven't the Right
20/47-6888

SUSAN JOHNSON
Watch for release

BOB KING
Anxious
Did You Do It
20/47-6858

Pee Wee King
Sugar Beet
Alone in a Crowd
20/47-6793

HANK Locklin
Goin' Home All by Myself
The Rich and the Poor
20/47-6857

SHORTY LONG
You Don't Have to Be a Baby to Cry
I'd Crawl Back If I Could
20/47-6873

MYRTA LOGGIE
Die I Thought I Would
That's What Sweethearts Do
20/47-6807

BEVIE MARTIN
That's the Story of My Life
Look What You've Done
20/47-6855

JAMES MARTIN
Love Me to Pieces
Two Long Years
20/47-6832

PAUL MCKELLAR
Everytime I Feel De Spirit
In Him
20/47-6850

RITA, RITA AND Rufe
Watch for release

DOUGTEN OLESEN
Animal Fair
I Know an Old Lady
WBY & BY 55

PIANO RED
Wild Fire
Rock Baby
20/47-6856

ELVIS PRESLEY
Too Much
Playing for Keeps
20/47-6800

MAX RAY
When I Last You
All or Nothin' Man
20/47-6818

JIM REEVES
Four Walls
I Know and You Know
20/47-6854

RAFE RICH
Tuggin' on My Heart Strings
Our Last Night Together
20/47-6824

RITA ROBBINS
Break the News Gently to Billy
Too Late
20/47-6726

GEORGE BEVERLY SHEA
The Wonder of It All
Now I Lay Me Down to Sleep
20/47-6761

TED SPITZ
Lord I'm Coming Home
Stranger of Galilee
20/47-6443

HANK SNOW
Calypso Sweetheart
Marriage and Divorce
20/47-6801

SONS OF THE PIONEERS
Timmy's Tune
For the Love of You
20/47-6805

STATEMENT QUARTET
I've Found a New Friend
Love Never Fails
20/47-6816

BUDDY THOMPSON
Be True to Me
Yes I Care
20/47-6763

PORTER WAGNER
Who Will He Be?
Good Mornin', Neighbor
20/47-6844

LARRY WILLIAMS
Fool for You
Hillbilly Rock
20/47-6599

DON WINDLE
Watch for release

LIL ONION
After Five
Rockin' 88
20/47-6617

BORS AIKENS
God Is So Good
These Old Bones
20/47-6790

TEDDY ARNOLD
Do You Love Me
One
20/47-6842

with Ray P. Morgan

CHET ATKINS
Tricky
Peanut Vendor
20/47-6804

with the Rhythm Rockers

GERI AUDIT
That's Love
Too Late
20/47-6831

THE BAPTIST HOUR CHORUS
Blessed Assurance
Speak to My Heart
20/47-6877

BLACKWOOD BROTHERS
71
I Wouldn't Trade His Love
20/47-6841

JIM EDWARDS, MAXINE & DONNIE BROWN
It Takes a Long, Long Train With a Red Caboose
Money
20/47-6823

FRANK BRIMMER
Watch for release

MALETTA CARSON
Sanctified
Let the Light Shine on Me
20/47-6861

RICK CARVER
Heart Throb
I Wantcha to Know
20/47-6828

MAN CASTLE
Run Along Junior
Take My Love
20/47-6845

JEAN CAMPBELL
Welcome to the Club
I Won't Be Rockin' Tonight
20/47-6881

YARETTA DILLARD
Pray for Me Mother
Leave a Happy Fool Alone
20/47-6809

SHIRLEY DANE
I Ain't Catin' Nowhere With You
Bringin' the Blues to My Door
20/47-6795

THE ECCLES
Bad Boy
Tore Up Over You
20/47-6894

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

DON GIBSON
I Love You Still
I Can't Leave
20/47-6860

JOHN GODBY
Sally Dog Rag
There'll Be No Teardrops Tonight
20/47-6656

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Thanks, Disk Jockeys, for your wonderful support—and
Thanks, Billboard, for the Review Spotlight (in the Feb. 16, 1957, issue)
("... strong emotional impact ... powerful...effective...with moving lyrics...") on

WHO KNOWS RIGHT FROM WRONG?

and

YOU'RE STEPPING OUT ON ME

COLUMBUS #40837

BILL and MARY REID
and The Melody Mountaineers

Featured Stars WLVA-TV and Radio, Lynchburg, Virginia

AL SHADE And The Short Mt. Boys and Girls

Featuring folk, harmony and comedy, as performed on Channel 55, Lynchburg, Pa.; Channel E, Lebanon, Pa., and daily over radio station WLR, Lebanon, Pa. Open for engagements in Pennsylvania, Maryland, New York and New Jersey areas.

Contact AL SHADE, Millersburg, R.D. 1, Pa. Phone 56283 Millersburg

LOCAL LIVE COUNTRY AND WESTERN TV SHOWS

STATE & CITY STATION SHOW TITLE TIME, MEM & FREQUENCY PERFORMERS PRODUCER

ARKANSAS
El Dorado ....... KEBB ....King's Corral ....... 7 p.m. Wed. ....... King Sealing & guests
Fordyce ...... KFSM .... King Sealing ....... 8 p.m. Thu. ....... King Sealing
Towson ....... KEMC-TV .... Adventure Theater ....... 4:30 p.m. Mon.-Fri. ....... Cowboy Joe

CALIFORNIA
Fresno ...... KEUP-TV .... Champion Show ....... 4:45 p.m. Sun. ....... Champion Show
Fresno ...... KEUP-TV .... The Roundup ....... 6:45 p.m. Sun. ....... Bob Kennedy

Columbia ....... WYPK .... Boots N' Coots Show ....... 10:30 a.m. Fri. ....... Bob Kennedy

Hollywood ....... KTLA .... Studio Show ....... 7:30-8:30 p.m. Tue. ....... Gene Gable

Hollywood ....... KTLA .... Western Varieties ....... 7-8:30 p.m. Fri. Eddie Costa, Eddie Dean

Hollywood ....... KTLA .... Hollywood Western ....... 7-8:30 p.m. Fri. Eddie Costa, Eddie Dean

Hollywood ....... KTLA .... Western Variety ....... 7:30-8:30 p.m. Fri. Eddie Costa, Eddie Dean

Hollywood ....... KTTV .... Town Hall Party ....... 3-4 p.m. Sat. ....... Ray Stevens, Mickey Flanagan

Los Angeles ...... KPRC .... Hello Hollywood ....... 7:30-8:30 p.m. Thu. ....... Bob Darrow, Paris Berg

STATION SHOW TITLE TIME, MEM & FREQUENCY PERFORMERS PRODUCER

DISTRICT OF COLUMBIA
Washington ...... WBYO .... Circle D Bar Boys ....... 4-6:30 p.m. Tues. & Thurs. ....... Curt Douran & fine solo, Bob Lee

GEORGIA
Atlanta ....... WAGA-TV .... TV Ranch ....... 1-3 p.m. Sat. ....... Bill Harvey & the Smith Boys

LONG ISLAND
Lindsey ...... WLLI .... Midday Kontraband ....... 12:30-3:30 p.m. Mon.-Fri. ....... Red Rose Ranchers, Dick Sweeney

MASSACHUSETTS
Springfield ...... WSPR .... The Morning Show ....... 5-8 a.m. Mon.-Sat. ....... Curt O'Brien, Bob Boyer, George Moody, Tom Finan

MICHIGAN
Dearborn ...... WZTV .... The Southwest Show ....... 7-9 p.m. Mon. ....... Bill Harvey

MINNESOTA
Minneapolis ...... KMSP .... Kickin' Kickers ....... 7-9:30 p.m. Mon.-Fri. ..... Not provided

MONTANA
Bozeman ...... KBOZ .... The Montana Jamboree ....... 1-3 p.m. Sat. ..... Not provided

NEVADA
Las Vegas ...... KLAS .... The Cowboy Jamboree ....... 7-9 p.m. Mon.-Sat. ..... Not provided

NEW MEXICO
Albuquerque ...... KGNO .... The Southwest Jamboree ....... 6-8 p.m. Mon. ..... Not provided

NEW YORK
Buffalo ...... WKBW .... Chicago City Western ....... 1-3 p.m. Mon.-Fri. ..... Not provided

NORTH CAROLINA
Asheville ...... WLOS .... Country Store ....... 5-7 p.m. Wed. & Thurs. ..... Not provided

PENNSYLVANIA
Philadelphia ...... WPHT .... The Western Jamboree ....... 7-9 p.m. Wed. ..... Not provided

RHODE ISLAND
Pawtucket ...... WICR .... The Western Jamboree ....... 7-9 p.m. Wed. ..... Not provided

SOUTH CAROLINA
Columbia ...... WOIC .... The Western Jamboree ....... 7-9 p.m. Wed. ..... Not provided

TENNESSEE
Knoxville ...... WTVK .... The Smoky Mountain Jamboree ....... 7-9 p.m. Wed. ..... Not provided

TEXAS
Dallas ...... KRLD .... The Western Jamboree ....... 7-9 p.m. Wed. ..... Not provided

UTAH
Salt Lake City ...... KSL .... The Western Jamboree ....... 7-9 p.m. Wed. ..... Not provided

VIRGINIA
Richmond ...... WTVR .... The Western Jamboree ....... 7-9 p.m. Wed. ..... Not provided

WASHINGTON
Seattle ...... KOKQ .... The Western Jamboree ....... 7-9 p.m. Wed. ..... Not provided

WISCONSIN
Milwaukee ...... WTMJ .... The Western Jamboree ....... 7-9 p.m. Wed. ..... Not provided

WISCONSIN
La Crosse ...... WLCX .... The Western Jamboree ....... 7-9 p.m. Wed. ..... Not provided

WYOMING
Cheyenne ...... KHOW .... The Western Jamboree ....... 7-9 p.m. Wed. ..... Not provided

(Continued on page 90)

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**FOLK TALENT AND TUNES**

**By BILL SACHS**

**Around the Horn**

More than 5,000 paid heard Ray Price, Ferlin Husky, Jean Shepard and Hank Snow at the Armory, Akron, Ohio, March 3. Next stop at that spot, March 11, will highlight Jim Reeves, Hank Locklin, Del Wood, Janie Martin and Jim Ed. Brown, with Webb Pierce and four other acts tentatively set for April 28. Marti Alfred, drummer, is a new addition to Bill Wimberly's Country Rhythm Boys. The Lee Tucker Trio is appearing nightly at the Twin Lights Club, St. Paul. Dave Dudley, who conducts a daily show, platter show over WDSM, Superior, Wis., has a new live show on the same station each Saturday, 12:05-12:35 p.m. Dudley, who doubles with his band in the Duluth, Minn., area, says he's in need of c&w records.

Cliff Walters, formerly of Muskogee, Okla., has launched a new show and dance spot in Bakersfield, Calif. Appearing there with Cliffie are the Country Cut-Ups, Pauline Parker and Marilyn Raye. Valden's 1st release on the Pep Records label is due out soon. He was formerly on Starlite. Eddie Hill and T. Tommy Carter have moved into Station WSM's all-night country music slot vacated by Tom Perryman was promoted to serve as aid to the "Grand Ole Opry" general manager, "D." Kilpatrick. Archie Bover, Cadence Records chief, was in Nashville last week to cut his firm's first country and western tune.

Spade Cooley is organizing an all-girl band for a weekly show on KTTV-TV, Los Angeles, beginning April 2. Alimony signed are Marilyn Hall, steel guitar; Jeanie Mack, guitar, and Anita Aries, violin. Last named has been with Spade several years.


"Papa" Jenkins, who also c&w, waves nightly over WHIO, Toledo, with a "Hillbilly Hi-Jinx" each Saturday night, has set RCA Victor's Concert in Country Music package for a Toledo appearance March 29, just before the unit takes off for its European tour. In the roster are Jim Reeves, Del Wood, Hank Locklin, Janie Martin, and Jim Ed. Brown, with Webb Pierce, and the RCA Victor stable, plus Joe Red Hayes (Capitol), Tommy Hill (Hilltop) and several other entertainers. Jenkins will handle the entire show.


**HOT! On Starday**

**BILL MACK**

of KWFT, Wichita Falls, Texas, singing his own

"THAT'S WHY I CRY"

It's Saturday Night-
Starday #280

(Recorded at night in all trade magazines)

**NOTE:** Dealers, Operators and B.L.'s report heavy action in Texas and Ohio areas—now spreading to other States.

For top C&W shows and dates, contact

BILLY MACK

KWFT

Wichita Falls, Tex.

B.L.'s, Dealers and Opry wise men record, contact Starday Records or Bill Mack, KWFT, Wichita Falls, Tex.
C&W DISK JOCKEY PROGRAMMING

JODY AND ODIE

Money (Acuff-Rose, BMI)

Unpuckered (Acuff-Rose, BMI) — Chic 1009 — Out of Thomaville, Ga., comes an unusually well-made record that merits careful scrutiny by demo-jocks. "Money" is a strong piece of material, with a memorable tune and lyric idea. In this and in the wildly humorous "Unpuckered" the duo shows a smooth vocal blend and sense of style. The production on both sides, with its clever use of sound effects and all, shows real know-how and will give a lot of kicks to jocks and their listeners.

by Cousin

Cousin Jody

Odie

as featured by them over the nationwide ABC Radio Network on the WSM Grand Ole Opry Saturday, March 30.

THE TOPNOTCH RECORDING OF

MONEY

b/w

UNPUCKERED

Chic #1006

First release and still going strong—TELEVISION SET and GEORGIANA WALTZ

Chic #1004

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TED EDLIN

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NASHVILLE, TENN.

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ORDER FROM DISTRIBUTOR OR

CHIC RECORDS

BOX 732

THOMASVILLE, GEORGIA

C&W Best Sellers in Stores

For survey week ending March 13

RECORDS are ranked in order of their current national sales figures at the retail level, as determined by The Billboard's weekly survey of dealers through the nation's 25,000 stores in country and western music outlets. While again no action is reported on both sides of a record, points are combined or deleted according to the chart. In such cases both sides are listed in bold type, the leading side being identified as 'Last on Week' chart.

1. YOUNG LOVE (BMG) — S. Jarvis — 10 13
   YOU'RE THE REASON (I'M IN LOVE) (BMG) — Cap 3106
   2. THERE YOU GO (BMG) — J. Cash — 2 14
   3. TRAIN OF LOVE (BMG) — Sun 238
   4. GONE (BMG) — F. Husky — 6 5
   5. WHAT'S THE MATTER (BMG) — Cap 3251
   6. I'VE GOT A NEW HEARTACHE (BMG) — R. Price — 3 19

   WASTED WORDS (BMG) — Col 21502
   5. TOO MUCH (BMG) — P. Presley — 5 8
   6. Playin' for Beauty (BMG) — Ve 44808

   7. I'M TIRING (BMG) — W. Pierce — 4 11
   8. My Mr. Way (BMG) — Dot 4318

   9. KNEE DEEP IN THE BLUES (BMG) — M. Robbins — 8
   10. SAME TWO LIPS (BMG) — Col 40153

   11. SINGING THE BLUES (BMG) — M. Robbins — 5 27
   12. I CAN'T HELP IT (BMG) — Col 4180

   13. CRAB APPLES (BMG) — R. Price — 10 42
   14. You Don't Wanna Love Me (BMG) — Col 4178

   15. AM I LOSING YOU? (BMG) — J. Reeves — 9 8
   16. Walkin' After Midnight (BMG) — P. Clint — 12 4

   17. I WALK THE LINE (BMG) — J. Cash — 11 42
   18. CRYING IN THE BAND (BMG) — H. Thompson — 13 4

   19. I WAS THE FIRST ONE (ASCAP) — Cap 3 8002
   20. I MISS YOU ALREADY (BMG) — F. Young — 14 5

   21. Fever (Remix Live Home Before I Die) (BMG) — Cap 301
   22. YOUR TRUE LOVE (BMG) — C. Perkins — 15 3

   23. Memories (Alternative) — Joint
   24. I'M COMING HOME (BMG) — F. Horton — 1

• Review Spotlight on...

• C&W RECORDS

ELVIS PRESLEY

All Shook Up (Shallmar, BMI)


THE WILBURN BROTHERS

I'm Settin' You Free (Hits of Tomorrow & Sure Fire, BMI)

Nothing at All (Cap, BMI) — Decca 26228—The twins have a fine two-sided entry here, and both should grab off plenty of play. Slight edge, performance-wise, goes to "I'm Settin' You Free," a strong wooper with magnificent lyrics. Flip is an appealing threerbeat tune with a philosophical lyric. The boys have both songs has some vocal treatments.

KEN COPELAND

Pledge of Love (Lin, BMI) — Imperial 5432—See listing under Review Spotlight on Pop Records.

• This Week C&W Best Buys

CALYPSO SWEETHEART (Valley, BMI)

MARRIAGE AND DIVORCE (Myers, ASCAP) — Hank Snow — RCA Victor 5601—Cinis for the above disks have been piling up not only in the expected country markets, but in the urban areas as well. Sales are very strong in Philadelphia, Baltimore, Buffalo, Chicago and Milwaukee. Both sides are attracting customers, but "Calypsos Sweetheart" shows a slight edge. A previous Billboard "Spotlight" pick.

• Reviews of New C&W Records

THE STRIKES

If You Want Back My Love —ASCAP

IMPERIAL 7313—Group vocal on a backing rhythm combo. Good choice of"wax" with a strong performance. Deserve a prominent place in the local jingle shops. Should make good airplay. If it has good sound.

(b) Money, BMI

(b) Baby You're Beautiful —ASCAP

(b) Nashville, BMI

(b) There's a Pretty young lady in this group so the cash might be good. Side one: It's a good opener. Side two: It's a strong side that makes this disk a good plus/opener. (Nashville, BMI)

RIPON AND JACK

All The Time —BMI

VIRGIN 1036—Side one: Normal melodic selection related to "Bill Bailey" and the trim, plus singer voices, even an arrangement in the current style. Picture, pretty and seasonable, but the listeners have had younger sides. (Ripon, BMI)

(b) Please Don't Help In Mission —BMI

(b) Nashville, BMI

(b) Presence of this disk is good. Downright sized in the lyric, but very light duty. The many fans of the disk know it's a a repetition tune. (BMG & Randy, BMI)

HERB AND WAYNE

I Don't Have No Gun —BMI

ARCADE 2494—Here's a rockin' rhythm sectional with some horns, two young groups. Excellent duet working on a very catchy arrangement. Side two: Dennis with excellent guitar backing. Could be a bigger record: a pop side.

(b) I'm Shy, And Lover —BMG

(b) Nashville, BMI

(b) A fairly small sectional that never looks a strong side. It's long. (BMG & Randy, BMI)

FLOYD CRABBE

Blue Goose Yaller —BMI

(b) RCA Victor 4443—There's the group's first release. The record is a bit slower than the typical record. Good outing. The song has a choice arrangement. (BMG & Randy, BMI)

(b) Hilo Baby —BMI

(b) RCA Victor 4443—Pleasing in its own right but not as much as the competition. Side two: It's a spin-off of a stronger disk. (BMG & Randy, BMI)

RICKY JACK WILLS

I Loved And Lost —BMI

(b) RCA Victor 4443—There's music quality in this treatment of the lament. Side one: Good outing. The song has a choice arrangement. Side two: Dennis with excellent guitar backing. Could be a bigger side: a pop but not a strong 45.

(b) I'm a Loser —BMI

(b) RCA Victor 4443—Slicker beat, has backing backing leads, in which makes the pop side. (BMG & Randy, BMG)

CHARLIE WALKER

Goddie Love —BMI

(b) RCA Victor 4443—Mercurial Time —Walker waxes stronger section on a piano backed with an excellent lead. (BMI & Randy, BMI)

(b) Dreamin' Mexico Boy — BMG

(b) RCA Victor 4443—A boisterous cut that shows a Mexican boy with a big boogie beat. (BMG & Randy, BMI)
Thanks to you wonderful Disc Jockeys for keepin' me movin' on and makin' it possible for me to celebrate my 20th anniversary with RCA VICTOR

MARCH 23, 1937

THE BILLBOARD

MUSIC-RADIO

NEWEST AND HOTTEST

"CALYPSO SWEETHEART"

b/w

"MARRIAGE AND DIVORCE"

RCA Victor 47/20-6831

HANK SNOW

His greatest guitar instrumental yet

"CARNIVAL OF VENICE"

b/w

"OH, WONDERFUL WORLD"

RCA Victor 47/20-6772

also riding high

"STOLEN MOMENTS"

RCA Victor 47/20-6715

Mae Boren Axton is no longer associated with the Hank Snow firm.

HANK SNOW PROMOTIONS
P. O. Box 1084
Nashville, Tenn.
Phone: MADISON, TENN., 7-5303
(Between 9 a.m. and 5 p.m.)

WSM-TV Grand Ole Opry

Exclusively on RCA VICTOR
C&W Personal Cue Bonanza

\*Continued from page 79\*

40,000. Now they're heading into Texas, Georgia, Florida, and then North this summer.

Other bookers also are packaging their own shows, starting with just one or two big record names, and then filling in with low-priced semi-names and local talent. Actually, the stations have been losing most of their big names, and can no longer afford to come up with a big continuous array of top attractions. The names are getting radically juicier and pricier this year, and there's no reason any more for them to tie themselves down to a station deal.

Triple Fees for Toppers

There's one of the other big changes. Top talent is commanding and getting fees three and four times what they received last year. Said one booker, "the price jumps with one record hit, and then doubles with each successive hit disk. On the Coast, a booking fee A. M. Bumford will take one big name with 100 cent billing, then possibly one with 50 cent billing, and then pad out the roster with the small type. One result of that, of course, is that there are more big names to go around, and more packages can be fielded."

The TV shows, which accounted for the enlarged market last year, have been succeeded by records, because the country disk field has come to life. It's felt that only a good, big two-hour TV show, heavily promoted and budgeted, could bring back the TV impact for creating rather than following tastes. As is, viewers may tune in one of the current shows and get bored of watching a flock of second-rate talents when they can turn to their local radio show and hear the top disks of the day by their favorites. And at the local rodeo stations, win back their audiences, they become the most likely for exploiting personal appearances.

This increases the chances of country package shows playing the more rural areas—the more unapproachable hinterlands. So actually, the replacing of TV exploitation by local radio does sporting is broadening the personal appearance market. It's always the big record names that pull the crowds, but then still are a few exceptions that pull 'em in without having disks. Horace Smith and the Duke of Padlock continue big, and there are always demands for Roy Acuff. In the East, where Cooke and Rose Theatrical Enterprises of Lancaster, Pa., handle the biggest slice of bookings, Harry Cooke reports that he's filling out his package with variety acts this year. This means jugglers, acrobats, animals, etc. C&W packages may turn out to be in a big boom for vaudeville.

Country also reports that in the East, which began sampling c&W, "days" last year, are no longer. Perhaps the cause of those that there will be ten at many such "days" in 1957. The Virginia State Fair is running c&W shows seven out of nine days this year, and the South Boston, Va., fair will run country headquarters every one of its five days, big city and small.

\*Continued from page 79\*

The Billboard...television's WAVE PROGRAMMING and TRENDSETTING GUIDE—From spot to spectacular

CMDJA Gains

Their accustomed fees, King states. There will be some 30 acts in all, and the top country names, still to be selected, to divide the same money. A single ticket will enable members to participate in all concert activity. No exhibitors, other than those of members, will be permitted, King says.

Officers of the organization remain the same selected at the first meeting in 1953. They are Nelson King, president; Earl Davis, vice-president; Tommy Sutton, secretary, and Dal Stahl, treasurer. They were re-elected by acclamation for a third-year term at the meeting in November. Association board of directors comprise Clarence L. Smith, chairman; Connie R. Gay, Vince Casey, Cliff Rodgers, Smokey Smith, John Banks, Tom Ferryman, Bill Price, Bob Ross and Don Bassaty.

The CMDJA's next board meeting will be held in association with WSM's 6th annual National Disc Jockey Festival in Nashville in November. A new membership list and the organization's bylaws and rules and regulations, are presently being drafted for the printers and will be available soon to all interested parties. Application for same may be made to Nelson King, Station WCKY, Hotel Sheraton Cibinet, Cincinnati, or Tommmy Sutton, Stations WHQ, Daytona, O.
Records by Grand Ole Opry Stars

The only near-monopoly that everybody loves!

See

The BILLBOARD's Music Popularity Charts January 1 through March 16, 1957

- Country and Western best sellers in stores
  79% were records by Grand Ole Opry stars

- Most Played Country and Western in Juke Boxes
  69% were records by Grand Ole Opry stars

- Most Played Country and Western by Disc Jackeys
  73% were records by Grand Ole Opry stars

THANKS

3 WESTERN BAND

FOR VOTING US THE... NUMBER

LEON MILLER and the Miller Bros.

Now working Leading Colleges—Redeem—Barrooms and Nite Clubs across the nation.

FOR BOOKINGS WRITE

SAM GIBBS
2021 Carriage
Wallisville, Texas

* TRIO, Voted among top New Vocal Groups.
**Most Played C&W by Jockeys**

For survey week ending March 13

<table>
<thead>
<tr>
<th>#</th>
<th>Artist</th>
<th>Song</th>
<th>Station</th>
<th>City</th>
<th>Rank</th>
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<tr>
<td>1</td>
<td>Young Love</td>
<td>S. James</td>
<td>WMAL</td>
<td>Washington D.C.</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>There You Go</td>
<td>J. Cash</td>
<td>WLS</td>
<td>Chicago</td>
<td>2</td>
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<tr>
<td>3</td>
<td>Knee Deep in the Blues</td>
<td>M. Robbins</td>
<td>WMMS</td>
<td>Cleveland</td>
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<td>4</td>
<td>Ain't Losing You</td>
<td>J. Reeves</td>
<td>WOR</td>
<td>New York</td>
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<tr>
<td>5</td>
<td>Gone F. Hanks</td>
<td></td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>You're the Reason (I'm In Love)</td>
<td>S. James</td>
<td>WLS</td>
<td>Chicago</td>
<td>6</td>
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<tr>
<td>7</td>
<td>I'm Tired</td>
<td>W. Pierce</td>
<td></td>
<td></td>
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<td>8</td>
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<td>WMMS</td>
<td>Cleveland</td>
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<tr>
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<td>I Miss You Already</td>
<td>F. Young</td>
<td>WMAL</td>
<td>Washington D.C.</td>
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<td>Chicago</td>
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<td>Don't Laugh</td>
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<td>Cleveland</td>
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<td>Train of Love</td>
<td>J. Cash</td>
<td>WLS</td>
<td>Chicago</td>
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<td>Walking After Midnight</td>
<td>P. Cline</td>
<td></td>
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<td>J. Horton</td>
<td>WMMS</td>
<td>Cleveland</td>
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<td>Money</td>
<td>E. Brown</td>
<td>WMAL</td>
<td>Washington D.C.</td>
<td>15</td>
</tr>
</tbody>
</table>

**Folk Talent And Tunes**

(Continued on page 37)

and Johnson, has returned to KWKM's "Louisiana Hayride," Shreveport, following a ten-week vacation. Tom Edward Brown was a Hayride visitor recently without his sisters, and Mel Tillis was the March guest with the show. . . . The Greenbrier Brothers, comedy team of Austin, Tex., have disbanded, while Sam Allred (Greenbrier) serves his hitch in the Army. . . . Skyway Club, Bourbon City, La., former brothel of country music which switched to a pop policy five years ago, has again turned all-country, with a nightly broadcast over KWKM. Shreveport, "Louisiana Hayride" talent is top at the spot nightly. . . . Woody Fairburn is doing a weekly Monday night series over KSLA-TV, Shreveport, with an all-country sponsor.

The Association of Country Musicians and Entertainers (ACME) was honored at a luncheon meeting held at the YMCA, Fort Wayne, Ind., March 5. Elected to head up the new group were Smokey Montgomerie, Fort Wayne deejay, president; Joe Taylor, of the Indiana Red Devils, vice-president, and Slim Adams, of the Rhythm Sons, secretary. Approximately 150 entertainers, deejays, and friends of country music attended the luncheon. . . . Thurston Moore will publish a monthly country newspaper in conjunction with the operation of his Verona Radio Ranch, Verona, Ky., this summer. The newspaper will be distributed free to parochial and country music fans within a 60-mile radius of his funnel. Moore, expert on c.c.w. records, pitched by deejays and show promoters, has just completed an album for WWVA, Wheeling, W. Va., which the station is mailing out in celebration of its 30th anniversary in radio.

The "Grand Ole Opry" package, featuring Kitty Wells, Johnny and Jack, Ernest Tubb and the Wilburn Brothers, which plays Chambersburg, Pa., Thursday (11), is assured of a full house packing in, according to Bud Mexico...
FOLK TALENT AND TUNES
Continued from page 89

not, general manager of WCGB, Chambersburg. Mess-
er says station sold out the 1,500-seat auditorium at $1.50 a dip before the play date. Messner, who rece-
erly shifted to the new WCGB from WCHA in the
same city, says that WCGB is devoting 50 percent of its
time to country music. He urges that artists get their re-
tapes to him as soon as possi-
ble.

"Grand Ole Opry," Perley Hen-
key will watch his clip turn,"Ciske," on the Bellman show
over the CBS-TV network April 7. Ciske Rod Brannif is back
in a Nashville hospital for surgery treatment. . . . George Morgan re-
signed the George stamp at St.
Thomas Hospital Nashville, last
week to correct a nerve problem in his
eye. It's the third such algo-
operation for George in eight years and he's telling friends that
this is it.

A new c.w. label, Best Records, headed by Col. Sara
Salyer, deputy at WCGB, Wilming-ton, O., made its bow
March 15 with the issuance of the firm's initial releases.
Platters are "A Block of Ice You Can A Heart" b/w
"Grandma Back to Roll," both
featuring Gene Sizer and the
Bambas. Bambus, and
"Stone Heart," b/w "Rock 'n
Roll Love," featuring Donnie Bowsher and the Radio Ranch Boys. Sizer wrote the two first-mentioned tunes, and
Rohosky directed the latter one. According to Salyer, Edie Hill was to introduce the tunes on his program from
Nashville March 15 and again on his "Breakfast at the
Opera" program the following day. Salyer, Bowsher and the
Rohosky planned to hop to Nash-
ville for the occasion.

The Kinmen Harmers, comprising Louie Armenta, steel guitar;
Louie Berringer, rhythm guitarist;
Fred Armenta, electric bass;
Don Redfield, lead guitar, and
Jake Redfield, electric guitar, are in their own show over KPIIK, Livingston,
Mo. Every Saturday, 4-30-30-30 p.m. C.W.
artists passing thru are invited to stop off for a guest shot, . . . Jimmy O'Neal, head of Rural Rhythm Records, reports that
the firm's new artist, Kenny Smith, has just had his first record. Pla-
ters are "Walking by My Window"
b/w "Sea Right Back" and
"You'll Come To Me" b/w "With
You On My Mind." Dancing who
spin c.w. may obtain sample
copies by dropping a card to
O'Neal at Box 321, Arcadia, Calif.
O'Neal says he is presently negoti-
ing with Johnny (Ole Bungie)
Tyler for cutting a folk issue on
45 EP especially for dancing to
his folk songs.

Sunny Jones shows his
wares on the "Bob Hope Show" on NBC-TV April 7. . . . Grand Ole
Opry's June Carter is reported
mailing an offer to appear in the
"Jim Bowie" teleseries.

Thurlow Davis, Lee, of WMQB,
Michealka, Ky., was a recent guest on the "Johnny Skinner Show" over
WNOF, Newport, Ky. She was ac-
companied by her manager, Carter
Gilbert, . . . Paul Gilley, new man-
age of Denver Duke and Jeref
Noll, was in Carthage recently to
plug the last's new Mercury-Star-
day platter, "All I Cared Up With You," b/w "A Million Tears." De-
lays may obtain a copy by writing to
Gilley at Marion, Ky. . . . Don Pierce, sales and promotion
chief for the Mercury-Star-
County Series, made Mercury
sales meetings in Los Angeles and
San Francisco last week to fa-
publish the firm's sales organiza-
tion with the Mercury-Starday pro-
gram for increasing c.w. sales on
both singles and LP's. Mercury
Saturday is currently active with
hits by George Jones, Benny
Barnes and the Carliles. Pierce
tracked the same pitch to deejays
along the route between meetings.

With the Jockeys
Deputy Jim Thompson held
forth Saturday, 6-08 p.m.
or KQV, Pittsburgh. . . . Ted
Brown finds that he has moved
from KRES, St. Joseph, Mo., to
KJob, Goodland, Kan., and is
in need of platters. . . . Taylor Potter
is fishing a daily reg. "The Little
Country Church," from 2:30-3:30
p.m. over WSLM, Salem, Ind.
WSLM also programs country ma-
terial daily from 3:30-3:30 p.m.
. . . Thomas Spann recently joined
the deejay staff of WKVL, Con-
cord, N. H.

 Especially to you--

Mr. Disc Jockey,

I'd like to express my sincere thanks for everything
you've done. Only through your spin of my records,
your kind words, have I gained the measure of success
which, I feel, you gave me!

I have always believed that country music should meet a
standard—and a high standard at that! I have constantly
strived to write and record songs that would meet this
standard.

I can't express the joy I feel each time I see in
The Billboard that my records are listed in the charts
there. That's the real reflection of your playing my
records—and that your many listeners are requesting them and
buying them.

I'd like to thank you for myself, and the Tennessee
Tree, Luther Perkins and Marshall Grant, for making our
latest one, "There You Go! and Train of Love," a two-sided
success. We're recording a new one for Sun this week that
will be coming to you soon.

With all humility, may I wish that all the good things
in life come to you—and thanks for the things you have
sent me.

Forever grateful.

Management—Store, Inc., 19316 Storie Blvd, Memphis, Tenn.,

Grand Ole Opry, WSM

THANKS, DJ's! Rider's high on longhorns
WHY SHOULD I
1-1 I Miss My Baby
2-1 At Ease, My Friend

HERE HE IS AGAIN
Original Record of "TALES FROM THE OURS"
KERNF BROWN

ON TWO NEW HOT TIPS
WILL "WITHOUT A PRETTY GIRL"
VALLY OF ECHOS

910 W. 56TH ST. 

RODEO RECORDS

La, 1957
**R&B Best Sellers in Stores**

Record sales are ranked in order of their actual national retail importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation. R&B sales are determined on the basis of actual retail prices, and the signatories on the report represent the weighted sales of the respective stores. This week's listings are based on data collected from March 15-21, 1965.

**Most Played R&B in Juke Boxes**

For survey week ending March 13

* R&B jockeys are ranked in order of the percent of airplay of each of the selected tracks in jukeboxes across the country according to The Billboard's weekly survey of top rack disk jockeys in all major cities.

**Canada**

**NETWORK COUNTRY AND WESTERN SHOWS**

**The Billboard's Music Popularity Charts...RHYTHM & BLUES RECORDS MARCH 22, 1965**

---

**OKLAHOMA**

- OKLAHOMA CITY - WYNO-TV
- Oklahoma City - KJON

**Pennsylvania***

- CAMBRIDGE - WFMZ
- CAMBRIDGE - WKBK
- CAMBRIDGE - WTNK

**South Carolina***

- CHARLESTON - WCBC

**South Dakota***

- Rapid City - KRCI

**Texas***

- DALLAS - KRLD
- DALLAS - KTEN

**Virginia***

- CHICAGO - WHFL

**Western**

- LONG BEACH - KORC
- NEW YORK - WNYE
- NEW YORK - WPIX
- ST. LOUIS - KSDK

---

**REGULAR**

1. "I'M WALKIN'" (BMI)-F. Domino
2. "LOVE IS STRANGE" (BMI)-Mickey & Sylvia
3. "BLUE MONDAY" (BMI)-F. Domino
4. "IN YOUR MOOD" (BMI)-Billie Holiday
5. "LUCILLE" (BMI)-Little Richard
6. "BINGO" (BMI)-R. Baker
7. "SUGAR" (BMI)-R. Baker
8. "FAMILY WAY" (BMI)-A. Parker
9. "ONE NIGHT STAND" (BMI)-F. Domino
10. "HONEY, WHERE YOU GOING" (BMI)-J. Reed

---

**Most Played R&B by Jockeys**

For survey week ending March 13

* R&B jockeys are ranked in order of the percent of airplay of each of the selected tracks in jukeboxes across the country according to The Billboard's weekly survey of top rack disk jockeys in all major cities.

**Most Played R&B in Juke Boxes**

For survey week ending March 13
ON THE BEAT

RUHYTHM & BLUES – ROCK & ROLL
By REN GREGGATT

Fats Domino, after completing the "Juke" tour, will head straight home to New Orleans for a rest. While there, he will do a week in the Safari Room, then head across Texas on a one-nighter trek, play 16 or 18 dates and end the Southern swing, arrive in Los Angeles June 9 and money up and down the Coast thru June 20. The latter part of his swing has been booked for a nine-day engagement over the Easter holidays at The Palms, Hollywood. Fats has made a big hit there at Christmas-time, and the spot has been knocking around to get him back. This is a youngager serious about his studies, however, and won't miss a day of school on account of clubs and theater offers.

The Apollo Theater, New York, recently presented an all-cyprus revue, but business was only fair. Management opines that the presentation may have been a bit premature. At any rate, another cyprus revue is being put together for the latter part of this month. Freddie Bell and the Bell Hop, of the successful tour of Australia and The Philippines, were scheduled to go to England. Freddie Lee was glad he has meanwhile received such a tempting offer for a return engagement in Britain, but he will probably send him, and the Bell Boys "Down under" again before sending them to England. Glaser is also working on a deal to send "Little Richard" to England this summer.

Roy Helmeron, who recently returned from recording in England, also about to make a nifty comeback, is expected to probably make a few more dates next month... The Gale agency has two more stage jobs, Millburn and Bobby Marshian. Latest signing: "Chickie Wah, Wah" originally released on Ace has been bought by the new Gale label and is coming exciting in Boston, New York, Philadelphia and other cities. Could be a runaway... Bill Doggett's next one reportedly will be the elite "Chloe" down cyprus style.

Bill Haley, recently returned from these shores from Britain seems to have set something of a record over there for Nationwide entertainers. It's estimated that in the 94 dates, Costes played to a solid half a million swingin' spectators. Hot after this record will be Platters, who have just left for a 12-week tour of the provinces. Princess Margaret, who reportedly digs the group in all, will see a special preview film of the Platters' unreleased pic, "Rock All Night."

Meanwhile, Buck Run, manager of the group has signed a quintet of chicks known as the Dell-Tones. Their first Roulette release is set to hit the market shortly... The Charms, posey of the "Butterfly" smash on Camefay, are up in New York playing the Royal in Washington on March 25.

Freddie Bell and the Bellboys, recently returned for a successful Australian stint, will also make the British scene. They arrive there May 5 and will do 28 one-nighters in 31 days. Tours of other European countries will follow. Little Richard, too, has been signed for a British tour. This will come off in October or November.

**Reviews of New R&B Records**

**JON THOMAS**

**New York** (Polydor 4-M & 60) — $4

MERCURY 1021 — Instrumental mix and a fresh order of soul tunes. "Swingin' Blues," with a surprise vocal by a midsinger, a fresh batch with even more interest, with a few acoustic instrumental spots. Good set to watch. (Austin House, B.M.I.)

**E.R. AUSTIN**

**Seven Star** (Ruthless — $3

MERCURY 1007 — Best loud in a heard collection of tight rock and roll in the Hot and Juke Part I. With the usual loudness, bop and blues. Figures to play a part in any collection of good, lazy dance mix. (Brandon, ASCAP)

**TITS TUNNEL**

**Aquarius of My Rob's Dance** — $9

ATLANTIC 1127—Shimmer Tunnel petals up and spare race of take-off seen in an amusing rhythmically with an easy, insinuating and soulful sound. (B.M.I.)

**CHUCK ENWOOD**

**To My Wives** — $9

DUKE 164 — Short cut helpin' Ed Wood in a set with much more power. An attractive, moderately short-balled side, that'll make a popular seller. (Ruthless, B.M.I.)

**B.B. RICH**

**The Last Scene** — $9

(B) Auld Lang Syne... — 9 (All titles show) "Auld Lang Syne" with rock and roll treatment. One of the best set to watch and make promises for New Year's appeal. (Salsa-Pollin, B.M.I.)

**THE FRIENDS**

**Close View Eyes** — $8

WELCOME 6450A — Short ballad balled, loaded with great feeling for the year. A wide swaying and quite promising side, that'll make a popular seller. (A.M.P.)

**Paul T. Sweetwater** — $9

This is his third and final release in this wild chart. More sounded lead single leaving the sound behind it. This is a slightly different record. A strong coupling. (Ruthless, B.M.I.)

**BOY TAN**

**I Don't Like It** — $9

DELTA 110A — Melody is in order, with much more punch. The sound is more vivid and quite promising side, that'll make a popular seller. (Columbia, B.M.I.)

**THE BROTHERS**

**What a Wonderful World** — $9

WELCOME 6445A — Short ballad balled, loaded with great feeling for the year. A wide swaying and quite promising side, that'll make a popular seller. (A.M.P.)

**THE METRONOMES**

**Swinger Sasher** — $9

FREDDIE 1116 — Short ballad balled, loaded with much more punch. The sound is more vivid and quite promising side, that'll make a popular seller. (Columbia, B.M.I.)

**THE TARANTULAS**

**Blind Side** — $9

(B) The Rape of the Live with Our Eyes — 9 (All titles show) One of the biggest and a live band, that is a major power. A wide round in the material mix. (Chess, B.M.I.)

**THE内饰**

**Walking Bells** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)

**THE BEATBOX**

**Backbeat** — $9

(B) The Rape of the Live with Our Eyes — 9 (All titles show) One of the biggest and a live band, that is a major power. A wide round in the material mix. (Chess, B.M.I.)

**THE ARTISTS**

**What Makes You Feel Good** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)

**THE VOICE**

**Talking** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)

**THE BLACK CATS**

**Juke** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)

**THE BEAT**

**Talkin'** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)

**THE DOG HOUSE**

**Tin Pan Alley** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)

**THE BODEGA**

**Blow Your Mind** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)

**THE APK's**

**Talkin'** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)

**THE FLYERS**

**Greatest Hits** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)

**THE SIMON & GARFUNKEL**

**The Sound of Silence** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)

**THE SONGS**

**So Long Daddy** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)

**THE BAND**

**The Sound of Silence** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)

**THE VILLAGE**

**The Sound of Silence** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)

**THE SONGS**

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**THE BAND**

**The Sound of Silence** — $9

RCA 1091 — The entrance is in the sound, and the sidle could be a little bit more of a major mover. All groups should take note. (Chess, B.M.I.)
**RECORD CHECKER**

"I'm Coming Home" (Tiger, BMI)—Alto 6937—The group has a swingy, attractive side in "Young Blood," which is bound to pull considerable pockey attention. The rhythm-section has powerful lyrical appeal for teen-agers, and stand-out trick-vocing effects. Flip is "Searchin'" (Tiger, BMI).

ELVIS PRESLEY


**R&B Territorial Best Sellers**

For survey week ending March 13

<table>
<thead>
<tr>
<th>City</th>
<th>Artist Name</th>
<th>Record Company, City</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>I'm Walking, F. Dennis, Jr.</td>
<td>King, Atlanta</td>
<td>3</td>
</tr>
<tr>
<td>Atlanta</td>
<td>Love in Stamps, Mellow &amp; civic, Gro.</td>
<td>King, Atlanta</td>
<td>4</td>
</tr>
<tr>
<td>Atlanta</td>
<td>I'm Walking, F. Dennis, Jr.</td>
<td>King, Atlanta</td>
<td>5</td>
</tr>
<tr>
<td>Atlanta</td>
<td>I'm Coming Home, B. King, Bob, &amp; Du.</td>
<td>King, Atlanta</td>
<td>6</td>
</tr>
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<td>Atlanta</td>
<td>Love in Stamps, Mellow &amp; civic, Gro.</td>
<td>King, Atlanta</td>
<td>7</td>
</tr>
<tr>
<td>Atlanta</td>
<td>It Happens To Me, E. Jordan, Del.</td>
<td>King, Atlanta</td>
<td>8</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>Love in Stamps, Mellow &amp; civic, Gro.</td>
<td>King, Atlanta</td>
<td>9</td>
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<td>Cincinnati</td>
<td>I'm Walking, F. Dennis, Jr.</td>
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<tr>
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<td>Love in Stamps, Mellow &amp; civic, Gro.</td>
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<td>12</td>
</tr>
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<td>Detroit</td>
<td>It Happens To Me, E. Jordan, Del.</td>
<td>King, Atlanta</td>
<td>13</td>
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<tr>
<td>New Orleans</td>
<td>I'm Walking, F. Dennis, Jr.</td>
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<td>I'm Walking, F. Dennis, Jr.</td>
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<td>It Happens To Me, E. Jordan, Del.</td>
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<td>I'm Coming Home, B. King, Bob, &amp; Du.</td>
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<td>New Orleans</td>
<td>Love in Stamps, Mellow &amp; civic, Gro.</td>
<td>King, Atlanta</td>
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**SURE SHOT—BEST BET HIT PARADE**

The Cash Box

<table>
<thead>
<tr>
<th>Record Company, City</th>
<th>Artist Name</th>
<th>Record Company, City</th>
<th>Track Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUKE RECORDS, INC.</td>
<td>Little Junior Parker</td>
<td>Duke RECORDS, INC.</td>
<td>NEXT TIME YOU SEE ME</td>
</tr>
<tr>
<td>Houston, Texas</td>
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</tbody>
</table>

**This Week's R&B Bests**

NO SELECTIONS THIS WEEK.

**Review Spotlight on R&B RECORDS**

CHUCK WILLIS

C. C. Rider (Rush-Progressive, BMi) Ease the Pain (Rush, BMi)—Atlantic 1110—Watch this one. Willis exhibits his usual rock showmanship and drive on "C. C. Rider," a great old blues with a haunting arrangement. Flip features some tasteful warbling by Willis on a blues with a Latin beat and a neat rhythm figure in the last verse.

IVORY JOE HUNTER

Love in Stamps (Mowine-Progressive, BMi) Empty Arms (Ivory, BMi) — Atlantic 1128 — See listing under Review Spotlight on Pop Records.

MICKEY & MEL SISTERS

These Oughta Be a Law (Ben Chazi, BMi) Downtown (Ben Chazi, BMi)—Vee 9287—See listing under Review Spotlight on Pop Records.

THE COASTERS

Young Blood (Tiger, BMi)—Alto 6937—The group has a swingy, attractive side in "Young Blood," which is bound to pull considerable pockey attention. The rhythm-section has powerful lyrical appeal for teen-agers, and stand-out trick-vocing effects. Flip is "Searchin'" (Tiger, BMi).

ELVIS PRESLEY


**C&W Territorial Best Sellers**

For survey week ending March 13

<table>
<thead>
<tr>
<th>City</th>
<th>Artist Name</th>
<th>Record Company, City</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>I'm Going Home</td>
<td>F. Dennis, Jr.</td>
<td>1</td>
</tr>
<tr>
<td>Birmingham</td>
<td>Love in Stamps</td>
<td>Mellow &amp; civic, Gro.</td>
<td>2</td>
</tr>
<tr>
<td>Birmingham</td>
<td>I'm Coming Home</td>
<td>B. King, Bob, &amp; Du.</td>
<td>3</td>
</tr>
<tr>
<td>Charlotte</td>
<td>Love in Stamps</td>
<td>Mellow &amp; civic, Gro.</td>
<td>4</td>
</tr>
<tr>
<td>Charlotte</td>
<td>It Happens To Me</td>
<td>E. Jordan, Del.</td>
<td>5</td>
</tr>
<tr>
<td>Dallas-Fort Worth</td>
<td>Love in Stamps</td>
<td>Mellow &amp; civic, Gro.</td>
<td>6</td>
</tr>
<tr>
<td>Houston</td>
<td>Love in Stamps</td>
<td>Mellow &amp; civic, Gro.</td>
<td>7</td>
</tr>
<tr>
<td>Houston</td>
<td>It Happens To Me</td>
<td>E. Jordan, Del.</td>
<td>8</td>
</tr>
<tr>
<td>Nashville</td>
<td>Love in Stamps</td>
<td>Mellow &amp; civic, Gro.</td>
<td>9</td>
</tr>
<tr>
<td>Richmond, Va.</td>
<td>Love in Stamps</td>
<td>Mellow &amp; civic, Gro.</td>
<td>10</td>
</tr>
<tr>
<td>St. Louis</td>
<td>Love in Stamps</td>
<td>Mellow &amp; civic, Gro.</td>
<td>11</td>
</tr>
<tr>
<td>St. Louis</td>
<td>It Happens To Me</td>
<td>E. Jordan, Del.</td>
<td>12</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>Love in Stamps</td>
<td>Mellow &amp; civic, Gro.</td>
<td>13</td>
</tr>
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**SURE SHOT—BEST BET HIT PARADE**

The Cash Box

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**C&W Local Level**

**Continued from page 8**

Film series in eight major Canadian markets for some time now, Flamboy "Signs of the Grand Ole Opry" series (featuring a roll of 25, ed. name including Minnie Pearl, Roy Acuff, Wynn, Faron Young, Goldie Hill and others) is also carried in several Canadian markets.


**THE DELLS**

**VEE-JAY RECORDS, Inc.**

2129 S. Michigan Ave., Chicago
Phone: CALumet 5-4114

Yes, Ma'am. Our Spirituals are going big now.

**"YOU GAVE ME PEACE OF MIND"**

Spondians

Vee Jay #234

"GIVE IT UP!"

Paul "Huckle-Buck" Williams

Vee Jay #236

"WHY DO YOU HAVE TO GO!"

The Dells
Dan Baldwin Resigns From Ky. State Fair

LOUISVILLE—Dan Baldwin has resigned as manager of the Kentucky State Fair, effective May 15, to become U.S. manager of Exhibition Advertising, Ltd., of Edmonton, Alta. Baldwin resigned from the position of state fair manager in order to accept the position of director of the Kentucky Fair, and to become the general manager of the Edmonton Exhibition Advertising Company.

In his new post Baldwin will be in charge of the fair headquarters and will be responsible for all aspects of the fair, including the construction of the fairgrounds, the operation of the fair buildings, and the scheduling of the various events. The new position will require Baldwin to work closely with the staff of the Edmonton Exhibition Advertising Company, which will assume responsibility for the construction and operation of the fairgrounds.

In his resignation letter, Baldwin expressed his thanks to the fairgrounds staff and management for their support and encouragement during his tenure as manager. He also praised the fairgrounds for its role as a major tourist destination and its contributions to the local economy.

### Holter Skeds 105-Day Tour

**Imperial, Calif.**—Clayton Lewis and the 105-day tour are now heading towards the west coast. This will be the final tour of the season, and the tour will be unveiled at the San Francisco Fair. The tour is expected to draw hundreds of people.

**Folksam)**—In a recent interview, Holter expressed his love for the fairgrounds and the people who come to visit them. He said, "The fairgrounds are a special place, and it's an honor to be a part of it. I hope we can continue to make it an even better place for people to come and enjoy themselves."
NEW MIDWAY ATTRACTIONS!
CRAZY HOUSE!

This new midway Full House has a complete set of Midway rides including: a Space Ship, Flying High, 14 ft. Long, 10 in. Wide. Write today for free plans and details. Write today for free plans and details.

25 DODGE CARS FOR SALE

Have been operated at CLEN EUGOH PARK, MD. They have been excellently maintained and are in good running condition. ATTRACTIVELY PRICED! These cars are for the first of new LUSSE AUTO SHOOTERS LUSSE BROS., INC.

QUEEN CITY, Mo.—Three new rides, a Sky Fighter, Kiddie Train and Allen Hesschell Roller Coaster, will be in the Grand American Shows' line-up for the April 9 opening at Ottumwa, lowa. Reports Min. Bob Egbert, who purchased the old Lion Tamer and the Sky Fighter with part of the receipts of the Circus, is putting on a new production in the form of a new Kiddie Train and a new Roller Coaster. The show will open with 10 office-paved rides, 30 concessions and a large back end.

One of the new rides in the show this year is the King Hippo, electrically activated, equipped with electric cars, and with a range of 200 miles. Another new ride is the Sky Fighter, a high-speed electric car that can be driven by a person of any age. The show will also include a new Kiddie Train and a new Roller Coaster, both of which are designed to give children a safe and enjoyable ride. The Sky Fighter is operated by a motor that is controlled by a series of switches. The Kiddie Train is operated by a motor that is controlled by a series of hand-operated switches. The Roller Coaster is operated by a motor that is controlled by a series of foot-operated switches.

WORK STOPPED
ON OIL PALACE
AT TYLER, TX.

TYLER, Tex.—The late Bobby Maxwell of Max's, 62, who was killed when his car, seat from 13,500 to 20,900,000, is standing idle and uncrowded here. He died this week and his body was com- piled. Work was suspended after the fourth wall was closed to protect the building. Whether the privately-owned building will be sold and whether it will be completed before or after the fourth wall is uncertain, questions still left unanswered.

CRAFTS FIESTA
To Be Revived

SAN BERNARDINO, Calif.—Crafts Fiesta Shows, recently com- bined with the Los Angeles Craft Exposition for the 11th National Craft Show here, will open this season for the first time in 1957. The show will be in its first full season at Patterson, N.Y., after opening late in August of the park. A few rides are installed, and nearly all of the park are open. The rides are available for dev- elopment opportunities. For decades, the park has been a popular resort for families, and its assortment of rides is sure to delight visitors of all ages. The rides include a roller coaster, a Ferris wheel, a carousel, and a variety of other attractions. The park is open daily, from 10 a.m. to 9 p.m., and the rides are available for a small fee. Visitors can enjoy the rides, along with live entertainment, games, and food vendors. The park is a great place for families to spend time together and create lasting memories. The park is one of the most popular destinations in the area, and it is sure to be a hit with visitors of all ages.
PUBLIC WELCOME
Cornell University’s $700,000 ice skating rink was opened to the public last week and will offer regular periods of skating, hockey games and figure-skating lessons.

The new arena, named Lynah, contains an artificial ice rink 200 by 83 feet, seats for 4,200 spectators, locker and storage rooms, offices and refreshment facilities.

The building, which was started in June, measures 295 by 154 feet and is of concrete block construction with a laminated arch truss roof. No posts or other obstructions block the view from the seats.

Paul E. Patterson, director of Cornell skating operations, said the rink will be open for public skating at specified hours between now and early April, a newly organized figure-skating club will offer instruction and practice periods; there will be instruction in ice-rose and sledge hockey, an ice show with amateur and professional talent, and practice by Cornell’s varsity hockey team for next year’s season.

FUNDS SET
Boston to Build Three Ice Rinks

BOSTON — The Metropolitan District Commission plans three $20,000 outdoor ice skating rinks in the metropolitan area in time for next winter, legislators were informed last week. This was revealed during a State House hearing in which a request was made for a $20,000,000 bond issue for long-range recreational planning for the area.

Funds for the construction of the additional rinks already have been appropriated. The commission has been in operation since late in the year, according to a man amendment for commission approval.

Other midway units will be provided by the small heather Shows, as in 1956.

As a promotional endeavor, there will be a rose show’s coming next year, and Manager Louise Swenson reports a similar event, featuring a line-up of the most up-to-date skating pencils. A group of unit parents was run at last year’s event through the State Legalized Games of Chance Commission. Games are banned throughout the State except in the case of charitable organizations with commission approval.

Other midway units will be provided by the small heather Shows, as in 1956.

Iowa State Sets Program

DES MOINES — Attraction plans for the 1957 Iowa State Fair were announced last week by Lloyd Cunningham, secretary. The fair will again skip Labor Day and run from August 23 through September 1, closing on a Sunday.

In addition to the standard attractions and fair buildings, the fair will provide an entertainment program to the Barefoot Rovers, a group of bards and entertainers, with a series of music programs.

Annie Oakley’s ‘Brother’ Set for Outdoor Trek

HOLLYWOOD—Henry Hawk-
son, who stars as Buck Whitter in the “Annie Oakley” television series, and his “barnyard” pony, Fizz, are being booked for fairs, rodeos and expositions. Fizz, MacMahon’s “barnyark” pony, was still here last week.

“BEST INVESTMENT I’VE EVER MADE”
So says John R. Lewis, Zeilinger, Pa., who adds:

“The roller coaster was my top ride this season. Four men and it can carry four goes at the same time. Fast and sure. A must for every ride every hour at every ride.”

Frank and Martin Walsh, Maple Springs, N. Y., report:

“Are you kidding? Our kid’s been there. He’s been on the hill and the waterfront, and it’s the best thing in the world. We’ve seen it at other places, but it was never so good.”

Barnel Arent, Barnard & Barry Shows in Canonsburg, says:

“Best roller coaster we’ve seen. The new pickup is just one example. There’s something new every year.”

Allan Herschell Co., Inc.
World’s largest manufacturer of amusement rides

NORTH TONAWANDA, NEW YORK

“NATIONAL” RIDES DESIGNED WITH BIG PROFITS IN MIND
Rides built by National every year are a 50 per cent increase and considered too good to replace.

National is Famous for

- Complete Establishment
- Complete Carousels
- Complete Rides
- Complete Trackless Trains
- Complete Trolley Rides
- Complete Electric Rides
- Complete Pigeon Rides
- Complete Helicopter Rides
- Complete Bows
- Complete Rides

Attractive, Intriguing, That’s the National Appeal

When answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!
CASH hanse, Are Pet Theatre Chasis Smaim AMERICA'S 96 BULRp Buo6ERS - Gayal ADDITIONAL Type walls, Phone, méér, Ride. only. add RIDE Sacrifice City Came Bingo s1. Ts worth Misiona etc. workman-. TENT IN STATES or be. was. George Showmen's (Bob) was. East. to. T. Yellow hita. Gamble. T. Huron. Sewed. Alumimum manufacturer try.00.00 Reund- In East. was. Governor. Shows (Bob) LaMack III. to NIGHT TINTS -21. Kensington Wilson reveals that early efforts to book shows brought the query, “Where's Tony?” Now a good many people in arena business know this is the place that gets the second highest attendance in the inter- national booking. It's A-1 and it is up against such metropolises as Cincinnati.

They know the door does average $17,000 after taxes with a single performance. They know it supported two ice shows annually for its first several seasons and now operates right at capacity for Friday and Saturday night performances.

HERE IS HOW IT GOT STARTED. Ed and Bill Hobart of Tony's big Hobart-Wyco Shows used the stadium as a memorial to their father, Thru the C. C. Hobart Foundation they told those in the industry that the best build the arena if townspeople in turn would approve bond issues to finance an 11,000-seat football stadium that would be built alongside. Today both structures are there.

The Hobart Foundation gave the arena to the city of Troy, then Civic Recreation, Inc., a Hobart-Sarged non-profit corporation, leased the building from the city and operates it. This arrangement allows some influence in operation without handling it as a commercial venture.

Another advantage is that the operating company is in a position to purchase ice shows for the arena and play them in December in the stadium. It is in the arena that the show begins and not in the stadium. This allows an increase of income during the January-to-May show portion of the season.

A FOOD AND APPLIANCE show is a money maker. It is linked with a 1,400-store chain and was receiving same attractions to draw 22,000 people for the new exhibition each April. Regional basketball tournaments come to Hobart Arena. There is public skating to the tune of 40,000 paid for the October-March season. The dressing rooms are clean and the the arena by the St. Louis Cardinals. The arena was also a site for the 16th World Series.

All this adds up to an annual paid attendance of 424,000 people. That was an increase of 11,243 over the previous year. That was an increase of 11,000.

Many interest, such as those of the St. Louis football, the arena is a 300-mile radius and the average attendance was 20,000. This is the second year that the city and the county have not found an adequate sponsor. The arena closes in the summer and the operating company may find it necessary to charge admission. This is a situation that could be handled by the different localities that control the arena.

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High school sports are being held in the arena, and the basketball and hockey teams are doing well. The hockey team is being handled by the Troy-Buchanan-Buchanan Ice Hockey Club, which operates under the direction of Jack Sniezek. The hockey team has been very successful, and the hockey arena is a popular place for spectators.

The Troy-Buchanan-Buchanan Ice Hockey Club is a co-operative effort of the three communities. The club is supported by the communities and operates on a volunteer basis. The arena is located in the center of the community and is easily accessible to spectators.

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Como, Ford Mentioned for Oklahoma Cele

DALLAS — Plans for a whopping grandstand show at the Oklahoma State Centennial to be held in Oklahoma City this summer are now being worked out by Metropolitan Grandstand Attractions, Inc., which has bought grandstand rights for the celebration. TV's Perry Como and Tennessee Ernie Ford have been discussed as headliners.

Charles B. Meeker Jr., managing director of the New York State Fair Musicals, Inc., and also a vice-president of the State Fair of Texas, said that plans are to present three different types of shows with headline stars on top of the regular shows.

The first show will begin a 30-day run June 14, to be followed by an second opening for a week on June 24 and the third opening July 1 for an additional week.

Meeker was planning to be in New York on Saturday (10) on State Fair Musicals business and was to attempt to line up some of the attractions to be featured at that time.

In the following stages are deals for the Cook TV show and the Cmso TV show. Reports are that Corny could be given an opportunity to buy into a producing well as an independent to S.

Meeker, who has an interest in Metropolitan Grandstand Attractions, Inc., in serving as consultant on the show and in booking the attractions. Nick Mathouras and Arthur Gray, of New York, also have interests in the MCA setup.

Waite Heads Fund Drive

WOODLAND, Calif. — Stuart B. Waite, Yolo County Fair secretary, has been named chairman of the Easter Seal drive in the county, E. D. Yoakum, Yolo County Society for Crippled Children and Adult president, announced here last week.

The campaign under way will run from Easter Sunday. The goal set by Waite is $4,500.

Regina Razes Dairy Bldg.

REGINA, Saska.—One of the oldest structures on the Regina Exhibition grounds, the Dairy Building, will be torn down this spring.

Part of the site will be used for a small $5,000 building to be built by the Saskatchewan Co-operative Creamery Association for sales of dairy products. Remaining of the site will be used for concessions. A sidewalk will be built along the roadway near the new building.

Built in 1894, the building originally housed dairy exhibits and later it was used for displays of Indian work. Last summer part of it was occupied by the National Film Board and the rest was used as storage for concessions.

Country and western artists are popular outdoor attractions. For information concerning them, see special Country and Western section starting on Page 79.

TIME IS RUNNING OUT
MARCH 27 IS THE DEADLINE FOR ADVERTISING IN THE BIG

ROPE BIGGER SALES of

RICES
FOOD & DRINK
CONCESSION EQUIPMENT AND SUPPLIES
TRUCKS
TRAILERS
CANVAS
SHOW AND ARCADE EQUIPMENT
EVERYTHING USED BY THE EXPANDING OUTDOOR AMUSEMENT INDUSTRY . . .

By Using A Large, Effective Ad In This Great Issue!
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!
Viscount Alexander to Open Week for Ottawa

OTTAWA — A drawing card that practically guarantees the full house, the Viscount Alexander is one of the biggest openings in the acceptance of Field Marshal Viscount Alexander to participate in the inaugural ceremonies this fall.

Alexander, popular wartime leader and former General of Canada, will officially open the annual sports fair on Friday, August 23. The exhibition will close on the following Saturday, August 31.

J. K. Clark, general manager, confirmed the word that Alexander has accepted the invitation of the CCE directors. Rather than show his support in the Assembly Hall, as in past years, he will arrange to have a band at the stadium at 6:30 p.m. to be followed by a procession to the baseball field where the guest of honor and lid Alexander will be in view of the expected multitude for this year's event.

This year's event will encompass new features of the last year, later than in the past, chiefly in an attempt to take advantage of a government pay day which affects the masses of workers in Ottawa, the capital of Canada, and only a civil service agency.

Checks will be distributed at railroad stations, which will be Thursday and Friday of free week.

Show Clicks at California Winter Event

EMPIRAL, Calif.—The grandstand show at the California Midwinter Fair and Festival of Nations, which closed its annual roster of events last week, also marked a strong attendance, D. W. Stewart, fair manager-secretary, said. Produced by the George Hunt Agency, Hollywood, for the 13th consecutive year, the show featured these three acts, with Nick Lucas, the chunksy comedian, in the third and final act.

The last circuit act, were featured with the main the fact which opened with the fair Saturday (2) for three days in connection with the Dickey's Dogs and Puppies, the Chimp, and his squaw;

Pinky Jackson and chimp; Jacques Baler, concertact,; Captain McDonnell and his band;

Bojo Trio, acrobats; Sheets, Mucro, ventriloquist and clown; and George Goodling and Cal Edgley, circuses, and rhythm.

The second show opened Tuesday (3) with the Marion Boxers, who performed for the remainder of the fair. This hall included the Dickey's Dogs and Puppies, the Chimp, and his squaw;

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The second show opened Tuesday (3) with the Marion Boxers, who performed for the remainder of the fair. This hall included the Dickey's Dogs and Puppies, the Chimp, and his squaw;

Pinky Jackson and chimp; Jacques Baler, concertact,; Captain McDonnell and his band;

Bojo Trio, acrobats; Sheets, Mucro, ventriloquist and clown; and George Goodling and Cal Edgley, circuses, and rhythm.
Brockton Slaters Free Talent Thru Imperial

BROCKTON, Mass. — The Brockton Fair's grandstand show this year is expected to be a hit, according to the managers of the fair, who represent the Imperial Artists Corporation of New York, and will be offered free to patrons during the three-day gala. The entertainment has been reported as awesome to the city.

Imperial is represented by William A. Burnham, Jr., a native of Brockton, and has acquired a reputation of providing entertainment and public relations to the fair, and will continue to do so. The entertainment, which will be presented at the fair on Friday, will begin at 7:30 p.m. and will be free to the public. It will feature a variety of musical acts and dancers, including a dance troupe from Imperial.

Pennsylvania's National Windham Fair is located near Corpus Christi, Tex., and is one of the largest agricultural fairs in the state. The fair, which is held each year, features exhibits from throughout the state, as well as national and international exhibits. The fair was opened on Saturday, and will continue through Sunday.

Wisconsin Assn. Skeds Four Regional Meets

WEST ALLIS, Wis.—The Wisconsin Association of Fairs and the Wisconsin Harness Horse Congress will participate in regional meetings during the next couple of weeks. Charles R. Dewry, the president of the association, announced the meetings.

The first confab is set for March 22 in Plymouth, with the show's major sponsor, the Wisconsin Farm Bureau. The meeting will be held at the fairgrounds, and is expected to be well attended.

The second meeting is scheduled for March 27 in Milwaukee, with the Wisconsin Farm Bureau again sponsoring the event. The meeting will be held at the fairgrounds, and is expected to be well attended.

The third meeting is set for March 30 in Madison, with the Wisconsin Farm Bureau again sponsoring the event. The meeting will be held at the fairgrounds, and is expected to be well attended.

The fourth meeting is set for March 31 in Green Bay, with the Wisconsin Farm Bureau again sponsoring the event. The meeting will be held at the fairgrounds, and is expected to be well attended.
Straw Firm Offering Tie-In Deal to Parks

NEW YORK—Nearly 1,400 parks and other ride installations are being approached by Flax-R Straw, Inc., of Mount Vernon, N. Y., in its promotional campaign announced last month (The Billboard, February 23).

Based on a box-office gimmick, the program will be offered to parks with a television budget of $60,000 weekly and will run for a 90-day period in each amusement park. In essence, it has patents pending for a straw purchase, ride spots, and gaining, in return, either gate admission or a ride ticket.

Parks which participate are to receive a royalty on the sale of local kiddy TV commercials. Ads will include park photographs, names and addresses, and copy about the location. Also, the firm will hand the piece with live stores advertising and will provide a 72-hour drive which it expects the parks to post.

Jersey Group Seeks Games Reference

ASBURY PARK, N. J.—A delegation is being sent to press for a full referendum enabling games of skill to become legalised in New Jersey, as a result of a statement made in the State Supreme Court.

The matter was brought up last summer, following the Statewide banning of conning games. New Jersey Senator John Heighe, is president; Max Tubin, of Asbury Park, vice-president; Frank Ferr, vice-president; J. Fletcher Cressman, of Palm Beach, secretary, and George Zuckerman, Asbury Park publicist, member.

The group has former State Senator John Tobin, of Perth Amboy, as chairman, and Bill O'Conner, of Newark, as public relations manager.

Some 500 members, including others from New York, who attended a meeting last week ended the meeting. It was also voted by the group to discontinue efforts to have the referendum placed on the November ballot, which it has been reported is being taken up by the Legislature in a Northern part of the State, on the part of the bill introducers.

The anti-gambling bill has been registered in New Jersey and the New York legislature.

A section will actively co-operation from State bowing operations, and from couriers of the various bill introductions in the State.

Asbury Park's New Jersey ANA's more active members are Abe Reifin of Asbury Park, the Romberg interests of Wyckwood, and Joe Weinman and Irving Feldstein of Paterson.

Country and western artists are popular outdoor attractions. For information concerning them, see special Country and Western section starting on Page 76.

N. Y. CENTER REPEATS COKE TICKET TIE-IN

NEW YORK—The famous center of Bricker-Ford, Howard, and company is once more a Coca-Cola promotion which should return the center considerable profit with good results in return and should prove a successful, edge gained from the operation, by I. P. Laflin, president.

Don Becker, handling the promotion for the family which operates the center, has been here for the past year and has left many friends as his knowledge gained from the operation, by I. P. Laflin, president.

San Antonio's Playland Opens

SAN ANTONO—With a new addition of a new addition to the Playland Park, opened by Joyce Johnson, opened for the season last week.

The park has 11 major rides, 12 specialty rides, 19 amusement rides, 21 food stands and popcorn stands. New this year among rides is the Helicoptor, aez 0.5 per cent. The Beckers operate a pair of kiddy parks, in addition to the Playland City in the state of Illinois, and the Arcade building, two refreshment restaurants, miniature golf, archery, and a variety of slides, then tickets and long-range shooting gallery.

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New York—Les Silverman, of Lewis Investment Company here, is a major figure in Silverman Views, Inc., reported purchase of the New York Central Lines Recreation Co.'s amusement lines, and has a leading interest in the New England resorts, which were incorporated in 1920 by the late L. P. Laflin, president.

The sale price of the park was $750,000. Another $500,000 is reported for the purchase of the new park, which is in the state of Pennsylvania, and has a leading interest in the New England resorts, which were incorporated in 1920 by the late L. P. Laflin, president.

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CHICAGO ROLLER SKATE CO.

4347 W. Lake Street
Chicago, Ill.

INDIANAPOLIS—A horseshoer that is designed for big volume operation has been introduced here by the United States Amateur Roller Skating Association, and the first USASA dance competition at the Indiana State Fair held in August. The result of the dance competition was a great success.

The USASA dance competition was held in the Indiana State Fair held in August. The result of the dance competition was a great success.

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Outlook Favorable As Cristiani Opens

Gretton, Zacchini, Rojas Acts Booked;
Show Adds Animals, Trucks, TV Film

SARASOTA, Fla. — Cristiani Bros. Circus opens its new season with a two-day stand Friday and Saturday, with animals, a 1,500-piece magician's and 40-mile jump from quarters.

The entertainment program, featuring some new equipment and animals, will feature the renowned Cristiani, Zacchini, Zacchini, Rojas, Horstman and Warren, along with the Ringling Bros. and Barnum & Bailey Circus.

General agent Paul Cristiani said the show has been augmented by rebuilding the blue acts to suit an advertising line-up and is estimated at up to 3,000.

The big top is set up on a 100-foot square. It is already

W. S. (Buck) Owens, former

billboard artist on Cole Bros.

and Ringling Bros. and Barnum & Bailey

show, was asked to sit in on the

show as a consultant. He has

sustained a broken leg and is at his

home, 35 South Washington Ave.,

Columbus, O. He would like to

hear from friends.

most of last year and so far this decision has been made for this year. It has also been augmented by rebuilding the blue acts to suit an advertising line-up and is estimated at up to 3,000.

The big top is set up on a 100-foot square. It is already

The Cristiani show has an elephant van and a sleeper bus to the Cloway Bros. Circus.

From its Key West opening, the Cristiani show will go to five Florida cities and then West Palm Beach for March 29. From there it will make a long jump to Opa-locka, Ga.

Lee Business Reported Good; Book to April

SINTON, Tex.—At Swenson's last week that his Lee Business was doing well, but as his first several stands and its route opened in the first week, Swenson, owner of Thrills, auto thrill show, is associated with Louis Alan Hart in the Lee Business.

The show was played Sunday in San Antonio under Legion Cine and Monday and Tuesday in Pembroke Pines, Fla. There has been strong publicity and advertising in that area.

Lee's business is playing buses and trucks in the first week, and the promotion department is operating.

Committee advance sales have been made, and strong bidding is being used.

Show goes on Italian sports cars for bally. It also makes much use of this kind of show toig out colored sound cars with its head, power unit, lights and sound.

Bary's Kansas Stand

Win for Hamid-Morton

TOPEKA, Kan.—Three Hamid-Morton Circus stands in this area last week.

Show played Kansas City for its 17th annual police show and showed for Triple Chimp Hunt at Fort Riley Saturday (9) afternoons, a new high for number of people in the auditorium at a single time.

Nelson Stars

Arumai Singh; Coming North

LAS PIEDRAS, Venezuela—Sam Nelson Two Ring Circus has been playing Maturin, Anaco, Barinas, Valencia, Maracaibo, Espana, and Caracas.

His future shows call for going north to Central America and eventually to Mexico.

Opening act of the show is Arumai Singh, and six African lions will be shown.

The circus also is featuring Snake Bites Bros. in the U. S. and England.

Also with Nelson are the Far-Row Circus, atta/tar, Chloe and Miss Teresa, acrobats and jugglers; Nelly Nelson, on unicycle; Biffo Brest, clown; Rodgers Brothers, comedy act; Roberts, band; and the long-legged, balancing and tumbling; Adamson Brothers, pier; five elcosers; Aran- dina and Americas, athletic pouching; Hamborg, trapeze; Boggers, the great, and Horstman, dwarfs in perch and in suit; a complete show with black light. Charles Kaliman does a mea- sures and rings. Man- tor is the music director and ac- "CIRCUSES"

Robert J. Carey, of the

CIRCUSES

Communication to 188 W. Randall St., Chicago 1, III.

MILLS ANNOUNCES TALENT LINE-UP

Books Arab Act; Regulars, Newcomers

Start Toward Quarters for April Bow

JEFFERSON, O — Line-up of acts for the coming season was an- nounced here last week by Mills Bros. Circus. C. F. Miller, owner and manager, Co-Owner Jack Mills reported that the Neale Brothers Circus was under new management; Jack Miller did not name a re- replacement.

The Mills circus opens its 18th season April 20 at its winter quarters in the Abbeville County Fair. Grounds here, Mills announced that the show's annual opening day band, and the Original Boys.

The Ten Moroney, Around the World in 365 Days, will be presented daily.

Another act announced was the McCune Family, trumpet players. The show is expected to open its first show at the Bakers; Los Angeles, Perl, and the Rojas are also expected to open with the show.

The show's annual opening day band, and the Original Boys.

Publicity Coast Well

A fight between two of the lines while being shipped over aboard the Hawaiian Trader gave good advance stories on the circus. Upon arrival, one of the cars had its head and was delayed. Mrs. Edith Green, substitute for Tiny Russell, was in the car. The Hawaiian Trader, Gr. Vic's, was on the way, and the car was somewhat delayed.

The circus was presented in a show of the tour, and the Maize shows, a show of the tour, and the Maize shows, a show of the tour, and the Maize shows, a show of the tour.

Horstman Announces Line-Up

For Cincinnati Shrine Show

CINCINNATI—Outline of the Cincinnati Shrine Circus, produced by Bill Horstman, was announced last week. Show will be April 1-8 at the south big field.

Among the acts on the show will be:

Juggled Mixed Lions, worked by Stefano Roberto; Friepons, or- nament, will be worked by the Horstman Bros.; Bobo Barret, downing Zucchini; and three triple caged lions, worked by Robert Flying Robots; Paul Kelly, Eleph- ants (6); Ordshe de Paris, down; White Kids, Wonder Kids, Wonderland, Umbrellas; Wellington; Jim, high wire, and the others.

John L. Sullivan Quits Position At Hall of Fame

SARASOTA, Fla.—John L. Sullivan has resigned as president and general manager of the Sarasota Trust, Horstman Circus, which he was instrumental in establishing. He was elected president of the Sarasota Trust, Horstman Circus, which he was instrumental in establishing.

New manager is Ray Littell, who has been a director of the circus for several years.

The announcement was made by John Littell, president of the Sarasota Trust.

The announcement was made by John Littell, president of the Sarasota Trust.

Horstman has had a distinguished career in the circus business and has been associated with the business for over 30 years. He has been president of the circus for the past 15 years.

His resignation is effective immediately.

He will continue to be associated with the circus in a consulting capacity.

Copyrighted material has been completed.

The construction of the new suit wagon is expected to be completed by the end of the year. The suit wagon and third wagon then will be brought to quarters where the last bandy has been fitted with chairs.

Yee's Island Shrine Stand Wins Business

HONOLULU—Sunny weather and strong promotion aided the Miami Shriners Circus, which ended an 18-day run here March 9.

The circus, produced by Wally Slayman, contains 900,000 square feet and is one of the largest in the world. A capacity audience was scored from February 20-24. For two days, the circus was at the Aloha Stadium, in the hearts of its quarter houses were charged up. Saturday, for four days, the 3,000-seat top was a sellout. Prices ranged from $1.20 to $2.40.

The circus was a big success, with the shows given daily, except on Sundays.

The circuit was presented in a show of the tour, and the Maize shows, a show of the tour, and the Maize shows, a show of the tour.

The performers leave Hilo April 9 via Pan American Airways for the Hawaiian Islands. Animals and props will be shipped direct to the Los Angeles agencies. Beatty and Beatty will follow the Hawaiian dates with business in Washington, D. C., where they will all be in the same show.

Another of its single circuit shows to be featured in this year's season is to be the Yee's Island Shrine Show. The show SPANISH CIRCUS is a 1,000-seat tent which Yee's Island has operated for the past five years.
UNDER THE MARQUEE

Recently visiting L. E. (Global) Consolidated in East St. Louis, Ill., were former circus brother Harry McChesney and his agent. Having a show at the Moline, Ill., show.

John Grady, president of the Play Park Association, San Francisco, is looking over the plans for the Big Top at the Fair. He was in town to talk to the operators about the shows.

The Ringling Bros. and Barnum & Bailey Circus are coming to town. The show will be at the Coliseum, and tickets will be on sale at the box office beginning Monday.

The circus will be in town for three days, and the show will be open to the public on all three days.

The circus will feature the world-renowned Ringling Bros. and Barnum & Bailey performing their signature acts, including the famous flying trapeze, elephant acts, and the famous lion-tamer Bertram Mills.

The show will also feature a variety of other acts, including aerialists, clowns, and animal acts.

Tickets for the show are available at the box office and online. For more information, visit www.ringlingbros.com or call 800-225-3374.
CARNIVALS

Rail Shows Seek Rate Agreement

Owners Oppose Hike Over 1956 Levels, Cite "Survival" Issue

PALM BEACH, Fla.—Railroad executives were among a meeting Wednesday (13) attended by representatives of the Southern Railway Association and the country's railroader carnivals. It is understood that the railroads are seeking rate hikes to cover their operating expenses.

New York Club

Plaque Fund

Hits New High

New York—Fledges of more than $2,000 have been raised toward the bronze plaque of the National Snoopy Club (NSA) account. Of the $3,300 in additional debenture bond pledges have been received since the contract signing for the new home.

The statistics were brought out in the annual auditor's report at Wednesday's (13) meeting. The Masonic Lodge, assisted by Alex B. Minkin, President. Among major items with which the club is concerned was the sale of a small tract of land in Colorado for $3,000. The club purchased the tract at a cost of $2,000 last year.

Page 2

Starts Okay

JENA, La.—Page Book No. 2 Starts Tuesday evening for the Fair at Jena, La. A good crowd is expected.

Pan American Does Okay

At Imperial, Calif., Fair

IMPERIAL, Calif.—Despite high winds that cut down attendance during the wind-up days of the fair, the Pan American Americana is reported to have wound up with good business. A new feature was the saving of the show by the third day.

During the early days was reported as substantially ahead of 1960. A new ten-year contract was signed for the one day.

Pan American was reported to have closed the carnival and an attraction was not presented. The animal show will be designed to fit into any community fair, the organization's specialty. It is expected that the show will be moved to another location before the end of the year.

Fairs, Celes Complete

For Beam's Attractions

WINDSOR, Pa.—A 16-day date at Kennedysville, Va., the presenting of the business for Beam's Attractions, owner Merle A. Bean reports.

Gala Event

Texas Showmen's Club Installs Archie Hennessee

DALLAS—Archie Hennessee, of the Jimmie & Johny Show, was installed Thursday night as president of the Texas Showmen's Club. A dinner dance in the Baker Hotel here recently was held for the showmen. He also took over from Jack Jackal, first vice-president, and Johny Show, second vice-president, who was absent and his former position.

The annual meeting of the club was held at the Texas Hotel Tuesday evening. The meeting was called to order by President Mrs. Maude Butler, who was also absent, and the meeting was called to order by Mrs. Maude Butler, the national president. Mrs. Butler was in New York.

The Texas Showmen's Club is comprised of all the showmen in Texas and is an organization that is important for all showmen.

Friedman Gets Cali. Fair, Novelties Pact

SACRAMENTO, Calif.—Contract for novelties at the 1974 California State Fair was announced last week here. California was awarded Friedman Cali. Fair, Inc., an independent group, a contract of $25,000, $50 less than that of the previous four years.

Friedman Connections, headed by Charles Brown, has agreed to have the novelties on display for the fair, which is scheduled to open January 17.

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KANSAS CITY, Mo.—Hugo's Novelty Exposition Shows recently completed another season of carnivals and attractions in a Nebraska centennial celebration and a small fall in Topeka, Kan. Cap Hugel, owner manager, announced last week.

The season will begin in Topeka, June 1, in a 10-day celebration and will run July 4. The Topeka stand will be followed by 10-day carnivals in St. Louis, Chicago, Cleveland, Pittsburgh, Philadelphia, New York, and Boston.

The Kansas City stand will open the season in Denver, Colo., and will be followed by 10-day carnivals in Salt Lake City, Utah, and Seattle, Wash.

The Portland stand will open the season in Portland, Ore., and will be followed by 10-day carnivals in Seattle, Wash., and Vancouver, B.C.

The San Francisco stand will open the season in San Francisco, Calif., and will be followed by 10-day carnivals in Los Angeles, Calif., and San Diego, Calif.

The Los Angeles stand will open the season in Los Angeles, Calif., and will be followed by 10-day carnivals in San Diego, Calif., and in the vicinity of Los Angeles, Calif.

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WANTED:
Fireman
First tapped.
April Price
Want ant
MARCH
Working 1 SATURDAYS (hg.

MIGHTY INTERSTATE SHOWS
LAST CALL — LAST CALL
Opening March 29, Albana, Georgia, April 2-12, downtown Campbell Street, all, YV Spring Fair. Walter Roberts, Georgia, April 13-29, downtown Market & Second Street bld. sponsored by the School Board. Get your Spring Fashions at these spots, ask those who have played these shows.

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JAMES H. DREW SHOWS
Want
Burkhart Shows
Want
Phantom's, Inc. — March 1957

“Elephant History in America” — Playing the Best Routes Possible. All shows sponsored by prominent citizens, schools, and business concerns. We pay cash for all shows in cash. Will pay high shows in cash. Buffalo, Bisons, All shows are creditable. Shows book in all cities in the world. Number of Shows: 35 shows. Address: JAMES H. DREW SHOWS, Box 4075, Long Island, N. Y.

GOVERNMENT LAND OIL LEASES IN ALASKA MAY MAKE YOU "FITTY RICH!"

Most folks don't know that by Act of the U. S. Congress, any private citizen over 21 has the right to purchase oil leases in Alaska to be developed. The oil company have now made millions by being the first to put out 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 (20 acres) could make you millions beyond your wildest dreams. You do not drill. You pay no taxes. You don't improve the land in any way. The government pays all royalties when oil is produced. You can sit in your easy chair at home and collect the royalties. As little as $3000 costs (40 acres). We'll take care of all details and fill it up for you. Mail our free information. This may be your best opportunity. LLOYD E. HONSINGER (The Alaska Oil Scout), Box 15555M, Anchorage, Alaska.

MIGHTY INTERSTATE SHOWS
LAST CALL — LAST CALL
Opening March 30, Alabama, Georgia, April 2-13, downtown Campbell Street at YW Spring Fair. Walter Roberts, Georgia, April 13-29, downtown Market & Second Street bld. sponsored by the School Board. Get your Spring Fashions at these spots, ask those who have played these shows.

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CAPITAL CITY SHOWS
WANT
OPENING DOWNTOWN VALDOSTA, MARCH 29
2 SATURDAYS—BIG KIDS MATINEE—HOOT AIR FORCE FAY DAY
CONCESSIONS:

MANNING SHOWS
OPENING APRIL 1, FORT GORDON, AUGUSTA, 64;
FORT STUART, HENDRY, G.A., TO FOLLOW
No Commission
High Point, N. C. and Montgomery, Alabama. (Wanted)

WANT
BURKHART SHOWS
WANT
Phantom's, Inc. — March 1957

“Elephant History in America” — Playing the Best Routes Possible. All shows sponsored by prominent citizens, schools, and business concerns. We pay cash for all shows in cash. Buffalo, Bisons, All shows are creditable. Shows book in all cities in the world. Number of Shows: 35 shows. Address: JAMES H. DREW SHOWS, Box 4075, Long Island, N. Y.

FOR SALE

ROLL THUNDER, TWIN-14, LOC. 24627, 1957; likes fair work, also entertainment; N. C., S. C., Texas, Florida, Arizona; Nov. 1-30, Dec. 1-20, Jan. 1-31, 1957; all shows creditable. P.O. Box 881, Charlotte, N. C.

TWO TOP LOCATIONS AVAILABLE FOR MAJOR Rides
Due to tremendous demand and popularity, we are offering these top locations to qualified dealers. This equipment must be top major items and in first-class condition.

JACK OLIVER, Gen. Agent
Crawford Hotel, Canton, Miss.
Box 1184, Jackson, Miss.

RIO DELL SHOWS
FOR SALE

POOL, FOR SALE:

DON'T LET YOUR SHOWS END IN MAY
KIDS' RIDE DIRECTOR WANTED

FORT MYERS, FLORIDA—THE COAST SHOWS

WIN WITH RIO DELL SHOWS

RIO DELL SHOWS
FOR SALE

14 RIDES—10 SHOWS
40 CONCESSIONS—GIANT SEARCHLIGHTS

Winterquarters Now Open

We show 16 of the better Fairs and Celebrations in Kansas and Nebraska. Official opening Wynola, Okla., Snake Hunt, April 25-26, thru Bowl Hill Carnival, Dodge City, Kan., April 30 to May 4; then Great Bend, Kan. WANT RIDER; 26 years old; free. Decent and Reliable. Must have good equipment and horses, wagon. We are anxious to have another show. Wanted; second year. We pay cash for all work. Contact the owner. WE PAY CASH FOR ALL WORK. RIDE HELP — in W. T., J., O., and new 1957$. 10,000 to carriage man; second man must drive. Tom Barrow, contact Mabel Shedd, Bill Whetstone. We pay cash for all work. We are anxious to have another show. Wanted; second year. We pay cash for all work. Contact the owner. WE PAY CASH FOR ALL WORK. RIDE HELP — in W. T., J., O., and new 1957$. 10,000 to carriage man; second man must drive. Tom Barrow, contact Mabel Shedd, Bill Whetstone. We pay cash for all work. We are anxious to have another show. Wanted; second year. We pay cash for all work. Contact the owner. WE PAY CASH FOR ALL WORK.
WANT RIDES (MUST BE IN GOOD CONDITION AND HAVE OWN LIGHT PLANTS) FOR JUNIOR CHAMBER OF COMMERCE BIG KIDFAR, SAVANNAH, GA., IN CITY PARK, MARCH 29-APRIL 14
SHOW OPENS APRIL 1 IN WASHINGTON, D. C., Want Sign Painters, Carpenters, Welders and Help in all departments. Second Men on all Rides. FOR SALE: 18 LUSSE SKOOTER CARS
Address JAMES E. STRATES, Mgr., P. O. Box 55, Orlando, Fla.

PEPPERS ALL STATE SHOWS
On Sunday, May 1, in Millville, N. J., the State Show Stars will be featured by the Pep Show Stars. As usual, the show will be put on by the State Show Stars.

FOR SALE—18 LUSSE SKOOTER CARS

American Beauty Shows
WANT FOR OPENING)
WILL BUY:

FOR SALE

Pep Show Stars

Mickey Stark

Shangri La Attractions on Earth

TATE'S CURIOSITY SHOP

THE OKLAHOMA EXPOSITION SHOW

May 31 on the Street Court, Oklahoma City. Show of"Fame and Fortune" starring Toucan Thomas, one of the nation's greatest birds. Also the world's most popular dog, "Oh Henry," and many other exhibits. Free admission.

Openings APRIL 15, INDIANAPOLIS, IND.

New shows CONTRACTS and pipe-line in 1957 season. West City Pools followed by Memorial Day and 500 Mile Speed Classic. Other early dates offered for follows of shows through later dates. Enter dates like for fair. B素材

Bordered—Have outstanding properties
COINCISIONS—Can place captions for your ride

with other properties

SHOWW—Licensed property for sale

with highest equipment

PAUL MILLER

Day Phone: 904-6151

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PHONE: Indianapolis, Ind.

P. O. Box 907

COLUMBUS, MARYLAND

TRUCK MECHANIC WANTED

You are hired for the work you know and you're going to make money, jumping jumps, pulling on the road. West City Pool & Ranch, 2316 South Los Angeles St., Los Angeles, Calif.

THOMAS JOYLAND SHOWS

Want to buy show property. Can supply 4 and 6 with Pullman Car and own tickets. Can do your show, too.

UNITED EXPOSITION SHOWS LAST CALL

WANT FOR SOLDIER'S PAY DAYS. APRIL 1 AND 15
Billy Hid will show your property. Can do your show.

LAWRENCE GREATER SHOWS

Opening April 1st, Lawrence, Kansas with a full payroll for all employees with souvenirs and medals to all employees. with Wills and Willis in charge. "Our Best Shows Our Best Work." Welcome E. P. to all our shows. Wills and Willis will do their very best to make your show a success. For all information write Wills and Willis, 3216 South Los Angeles St., Los Angeles, Calif.

TIVOLI EXPOSITION SHOWS


FOR SALE

11' 56 Ferris Wheel, Stubb Jones, 1012 East Alabama St., Columbus, Ohio

FOR SALE

Carnival Concessions, 44' 9" Ferris Wheel, 30' Salt Water Slide, 30' Kiddie Slide, 27' Rocking Horse, 18' Shot Tower, 18' Kiddie Slide, 8' Slide, Spinner, Jumping Jacks, Light Bulb. All in good shape. For Sale.
ROPE Additional Bookings, Help, Rides, Shows . . .
BUILD UP Recognition-Prestige by Publicizing Your 1957 Route of Important Fairs, Celebrations and Still Dates

USE A LARGE COMPLETE AD IN

Rail Shows Seek
• Continued from page 104
rate increase, which would endanger the existence of the surviving railroad shows, would also hurt the piece buck freight business which the railroad are trying to develop.

The reason would be that if railroads are not good for the farmer, they would not be good for piece buck, too, since many of the cost theories involved are similar to those applied to railroad fare rates.

When asked if such industries faced with higher costs can pass increases on to the consumer, but that carnivals cannot do this since many of their prices are lower than during World War II.

It was conceded that there are certain economic factors and importations, but that this fact does not apply to the problem since the railroad shows have been in the showmanship capitalizing on the great interest in them which occurs to them in rural.

It was emphasized that the showmen did not alter the seating held in the Tillmore Hotel, for sympathy, but to bring out important economic factors on which their survival depends. Last winter a preliminary meeting was held in New York City by the Traffic Executives' Association, representing the railroad companies.

The operators of rail shows stressed that a favorable decision by the court enabled them to avoid possible disaster and that by restoring the rates, the railroads would be creating an impossible financial situation.

Tex. Show Club
• Continued from page 104
silk taffeta cocktail gown by Howard Cooper adorned with tiny taffeta roses and topped by a bead jacket with Queen Ann collar. Helen Schade selected a full-skirted suit with fitted jacket in blue and black taffetas by Don Loper. Evelyn Harpell sported in a black silk gown, while her daughter, Virginia Mac-Allaster, was in pale greens. Mrs. John Black, having an aqua-white blouse was worn by Mrs. Fred Harpell, while Mabel Harpell came in a royal blue cocktail dress with a V-neckline and three-quarter sleeves. A red taffetta gown piped in white and gold accessories was worn by Jerry Shee, while Margaret Seiffall chose a full-length navy blue taffeta ball gown by Betty Harris was in green taffetaresaed in a late collector and white gloves. Edna Roberts came in a black silk pant with white lace blouse and Chiffon beaded in an impaled silk beige suit. Pearl Wight was in a piece of your taffeta, while Winnie Krupp was in a multi-colored waist-length gown by Edsberg.

CARNIVAL WANTED
ANNUAL AMERICAN LEGION POST CELEBRATION
AT WEST BADIN, INDIANA, MON. 4-7-57
Write or Phone
BOYNE V. WEBB, Ind. Phone: West 19, West Badin, Ind. Phone: 205.

$225.00 CASH REWARD
for information and whereabouts of SWEDISH LUNDQUIST Members or another person.

WILLIAM T. COLLINS, MGR.
7520 Chicago Ave., Minneapolis, Minn.

SEE ANDY FIRST
We Specialize In Dealing With The People.

CARS - HOUSE TRAILERS
FINANCING - ALL TYPES OF INSURANCE
ASK YOUR FRIENDS
A. C. NEELSEN
2113 Hwy. 2, Hopkins, Minnesota
Phone: Atlantic 2416

PARAKEETS
PROMOTIONAL 85c
Minimum Order, 40 Birds
CAGES 50c EACH
Stapled trouble — 108 Los Angeles.

24-HOUR SERVICE
Durkee's Bird Farm
1847 E. Colfax Ave., Denver, Colorado
Phone: Oxford 9-5218

BELLE CITY SHOWS
SHOWPEOPLE @ 85c OPEN APRIL.
W. SCOTT & N. VICKRIDE. Want all types skill Concession. Billie 
and Dance, much of in and hard to Buy. We pay all sure money. Our Birds are also for sale with money and locations.

PARADES AND CELEBRATIONS
C. G. PAPACEK
3424 N. 32 St., Milwaukee, Wis.

PATAGONIA FIRE CO.
HOMECOMING
JUNE 24 THRU JUNE 29
April Show people after Concession.

MR. J. F. BARKER JR. AND MRS. J. F. BARKER, Jr.
Phone: Denver, 377 to 7 and 2.
MERRIAM'S MIDWAY SHOWS
Opening May 1. Albia, Iowa
Want the Wonderful Concession. Game
and Concession. -40.00 per Day.

ORDER NOW .

FOR SALE OR LEASE
1640 S. Highland, Denver 10, Colorado
FR. 12X15, 612X9, 6X12, 4X8, 3X6, 2X4, 1X3.

GOLD BOND SHOWS
NOW CONTRACTING FOR 1957
KANSAS - NEBRASKA - IOWA - ILLINOIS

FOR SALE
North & South lattice, Dutch Wheel and Second Circle, Ringer Siberian, and more

JOS. UHLIHA
754 Hamilton Ave., Stanford, Calif.

RAY S. HOWARD SHOWS
Concession People desiring to book, contact, etc.

JOHN LEEDY
554 BUCKEY AMUSEMENT CO.
6024 Lewis Rd., Olcott, Faith, Ohio
This FRISCO ZYk Wok, the firm has tried to express as detailed as conscientious one who can order a minimum of two dozen sets. Send for the firm's complete listing.

The John Robbins Company, 1801 Forrest Street, Pittsburg, has just been given the best colors and design of any in the new showroom and warehouse. This firm does business in big lots, plush toys, jewelry, housewares, luggage, shoes, electrical appliances, and imports.

B. A. (Bud) Chapin, of United Ignition, who has, during the Thunderbolt ignition units, has more than doubled during the month of November, a California firm of 25 years in the field, Chapin is correctly described as the best ever, and with the new location of a James Street office, Chapin has arranged for faster service in serving United Airlines and others.

Murray Holberg announces formation of a corporation which will operate two Los Angeles companies, Murray Sales, 403 South Los Angeles Street, and Atomic Sales, 413 South Los Angeles. Holberg, who formerly managed Atlantic, is now operating a catalog house. The corporation is expected to give Holberg a wider classification of lines for the trade.

Bumper strips with advertising message made up of愁s and buttons sold by Stanley Enterprises, 336 Halstein Street, Chicago. This firm is traveling throughout America, the firm claims the sales potential for this item is big. Write for details.

DIVISION SALES

MAY 23, 1957

COMMUNICATIONS TO 2160 Patterson St., Cincinnati 22, O.

THE BILLBOARD

109

MERCHANDISE TOPICS

If you like to deal directly with the manufacturer and can use shoulder bags, clutch purses and handbags, you should get in touch with Lee R. Sanderson, Director of Distributors & Manufacturing, 1911 Farnsworth Street, New York 3, N. Y. The firm claims its bags and purses are beautiful, handmade with genuine black cow hide. Every bag is lined and is available in red, natural and tan colors. An exclusive selection of shoulder bags will bring free one of dozen of the firm's best handbags. Write for details on this deal offered only to Birthday buyers.

The Edelweiss firm, 10069 Bay Pines Boulevard, St. Petersburg, Fla., is looking for salesmen. Offered are attractively designed earings, handmade of tropical shells, which are highlighted with imported china stones and simulated pearls from hand dyed, shaped and color made them fast sellers, says the firm. Payment of $6.50 will leave a deposit against the cost in the United States. The company says your money will be refunded if you're not satisfied, and promises immediate delivery.

Lynn Imports, 150 North State Road, Owosso, 3, Mich., is bringing out its imported Credo plates. This is a well-designed line in accordance with attractive ivory porcelain handles. The pairing of combs and caddies. Credo plate is equipped with polished yellow ground blades and demonstrates cren and caddies removal with maximum efficiency. Each item is equipped with a package of assorted hollow ground blades which will last indefinitely. Send $1.50 for sample and special listing to the trade.

If you can use nylon and rayon overcoats or gabardine sets for your operation, get in touch with Bluewood Manufacturing Company, 72 Eagle Street, Providence, R. I. This firm handles many styles expressly designed for concessionaires who can order a minimum of two dozen of these sets. Send for the firm's complete listing.

IN A NOTE . . .

IPES FOR PITCHMEN

By W. B. BAKER

Pipes are made that can be sent in a pipe, so here goes," writes Madeline K. Bisco from Miami. "Recently I was surprised, while watching a TV quiz show, to see my dear friend, Sailor Jim White, appear on the screen. He had just returned from South America and then was an expense trip to Cuba. En route small Stanton stopped at our trailer and jackets were cut up until the wee hours. According to my friend's recent homes in this area or recently departed are Clarence Gerande and Sonia, Bob and Peggy Powers, Tommies and Nellie Cunningham, Mr. and Mrs. Frank Pope, who have been holding down a Kress store with grace, Edward Nesis, who has punch needles at 37th and Market; Corley Burnett, at the sarge location with bulbs. Samy and Lill, who blew into town uptown in a wedding dress, and Lill, who was born in town uptown in a wedding dress, and Lill, who has gone back to Wisconsin sister Mary, who has married John, and Dottie, and Jay Swain, who have jewelry and dresses at the Seven Farmers Market in West Hollywood. The gang in Tampa includes Herman Keller, Tom, and Lill Halfstrom, and Ed and Tatiana. Mr. and Mrs. Jerry Trigg haven't been to West Palm Beach yet, as it has raised three straight Wednesdays, but Half Moon is there with medallions and Ten Delaney have jeweled, dark red and white, and Jack and Louise Jayne, Frank Loger and Colleen are located there. Everybody was saddened by the death of Lucy Tannenbaum, who lived in the house and left a fortune. She was a friend of mine for many years in many social circles and I know that the family is still in Reading, Pa.

BUSINESS . . .

Is good in this city for the electricians, with about a dozen. "They get plenty of dough," writes Joe Greenfield from Los Angeles, and you can see that the pitch folks catch up many a grand at the Broadway Dinner there. Among the well known working the town are Mary Anderson, who is making up a room of jewelry at Bumberger's store, and Joe Conti glass cutters at Harry's department store.

THAT OLDMAN . . .

E. C. Pardee, cards from Temple, Texas. Pardee is the man who says the best of it during the past winter in Tennessee, Alabama and Mississippi, who says the best of it during the last of the month of February. These days they don't do much of the time. "From the way the Diamond talks it's been a good winter," says Pardee, "and I'd like to hear from some of the boys, paced by J. B. Pardee and Orville S. Pardee.

CLAYDE SHOWALTER . . .

Who is opening his gold wire and watches, the busy Herman Forget, of Hermo's, Corpus Christi, Tex., says, "It would be nice to have the boys down for the cutting up of a few jackets."

WORLD'S MOST UNUSUAL WhOLESALE OFFER

Send $15 for sample package of 10 items

We will send you actual merchandise samples of at least 10 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- ceive 10 items. You must be delighted with our sample kit or money refunded. Low investment of just $15.00 will put you in business. Full details at our expense.

When in Chicago Visit Our Modern Showrooms

23rd & W. Roosevelt Rd., Chicago 24, Illinois Phone: Lorraine 3-2277

DISTRIBUTION CO.

MAY 23, 1957

COMMUNICATIONS TO 2160 Patterson St., Cincinnati 22, O.

THE BILLBOARD

109
CLASSIFIED SECTION
A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in general display style, one paragraph, no display. First line $1.00, each additional 5c per word.

DISPLAY-CLASSIFIED ADS
Attract more attention and produce quicker and greater results thru the use of larger type and white spaces.

Type set in 10 point medium. Must be typewritten on odd numbered sheets only. Upper and lower case.

RATE: $1.25 per line—$10 per inch. Minimum 10c.

CASH \ WITH \ COPY

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2169 Patterson St., Cincinnati 22, Ohio

ADVERTISER’S INDEX

ACTS, SONGS & PARODES

KARENS ORIGINALS

ATTENTION MUSICIANS, LOCATIONS-

ATTENTION MUSICIANS, LOCATIONS-

ANNOUNCED: FOR IMMEDIATE DELIVERY—CIGARETTE LIGHTERS WHOLESALE.

NEW: LADY BAKED GOODS, JUST IN.

NEW: LADY BAKED GOODS, JUST IN.

ATTENTION MUSICIANS, LOCATIONS-

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NEW: LADY BAKED GOODS, JUST IN.
TIME IS RUNNING OUT MARCH 27 IS THE DEADLINE FOR ADVERTISING IN THE BIG ROPE BIGGER SALES and PROFITS on MERCHANDISE and NOVELTIES By Using a Large Effective Ad in This Great Issue!

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!
RCIA Ousts N.Y. Juke Box And Game Union Officers

New York—Two top coin machine union officials have been removed by the RCIA, the union of the two locals. The men are Drew Calland, secretary-treasurer of Local 403, Coin Machine Union, and Fred Cagnon, president of Local 404, Coin Machine Union. The union of both locals is the Retail Coin Machine Union.

Just when the two locals have been suspended is not clear. Calland and Cagnon were suspended with no specific charges and given no hearing. He was merely told by letter that he had been suspended and that a trusteeship would be appointed to run the union.

In Cagnon's case, the action resulted in Local 403 severing ties with the national organization and removing it from its affiliation status as Local 403, Coin Machine Employees' Union. Local 403 made its decision at a general membership meeting Monday night. Prior to its acting, the RCIA had suspended the union for six years and the game union had been Local 405, an independent. This is its first action in two years.

Cagnon explained that the RCIA was powerless by the parent union's action of removing the local offices and appointed a trusteeship. First the board of directors then the union, who decided to accept this trusteeship.

Calland added that he had received no notice or notification about the RCIA action, but that he discovered it when a friend noticed the story in a local daily newspaper and phoned him.

Calland Local 1000, the local of the RCIA's affiliation, is still a RCIA affiliate, but it is being run by a trusteeship appointed by the parent union.

The trusteeship is under the direction of Fred A. Amundson, Chicago, international vice-president.

(Continued on page 119)

Ontario Lifts Ban on Jukes for Taverns

 Expect Other Provinces to Follow Manufacturers Eye Export Market

Toronto—Restrictions on jukes in taverns, cocktail lounges and bowling rooms in the province, which have been lifted by the Liquor Control Board, opening up a profit potential of $1,500 new locations for music operators.

Ontario is the second province in Canada to convert to the installation of juke boxes in drinking places. Quebec, with nearly 2,000 locations, has allowed jukes for years.

Operators say that the rest of Canada may well follow this lead, since it allows for a large degree of extra profit. The sales may be a big business deal as the jukes are sold to operators to keep on hand in their taverns or are rented by operators.

Alberta is known to be looking into the matter of installing jukes in drinking - places, and provincial inspectors are expected to be in the province to look into the matter.

Canada is expected to follow the lead of the U.S. in converting to this business. Canada is expected to follow the lead of the U.S. in converting to this business. Canada is expected to follow the lead of the U.S. in converting to this business. Canada is expected to follow the lead of the U.S. in converting to this business. Canada is expected to follow the lead of the U.S. in converting to this business.
Let 'em see...
Let 'em hear!
About the
juke box business

Maybe folks in your community are confused
about the juke box business. There's been
a lot of propaganda slung around lately.
Mostly mis-information. Pure hogwash.

You can have a movie film to set 'em straight.
It's in color. A beauty. No, it does not show
only AMI juke boxes. It tells the story of all
juke box manufacturers—and operators. Shows
how you make a contribution to your community.

It's free. Ask your AMI distributor, field
representative or district representative.
They'll make the arrangements for you
to show it to clubs, business groups,
fraternal organizations.

Incorporated
1500 Union Avenue, S.E. • Grand Rapids 2, Michigan
Boorstein Presented Special UJA Award

NEW YORK—Louis Boorstein, head of the UJA-Federation drive for last year's Coin Machine Division drive in behalf of the United Jewish Appeal, has been presented an award for his services by the governor of the state.

In ceremonies at the Henry Hudson Hotel Wednesday night (11), George Nemeth, local UJA official, presented Boorstein, who is also chairman of the 1957 drive, with a porcelainized bronze plaque. The plate carries the inscription:

COINMEN YOU KNOW

Miami

By RAOUL SHAPIRO

Bill Rogers, of E. C. Rogers, Fort Meyers, in town buying records... A. V. Bill was in the company of Rogers' Palooka, Bill reports purchase of the past couple of weeks have been at an all-time high... Ed Hansen, president at Bush Distributing Company, was operated on Monday (11) for a stomach ailment and is doing well... Ken Null, road manager for Bush Distributing Company, is showing improvement each week.

Lucky Skoblick, of Music Makers, Bob Donaldson, of Superior Southern Music Company; Mon Kappel, of Magic Music; Bob Tinker, of the Company, and Al Albertelli, of Vending, all at Jai Alai the other night, and all claiming to have hit a couple of winners. Incidentally, this reporter went out with Bob Norman, and hit the daily double. Winnings for the night? None $15.

Danny Hudson, route man for Music Makers, Inc., got delivery on his first quarter, and before that, his car was more than a couple of hours old. Danny got hit by some one who ran a stop sign. Luckily, no one was injured, but Dany's car got hit by Frank Salerno, who operates Covey Island, Cuba, in town looking over some new equipment. Frank says business is excellent.

Milwaukee

By BEN OLLMAN

Local jule box operators who are exercising caution are: M. & H. Music Company, Glassman, of Rado Doctors, are listening to his radio show on Sunday nights. New equipment to be found is new slot machines. At present, the dealer is shopping on some new equipment, Frank says business is excellent.

Ark. Ops Files Proposed $25 Wall Box Tax

LITTLE ROCK—The bill introduced in the lower House by Representative Van Dahlom of Perry, which proposes to increase the license tax on phonographs from $2 to $25 annually and impose $25 on each phonograph wall box appears headed for defeat.

Music operators over the State have swamped their representatives and senators with mail complaining that the tax is exorbitant and on many locations would force the operator to remove the juke box entirely.

Meanwhile, the bill against the bill is the Little Rock operators, the Little Rock Operators' Union and the Arkansas-Missouri Music Association, whose membership is made up of operators and music and game operators.

The proposed amendment, H. R. 497, is printing on the House calendar and legislative action on it is expected next week.

Test of Bill

The amendment is short and reads as follows:

"An act to amend Section 2 of the act of July 6, 1939 (being Chapter 20 of the Acts of the General Assembly of 1939 by including therein music boxes commonly known as wall boxes."

SECTION 1. Section 2 of the act of July 6, 1939 (being Chapter 20 of the Acts of the General Assembly of 1939) is hereby amended by adding the following paragraph:

"Devices commonly known as wall boxes which contain slots for the insertion of coin to activate machines are specifically included within the definition of "music boxes" and are taxable by this Act. On each such wall box there is hereby imposed an annual privilege tax of $25."

The bill would also add up the privilege tax on the phonographs from $10 to $25. That would make it State $25, county $25, city $25 and federal $10, a total of $65.

Present tax is $10 for coin, county, State and federal, a total of $40.

"This tax would take all wall boxes out of operation in Arkansas," says the following paragraph:

H. H. Music Company, the largest оператор in Southeast Arkansas.

Caras, Holtzland Buy Ark. Route

PINE BLUFF, Ark.—Massive Caras and Holtzlander, owners of M. & H. Music Company, have purchased the present and future route of Everling Whitehead of one of the Arkansas territory. The purchase makes M. & H. Music Company the largest operators in Southeast Arkansas.

Caras and Holtzlander said they are in the market for expanding their operations. They are interested in the idea of adding new locations in the area surrounding Pine Bluff. The operators will be able to start a tradeup from Memphis to be shopped and bowling alleys, pin games and other locations such as for the new route and locations.

NCMDA Proposes Plan ForTrade Jamboree

CHICAGO—National Sales Days, a trade jamboree of distributors and operators throughout the country is proposed by the National Coin Machine Distributors' Association.

The event will bring together operators on a local scale to discuss distributors' showrooms where bargain sales and used equipment would be the main thing.

Receptions and dinners would be for all-day events.

Explaining the plan, Al Schlesinger, managing director of NCMDA, commented in an editorial in District's Digest, publication of the association:

"The changes that have taken place in the past few years in exhibiting trade shows is a matter of common knowledge."

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Present tax is $10 for coin, county, State and federal, a total of $40.
CLOSE YOUR EYES AND **HEAR**
THE DIFFERENCE

OPEN YOUR EYES AND **SEE**
THE DIFFERENCE

FAIREST IN BEAUTY
FINEST IN TONE

The **WURLITZER**

ALL-LOCATION LINE STANDS
FIRST IN EARNING POWER

PIONEER OF FIFTY CENT PLAY

WURLITZER - NORTH TONAWANDA, NEW YORK
... 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 annual $30,000,000 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 from its first 11 months in 1956, when projected for the balance of the year, was $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—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 data for advertising copy—run in any of all of the four available languages—is April 5, 1957. Any of The Billboard offices will supply full details.

**COINMEN YOU KNOW**
- Continued from page 116

he is plugging. Glassman recently accepted his hundredth weekend disk party stint in Station WHFS and calls himself “Dr. Stu.” Ed Greene, chief technician at the Hedy Novelty Company, West Allis, is back on the job following a stay in the hospital due to a back ailment.

In a Cooper, Foster Distributing Company, reports a sizeable setup in sales. Update operators are buying the long bowling games, he claims, and local customers favor the six-pocket pool table games.

Sickles took a heavy toll of the (Continued on page 120).

**Ark. Operators**
- Continued from page 114

locations, are picking up well and sales are better business when a paper mill saw 45 construction begins operation.

Jack E. Bigelow, brother of Jack’s Music Company at nearby Hamp- ton, reports he, too, has a 30 per cent increase in like minded area and that he converted to dime play. He is sailing along in December and says he is glad to admit his forecast of a 25-per cent gain was correct.

E. J. Mahoney, owner of Maholmes Amusements, Inc., Northfield, recently reported to the E. J. Bigelow, said he had only one location on his route which would not accept the change and he picked the machine up rather than let it happen to the dime player.

Most of East Arkansas, as well as Little Rock, Hot Springs and other cities, have in recent months made the conversion. In all cases, the change was a successful one.

Here’s How

The Pine Bluff operators did two important things that brightened location owners and customers to their side during the conversion. They placed an ad in all local paper explaining the change and editions of many newspapers.

The ad cited the increased costs to operators who must pay taxes on machines which had been growing steadily since 1939, when it cost a nickel a player. With the nickel cost of the machine, they had to have relief, the ad pointed out.

They then ran a cartoon about it which showed a nickel with hands and feet. Passing him were nickel cigar, ice cream cones, shoe shine, telephone calls, and other nickel items of the past. Bringing him home was the joke box. In the cartoon the nickel is saying: “That’s all I had left speaking of the dime players. You may as well take me out of circulation.”

The public got a chuckle out of the cartoons and went along with the changeover wholeheartedly.

**Lucky Guy**
- Continued from page 114

Alberts was successful in having incinerator in being taxed in such a manner. He said the old “Tav” on which a sticker was placed near his place in town was not on the book, but was.rdf and last year brought the State $20,000 of the State revenue of only $2,000.

“Of that amount, $600 was collected from one account,” said Alberts, asking another, “he did not mention him in any letter in the bill in the House. Blackwood is a member of the blackwood Brothers’ Quartet, recording gospel singers.

- Continued from page 114

for city, county, State and Federal. State and county record- ing fees are an additional $3,000,000, and city recording fee is $25, totaling $41,25 for phonograph.

The new law proposes to increase the State and county tax from $10 to $25 each. Under the tax structure, the city would follow and get the same increase as the State and thus.

The new tax, if the bill became law, would be $25.50. State, $25.50 and federal, $10 for a total of $86,25.

The bill proposes to make the phonograph tax and tax on games the same. For years, however, tax on games has been higher than phonograph, or any other coin machine.

The bill has some strict provisions to it. Before the clerk can issue a license, the operator must furnish the serial number of the machine. Only that license stamp can be used on that machine. It must be displayed open in its case, or framed and placed above the phonograph on the wall.

The bill would also put responsibility on the location owner to see that a license stamp is on the machine. If it is not, he could be held responsible for anything that发生 at the juke box.

The proposed bill would allow the coin machine owner is also required, according to the Department of Revenue Taxation agents police power to seize machines with no privilege tax stamps on them. Then, before they could be licenses, the operator would have to pay the $10 penalty and then $86.25 to get the machine licensed.

The bill would provide that half the increase from the privilege tax be used to pay the county in which the machines are located.

The bill proposes that the tax be increased on the machines and be collected by site on which they stand. The operator would be authorized to give the operator credits on a pro rata basis for the increased cost of the old license purchased for the new machine.

**Miss. Dime Gains**
- Continued from page 114

Ark., across the river from Greene- ville, is rolling in to coin-op revenue and expects to do so into the future.

So are Greer, Lebanon, Oakland and others in the North and Central sections of the State. Already on solid dime play, the machines are being made in the past few months, are Columbus, Yazoo City and Greenwood.

George Simmons, president of Simmons-Dunnington Company, Meridian, is being called on by operators in the north and central areas of the State to lead the coin-op revolution in the area.

Simmons has accepted the challenge and is heading up the line and the time is not yet ripe for all of them to convert.

He said however, that his business recently and the time for conversion must be the same and it is of concern to the customer and acceptable to the customer and not the operator. He said a number of operators have called him and he is not ready yet.

He feels owners will loosen up during “cotton picking” time which should be a good time for some operator to change. It will favor others better during the Fall, cotton harvesting time, he said, with rural areas have money floating around more so than other times.

Simmons led most Arkansas operators to believe it was a good time to change and play in recent months. He has traveled that territory out of Mer- rills talking to numerous gatherings of operators on the necessity for the change.

**Ridgeway Elected**
- Continued from page 114

Toney Amusement Company, Chic- ago, was represented by Peter’s Music Company, Springfield, and Walter Crumm, of Pioneer Music Service, Greenfield.

Coin Guests

Attending a cocktail party, James Tolson, president of the Connecticut Music Operators’ Association, and Abe Fish, a director of the Connecticut group, Tolson spoke at the annual meeting of the association and told the operators that he had been mulling over the many problems and efforts of the association and said, "... and the problems are not so easy to be dealt with, as there is a strong belief that the association can be a strong one, to the proprietors, clubs and operators.

The group has had considerable success in public relations relations by supplying to record players and juke boxes for the dances and other functions. Ridgeway pointed out that community service is one of the main reasons that operators can employ to improve their public relations.

Representing Boston distributors were: Silas Field and Robert Jones, Red Distributing Company; Frank Neese and Samuel Atchley, Brite Distributing Company; and Denny Brown, Trimm Automatic Sales Corporation (Birmingham).

**Beck Eyes Coin**
- Continued from page 114

vending takes in juke boxes and games, as well as food and drink dispensers.

In an interview in his Seattle office, Beck noted that while the rapid rise of the vending industry, the only way to be able to hold work for its members will be to "see that all distributors, vendors and 7-Eleven, are included in the changes included.

Games Included

The list of games servicing of pinball machines and other amusement devices would be included, the new sales of Beck stated. He noted that the operators of these devices are going to the entertainment realm of the streamer’s union movement.

Simmons has expressed the belief that Beck’s association could be included.

For Every Location

**50 120 200 SELECTION MODELS**

Buckeye Coin
- Continued from page 114

were on the bill for several different industries. The industry is going to be important to the manufacturers of pinball machines and other amusement devices would be included, the new sales of Beck stated. He noted that the operators of these devices are going to the entertainment realm of the streamer’s union movement.

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**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. (For 10-week period ending with issue of March 16, 1957)

### MUSIC MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Model A (45) 40 set</td>
<td>$100.00</td>
<td>$80.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>Model B (45) 40 set</td>
<td>$125.00</td>
<td>$100.00</td>
<td>$125.00</td>
</tr>
<tr>
<td>Model C (45) 100 set</td>
<td>$120.00</td>
<td>$100.00</td>
<td>$120.00</td>
</tr>
<tr>
<td>Model D (45) 100 set</td>
<td>$80.00</td>
<td>$60.00</td>
<td>$80.00</td>
</tr>
<tr>
<td>Model E (45) 100 set</td>
<td>$70.00</td>
<td>$50.00</td>
<td>$70.00</td>
</tr>
<tr>
<td>Model F (45) 100 set</td>
<td>$75.00</td>
<td>$50.00</td>
<td>$75.00</td>
</tr>
<tr>
<td>Model G (45) 100 set</td>
<td>$90.00</td>
<td>$60.00</td>
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</tr>
<tr>
<td>Model H (45) 100 set</td>
<td>$100.00</td>
<td>$75.00</td>
<td>$100.00</td>
</tr>
</tbody>
</table>

**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 or should be paid. Equipment and prices in the Index are designed to provide 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.

### SHUFFLE GAMES

<table>
<thead>
<tr>
<th>Club</th>
<th>High</th>
<th>Low</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acme Bowler (CC)  (9/50)</td>
<td>$150.00</td>
<td>$110.00</td>
<td>$150.00</td>
</tr>
<tr>
<td>Acme Bowler (ES)  (9/50)</td>
<td>$175.00</td>
<td>$135.00</td>
<td>$175.00</td>
</tr>
<tr>
<td>Acme Bowler (ES)  (9/50)</td>
<td>$200.00</td>
<td>$160.00</td>
<td>$200.00</td>
</tr>
<tr>
<td>Acme Bowler (ES)  (9/50)</td>
<td>$225.00</td>
<td>$185.00</td>
<td>$225.00</td>
</tr>
</tbody>
</table>

**MEAN AVERAGE:** The mean average is a computation based on all prices of which a machine has been advertised during the period shown or on the dominant advertised price level. It is not a simple average. The mean average is designed to indicate price ranges; mean average indicates the price level at which most of the machines are advertised. The annual average price is lower than the "high," it indicates the "low" is a unique price probably for "as is" or "dismantled" equipment.

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**MARCH 23, 1957**

THE BILLBOARD WEEKLY

**Coin Machine Price Index**

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**continued on page 139**
UNITED, Inc., staff last week. Most of the time only a skeleton crew was on hand to keep the operation running. On the sick list were Winford Lane, secretary; Abe Donizetti, salesman; Joe Kenney, coffee machine operator; Joe Lipps, coffee machine operator; and several other members of the staff, who were hospitalized with the flu, returned from their Florida vacation in various stages of recovery.

ANALYSIS OF LOCATIONS: NEW FORUM, SERIES

CHICAGO — The Music Operator Forum will resume and continue with a discussion of different types of locations and why they are important to every operator. Who are the customers? What type of customers do they cater to? And, most important, why? An analysis of operators' views will be presented.

The previous Forum series, including the discussion of operator profit picture for 1987, has been continued with anticipated profits for 1988 along with an analysis of how operators helped to keep their net incomes in months ahead.

COINMEN YOU KNOW

*Continued from page 118

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GRAND UNIO TO BUILD ITS OWN OUTDOOR VENDORS

NEW YORK—Grand Union, the nation's fourth largest supermarket chain, is working on an outdoor vending machine of its own design, but how far the experiments have gone and where the unit will be tested remain press secrets.

The chain pioneered outdoor vending with an installation of four Vending Machines and four Rowe units in its East Paterson, N.J. store.

This installation, in operation since last fall, but worked out very well in regard to sales, according to Lerning P. Shiff, president of the chain.

Breakdown

But Shiff said that breakdowns have been frequent and a considerable amount of the machine's potential has been frustrated and a considerable amount of the machine's potential (Continued on page 125)

FIELD KITCHEN SHOWN IN N.Y.

NEW YORK—The Field Kitchen, which has been in production since January, was displayed here for the first time Friday (12) at the Clinton Hotel.

The kitchen, which, because of production difficulties, was not exhibited here for the first time (Continued on page 125)

Dixie Grocery Chain Bows Outdoor Vending Installation

Durham, N. C., Outlet Features New Lehigh Units, Aluminum Housing

DURHAM, N. C.—The Dixie Grocery Chain’s chairman, Charles Schinkoeth, President, Durham, N. C., recently announced that the chain would introduce an outdoor vending machine.

The machine, which will be capable of vending eight different items all at different prices, the purchaser can get the exact amount of change, and the units will be capable of operation by the machine’s own power, and will not require any other equipment.

The machine will be displayed at the company’s showrooms in Cleveland, Chicago, and New York.

New Dates for IVI Showings

CHICAGO—IVI Products Corporation has rescheduled two of its important exhibits for the Chicago Food Show for April 3, 6 and 7.

The show, which was held at the Statler Hotel in Detroit and at the Statler in St. Louis from 10:00 a.m. to 5:00 p.m. daily, will be the first new large vending machine and beverage vendor.

Officers and field engineers of IVI Products Corporation and the Chicago National Vending Machine Corporation Company’s business will be in attendance at both of the shows.

Du Greiner to Bow Gum And Mint Unit at NATD

NEW YORK—A gum and mint unit, with a maximum capacity of 350,000 displayed will be shown next week in Chicago at the convention of the National Association of Tobacco Distributors.

According to Richard F. Gibbons, chief of the firm’s gum and mint division, the unit will be incorporated into the standard Candyman and is coming off the production lines as new equipment. The Candyman without the gum and mint unit will also be made.

ABC Vending Ready for Full-Scale Drive in Industrial Feeding Market

5-Year Test Period Ends; Firm to Combine Auto. Merch. and Stand Operation for Plants

NEW YORK—After five years of comprehensive testing, the ABC vending company has decided to make a full-scale drive in the industrial feeding market.

After much of the company’s industrial operations will utilize manual feeding methods, the ABC company policy on industrial locations will be to use vending machines.

The machines will be capable of dispensing high quality foods and be capable of using the same machines with a snack bar operation and the vending machines and the vending machines will do the job more efficiently.

In no case will a stand or sacrifice of the vending machines be made. The company has already spent nearly half a million dollars on a complementary vending installation.

The ABC formula calls for a man to be constantly in attendance at the location. The attendant will be stationed behind the snack bar to prepare fast food and sandwiches. He will also stock, serve and clean the vending machines and be responsible for the operation of those machines.

Manual Plant

Anerush emphasized that the manual phase of the operation will be based on the snack bar rather than the conventional cafeteria.

The unit will be equipped with a 15-foot electricity line and will be capable of delivering 15,000 meals a day.

The plan was approved by the nine-man executive committee of the company for a 14-months. The company also has its headquarters in Columbus, Ohio.

Chicago Sets Week to Honor NATD Confab

CHICAGO—The Chicago Association of Tobacco Distributors has been informed that the city’s first annual convention, which will begin on March 24, will be the largest convention in the history of the Chicago Tobacco Industry.

Mayor Richard J. Daley issued the invitation to the National Association of Tobacco Distributors, Inc., which will be held at the Chicago Hilton Hotel and end March 26.

The list of exhibitors will include virtually all major vending machine manufacturers and suppliers (Continued on page 19)

Defeat 1c Cigarette Tax Increase for Indiana

INDIANAPOLIS—Fear of political consequences brought a sudden and unexpected drop Thursday morning in the Indiana cigarette tax from 5 to 4 cents a pack.

But during the days of the General Assembly on March 14, the House with flying colors and a finality certain to receive Senate approval. But when opponents of the bill warned the predominantly Republican Senate that raising the tax would drive smokers across the state line, a Democratic Legislature, the measure was promptly approved.

Ohio Coke Names Brown President

NEW YORK—John C. Brown last week was named president and director of the Coca-Cola Company of Ohio, succeeding W. H. Eustis, retired.

Brown has been with the firm’s legal department in Atlanta. Later he was route sales manager at the Grand Rapids, Mich., and Toledo, O., plants.

"He was later sales manager at the Cincinnati Green vice-president of the Ohio company for 14 months. He was also national sales manager, Ohio Coca-Cola, Brown served in World War II. He is a former All-Southeast Conference guard from the University of Georgia."
Iowa Cig Vending Bill Dies on Table

DES MOINES—Iowa narrowly missed becoming the 48th State in the Union to legalize the use of cigarette vending machines. A bill which would have permitted their use was tabled by the Senate this week, and it would now require a two-thirds vote to override. Others predict that chances for this vote are very remote.

The Senate to tabled the three-weeks of legislative maneuvering which alternately left supporters of the measure optimistic and pessimistic, but always confused.

Originally the bill had been referred to the Senate Finance Committee by a vote of 33 to 41. The Senate took the bill and passed it by a bare majority to go on its way. The same vote is needed for passage.

Whidpool

But future use of the measure became involved in a parliamentary quibble. When the Senate re-introduced the measure on a motion of the Clerk of the Senate, the bill had been forwarded to the House for enrollment. However, the bill was not received by the Senate before being sent to the governor.

The Senate demanded that the bill be returned. When it was refused by promptly, members of the Senate became angry and threatened to adjourn. It was finally returned just before the legislators took their 10-week recess. When the Senate reconvened on March 12, the measure was first on the agenda, and no amendments could be attached. The bill was returned to the Senate by a 28 to 20 vote, where the bill now rests.

Objections

Foes of the measure contended that the Honest Cigarette machines would make it too easy for minors to smoke and that it would open the door in the State for syndicate operators of the vending machines.

Sponsors argued that the purpose of using the machines was primarily to aid pilfering. Senators even went so far as to attempt to introduce amendments to permit only machines with cigarette pre-packers, but this would have prohibited a vending operator from setting up machines.

However, the amendment never reached the Senate floor, and died with bill.

Defeat 1c Tax

A 1c tax on cigarettes was one of the measures that decreased the increase would leave Indiana without a tax on the sale of high cigarette prices and drive iters into neighboring States where the 3-cent excise did not exist.

A previous survey of vending machine operators by the Bill Board showed that they would meet the bill by raising the price of Kingsize and filter-tips brands to 30 cents a pack, leaving standards at a 20-cent. Standards are currently selling for 25 cents in vending machines, with the excise up at 27 cents.

Other operators, too, looked on the measure as ending an end to the bothersome penning that they have done with under the present tax setup.

The 27-cent juice of filters and more recent increases in the cost of cigarette tubing by Representative Caleb Ball of Lafayette, was a feature of the tax program recommended by Governor Howard W. Handley, and was considered to the enlargement of a dangerously depleted State treasury. In the meantime, 1c tax, if it was meant to be the most likely way to impost, to the

Lorillard Exes Set for NATD

NEW YORK—Too execs of the P. Lorillard Company prepared to leave here for Chicago to attend the National Association of Tobacco Distributors’ convention which starts Sunday (21). Accompanying President Lewis Gruber will be H. A. Kent, Eastern Assistant, and F. P. Persico, vice-president and director of manufacturing and marketing, and Fred Stern, director of sales promotion.

Other key executives at the show will be W. A. Jordan, Northern States sales manager; E. S. Stamer, sales manager; and E. H. Glunz, Cleveland sales manager.

Opening social event of the con-
**CIGARETTE AND CANDY MACHINES**

- Fully constructed, complete with base, ready for location. Machines are factory sprayed and look like the latest pinball machines on the market.
- STICHER & BLOM CANDY, 60 spindle - $145.00
- STICHER & BLOM CANDY, 72 spindle - $155.00
- STICHER & BLOM CANDY, 108 spindle - $215.00
- BUNO & BLOM CANDY, 108 spindle - $205.00
- BUNO & BLOM CANDY, 120 spindle - $305.00

**PM Execs Ready For NATIVE Meet**

NEW YORK—Heading the list of Philip Morris executives who will represent the first at the Convention of the National Association of Cigarette Vendors in Chicago, to be held at the Merchandise Mart, will be President Frank C. Morris, Executive V-P. Also attending the meeting will be Joseph C. M. Ferris, President, and Joseph F. Callahan, Executive V-P. The convention, which is being held this year in conjunction with the Annual Meeting of the National Association of Cigarette Vendors, will be held in the hotels.

PM executives from New York will include Ray Jones, George Kenehan, and William E. F. McKeon, vice-president; John R. O'Connor, national sales manager; James C. Bowles, public relations manager; and Frank F. O'Sullivan, assistant manager, and William Kettleman, credit manager.

**Cigarette Machine Conversions**

**Elvis Presley Buttons**

Price: $6.50 per set of 100, or $50.00 per set of 1,000 buttons. 

**Tapestry T-57**

**Special Low Price—Only $89.95**

**NEW SUPERMARKET **

**VENDORAMA**

With the Sensational LOOK-SEE VIEWER

- LARGE CAPACITY
- TAXES IN APPROXIMATELY $32.50
- TOLL-LINE CHANNELS
- PENNY-NOCKLE COINOP
- FAST PLAY—OUT-PRODUCES ANY OTHER MACHINE EVER MADE

**VENDORAMA**

For each of the above views, capacity 660 Capsules with Viewer $24.95

**ROWE Vending Corp.**

5710 N. California Ave. Chicago 35, Ill.

**DU GRENIER**

**Mills Automatic Merchandise Co.**

- brokers. We make to order in any size and finish. Our well-equipped factory is equipped with the latest machines for making and finishing our products. We carry a complete stock of Standard and Superior Meats, Cigars, Candy, etc.

**Neighbors**

- 120 W. 30th St. Chicago 6, Ill. Telephone:伝6-4750

**American Cigarette Machine Co., Inc.**


**VENDING MACHINES**

**THE BILLBOARD**

MARCH 22, 1957

**Grocery Chain Bows Outdoor Unit**

**Special Low Price—Only $89.95**

- We carry in stock every make and style of Standard Cigarette and Candy Vendors.

**Elvis Presley Buttons**

Price: $6.50 per set of 100, or $50.00 per set of 1,000 buttons. 

**Tapestry T-57**

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Grand Union
- Continued from page 121

amount of money has been spent on repairs. He said that G.U.'s new
ventures, "the Follow Me," will re-
place existing equipment.

The Grand Union machine will be
based on the same operating prin-
ciples utilized for the delivery of
food from a screw-shaped rack to
a gravity conveyor.

Besides, no company spokes-
man would divulge any details.
Experiments have been behind
closed doors. No dates for field
tests have been set.

ABC Vending's Inst'd Drive
- Continued from page 121

He added that manual service will
be utilized only when automatic
merchandising cannot do a satis-
factory job.

Initial plant call for operations
on plants involving 500 persons or
more. ABC also plans to employ
employee feeding to office build-
ings, as well as retail outlets.

During the five-year test period,
the industrial vending phase of
ABC's business had been under
the direct supervision of top man-
gragement.

The firm's attitude was a conserva-
tive one. Let's watch the develop-
ment of the automatic vending until
we think that a full-scale move is
justified. Let's test all the equip-
ment on the market and make a
study of the mechanics and economi-
cal aspects of the industry.

Today, the ABC management feels
that the results of that study are
equally convincing to warrant a
major move in the industrial vending
field.

While ABC's industrial vending
network during the five-year period
was a relatively small one, it did
include plants as large as the Gen-
eral Electric Assembly Plant in
Schenectady, with 10,000 employees.

ABC's Industrial vending
program will be renewed, but none
of the initial installations will be
in four Eastern States.

Within the group of men with
experience in industrial catering
and vending merchandising, it is
currently available, the ABC ex-
pansion plans call for the hiring of
additional specialists in both fields.

ABC's role in factory food vend-
ing will not be that of a pioneer.
The firm feels that it's five-year
experimental period has provided it
with sufficient knowledge to move
ahead. Emphasis will be on prohibi-
tions for locations along the way
as a matter for an expanding vending
network.

Until now, ABC's major vending
experience had been in the theater
and amusement field. In 1921, the firm
grasped more than $50,000,000 in
vending and stand installations.

NATD Meet
- Continued from page 121

Melville R. Rupp, whose topic is
"A Look at the Future—An Ap-
proach to Profitable Vending"
Rupp will utilize the op-
portunities for further profit
for the tobacco wholesaler.

A panel session and open forum
on the subject of the tobacco distri-
butor in the vending market will
be chaired by Harry Kohlsch, of the
Le Peko Company, New York City,
N.Y.

Wednesday's (27) session will be
devoted to the cigar industry.
Joseph Kohlsch, NATD managing
director, will moderate a panel
discussion of "Sales Management
in the Small Cigar Industry When
Confronted With The
Non-Restroom Products."

The candy industry will be ex-
amined Thursday (28), with a semi-
nar to be chaired by William
Hageman, NATD vice-president and
secretary-treasurer of the Hag-
man Candy Company, Pittsburgh.

This year, all business sessions will
be held in the morning and the
evening, leaving the afternoon
time for visiting the exhibits.

VANITY SET
Hand mirror, brush with plastic bristles, and small
comb—equal quantities of each in every 1/2 bag.
Low in price—HIGH in appeal.

Send 35c for Regular Sample Kit of Charms

SUE LOCK, 2722411—The average style. Send
items. Send 52.50 and receive 100 high quality filled cosmetic sets.
Contains our complete line.

World's Largest Selection of Miniature Charms

PENNY KING COMPANY
2308 MOUNTAIN AVENUE
PITTTSBURGH, PA.

COIN MARKET PLACE
CLASSIFIED ADVERTISING

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual size to end, one paragraph, no display. 5c. per word. Each ad-

CASH WITH ORDER

in determining cost of regular Classified Ads will be to count your name and ad-

Unusual credit has been authorized.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 356 PATTSON STREET, CINCINNATI 25

NORTHWESTERN SALES AND SERVICE CO.
ACCOUNTS MANAGED

356 W. State St., New York 1, N. Y.
Chicago, Ill. 109 N. Market St.
MINNEAPOLIS, MINN.

CIGARETTE CANDY
Cigar Cans, Boxed, 28 Cts., $5.00, 250, $10.00, 1,000, $35.00.

COLORADO ARCADE, INC.
5805 N. Clarendon, Chicago 39, Ill.

WANTED TO BUY

S. M. Carlsen, 710 E. 84th St., Chicago 17, Ill.

CAROUSEL ARCADE, INC.
444 S. Michigan, Chicago 5, III.

USED CIGARETTE CANDY

C Instructor for Sales

Raymon Carlsen, 2202 U Street, N.W., Washington, D.C.

HOT SEALING MACHINE

R. C. D. Smith, 4135 W. 63rd St., Chicago 32, Ill.

S. M. Carlsen, 710 E. 84th St., Chicago 17, Ill.

THOMAS D. CARSON, 1717 N.襷

5 CENTS ON ALL ADDITIONS OF CHARMS

HOT SEALING MACHINE

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THOMAS D. CARSON, 1717 N.

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KARL L. Sabbe, 5522 N. Recreation Ave., Chicago 38, Ill.

HOWARD I. Reubens, 30-20 66th St., Flushing, N. Y.

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Karl L. Sabbe, 5522 N. Recreation Ave., Chicago 38, Ill.
**Dallas**

**Firm Bows Rides**

DALLAS—United Kiddle Rides, here has introduced a new line of pinball machines produced by Grant Vending Supply Company, Dallas.

The new rides are of the same horse ride and a step ride, the Billy Beer and the Sheiklode.

The rides have a 5-lb. mechanical in the box, and are 100 per cent non-privies. The Thriller, weight in pounds, is 2 by 2 feet. List price $5.23.

**Game Sales New Distrib**

in Memphis

MEMPHIS—Game Sales Company, Inc., a new amusement game company, has been formed here recently with Robert Goddard, president; Edward A. Johnson, vice-president; and Gee Gombe, secretary-treasurer.

The company is interested in the manufacture, sale and exchange of pinball games and other amusement devices. It is the successor of Sams-Simmons-Pennsylvania Company.

Goddard was with Pinball Company, Union, Good, Keane, Raths, William and International Mesquite Paper Company, Chicago, Illinois, and is well known in the amusement game circles.

Goddard is the owner-manage of the company. He was for 10 years a game salesman for National Amusement Company, Philadelphia and game distributors in Memphis.

**Indian Outlaws Free-Pinball Pinball**

Efforts to Smelt Boll Field; Emergency Clause Puts Law Into Immediate Effect

INDIANAPOLIS — With the Indiana Supreme Court yesterday, Harold W. McFarland, completing the legislative process, free recorded games as pinball machines were outlawed in Indiana as of Wednesday, 15th, and the new law, which brought a protest march of 10,000 on the State House steps, is now more closely defined as Standard House Bill 128—a measure which sought only to delete a bolder of the anti-betting law of 1935.

Stuck out is the vital sentence — an immediate and mandatory right to replay mechanically operated pinball machines and similar amusement devices shall be personal to without a fee.

Thus, until the law is changed, it will continue to be illegal, a rather remote possibility, until May 15th when the Legislature adjourns, and no bill making it illegal, if it even be possible, will be introduced.

**Ark. Ops Rally To Battle State Anti-Game Bills**

LITTLE ROCK — Corrected effect of game operators over the State appears to be gaining such momentum that the handful of state representatives who voted against the proposed new law in the State Legislature, is now believed to be too small to prevent the passage of the law when the Legislature reconvenes next fall.

The house bill, sponsored by the late Governor, L. E. Y. Ross, died for lack of a majority in the lower house last year.

**Death of Nat Cohn Shocks Coin Trade**

NEW YORK—The coin machine industry was shocked last week with the sudden death of Nat Cohn, who died recently, at the age of nearly 30 years.

Died of cancer. A death has been arrested, the health of the body is not known, and a funeral service was held in the home of the late Nat Cohn.

He entered the business in the 1910's with Edward Cohn and from 1910 to 1919 was the Warren distributor for the New York State.

Later he was the Seelig distributor for New York, and at one time he held the Rock-Ola chain.

**Kiddle Rides**

After World War II, Kiddle Rides—company of Kiddle and Beltam Distributors—were put on the practice of pinball games.

He was one of the pioneers in the Kiddle riddle and did development and sales work in 1931 to develop the pinball machines.

**Exhibit Ships 6-Pocket Pool**

CHICAGO—Exhibit Six-Pocket Pool with 14-kall pool, was dropped last week in Exhibit Supply Company.

Any type game that can be played on a regular pool table can be played on the exhibit pool. Pool games include a larger size pool ball which can be played on a smaller table.

The exhibit is the showered by six-pocket pool model. It has been played on the table or any other table, and any other type of table such as a tennis table, pool table, pool table, pool table, pool table, pool table, pool table, pool table, pool table, pool table.

**Deaths**

Cohn had been active in just about every phase of the pinball machine business. At one time he had been one of the largest distributors in the country.

He had been in the business for nearly 30 years.

Two weeks ago the Senate voted $104,000 salaries for the Senate and for the House of Representatives. This bill was sponsored by the late Governor, L. E. Y. Ross, and died for lack of a majority in the lower house last year.

**Game Bills Keep Tenn. Ops, Legislators Busy**

NASHVILLE — The Tennessee Senate reversed itself and passed last week two bills which would make it a violation for another to lead a pinball to sell or play pinball. The bill was introduced in the Senate by Representative J. B. Clement.

It is likely that the Governor will sign the bill, as no opposing force appears to be present. The Governor will most probably sign the non-opposing force which was introduced in the Senate last week by Senator J. B. Clement.

Two weeks ago the Senate voted $104,000 salaries for the Senate and for the House of Representatives. This bill was sponsored by the late Governor, L. E. Y. Ross, and died for lack of a majority in the lower house last year.

**Lyons Mulls Code to Check Pinball Pay-Offs**

LOUISVILLE — A proposed ordinance was introduced today by Alderman Amos H. Lyons who would authorize retailers to operate pinball games only in restaurants, bars and other places where the sale of food is made.

Alderman T. R. Smith, who represents the pinball manufacturers, supported the bill, saying it would help keep the game operation out of the business and the State would lose the tax revenue.

**Another Proposed Measure**

A bill introduced in the House of Representatives by Representative J. B. Clement, seeks to make it a violation to sell or play pinball. The bill was sponsored by the late Governor, L. E. Y. Ross, and died for lack of a majority in the lower house last year.
RCIA Ousts 2 Top N.Y. Union Officers

Announced is in New York as over- all of 21 locals in the district.

Callard's charges might change
RCIA officials had charged that he had refused to turn over the
the books to them and after he had
been subpoenaed by District At-

torney Hogan's office for question-

tion before a grand jury.

However, Callard's version is that
an RCIA representative en-
tered his office, asked for the
books, and then demanded to see the
books. Callard said that he would
have to consult with his lawyer
before he turned over the books.

Other Suggestions

RCIA also suspended offi-
cers of all other locals in addi-
tion to the two coin machine
unions.

Lafayette has been accused by

A MOVE IN THE RIGHT DIRECTION

BINGOS

BALLY

Bally's Newest and Bigged BINGO Machine!

We offer the lowest rentals when you buy a Bally machine.

COINMEN YOU KNOW

• Continued from page 170

ing alleys to his route and re-
ports they are doing excel-
ently. So is Fred Dallin, also of St. Paul. . . . Joe Web-
ber, of Blue Earth, Minn.,
came in to buy bowlers and
music. His wife and the two
accompanied him. . . . Joe
Beall, of Council, Wis., bought
a pool table on his trip to the
Twin Cities. . . . For Gilbert
Black, of Park Rapids, Minn., it
was music on his visit there.

Gordon Runberg, D n e h m.,
Millin, brought two new alleys on his
shopper. . . . Shoppers included
Fred Norberg, of C. N. Elden, Minn., and
Clay LeDoux, of Virginia, Minn.,
whose house is a vacation in the
Southwest. Cable Clebone and his
wife; Grant Rapid, Minn., who
insisted they stepped in Los Vegas
without spending a penny at the
gaming tables.

Peter Vanderdyke, Dodge
Center, Minn., was in town buying movie bowlers . . .
Jim and John McNiece, oper-
ators of an Arcade in downt-
town Minneapolis, are adding
ew equipment in anticipation of
a fast spring start . . .
Frank Magers, Grand Rapid,
acquired some new equipment on
his shopper. . . . Stan Wannick,
Little Falls, Minn., added
long bowling alleys and rec-

called.

Help! Help! Help!

HELP! HELP! HELP!

WE NEED GAMES!

We will pay top dollar—cash or trade for Gottlieb's

GRAND SLAM PUCK FACE QUEEN OF HEARTS ROYAL KNIGHTS RASCAL BRUTE LUCKY LOVELY LITTLE GUY QUEEN OF HEARTS QUEEN OF HEARTS JACKEY CLAYMILL WINSOM WINSOM WINSOM DRACONETTE

Write or Call Collect!

H. Illinois and Iowa Operators! Deal Yourself in

With Gottlieb's NEW ACES HIGH

Hold the Winning Hand! Immediate Delivery—Order Today!
Tenn. Bills Keep Ops Busy

- Continued from page 125

Tenn. has measures in addition, the most se-
treme of which is to make an op-
erator who fails to comply with
the law subject to a penalty of three
times the amount of the county and
State tax. This would be $150. The
bill provides that before a license
is issued, the operator cannot supply
the license number of the machine to
the clerk. Then the license must
be displayed openly, in the machine or
fixed and hung on the wall above it.
The license for a machine must not
be used for another machine; that
would be a violation of the law
and constitute a misdemeanor,
punishable by a $100 penalty under
the law.

The bill also gives the agents of
the Commission of Taxation power
to seize a machine which does not
have the license stamp on it. It
authorizes the department to hold
the machine while the penalty is
paid and the license purchased.

COINMEN YOU KNOW

- Continued from page 126

COINMEN YOU KNOW

pady’s vice-president, Phil Maisen,
will soon be heading for a Florida
vacation... The Washington Musi-
cial Guild recently donated juice
boxes to the Covington, Va., Teen
Age Club and Sacred Heart
Church of Washington. Roger
Squier, Guild treasurer, says
from-agreements are at a few
weeks back and realities of the juke
boxes will be on display at the
annual meeting to elect officers
March 20 at the Asphalt Hotel.

Guild board members had
dinner with George Miller,
MOA president, when he was
to town earlier in the month.
James Bowie, manager of
Kirk’s in Kirkaldy’s, of Washing-
ton, says business is picking
up rapidly now that the slow
summer season is over. Bowie
would like to join the ranks of the Florida
vacationers, but can’t get away
from Washington for a while.

Automatic coin operated machines
installed by C. R. Mack in the
Accent insurance office and
Chester F. Kuntz Electronics in
Tamaqua, have been received,
says Sid Lottensberg. It is
thought these will be more
profitable machines, according to Lottensberg, and hopes to have an acceptable
machine on location in 60 or 90
days. Michael Busheld, op-
er of the Game Room at Wash-
ington’s National Airport, is
going ready for the tourist trade
in the imminent future. The
Busheld family spent a few weeks
in Florida recently, he says.

(Continued on page 129)
Tenn. Senate Reverses Itself

*Continued from page 123*

Having to a gallery full of teenagers, asked his reaction on the bill. The majority showed no opposition. The proposed bill, introduced in the Lower House a month ago by Rep. Allen O'Brien of Springfield, was then sent to the Senate Judiciary Com-

"QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN"

SHUFFLE ALLEYS

<table>
<thead>
<tr>
<th>Music</th>
<th>Arcade</th>
<th>Cigarette Machines</th>
<th>Cigar</th>
<th>Rides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wurlitzer 1800</td>
<td>Wurlitzer 2000</td>
<td>Seeburg 200</td>
<td>Wurlitzer 1900</td>
<td>Wurlitzer 1700</td>
</tr>
<tr>
<td>Write Wire Call</td>
<td>Wurlitzer 1500</td>
<td>Bally Deluxe Congress</td>
<td>Bally Jumbo</td>
<td>Bally Gold Medal</td>
</tr>
<tr>
<td>Wurlitzer 1400</td>
<td>Wurlitzer 1500</td>
<td>Bally Jet Bumper</td>
<td>Bally Rocket</td>
<td>United Super Bumper Deluxe</td>
</tr>
</tbody>
</table>
| Seeburg 100-0 | Seeburg 100-C | United Clipper Deluxe | United Lightning Deluxe | Over 200 of all

Bowling Alley Closers!

50 Bally Deluxe ABC
Bally Deluxe Congress
Bally Jumbo
Bally Gold Medal
Bally Jet Bumper
Bally Rocket
United Super Bumper Deluxe
United Clipper Deluxe
United Lightning Deluxe

Over 200 of all

Bally 140 Bally Bowling Lanes
Bally Key West

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**New England Operators:**
We have in stock...

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ALgonquin 4-4040

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Exclusive distributors for

Wurlitzer — Bally — Exhibit — Chicago Coin

**CLEVELAND MACHINE COIN**

324 N. Main St. 1256 Norwalk, N. Y. Albert N. T. 43-1911

**MUSIC**

<table>
<thead>
<tr>
<th>Wurlitzer 1800</th>
<th>Wurlitzer 2000</th>
<th>Seeburg 200</th>
<th>Wurlitzer 1900</th>
<th>Wurlitzer 1700</th>
</tr>
</thead>
<tbody>
<tr>
<td>Write Wire Call</td>
<td>Wurlitzer 1500</td>
<td>Bally Deluxe Congress</td>
<td>Bally Jumbo</td>
<td>Bally Gold Medal</td>
</tr>
<tr>
<td>Wurlitzer 1400</td>
<td>Wurlitzer 1500</td>
<td>Bally Jet Bumper</td>
<td>Bally Rocket</td>
<td>United Super Bumper Deluxe</td>
</tr>
</tbody>
</table>
| Seeburg 100-0 | Seeburg 100-C | United Clipper Deluxe | United Lightning Deluxe | Over 200 of all

Bowling Alley Closers!

50 Bally Deluxe ABC
Bally Deluxe Congress
Bally Jumbo
Bally Gold Medal
Bally Jet Bumper
Bally Rocket
United Super Bumper Deluxe
United Clipper Deluxe
United Lightning Deluxe

Over 200 of all

Bally 140 Bally Bowling Lanes
Bally Key West

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Look Good Buys

Scheurig R $675.00
Williams Deluxe $350.00
Bally A.C. Bower... $325.00
Wurlitzer Model 1800 $795.00
Wurlitzer Model 1700 $655.00

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**MUSIC**

**THE BILLBOARD**

MARCH 23, 1957

**KIDDIE RIDES CLOSEOUTS**

Factory Preconditioned, Like New, Ready for Locations. 10-Play, Coin Operated.

Dance Rocket Ships $116.50
Bally Space Ships 115.00
Cleos See 157.00

All Prices F.O.R. Pittsburgh — Subject to Prior Sale.

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**PUT NEW LIFE INTO YOUR OLD POOL GAMES WITH...**

**- ROTATION PLAYFIELD**

Regular Size

4-Hole Bumperless Rack Pool Top

$29.50

**- POOL SUPPLIES**

Cue Nights...

$1.50

Anti-Wear Accessories, set of two bars...

$1.50

Bally Deluxe Import...

$2.50

**- UNITED SHUFFLE ALLEYS AT CLEARANCE PRICES!**

**- NEW ENGLAND OPERATORS:**
We have in stock...

**WE WILL SHIP ANYWHERE**

Exclusive distributors for

Wurlitzer — Bally — Exhibit — Chicago Coin

**KIDDIE RIDES**

**WILL SHIP ANYWHERE**

Exclusive distributors for

Wurlitzer — Bally — Exhibit — Chicago Coin
Koledny Named to Top Post by UJA

NEW YORK—Joseph Kolodny, executive director of the National Association of Tobacco Distributors, has been named chairman of the National Tobacco and Allied Trade Divisions of the National Jewish Appeal. It is the 16th straight year he has held that post.

Koledny is one of the founders of NTAD and operates a large wholesale tobacco business in New Jersey. He is author of "6,000 Years of Service," an account of the development of the wholesale tobacco trade.

Pins’ Fate Up

*Continued from page 125

Appeals Court in Chicago reversed a Federal District Court ruling that in-lane pinballs are gaming devices. (The Billboard, October 6.)

In an Amicus Curiae brief filed with the Supreme Court last week (14) by attorneys for Alvin Gottle, it was pointed out that "measurement pinball machines are clearly distinguishable from their gaming counterparts, and are not so-called slot machines, even the machine-operated." The amusement pinball industry is injured "unhesitatingly," according to the brief, because of its "perennial identification with the gaming device industry and the unsavory twilight zone of illegal gambling."

The brief further states that "the mere avoiding of free-plays, by automatic operation of a bona fide amusement machine and without any permanent recording feature, does not convert the machine into one properly characterized as a gaming device."

The brief labels as a gaming machine "the one which awards free games and the records those which are awarded but not actually played off." It supports the U.S. position that the machines in issue in the Kornan Cases are plainly "so-called Slot machines" subject to tax at the $250 rate.

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★ ROCK-OLA PHONES—50, 120 & 200 Selection

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Seeburg 100-G...$675
A.M.I. D-80...295
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

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RECONDITIONED-
REFRESHED LIKE NEW!
Taxes: 1/10, Ext. C.O.D.

$765

A Quarter Century of Service

2120 N. WESTERN AVE., CHICAGO 37, ILL. 8 & 8
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GIVE TO DAMON RUNYON CANCER FUND

SHUFFLE SALE

BARGAINS! BARGAINS!

MISCELLANEOUS

Mercury...$125.00
Banner Neon...150.00

Gold Model...$175.00

Magpie...135.00
Mah Jong...100.00

Hollywood...165.00

Spencers...175.00

Hollywood...150.00

Jet...100.00

American...95.00

WANTED

Any Quantity—Cash or Trade

Gottlieb ’55 and ’56 Models
Williams ’56 Models
Seeburg B-C-G-R
AMI E-F-G

Arcade Equipment, Exhibit and Bally Horses
Bingos

1/2 Deposit, Balance Sight Draft or C.O.D.

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Ark. Ops to Fight State Bills

One bill, now in the House Revenue and Taxation Committee, would cut and possibly outlaw pinball if the machines register a free play for obtaining certain scores.

This bill, House Bill No. 524, introduced by Rep. Van Daben, of Perry, is also pending in the House Revenue and Taxation Committee. It would increase the tax on pinball, shuffle, guns and other amusement games from $40 to $55.

COD and Omnibus Taxes

Operations over the State have condemned this tax as "outrageous and confiscatory." They have pulled together in a novel effort to defeat the bill, which is expected to be acted on by vote this week.

The bill would make the State tax, city $25. The federal tax would remain at $10. Present tax on the machines is $20 each for State, county, city and federal, a total of $40.

The operators' associations have shown operating figures to the House committee. Information coming from operators is that committee members have been convinced of the sincerity of operators. The representatives radioed, the operators say, that the high tax would drive many operators out of business and defeat the purpose of the bill, to raise revenue for the State.

Robert Kinsel, partner in Kinsel-Hollingsworth Music Company, chairman of State's Revenue Committee at Little Rock, is leading the drive against the bill. He is newly elected president of Little Rock Operators' Association. "It's a bad bill," he said. "I believe we have convinced enough legislators that these bills are bad, and would lose money for the State if passed, rather than bring in more money."

Also actively at work against the bill are three other Little Rock operators:

Harold Dunaway, partner in Twin City Amusement Company and secretary of Little Rock Operators' Association; George Hunt, Twin City Amusement Company; Dan Leece, Levien Music Company; C. W. Holmes, Holmes Amusement Company; Andrew Caswell, Little Rock Amusement Company; C. E. Craig, Arcade Amusement Company; Dutch Vann, Arkansas Music Company.

Also active in fighting the bills are many operators in other sections of the State. Carrying the bill for East Arkansas, operators are officers of the Arkansas-Missouri Music Association, composed of members from East Arkansas and Southern Missouri.

They are Jim Hitecock, Jonesboro Music Company, Jonesboro; president; John Bruner, Jr., partner in John-Frank, Inc., Murchison, Tex.; vice-president; and Elmer Womack, owner of Womack Music Company, Jonesboro, secretary and treasurer.

COINMEN YOU KNOW

* Continued from page 127

Los Angeles

By SAM ABBOTT

Joe M. Arguelles has moved his Joe's Booking Service from Bell-
flower to Long Beach, where he is more centrally located for his route and has larger and more modern quarters. At the new location, Arguelles, who served as a ma-
chanic in the Navy for 20 years, is working on some vending devices which he intends to use on his own route.

At Weymouth of Weymouth Distributors, he is back from an extended selling trip. He handles the Smokey cigarette vendor in the West, including the Hawaiian Islands.
same consideration upon each operation thereof."

"The judge's free play is now a "thing of value"—and therefore a violation of the law. Until the Tuesday session of the Senate, the Governor's signature terminated the legislation. Since the free play was written into the law two years ago, the same free play was "permitted to be without value." That, in effect, is the difference between the old and the new law.

Unusual for legislation which has been perfected in fine and meaningful language, House Bill 128 contains an emergency clause. That means that the law is in effect immediately and that the agencies that administer the law are empowered to enforce it without delay.

Undeterred by its opponents to add the "and equally determined by its own two attempts at modification marked the progress of the bill toward the desk of the Governor.

An amendment offered in the Senate to permit free plays only to players over 18 prevailed one day and was overwhelmed two days later. That amendment would have removed the bill unconstitutional in that the Indiana State Constitution provides that all laws must be general and applicable to all citizens.

Another amendment, proposed by Senator Inman, would have prohibited the installation and operation of pinball machines, pool tables and electronic amusement devices with 1,000 feet of a school.

Still another Senate amendment suggested the exemption of fraternal organizations from the provisions of the bill. Senator Leonard Ueland of Terre Haute, who submitted this amendment, contended that it was "merely causes" suffered losses in revenue when slot machines were banned some years ago and that the end of the free play incentive will mean further losses to the clubs.

In rebuttal, Senator Thomas C. Haskew, a pioneer in the anti-gambling crusade in the Indiana legislature, argued that the amendments would drastically change the intent and purpose of the law and asked for their defeat, a recommendation for which he won the prompt compliance of a majority of the Senate.

Weighted with these amendments, the bill would become unconstitutional, Senator Haskew contended. He recalled, moreover, that it was the exemptions of churches and fraternal organizations which, when challenged, led to the ruling of the Indiana Supreme Court by which a similar bill of his sponsorship in the 1953 legislative session was rendered invalid.

Displays Photo

In support of the bill, Haskew displayed a blown-up photograph of an electronic pinball machine. "This is not kid stuff," he said. "This is more than a mere amusement device."

Harry Rosen Cited

NEW YORK—A story in The Billboard listed those numbers of the coin machine industry who have received citations from the United Jewish Appeal. Inadvertently overlooking was Harry Rosen, who is vacationing in Florida and who was not present to receive the citation. He is being reached by him.

Harry Haskew, a blued veteran of World War II, asserted that the 1913 gambling law be lifted then the Assembly resulted in a two-thirds reduction in the sale of federal gambling stamps in Elna's apex.

"And a further result," he added, "is that it tended to force the professional gambler into the pinball business."

The bill passed the House by an overwhelming majority. In the Senate, however, it moved with difficulty. When it was called down for final reading March 8, more votes were cast for It than against it-25 to 20—but that was still short of the constitutional majority of 26 required for passage.

Not until Monday, March 11, were the advocates of the bill fully confident of victory. Then they called it down again and the Senate voted 29-18 to make it law. Last week while the Senators were grappling over the measure, Governor Handley told reporters that the bill was "silly." But silly or not, he signed it and it is now a law of the State of Indiana.

---

**Ind. Outlaws Free-Play Pins**

**Continued from page 155**

**TOP VALUES**

1800 WURLITZER $795.00
1700 WURLITZER $625.00
1250 WURLITZER $149.50
M-100-C SEEBURG $525.00

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**POKERINO**

Set of 45 or any part.

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For Quick Action

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$395.00 each

100% Clean and Checked—Immediate Delivery

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SLATE TOPS—FINEST QUALITY
for regulation size (32" x 65") + $5.00

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1 hole in each corner, regular size w/ rack, sockets one half + $20.00

**REPLACEMENT POOL TOPS**
all new with rack and sockets one half.
Regular size + $15.00, Jumbo size + $25.00

**BRAND NEW POOL TABLES!**

Plastic laminate boards, upright, made to last + $125.00

Steel pool table, reconditioned w/ used
rack and balls + $125.00

Installed... + $75.00

Bumpers, rails, complete + $75.00

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**THE BILLBOARD**

MARCH 23, 1957

**KY. Legislators**

*Continued from page 125*

youals into people is a very diffi-
cult thing.

Such legislation, he said, could
teoretically outlaw used cars to
keep teen-agers from buying cheap
dilapidated cars and outlaw television
to prevent children from seeing un-
favorable programs.

But Balfour has stated that he
would be willing to introduce a bill
to set an age limit on the sale of
pinballs in Kentucky.

Representative Thomas L. Bulp
suggested a detailed study be
made to determine if pinball can be
outsued. He recommended an
age limitation on players of all
types of pinballs.

Said Bulp, "If the machines
currently being used as gambling
devices cannot be constitutionally
differentiated from amusement de-
voices, some limitation should be
made to ensure their use only as
amusement devices." He suggested
the possibility of limiting replays
to two or three, and limiting the
amount of money that can be spent
on a single game.

The Rev. Walter C. House,
executive director of the Temper-
ance League of Kentucky, said the
House bill would slow down
pinball gambling, but stated it
would be better to outlaw used
Kentucky Legislature in this respect.

House said there is no automatic
replays is not wholly effective
because other basis could be used
for each profit, such as scores.

Louisville Alderman Leo E.
Lucas, who has made a study of
pinballs, said the Indiana Legis-
lature is "trying to have its cake
and eat it too." He said that they
are trying to keep the pinballs for
a source of revenue, but attempt-
ing to create the impression that
they are doing something about
the problem.

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