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MARCH 23, 1957 **ABC** THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Crowds Flocking to Circus Bellwethers

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

By TOM PARKINSON

CHICAGO—Early indoor circus engagements, often counted as bellwethers for the coming season, have been deluged with people in such numbers as to fill the big arenas and elate the showmen.

Main circus season gets underway in April, when more indoor shows and most of the tented and outdoor circuses get into operation again. But three major arena circuses are front runners and business barometers. They start in the Midwest in mid-winter.

One is Orrin Davenport's show, which plays Cleveland, Detroit, several other Michigan towns, and St. Paul by this time of year. Another is Polack Bros. Circus, whose Western unit starts in Michigan and Indiana in January and is in Chicago for more than two weeks in February and March. The third is Hamid-Morton Circus, which opens at Memphis, follows with Milwaukee and plays Kansas City and Wichita, Kan., by mid-March.

This time those shows and these dates have reported new record attendance in most cities. Repeatedly they have played to turnaway business.

The Detroit date, often a reflection of conditions in the motor industry, played to the biggest crowds of its 50-odd year history. Cleveland, sometimes a weak circus town, played to top business this time.

## Demand for Acts at Peak

CHICAGO—Demand for circus acts reaches a peak in early spring weeks and sometimes there aren't enough troupes of particular types to fill the needs of all the shows.

Adding to the regular year-round market for such acts are the numerous circus performances produced independently for presentation in one city each. In the spring, many of these annual shows come at the same time or so close together that the same acts can't appear at all of them.

This spring, for example, some of these one-shot shows again have overlapping dates. With only a limited number of such acts as flying trapeze, bareback and human cannonball, booking agents and show producers are hard pressed to fill out some parts of the performances for these added starters.

Peak demand passes, however, and the regular number of such acts is enough to serve the business thru most of the year.

Memphis was up sharply and Milwaukee was a thundering 22 per cent higher than a year ago. Polack's early stands, with Louisville as the only exception, turned in records and near-records. Now its Chicago business is being tallied.

In the Windy City, Polack played 37 performances last year, including three sure-fire capacity houses on each of three Sundays. This time there were no Sunday shows and replacements were for the most part at less socko times from a box-office point of view. But despite the change in times and total, the over-all attendance this time was equal to that of last year.

This year's 35 performances included only two slow ones and 33 big crowds, including a long string of consistent turnaways. As many as 1,000 persons were being turned away each show last week. Individual turnouts were bigger than comparable crowds of a year ago.

Showmen point out that it is attendance which is up so much. Money totals are not so sensational because of high costs and other factors. The shows are winning money all right, and they have the added satisfaction of doing it before capacity crowds, no minor point in show business.

Time was that some of today's biggest indoor circuses, as well as many that never made the grade, were no more than suitcase shows, owning nothing and offering little. Somehow some of them survived and thrived to become accepted and respected.

For the past 10 years or more [\(Continued on page 93\)](#)

## JAZZ JARGON TO CATS BEHIND IRON CURTAIN

By JUNE BUNDY

NEW YORK—Radio Free Europe has set up a pidgin foreign language school for U. S. jazz musician in a move by RFE to beat the language sound barrier in beaming overseas radio interviews with American jazz cats to jazz fans behind the Iron Curtain.

The U. S. musicians have been taught words and phrases in Czech, Polish, Rumanian, Bulgarian and Hungarian, which they use in taped interviews with RFE's Czech disk jockey Eva Stankova, who emcees a new RFE jazz record show abroad.

In line with this, RFE Music Director Don Dimond is setting up a special promotional program to plug RFE's "Crusade for Freedom" drive with U. S. disk jockeys here, whereby the bi-lingual efforts of the jazz men and Miss Stankova will be heard by American audiences in key cities across the country.

Dimond returned last week from a swing around the country, during which he taped a series of interviews between disk jockeys and the lady spinner. (Miss Stankova's comments will be dubbed in later here). These interviews, plus play-backs of the actual RFE jazz programs, will then be aired by the respective disk jockeys on their shows, and in many cases they will also spin records by the jazz artists featured on the RFE tapes. The disk jockeys will also plug the "Crusade for Freedom" drive at the conclusion of each interview.

[\(Continued on page 24\)](#)

## Country & Western Field Hops Fences, Covering the Nation

Spreads Into All Areas of Music; Crosses Into Pop Record Confines

By REN GREVATT

NEW YORK—The revitalized public taste for country and western entertainment as it applies to the record industry has been well documented. It's big within the confines of the traditional country market, but more than that, it's growing even bigger thru a continuously widened impact on what has always been known as the pop market.

Far Reaching

But the booming country record business has implications which reach considerably beyond the record store counter into the field of personal appearances, radio, television (both live and filmed), juke boxes and, of course, into the tradier aspects of song writing and publishing. For the c.&w. promoters, it all appears to be a happy cycle, which, since it has been set in motion, continues to gather momentum.

Country and western has, once and for all, broken out of the narrow precincts of the strictly rural concept into an all-embracing medium. Personal appearance packages this year are expected to reach into many areas of the country which never before have had "in person" hillbilly shows. Disk jockeys at the local level, who have developed vastly increased audiences for their c.&w. fare, will help in large measure to promote these shows.

The success of Jim Denny's

Philip Morris-sponsored traveling show, one of the first of its kind since the days of the Hadacol road troupe, is an accurate barometer of the tremendous current marketability of country entertainment. In the case of the Philip Morris troupe, it's been a successful venture from the start, with bookings now being made into next fall. Other packagers and national advertisers may very well be expected to follow suit with other traveling country caravans.

TV Popularity

Shows like the Denny packages certainly can keep the public appetite for country music well stimulated. But the some tradesters are playing down the current influence of TV shows, the fact is that these, at the local level particularly, are thriving. A survey conducted by The Billboard, results of which are published in this issue, indicates that numerically, local live country music shows are on a par with last year, with nearly 100 in operation.

Canada Open

The big international angle comes in when it is seen, according to the results, that Canadian stations have opened the gates to the country field. Whereas last year only two live TV shows were reported from Canada, this year the number has jumped four-fold, with shows viewable in five different provinces. These are produced on a lavish scale, comparable to "Grand Ole Opry."

Juke boxes, too, are showing a strong rural influence. Even in the big metropolitan areas, country records and popular music material [\(Continued on page 24\)](#)

## NEWS OF THE WEEK

Music and Mystery Programming  
Definite TV Trends for Fall . . .  
Mystery and music programming has joined the Western as the dominant network program trend for television in the 1957-'58 season. Networks have many of each on fall schedule plans. [Page 2](#)

Movies Going to TV May be Half Of 1956; Universal, Para Due . . .  
If both Universal and Paramount make deals releasing their movie backlogs to TV—and rumors on such potential deals were hot last week—the total number of features going into TV in 1957 will be more than half that of 1956, which was the year the dam broke. [Page 11](#)

Diners Club and Music City Test Plan to Charge Disk Purchases . . .  
The Diners Club, nation's large charge-account organization, and Music City, noted retail record operation, are currently engaged in a test campaign whereby customers may charge phonograph record purchases. Of great significance to disk industry, the move is seen as a

potential means of broadening the record market. [Page 19](#)

Columbia Records Sets Big Fair Lady Drive as Road Show Tours . . .  
Columbia Records kicks off big "My Fair Lady" promotional drive, tying in the album with the tour of the road company. Musical legit's advance men and record distributors planning joint bally campaign in key cities. [Page 19](#)

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## At Capitol It's Country 1-2-3

NEW YORK—Further interest was focused on the greatly expanding market for country music last week at the offices of Capitol Records here. A look at Capitol's own best selling singles list for the week found country records running one-two-three.

At the top of the list was Tommy Sands' "Teen-Age Crush," followed by Ferlin Huskey's "Gone." In third slot was Sonny James' "Young Love." Another Capitol country artist now in a prominent spot on the pop package best seller chart is Tennessee Ernie Ford with his album of "Hymns."

## BESIDES WESTERNS

# 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 programming trends seem to be in the making. They are the use of musicals and mysteries. On the reverse side of the coin, 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 suspense 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 Wildroot the alternate sponsor. Also slated Saturday nights on CBS next fall is "Perry Mason," based on the Erle Stanley Gardner character, which is ticketed for 8-9 p.m.

NBC-TV's mystery entrant will probably be "Crisis," which will replace Robert Montgomery and go Mondays 10-11 p.m. Ten of these shows will be produced by Alfred Hitchcock; so suspense is certain to be the chief element. Also a possibility at NBC is "The George Sanders Mystery Theater," which is yet to be given a network berth. Still another NBC possibility in the suspense-mystery field is "Escape," the Delbert Mann-David Swift Shaw package.

The sole melodrama being readied by ABC-TV is "Mystery Street," by MGM-TV. This one should be ready in late fall. In the

syndicated field, Ziv has already produced a film version of the old live show "Martin Kane," which stars William Gargan, and RKO is selling "Aggie," described as a comedy mystery.

In the field of musicals and musical variety, NBC will have a new Eddie Fisher-George Gobel stanza going for it Tuesdays 8-9, and a greatly amplified version of its Dinah Shore hour, Sundays 9-10. Miss Shore will do 20 hours and Ginger Rogers another six. The advertiser is shopping for other names to fill out the rest of the 52-week commitment. In the Tuesday slot, Gobel, of course, will offer primarily comedy, but he will be assisted by some variety guest stars. NBC may also use yet another hour musical show if it can find sufficient name talent.

Next season's ABC programming roster will see such musical talent as Frank Sinatra, Pat Boone and Guy Mitchell occupying important slots. Chrysler, too, is known to be shopping for a musical attraction to go into Fridays 9:30-10 for its

Plymouth division. A strong musical entrant at CBS will be "The Big Record," which may go Monday 9-10. Another musical which is certain to be on TV next season is the Gisele MacKenzie show, already alternately sponsored by Shulton, but with time and network as yet undesignated.

What are the reasons for the strong resurgence of musicals and mysteries? They are both proved audience getters and in most cases do not contain the risks that other formats have.

Quiz and comedy, however, have been taking a drubbing all this season. Such quiz shows as "Break the Bank," "Hold That Note," "You're on Your Own," "Do You Trust Your Wife?" and "High Finance" have already been canceled, and several others of the same type may also be bounced. In comedy, Jackie Gleason and George Gobel have already come to the end of the road as regular series, and Sid Caesar's hour will undergo considerable revamping before next season.

## SPONSOR WOODED

# CBS, ABC Pitch For 'Twenty-One'

NEW YORK — Both CBS-TV and ABC-TV are making strong bids to lure "Twenty-One" away from its Monday 9-9:30 slot on NBC-TV. The bids for the attraction are being made to Pharmaceuticals, Inc., which controls the property.

The show has rocketed to national prominence aided by the rise to fame of Charles Van Doren. Not the least of its achievements is the manner in which it cost CBS-TV's "I Love Lucy" the No. 1 rating position recently.

CBS would obviously like Pharmaceuticals to move into the Tuesday 9-9:30 spot where it could bolster the network's early evening line-up. Pharmaceuticals now sponsors "To Tell the Truth" in that time period on CBS. The web, however, would undoubtedly open another choice half hour for "Twenty-One" if the demand was made.

The ABC bid is also based on a choice time period, though there are said to be other considerations involved which would benefit the sponsor. NBC naturally will do everything in its power to keep the property. It may be that the advertiser will move the show to another time period on NBC, a

period where the competition might be lessened, so as to improve its rating even more.

The package is owned by Jack Barry and Dan Enright, who have a daytime property, "Tic Tac Dough" on NBC.

# John Daly May Quit ABC for NBC Job

NEW YORK — John Daly is rumored to be leaving ABC-TV for a top executive post at NBC-TV this spring. In spite of ABC denials, sources close to the news and public affairs veepee state that Daly, unhappy at the web's contract with

Mike Wallace having been negotiated without his knowledge, is asking for a release from his current three-year contract.

Daly's NBC chores would include emcee and oversees work on special projects not limited to public affairs, plus a newscast strip as a possible replacement for the Chet Huntley-David Brinkley 7:45-8 p.m. show, if any changes are made. Five of the ABC brass have preceded him to NBC in the past five months, starting with Robert Kintner, who brought Daly into the ABC fold in one of the most important moves of his tenure in the ABC presidency.

Tho Wallace will be handling some special events and news stanzas for ABC, he is not in line to succeed Daly as veepee. The post would go to an "administrative man who would stay off-camera," according to a web exec.

Daly's status as long-time host of "What's My Line?" and prominent public affairs producer is expected to add weight and prestige to many newly contemplated NBC programming projects. One source describes his new role as "Ed Murrow-ish."

Chief contender for the Daly 7:15-7:30 p.m. news strip at ABC is John Cameron Swayze, who starts a local news show over ABC next week in the 11 p.m. slot.

# CBS Makes Several Key Appointments

NEW YORK — Several key appointments were made last week at the CBS-TV network sales department. George Klayer, Easter sales manager, became network sales manager, CBS-TV. Sam K. Maxwell Jr., now Midwestern sales manager, has been named Eastern sales manager.

Former account executive CBS-TV network sales Robert Hoag will succeed the late Thomas D. Connolly as manager of program sales, CBS-TV. Replacing Maxwell as Midwestern sales manager will be Roland Blair, an account executive in its Midwestern office. And Theodore F. Shaker, sales manager for WXIX, the network's o&o in Milwaukee, will move into the New York office of network sales as an account executive. unhappy at the web's contract with

## MADISON AVE. NOVEL COMING

NEW YORK — Madison Avenue is expected to have something to talk about when George Panetta's novel, "Viva Madison Avenue," is published on March 21 by Harcourt-Brace. The tome by the Young & Rubicam copywriter gives a behind-the-scenes glimpse of life in the advertising mines and is expected to provide plenty of food for conversation for Westport-Westchester commuters.

# NBC Pitches La MacKenzie At Scott Paper

NEW YORK — NBC-TV last week was trying to interest Scott Paper in alternate sponsorship of the Gisele MacKenzie show, which is tentatively ticketed for the 9:30-10 p.m. berth next season.

The show is expected to follow the new Milton Berle vidfilm series titled "Follow That Man," which is being talked about for the 9-9:30 slot Saturdays. Shulton last week was close to a deal for alternate sponsorship of Miss MacKenzie, but seems to have cooled.

# Bishop Sheen and ABC Talk Return

NEW YORK — Bishop Sheen and ABC-TV are reported in agreement that "Life Is Worth Living" will return to the web next fall as a public service program, possibly in a Sunday afternoon slot.

The series of talks by the noted prelate, in previous seasons scheduled in prime time, will be programmed in similar time to the Dean Pike lectures.

# SG Sells Four Rerun Shows Out of 'Ford'

NEW YORK — With its "Ford Theater" anthology series to act as an all-purpose programming fount, Screen Gems has wrapped up sales for four summer rerun shows to make for healthy and happy mid-year grosses. This is in addition to the eight reruns on film SG will supply to CBS-TV's "Playhouse 90," hour-and-a-half dramas which will have already been seen on the show during the season.

Ford, of course, will use reruns of "Ford Theater" for its Wednesday 9:30-10 slot on ABC-TV. "Ford Theater" reruns will also be used on CBS Tuesday 9:30-10 p.m. as a replacement for Red Skelton, with S. C. Johnson and Pet Milk paying the bills. P&G and Brown & Williamson have bought a number of shows in the same package to replace "The Line-up," CBS Fridays 10:30, under the title of "Undercurrent."

SG has also sold another group of reruns as a replacement for either Danny Thomas, Thursday at 9:30 on ABC, or George Gobel, NBC Saturdays at 10 p.m. SG has also had a renewal from Scott Paper for its "Father Knows Best" series which will be going into its fourth year, NBC Wednesday, 8:30 p.m.

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### Offices

Cincinnati 22, 2160 Patterson St.  
E. W. Evans  
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New York 36, 1564 Broadway  
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# Henderson to Triple Post

NEW YORK — Chuck Henderson, publicity manager of NBC Radio, has been upped to the triple post of publicity manager for NBC Spot Sales, NBC Radio and NBC's o&o stations division. He will report to Ellis Moore.

Don Bishop has been named director of community service for the o&o department; Edwin Vane, manager of audience advertising and promotion, and Don Foley manager of trade and o&o advertising.

# NBC-TV Offers 3 'Project' Repeats

NEW YORK — NBC-TV is offering three "Project 20" repeats to interested sponsors. They will be presented in the 4-5 slot May 5, 19 and June 16, and will replace two-thirds of "Wide Wide World," which runs 4-5:30.

The shows will be "The Jazz Age," "The Great War" and "The Twisted Cross."

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

HOLLYWOOD — Procter & Gamble reportedly has placed its entire TV expenditure under re-appraisal, and will apparently cut its nighttime TV outlay for next season. The feeling seems to be that P&G, which is sponsoring wholly or partly 18 programs, divided equally between day and nighttimers, has overextended itself in TV this year.

Two of the biggest of the P&G series are already gone: "I Love Lucy" on Desilu's own volition; and the Jane Wyman Show, which was canceled last week and which NBC does not expect to put back on the air next year under another sponsor. At least another couple of the P&G shows seem to be shaky.

Where the money thus saved will be reallocated still isn't certain, but it seems likely that at least some of it will find its way into spot TV. One interesting question is whether P&G may follow the lead of Colgate and Bristol M. ers, which have plunged some of their TV budget into feature films this year and apparently have done quite well.

# Court Returns FCC Permit

WASHINGTON — The Federal Communications Commission's award of a Channel 7 Miami station to Biscayne Television, WCKT, was knocked out by the U. S. Court of Appeals here last Friday (15), because of its general manager's "consultant contract" with NBC. The court ruled that the FCC did not give enough weight to the \$25,000 a year contract between Biscayne's president, Niles Trammell, and the network, in its comparative hearings for the grant.

The court sent the case back to the FCC for another study of the comparative merits of the three other contestants, all of whom were originally "given a clear preference over Biscayne," since Biscayne's principals have controlling interests in Miami's only two daily newspapers, two radio stations and other media.

# NTA Web Sends 'Suez' Debut Kits

NEW YORK—The NTA Film Network last week sent to the general manager of each of its affiliates a special "promotion kit" on "Suez," the picture that will debut its "Premiere Performance" nationwide the week of April 1. The week of the debut NTA will run full-page ads on that picture in Look and TV Guide.

The clearances as they now stand are still mainly Friday, Saturday and Sunday nights. In New York it's on WPIX, Saturday, 10 p.m.; in Chicago, WGN-TV, Wednesday, 7:30 p.m.; in Los Angeles, KTTV, Tuesday, 7:30 p.m.; in Philadelphia, WFIL-TV, Thursday, 10:45 p.m.; in Detroit, CKLW, Saturday, 9 p.m., and in Boston, WBZ-TV, Sunday, 11:15 p.m.

# Marlboro Buys Golf

NEW YORK—Marlboro cigarettes has bought the Master's Golf Tournament from CBS-TV. The golf event will be telecast over CBS-TV April 5, 6 and 7. N. W. Ayer is the agency.

# AVG. SPONSOR STICKS TO TV

NEW YORK—The average network sponsor has been on TV almost four years, it is revealed in a forecast of the Television Bureau of Advertising's second annual compilation of network advertisers. A total of 321 advertisers used network TV in 1956, an all-time high. 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. Sylvania has asked CBS-TV to give it relief on its sponsorship of "The Buccaneer," the 7:30-8 p.m. Saturday night series. The current contract has about 26 more weeks to run and includes a number of reruns.

Reports are also current that Campbell Soup and Lever Bros. are ready to call it quits on "On Trial," the Friday night 9-9:30 stanza on NBC-TV. The MCA-TV package hasn't delivered in the manner expected of it. Campbell is shopping for a new property, as is Sylvania, for next season.

# CBS Almost Ready on Summer Programming

NEW YORK — CBS-TV has virtually set the majority of shows in its summer line-up. Sunday night's sole new entrant will be the Joan Caulfield show (a new title for "My Favorite Husband") which goes 7:30-8 p.m. for the American Tobacco Company. It will replace Jack Benny and Marge and Gower Champion. Ed Sullivan will remain on all summer. General Electric and Bristol-Myers will use reruns of their half-hour winter series in the 9-10 p.m. spot as will Procter & Gamble for Loretta Young.

Mondays General Foods will go with "Richard Diamond" as a replacement for "December Bride" in its 9:30-10 slot. At 8 p.m. Burns and Allen reruns will be used. A half hour later "Talent Scouts" will carry on with a different emcee, and "Those Whiting Girls" are expected to follow at 9. The "Studio One" summer theater will remain at 10.

Tuesday at 9:30 will see reruns

# CBS Snatches Cooper Away From NBC, Wm. Morris; ABC Too Late

NEW YORK—In one of the coups of this year, Ted Ashley and CBS-TV took the Gary Cooper package out from under the noses of NBC-TV and the William Morris Agency. The hour action adventure package will star Cooper as host-narrator for a minimum period of three years beginning with the season of 1958-'59.

ABC-TV had the rights to the series for this season about a month ago when it held a one-week option. Reports are that it was either unable to deliver a client quickly enough, or felt the show couldn't be readied quickly enough for this season. The door then was flung wide open for new bidding.

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 had contacted Cooper previously to act as host of "Frontier," a Western series formerly on NBC, then reopened his contact with him. He, however, offered to get Cooper a deal for an hour series.

After getting Cooper's acquiescence, he took the package over to CBS, where he found Hubbell Robinson Jr., the web's executive veepee in charge of programming, very receptive to the property. The three-year deal was consummated shortly afterward.

Ironically, ABC last week came up with a big time client for the property when Buick agreed to buy the hour package for delivery this season, a delivery the web

was unable to make. Buick is again on the market for a show for sponsorship this season.

Acting for Cooper is H. I. Prinzmetal. The series will be produced by Aston Productions, and preparatory work on scripts will begin immediately. The show is expected to cost about \$100,000 weekly in program costs.

# ABC to Triple Operations on West Coast

HOLLYWOOD — ABC-TV expects to triple its live originations from the West Coast next fall for an estimated minimum of 10 hours per week. Both Lawrence Welk shows, the live stanzas of the Frank Sinatra series, part of the Pat Boone and Guy Mitchell shows and alternate weeks of the new live hour-long dramatic show figure in the plans.

Anticipating the rise, which may include San Francisco originations as well as Hollywood, the web has created the post of production supervisor of live programs for the West Coast, naming staffer Louis Sanman to the job, on the heels of the appointment of Sandy Cummings as program manager for Hollywood.

Coupled with the contract to use the studios and offices of Warner Bros. for production and maintenance of film series, this step represents ABC's decision to split all facets of its operation equally between East and West. The decision, coming long after CBS and NBC moved west, is the result of ABC's parent company, American Broadcasting-Paramount Theaters, stepping into the active operation of the web last October.

# Pyramid and CBS Ready Pilot Shooting

NEW YORK—Two more pilot films are being readied here. Pyramid Productions is getting ready to shoot a pilot called "Decoy" which will star Beverly Garland, the film actress. The half-hour series is about a policewoman. The pilot has been scripted by Mel Goldberg.

CBS-TV is preparing a series titled "Nancy Drew." The story is about the adventures of a 14-year-old girl and mixes comedy with light mystery. It is directed at the teen-agers and will be produced by Arthur Hoffe.

# Burbank Gets Coast NBC-TV

HOLLYWOOD — NBC-TV moves its West Coast television offices from Hollywood to Burbank this week. All TV execs under V.-P.'s John West and Alan Livingston are being ensconced in a new three-story 147-office building across from the web's color studios.

The move, in effect, means the end of TV at the Sunset and Vine location, since practically all live TV programming has been originating from Burbank this season. The old building will be used for radio, and for the sales, press and news departments.

# Auto Firms Weigh ABC Friday 8:30

NEW YORK—Either Oldsmobile or Buick will return to high-budget TV next fall with an alternate week buy on ABC-TV in the Friday 8:30-9 p.m. slot. The 52-week contract with the General Motors division, brought back from Michigan this weekend by web

chief Ollie Treyz, calls for an October 4 premiere of one of two "romantic" properties being prepared by ABC.

The new half-hour series will follow "Adventures of Jim Bowie" and precede the Frank Sinatra show. Plymouth has an option on the Friday 9:30-10 p.m. time period, while the Sterling Drug Company has optioned the 10-10:30 p.m. time.

Another ABC sale, to a cigarette advertiser, will likewise be announced shortly, this one to co-sponsor "Wednesday Night Fights" with the Mennen Company. Cigarette sponsorship of the fights, until now ruled out because in Central Standard Time stations it ran into Pall Mall sponsorship of "Navy Log" on ABC, will now be possible with the blacking out of Middle West coverage of the show.

### Evinrude Buy

Also on the ABC sales front, Evinrude Motors has become the first participating sponsor to buy "Hollywood Film Theater," the RKO feature film series debuting next month in the Sunday 7:30-9 p.m. slot. The Williamson Dickie Manufacturing Company has purchased a quarter of "Ozark Jubilee," currently seen Sundays 10-10:30 p.m., with American Chiclé continuing its half sponsorship.

ABC last week confirmed the sale to Reynolds Metal of the remaining quarter of next season's "Disneyland" series. It joins General Mills, General Foods and Derby Foods, previously announced.

of "Ford Theater," but under a different title, going for Pet Milk and S. C. Johnson. Otherwise the story will be reruns of winter series. Two fairly new properties here will be reruns of "Private Secretary," at 8:30 for Lever Bros. and Sheaffer Pen, and the Spike Jones show for Liggett & Myers at 10:30.

### Wednesday Subs

Wednesday 8-9 p.m. will see a name replacement for Arthur Godfrey but otherwise the viewing will be the same. On Thursday "Playhouse 90" will continue but with the hour-and-a-half film shows produced by Screen Gems and already seen this season on the dramatic series.

Friday "Undercurrent" will be slotted at 10:30 for P&G. and Brown & Williamson. These are "Ford Theater" reruns. Two half hours are in question on this evening. A replacement for "West Point" may go at 8, and "Person to

(Continued on page 6)

COMING NEXT WEEK—MARCH 30 ISSUE:

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

Rated by effectiveness in delivering audiences

IN THE BILLBOARD EVERY WEEK THEREAFTER:

## Exclusive Continuing Cost-Per-Thousand Studies

- ... By Audience Makeup
- ... On 6 Top Program Types
- ... Among 7 Key Sponsor Groups

SCREEN GEMS  
FOR FIRST

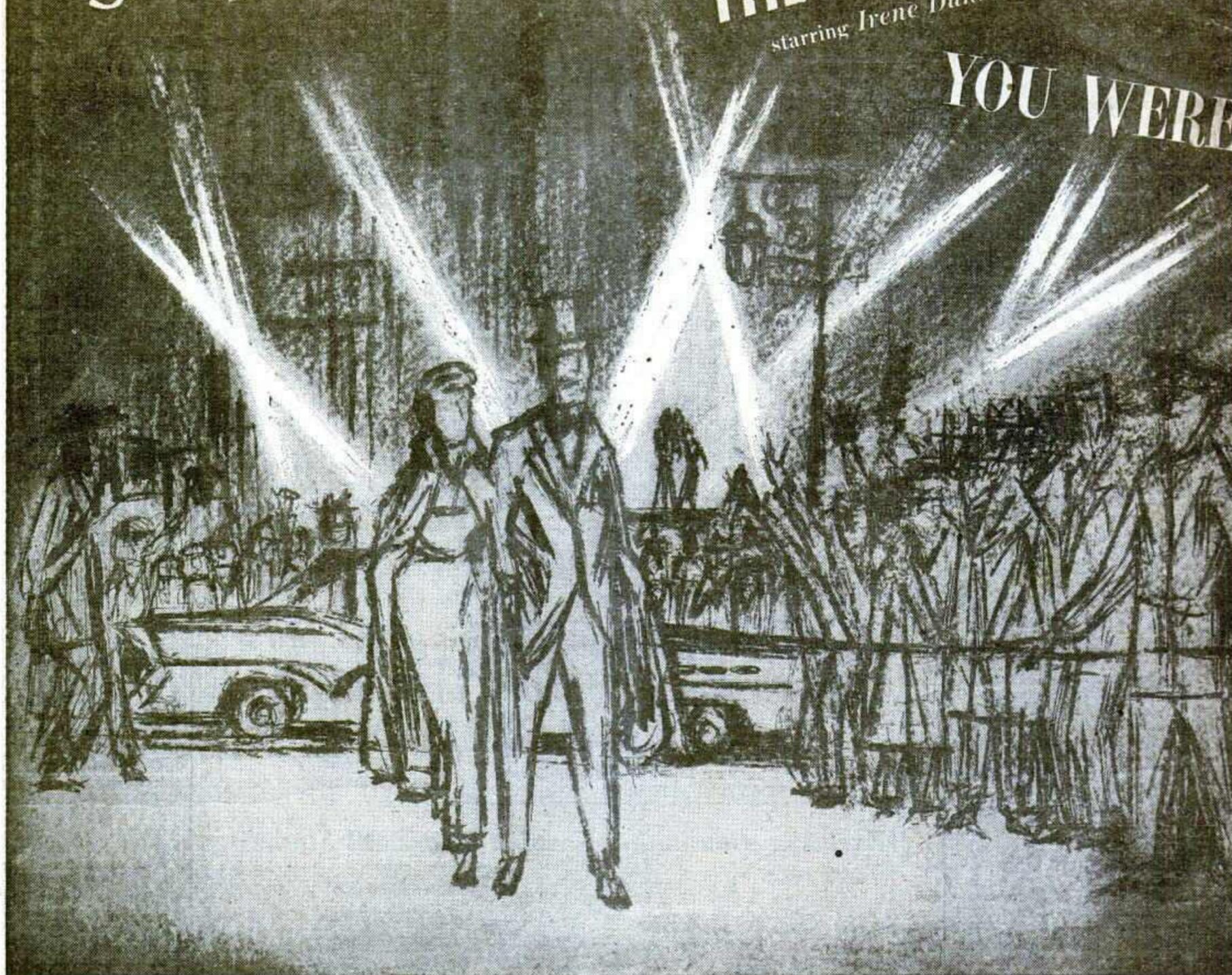
# HOLLYWOOD PR

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**



**PROUDLY PRESENTS**

**RUN TV**

# 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 1-4432

**DETROIT**  
709 Fox Bldg.  
Woodward 1-3979

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

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

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

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

This One



KRX9-6A1-E8WY

## 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 "Yea," as demonstrated by KING-TV in Seattle. The reasons, as propounded by V.-P. and General Manager Otto Brandt are, in a sense, rather startling, but well worth consideration by programming execs in other markets. According to Pulse, KING's nighttime share of audience Monday to Friday is 40 per cent. This compares with a 24 per cent for KOMO (NBC), 28 per cent for KTNT (CBS) and 8 per cent for KTVW (independent). Saturday nighttime the figures are KING, 37 per cent; KOMO, 30 per cent; KTNT, 25 per cent, and KTVW, 8 per cent, the pattern reverting to national lines only on Sunday, with 25, 25, 46 and 5 per cent for the channels, respectively. ARB figures are proportionate.

Barring a complete dissimilarity in population tastes between Seattle and the remainder of the nation, how does KING keep its hold on the market? The area is not an intermixed one. All channels are VHF. It's true that KING was the only station in the market for five years, but other channels have been telecasting now for four, and in markets where a similar pattern exists CBS and NBC have become dominant.

## Gives the Answer

Brandt's theory is that, given a good basis of programming, a station can keep its No. 1 position by intensive local coverage and community service programming so that people come to automatically dial to it first.

Under such a policy KING not only covers, but also creates, local news. It was the first to air the football slush fund scandal at the University of Washington by getting Coach Johnny Herbert on the air after he had been fired, then scored again by producing fund exec Torchy Torrance for a rebuttal.

When Florence Chadwick attempted to swim the straits of Juan de Fuca the station ferried hot kites from a barge to a lab on the shore via helicopter and had them on the air within a half hour after they were shot, live coverage of the event having been found to be impossible. When the new The Dalles dam was put into operation on the Columbia River the channel was the only one to give the event live coverage.

## Strong Ratings

It is Brandt's theory that such local coverage will create a stronger tuning habit than national programming can overcome. The evidence seems to bear him out. Bishop Sheen garners a 19.0 rating against "\$64,000 Question's" 28.5

"Warner Bros. Presents" handily takes "Phil Silvers." Wednesday night fights have a 45.0 rating and start KING on a complete rating sweep for the night.

Even programs which are relatively weak in other areas come thru strongly. "Wire Service" rates 17.0 against "Climax's" 21.0. "Du Pont Theater" scores 19.0 against Red Skelton's 22.0. "Voice of Firestone" hits 19.0 against Godfrey's 23.0.

Syndicated programming, too, used to fill many of the holes in the ABC sked, comes out remarkably strong. "Science Fiction Theater" scores 20; "Western Marshal," 23; "Annie Oakley," 24; "Dr. Hudson," 18.0, against 24.0 for "Dragnet," etc.

Features round out the programming, the M-G-M package currently getting 15's in the 10:30 to midnight period (the station, incidentally, doubling its rate for that time). It's Brandt's contention, however, that all this is due to establishing a local habit, and so far, at least, he's been proven right.

## NBC-TV Verges on Three Major Sales

NEW YORK—NBC-TV will be on the verge of racking up three major sales next week. Its total quarter hour sales would be nine and a half, which could give it one of the best week's sales in its history.

The largest order would come from Procter & Gamble, which is expected to purchase five full quarter hours of "Tic Tac Dough."

Lever Bros. would buy the Wednesday and Friday quarter hours of "Truth or Consequences," alternate Fridays 11-11:15 of

## ABC-TV Card Sets Discounts

NEW YORK—ABC-TV's new rate card offers a 5 per cent discount for firm 52-week advertisers and a maximum 32.5 per cent discount for \$5,200,000 gross billings within the year. The latter has been adjusted to include one-time special shows and short term orders as well as regular weekly grosses.

The chief feature of the new rate card is the previously discovered establishment of Class D time, whose rates are fixed at a TV low of 33 1/3 per cent of nighttime.

## NBC Rolls Up Sleeves, Copes With Fall Sales

NEW YORK — NBC-TV last week was moving to cope with its sales problems for next season. The network is said to have received an order from Chesterfield for half of the Eddie Fisher-George Gobel hour, which is expected to go Tuesday 8-9 p.m. The client now sponsors alternate weeks of "Panic" in the 8:30-9 hour on NBC.

The drama will be moved elsewhere.

NBC is also said to have received an order for an alternate hour of the Steve Allen show for next season from the S. C. Johnson Company. The web, however, will not be able to clear an hour each week and take care of the needs of the current advertisers on the show.

Also at NBC the Goodyear Company is said to have taken an option on Monday, 9:30-10, which runs until Monday (18). It would share whatever show is selected with Alcoa, which has already bought alternate weeks of the half hour.

"Price Is Right" and alternate Wednesdays of "Comedy Time." The third potential client is S.O.S. cleanser, which is said to be negotiating for three alternate quarter hours of "Tic Tac Dough."

The sponsorship pay-off coming NBC's way is the certain result of the improved showing of its morning stanzas which, for the first time in many years, are beginning to make inroads against the powerhouse CBS line-up. The improved ratings can also be attributed to the recent morning shuffle which saw "Home" move into the 10-11 a.m. spot, so that the entertainment shows were given a chance to build on each other.

## CBS Ready

Continued from page 3

Person" will be replaced, probably with a show of the same kind.

The Jackie Gleason show 8-9 p.m. will be a musical variety stanza featuring new names such as Polly Bergen, Bobby Van and others. At 9:30 "Hey, Jeannie!" moves out. The show replacing it thru the summer and only till another property is found is "The Arthur Murray Party," which will be sponsored by Associated Products.

## New TV Spot Campaign Chart

Contracts Set in Every Region In Two Weeks Ending March 2

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

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

## On Eastern Stations

Atlantic Gasoline thru N. W. Ayer & Son (Ann.)  
Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)  
Blue Dot Duz, Procter & Gamble thru Compton (Ann.)  
Choppettes, Rath thru Earl Ludgin  
Collona Cheese (Ann.)  
Cream of Rice Cereal, Grocery Store Products thru Ted Bates (Ann.)  
Cross Bread thru W. E. Long (Ann.)  
Dentyne Gum, American Chicle thru Dancer-Fitzgerald-Sample (Ann.)  
Domino Sugar, American Refining thru Ted Bates (Ann.)  
Dove Soap, Lever (Ann.)  
Duffy-Mott Products thru Young & Rubicam (ID)  
Embassy Pictures (Ann.)  
Ford Trucks thru J. Walter Thompson (Ann.)  
Hum, Lever thru Sullivan, Stauffer, Colwell & Bayles (Part.)  
Hometime Bread, National Biscuit thru McCann-Erickson (ID)  
Imra, Saraka Inhibition, Union  
Pharmaceutical thru Grey (Ann., Part.)  
Instant Sanka, General Foods thru Young & Rubicam  
Jet Sneakers, Hood thru McCann-Erickson (Ann.)  
Jet Tennis Shoes, Mashawaka Rubber & Woolen  
Durstine & Osborn (Ann.)

Kasco Dog Food, Corn Products thru Clark & Roberts (Ann.)  
Keds Footwear, U. S. Rubber thru Fletcher D. Richards  
Kellogg Cereal thru Leo Burnett (Prog.)  
Kraft De Luxe Margarine thru Needham, Louis & Brorby (Ann., Part.)  
M & M Candy, Hawley & Hoops thru Ted Bates (Ann.)  
Mrs. Filberts Margarine thru Sullivan, Stauffer, Colwell & Bayles  
Maypo Cereal, Heublein thru Bryan Houston (Ann.)  
Minute Maid Frozen Juice thru J. R. Pershall (Ann.)  
New Purina Dog Chow, Ralston thru Gardner (Ann.)  
Poll Parrot Shoes, International Shoe thru Krupnick  
Polident, Block Drug thru Grey (Ann.)  
Royal Crown Cola, Nehi thru Compton (ID)  
Sunshine Biscuits thru Cunningham & Walsh (Ann., ID)  
Sweetheart Soap, Manhattan thru Ed. H. Weiss (Ann.)  
Tilo Roofing thru Moore & Co. (Ann.)  
Tippette, Fabron thru Hoffman & Manning (Part.)  
Triple S. Stamps, Stop & Save Trading (Ann.)  
Wisk, Lever thru Batten, Barton,

## On Southern Stations

Analoze, Bristol Myers thru Young & Rubicam (Ann.)  
Bactine, Mile Labs thru Geoffrey Wade (Part.)  
Baileys Supreme Instant & Chicafé, Southland Coffee thru Donahue & Coe  
Bobbi Home Permanent, Toni thru Tatham-Laird (Part.)  
Carey Salt thru Dancer-Fitzgerald-Sample (Ann.)  
Carlings Beer & Ale thru Liller, Neal & Battle (Ann., Part.)  
Centi-Seed, Patten Seed thru Liller, Neal & Battle (Ann., Part.)  
Clark Candy Bars thru Grant (Prog.)  
Dairy Queen Ice Cream thru J. H. Allison (Ann., ID)  
Domino Sugar, American Refining thru Ted Bates (Ann.)  
Ducco No. 7 Du Pont thru Batten, Barton, Durstine & Osborn (Prog.)  
Fab Colgate-Palmolive thru Ted Bates (Ann.)  
Ford Trucks thru J. Walter Thompson (Ann.)

Grant Salad Mixer thru Arthur Meyerhoff (Ann., Prog.)  
Keds, U. S. Rubber thru Fletcher D. Richards (Part.)  
LeHigh Acres, Grant thru Arthur Meyerhoff (Prog.)  
Mrs. Filberts Margarine thru Sullivan, Stauffer, Colwell & Bayles (Ann.)  
Puransow Flour, General Mills thru Knox Reeves (Ann., Part.)  
Robot Gardner, Grant thru Arthur Meyerhoff (Prog.)  
Royal Crown Cola, Nehi thru Compton (Ann., ID)  
SSS Tonic thru Day, Harris, Hargrett & Weinstein (Ann.)  
C. F. Sauer Mayonnaise thru Gordon-Manchester (Ann.)  
Sweetheart Soap, Manhattan thru Ed. H. Weiss (Part.)  
Speed Queen Washers thru Geer-Murray (Ann.)  
Texize Chemicals thru Henderson (Ann., ID)  
Trailways Bus thru Sanders (Ann.)

## On Midwestern Stations

Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)  
Bissell Carpet Sweepers thru N. W. Ayer & Son (Ann., Part.)  
Bobbi Home Permanent, Toni thru Tatham-Laird (Part.)  
Bosco Milk thru Donahue & Coe (Ann.)  
Carey Salt thru Dancer-Fitzgerald-Sample (Ann., Part.)  
Crested Fence Post, Diercks Forests thru Valentine Radford (Ann.)  
Domino Sugar, American Refining thru Ted Bates (Ann.)  
Flav-R-Straws thru Ruthrauff & Ryan (Part.)  
Folgers Coffee thru Cunningham & Walsh (Ann., ID)  
Ford Trucks thru J. Walter Thompson (Ann.)  
Glamorene thru Product Services (Ann.)  
Heinze "57" thru Maxon (Prog.)  
Hutchinson Auto Wax thru Henry Advg. (ID)  
Janney, Semple, Hill Paint thru Ruthrauff & Ryan (Ann.)  
Kool Cigarettes, Brown & Williamson thru Ted Bates (Ann., ID)  
L&M Cigarettes, Liggett-Myers thru Dancer-Fitzgerald-Sample (Ann.)  
M&M Candies, Hawley & Hoops thru Ted Bates (Ann.)  
Mrs. Filberts Margarine thru Sullivan, Stauffer, Colwell & Bayles (Part., ID)  
Nehi Beverages thru Compton (Ann.)

Purina Dog Chow, Ralston thru Gardner (Ann.)  
P. F. Canvas Shoes, Hood Rubber thru McCann-Erickson (Part.)  
Pfizer Animal Medicine thru Leo Burnette (Ann.)  
Poll Parrot Shoe, International Shoe thru Krupnick (Ann., Part.)  
Pride, S. C. Johnson thru Needham, Louis & Brorby (Part.)  
Regutol, Pharmaco thru Dougherty, Clifford, Stears & Shenfield (Ann.)  
Robert Hall Clothes thru Frank B. Sawdon (Part.)  
Royal Crown Cola, Nehi thru Compton (Ann., ID)  
Sea Breezes Butter Mints, Kern Foods thru Wm. F. Holland (ID)  
Seed Corn, Pioneer Hybrid thru Wallace (Ann.)  
Shell Gas & Oil thru J. Walter Thompson (Prog.)  
Snow Boy, Pacific Gamble-Robinson thru Knox Reeves (Ann., Part.)  
Taystee Bread, American Bakeries thru Young & Rubicam (Ann.)  
Terry Frozen Foods thru Aubrey, Finley & Marley & Rodgson (ID)  
Viceroy Cigarettes, Brown & Williamson thru Ted Bates (Ann.)  
View Master, Sawyer thru Carvel, Nelson & Farwell (Part.)  
Wisk, Lever thru Batten, Barton, Durstine & Osborn (Ann.)

## On Southwestern Stations

Aunt Jemima Cornbread Mix, Quaker Oats thru John W. Shaw (Ann.)  
Colgate-Palmolive Shave Cream thru John W. Shaw (Ann.)  
Dash, Procter & Gamble thru Compton (Ann.)  
Dierks Lumber thru Valentine Radford (Ann.)  
Flav-R-Straws thru Ruthrauff & Ryan (Part.)  
Folgers Coffee thru Cunningham & Walsh (Ann.)

Ford Trucks thru J. Walter Thompson (Ann.)  
Lucky Tiger Hair Tonic thru Allmayer, Fox & Reshkin (Ann.)  
P. F. Canvas Shoes, Hood thru McCann-Erickson (Ann.)  
Royal Crown Cola, Nehi thru Compton (ID)  
Sweetheart Soap, Manhattan thru Ed. H. Weiss (Ann.)  
Winston, R. J. Reynolds thru Wm. Esty (Ann.)

## On Rocky Mountain &amp; West Coast Stations

Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)  
Boyd Coffee thru Showalter Lynch (Ann.)  
Decaf Coffee, Nestle thru Dancer, Fitzgerald & Sample (Ann.)  
Englander Mattress thru North Adv. (Part.)  
Kraft De Luxe Margarine thru Needham, Louis & Brorby (Ann., Part.)  
Minute Maid Orange Juice thru Ted Bates (Ann.)

OK Rubber Welders thru Kendon (Ann.)  
Poll Parrot Shoes, International Shoe thru Krupnick (Ann.)  
Purina Dog Chow, Ralston thru Gardner (Ann.)  
Red Goose Shoes, International Shoe thru D'Arcy (Ann.)  
Sunbeam Bread thru Phil Boone (Ann.)  
Sweetheart Soap, Manhattan thru Ed. W. Weiss (Ann., Part.)  
Viati Diet Products thru Robert Sciby (Part.)

another reason why KOA-TV is DENVER'S DOMINANT STATION!

Major Studio

MOVIES WEEKLY

with Live Hosts...

CHOICE TIMES  
CHOICE AVAILABILITIES  
call  
NBC SPOT SALES...or  
BILL MacCRYSTAL  
KOA-TV Gen. Sales Mgr.

4 MOST  
IN DENVER  
KOA-TV NBC

# 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.)

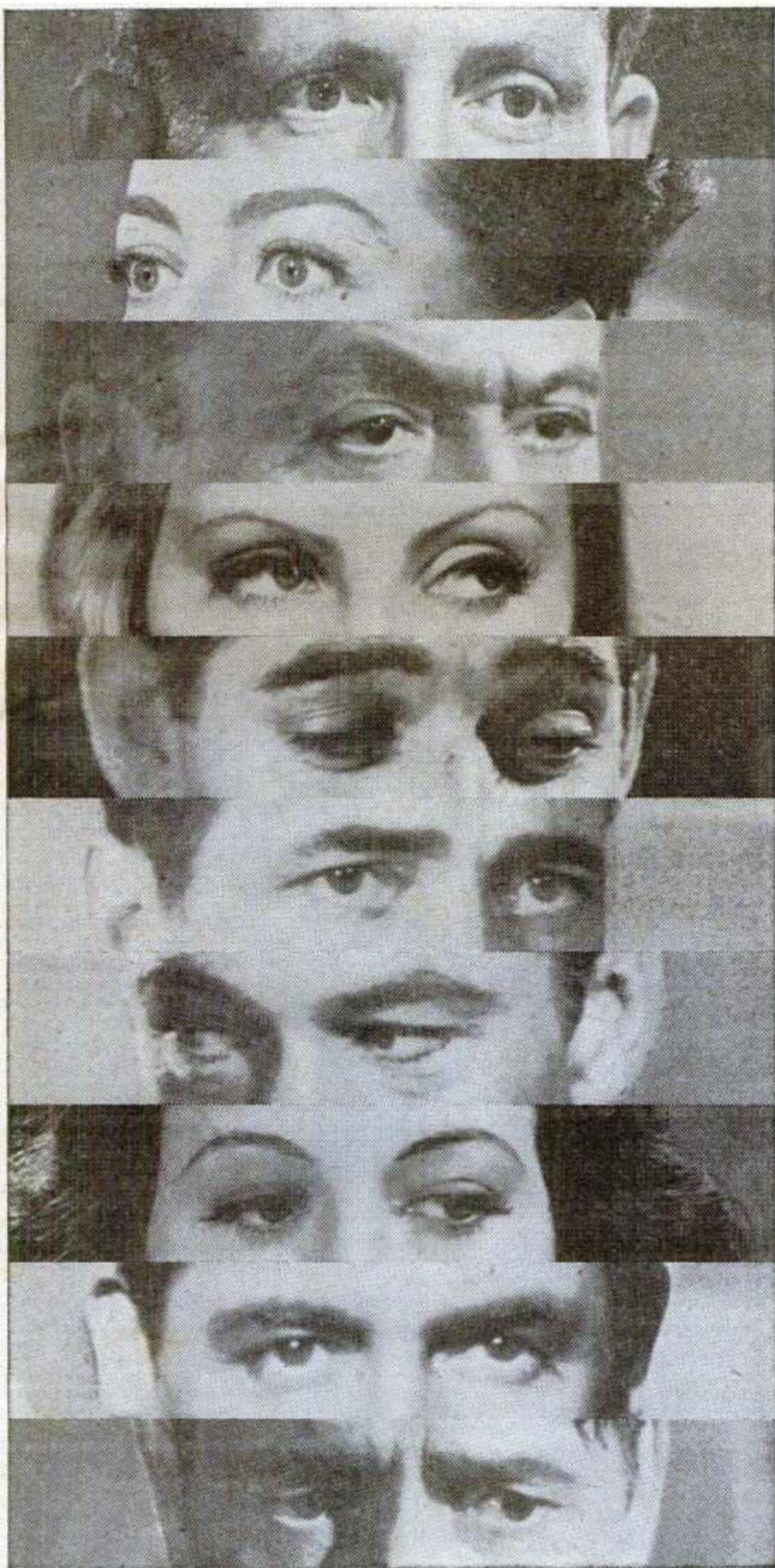
*The viewers:* WCBS-TV's feature films are commanding the biggest audiences in their history... far bigger average audiences than feature films on any other New York station (The Early Show 81% larger, The Late Show 112% larger).

*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 representative 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's 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 attractiveness of the business.

While set saturation and daytime viewing have advanced tremendously 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 Nielsen sets-in-use shows that the average daytime viewership has doubled since then.

This massive increase, the report points out, has not been reflected in the daytime spot rate trend. In per cent of the nighttime level, 1953, spot rates were generally 50 while today the range is 25 and 35 per cent of Class A. Granted that the dollar base of nighttime costs has risen, these daytime per-

centages devolve only a slight increase 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 ratings, sets-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 notes the plans for strengthened daytime 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 conference on local public service programming will be repeated next year under the auspices of the Westinghouse Broadcasting Company, which sponsored the highly-praised sessions in Boston several weeks ago.

Richard Pack, WBC veepee, is heading the planning committee for next year's conference, site of which has not yet been chosen. The WBC decision for a 1958 repeat was prompted by "the high level of enthusiasm reached and the spirit of mutual co-operation displayed" by the broadcasters and educators who came to Boston, according to Donald McGannon, WBC president.

## AB-PT Okays Experiments For Toll TV

NEW YORK — American Broadcasting - Paramount Theaters has approved "exploratory investigation" of pay-as-you-see TV by its subsidiary, Interstate Circuit, Inc., while another of its divisions, ABC-TV, remains committed to strong opposition of the system.

Interstate is planning showings of new feature films in a number of Texas cities as its first test of the "box-office at home" concept. The first important test of toll TV will precede the Texas experiment, when Video Independent Theaters offers movies early in July in Bartlesville, Okla. Both trials will utilize closed-circuit facilities.

In some AB-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 Guild, Bascom & Bonfigli agency. The assignment will become effective April 17. GB&B has had the Skippy 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 'O.S.S.' on ABC

NEW YORK — The Mennen Company, after announcing an ABC-TV berth, then withdrawing and mulling an NBC-TV slot, will bring its "O.S.S." series to ABC-TV after all next season. The mystery adventure was slated for Fridays 9:30-10 p.m., a time now optioned by Plymouth. It will finally be housed in a Wednesday evening slot.

Mennen is committed for alternate weeks of the \$46,000 stanzas, with a grocery advertiser eyeing the open half buy.

## Desilu to Film Costello Pilot

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

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

## Windex Buys Into Allen TV

NEW YORK — The Drackett Company for Windex has bought six one-third segments of the Steve Allen show, Sundays 8-9, NBC-TV. The advertiser will be represented 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 & Williamson canceled. Young & Rubicam is the Drackett agency.

# The 4 big million-plus markets of WBC TELEVISION

### IN BOSTON...

#### WBZ-TV, Channel 4

New England's first TV station 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...

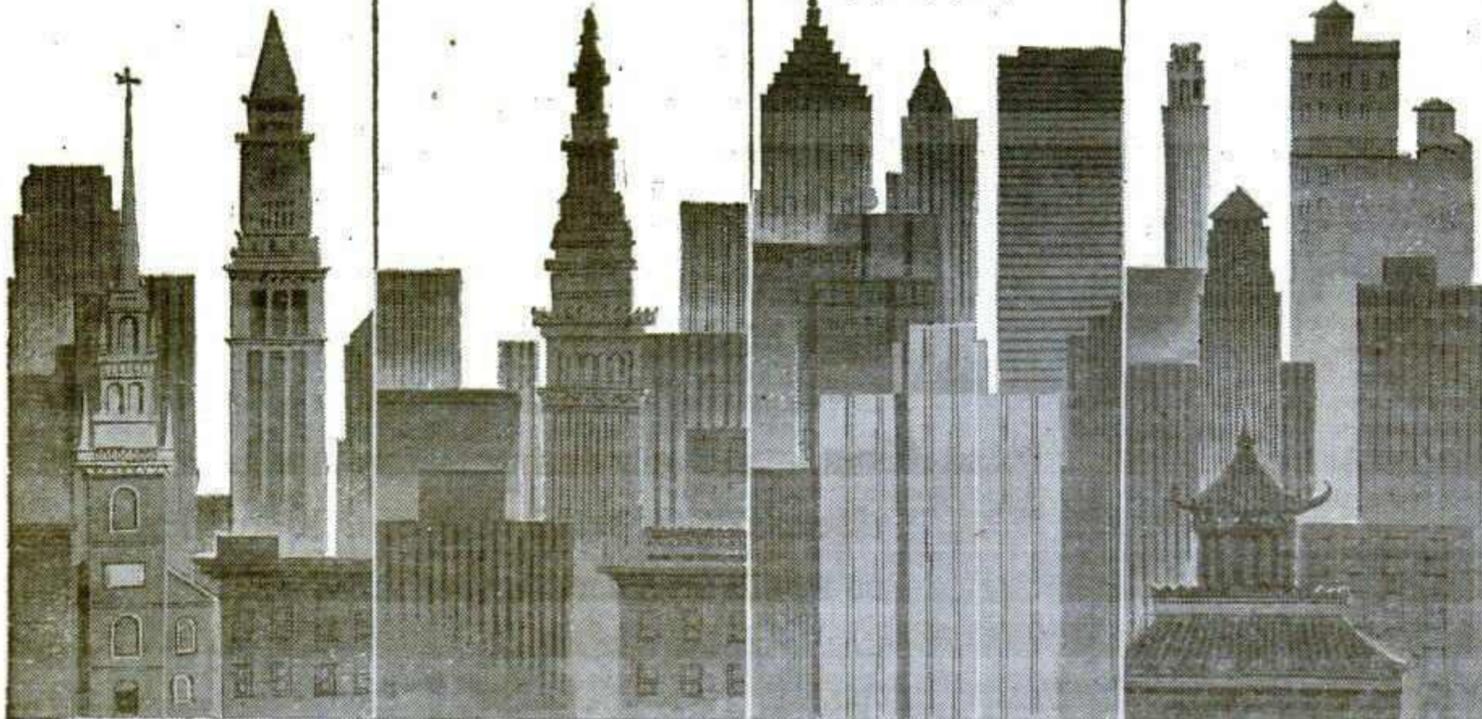
#### KDKA-TV, Channel 2

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 sales, you need the big markets of WBC. WBC programming and promotion give you the big audiences in America's 6th, 7th, 8th and 9th markets.

For availabilities, call the stations. Or, A. W. "Bink" Dannenbaum, WBC VP-Sales, at Murray Hill 7-0808, in New York.

No selling campaign is complete without the WBC-TV stations



### WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—BOSTON, WBZ-WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WOWO; CHICAGO, WIND; PORTLAND, KEX

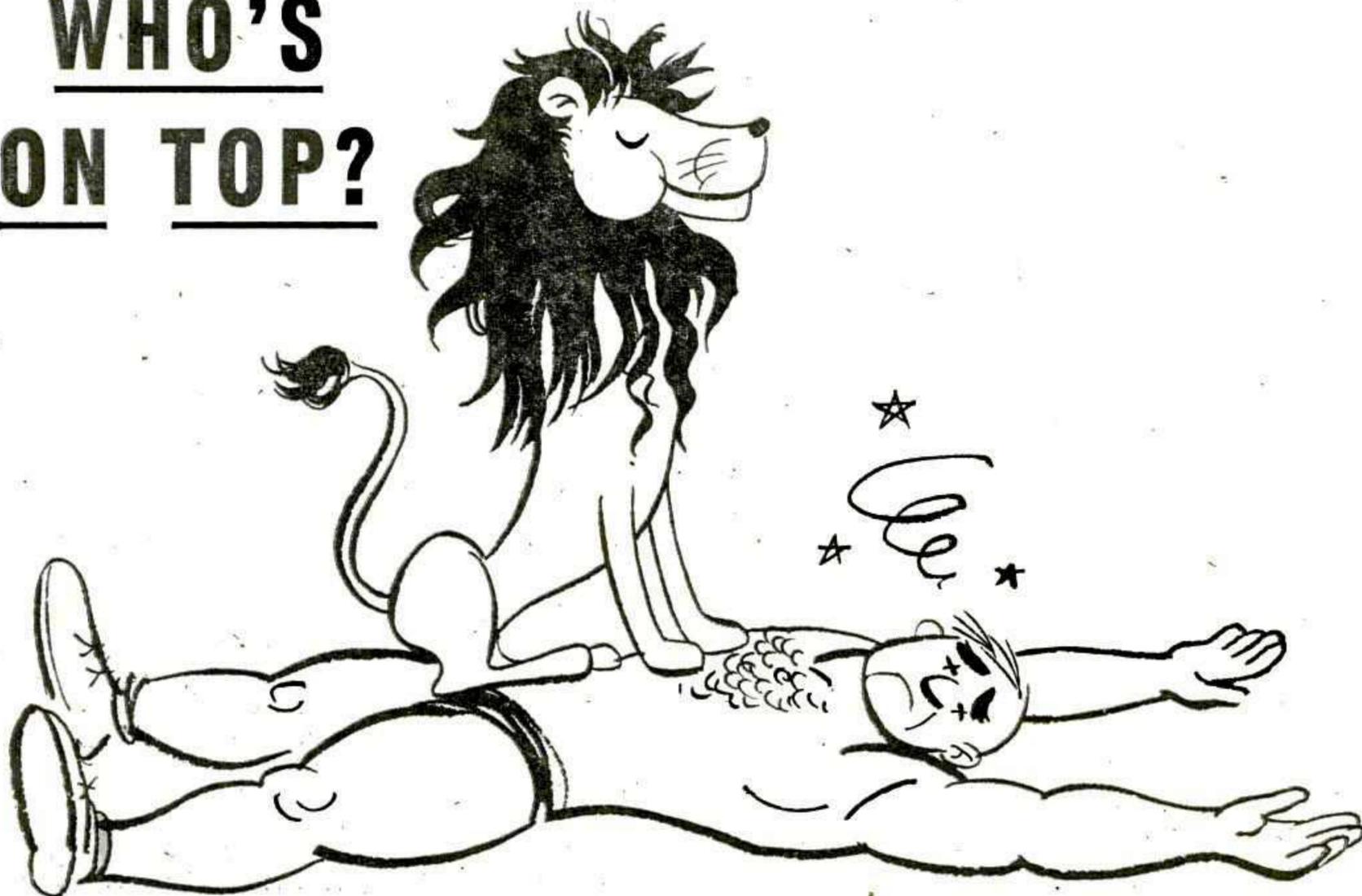
TELEVISION—BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX

WIND REPRESENTED BY A M RADIO SALES

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

# 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.

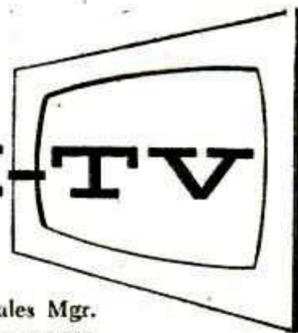
We've said it before . . . and we say it again: *you just  
can't beat those fabulous Metro ratings . . . anywhere!*

**WHEN THE LION ROARS . . . THE RATING SOARS!**

# MGM-TV

A SERVICE OF  
LOEW'S INCORPORATED

Richard A. Harper, General Sales Mgr.  
701 7th Ave., N. Y. C. 36. JUdson 2-2000



# 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

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FCC OVERTHROW

# Court Gives 'Play Marko' Green Light

WASHINGTON—The controversial TV bingo program, "Play Marko," got the green light from the U. S. Appeals Court here, last Thursday (14) in an overthrow of a Federal Communication Commission ruling against the program. The FCC claimed the program incorporated a lottery element, "consideration," because viewers had to visit sponsor's stores to pick up bingo cards and play for prizes. The court ruled that in spite of its being an "undesirable" type of program, it could not stretch interpretation to make "Play Marko" a "crime."

Dissenting Judge Danaher agreed with the FCC that the agency was within its rights in barring the program: "As played over a particular station, during a particular period." The National Association of Radio & Television Broadcasters filed an amicus curiae brief on the side of the "Marko" programmer.

"Play Marko" is produced by the Caples Company, which asked the FCC for a ruling on the program. Danaher's opposition to the court ruling noted that the ruling gives a Federal okay to this type of programming — altho it may reach individual States which have judicial rulings against the type as falling into "lottery" classification.

# MCA 'Million' For Blue Plate

NEW ORLEANS—Blue Plate Foods has bought MCA-TV's "If You Had a Million" for eight markets thru six Southern States. It has an option for 20 more Southern markets.

This deal represents a switch for Blue Plate. It had been buying its syndicated shows from the stations rather than distributors. It had thereby been sponsoring "Stage 7" in about a dozen markets.

Blue Plate's "Million" sponsorship starts in two markets in May and in the other six in the fall. Its agency is Fitzgerald Advertising here. "If You Had a Million" is the rerun title of Don Feddersen's "The Millionaire."

## Prep 'Kenny' Comedy

HOLLYWOOD—"It's a Great Life" producers Ray Singer and Dick Chevillat are prepping a new situation comedy for NBC-TV. Tentatively titled "Kenny," it deals with exploits of a performer in the entertainment industry.

# CBS, NBC Split Emmys; Live Shows Dominate

HOLLYWOOD—CBS and NBC split most of the top awards in the ninth annual Emmy Nominations. New York topped Hollywood for the second straight year, but the real shocker was the preponderance of live TV over film.

The latter was due to a great extent to the fact that two live programs, "Playhouse 90" and "Caesar's Hour," took better than 40 per cent of the national Emmys (exclusive of technical awards) between them. Given this boost, live

# B'WAY ABOUNDS IN ADAPTATIONS OF TV DRAMAS

NEW YORK—Some measure of the contribution made by live TV drama to other entertainment media can be measured within the next month on Broadway. Five different movies will be playing at Broadway movie houses which are based on TV dramas. And during that time three different plays, which are amplified versions of hour TV scripts, will continue to be offered to theatergoers.

In the movies, Paddy Chayevsky's "Bachelor Party" opens at the Victoria on April 11, Robert Dozier's "The Young Stranger" opens at the Guild Theater in early April, Reginald Rose's "Twelve Angry Men" opens at the Capitol around Easter and "Fear Strikes Out," the Jim Piessall story directed by Robert Mulligan, opens at the Loew's State. It follows Robert Alan Aurthur's "Edge of the City," the retitled version of "A Man Is 10 Feet Tall," which has been running there for more than a month. These, of course, are all feature films.

Theatergoers are seeing Chayevsky's "Middle of the Night," at the ANTA Playhouse, where it has been running nearly a year; Gore Vidal's "Visit to a Small Planet," at the Booth, and Arnold Schulman's "Hole in the Head" at the Plymouth.

## Dayton Set on Stubby Kaye, 'Scout' Pilots

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

The pair are the Stubby Kaye Show, a comedy being directed by Don Taylor, and "Indiana Scout," starring Casey Tibbs.

## NEW SPRING SERIES

# Ziv Quaffs Another Beer With 'Kane'

NEW YORK—Busch Bavarian Beer will sponsor "The New Adventures of Martin Kane" in its seven-State area in the Midwest. It is shooting for at least 20 markets, and is understood to have cleared Kansas City, Mo., and St. Louis so far.

Busch Bavarian is Anheuser-Busch's regional brand handled by Gardner Advertising, St. Louis. Its sponsorship of Ziv-TV's new film series will begin the week of May 5.

This deal was made by Ziv's national sales department under

shows garnered 19 of the statuettes as against only six for film.

In the battle between the networks, CBS took 12 awards, NBC 12, and ABC only two. New York came out on top in 14 instances against 11 for Hollywood.

"Playhouse 90's" "Requiem for a Heavyweight" scored what was probably the greatest triumph for a single program in the history of the awards, winning five; Rod Serling (repeating from last year) was

(Continued on page 13)

# PIX FLOOD DUE TO PASS 1956 HALF-WAY 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 films put on the market in 1957 will be more than half that of 1956, which was the year the dam broke. This is based on the likelihood that both Universal and Paramount will make deals this year. If both put in full libraries, there will be about 1,300 features right there. Additional packages would boost the 1957 total to about 1,500. In 1956 the total number of pictures that went into TV was 2,650.

In the two and a half months of 1957 so far, two new feature packages have been put on the TV mar-

ket, the "Action Package" (Pine-Thomas) with 35 and the "Hollywood Premiere Parade" (Columbia) with 39. United Artists will bring out another package next month, containing up to 52 films.

These 126 are, of course, a mere drop in the bucket compared to the quantity Universal and Paramount could turn out.

The prospects on both those majors looked hot last week. A number of TV sources are known to have placed bids with both of them.

### Cott Rumor

Rumors and reports last week were flying heaviest around the major-market station group gath-

ered together by Du Mont Vice-President Ted Cott a few months back. Sy Weintraub, executive of Flamingo Films, has now entered that picture, tho his exact place in it is not clear.

On a report that he and the station group had closed a deal on the Universal library, Weintraub would make no comment. A later report that they had a deal for a large block of the Paramount library, Weintraub denied, tho he conceded that he, as any number of others, had made an offer to Paramount.

A couple of station executives believed to be part of that group last week would say only that any comment on the subject at this time is premature. By the end of the week the rumor mill had it that their negotiations with both picture companies had fallen thru.

Should the station group land either of these deals, there would then remain the question of distribution in the remaining markets. This is presumably one of the reasons for Weintraub's participation in their negotiations. Weintraub emphasized that his involvement in this situation does not have anything to do with Flamingo, which he owns with Joe and Jim Harris.

Weintraub was reported to have offered Universal \$20,000,000, to be paid over five years. Observers described it as a good offer.

# Weaver Plan Like Multiple Film Selling

NEW YORK—Reports that Sylvester (Pat) Weaver is readying a new network are greatly exaggerated. Weaver's concept is a live variation of the regional multiple-station buy used by sponsors of syndicated film.

The former NBC-TV prexy is contacting agencies to see whether they would be interested in a limited network buy, primarily in the East, during the morning and afternoon hours. The stations, of course, have plenty of time available during those hours, and by pre-selling those hours he would be virtually certain to get clearances. Among the programs being offered is "Ding Dong School."

## Film Session Held At NARTB in 1956

NEW YORK—The story about the film panels at the National Association of Radio & TV Broadcasters' convention incorrectly stated (The Billboard, March 16) that there was no such panel at last year's convention. There was a film panel at last year's convention, which was held in Chicago.

It was two years ago, in Washington, that the NARTB did not have film on its official agenda.

## KDKA Buys MCA Autry-Rogers Pix

PITTSBURGH—KDKA, here, has bought the 123 Gene Autry-Roy Rogers Westerns from MCA-TV. The station plans to strip the programs, intermingling the Autry and Rogers films.

The station will thus have five hours a week of the MCA Westerns on the air for at least two and a half years, counting reruns.

# TV Tape Impact on Labs, Indie Filmmers

## Solow Prediction Amid Mounting Evidence Of Trade Ability to Edit Electronically

HOLLYWOOD—Television tape will have its most immediate effects on the independent telefilm producers and on film laboratories, Sidney P. Solow, vice-president and general manager of Consolidated Film Industries, predicted last week.

Solow's prediction came in the midst of mounting evidence that tape will be able to be edited electronically, at least to some degree, once the production models are delivered to the networks. The biggest problem, in actuality, may be union jurisdiction, a factor which came into play as early as a year

ago when tape first made its appearance.

The manner in which editing would be accomplished would probably be very similar to the method used in the Du Mont Electronicam. An hour live program, for instance, could be pre-produced in this way:

Three, four or five cameras could be hooked to individual tape machines, the program being shot in several segments of perhaps 10 minutes each, thereby obviating the tremendous pressures of having to do an entire hour or longer program in one take, with no possibility of correcting an error once it's made. The director could then take whatever shots he wants from each of the machines and blend them together, with fades, dissolves, etc., by re-recording on another machine.

This possibility has already created a jurisdictional dispute at CBS between the International Brotherhood of Electrical Workers, which controls cameramen and electrical workers, and the International Alliance of Theatrical Stage Employees, to which film editors belong, the present ruling being

(Continued on page 13)

## Charlie Chan Moves to Eng.

NEW YORK—Television Programs of America is moving Charlie Chan to England next month. "The New Adventures of Charlie Chan" will go before the cameras at the Borhamwood Studios, 13 miles outside of London, on April 15. From 25 to 30 of the first 39 episodes will be shot there.

About five episodes have already been completed in Hollywood. J. Carrol Naish plays the title role, and James Hong plays his son.

## 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 TV shows and two features for theatrical release, all to be shot in and around Dallas. Production begins in May. Joe Graham has resigned from an ABC-Radio directing post to assume the presidency of the new company.

## Pabst Beer Buys 'Champ Bowling'

NEW YORK—Pabst Brewing has bought "Champion Bowling," the Walter Schwimmer Company package, for the Sunday 11-12 midnight time on WABC-TV here, beginning March 24.

The buy eliminates Sunday screenings of the Screen Gems Columbia Pictures package, now scheduled Monday thru Saturday starting April 1.

DOUBLE TRENDS

Blurbs in Shift to Minute Length; Fringe Time Importance Grows

NEW YORK—A strong shift to one-minute commercials and the growth of fringe time to a position of equal consideration with prime time are being noted by station reps and time buyers this year.

"There is an obvious trend toward minute copy," says Frank Pellegrin, vicepres of H-R Television, Inc. "The 20-second spot was a standard, a nucleus of planning for nine out of 10 national advertisers, but within the past year, at least five out of 10 have

tered their thinking. At precisely the time when advertisers were pushing for one-minute spots and station reps were looking for same, along came feature films as a major staple of the industry."

"Features were the perfect answer, upping the value of fringe time and the quality of its programming," Pellegrin points out. "With American Research Bureau ratings of 20.0 and more recurring frequently today in late evening and even daytime periods, and with syndicated films generally superior this season to meet the competition of features, the num-

ber of worthwhile minutes available to national spot advertisers keeps spiraling upward.

**More Available**  
"No one buys a bad minute when he can get a good 20," says Pellegrin. "It's just that there are more good minutes now." In tight markets like Boston and Pittsburgh the earliest available spot of any length occurs around midnight in this week's daily schedules.

The General Baking Company, which recently decided to leave this phase of TV because it could no longer tell its story in 20 seconds, has been influenced by reports of time buyers and reps concerned to enter the one-minute field instead of newspaper adver-

tising. According to a spokesman from Batten, Barton, Durstine & Osborn, its agency, General Baking is changing its mind on the basis of similar successes by other packaged food outfits.

Some sponsors are currently buying two minutes back-to-back for different products. Reps are predicting the rise of the two-minute spot for a single product which cannot tell its story in one minute. This would merely be an extension of the current practice on spectaculars, they note, and could easily lead to even bigger groupings of contiguous minutes, such as the eight-minute Schlitz commercial during feature films in Milwaukee.

LEE SPEAKS UP

Toll Test Would Bring Instant Relief to UHF

WASHINGTON — "Forthright commission action" in authorizing a trial run for toll TV would "almost make it logical for manufacturers to go into all-channel set production," and would "result in applications for UHF stations in top 50 markets in a matter of weeks." Federal Communications Commissioner Robert Lee presented this opinion in a letter last week to the Senate Commerce Committee's TV probers. Lee termed subscription TV the "most logical step," which has been overlooked in the efforts to keep the nation's 70 ultra high channels alive.

While Lee recommended pay trial, a New York Congressman, Edmund P. Radwan told fellow representatives last week that "if current programs need improvement, the answer is not in increasing the profits by skimming the public" thru toll TV. Radwan said he has been fighting the "greedy promoters" of pay TV since 1955. He claimed that "sponsor support" is now more than enough for the finest programs, and "letting promoters take in as much as \$8,000,000 for a single 30-minute" pay program, will not improve the program itself.

**Lee Statement**  
Commissioner Lee's statement on toll TV was part of an over-all plea to take all measures to save

ultra high in the face of increasing "rumbling" about curtailment of present broadcast TV channels for other services.

Lee believes authorization of a trial for toll, possibly of about three years' duration, not only possible but "an obligation" on the part of the FCC.

"Nor can I believe Congress at this time would want jurisdiction over this thorny problem," Lee points out. Continuing silence about toll TV on the part of the Senate Commerce Committee bears him out. At last week's hearing, Acting Chairman Senator Lausche reminded FCC commissioners that "this committee does not take any stand either way" on any prospects of a trial for pay TV, should the FCC decide to authorize one.

As to practical aspects of a toll TV trial, Lee recommends that entrepreneurs of the pay service take all the money risks, with "public investment at the very minimum." Lee would "induce" subscription TV broadcasters to install equipment "on a moderate lease basis, rather than selling it to the subscriber."

Lee would have restraints on toll to protect free programming, and he "certainly would not authorize it in a one-station market at this time." The time limit on pay programming would be by percentage  
*(Continued on page 13)*

BACK IN FALL

Official to Return 1st-Run Syndicat'n

NEW YORK—Official Films is getting back into first-run syndication this fall. For the past two years it has concentrated on national sales of its English-produced swashbucklers. Its syndication department has concerned itself with rerun sales on such series as "Star Performance," "American Legend" and its "strippable" comedies.

Possibilities for its fall syndication push are the two new costume adventures now being produced in England by Sapphire Films. Both of them, "Pistol Point" with Louis Hayward and "The Blade" with Edmund Purdon, are now in full 39-segment production, with initial delivery expected here next month. Official executives said that either or both these series will be offered to regional sponsors in the fall.

A third new property, also a syndication possibility, is being produced in Amsterdam, Holland, by Arthur Dreifuss, producer of "Secret File, U. S. A.," one of the first half-hour series ever to be syndicated by Official. It was described as a series "of an exceptional and unique nature." It has been reported to be about a clairvoyant.

Hollywood Sources

Official also expects to get product from a Hollywood source. Its acquisition last week of "Vagabond" from Bill Burrud Productions, a show that has played locally in Los Angeles, is only a start in that direction.

This will be Official's first plunge into first-run syndication since it launched "The Star and the Story" in 1953. Since then Official executives have repeatedly insisted that first-run syndication

Ranger & Lassie Team on P.A. Trek

HOLLYWOOD—One of the more novel team-ups in P.A. Annals will take place this spring and summer when the Lone Ranger and Lassie combine in a personal appearance jaunt that will cover 62 cities with 78 appearances in six months.

The tour got under way last week with the Ranger's appearance at the Greater Hartford (Conn.) Fair. Lassie joins for the first combined appearance April 21 in Detroit.

The circuit will encompass Eastern, Southern and Midwestern States.

under present conditions does not make sense.

Explaining their change of heart, Herman Rish, sales vice-president, said they now felt that the firm had developed to the point where it was able to hurdle the natural obstacles of first-run sales. Furthermore, he said, to go into the field a firm has to have production sources that will assure at least three new series a year. Official, he said, now has such sources.

Official is planning to establish a revolving fund of several million dollars for new production, and it will be expanding its sales force.

Official's decision comes in the wake of the same decision from Screen Gems, a firm with its own ample production set-up but which has been staying shy of first-run syndication. Screen Gems' last first-run series was "Celebrity Playhouse," which it put on the market more than a year and a half ago. Screen Gems is expected to start a syndication push within a matter of weeks, possibly on "Johnny Nighthawk."

TV KEGLING

Becoming Aud. Puller In Summer

CHICAGO — Bowling, traditionally a winter sport, is fast becoming a big summer audience puller on TV, according to Walter Schwimmer, distributor of the "Championship Bowling" film strip.

When Schwimmer first started syndicating the bowling series three years ago, barely 10 per cent of the stations who bought it retained the feature for summer viewing. Last year, the show had become so popular, 62 per cent took a summer flyer on the alley pix. Judging from bookings so far for this summer by the 175 "Championship Bowling" stations, Schwimmer estimates that 90 per cent will hold on to the feature during the hot months.

Another index of bowling's summer popularity was shown rather dramatically last summer in Indianapolis where the show on WJDM was pitted against the major league baseball "Game of the Week." Bowling drew a rating of 22.2 against 9.1 for baseball, according to Schwimmer.

An upshot of the show's hot weather popularity appears to be a rise of summer interest in bowling participation. Frank Lacy, of the California Bowling Association, recently declared that bowling is showing signs of becoming a bigger sport in summer than in winter.

AAP Adds Movie, Cartoon Buyers

NEW YORK—AAP, Inc., has picked up four more sales in the Southwest on Warner Bros. features and cartoons. The purchasers are KDWI, Tucson, Ariz., which bought 418 Warner Bros. features; KOOL, Phoenix, Ariz., 232 Warner features; KAKE, Wichita, Kan., (first buyer of the Warner feature library) 517 cartoons, and KOAT, Albuquerque, N. M., 58 Warner features.

AAP also sold the 234 "Popeyes" to WWTV, Bloomington, Ind., and WPTA-TV, Fort Wayne, Ind. Also, KOLN-TV, Lincoln, Neb., took 58 Warner films and the "Popeyes."

Gallu Readies 'Border Patrol'

HOLLYWOOD — "Border Patrol," TV film series dealing with the exploits of U. S. enforcement officers on the Mexican border, will be piloted for CBS film division by producer Sam Gallu.

According to reports, the property will probably go into syndication, partially as a result of the present success of "Whirlybirds," only first-run which CBS film has placed into syndication in the past three years. It's apparent, felt that the market is ripe for other new properties, and that CBS needs to come up with first-run product to keep its sale force occupied.

Gallu, in the meantime, just completed the rough cut of his "Blue Angels" pilot, filmed for NBC. This "Navy Log" series, airing on ABC, will probably be renewed by U. S. Rubber, tho American Tobacco is doubtful. If "Log" returns to the air next season, it would give Gallu the distinction of producing a program for each of the three webs.

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QUIZ CLUB viewers are a loyal army of buyers. A coffee-packer recently reordered three times on a Q. C. advertised premium... a candy manufacturer doubled his sizeable business in 3 months thru Q.C. ads... a specialty-food item purveyor sold out. Now an exciting Mystery Voice contest has the whole town talking!

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## CBS, NBC Split Emmy Awards

• Continued from page 11

named best writer of a teleplay, one hour or more; Albert Hescong copped art direction (hour), Ralph Nelson best direction (hour) and Jack Palance best single performance. The entire show was judged the best program of the year. Additionally, "Playhouse" was given the Emmy for the best new program series of the year.

### Five for "Caesar's Hour"

Caesar took top honors in the following categories: Best comedian in a series; Nanette Fabray for best comedienne; Pat Carroll and Carl Reiner for best supporting actor and actress, and the show for the best hour (or more) series. Miss Fabray was a repeater.

Only two Emmys went to ABC: To Leonard Bernstein for musical contribution, and to Sheldon Leonard for best direction (half hour on the Danny Thomas Show).

The Phil Silvers Show, the top single winner last season, again scored strongly, winning in the best half-hour series and best comedy writing categories. Edward R. Murrow, a perennial contender (and winner), took three Emmys: As best news commentator for "See It Now" and for the year-end report, "Years of Crises."

Dinah Shore and Perry Como, 1955 winners, were named as top female and male personalities. Loretta Young won honors as best actress in a continuing series, a repeat from 1954.

Other winners were: Robert Young, best actor in a dramatic series; Claire Trevor, best actress in a single performance "Producer's Showcase"; Paul Barnes ("Hit Parade"), best art direction in a half-hour show, and James P. Cavanaugh ("Alfred Hitchcock Presents"), best writing for a half-hour show.

The dominance of four programs or personalities ("Playhouse 90," Caesar, Silvers and Murrow), which combined took 16 of 25 Emmys, is probably the most noteworthy fact to emerge from the

awards. The bickering and somewhat jaundiced view with which the presentation is viewed is hardly likely to be allayed by this and by the fact that a split vote still had some effect (it's difficult to say just how much) on many winners. For instance, in at least two categories where there were four CBS and one NBC nominations, NBC won; where there were three CBS, one ABC and one NBC show, NBC won (and vice versa, in the case of CBS). In only four instances did the network which had a majority of nominations in a category win the Emmy for it.

As far as the production itself is concerned, it was the smoothest in the nine-year history of the event, and proved fast paced and diverting despite limitations of space.

## Ziv Quaffs Beer

• Continued from page 11

ently be quite unlike the live show that ran on NBC-TV several years ago for U. S. Tobacco. Tho it also stars William Gargan, the film show will have European backgrounds. About a half dozen episodes have already been completed in England. Ziv has Barry Cohon over there as its production coordinator.

This is the first time Ziv has shot a series in Europe since the first episodes of "Favorite Story" back in 1952.

The launching of "Kane" this spring assures that Ziv will have three syndication debuts in 1957. "Men of Annapolis" went on in January, and "Born to Command" is assured of a fall start. In addition, it is possible that Ziv will come out with a fourth syndicated show or go into a third year of production on "Highway Patrol."

## TV Tape Impact

• Continued from page 11

that 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, tape may quickly become the dominant factor in network production. In addition to the improved quality of live-on-tape TV, it should result in space and manpower savings due to shorter rehearsals, thereby lowering costs as well as bringing to live television many stars who have shied away because of the pressures involved.

It is for these reasons that Solow feels that there will be an upsurge of live TV, thereby hurting film producers and labs. Labs will, of course, also be hit by the reduction in kinescoping, first major effects of which will probably be felt at the commencement of daylight saving time.

## Jessel to Do NTA Series

NEW YORK — George Jessel has been signed by National Telefilm Associates for a series of 39 film shows 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 culled 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 shows to help with reminiscences.



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## Lee Speaks Up

• Continued from page 12

number of hours per week. About 15 per cent would be allowed on pay basis. If the aim were to increase pay time, the station would have to increase amounts of free time. "If toll is good as they say—it will solve much of the UHF problem; if it is bad as its opponents say, pay TV will soon be a thing of the past," says Lee.

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# 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 16 pictures running over 90 minutes.

This is the third package of Columbia pictures to be put into TV by Screen Gems, the others being "Hollywood Movie Parade" (104) just one year ago and "Hollywood Mystery Parade" (52) last fall:

**YOU CAN'T TAKE IT WITH YOU—1939**  
James Stewart, Jean Arthur...127 min.

**DEAD RECKONING—1947**  
Humphrey Bogart, Elizabeth Scott...100 min.

**20TH CENTURY—1934**  
John Barrymore, Carole Lombard... 91 min.

**GOLDEN BOY—1939**  
William Holden, Barbara Stanwyck... 101 min.

**MISSING JUROR—1944**  
Janis Carter, George Macready... 71 min.

**THE AWFUL TRUTH—1938**  
Irene Dunne, Cary Grant... 92 min.

**BLACK ARROW—1948**  
Louis Hayward, Janet Blair... 76 min.

**CRAIG'S WIFE—1936**  
Rosalind Russell, John Boles... 75 min.

**WALK A CROOKED MILE—1948**  
Louis Hayward, Dennis O'Keefe... 91 min.

**ROUGH, TOUGH AND READY—1945**  
Chester Morris, Victor McLaglen... 70 min.

**HE STAYED FOR BREAKFAST—1940**  
Loretta Young, Melvyn Douglas... 89 min.

**TALK OF THE TOWN—1942**  
Cary Grant, Jean Arthur...118 min.

**DARING YOUNG MAN—1942**  
Joe E. Brown, Marguerite Chapman... 73 min.

**HOWARDS OF VIRGINIA—1940**  
Cary Grant, Mirtha Scott...122 min.

**HER HUSBAND'S AFFAIRS—1947**  
Franchot Tone, Lucille Ball... 86 min.

**SOMETHING TO SHOUT ABOUT—1943**  
Don Ameche, Janet Blair... 91 min.

**THE WHOLE TOWN'S TALKING—1935**  
Ed. G. Robinson, Jean Arthur... 86 min.

**IMPATIENT YEARS—1944**  
Jean Arthur, Lee Bowman... 91 min.

**KEEPER OF THE BEES—1947**  
Gloria Henry, Michael Duane... 70 min.

**OVER 21—1945**  
Irene Dunne, Alexander Knox...105 min.

**DESTROYER—1943**  
Edward G. Robinson, Glenn Ford... 99 min.

**ONE WAY TO LOVE—1945**  
Willard Parker, Marguerite Chapman... 83 min.

**ONLY ANGELS HAVE WINGS—1939**  
Cary Grant, Jean Arthur...12 min.

**ATLANTIC CONVOY—1942**  
Bruce Bennett, Virginia Field... 70 min.

**ADVENTURE IN MANHATTAN—1936**  
Jean Arthur, Joel McCrea... 75 min.

**CORPSE CAME C.O.D.—1947**  
George Brent, Joan Blondell... 87 min.

**YOU WERE NEVER LOVELIER—1942**  
Rita Hayworth, Fred Astaire... 98 min.

**ROMANCE OF THE REDWOODS—1939**  
Charles Bickford, Jean Parker... 70 min.

**GOOD LUCK MR. YATES—1943**  
Claire Trevor, Jess Barker... 70 min.

**WOMAN IN DISTRESS—1937**  
Dean Jagger, Irene Hervey... 70 min.

**PORT SAID—1948**  
Gloria Henry, William Bishop... 70 min.

**TRAMP, TRAMP, TRAMP—1942**  
Jackie Gleason, Florence Rice... 70 min.

**YOU BELONG TO ME—1941**  
Barbara Stanwyck, Henry Fonda... 97 min.

**FLIGHT LIEUTENANT—1942**  
Glenn Ford, Pat O'Brien... 80 min.

**TARS AND SPARS—1946**  
Janet Blair, Sid Caesar... 88 min.

**GO WEST YOUNG LADY—1941**  
Glenn Ford, Ann Miller... 70 min.

**JAM SESSION—1944**  
Ann Miller, Louis Armstrong... 77 min.

**THEY ALL KISSED THE BRIDE—1942**  
Joan Crawford, Melvyn Douglas... 87 min.

**JOHNNY O'CLOCK—1947**  
Dick Powell, Evelyn Keyes... 95 min.

# Deintermixture Lights Blaze In Washington

WASHINGTON—A recent deintermixture by the Federal Communications Commission lighted a blaze of controversy on the hill last week during House and Senate Commerce Committee hearings. Senator Butler walked out on what he called "improper" and "coercive" questioning of the Federal Communications Commission by Committee Counsel Cox on its retention of a very high channel in a UHF area.

On the Democratic side of the committee, Senator Thurmond wanted it on the record that even if the Senate Commerce Committee had recommended the FCC's deintermixture aims in its last report (1956), as of this season, "there has been no request by this committee to you (FCC) for deintermixture to proceed." Of a letter composed by Chairman Magnuson asking the FCC to prepare itself for deintermixture questioning in certain cases, Thurmond said, "It could not get enough signatures to be sent."

### No Senate Okay?

It now appears that no official Senate Committee endorsement of the FCC's deintermixture progress will be forthcoming, any more than on the committee's own staff report recommending a trial for toll TV (The Billboard, March 16). This would appear to hold true, altho at last hearing, Democratic Acting Chairman Lausche and Senator Blakely and Senator Monroney overrode concerted effort by Republican Senators Bricker, Purtell and Butler to halt questioning of FCC Chairman McConaughy on individual deintermix cases already decided.

With no further Senate hearings on TV immediately in prospect, senators appear to have left large issues in broadcasting to FCC responsibility. Questions of the network role will go to FCC's network study, scheduled for completion by next July, under Dean Barrows. The controversial trial for toll TV (see separate story) will be settled in next FCC meetings, possibly within the month, and possibly with concurrent demands for Congressional legislation. The future of UHF service, engineering-wise, will be in hands of the all-industry study group, TASO, target date "a year from now—we hope."

TASO is believed by FCC Counsel Baker to need clearance in the anti-trust field before it can engage in "concerted efforts" by different firms represented, to produce improved transmitters and sets for all-channel broadcast.

# PULSE FILM RATINGS for December

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

## The Pulse Audience Composition Studies

### • Syndicated Film Western Shows

DECEMBER RATINGS			AMONG WOMEN		
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Frontier Doctor (Hollywood)	14.2	1.	Frontier (NBC)	85
2.	Annie Oakley (CBS)	12.9	2.	Stories of the Century (Hollywood)	82
3.	Sheriff of Cochise (NTA)	11.7	3.	Frontier Doctor (Hollywood)	79
4.	Cisco Kid (Ziv)	11.3	4.	Death Valley Days (Pacific Borax)	77
5.	Wild Bill Hickok (Flamingo)	10.9	5.	Judge Roy Bean (Screencraft)	72
6.	Death Valley Days (Pacific Borax)	10.1	6.	Sheriff of Cochise (NTA)	66
7.	Steve Donovan, Western Marshal (NBC)	9.8	7.	Annie Oakley (CBS)	56
8.	Sky King (Nabisco)	9.7	8.	Hopalong Cassidy—1/2 Hour (NBC)	54
9.	Buffalo Bill Jr. (CBS)	9.6	9.	Gene Autry—1/2 Hour (CBS)	51
10.	Cowboy G-Men (Flamingo)	8.1	10.	Gene Autry—1 Hour (CBS)	50

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Death Valley Days (Pacific Borax)	84	1.	Buffalo Bill Jr (CBS)	91
2.	Frontier (NBC)	77	2.	Annie Oakley (CBS)	89
3.	Sheriff of Cochise (NTA)	74	3.	Hopalong Cassidy—1 Hour (NBC)	85
4.	Frontier Doctor (Hollywood)	72	3.	Sky King (Nabisco)	85
5.	Stories of the Century (Hollywood)	70	3.	Steve Donovan, Western Marshal (NBC)	85
6.	Gene Autry, 1/2 hour (CBS)	59	6.	Cisco Kid (Ziv)	84
6.	Hopalong Cassidy, 1/2 hour (NBC)	59	6.	Kit Carson (MCA)	84
6.	Judge Roy Bean (Screencraft)	59	6.	Range Rider (CBS)	84
9.	Gene Autry, 1 hour (CBS)	57	9.	Hopalong Cassidy—1/2 Hour (NBC)	83
9.	Range Rider (CBS)	57	9.	Wild Bill Hickok (Flamingo)	83

### • Syndicated Film Misc. Shows

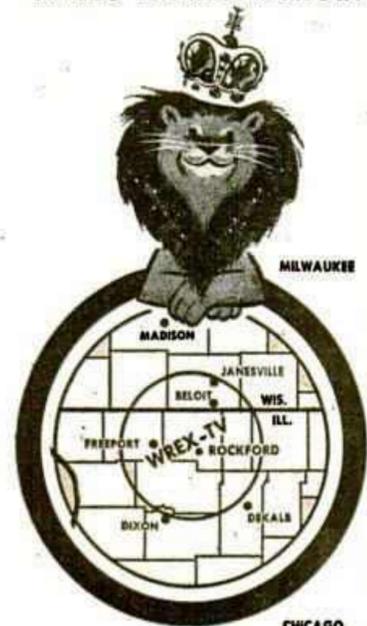
DECEMBER RATINGS			AMONG WOMEN		
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Patti Page (Screen Gems)	10.7	1.	Patti Page (Screen Gems)	89
2.	Rosemary Clooney (MCA)	10.2	2.	Guy Lombardo (MCA)	87
3.	Stars of the Grand Ole Opry (Flamingo)	9.8	2.	Liberace (Guild)	87
4.	Looney Tunes (Assoc. Artists)	9.7	4.	Rosemary Clooney (MCA)	86
4.	Popeye (Assoc. Artists)	9.7	5.	Confidential File (Guild)	84
6.	Little Rascals (Interstate)	8.7	6.	Stars of the Grand Ole Opry (Flamingo)	82
7.	Confidential File (Guild)	6.9	7.	Championship Bowling (Walt Schwimmer)	71
8.	Texas Rassin' (Tex Rassin' Inc.)	6.2	8.	Victory at Sea (NBC)	70
9.	Guy Lombardo (MCA)	5.9	9.	Texas Rassin' (Tex Rassin' Inc.)	63
10.	Championship Bowling (Walt Schwimmer)	4.3	10.	Popeye (Assoc. Artists)	31

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Championship Bowling (Walt Schwimmer)	81	1.	Looney Tunes (Assoc. Artists)	93
1.	Confidential File (Guild)	81	2.	Popeye (Assoc. Artists)	91
3.	Victory at Sea (NBC)	76	3.	Little Rascals (Interstate)	86
4.	Guy Lombardo (MCA)	74	4.	Texas Rassin' (Tex Rassin' Inc.)	35
5.	Patti Page (Screen Gems)	70	5.	Stars of the Grand Ole Opry (Flamingo)	24
5.	Rosemary Clooney (MCA)	70	6.	Rosemary Clooney (MCA)	17
7.	Texas Rassin' (Tex Rassin' Inc.)	64	7.	Championship Bowling (Walt Schwimmer)	16
8.	Stars of the Grand Ole Opry (Flamingo)	63	8.	Liberace (Guild)	15
9.	Popeye (Assoc. Artist)	35	9.	Victory at Sea (NBC)	13
10.	Liberace (Guild)	34	10.	Guy Lombardo (MCA)	12

## Good Ratings on Italy Pix Dubbed Into Eng.

NEW YORK—Those English-dubbed Sylvania Mangano pictures distributed by Nat Cassman's Amanda TV did quite well on WRCA-TV here. On Sunday, March 3, "Bitter Rice" drew a Trendex of 23.8. Two weeks before that "Anna" got over 21.0. The first half hour of the features competes against CBS-TV's "What's My Line?"

WITHOUT A "PEER" in the Rockford Area!



IN THIS \$ BILLION-PLUS SALES EMPIRE WREX-TV IS THE KING SALESMAN

The Rockford TV Area — Illinois' 1st market outside Chicago — is 400,195 families strong, with \$2,357,080,000 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand... and show sales indexes like Rockford's 158, Beloit's 151, Janesville's 153, DeKalb's 184, Freeport's 176, Dixon's 203. Sales total \$1,706,962,000, average \$4,265 per family — \$447 above average.

The most recent viewership survey again shows WREX-TV as the favorite, by better than 3 to 1. It's favored by advertisers too... for its consistent results, at much lower cost per thousand.

J. M. BAISCH, GENERAL MANAGER  
Represented by H. R. TELEVISION, Inc.



# ZIV HAS THE HOT SHOWS!

## "SCIENCE FICTION THEATRE"

# 228

IN 2 STATION BIRMINGHAM

beating Sid Caesar, Fireside Theatre, Medic, Danny Thomas & many others.

PULSE—Feb. '56



ZIV TELEVISION PROGRAMS, INC. Cincinnati, Chicago, Hollywood, New York

## Kraike Preps 'Dogs Courageous' Series

HOLLYWOOD — "Dogs Courageous," series based on Albert Payson Terhune stories, is being readied for production by Mike Kraike as his first indie TV venture. Kraike formerly was producer at Screen Gems, and, most recently, exec assistant to Irving Asher at TCF-TV. William Morris Agency is repping the package.

## Ziv Hires Fitzgerald to National Sales Force

NEW YORK — Ziv-TV has added Frank Fitzgerald to its National Sales Force. He will work out of New York. This brings the sales operation up to 27 men in a move geared to major regional and national advertisers. Ziv is now represented in all of the major U. S. advertising centers.

## COMMERCIAL CUES

### SHE'S IN A GRIP-KOTE

Continental Grip-Kote a wax producer, has completed a test in a few markets which has now determined its policy for launching a national campaign. The wax firm will feature celebrities in its commercials hereafter. First on the list is Jinx Falkenberg, of "Close-up" and other shows fame, who will do the series. This is actually the second series produced by Guild Films, the first used for the test. Production will be supervised by Sy Keller, of Product Services, and directed by Guild's Wally Gould.

### NAMES FOR RAMBLER

The American Motors Corporation is also making use of names in its commercials. On a new series of 10, Arnold Stang and Jack (Baron Munchausen) Pearl will each do five. One of the films is entitled "The Story of the Man Who Bought a Dinosaur" and consists of 12 animated panels. Lee Emmerich, of the Geyer agency, thru which the business was placed, is the radio-TV production supervisor for the spots.

### IDS

**PERSONNEL NOTES:** Rex Marshall has gone to the Coast to shoot some new commercials for General Foods. . . Commercial announcer Bill Rogers, of the 64G programs, has racked up a record of 1,200 reels of Armed Forces training films. . . For the Ted Bates agency, Allen Swift recently did three voices on the new Viceroy cigarette commercial. . . **PRODUCTION NOTES:** Cascade is making six blurbs for L&M cigarettes and six for Falstaff beer thru Dancer, Fitzgerald & Sample. MPO Television Films has created some blurbs for Ciba, and Filmways put together live action and animation for Maxwell House coffee.

## KLZ, KBTB Build Up Afternoon Schedules

DENVER—KLZ-TV, the CBS outlet here, has reshuffled its afternoon schedule in an attempt to get a bigger proportion of adult viewers.

Sheriff Scotty (Ed Scott), for the past two-and-a-half years a kiddie favorite, left the station for rival KBTB and was replaced by a Star Yelland afternoon matinee consisting of a series of half-hour film shows back to back. Beginning at 3 p.m. each day, Yelland introduces the films, interviews visiting firemen, discusses local events and between films plugs the participating products and services.

A 30-minute film beginning at 4 p.m. is billed as "Star Yelland Mystery Theater" and will use "Inner Sanctum" along with various other mystery series.

To keep from losing all of the youngsters, who are quick to follow the fleeing cowboys when they "go that-away," KLZ is moving its Western theater into the 4:30 spot and featuring MCA-TV's "Kit Carson."

### General Trend

"This trend is in keeping with station program policies across the country," Hugh B. Terry, general manager, reports. "Many of the top stations are making a play for adult audiences at hours that formerly were aimed almost exclusively at the youngsters. We think that we can hit a happy medium with this type of programming."

Meanwhile, KBTB, the ABC outlet, is building a stronger lineup of kid shows than it has had in the past. Already blasting away at competition with the "Mickey Mouse Club" and its own cartoon show, KBTB has had the lion's share of the moppet audience daily 3:30-6 p.m.

Scott, long-time KLZ sheriff, moved to KBTB last week to introduce the afternoon Western film.

### The Taylors

Fred and Fae Taylor, who have conducted a two-and-a-half-hour audience participation show for the

kiddies for nearly two years, have consistently pulled top ratings for KBTB in the afternoon. The latest innovation by the Taylors is a daily take-off on one big adult TV show but scaled down for youngsters of five to 10 years.

On Monday's the duo presents "The 64-Cent Question" starring Fred and his midget soundproof booth, complete with the same theme music, "bankers trust" executive and commercials. It plugs local products. "Princess for a Day" highlights Tuesday's programming with some child winning free theater tickets, a dinner out, home permanent kits and other "goodies."

### Wednesday Fights

Wednesday, of course, has to be the Wednesday afternoon fights, with Fred, the friendly soda bar tender, plugging a milk and dairy company from behind his bar. It has the same theme song, between-rounds commercials and "pre-fight warm up." Kids from local orphanages, institutional homes and other schools are featured, with every fighter being a winner, getting dinner out, free theater tickets and lots of the sponsor's products.

Thursdays see "A Penny a Second" and Friday afternoon brings "What's My Daddy's Line?" to the KBTB cameras. Each is modeled after the adult show to the most minute details.

## Stars With TV Packages Get Relief on Tax

WASHINGTON—TV program packages which are partly owned by their star were let off the personal holding company tax hook by the Bureau of Internal Revenue last week Wednesday (13). Among others, the pleased TV packagers were told in a special Treasury "technical information release," that it will allow corporate tax rates on the take—except for that portion of income directly attributable to the personal services of the star stockholder. The latter part of the income will get personal holding tax rate.

The Treasury Department adds warnings that returns of such companies will get a scanning as to how much is attributed to the star's personal earnings. If the amount of income attributed to the star's services is not reasonably in line with comparable star's salaries, Internal Revenue can allocate the firm's taxes in what it feels a fair distribution between corporate and personal holding income. The 1954 code (Sec. 482) permits such re-apportionment by the Treasury Department to "prevent evasion of taxes, or to clearly reflect" the income of such firms.

The ruling means that so-called "star" holding companies, TV or movie, can safely take the 52 per cent tax rate on income, unless the star accounts for more than 80 per cent of the gross income, as distinct from income earned by "other" than personal services. This would be a rarity in TV packages.

## NARTB Adds Film Panel

WASHINGTON—The National Association of Radio & TV Broadcasters last week reinstated the film panel on the agenda of this year's convention in Chicago, April 7-11.

The TV film session will be on Monday, April 8, 2-3 p.m. The panel will consist of two station spokesmen and two distributor spokesmen. The distributors last week received a letter from the NARTB asking them to vote for the two distributor executives they would like to see speak at the session.

## BREACH AND LIBEL

# Judy Garland Sues CBS for \$1.3 Mil

NEW YORK—Judy Garland is suing CBS for \$1,393,333, charging breach of contract and libel. She filed suit in Federal Court here Friday (15).

The libel, for which she is asking \$1,000,000, occurred January 9, when, she claims, an unnamed CBS official had such statements in the paper as: Miss Garland "is known for a highly developed inferiority complex." These remarks, she claims, damaged her reputation and impaired her ability to obtain work.

The contract in question was a five-year deal beginning January 1, 1956. It called for \$83,333 a year the first three years and increased sums for the next two. It allegedly gave Miss Garland the right to approve scripts, producer and other elements of the productions. The deal was signed December 20, 1955.

Last December, the complaint alleges, CBS informed her it wanted her for a show February 25, 1957. But, it states, CBS failed to submit anything for her approval. She charges that the network attempted to compel her to perform without conforming

with the contract. On January 8, CBS canceled. On January 10, the complaint says, Miss Garland informed CBS its cancellation was without force or effect.

CBS did pay Miss Garland \$41,666. Her suit asks that it also pay the remainder stipulated in the contract.

## 1st 'Hawkeye' San Francisco Ratings Good

NEW YORK—"Hawkeye and the Last of the Mohicans" registered good ratings in its first weeks on the West Coast. Videodex gave it a 16.4 in San Francisco, which it plays on pix, Tuesday 6:30-7 p.m. This was against a 17.0 for "Highway Patrol," 6.5 for "Four Star Playhouse" and 2.2 for a feature film.

Pulse gave it 22.3 in Seattle, where it plays Wednesday, 6-6:30 p.m. It beat all its competition there, including Ray Milland with a 10.0, news with a 6.5 and Liberate with 3.3.

Television Programs of America has now sold the show in over 100 markets, the latest being Dallas, (Skillerns), Pittsburgh (KDKA), Orlando, Fla. (Harper Plumbing & Heating), Hartford, Conn., and Knoxville.

## 'Code' Sells, Saves Lives

NEW YORK—ABC Film Syndication made three more sales of "Code 3" and had the show credited with saving the life of two children last week. The sales, which put the mystery series into a total of 140 markets, include WCDA, Albany, N. Y.; KGMB, Honolulu, and a renewal from the Signal Oil Company for KING, Seattle, scene of the real life drama.

Joe Kennedy, 15, spotted a dynamite cap in an episode of "Code 3" which he was watching with his father and mentioned that he and his brother, 16, had been playing with similar caps collected near the Seattle-Tacoma airport, with attachments that later turned out to be dynamite. Police detonated the explosives and the relieved family paid tribute to ABC Film in the local newspapers.

## WATV Hangs SRO Sign on 20th Features

NEW YORK—WATV here this week for the first time is sold out on "Famous All-Star Movie," its 16-repeat 20th Century-Fox program. The four new clients that brought the show up to its full complement of 10 are Alcoa Wrap, Colonna Cheese, Lite Diet Bread (Dugan's) and Breath of Pine.

Pharmaceuticals, Inc., which is owned by the same interests that own WATV, has been riding the movie program since its debut in October, but bows out this week to make room for the new clients.

The other sponsors are A&P, Adams Chiclets, Hit Parade Cigarettes, Robert Hall Clothes, Vanity Fair Tissues and Laddie Boy Dog Food.

WATV will soon begin playing reruns of the 20th Century-Fox features between the two nightly plays of the first runs.

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

Offices in principal cities throughout the United States

**MCA-TV** Film Division

**BIG HIT MOVIES\***  
Thurs.—Fri.—Sat. at 11:00 pm

Now, in the tradition of the BIG MOVIE (10 PM, M, T & W) and BIG MOVIE MATINEE (4:30 PM, M-F), KPIX presents filmdon's BIG HIT MOVIES—more of the biggest movies ever released for television from the vaults of RKO, 20th Century Fox and Warner Brothers. Here are full one-minute availabilities in choice evening time, in choice feature films.

Call Lou Simon, KPIX Sales Manager or your nearest KATZ office for availabilities and cost information.

**KPIX 5** / SAN FRANCISCO  
WESTINGHOUSE BROADCASTING COMPANY, INC.

\*average lead-in rating: 17.4 ARB

DOCUMENTARY

WNAC Pic Delivered to State Dept.

BOSTON—Upon request from United States State Department, Station WNAC-TV, here, has submitted its hour film documentary on the Hungarian situation. Called "Weltschmerz (World Sorrow)," the film was made in Austria by the station's Jeff Forbes. Ed Gilman and Frank Luther.

The request from the State Department came after the local showing on February 18, 10-11 p.m. The State Department intends to correlate the use of "World Sorrow" prints by all branches of the government. It will be shown in every embassy in the world and also on overseas TV and on motion picture programs.

The film contains interviews with Hungarian refugees, Americans helping on the border and with Austrians, as well as shots of actual escapes. This is the second documentary to come out of the WNAC Public Affairs team's trip to the crisis area. The first was called "Suffer the Little Children."

Storer Sales Div. Reassigns Kelley, Evans, Johnson

MIAMI — The Storer Broadcasting Company has reassigned some of its staff in order to create a more effective national sales organization and to establish closer working relations with their stations and the national reps. William E. Kelley, formerly in charge of advertiser contracts will become New York sales manager for WJW-TV, Cleveland.

Also, Lewis Johnson, former Midwest TV sales manager, and Paul Evans, Midwest radio sales manager, will move East to become New York sales managers. Johnson will represent WJBK-TV, Detroit; and Evans, WSPD, Toledo; WJW, Cleveland, and WJBK, Detroit.

Bob Flanigan has been named to replace Evans in Chicago, but no replacement for Johnson has been announced. Other sales personnel remains as was.

UA, SAG Agree on Release of 12 Pix

HOLLYWOOD — Agreement was reached last week between United Artists and the Screen Actors' Guild on release of approximately 12 post-'48 pix to TV, altho final details still have to be ironed out. Payment to SAG on the features, all low-budget productions, will be closely along the lines of the Monogram (Allied Artists) formula.

The pix do not constitute a new set of releases to TV, but were part of a previous package, the understanding being that they would be subject to SAG clearance.

PULSE LOCAL RATINGS FOR JANUARY

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

ATLANTA
3 TV STATIONS—181,500 TV HOMES
Population—778,900 (23d in U. S.)
Buying Income—\$1,361,091,000 (24th)
Retail Sales—\$1,093,106,000 (21st)
Food Sales—\$211,835,000 (23d)
Drug Sales—\$35,608,000 (23d)
Automotive—\$201,453,000 (22d)
Above figures include following counties: Cobb, De Kalb, Fulton

- TOP NETWORK SHOWS
1. I Love Lucy, WAGA, M. ....43.9
2. Ed Sullivan, WAGA, Su. ....41.6
3. Godfrey's Talent Scouts, WAGA, M. ....36.5
4. December Bride, WAGA, M. ....35.5
8. Burns and Allen, WAGA, M. ....35.2
6. I've Got a Secret, WAGA, W. ....34.7
7. Millionaire, WAGA, W. ....33.2
8. G. E. Theater, WAGA, Su. ....32.9
9. Red Skelton, WAGA, T. ....32.2
10. Alfred Hitchcock, WAGA, Su. ....31.9

- TOP MULTI-WEEKLY SHOWS
1. Queen for a Day, WSB, M-F. ....15.3
2. Mickey Mouse Club, WLW-A, M-F. ....13.1
3. NBC News, WSB, T-F. ....12.9
4. Modern Romances, WSB, M-F. ....12.8
5. Clubhouse Gang, WSB, M-F. ....11.8
6. CBS News, WAGA, M-F. ....11.7
7. Guiding Light, WAGA, M-F. ....11.5
8. Search for Tomorrow, WAGA, M-F. ....11.4
9. Love of Life, WAGA, M-F. ....11.3
10. Bob Crosby, WAGA, M-F. ....10.9
News, Weather, Misc. (6:30 p.m.), WAGA, M-F. ....10.9

- TOP FEATURE FILMS
Once Weekly
1. M-G-M Playhouse, WSB, Su-12:15-2:30 p.m. ....23.6
2. Twentieth Century Theater, WSB, Su-10:30-12:00 mid. ....17.7
3. Late Show, WSB, S-11:00-12:00 mid. ....13.3
4. Action Theater, WSB, S-4:15-5:30 p.m. ....12.1
5. Feature Spectacular, WAGA, F-11:00-12:00 mid. ....11.1

- Multi-Weekly
1. Movie Matinee, WAGA, M-F-5:00-6:00 p.m. ....10.4
2. Armchair Playhouse, WSB, M-S-1:00-2:30 p.m. ....10.3
3. Movietime, U.S.A., WLW-A, F, Su-11:15-12:00 mid. ....6.8
4. Sky Theater, WLW-A, M-W, Su-11:15-12:00 mid. ....4.7
8. Movie at 11:00, WLW-A, M-F-11:00-12:30 p.m. ....3.5

- TOP SYNDICATED FILMS
1. Amos 'n' Andy (CBS), WAGA, Th-7:00 ....26.0
2. Badge 714 (NBC), WSB, M-7:00 ....24.5
3. Waterfront (MCA), WAGA, F-7:00 ....23.5
4. Highway Patrol (Ziv), WAGA, F-7:30 ....22.5
5. I Search for Adventure (Bagnall), WSB, T-7:00 ....22.2
6. Superman (Flamingo), WSB, W-7:00 ....20.9
7. Studio 57 (MCA), WAGA, T-10:30 ....18.7
8. Man Called X (Ziv), WAGA, Su-7:00 ....18.2
8. Man Behind the Badge (MCA), WSB, M-7:30 ....18.2
10. Science Fiction Theater (Ziv), WAGA, T-7:00 ....17.2
11. Celebrity Playhouse (Screen Gems), WSB, Su-2:30 ....16.7
12. Dr. Hudson's Secret Journal (MCA), WSB, M-10:30 ....16.4
12. City Detective (MCA), WLW-A, W-6:30 ....16.4
14. Rosemary Clooney (MCA), WAGA, M-7:00 ....15.7
15. Frankie Lane Show (Guild), WSB, Su-12:00 noon ....15.3

BALTIMORE
Population—1,481,600 (12th in U. S.)
Buying Income—\$2,360,849,000 (13th)
Retail Sales—\$1,662,028,000 (12th)
Food Sales—\$386,142,000 (12th)
Drug Sales—\$66,537,000 (12th)
Automotive—\$254,051,000 (16th)
Above figures include following counties: Anne Arundel, Baltimore City and Baltimore County, Md.

- TOP NETWORK SHOWS
1. I Love Lucy, WMAR, M. ....45.7
2. Ed Sullivan, WMAR, Su. ....42.8
3. Godfrey's Talent Scouts, WMAR, M. ....37.5
4. Alfred Hitchcock, WMAR, Su. ....37.0
5. G. E. Theater, WMAR, Su. ....36.9
6. Boxing, WAAM, W. ....35.1
7. Red Skelton, WMAR, T. ....34.0
8. Disneyland, WAAM, W. ....33.6
9. Playhouse 90, WMAR, Th. ....33.3
10. Climax! WMAR, Th. ....33.1

- TOP MULTI-WEEKLY SHOWS
1. Amos 'n' Andy, WMAR, M-F. ....19.9
2. Mickey Mouse Club, WAAM, M-F. ....16.1
3. Public Defender, WMAR, WMAR, T, Th. ....16.0
4. Guiding Light, WMAR, M-F. ....12.8
5. Search for Tomorrow, WMAR, WMAR, M-F. ....12.7
6. Dealing for Dollars, WMAR, M-F. ....12.5
7. CBS News, WMAR, M-F. ....12.3
8. Final, Misc. (7 p. m.), WMAR M-F. ....12.1
9. Art Linkletter, WMAR, M-F. ....12.0
10. Arthur Godfrey, WMAR, M-Th. ....11.9

- TOP FEATURE FILMS
Once Weekly
1. Theater of the Air, WMAR, S-11:00-12:00 mid. ....18.3
2. Park Circle Theater, WAAM, W-11:15-12:00 mid. ....12.8
3. Western Adventure, WBAL, S-2:00-3:00 p.m. ....12.4
4. Ford Film Playhouse, WAAM, F-10:30-12:00 mid. ....9.9
5. Sunday Playhouse, WAAM, Su-1:00-3:30 p.m. ....9.1

- Multi-Weekly
1. Twentieth Century-Fox Theater, WBAL, S-Su-11:15-12:00 mid. ....11.0
2. Channel 2 Theater, WMAR, M-F-11:30-12:00 mid. ....7.9
3. Playhouse 13, WAAM, M-F-1:00-2:30 p.m. ....6.0
4. Nocturne Movies, WAAM, M, Th, S, Su-11:30-12:00 mid. ....5.2

- TOP SYNDICATED FILMS
1. Superman (Flamingo), WBAL, W-7:00 ....24.9
2. Man Called X (Ziv), WBAL, S-10:30 ....20.0
3. Amos 'n' Andy (CBS), WMAR, M-F-6:00 ....19.9
4. Federal Men (MCA), WMAR, F-6:30 ....18.9
5. Wild Bill Hickok (Flamingo), WBAL, F-7:00 ....18.5
6. Waterfront (MCA), WMAR, M-6:30 ....17.9
7. Cisco Kid (Ziv), WBAL, T-7:00 ....17.2
7. Rocket Squad (ABC), WMAR, S-10:30 ....17.2
9. Public Defender (Interstate), WMAR, T, Th-6:30 ....16.0
9. I Led Three Lives (Ziv), WBAL, M-7:00 ....16.0
11. Esso Golden Playhouse (Official), WMAR, Su-7:00 ....15.9
12. City Detective (MCA), WMAR, W-6:30 ....15.5
13. Annie Oakley (CBS), WBAL, S-5:30 ....15.3
14. Captain Midnight (Screen Gems), WMAR, S-6:30 ....15.0

BIRMINGHAM
2 TV STATIONS—146,800 TV HOMES
Population—612,700 (31st in U. S.)
Buying Income—\$889,479,000 (41st)
Retail Sales—\$607,803,000 (44th)
Food Sales—\$142,033,000 (40th)
Drug Sales—\$16,699,000 (53d)
Automotive—\$141,745,000 (32d)
Above figures include following counties: Jefferson

- TOP NETWORK SHOWS
1. I Love Lucy, WBRC, M. ....46.8
2. Ed Sullivan, WBRC, Su. ....45.6
3. Phil Silvers, WBRC, T. ....45.0
4. Red Skelton, WBRC, T. ....44.8
5. G. E. Theater, WBRC, Su. ....41.8
6. \$64,000 Challenge, WBRC, Su. ....40.8
7. December Bride, WBRC, M. ....40.5
8. The Brothers, WBRC, T. ....40.0
9. Alfred Hitchcock, WBRC, Su. ....39.8
9. Ernie Ford Show, WABT, Th. ....39.8

- TOP MULTI-WEEKLY SHOWS
1. Dinner Theater, WABT, M-F. ....20.8
2. Mickey Mouse Club, WABT, M-F. ....17.8
3. Circle 6 Ranch, WBRC, M-F. ....16.7
3. Circle 6 Theater, WBRC, M-F. ....16.7
5. Mystery Playhouse, WBRC, M-W, F. ....16.1
6. NBC News, WABT, M-F. ....15.5
7. News, Sports, Weather (6:30 p.m.), WABT, M-F. ....15.1
8. CBS News, WBRC, M-F. ....14.2
9. Queen for a Day, WABT, M-F. ....13.7
10. News, Sports, Weather (5:30 p.m.), WBRC, M-F. ....14.0

- TOP FEATURE FILMS
Once Weekly
1. Film, WABT, F-7:00-8:00 p.m. ....23.6
2. Film, WBRC, F-7:00-8:00 p.m. ....22.5
3. Academy Theater, WBRC, Su-4:00-5:30 p.m. ....20.1
4. Sunday Matinee, WBRC, Su-2:00-3:15 p.m. ....11.7
5. Million 5 Movie, WBRC, S-11:00-12:00 mid. ....11.0

- Multi-Weekly
1. 11th Hour Theater, WBRC, M-F-11:15-12:00 mid. ....7.3
2. Star Studio, WABT, M-F, Su-12:00-1:30 p.m. ....6.0

- TOP SYNDICATED FILMS
1. Man Called X (Ziv), WBRC, T-8:00 ....33.3
2. State Trooper (MCA), WBRC, T-9:30 ....32.8
3. Highway Patrol (Ziv), WBRC, T-10:00 ....28.8
4. The Whistler (CBS), WBRC, F-9:30 ....28.3
5. The Unexpected (Ziv), WBRC, S-9:30 ....25.8
6. Dr. Hudson's Secret Journal (MCA), W-9:30 ....25.3
7. Science Fiction Theater (Ziv), WBRC, Th-8:30 ....23.0
8. Badge 714 (NBC), WBRC, Th-9:00 ....22.5
9. Soldiers of Fortune (MCA), WBRC, W-6:00 ....22.3
10. Stage 7 (IPA), WBRC, Th-9:30 ....21.8
11. Amos 'n' Andy (CBS), WBRC, Th-10:00 ....21.0
12. Little Rascals (Interstate), WABT, M-F-6:00 ....20.8
13. Annie Oakley (CBS), WBRC, T-6:00 ....20.3
14. Dr. Christian (Ziv), WBRC, W-10:00 ....19.0
15. Mr. District Attorney (Ziv), WBRC, M-10:00 ....18.8
16. Code 3 (ABC), WBRC, Th-10:30 ....18.3
17. Rosemary Clooney (MCA), WBRC, F-10:00 ....17.8
17. Sky King (Nabisco), WABT, Su-5:00 ....17.4
19. Buffalo Bill Jr. (CBS), WABT, S-12:00 noon ....13.8

CLEVELAND
3 TV STATIONS—457,100 TV HOMES
Population—1,616,800 (11th in U. S.)
Buying Income—\$3,597,116,000 (10th)
Retail Sales—\$2,136,950,000 (11th)
Food Sales—\$502,023,000 (10th)
Drug Sales—\$76,207,000 (10th)
Automotive—\$402,002,000 (11th)
Above figures include following counties: Cuyahoga, Lake

- TOP NETWORK SHOWS
1. Ed Sullivan, WJW, Su. ....51.7
2. Disneyland, WEWS, W. ....40.3
3. Godfrey's Talent Scouts, WJW, M. ....39.0
4. Boxing, WEWS, W. ....38.3
5. Lawrence Welk, WEWS, S. ....38.0
6. \$64,000 Question, WJW, T. ....37.5
7. I Love Lucy, WJW, M. ....36.7
8. Wyatt Earp, WEWS, T. ....36.0
9. Perry Como, KYW, S. ....35.6
10. Alfred Hitchcock, WJW, Su. ....34.5

- TOP MULTI-WEEKLY SHOWS
1. Mickey Mouse Club, WEWS, M-F. ....26.6
2. 6 o'Clock Adventure, KYW, M-F. ....15.9
3. Reporter, Sports Final (11 p.m.), WJW, M-F. ....14.5
4. 11th Hour News, Weather, KYW, M-F. ....13.8
5. News Highlights (6:30 p.m.), WEWS, M-F. ....13.5
6. Two Star Reporter (6:45 p.m.), WEWS, M-F. ....12.8
7. Captain Penny, WEWS, M-F. ....12.4
8. CBS News, WJW, M-F. ....9.5
9. NBC News, KYW, M-F. ....9.3
10. Arthur Godfrey, WJW, M-Th. ....8.7

- TOP FEATURE FILMS
Once Weekly
1. Western Theater, KYW, Su-2:30-4:00 p.m. ....20.2
2. G. E. Featurama, WJW, Su-4:30-6:00 p.m. ....18.0
3. Home Theater, KYW, S-11:00-12:00 mid. ....15.9
4. Lelsey's Premiere Theater, KYW, S-11:15-12:00 mid. ....12.3
5. Sunday Night Feature, WJW, Su-11:15-12:00 mid. ....10.2

- Multi-Weekly
1. 6 o'Clock Adventure, KYW, M-F-6:00-7:00 p.m. ....15.9
2. 10 o'Clock Playhouse, KYW, M-Su-1:00-2:30 p.m. ....7.7
3. Late Show, WEWS, T, W, S-11:00-12:00 mid. ....7.1
4. Nite Owl Theater, WJW, M, Th, Su-11:15-12:00 mid. ....6.9
5. Late Matinee, WJW, M-F-5:00-6:00 p.m. ....5.1

20 Markets Buy Pine-Thomas Pix

NEW YORK — The 35 Pine-Thomas pictures, now called the "Action Package," have been sold to 20 stations so far by Nat Cassman's Signet TV.

Most of them are in major markets. They include WRCA-TV, New York; WGN-TV, Chicago; KRCA-TV, Los Angeles; CKLW, Detroit; WCAU-TV, Philadelphia; WMAL-TV, Washington; WNAC-TV, Boston; WCPO-TV, Cincinnati; WISH-TV, Indianapolis; and WBUF-TV, Buffalo.

PROGRAMMING— the key to successful TV advertising THE BILLBOARD— the key to successful programming

WE want a personality-air salesman who is ready for a great opportunity with one of the nation's largest radio operations. Excellent income, beautiful large Eastern city, big-time operation in every way. You could be top man in your city now or could be unknown with great potential. Respond only if you have excellent character, top references, five years' experience, desire to settle permanently, capacity for reciprocating strong loyalties, ability to work closely and effectively with strong sales organization. If you think you qualify, answer this ad only if you include a minimum 30 minutes tape taken off the air only, a complete resume including at least five references and a picture. Your material will be read only by top management in strictest confidence. No replies or material will be returned. Box 92, Billboard, 1564 Broadway, New York, N. Y.

Rheingold to Try Twin Exposure With 'Code'

NEW YORK — Rheingold will try double exposure for the first time when its twin buys of "Code 3" from ABC Film Syndication debut here next week over WRCA-TV and WPIX. The Thursday 8-8:30 p.m. series on the latter will carry the episodes screened the previous week in the Monday 10:30-11 p.m. showings on WRCA.

ABC Pix Puts 'Sheena' In Seven More Marts

NEW YORK — ABC Film Syndication racked up seven sales for "Sheena, Queen of the Jungle" last week, to put the adventure show in 70 markets. New buys are WMAL, Washington; KROB, El Paso, and KSIX, Corpus Christi, in Texas; KTVX, Tulsa, Okla.; CKMI, Quebec; CKBR, Barrie, and CKCO, Kitchener, in Canada.

## 'Fair Lady' Package Due for Sock Hypo

Road Company Deb Sparks Hinterland All-Out Diskery Sales Pitch

NEW YORK — The history-making Columbia Record's "My Fair Lady" album, which has already hit the one-million sales mark, is set to receive another tremendous sales push via a promotional campaign hitched to the "My Fair Lady" road show. Latter gets under way Tuesday (18), in Rochester, N. Y., with Brian Aherne and Anne Rogers in the leads. Musical will tour in 13 cities, winding up November 5 in Chicago.

Columbia, informing distributors that the road show will shortly arrive in their area, alerts them to the theme that "the sales surface hasn't even been scratched." In each area, a massive publicity campaign tying-in the show and the album will be carried out. According to Arthur Schwartz, diskery's director of advertising and sales promotion, two advance men with the legit show — Norman Rosemont and Al Butler — will contact each distributor prior to the show's arrival, to work out joint promotional campaigns.

Rosemont and Butler will work out personal appearances by the road show's stars, and will make blocks of tickets available to distributors for use by key dealers, jockeys, etc. Also planned are "My  
(Continued on page 25)

## Archer Exits Shaw for Own Agency Set-Up

NEW YORK—Next week, there will be several major changes in the booking agency picture and more are expected to follow. Jack Archer, vice-president and general manager of Shaw Artists, will leave that firm on April 1, and take a long Florida vacation prior to going into business for himself.

The one-nighter department at Shaw will be taken over by Dick Boone, current key exec at Ben Bart's Universal Attractions, who leaves his present post on March 25. Boone's jurisdiction will take in this phase of the operation for all Shaw offices, in New York, Chicago and Hollywood.

Archer has been with Shaw for eight years, taking over as general manager when Billy Shaw died last June. Boone has been associated with Bart for 22 years, with some time out during which he managed the Tiny Brandshaw and Cootie Williams bands.

Shaw Artists has just opened its Coast office. Milt Shaw was there last week installing Ira Sidelle 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.

Effective March 18 and running thru May 10, Liberty will allow a blanket 10 per cent discount on all LP purchases during that period. Discount is applicable on all new releases and the complete Liberty catalog.

Distributors also learned that the firm's Julie London "Calendar Girl" LP will now be available in a series of three single-pocket extended-play records.

Distributor meeting at the Hollywood Roosevelt here was presided over by President Si Waronker, Vice-President Jack Ames and Production manager Bobbi Dieterle, who outlined Liberty's plan and policies for the remainder of the year. Approximately 1,500 persons attended the firm's open-house celebration at their offices and studios last weekend.

## 'POPS' TO GET ASCAP SALUTE

NEW YORK — When the membership of the American Society of Composers, Authors and Publishers convenes for its annual banquet at the Hotel Waldorf - Astoria here March 28, the gentleman conducting the band on the stand will be Paul Whiteman, whose birthday that day happens to be.

The sentimental salute to the great music man was set up by the Society's genial prexy, Paul Cunningham, longtime buddy of "Pops."

## Holtzman to Decca After Epic Bow-Out

NEW YORK—Marv Holtzman has been pacted to the artists and repertoire team at Decca Records. Only recently, Holtzman had bowed out of the top a.&r. post at Epic Records.

The announcement of Holtzman's appointment touched off a wave of rumors among Al and Dick's and Brill Building circles. However, Decca a.&r. veepee, Milt Gabler, stoutly 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 against its members by the SPA Committee for Fair Play, a group of Broad Music, Inc.-affiliated SPA songwriters. The BMI-SPA group objects to the SPA's activities in behalf of the Songwriters of America's pending suit against the networks and BMI.

In a letter to the Fair Play Com-

## Diners Club Tests Record Credit Plan

Move in Co-Operation With Music City; Success Would Broaden Sales Potential

By JOEL FRIEDMAN

HOLLYWOOD — The Diners Club, the nation's largest charge account organization, is currently engaged in a test campaign with Wallichs Music City thru which consumers may charge phonograph record purchases.

The move is of vast significance to the disk industry, and if successful, would further broaden the market potential for records.

Clyde Wallichs, owner-operator of Music City, declared the present campaign to be a test only. In addition to honoring Diners Club credit cards for in-store purchases, Diners and Music City have thus far participated in a mailing to some 20,000 Diners Club members in Southern California announcing the new mail service.

Initial mailing to Diners Club subscribers listed three albums by which members could "save up to \$1.50 on well-known labels, latest releases, major artists' albums." Packages in the introductory offer were Tony Bennett's "Tony" on Columbia, the firm's "Buy of the Month" for February, RCA Victor's "Melachrino on Broadway,"

that firm's SOR Buy for February, and Frank Sinatra's "Close to You" on Capitol. Both the Columbia and RCA Victor albums were offered at \$2.98, the suggested list price for these albums during the "buy" period, while the Capitol album, regularly listed at \$4.98 was offered by Music City at \$3.48.

Diners Club members can order  
(Continued on page 24)

## NBC Wins Letts From RCA for Key Exec Post

NEW YORK—Howard L. Letts, vice-president and operations manager of the RCA Victor Record division, has resigned that post in the RCA organization to take over a key position with the NBC-TV wing.

Letts will join NBC April 1 as head of the Business Affairs Department of Television Programs and Sales. At the next NBC board of directors meeting, he will be proposed for election as an NBC veepee.

According to Larry Kanaga, vice-president and general manager of the Record Division, Letts' successor has not yet been selected. Letts himself was in the hospital last week undergoing surgery, and any appointment would await his approval. Recently, Victor brought Jim Davis, former manager of the Custom Records Division, over to aid Letts as new Manager of Operations. Letts subsequently was enabled to spend more time dealing with artists relations and sales and merchandising.

Letts joined RCA in 1929 and worked up from cost accountant to vice-president. In 1945, he was named controller of the Record Division, and in 1951, assistant general manager. In 1955, he be-  
(Continued on page 24)

## London Sets Dealer Break On Pop LP's

NEW YORK—London Records is featuring a special "Baker's Dozen" deal for dealers on eight new pop album releases. Prepared kits of 13 of the records are available for the price to the dealer of 12, but dealers may order any number of the new diskings in any combination and still get the price break.

The offer contains a 100 per cent exchange privilege and the price guarantee will be held thru August 31. The offer expires April 5. Dealers will get special color litho mounts and catalogs for promotion. A special promotion on the new material is also being aimed at radio stations.

Release includes sets by Ted Heath, Stanely Black, Edmund Ros, Cyril Stapleton, Fran Chacksfield, Lita Roza, Matt Monroe and Chris Hamalton.

## SPA Fair Play Group Lay It On the Line

NEW YORK — In a move to reach all members of the Songwriters Protective Association affiliated with the American Society of Authors, Composers and Publishers, Bernie Wayne's SPA Committee for Fair Play this week took ads in the music trades to run an open letter to all ASCAP-affiliated members of SPA.

The Fair Play Committee, a group of BMI-affiliated SPA members organized to protest the SPA's activities in behalf of the Songwriters of America's (a group of ASCAP-SPA writers) pending suit against the networks and BMI, told their story to all BMI-SPA members by regular mail last week. They planned to circulate their complaints against the SPA administration to all ASCAP-SPA members this week, also via regular post.

## Mercury Foreign Clinics Kick Off in Amsterdam

By BERNIE ASBELL

CHICAGO—First of a series of clinics for Mercury Records' foreign affiliates will open Saturday (24) in Amsterdam, Holland, it was announced by Irving B. Green, president, who leaves this week to attend the session.

The clinics will feature how-to-do-it explanations of American trade practices in production, promotion, accounting and sales. Green said that the burgeoning foreign activity of his company has made the meetings essential to a proper co-ordination between Merc and its overseas affiliates. Irwin Steinberg, treasurer, and Bob Shad, Eastern a.&r. chief, will accompany him to Amsterdam.

Helming the meeting will be Brice Sommers, of Geneva, Switzerland, who has just been named over-all representative to deal with European agents. Representatives from Denmark, Sweden, Norway, France, Germany, Eng-

land, Switzerland, Italy, Portugal, Spain, Belgium and Holland will attend.

Hong Kong in April

A similar meeting will be held in Hong Kong sometime in April. It will be supervised by Merc's new rep for the Orient, James Baecker, of Tokyo. Attending will be affiliates from Japan, the Philippines, Hong Kong, Singapore, Indonesia, Australia and New Zealand.

This will be followed by a summer conference for 10 South and Central American firms, supervised by Manville Smith, of Lima, Peru.

At each of these meetings, Green will be accompanied by a member of Merc's a.&r. department. Both men will stay beyond the duration of the clinic to scout the local talent situation for artists suitable for domestic LP releases.

Green said stress will be laid  
(Continued on page 24)

mittee chairman, Bernie Wayne, SPA veepee Louis Alter stated that the SPA's "basic principle has been, and always will be that songwriters must be entitled to participate in all decisions, as well as in all proceeds, concerning compositions written by them." "Unfortunately," continued Alter, "the BMI operation does not recognize this right of co-administration. It is the only important organization thruout the world in which performance rights are administered, which does not grant the creative talent at least equal representation."

In support of this claim, Alter referred to a letter written by BMI's Bob Sour, "warning its publishers about the use of the SPA contract," and enclosed a copy of the letter.

In conclusion Alter said: "Whatever action SPA has taken at any time has always been in the interest of all writers. It should be particularly for those writers whom  
(Continued on page 24)

## Atlantic Ups Album Lists To \$4.98 Tag

NEW YORK—Atlantic Records has increased suggested list prices of all LP's from \$3.98 to \$4.98. The move was explained as being due to increased production costs.

New material set for April 1 release, which comes under the new price set-up includes Tommy Talbert's "Bix - Duke - Fats," "Lush Life," by Joe Mooney, "The Jimmy Giuffre Three," and "The Greatest  
(Continued on page 24)



**MITCHELL TOROK**

**PLEDGE OF LOVE**  
The Original and the Hit  
9-30230 (45 RPM) and 30230 (78 RPM)




**DECCA RECORDS**

## THORO RESEARCH INDICATED

## Calypso Trend Spots Copyright Pitfalls for Unwary Disking

NEW YORK — The calypso trend is driving home to publishers and record companies an important lesson, namely: There are a tremendous amount of calypsos which are copyrighted. It has generally been assumed in the trade that calypso material, which is often folk-based, is in public domain.

In recent weeks a number of tangles involving copyrighted calypso material have come to the fore—all of them pointing up the necessity for researching such songs.

Most of the hassles are being settled amicably, with diskeries and publishers proving quite cooperative. Perhaps the most recent case is that involving the tune, "Pretty Boy (Pretty Girl)," written by Blind Blake, noted Nassau calypsonian. This copyright was assigned to the Howard S. Richmond publishing enterprises years ago, along with a lot of other calypsos penned by Blake, and was recorded several years ago by Jo Stafford and Don Cherry. Recently, Decca cut it with Burl Ives on the back of "Marianne." Following this, the Tarriers—assuming it was a folk p.d. song—cut it on Glory Records.

Richmond notified Phil Rose, of Glory. Latter immediately honored the copyright, with the result that Glory and Richmond worked out a plan to promote the disk.

Another recent example of a misunderstanding on calypso material had to do with "The Last Train to San Fernando," written by Randolph Padmore and Silvestre De-

Vere and assigned to Howard S. Richmond's Ludlow Music firm. Tune was recorded years ago on Co-Ed Records and is still available in some shops. Fortunately for the cleffers, they had to foresight to secure a copyright. Recently, a song called "The Last Train," very similar to "The Last Train to San Fernando," was cut by Ray Lang on Decca, submitted by Pinebrook, of the Larry Spier publishing enterprises. Larry Spier Jr., it is understood, requested documentation of the Ludlow assignment and cooperated completely with Richmond, who thereupon notified Decca and Broadcast Music, Inc.

Lou Levy's Leeds Music has recently been getting action on "Mama Looka Boo Boo," also known as "Boo Boo Man." This

was written by Lord Flash, another noted calypsonian indigenous to the sun-kissed islands. Levy had to scurry around and find out who was submitting the song as a p.d.

Years ago a classic example of a hassle involving a calypso was the fuss occasioned by "Rum and Coca-Cola." The Big 3 was promoting the tune, but it was subsequently found that the melody had been copyrighted by Maurice Barron.

Unfortunately, not much literature is available on calypso material as there is in the folk fields. But it is argued that publishers and diskeries should at least make a basic search via the U. S. Copyright Office, the performing rights societies and in such literature as is available.

## Discount Operation Mounting on Coast

Verified by Over-All Volume, Number Of New Outlets Selling at Cut Rates

HOLLYWOOD—Discount operations in the Los Angeles market, the third largest disk trading area in the nation, are on the rise. The increase is shown in both the number of new outlets selling records at less than suggested list price and also in overall volume.

Despite this, the business being done by discounters hasn't as yet appreciably cut into the volume achieved thru regular dealer channels, nor is it expected to in the near future. Noteworthy, tho, is a change of attitude by record distributors 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 askance at a discount operation and refused to sell such a party, now openly not only sell but also solicit the business.

The growth of discounting is illustrated by the volume currently being achieved by Sid Lederman's record outlet stores, with locations in the heart of Hollywood, suburban Studio City, Pasadena and Fresno. The latter two units are relatively new operations. Lederman recently caused mild havoc among conservative Los Angeles dealers and distributors by running a full-page ad in The Los Angeles Times advertising certain RCA Victor and London classical albums at \$2.47.

Fedco Entry

Another rather new entry in the

discount field is the operation of the two Fedco stores, a huge discount operation with membership ostensibly limited to federal employees only. Don Stockham, local disk dealer, operates record con-

(Continued on page 25)

## Court Nod to Morris Packs Trade Interest

By JUNE BUNDY

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

according to a decision handed down by Judge Dawson in the U. S. District Court this week in the case of Mills Music and Lenore Fisher's suit against E. H. Morris Music, Inc.

In dismissing the charges against Morris, Dawson declared there was no merit in the Mills-Fisher claim that an "inadequate consideration" was paid Lenore Fisher as widow of Mark Fisher, and that the straight contract she signed—important copyrights to Morris—in assigning split renewal rights on 1945 was binding.

Dawson also ruled that a contract Mrs. Fisher subsequently signed in 1950 — assigning her widow renewal rights on the same tunes to Mills—was a nullity, and that all the Fisher renewal rights now belong to Morris. The tunes

(Continued on page 25)

## Ork to Crack Iron Curtain

NEW YORK — The Glenn Miller Orchestra, under the direction of Ray McKinley 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 is the first U. S. band to make such a tour.

## ACADEMY SETS SINGER LINE-UP

HOLLYWOOD — Selection of singers for the annual Academy Award presentations here March 27 was completed last week, with singer Tommy Sands named to handle "Friendly Persuasion."

Others who will appear are the Four Aces, singing "Written on the Wind"; Gogi Grant, "Whatever Will Be, Will Be"; Dorothy Dandridge, "Julie," and Bing Crosby via a film clip, singing "True Love."

## Coast Rack Jobbers Set Expansions

HOLLYWOOD—Record Rack Service and Music City Record Racks, Inc., only rack jobbers in this area, will expand their operations shortly.

Ed Mason, president of Record Rack Service, has completed negotiations for a new 8,400-square-foot building of its own, with construction expected to begin in June. Firm will have 6,000 square feet on the main floor for warehousing, and 2,400 feet on the mezzanine for general office space.

Glenn Becker, general manager of the Music City rack operation, will use more personal appearances at supermarkets by record artists as the result of an initial promotion by Tommy Sands. Singer autographed records at the grand opening of a supermarket in Anaheim, Calif., with a turnout of 5,000 persons necessitating the use of the store's 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 (14) by the House Ways and Means Committee. Committee also approved an Excise Tax Subcommittee recommendation asking that legislation be broadened to include tape and wire players and recorder-players.

The recommendations are outgrowth of the omnibus Excise Tax Bill, introduced last July by Rep. Aime J. Forand (D., R. I.). Under the terms of the Forand Bill, the levy would be placed on tape and wire recorders. An Excise Tax Subcommittee, in its report of hearings held on the bill during November and December, requested that tape and wire players and recorder-players also be brought under the levy. (The Billboard, January 26.)

Legislation calling for the tax is being drafted, and will be reintroduced in the House later this year, according to Committee sources.

## 12 Distributors Set to Handle Prep Records

HOLLYWOOD—Prep Records, the new Capitol disk subsidiary, further solidified its structure last week with the appointment of 12 distributors to handle the line. Firm now has a total of 15 independent distributors throughout the nation, with others yet to be named in a number of major markets.

New distributors include Records, Inc., Boston; David Rosen, Philadelphia; United Dist. Co., Houston; Dixie Dist. Co., Atlanta; Eric Dist. Co., Dallas; Roberson Sales Co., New Orleans; Tru-Tone, Miami; Standard Dist. Co., Pittsburgh; Lyric Dist. Co., Buffalo; Cosnat Dist. Co., Detroit; Garmesa Dist., Inc., Chicago, and Jather Dist. Corp., Minneapolis.

Label also added to its talent roster, inking singer Bob Roubian to a term contract and musician Sam Butera, who will also work as a vocalist.

## Life Mag to Prep Jazz Documentary

NEW YORK—Life Magazine is about to begin work on a documentary history of jazz, and has hired Atlantic Records vice-president, Nesuhi Ertegun, as special consultant for the project.

Altogether, Life intends to devote two years to the preparation. Ertegun will leave soon for New Orleans to do extensive spade work at the birthplace of jazz. From there he will go to Chicago to delve into the successive phases.

Ertegun, who heads up the jazz and package division at Atlantic, is former editor of the Record Changer, jazz collectors magazine, and until recently conducted a credit class in jazz at UCLA.

## Prep Debuts Four Releases

NEW YORK—Capitol Records' new subsidiary label, Prep, has scheduled its first release (4 disks) for April 1.

Initial Prep line-up includes singles by singers Mame Van Doran, Bob Roubian, Martha Lou Harp, and an instrumental platter featuring Louis Prima's star sax man.

## Lymon, Teen-Agers Start Overseas Trek

NEW YORK — Frankie Lymon and the Teen-Agers left here last week on the first leg of a 12-week European tour. The group opens at the London Palladium April 1 for two weeks, then tours the British Isles for 10 weeks.

The 14-year-old Lymon is accompanied by a young fem tutor, road manager Jack Lewis, and arranger Randy Traylor. While in London the group will cut 12 sides for a new Gee LP tagged, "Frankie Lymond and the Teen-Agers at the London Palladium." The date, utilizing EMI studio facilities will be supervised by Lewis and Traylor.

The Alan Freed movie, "Rock, Rock, Rock," featuring Lymon and the group, is scheduled to open in London during Lymon's Palladium appearance, and tie-up promotion will be set up between theaters screening the film and the personal appearance tour.

## Puchito Cuts LP Dance Demo

NEW YORK — Puchito, the Latin pop subsidiary of Montilla Records, will bring out a \$1.98 dance "demonstration" disk within the next two weeks. The 12-inch will include cha cha cha's, mambos, merengues and boleros—ali recorded in Cuba.

Fernando Montilla, mentor of the diskery, returned last week from Madrid, where he recorded 10 new packages, concentrating this time on modern Spanish and Latin American instrumentals.

Harry Sultan, general manager of the operation, left town Wednesday (13) on a two-week swing to the Coast, visiting distributors en route in major cities.

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

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**DON'T MISS BILLBOARD'S SPRING MERCHANDISING ISSUE  
MARCH 30**

## Sked Spotl'ts S.of.A. Album

NEW YORK — Decca Gold Label Division has issued as part of its March release the first of two recordings by the Symphony of the Air Orchestra under Igor Markevitch. The current issue of Brahms Symphony No. 1 in C Minor, will be followed in April by the group's performance of Beethoven's Symphony No. 3 in E Flat Major.

These are the first full scale symphonic recordings made by the orchestra for other than background or accompaniment purposes, since the late Arturo Toscanini retired from its helm. The recordings of these two works were both made here for Deutsche Grammophon.

Another highlight of the forthcoming April release will be a deluxe two-LP complete recording of Gluck's opera, "Orpheus and Eurydice." Featured singers will include Dietrich Fischer-Dieskau, Maria Stader and Rita Streich.

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## 'CRAZY SOUND' ON FRAT WAX

CHICAGO — Harry Carlson, head of Fraternity Records, with headquarters in Cincinnati, captured a brand-new sound for his label here Sunday (10) when he held a session for Margie Meinert, Wurlitzer organist featured on the Fraternity label, on an old converted steam calliope.

Subject of recording Miss Meinert on an old-time calliope came up during a trade luncheon for Miss Meinert in Cincinnati several weeks ago, when a Billboard newsman made the suggestion. A week later Miss Meinert ran across the calliope at Herb Horn's Cars of Yesterday exhibit in Sarasota, Fla., and immediately went wild over "the crazy sound" hatched from the venerable old instrument.

She phoned Carlson, told him of her discovery, and the latter immediately made arrangements to air-freight the 860-pound calliope to Bill and Belinda Putman's Universal Recording Studios here. Miss Meinert cut four novelty sides on the calliope, with two slated for early release. She returns here Sunday (24) to cut an album and two EP's on the instrument. Charles Gray, of Cosnat Distributing Company, Detroit, made a special trip into Chi to help a.&r. the session last week.

## BMI's Dolberg Raps ASCAP At TV Clinic

SAN FRANCISCO — Glenn Dolberg, vice-president in charge of station relations for Broadcast Music, Inc., continued the attack against the American Society of Composers, Authors and Publishers here last week at the annual Broadcast Music, Inc., television clinic at the St. Francis Hotel.

Dolberg echoed sentiments previously voiced by BMI President Carl Haverlin in Chicago, and legal counsel Sydney Kaye at a session in New York. A co-ordinated campaign to answer the conspiracy charges leveled at BMI is apparently under way, with other BMI execs expected to make similar talks in other sections of the country.

Speech was virtually the same used by Haverlin and Kaye, with Dolberg telling the broadcasters that "the plaintiffs have not been satisfied to leave it in the place where they brought it—in the federal court. They have gone to, and are going to congressional committees. They now say that this imaginary discrimination cannot be cured without legislative action."

Dolberg referred to the suit brought against BMI by 33 writers. Prior to the information of BMI, said Dolberg, "people could write, but they couldn't get paid. They could publish, but they couldn't get paid from that source."

## New UNESCO Appointees

WASHINGTON — Howard Hanson, director of the Eastman School of Music at the University of Rochester, and Herman Finkelstein, general attorney for the American Society of Composers, Authors and Publishers, were named 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.

# Committee to Hear Music Field Beefs

By MILDRED HALL

WASHINGTON — Broad aspects of "complaints in the music and music publishing field" will be considered by the House Small Business Distribution Subcommittee, and an informal conference with complaints on both sides of the issue will be held, possibly next month, it was learned last week (15).

Subcommittee Chairman James Roosevelt (D., Cal.), had previously (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. "Further complaints" have been received by the Small Business group in the music area, broadening the scope of inquiry, according to the Committee's newly appointed counsel, Washington attorney, Joseph L. Nellis.

Altho problems to be considered by the Subcommittee at its informal meeting could not be outlined in detail by Nellis, he did not rule out the possibility that such questions as independent versus networked record companies might come up. "Any problems in the music field relating to the competitive position of small businessmen in the industry" could be subject of complaints to be aired by both sides during the informal talks yet to be scheduled. The latter will get public notice, to enable both sides to be represented, Nellis said.

Altho the Subcommittee counsel could not reveal course or exact

nature of additional complaints until the "Subcommittee formally decides whether or not to take action," it was strongly felt here that the group had heard from the flying wedge of ASCAP songwriters who have been presenting their case against Broadcast Music, Inc., on Capitol Hill in recent weeks. (The Billboard, March 9, March 16.)

Nellis, whose last tour of duty on the Hill included working with the Kefauver (D., Tenn.) Senate Crime Investigators, said there is a "possibility" that the conference with the different elements in the music field might not develop strong enough issues to warrant Subcommittee hearings, altho Representative Roosevelt has twice expressed his intent to "look into the matter of ASCAP distribution," this could be accomplished at the informal industry conference.

## Victor Bucks Col. 'B of B' LP Promotion

NEW YORK — RCA Victor last week offered its distributors a chance to meet Columbia's "Buy-of-Broadway" promotion on show albums. Effective immediately, and lasting thru April 26, dealers may offer Victor show sets at a suggested list price of \$3.98 instead of the standard \$4.98.

According to album sales manager Bob Yorke, there will be no tie-in requirements, and full dealer and distributor discounts will prevail.

Thirteen sets are included: "Brigadoon," "New Faces of 1952," "New Faces of 1956," "Show Biz," "The Boy Friend," "Fanny," "Peter Pan," "Eddie Fisher Academy Award Songs," "Damn Yankees," "Silk Stockings," "Paint Your Wagon," "Happy Hunting," and "Pipe Dream."

## Jencks Heads Copyright Org

HOLLYWOOD — Richard W. Jencks, counsel for CBS, succeeded attorney Frank H. Ferguson as president of the Los Angeles Copyright Society at elections of the group here last week.

Organization, composed of attorneys specializing in the entertainment field, also elected Spencer C. Olin, vice-president; Seymour M. Bricker, secretary-treasurer, with Louis E. Swarts continuing as board of trustees chairman. Named to the board were Joseph S. Dubin, Frank Ferguson, Sidney Justin, Bryan S. Moore, James E. Neville, Averill C. Pasarow, Saul Rittenberg and Jacob Shearer.

## Vik Kicks Off 'Imp' Contest

NEW YORK — Vik Records has kicked off a special promotional contest for distributors based on the new Geoffrey Holder single, "The Bottle Imp," from last Wednesday's (13) U. S. Steel TV spectacular.

Contest is a short one, terminating March 31, and will carry prizes only if sales on the disk hit 300,000 nationally.

If, by closing date, sales are 300,000 or more, but less than 500,000, the distrib who has purchased the highest percentage above his single record market "quota" will win a Ford Thunderbird.

If, by closing date, national net sales are 500,000 or more, the distrib with the best percentage will win the Thunderbird, plus a trip to the Virgin Islands for himself and his staff. This may include up to eight people for three days, or four persons for six days. Only distrib personnel is eligible.

Vik will provide round-trip air travel from the winner's city to St. Thomas, plus hotel and meals.

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# Hit No. 2 For Joy Layne

AMERICA'S 15 YEAR OLD SINGING STAR

## "AFTER SCHOOL"

Billboard Review Spotlight Hit...March 16th Issue

MERCURY 71080



## R&R and Rockabilly in Pop Field Is Live Show Hurdle

NEW YORK — The current domination of rock and roll and rockabilly tunes 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, "Bandstand."

"In the record industry," says Gibbs, "it is becoming more and more apparent that the interpreta-

tion 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 in which an artist appears at his best and doesn't suffer by comparison with a tricked up echo chamber."

In line with this, "Bandstand" is inaugurating a survey of its listeners and NBC affiliates' audiences to ascertain the current musical tastes of "adult" dialers. 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 housewife audience.

Results of the survey will be used each week as a selection guide for tunes played and sung "live" on "Bandstand" each morning. Heretofore, says Gibbs, the emphasis "had to be on standards, show tunes, and a very limited selection from the 'most played' lists." 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 are sure they will take their proper place in the appeal to the adults of the nation."

## Gilkyson for De Rlichemont 'Cinemiracle'

HOLLYWOOD — Terry Gilkyson and His Easy Riders (Richard Dehr and Frank Miller) have been signed for a role in the upcoming Louis De Rlichemont production, "Cinemiracle Adventure," currently being filmed in the West Indies.

Gilkyson and group will appear in a number of musical scenes, and left last week for Port of Spain, Trinidad, to begin work there.

Another Gilkyson project, a score 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 Wiener. Kassner has set distrib 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' Capitol waxing of the song was No. 1 in all three categories on the country and western charts, while Tab Hunter's Dot slicing of the tune was No. 1 on all three pop charts. Both disks showed up on the rhythm and blues listings, with James slotted No. 5 on the r.&b. juke chart, and Hunter, No. 13 on the r.&b. jockey list.

## MEMENTO

### Flagstad Back in Top Role

The first "Goetterdaemmerung" on records (London XLLA 48) gives the Wagner opera fan a sizable (and expensive) bone to chew on. With six LP's in the set, selling at \$29.88 list price, the package represented a courageous move on the part of English Decca, even tho this was not a studio undertaking, but a transcription from tape of a radio broadcast in Norway in January, 1956.

Kirsten Flagstad, then 62, was brought out of retirement to give posterity an idea of what she was like in her greatest role of Brunnhilde. Her contribution is the swaying factor when it comes to selling this package.

Set Svanholm sings Siegfried, with something less than the expansive vocal instrument heard in his best days at the "Met," but with a keen sense of dramatic values, nonetheless. Besides, there aren't many Heldenentors to choose from these days.

For the broadcast, the forces of the Oslo Philharmonic Orchestra and the Norwegian State Radio Orchestra were combined, with Oivin Fjeldstad conducting, and they turn out to be rather good. It is the secondary singing roles that occasion disappointment. Coarse singing mars the lengthy passages given to the Norns and Rhine Maidens, and "mediocre" is the only way the Hagen, Gunther and Gutrune portrayals can be described.

Uneven as the package is, Flagstad gives it a permanent value. It is not likely to be displaced in a long time. The devoted Wagnerite will be able to overlook a great deal in order to possess this memento. Included is a German-English libretto with an index of leit-motifs. Gary Kramer.

## Joy Music Pacts Blyton

LONDON — John Blyton, a member of the exploitation staff of the EMI organization here for 11 years will join the new Joy Music Company, Ltd., April 2., as general professional manager. The news was announced by Sal Chianti, executive veepee of Leeds Music. Before his association with the Capitol forces, Blyton was with the M-G-M label.

## Prestige Inks Jazz Toppers

NEW YORK — Prestige Records has signed Mal Waldron and Teddy Charles, both leaders of the avant-garde jazz school, as musical directors.

Bob Weinstock, Prestige president, also has signed artists contracts with Waldron, as a pianist, with pianist-singer Mose Allison, and jazz tuba player Ray Draper. The company has picked up the option on pianist Red Garland.

# Personal Appearances

## JOHNNIE RAY

Cafe Pompeii, Eden Roc Hotel, Miami Beach

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

Act commences with Ray spotted far to the rear of the room. Singer then walks to the stage, the while singing thru his neck-mike short wave set-up which allows complete freedom for his wild gyrations. The latter and Ray's utter emotionalism on the floor have been tamed to some extent, which if anything, makes this audience grow more receptive as the show goes on.

As an opener, Ray belts out "Should I Reveal," a fine swinger called "Shake a Hand," and the familiar disk version of "Look Homeward Angel." Then comes the current hit disk "You Don't Owe Me a Thing," which really gets the audience warmed up. From here on, it's a selection of familiar standards, winding up with three big Ray hits - "Cry," "Little White Cloud That Cried" and "Walking in the Rain."

Ray plugs his new Columbia album with a selection called "I Miss You So," and the stint concludes with "Outskirts of Town," a smartly backed and sung blues job. Net effect of appearance despite slow warm-up is solidly on the plus side. Ren Grevatt.

## PATTI PAGE

Bal Masque, Americana Hotel, Miami Beach

The radiant, slim, handsomely gowned and coiffed Miss Page turns in a creditable, if not stunning, performance in the current two-week stint here. The gal looks wonderful, and sounds the same on such happy selections as "Allegheny Moon," the "Manhattan Tower" entries "Repeat After Me," and "Learning My Latin," and a swinging "You're Nobody Till Somebody Loves You."

Certain other ideas in the act, however, leave something to be desired. A medley of "Hound Dog," "Love Me Tender" and "Singing the Blues," all popularized by other types of artists, stalled and finally almost cracked up when the singer forgot the lyrics. This gal has enough in her own song-bag to leave off with the temptation to use other's hits.

Another mistake was using a tape of two Miss Pages singing against the "in person" one, to simulate the multi-track disk technique. Unfortunately the amplifier was far too loud and the effect was destroyed. With Miss Page's fine musicianship, she might better leave the gimmicks out.

Gal makes a pretty picture and charm and warmth come thru plentifully. Joe Reichman's 17-piece band cuts a fine show with outstanding picano backing by Rocky Cole. Ren Grevatt.

## DINAH WASHINGTON

Zardi's, Hollywood

In the best "show must go on" tradition Mercury recording star Dinah Washington belted out the blues at Zardi's the night the reviewer caught her show, despite the fact that she'd just been apprised a box of candy she'd received was spiced with ground glass. It's true the blues didn't seem quite as blue as they have sometimes in the past, but then it probably was great just to be alive.

The numbers she chose were mostly standards, starting off with "I Get a Kick Out of You," and winding up with "All of Me." There were a couple of special material pieces, "Dinah," and "TV Is the Thing This Year," but these didn't get quite the top reception of the others.

Trimmed down to about 150 pounds Miss Washington presented

a chic appearance. Altho perhaps not quite as strong as it used to be, her voice still remains tops, and caught just the right inflections in each song. Bob Spielman.

## ERROLL GARNER

Peacock Lane, Hollywood

Jazz pianist Erroll Garner essays virtually the same joy evincing show as when previously caught, tho the current location doesn't quite live up to some of the better spots Garner has worked. A relatively new jazz bistro, Peacock Lane is yet to shape up, tho the audience on show caught was most receptive. In the main, Garner performs the wide collection of evergreens that he's gained fame with, 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 improvise that delighted jazz fans. Joel 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. album conductor in his own right.

When RCA Victor launches its new "One World of Hits" program next month, releasing albums and singles simultaneously in all countries, Nevins will take off for Europe to visit RCA distributors thru-out the Continent, plugging his own new album, appropriately titled "Bon Voyage."

The release is set for April 1, and Nevins will be in London the following day. Thence he goes to Greece to see distribs in Athens and Salonica. Other stops will include Hamburg, Berlin, Munich, Paris, Madrid, Palma de Malorca, Rome, Florence, Milan, Zurich, Vienna and more. He'll stay for nearly three months. Wherever there are disk jockeys, Nevins will see them also.

After his return, Nevins will consider follow-up trips to South America and Australia.

The itinerant maestro also intends to case the foreign markets thoroly with an eye to future disk projects.

## Daywin Buys Six Calypsos

NEW YORK — Daywin Music, the Doris Day firm, has purchased six calypso songs from Antilleana Music here.

The tunes, all written by Sam Manning, include "Don't Blame It On Elvis," "Whoalay Whoala," "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 Kavelin, is currently lining up sides on the last two tunes.

## Monica Lewis For Webb Pic

HOLLYWOOD — Columbia Records will tie-in to the upcoming Jack Webb film production "The D. I.," 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 Coniff and Fred Weismantel, with the song to be integrated into the film score and later released on Columbia.



*...he sings! and great, too!*

# DICK CONTINO

**IN A SURE FIRE SMASH!**

## "The Pledge Of Love"

MERCURY 71079



## Sweet Or Solid

# The CREW CUTS



**NEW DOUBLE HEADER HIT**

# "The Angelus"

AND

# "Whatever, Wherever, Whoever"

**MERCURY 71076**



## Jazz Jargon Goes to Iron Curtain Cats

• Continued from page 1

Jockeys working with RFE on the project include Alan Dary, WBZ, Boston; Bill Randle, WERE, Cleveland; Bob Maxwell, WWJ, Detroit; Howard Miller, WIND, Chicago; Rege Cordic, KDKA, Pittsburgh; Don Bell, KRNT, Des Moines; Sandy Singer, WTCN, Minneapolis; Ray Perkins, KIMN, Denver; Ray Brien, KLUB, Salt Lake City; Al Cummings, KING, Seattle; Jimmy Lyons, KNBC, San Francisco; Jack Wagner, KHJ, Los Angeles; Joe Adams, KDAY, Santa Monica, Calif.; Jim Lowe, WRR, Dallas; Dick Martin, WWL, New Orleans; Hank Morgan, WQXI, Atlanta; Jack Gibson, WERD, Atlanta, and Joe Whitcomb, 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 airing over local jockey shows here include Earl Hines, Erroll Garner, Chet Baker, Turk Murphy, Cal Tjader, Benny Carter, Jimmy Guiffre, Woody Herman, Stan Kenton, Shelly Manne, Andre Previn, Jack Teagarden, Dave Brubeck, Duke Ellington, Roy Eldridge, Lionel Hampton, Stan Getz, Dizzy Gillespie, Gene Krupa, Oscar Peterson and the Modern Jazz Quartet.

Dimond, who also supervised the bi-lingual interview tape sessions with the jazz men, noted, "Practically all the musicians proved very adept at learning phrases of the different languages." The RFE "Date With Eva" jazz show is broadcast five times a week over the Voice of Free Czechoslovakia.

## Diners 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.

Wallichs averred that the mail campaign will continue each month thru September, with the same number of bill-stuffers going to Diners 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 Diners subscribers.

Mail campaign, according to Wallichs, is exclusive only with Music City, tho, approximately a dozen stores thruout the country are at present honoring Diners Club cards for in-store purchases. Wallichs declared he is presently negotiating with Diners which will give him exclusive mail-order rights thruout the world.

Diners Club has thus far limited its credit purchases to hotels, restaurants, liquor and other soft goods with occasional direct mailing to members offering gifts. There is no set discount margin on which Diners operates, tho it is reputed 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 terms made by Wallichs with Diners Club was available. Diners Club membership is put at approximately 450,000.

Results thus far according to Wallichs are not indicative of any trend, tho they do fall below expectations. The price factor is apparently not important to Diners Club members said Wallichs, since the latter generally represent expense account customers.

## C&W Music Hops Fences to Other Fields

• Continued from page 1

with a strong country influence 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 juke boxes.

A half dozen years ago, a hybrid record—one that crossed the lines between one field and another—was looked upon as an automatic dead duck. Today, the flying success of c.&w. is highlighted by the success of the hybrids, and, with the continuing help of these c.&w.-pop crossbreeds, 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 Sour letter BMI publishers claimed the SPA's standard writer contract "was negotiated with and is adapted to the use of ASCAP publishers." "It," said Sour, "contains a catch-all clause which provides that the author is entitled to 50 per cent of all payments received by the publisher, except monies distributed to the publisher by ASCAP or another society which divides royalties on the ASCAP formula."

Sour noted that in a recent law case: "it was decided that these clauses obligated the publisher to pay the composer 50 per cent of all performance monies 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 Ivory Joe Hunter, Ruth Brown, Joe Turner, Clyde McPhatter and the Drifters, etc.

It is known that the diskery has mulled the price move for some-time, 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 its 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 Platters' "Only You" as an example of a very profitable item in Italy and Holland, particularly. The interest centers mainly around rock and roll numbers.

## NBC Wins Letts

• Continued from page 19

came operations manager, and last year vice-president.

At NBC, Letts replaces Carl M. Stanton, who has been promoted to take charge of all NBC color TV operations. Stanton is an NBC vice-president. Both Letts and Stanton report to Robert E. Kintner, executive vice-president, TV Programs and Sales.

## MUSIC AS WRITTEN

### Applewhite 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 warbler, who previously was with Decca, is still in the Army, with three more months to serve.

### New York

Dick Lee, Vik Records warbler, has had his option picked up by Sid Caesar, and will finish out the season on the comic's NBC-TV show. He will sandwich in a two-week seg, however, at the Hollywood Macombo, starting next Tuesday (26). . . . Thrush Trudy Richards set for 10 days at the Portland, Ore., Home Show starting March 29. . . . Walt Collins, head of Eclipse Records, has signed vocalist Charles Turecamo, who says he is a cousin of Bob Hope's.

Kappy Jordan, prexy of Flair-X, has signed a new act, the Gorman 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. . . . Benny Goodman

### Discounters Grow

• Continued from page 20

cessions at both Fedco 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 Fedco and White Front outlets are now among their top 10 accounts, with combined volume put at approximately \$35,000 monthly.

The older, more established firms doing business at cut prices continue to flourish. Gateway to Music, the only dealer doing a discount business exclusively in classical merchandise; Joseph Sachs, with two locations in Beverly Hills and downtown Los Angeles, and the one-stop operations, California Music and Norty's Music, all report their operations are prospering. Significant volume is being rung up by all discounters in mail-order volume.

Generally, discounts haven't been quite as rash as they are in other metropolitan cities nor has the competition been quite so cut-throat. Discounts thruout the city range anywhere from 15 to 25 per cent, with a good deal of loss-leader advertising frequent in the higher advertised discount merchandise.

The recent overtures made by discounter 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 an operation not feasible here.

### Court Nod

• Continued from page 20

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 songs of two of the three composers involved. In line with this, Dawson also dismissed the Miller-Fisher claim that split renewals were destructive.

The trade considers the decision particularly significant, since it apparently precludes setting aside of renewal rights agreements on the grounds that widows are entitled to special consideration (cash bonuses) thus settles a question which had been unresolved since Mills and Mrs. Fisher first filed suit against Morris in 1950. Attorney for Morris was Lee. V. Eastman.

has been held over for two additional weeks at the Waldorf-Astoria's Empire Room. Engagement will end April 6. . . . Liberty Vocalist Abbey Lincoln booked into the Town Casino, Buffalo, for two weeks starting April 12. She just completed a 12-week stand at the Village Vanguard in New York.

Bernie Wayne and his ABC-Paramount orchestra will be featured live on "NBC Bandstand" the week of April 8. . . . Publisher Ivan Mogull has branched out into the personal management business. His first clients are Arlene de Marco and two 13-year-old high school girls Lila Manowitz and Ronnie Singer. The teen-agers inked a contract with RCA Victor this month, and their first release was cut last week.

### Angel Has Top Projects on A.&R. Front

NEW YORK — Angel Records, original American wing of the British Electric and Musical Industries, Ltd., has several projects of unusual trade interest in the works on the artists and repertoire front.

The outfit has finished recording in London a complete version of Rossini's "Barber of Seville," featuring Maria Callas and Tito Gobbi, plus the Philharmonia under Gallieri. Also completed is a new "Rosenkavalier," with Schwarzkopf, Edelman, Stich-Randall, Welitsch, the Philharmonia and Von Karajan. Latter will be released next fall concurrent with revivals of the work by both the Metropolitan and San Francisco Opera Companies.

Cyorgy Cziffra, Hungarian piano virtuoso, has signed with the label, and his first release will be available here on May 1. Also Rudolf Kempe, German conductor, who recently recovered from a serious illness, has completed his first diskings for Angel—three packages with the Berlin Philharmonic.

The highly-touted young violinist Johanna Martzy, is now on Angel, and the company has readied a set of Schubert Violin Music for release when she makes her American debut with the Cincinnati Symphony October 25 and 26. November 9 and 10, she will be featured with the New York Philharmonic. Miss Martzy also has recorded for Decca.

### 'My Fair Lady'

• Continued from page 19

Fair Lady" contests, wherein a purchaser of an album becomes eligible to submit a picture of his own fair lady to the dealer. Such photos will be turned over to a panel composed of a drama critic, a Columbia salesman, a jockey and the dealer himself. Prizes for such contests are now being decided upon by Rosemont and Butler.

Display material includes full color album cover blowups, "My Fair Lady" mobiles, and sets of photographs. Latter depicts Columbia president, Goddard Lieberson, making the gold record presentation to composers Alan Jay Lerner and Frederick Loewe on the Ed Sullivan show; shots of the stars, etc. Distribs are also receiving "My Fair Lady" co-op mats.

Albums, of course, will be heavily promoted in theater lobbies.

Only two other albums have passed the million sales mark—Columbia's "South Pacific" and Decca's "Oklahoma!" "Fair Lady," which has never stopped selling well, is expected to bounce way over this figure.

# Sil Takes Off For A BIG HIT!

# Sil Austin

Blows Up A Storm In

# "Seven Days In Barcelona"

AND

# "Pretend"

MERCURY 71077



## Two Great Sides By

# EDDY HOWARD



## "Delia's Gone"

AND

## "Love Me A Little Bit"

MERCURY 71072



## 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 rate only in instances where proof of active business is shown in tax returns by a substantial deduction for allowable business, such as salaries, office rent, traveling expenses. Thus, 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 rate 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. This would put the income into the corporate 52 per cent bracket.

Under existing statute in the Internal Revenue Code of 1954, personal holding rate would tax the music publisher income at 85 per cent as against corporate 52 per cent rate, should the royalty collection make up 80 per cent or more of gross income. Such a possibility is increasingly imminent, with sheet music dwindling, and copyright and performance royalties a major source of income, particularly to hustling 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 those areas. Palmer will report to Larry Newton, ABC-Paramount national sales manager.

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

## NOTHING NEW BUT THE NAME

HOLLYWOOD — Ah, the whim and caprice of gents in the record business is oft a puzzlement.

Maestro Art Kassel, in a self-imposed retirement from the music business for a number of years, decided he'd try a new approach in music in an effort to appeal to disk jockeys who might not understand his brand of music. So in the writing and recording of the song, "Ship That Never Sailed," Kassel used the pseudonym Johnny Ridge, and subsequently sold the master to Epic Records under that name.

For the information of disk jockeys who might otherwise not have known it, Johnny Ridge is Art Kassel.

## RIAA TABS \$\$ VOL. UPSWING TO LP SALES

NEW YORK — Statistics released recently pertaining to the phono 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 \$320,000,000 gross figure reported for the industry by the RIAA (see separate story), it is estimated that close to \$150,000,000 volume was in 12-inch LP's. This is almost double the 1955 figure. On the other hand, 10-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 \$30,000,000. Seven-inch disks, including both regular and EP 45'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 indies, particularly some of the producers of r.&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. Pact gives BMI publishers a source of royalty collection not previously covered by the organization. According to Bob Sour, 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 Meyers, formerly Mercury's New York deejay promotion chief, will head up Roulette's album production department, while Jack Lewis, ex-jazz artist and repertoire director at RCA Victor and Vik, was named musical director.

Lewis, who will report to Roulette's a.&r. chiefs, Hugo Peretti and Luigi Creatore, is currently in Europe as road manager 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 Distribs

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

Accompanied by Roulette's promotion director, Mel Turoff, the boys are hitting Chicago, Detroit, Cleveland, Cincinnati and Washington, D. C. Meanwhile, they've signed several new artists including the Playmates, a vocal group; canary Addie Lee, pianist Moe Wexler and the Di Mari Sisters.



*Thanks D.J's  
from —  
RKO Unique*

*Breaking thru with the Big Ones*

THE ORIGINAL

**SEVEN DAYS  
IN  
BARCELONA**

394

**Henri de Pari**

**ALMOST  
PARADISE**

395

**Lou Stein**

**MAYBE IT'S  
BECAUSE**

391

**Jack Harris**

**BE IT RESOLVED**

390

**Norma Douglas**

**MICHIGAN  
BANKROLL**

387

**The Petticoats**

**WHEN IS A BOY  
A MAN?**

386

**Scotty Engel**



# The Billboard

and

**Fred Waring**  
proudly announce  
the



# NATIONAL GOLF TOURNAMENT

Sponsored by the Disc Industry Scholarship Committee (DISC)

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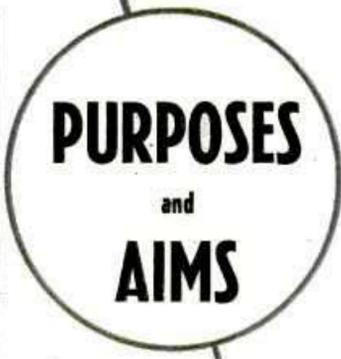
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## BOARD OF DIRECTORS

All the above members of the Executive Committee, plus:

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|---|--|
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| <b>Charles Hall</b><br>RCA Victor Records           | <b>Sol Handwerker</b><br>M-G-M Records |
| <b>Joseph Mathews</b><br>Capitol Records            | <b>Martin Salkin</b><br>Decca Records  |
| <b>Paul Ackerman</b><br>Music Editor, The Billboard |  |
| <b>Frank Luppino Jr.</b><br>The Billboard           |  |

**LEGAL COUNSEL:**  
Lewis A. Dreyer



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 goodfellowship 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.

1. Membership of the organization shall consist of those persons who have signed the certificate of incorporation as incorporators, together with all persons who are hereinafter received in or elected to membership as hereinafter provided.

2. All those people or organizations connected with the creation, promotion, manufacture, sale or distribution of phonograph records are eligible for membership in this organization.

3. Persons eligible for membership may be elected into membership:  
(a) upon making application in the form and upon conditions to be set forth by the Membership Committee. (see application blank below.)

4. The annual dues shall be \$10.00 per year.

## 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 jockey, a & r 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 Shawnee, will be provided for the 16 semi-finalists. 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. Checks should be made payable to: Murray Luth, Treasurer, D. I. S. C. Each entrant will be notified as to the location of the course, etc., and the time within which he must play, both in the qualifying and match play rounds. Each entrant will receive a membership card and a book containing full details about the organization and the golf tournament.

### TOURNAMENT DETAILS:

Plans are for the '57 tournament to get under way in a matter of weeks. Two weeks will be designated as a qualifying period. Everyone will qualify in one of four (A-B-C-D) handicap categories. The qualifying round will determine your category of competition. Following the qualifying weeks there will be area competition right through the summer. These areas will be determined by number and location of entrants who wish to take part in the tournament. Each of the area winners (A-B-C-D 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 handicap categories from each of these regions.

The sixteen ultimate winners (four regions, four categories) will play off at a two-day tournament to be held at the beautiful Shawnee-on-Delaware Country Club, Shawnee, 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.

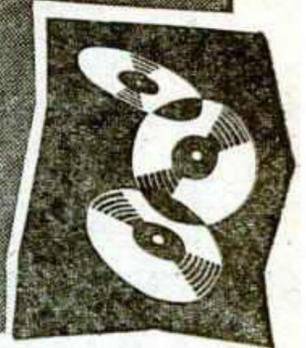
ADDITIONAL ENTRY BLANKS AVAILABLE FROM MURRAY LUTH, TREASURER, D.I.S.C., ROOM 1400, 157 W. 57TH STREET, N.Y.C., TO WHOM THIS APPLICATION BLANK AND REMITTANCE SHOULD BE SENT.

ENTRY BLANK		<b>1st ANNUAL NATIONAL GOLF TOURNAMENT</b>		Sponsored by Disc Industry Scholarship Committee (DISC)	
I hereby apply for membership in the Disc Industry Scholarship Committee, and agree to abide by its by-laws.					
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ADDRESS _____		TYPE OF BUSINESS _____			
CITY _____	STATE _____	I HAVE ENCLOSED <input type="checkbox"/> CHECK <input type="checkbox"/> MONEY ORDER FOR \$10.00			



# DISK JOCKEY QUARTERLY SECTION

INCLUDING A SPECIAL  
**SPOTLIGHT ON COUNTRY & WESTERN**  
MUSIC-RECORDS-TALENT



## 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 quarterlies, the surges 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 news expressed 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

Is popular album content 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 profitable life? Those are some of the questions occupying the minds of



Guy Mitchell, whose dinking of "Singing the Blues," helped place the song at the top of The Billboard's Honor Roll of Hits recap for the first three months of this year. The Mitchell disk was most played in juke boxes and by jockeys in the pop category and also figured prominently in rhythm and blues chart recaps.

the nation's jocks as they swing into the spring programming derby.

Informally quizzing representative jocks, The Billboard learned that most seem agreed that the programming trend is definitely to albums. According to Jim Lounsbury, of 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 fountainhead of numerous singles hits. Singer cites the Platters' "My Prayer," and several Belafonte disks as examples of singles hits which bowed in albums. Singer feels it's important to expose as much album material as possible on the air, since so much of it has hit potential.

On the other hand, Ed Penny, of WTAO, Boston, feels that "albums have become more and more disappointing." According to Penny, record companies take a typical popular singles artist, put a fancy, four-color cover around him, with not too much attention

to content, and turn it out to market. Penny feels that the artist and repertoire echelon will some day have to put a lot more work and imagination into pop albums to hold the fancy of the public.

On the subject of rock and roll, Penny believes it will be around for quite a while due to the "cleaning up" which has taken place in the field. Penny singles out Atlantic Records and arranger-conductor Ray Ellis as having had much re-



Harry Belafonte, whose album, "Calypso," was the best selling pop package for the first three months of this year, according to a recap of The Billboard's retail album charts. The singer's original album, "Belafonte," out for many months, still was in eighth place in the roundup.

sponsibility for the popularizing of r.&r. "The quality is better than ever, and the kids can dance to it," says Penny, "so you can be sure it's going to be around for a good spell."

### LP Trend

Bill Stewart, of KMPC, Los Angeles, points to the upsurge in album plays as the most significant programming trend of the year. Stewart feels that albums make possible a better balance of programming owing to "the increased reissue of good oldies as well as many fine new albums."

According to Stewart, there is a trend away from rock and roll for one significant reason: "You can pitch a show to kids, get a fast rating and still end up without any good sales stories because kids cannot afford new cars, furniture, etc., and those who can will dial you out for something more palatable."

Another who apparently feels that the rock and roll market is dwindling is Frank Sims, of WKMH, Detroit. Sims' station took Pulse ratings to get a listener breakdown by age and sex. Out of 100 homes surveyed, the average breakdown of listeners was: Women—79; Men—42; Teen-agers—17. During school hours the figures for teens dropped to six as against 94 for women and 19 for men. (Continued on page 36)

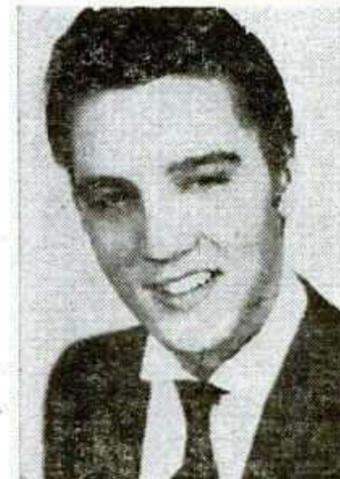
## Charts Point Up Category Mergers

- Three-month tab shows broad infiltration
- R.&b. 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 more pronounced than ever in the past three months. The fascinating breakdown of the traditionally separate fields of pop, country and western and rhythm and blues, into one overall single record market is pointed up sharply in first quarter recaps of Billboard charts, published in detail elsewhere in this section.

By now, it's almost old hat to point to the phenomenon of Presley. But it's no secret that the Victor star has been one of the strongest single influences toward the melting away of separate fields. Originally a country artist, Presley has been one of the heaviest pop sellers in recent times. And whereas, until

a year ago it was almost unheard of for a country or a pop artist to sell in r.&b., Presley (Continued on page 32)



Elvis Presley, best selling pop artist for the period January thru March, according to a recap of The Billboard charts. Presley disks figured heavily in chart listings for pop, country and western and rhythm and blues disks.

# TOP POPULAR RECORDS

## ... according to Best Sellers in Stores

A recapitulation of The Billboard's Best Sellers in Stores chart for January and February 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Position & Record	Artist & Label
1... YOUNG LOVE	Sonny James, Capitol
2... SINGING THE BLUES	Guy Mitchell, Columbia
3... DON'T FORBID ME	Pat Boone, Dot
4... YOUNG LOVE	Tab Hunter, Dot
5... TOO MUCH	Elvis Presley, Victor
6... BANANA BOAT (DAY-O)	Harry Belafonte, Victor
7... BANANA BOAT SONG	Tarriers, Glory
8... MOONLIGHT GAMBLER	Frankie Laine, Columbia
9... GREEN DOOR	Jim Lowe, Dot
10... LOVE ME TENDER	Elvis Presley, Victor
11... BLUEBERRY HILL	Fats Domino, Imperial
12... LOVE ME	Elvis Presley, Victor
13... BLUE MONDAY	Fats Domino, Imperial
14... TRUE LOVE	Bing Crosby-G. Kelly, Capitol
15... JUST WALKING IN THE RAIN	Johnny Ray, Columbia
16... ROSE AND A BABY RUTH	George Hamilton IV, ABC-Paramount
17... ROCK-A-BYE YOUR BABY	Jerry Lewis, Decca
18... SINCE I MET YOU BABY	Ivory Joe Hunter, Atlantic
19... JAMAICA FAREWELL	Harry Belafonte, Victor
20... LOVE IS STRANGE	Mickey & Sylvia, Groove
21... YOU DON'T OWE ME A THING	Johnnie Ray, Columbia
22... HEY! JEALOUS LOVER	Frank Sinatra, Capitol
23... GONNA GET ALONG WITHOUT YA NOW	Patience & Prudence, Liberty
24... JIM DANDY	Lavern Baker, Atlantic
25... I DREAMED	Betty Johnson, Bally

## ... according to Most Played in Juke Boxes

A recapitulation of The Billboard's Most Played in Juke Boxes chart for January and February 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Position & Record	Artist & Label
1... SINGING THE BLUES	Guy Mitchell, Columbia
2... BLUEBERRY HILL	Fats Domino, Imperial
3... GREEN DOOR	Jim Lowe, Dot
4... LOVE ME TENDER	Elvis Presley, Victor
5... DON'T FORBID ME	Pat Boone, Dot
6... JUST WALKING IN THE RAIN	Johnnie Ray, Columbia
7... MOONLIGHT GAMBLER	Frankie Laine, Columbia
8... TRUE LOVE	Bing Crosby-G. Kelly, Capitol
9... YOUNG LOVE	Sonny James, Capitol
10... YOUNG LOVE	Tab Hunter, Dot
11... BANANA BOAT SONG	Tarriers, Glory
12... LOVE ME	Elvis Presley, Victor
13... HEY! JEALOUS LOVER	Frank Sinatra, Capitol
14... ROSE AND A BABY RUTH	George Hamilton IV, ABC-Paramount
15... HONKY TONK	Bill Doggett, King
16... BLUE MONDAY	Fats Domino, Imperial
17... CINDY, OH CINDY	Eddie Fisher, Victor
18... ROCK-A-BYE YOUR BABY	Jerry Lewis, Decca
19... BANANA BOAT (DAY-O)	Harry Belafonte, Victor
20... SINCE I MET YOU BABY	Ivory Joe Hunter, Atlantic
21... CINDY, OH CINDY	Vince Martin, Glory
22... GARDEN OF EDEN	Joe Valino, Vik
23... DON'T BE CRUEL	Elvis Presley, Victor
24... TOO MUCH	Elvis Presley, Victor
25... GONNA GET ALONG WITHOUT YA NOW	Patience & Prudence, Liberty

## ... according to Most Played by Jockeys

A recapitulation of The Billboard's Most Played by Jockeys chart for January and February 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Position & Record	Artist & Label
1... SINGING THE BLUES	Guy Mitchell, Columbia
2... YOUNG LOVE	Sonny James, Capitol
3... DON'T FORBID ME	Pat Boone, Dot
4... YOUNG LOVE	Tab Hunter, Dot
5... BANANA BOAT (DAY-O)	Harry Belafonte, Victor
6... MOONLIGHT GAMBLER	Frankie Laine, Columbia
7... BANANA BOAT SONG	Tarriers, Glory
8... TOO MUCH	Elvis Presley, Victor
9... LOVE ME	Elvis Presley, Victor
10... GREEN DOOR	Jim Lowe, Dot
11... I DREAMED	Betty Johnson, Bally
12... TRUE LOVE	Bing Crosby-Grace Kelly, Capitol
13... LOVE ME TENDER	Elvis Presley, Victor
14... HEY! JEALOUS LOVER	Frank Sinatra, Capitol
15... BLUEBERRY HILL	Fats Domino, Imperial
16... BLUE MONDAY	Fats Domino, Imperial
17... YOU DON'T OWE ME A THING	Johnnie Ray, Columbia
18... JUST WALKING IN THE RAIN	Johnnie Ray, Columbia
19... ROSE AND A BABY RUTH	George Hamilton IV, ABC-Paramount
20... BANANA BOAT SONG	Fontane Sisters, Dot
21... JAMAICA FAREWELL	Harry Belafonte, Victor
22... GONNA GET ALONG WITHOUT YA NOW	Patience & Prudence, Liberty
23... SINCE I MET YOU BABY	Ivory Joe Hunter, Atlantic
24... ROCK-A-BYE YOUR BABY	Jerry Lewis, Decca
25... LOVE IS STRANGE	Mickey & Sylvia, Groove

# TOP RHYTHM AND BLUES RECORDS

## ... according to R&B Best Sellers in Stores

A recapitulation of The Billboard's R&B Best Sellers in Stores chart for January and February 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Position & Record	Artist & Label
1... BLUE MONDAY	Fats Domino, Imperial
2... BLUEBERRY HILL	Fats Domino, Imperial
3... LOVE IS STRANGE	Mickey & Sylvia, Groove
4... SINCE I MET YOU BABY	Ivory Joe Hunter, Atlantic
5... JIM DANDY	Lavern Baker, Atlantic
6... AIN'T GOT NO HOME	Clarence Henry, Argo
7... HONKY TONK	Bill Doggett, King
8... WITHOUT LOVE	Clyde McPhatter, Atlantic
9... SINGING THE BLUES	Guy Mitchell, Columbia
10... THOUSAND MILES AWAY	Heartbeats, Rama
11... YOU GOT ME DIZZY	Jimmy Reed, Vee Jay
12... GREEN DOOR	Jim Lowe, Dot
13... TOO MUCH	Elvis Presley, Victor
14... GIRL CAN'T HELP IT	Little Richard, Specialty
15... SLOW WALK	Sil Austin, Mercury
15... SLOW WALK	Bill Doggett, King
17... I FEEL GOOD	Shirley & Lee, Aladdin
18... ON MY WORD OF HONOR	B. B. King, RPM
19... BACON FAT	Andre Williams, Epic
20... OH, WHAT A NITE	Dels, Vee Jay
21... IN THE CHAPEL	Ann Cole, Baton
21... YOUNG LOVE	Tab Hunter, Dot
23... LOVE ME TENDER	Elvis Presley, Victor
24... ON MY WORD OF HONOR	Platters, Mercury
25... SHOULD I EVER LOVE AGAIN	Wynona Carr, Specialty

## ... according to R&B Most Played in Juke Boxes

A recapitulation of The Billboard's R&B Most Played in Juke Boxes chart for January and February 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Position & Record	Artist & Label
1... BLUE MONDAY	Fats Domino, Imperial
2... SINCE I MET YOU BABY	Ivory Joe Hunter, Atlantic
3... BLUEBERRY HILL	Fats Domino, Imperial
4... JIM DANDY	Lavern Baker, Atlantic
5... LOVE IS STRANGE	Mickey & Sylvia, Groove
6... HONKY TONK	Bill Doggett, King
7... WITHOUT LOVE	Clyde McPhatter, Atlantic
8... SLOW WALK	Sil Austin, Mercury
9... ON MY WORD OF HONOR	Platters, Mercury
10... YOU GOT ME DIZZY	Jimmy Reed, Vee Jay
11... SINGING THE BLUES	Guy Mitchell, Columbia
12... OH, WHAT A NITE	Dels, Vee Jay
13... TRICKY	Gus Jenkins, Flash
14... I FEEL GOOD	Shirley & Lee, Aladdin
15... GIRL CAN'T HELP IT	Little Richard, Specialty
16... GREEN DOOR	Jim Lowe, Dot
17... LITTLE BY LITTLE	Nappy Brown, Savoy
18... AIN'T GOT NO HOME	Clarence Henry, Argo
19... SLOW WALK	Bill Doggett, King
20... ON MY WORD OF HONOR	B. B. King, RPM
21... TOO MUCH	Elvis Presley, Victor
22... WALKING BY MYSELF	Jimmy Rogers, Chess
22... YOUNG LOVE	Tab Hunter, Dot
24... BANANA BOAT (DAY-O)	Harry Belafonte, Victor
25... LOVE ME TENDER	Elvis Presley, Victor

## ... according to R&B Most Played by Jockeys

A recapitulation of The Billboard's R&B Most Played by Jockeys chart for January and February 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Position & Record	Artist & Label
1... BLUE MONDAY	Fats Domino, Imperial
2... SINCE I MET YOU BABY	Ivory Joe Hunter, Atlantic
3... JIM DANDY	Lavern Baker, Atlantic
4... BLUEBERRY HILL	Fats Domino, Imperial
5... LOVE IS STRANGE	Mickey & Sylvia, Groove
6... AIN'T GOT NO HOME	Clarence Henry, Argo
7... WITHOUT LOVE	Clyde McPhatter, Atlantic
8... THOUSAND MILES AWAY	Heartbeats, Rama
9... TOO MUCH	Elvis Presley, Victor
10... HONKY TONK	Bill Doggett, King
11... GIRL CAN'T HELP IT	Little Richard, Specialty
12... YOU GOT ME DIZZY	Jimmy Reed, Vee Jay
13... I FEEL GOOD	Shirley & Lee, Aladdin
14... ON MY WORD OF HONOR	Platters, Mercury
15... ON MY WORD OF HONOR	B. B. King, RPM
16... LOVE ME	Elvis Presley, Victor
17... SLOW WALK	Sil Austin, Mercury
18... SLOW WALK	Bill Doggett, King
19... WHAT'S THE REASON (I'm Not Pleasing You)	Fats Domino, Imperial
19... YOUNG LOVE	Tab Hunter, Dot
21... TRICKY	Gus Jenkins, Flash
22... IN THE STILL OF THE NIGHT	Satins, Ember
22... OH, WHAT A NITE	Dels, Vee Jay
24... CONFIDENTIAL	Sonny Knight, Dot
25... SINGING THE BLUES	Guy Mitchell, Columbia



**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**

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# Westinghouse Music-News Format Cues Big Pay-Off

- Switch to local m-n pattern ups former daytime net seg billings over 100%—says WBC v.-p.
- Pack sees snobbery in attitude of some radio personnel toward jocks and their chores

By RICHARD PACK

Vice-President, Programming Westinghouse Broadcasting Co.

Just about a year ago this time, when WBC was taking over WTAM, Cleveland, and converting it into KYW, I was in the record library there on a Saturday morning. I had just two reasons for being there: First, I wanted to see the set-up of the library, and secondly, 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 librarian 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 prexy, Don McCannon. And we're in good company, along with the millions and millions of Americans all over the nation, young and old, who also like the popular music of their country on records. There's nothing to apologize for in liking records, yet there are still some station people around radio today who, perhaps out of a kind of snobbery (or ignorance?), take a haughty, unrealistic attitude about disks and d.j.'s. Maybe they haven't looked at the ratings lately.

Or maybe they don't realize that good pop music is one of the basic staples of our national culture—and one of our greatest export commodities! All over 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.

Maybe the pop music snobs



RICHARD PACK

still think that "only teen-agers" listen to d.j.'s. Well, bless 'em, the teen-agers are an important part of our radio d.j. audience—but they're usually a small part of that audience.

This, then, is by way of prelude to saying that WBC is operating and programming six music-and-news stations, and we like it fine. So does the audience. In Pittsburgh, KDKA is now No. 1 station day and night, according to the latest Nielsen report. And in Cleveland, Nielsen's latest also shows KYW tops 6 a.m. until midnight [Ed. note: for the full coverage area of the 50,000 watter]. In Boston, Nielsen shows WBZ-WBZA No. 1 station in the same periods. Returns are not yet in for KEX, Portland, Ore., which was the last of the WBC stations to go independent. And the latest Westinghouse acquisition, WIND, Chicago, has been on a

music-news format for a number of years.

In short, the audience response to our new format has been splendid—and this in a relatively short time. The results, so far, have been even greater than we expected. Billings, too, have been rewarding. Since the WBC stations, including WOWO, Fort Wayne, Ind., went to the local music-news pattern last November, billing for daytime segs formerly occupied by network shows, have increased an average of 107 per cent.

Did someone in the balcony ask: But what's your philosophy for programming records? . . . Thank you, sir. I'm glad you didn't say *formula!* We have no formula. We have a music concept. We have a music philosophy. We have a general pattern. But no rigid, fixed formula. We don't believe in mathematics for music.

What is that philosophy? Very simple: For the music itself, plenty of top list tunes, of course, plus a generous amount of standards by top stars, plus some well-selected new up-and-coming disks—plus a small allowance for regional differences or the specialized taste of some d.j.'s . . . (not too many of the specialties—just a few, sort of "fielder's choice.") How many standards to how many list tunes? That varies, according to time of day, the d.j. and sometimes even the community. A good d.j. or librarian and/or program manager has—must have—a feel for that right kind of balance that makes a good bright sound.

### What Makes a D.J.?

What makes a good d.j.? Lots of things. Warmth. Brightness. Pacing. Commercial savvy. Casualness—but not too much. The ability to make contact with

(Continued on page 77)

## EASTER PROGRAMMING

A list of tunes appropriate for Easter season programming and the records available for each.

E-A-S-T-E-R	Milton Estes	M-G-M 10646
E-A-S-T-E-R/Easter Bunny Day	Rita Faye	M-G-M 12203
Easter Bunny Day	Leslie Uggams	M-G-M 11437
Easter Bunny Song	Baby Pamela Rich	Mercury 71024
Easter in Waikiki	Haleoke Kaianolopua	Columbia CL 521
	From the album ARTHUR GODFREY'S TV CALENDAR SHOW	
Easter Lilies	Bill Brown's Chorus	Kem 2712
Easter Morning	Rusty Draper	Mercury 70300
Easter Morning	Gene Autry	
Easter Parade	Frankie Carle	RCA Victor LPM 2
	From the album COCKTAIL TIME	
Ray Charles Singers		M-G-M 12201
Perry Como	RCA Victor 420 0-106	
Caesar Conception	Seeco 4164	
Bing Crosby	Decca 23819	
Durney String Band	Guy 1313	
Roy Eldridge	Cleff 8975	
Judy Garland & Fred Astaire	M-G-M E 3118	
	From the album EASTER PARADE	
Ken Griffin	Columbia 50092	
Harry James	Columbia 50054	
Sammy Kaye	Columbia 39186	
Kern & Sloop	Tempo 904	
Kostalanelz	Columbia CL 770	
	From the album MUSICAL COMEDY FAVORITES	
Neil Lewis	Tico 245	
Liberace	Columbia 48007	
Malcolm Lockyer	Wing 12201	
Guy Lombardo	Decca 23817	
Johnny Long	Coral 60957	
Easter Parade	Guy Lupaerts	Capitol P 267
	From the album SYMPHONIC PORTRAIT OF IRVING BERLIN	
Eddie (Piano) Miller	Rainbow 140	
Red Nichols	Audiophile AP 7	
Oscar Peterson	Cleff MG C 604	
	From the album PETERSON PLAYS IRVING BERLIN	
Ethel Smith	Decca 24321	
Tommy Sosebee	Coral 64080	
Walter Stott	Epic LG 1007	
	From the album THERE'S NO BUSINESS LIKE SHOW BUSINESS	
Fred Waring	Decca 29063	
Margaret Whiting & Jimmy Wakely	Capitol 1382	
Del Wood	Republic 815	
Egbert the Easter Rabbit	Mervin Shine	Decca 27977
Mister Easter Bunny	Honey Dreamers	Columbia 40668
Peter Cottontail	Derry Falligant	M-G-M 10675
	Sammy Kaye	Columbia 39186
	Guy Lombardo	Decca 24951
	Mervin Shiner	Decca 46221
	Lawrence Weik	Coral 57066
Peter Rabbit	Rusty Draper	Mercury 70300

## Charts Point Up Mergers

Continued from page 29

has made it quite commonplace.

A very quick examination of the last three months' charts shows that 10 of the top 25 r.&b. records were also named among the top 25 pop records. Nor were these all by r.&b. artists. Presley had two of the disks, while Guy Mitchell, Jim Lowe and Tab Hunter each had one of these top r.&b. sellers.

### C.&W. Resistance

The country field has had the highest level of resistance to

outside influences, with practically all the c.&w. top 25 in the traditional country vein, with the exception of five Presley rockabilly styled disks which made the top company.

That's not to say however, that the country influence didn't make itself felt in the pop field. Very definitely, it did. The first five disks in order, each have strong country ties. In the number one slot is country singer, Sonny James, with the c.&w. based "Young Love." Tab Hunter's version of the same tune is in the fourth slotting. Guy Mitchell's "comeback" tune, "Singing the Blues," a hit in the country field by Marty Robbins, is in the runner-up pop spot. Another artist closely identified with the country field, Pat Boone, rates third place in the pop derby with "Don't Forbid Me," another rural-flavored blues. Elvis Presley's "Too Much," is in the fifth spot.

The best-selling pop singles chart all by itself shows the wide variation in public tastes today. The only thing lacking in these top 25 is an instrumental, which after a rash of popularity last year, seems to have subsided in public favor.

In addition to the five top records, all of which have been seen to have strong country roots, there are two others by Presley and Johnnie Ray's "You Don't Owe Me a Thing," and

"Just Walking in the Rain," both of which are strongly tinged with c.&w. feeling. But also in this wide cross-section, we have the epitome of rhythm and blues. Fats Domino, repped with two smashes, "Blueberry Hill" and "Blue Monday." Ivory Joe Hunter, LaVern Baker and Mickey and Sylvia, all strong in the r.&b. field also succeeded in denting the top 25 pop listing for the quarter.

Patchwork character of the pop hit line-up is enhanced with the appearance of other disks, completely unrelated in style or rendition to those hits which infiltrated from the country and r.&b. fields. These would be such as Bing Crosby's return to the charts with "True Love," after a long absence; Jerry Lewis' belting Jolson-styled version of "Rock-a-Bye Your Baby," the bright novelties, "I Dreamed" by Betty Johnson and Jim Lowe's "Green Door," and the innocuous but cute "Gonna Get Along Without Ya, Now," by Patience and Prudence.

The so-called calypso craze, has yet to make itself felt strongly in the charts, tho in this past quarter, three records showed up in the top 25. Two of these, "Jamaica Farewell" and "Banana Boat (Day-O)" were by Harry Belafonte, who, tho he has disclaimed being a calypso singer, is nevertheless responsible for much of the current interest in the idiom. The only other entry, "Banana Boat Song," was by the Tarrriers.

## VOX JOX

By JUNE BUNDY

**SECOND DEEJAY QUARTERLY:** DeeJay response to The Billboard's First Disk Jockey Quarterly was overwhelmingly favorable, and we hope the Second Jockey Quarterly in this issue is equally satisfying. Again we invite all spinners to write and tell us which features were of most interest and/or help to them, and to offer suggestions as to the type of material they would like us to cover in subsequent quarterlies this year.

**GIMMIX:** Bill Gregor, WWBZ, Vineland, N. J., is enthusiastic about the station's public-service-mindedness. For example, he reports that the station plans to broadcast a remote from the local school prom ball, with WWBZ jockeys spinning records for the teen-agers as long they care to dance, which usually is around 5 a.m. "Object," says Gregor, "is to let the parents know their children are having a good time and are safe." Tom Edwards, WFRB, Cleveland, wants to compile a list of jocks who do record hops in other cities. He "only wants names of deejays who travel to different hops and don't hold hops at the same hall every week." Edwards is planning on making his color slide pictures of record stars (which he shows at his own hops) available to one jock

in each city on a "first come, first served basis."

**PRESLEY ITEMS:** Elvis Presley still dominates the promotion field, with deejays running a variety of pro and con contests on the warbler. For instance, Gordon Shaw, KFRB, Fairbanks, Alaska, recently asked his listeners if they would like him to devote his entire program to the rock and roll idol, and 91 per cent favored the idea. In line with this, Reed Farrell, WAIT, Chicago, who programed 12 hours of Presley records last October and five hours last January, programed another five hours of Presley platters February 23, after gathering over 100,000 signatures in favor of the plan.

Popularity-wise, Bob Stevens, K TSA, San Antonio, who recently asked listeners to send money for the March of Dimes along with a pro or con vote for Presley, notes that the "cons" contributed more money, but the "pros" send more letters. . . . J. P. Abaray, WKAL, Rome, N. Y., reports his teen-age panel has yet to vote an Elvis Presley tune into the top six when they rate their platter preferences on his show. . . . Joe Ryan, WALL, Middletown, N. Y., also expresses surprise that Presley wasn't listed among the top

(Continued on page 52)



Fats Domino, whose disk of "Blue Monday," was tops across the board in the r.&b. field, according to a recap of the first-quarter Billboard charts. His disk of "Blueberry Hill," also placed high in the recap both in the r.&b. field as well as in the pop listings.



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:



LPM-1307

EPA-874, EPA-875 EPA-876



RCA VICTOR  
RADIO CORPORATION OF AMERICA





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**IT ALL DEPENDS  
ON YOU**

b/w

**LET ME SING  
AND I'M HAPPY**

DECCA 9-30263 30263



**A NEW WORLD OF SOUND**



## 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 at the retail level  
for the total of their albums released during the period covered.

1...	HARRY BELAFONTE	Calypso	119	180
		Belafonte	61	
2...	ELVIS PRESLEY	Elvis	113	150
		Elvis Presley	37	
3...	ORIGINAL CAST	My Fair Lady		99
4...	SOUNDTRACK	The King & I		98
5...	SOUNDTRACK	The Eddy Duchin Story		85
6...	SOUNDTRACK	Oklahoma!		78
7...	SOUNDTRACK	High Society		64
8...	JERRY LEWIS	Jerry Lewis Just Sings		59
9...	FRANK SINATRA	This Is Sinatra	40	45
		Songs for Swingin' Lovers	5	
10...	TENNESSEE ERNIE FORD	Hymns		42
11...	LAWRENCE WELK	Say It With Music	30	36
		Merry Christmas	6	
12...	THE PLATTERS	The Platters	3	16
		The Platters, Vol. 2	13	
13...	DORIS DAY	Day By Day		7
14...	PAT BOONE	Howdy!		1

## SPECIAL DAYS, WEEKS, MONTHS

for April, May, June and July, 1957

Compiled from U. S. Chamber of Commerce Bulletin, "Special Days, Weeks and  
Months 1957." (Domestic Distribution Department, Chamber of Commerce of the  
United States, Washington, D. C.)

<b>APRIL-MAY</b>	Spring Festival of Gas Ranges
<b>APRIL</b>	1 April Fool's Day (All Fool's Day)
	1-7 National Arts and Crafts Week
	1-7 National Boys' Club Week
	1-8 National Laugh Week
	1-30 America's Heartland Development Month
	1-30 Cereal and Milk Spring Festival
	1-30 Cancer Control Month
	1-30 National Hobby Month
	1-30 National Ladder Month
	1-30 Paradise-in-April
	1-30 National Rug Cleaning Month
	1-30 World Peace Month
	6 Army Day
	6-13 Let's All Play Ball Week
	7-13 National Noise Abatement Week
	8-11 Packaging Week
	8-12 Chemical Progress Week
	8-14 Pan American Week
	8-14 National Sunday School Week (Spring)
	8-15 National Model Building Week
	11 Coffee Day
	13 Thomas Jefferson's Birthday, Presidential Proclamation. Legal holiday in Alabama, Missouri, Nebraska (A Memorial Day), Virginia (Thomas Jefferson Day). Optional closing of banks and offices in Oklahoma
	14 Pan American Day, Presidential Proclamation
	14 Palm Sunday, Religious (Sunday before Easter)
	14-20 Bike Safety Week
<b>APRIL-MAY</b>	15-15 Clean Oil Month
<b>APRIL</b>	16-23 National Do-It-Yourself Week
	16-23 Passover, Religious, (Jewish)
	19 Good Friday, Religious
	19 Patriot's Day, Legal holiday in Maine and Massachusetts
	21 Easter Sunday, Religious
	21-27 National Garden Week
	21-27 United States-Canada Goodwill Week
	21-27 International Buttermilk Bread for Flavor Week
	21-27 National Secretaries' Week
	21-27 National YWCA Week
	21-28 Honey for Breakfast Week
	22-28 American Comedy Week
	24 National Social Hygiene Day
	24-30 National Photography Week
<b>APRIL-MAY</b>	25-4 Hardware Week
<b>APRIL</b>	26 Confederate Memorial Day, Legal holiday in Alabama, Florida, Georgia and Mississippi
	26 National Fun Day
<b>APRIL-MAY</b>	27-4 National Baby Week, (Foods and Drugs)
<b>APRIL</b>	28 National Mother-in-Law Day
<b>APRIL-MAY</b>	28-4 Brand Names Week
	28-4 Mental Health Week
	28-4 National Baby Week (Dry Goods)
	28-4 National Home Demonstration Week
	28-4 National Invest-in-America Week
	28-4 National Retail Credit Week
	28-4 Summer Millinery Week
	29-4 National Retail Bakers' Week
<b>MAY</b>	1 Child Health Day, Presidential Proclamation
	1 May Day
	1-7 Correct Posture Week
	1-8 American Camp Week
	1-31 Better Bedding Time
	1-31 National Canned Hamburger Month
	1-31 National Foot Health Month
	1-31 National Moth-Proofing Month
	1-31 National Ornamental Iron Month
	1-31 National Tavern Month
	1-31 National Water Systems Month
	1-31 United Cerebral Palsy Month
	3 May Fellowship Day (First Friday in May)
	5 Humane Sunday
	5-11 "Grand Ole Opry" Week
	5-11 Goodwill Week
	5-11 National Hearing Week
	5-11 National Radio Week
	5-11 National Raisin Week
	5-12 Be Kind to Animals Week
	5-12 National Family Week
	5-12 National and Inter-American Music Week
	6-12 National Coin Week
	10 Confederate Memorial Day, Legal holiday in N. Carolina and S. Carolina
	10 National Tax Freedom Holiday
	10-17 Foot Health Week
	11-18 Let's Go Fishing
	11-18 National Frozen Food Week
	11-18 National Luggage & Leather Goods Week
	12 Mother's Day
	12-18 National Hospital Week
	15-21 World Trade Week, Presidential Proclamation
<b>MAY-SEPTEMBER</b>	15-15 Refresh With Milk Campaign
<b>MAY-JUNE</b>	16-16 Father-Child Month
<b>MAY</b>	18 Armed Forces Day
	10-25 Letters From America Week
	19-25 Merchant Marine Book Week
	19-25 National Domestic Rabbit Week

(Continued on page 44)

# LIBERTY'S

# CHART BUSTERS!

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SELLER FOR—

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**PATIENCE and PRUDENCE**

**WE CAN'T SING  
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and

**Dark Lonely Street**

55056



**EDDIE COCHRAN**

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# SINGLES & ALBUMS RELEASED

January and February

Space limitations prevented the listing of every single and/or album released in January and February. This list is based on all those singles and albums reviewed in The Billboard which received a rating of 70 or over. The singles are listed alphabetically by artist according to category while the albums are listed alphabetically by the title of the album according to the category in which it was reviewed.

## SINGLES

### • Popular

Artist	Song Titles	Label & No.
ACQUAVIVA ORK	—One Moment More/Always the Sea	MGM 12434
BILL ALLEN	—Butterfly/Oo-We-Baby	ELDORADO 505
REX ALLEN	—Little White Horse/Drango	DECCA 30204
THE AMES BROTHERS	—Did You Get the Roses?/I Know Only One Way to Love You	VICTOR 6821
APRIL AMES	—Love Not Subject to Change/You Are Mine	SONIC 601
EDDIE AMES	—The Bean Song/I'd Give the World	VICTOR 6791
DANNY ANDREWS	—Lonesome Lips/My Bonnie Love	CORAL 61778
NINO ANTHONY	—Without Him/I Got a Lot o' Love in My Heart	MERCURY 71040
RAY ANTHONY ORK	—Calypso Dance/Plymouth Rock	CAPITOL 3646
ALFRED AKA	—One More Aloha/Starglight in Hawaii	DECCA 30190
LOUIS ARMSTRONG	—This Younger Generation/In Pursuit of Happiness	DECCA 30188
WINIFRED ATWELL	—Moonlight Gambler/Garden of Eden	LONDON 1724
EILEEN BARTON	—The Bean Song/Que Pasa, My Love	EPIC 9198
SID BASS ORK	—Song of Gervaise/The Street Musician	VIK 0258
SHIRLEY BASSEY	—If I Had a Needle and Thread/Tonight My Heart She Is Crying	COLUMBIA 40848
LES BAXTER	—A Woman's Devotion/Clown on the Eiffel Tower	CAPITOL 3613
THE BEACHCOMERS AND NATALIE	—Hankerin' for You/Hey-Ho	CAPITOL 3643
THE BEEBEE TWINS	—Haunted/Send Back My Broken Heart	ERA 1028
HARRY BELAFONTE	—I'm Just a Country Boy/Hold 'Em Joe	VICTOR 0322
HARRY BELAFONTE	—Mama Look at Bubù/Don't Ever Love Me	VICTOR 6830
JESSIE BELVIN	—I Need You So/Senorita	MODERN 1013
TONY BENNETT	—Sold to the Man With the Broken Heart/One Kiss Away From Heaven	COLUMBIA 40949
BROOK BENTON	—The Wall/All My Love Belongs to You	EPIC 9199
POLLY BERGEN	—Dream Love/Ladies and Gentlemen	RKO UNIQUE 381
THE BIG BEN BANJO BAND	—Peg O' My Heart/Japanese Sandman	CAPITOL 3636
EDDIE BLUE	—In a Million Different Ways/I Love You More	DECCA 30235
PAT BOONE	—I'm Waiting Just for You/Why, Baby, Why?	DOT 15545
JIMMY BOWEN	—I'm Stuckin' With You/Ever-Lovin' Fingers	ROULETTE 4001
JIMMY BREEDLOVE	—The Sky/Danny Boy	CAPITOL 3626
TERESA BREWER	—How Lonely Can One Be?/I'm Drowning My Sorrows	CORAL 61776
THE JOHNNY BURNETTE TRIO	—Lonesome Train/I Just Found Out	CORAL 61758
DAVE BURTON AND LE ROY HOLMES ORK	—Femme Fatale/Hungry for Your Kisses	MGM 12409
AL CAIOLA	—Matador Matador/Bluebird Serenade	REGENT 7505
JOHNNY CALI	—Mi Bella Mia/Mandolino Serenade	KING 5015
MAUREEN CANNON	—Come Save Your Child/Oh Johnny, Oh Johnny, Oh	JUBILEE 5272
RUSS CARLYLE	—Sashu Pandowski/I Don't Want to Set the World on Fire	ABC-PARAMOUNT 9772
HOAGY CARMICHAEL	—Barnacle Bill the Sailor/Old Man Harlem	CORAL 61767
LILYANN CAROL AND JAN RAYE	—Angel With Paper Wings/You Know Why	MERCURY 71047
MONA CAROL	—Breaker of Hearts/Turn the Key	ABC-PARAMOUNT 9781
CATHY CARR	—It Looks Like Love/Una Momento	FRATERNITY 757
BOB CARROLL	—Butterfly/Look What You've Done to Me	BALLY 1028
DAVID CARROLL	—Cuddle Up a Little Closer/Li'l Steel Band	MERCURY 71053
JACK CARROLL	—Almost Paradise/Ooh!	RKO UNIQUE 388
JEANNIE CARSON	—Come Home to My Arms/Original Joe	DECCA 30233
GEORGE CATES ORK	—The Poodle Walk/Last Night	CORAL 61774
JIMMY CAVELLO AND HIS HOUSE ROCKERS	—Ooh-Wee/Foot Stompin'	CORAL 61787
FRANK CHACKSFIELD ORK	—Breath of Spring/Your Love Is My Love	LONDON 1722
KAREN CHANDLER	—Your Wild Heart/It's an International Language	DECCA 30207
THE RAY CHARLES SINGERS	—I've Got My Love to Keep Me Warm/When Winter Comes	MGM 12413
TOMMY CHARLES	—I'm Glad, So Glad/I'm Still in Love With You	DECCA 30172
DON CHERRY	—Don't You Worry Your Pretty Little Head/The Last Dance	COLUMBIA 40828

Artist	Song Titles	Label & No.
THE CHORDETTES	—Come Home to My Arms/(Fili's) Walkin' the Poodle	CADENCE 1307
SANFORD CLARK	—Ooo! Baby/9 Lb. Hammer	DOT 15534
STEVE CLAYTON	—The Boy With the Golden Kazoo/I Want to Put My Arms Around You	CORAL 61766
PATSY CLINE	—Walkin' After Midnight/Poor Man's Riches	DECCA 30221
EDDIE COCHRAN	—Sittin' the Balcony/Dark Lonely Street	LIBERTY 55056
NAT COLE	—You Are My First Love/Ballerina	CAPITOL 3619
HERB COLEMAN	—Night Letter/A Question and the Answers	VIK 0250
DOROTHY COLLINS	—Before I Die/I Miss You Already	CORAL 61790
PERRY COMO	—Mi Casa, Su Casa/Round and Round	VICTOR 6815
RAY CONIFF ORK	—Wagon Wheels/S Wonderful	COLUMBIA 20827
CHRIS CONNOR	—I Love You, Yes I Do/Time Out for Tears	ATLANTIC 1121
EDDIE COOLEY AND THE DIMPLES	—Driftwood/A Spark Met a Flame	ROYAL ROOST 626
ALAN COPELAND	—You Don't Know/Feeling Happy	CORAL 61791
BOB CORELY	—Income Tax/But Doctor	VICTOR 6901
DON CORNELL	—Let's Get Lost/Afternoon in Madrid	CORAL 61780
THE BOB CORT SKIFFLE GROUP	—Don't You Rock Me Daddy-O/It Takes a Worried Man	LONDON 1713
BUDDY COSTA	—Big Enough to Forget/Come to My Valley	PYRAMID 2222
DON COSTA ORK AND CHORUS	—By the Fireside/C'est Ça	ABC-PARAMOUNT 9783
DANNY COSTELLO	—Lost in a River/Abbracciato	CARAVAN 15701
NIGEL CRAWFORD	—War Dance/Zulu Lullaby	VICTOR 6811
JOE CUBA AND HIS CHA CHA BOYS	—I Got You Under My Skin/Mambo of the Times	RAINBOW 372
JOE CUBA AND HIS CHA CHA BOYS	—Ritmo De Cha Cha/Juan Jose	RAINBOW 370
ALAN DALE	—The Girl Can't Help It/Lonesome Road	CORAL 61781
EDDIE DANO	—The Girl With Purple Feet/Hold Back the Dawn	VIK 0253
DANNY DAVIS	—Mind My Broken Heart/Romance in Rome	RKO UNIQUE 382
SAMMY DAVIS JR.	—The Golden Key/Long Before I Knew You	DECCA 30189
ALAN DEAN	—The Letter That I Never Mailed/The Memory	RAMA 218
JERIL DEANE	—I Want to Love While I'm Young/I Didn't Know How to Cry	SOLO 105
DE CASTRO SISTERS	—I Never Meant to Hurt You/I Hear a Melody	VICTOR 6774
LENNY DEE	—Stormy Weather/Goodnight Sweet Love	DECCA 30201
THE DE JOHN SISTERS	—He's Got Time/Don't Promise Me	COLUMBIA 40843
FIVE DEMARCO SISTERS	—Five Little Misses/I'm Through With Love	DECCA 30181
LEE DENSON	—The Pied Piper/Heart of a Fool	VIK 0251
JOHNNY DESMOND	—I Just Want You to Want Me/That's Where I Shine	CORAL 61797
JOHNNY DESMOND AND JIMMY SAUNDERS	—18th Century Music Box/Down Where the River Meets the Sea	CORAL 61768
THE DIAMONDS	—Little Darlin'/Faithful and True	MERCURY 71060
LONNIE DONNAGAN	—How Long, How Long Blues/Don't You Rock Me Daddy-O	MERCURY 71026
JIMMY DORSEY ORK	—So Rare/Sophisticated Swing	FRATERNITY 755
RUSTY DRAPER	—Let's Go Calypso/Should I Ever Love Again	MERCURY 71039
THE DREAMERS	—The Right Time for Love/The Girl Down the Street	ABC-PARAMOUNT 9746
BOB EBERLY	—This Much I Know/Long Before I Knew You	GRAND AWARD 1008
BILLY ECKSTINE	—Blue Illusion/Oh, My Pretty, Pretty	VICTOR 6827
TOM EDWARDS	—What Is a Teen-Age Girl/What Is a Teen-Age Boy	CORAL 61773
LES ELGART ORK	—It Must Be True/I Ain't Foolin'	COLUMBIA 40822
THE EMPORER	—Tough De Times/Me-Baby Treats Me Wrong	ARGO 5264
ETHEL ENNIS	—A Pair of Fools/Got It in My Blood	ATCO 6086
THE ESCORTS	—Tore Up Over You/Bad Boy	VICTOR 6834
PAUL EVANS	—What Do You Know?/Dorothy	VICTOR 6806
LENY EVERSONG	—Jezebel/Jalousie	CORAL 61782
PERCY FAITH ORK	—The Last Dance/Till	COLUMBIA 40826
SID FELLER	—A Little Tango/The Puerto Rican Peddler	ABC-PARAMOUNT 9788
EDDIE FISHER AND DEBBIE REYNOLDS	—Lullaby in Blue/I Never Felt This Way Before	VICTOR 6820
THE FIVE KEYS	—Let There Be You/Tiger Lily	CAPITOL 3660
KING FLASH	—Mama Looks Boo Boo/Zombie Jamboree (Back to Back)	COLUMBIA 40866

Artist	Song Titles	Label & No.
LORD FLEA	—Shake Shake Senora/The Naughty Little Flea	CAPITOL 3659
EDDIE FONTAINE	—East of the Mississippi/I'll Be There	DECCA 30202
(TENNESSEE) ERNIE FORD	—One Suit/Watermelon Song	CAPITOL 3649
JIMMY FOSTER	—The Man of the Hour/The Flower of Love	EPIC 9202
STUART FOSTER	—Wish I Had a Girl/At a Sidewalk Cafe	CORAL 61770
FOUR ACES	—You're Mine/Bahama Mama	DECCA 30242
THE FOUR COINS	—My Love Is a Little Kitten/Falling Star	EPIC 9200
THE FOUR ESQUIRES	—The Song of April/Everyone's Sweet on My Sugar	PARIS 501
THE FOUR FRESHMEN	—What's It Gonna Be/That's the Way I Feel	CAPITOL 3652
THE FOUR LADS	—Who Needs You?/It's So Easy to Forget	COLUMBIA 40811
THE FOUR LOVERS	—The Stranger/Shake a Hand	VICTOR 6812
THE FOUR PREPS	—I Cried a Million Tears/Moonstruck in Madrid	CAPITOL 3621
CONNIE FRANCIS	—No Other One/I Leaned on a Man	M-G-M 12440
DOM FRONTIERE ORK	—Uno Mas/Jett Rink	LIBERTY 55042
TOMMY FURIADO	—Isabella/Sun Tan Sam	CADENCE 1305
THE G-CLEFS	—Symbol of Love/Love Her in the Mornin' and Love Her in the Night Time	PARIS 502
SUNNY GALE	—Come Go With Me/Please Go	DECCA 30231
THE GAYLORDS	—Open the Letter/The Dum-De Dum Song	MERCURY 71051
GEORGIA GIBBS	—Pretty Pretty/Silent Lips	MERCURY 71058
GINNY GIBSON	—I Pledge Allegiance to Your Heart/A Pair of Fools	ARC-PARAMOUNT 9786
ANN GILBERT	—Johnny/He Thinks I'm Wonderful	VIK 0255
TERRY GILKYSON	—Marianne/Goodbye Chiquita	COLUMBIA 40817
CAESAR GIOVANNINI	—Brazilian Rhapsody (Parts I and II)	BALLY 1026
TOM GLAZER	—500 Miles/Piano in My Cell	CORAL 61772
EYDIE GORME	—I'll Come Back/It's a Pity to Say Goodnight	ABC-PARAMOUNT 9773
CHARLIE GRACIE	—Butterfly/Ninety-Nine Ways	CAMEO 105
BUDDY GRECO	—The Pink Flamingo/Wow	KAPP 170
DANNY GUGLIELMI ORK	—Long, Long Ago/The Heart of Sheryl	NOVA 109
BILL HALEY AND HIS COMETS	—Forty Cups of Coffee/Hook, Line and Sinker	DECCA 30214
ROY HAMILTON	—A Mother's Love/A Simple Prayer	EPIC 9203
GEORGE HAMILTON IV	—Only One Love/If I Possessed a Printing Press	ABC-PARAMOUNT 9782
RON HARGRAVE	—Latch On/Only a Daydream	M-G-M 12422
MARTHA LOU HARP	—I'll Hold You in My Heart/The Greatest Foll in the World	CAPITOL 3609
THE HARVEY BOYS	—Marina Girl/Nothing Is Too Good for You	CADENCE 1306
BILL HAYES	—Wriggle, Wriggle/Westward Ho, the Wagons	ABC-PARAMOUNT 9777
RICHARD HAYES	—Bringing the Blues to My Door/My Only Love	DECCA 30232
RICHARD HAYES	—Where You Are/Let Your Lips Run Away With Your Heart	ABC-PARAMOUNT 9777
RICHARD HAYES	—You Can Run, But You Can't Hide/If a Dream Makes You Mine	DECCA 30187
TED HEATH ORK	—Jungle Drums/Madagascar	LONDON 1712
BILL HENRICK ORK	—Tricky/Spinnin' Rock Boogie	M-G-M 12418
EDDIE HEYWOOD	—Begin the Beguine/No Miracle Needed	VICTOR 6816
AL HIBBLER	—Trees/The Town Crier	DECCA 30176
THE HIGHLIGHTS	—Will I Ever Know/To Be With You	BALLY 1027
HILLTOPPERS	—You're Wasting Your Time/Marianne	DOT 15537
JUDY HOLLIDAY	—These Will Be the Good Old Days/Full of Life	DECCA 30216
ROBBIN HOOD	—Don't Promise Me/Kisses	M-G-M 12424
PEE WEE HUNT AND JOE (FINGERS)	—CARR—Swingin' Down the Lane/How 'Ya Gonna Keep 'Em Down on the Farm	CAPITOL 3642
DICK HYMAN	—The Red Cat/Threepenny Tango	M-G-M 12415
BURL IVES	—Pretty Girl/Marianne	DECCA 30217
LEE JACKSON	—I'll Just Keep Walkin'/Fishin' in My Pond	COBRA 5007
DICK JACOBS CHORUS AND ORK	—Tower's Trot/The Big Beat	CORAL 60794
CAROL JARVIS	—My Heart Has a Mind of Its Own/Lover Boy	BALLY 1029
THE JAYE SISTERS	—Have You Ever Been Lonely/Black, Brown or Blue Eyes	DECCA 30236
PATTI JEROME	—My Doggie Wag His Tail/Just As I Am	RAMA 219
THE JODIMARS	—Cloud 99/Later	CAPITOL 3633
BUBBER JOHNSON	—Butterfly/Too Many Hearts	KING 5014

(Continued on page 42)

## BROADWAY MUSICALS

A list of recordings available for all the recorded songs from Broadway musicals which have opened in the past six months and are currently running. The list includes both single recordings and albums.

### BELLS ARE RINGING

#### ALBUMS

- Original Cast Albums.....Columbia OL 5170
- Percy Faith and Vic Damone in "Bells Are Ringing" Hits.....Columbia 2122
- Sammy Kaye's Album for Dancing.....Columbia CL 960

#### SINGLES

- BELLS ARE RINGING—Jeri Southern, Decca 30114; Jo Stafford, Columbia 40782
- IS IT A CRIME?—Bill Farrell, M-G-M 11500
- LONG BEFORE I KNEW YOU—Vic Damone, Columbia 40807; Steve Lawrence, Coral 61761; Sammy Davis Jr., Decca 30187.
- MU-CHA-CHA—De John Sisters, Columbia 40790.
- JUST IN TIME—Tony Bennett, Columbia 40770; Jeri Southern, Decca 30114.
- THE PARTY'S OVER—Doris Day, Columbia 40798; Lurlean Hunter, Vik X0241; Carmen McRae, Decca 30112.

### HAPPY HUNTING

#### ALBUMS

- Original Cast Album.....Victor LOC 1026
- Hugo Winterhalter "Happy Hunting Songs".....Victor LPM 1400
- Tony Martin, Dinah Shore in "Happy Hunting Songs".....Victor EPA 4037

#### SINGLES

- DON'T TELL ME—Rusty Bryant, Dot 15476; Al Savage, Herald 437.
- MUTUAL ADMIRATION SOCIETY—Charlie Applewhite, M-G-M 1236; Eddy Arnold/Jaye P. Morgan, Victor 6708; Teresa Brewer, Coral 61737.
- IFN—Eddy Arnold/Jaye P. Morgan, Victor 6708; Jeannie Carson, Decca 30113; Dorothy Collins, Decca 28421.
- THAT'S WHAT I CALL LOVE—Tommy Sosebee, Coral 61406.
- NEW FANGLED TANGO—George Cates, Coral 61750; Dinah Shore, Victor 6733; Hugo Winterhalter, Victor 6775.
- I'M A FUNNY DAME (GUY)—Eartha Kitt, Victor 6727; Al Marino, Capitol F3605.
- THIS MUCH I KNOW—Jeannie Carson, Decca 30151; Lurlean Hunter, Vik 0241; Denise Lor, Liberty 55047; Tony Martin, Victor 6731.

### LI'L ABNER

#### ALBUMS

- Original Cast Album.....Columbia ML 5150
- Percy Faith Plays Music from Li'l Abner.....Columbia CL 955
- Don Cherry, Doris Day, Percy Faith "Li'l Abner Hits".....Columbia EPB 2119

#### SINGLES

- IF I HAD MY DRUTHERS—Don Cherry, Columbia 41046; Jones Boys, Kapp 159; Voices of Walter Schumann, Victor 6618.
- JUBILATION T. CORNPONE—Mitch Miller, Columbia 40750.
- RAG OFFEN THE BUSH—Rosemary Clooney, Columbia 40812.
- NAMELY YOU—Don Cherry, Columbia 40746; Geordie Hormel, Zephyr 70-005; Julius La Rosa, Victor 6648; Carmen McRae, Decca 30075.
- LOVE IN A HOME—Crew Cuts, Mercury 70977; Bing Crosby, Decca 30120; Doris Day, Columbia 40758; Mario Lanza, Victor, 6664.

## Futures Spark DJ Attention

• Continued from page 29

After four in the afternoon, when the teen-agers were home from school, the figures were still roughly similar: Women—82; Men—39; Teen-agers—16. With this information as his guide, Sims plays no rock and roll, no "gimmick records," and makes no reference to a record being a top seller, even if it is one. He plays only "music I think adults will like." According to Sims, his afternoon ratings are now tops in the area for the most segments and he is even beating out the network soap operas, always strong in this sector.

### R.&R. Controversial

Probably there will always be some controversy on the matter of rock and roll. Dick Clark, WFIL, Philadelphia, jock, notes that rock and roll is not dead at all. Clark feels there is no longer any sharp distinction between the traditional fields of pop, c.&w. and r.&b. Rock and roll is now pop,

hop promoter, Clark says he can see for himself, at as many as five dances a week, how much of the music with a beat is wanted.

Many have predicted the death knell of calypso because the kids can't dance to it. Clark figures his kids have the answer to that, too, with a dance called the "Chalypso." According to the jockey, this is a modified cha cha step which the kids are doing to all the calypso songs. Reportedly, it's a strong fad in the Quaker City, which could help to keep calypso above water for a considerable time.

Sandy Singer, of WTCN, Minneapolis, on the contrary, has no faith in the calypso vogue. According to Singer, it's one of the least important influences today, because "a lot of trash is being pushed out which is neither good calypso nor does it have much ear appeal for the pop fan."

# M-G-M's HOT 10<sup>th</sup> Anniversary Celebration



**JONI JAMES**

**ONLY TRUST YOUR HEART**

**I NEED YOU SO**

*Cashbox Variety Pick*

From the MGM film "Ten Thousand Bedrooms"

K12450 45 rpm    MGM12450 78 rpm

*ON BEST SELLER LISTS*

**DAVID ROSE**

**CALYPSO MELODY**

and

**THEME FROM THE WINGS OF EAGLES**

(From MGM Film)

K12430 • MGM 12430

## HOT JAZZ RELEASES

**HI FI SUITE**

THE DICK HYMAN-LEONARD FEATHER ORCHESTRA

HI FI SUITE E3494

**MUSIC SHE DIGS THE MOST**

RICHARD WESS AND HIS ORCHESTRA

MUSIC SHE DIGS THE MOST E3491

**wrappin' IT UP**

CASS HARRISON TRIO

wrappin' IT UP E3495

**JAZZ BRITANNIA**

BRITISH ALL STARS

JAZZ BRITANNIA E3472

**EDDIE GETZ QUINTETTE**

EDDIE GETZ QUINTETTE E3462

**Jazz in New Orleans**

FREDDIE KOHLMAN AND HIS MARDI GRAS LOUNGERS

JAZZ IN NEW ORLEANS E3493

*REAL HOT Rock 'N' Roll*

**CHUCK ALAIMO QUARTET**

**LEAP FROG**

AND THAT'S MY DESIRE

K12449 • MGM12449

*Billboard Pick*

**CONNIE FRANCIS**

**NO OTHER ONE**

and LEANED ON A MAN

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

K12440 • MGM12440

*Cashbox Pick*

**DICK HYMAN** | **SAM TAYLOR**

(THE MAN)

**DRUMMER BOY BLUES**

AND LOOK UP

MGM 12441 • K 12441

*Billboard Pick*

**ROBERT MAXWELL**

His Harp & Orch.

**SONG OF THE NAIROBI TRIO**

(SOLFEGGIO)

K12410 • MGM 12410

**MARVIN RAINWATER**

**GONNA FIND ME A BLUE-BIRD**

and K12412 • MGM 12412

*Hitting the charts*

**ACQUAVIVA & His Orch.**

**ALWAYS ONE THE SEA MOMENT MORE**

K12434 • MGM 12434

**LEROY HOLMES & HIS ORCH. & CHORUS**

**GINA**

and THE CLOWN ON THE EIFFEL TOWER

K12433 • MGM 12433

*ON STEVE ALLEN SHOW March 24<sup>th</sup>*

**DEAN JONES**

**SONG OF THE OX DRIVER**

and HIS GREAT REWARD

K12429 • MGM 12429

**ROBBIN HOOD**

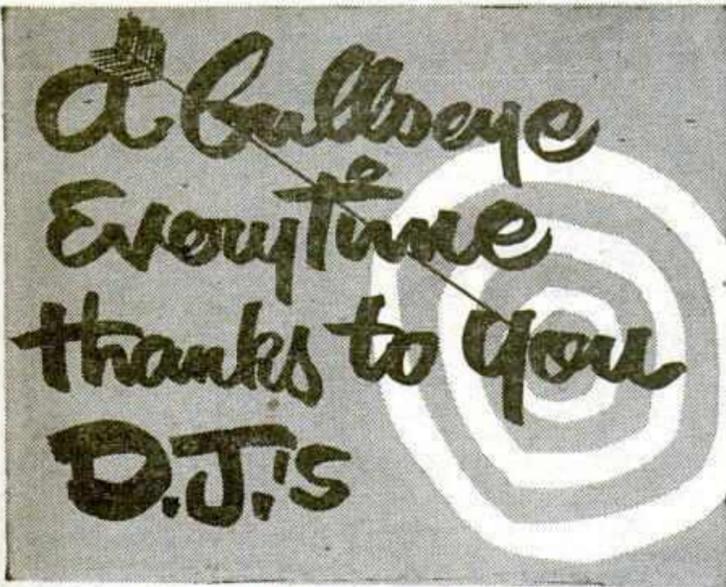
**DON'T PROMISE ME**

(The Can Can Song)

NEW TEEN AGE DANCE CRAZE!

K12424 • MGM 12424

*Cashbox Best Bet*



# GEORGE HAMILTON IV



With his smash follow-up to  
"A ROSE AND A BABY RUTH"

# ONLY ONE LOVE

**This Week's Best Buys**  
ONLY ONE LOVE (Single, 9511) - George Hamilton IV - ABC-Paramount 9782 - This record has been around for some time and has been doing nicely. Now it is moving forward at a faster pace and looks like a chart contender. Areas where it includes almost all the important markets of the country. It is in '57! It featured a striking front - a previous Billboard 'Spotlight' pick.

The Billboard,  
March 16, 1957

ABC-PARAMOUNT 9782

Published by Bentley Music

Personal Management  
**CONNIE B. GAY**  
Box 426, Arlington, Va.



## TOP POPULAR ALBUMS

... according to  
**Best Sellers in Stores**

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

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

... according to  
**Disk Jockey Plays**

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

Position	Album	Artist & Label
1.....	CALYPSO .....	Harry Belafonte, Victor
2.....	ELVIS .....	Elvis Presley, Victor
3.....	'S WONDERFUL .....	Ray Conniff, Columbia
4.....	SKI TRAILS .....	Various Columbia Artists, Columbia
5.....	SONGS FOR SWINGIN' LOVERS .....	Frank Sinatra, Capitol
6.....	ELGART TOUCH .....	Les Elgart, Columbia
7.....	THIS IS SINATRA .....	Frank Sinatra, Capitol
8.....	DAY BY DAY .....	Doris Day, Columbia
9.....	JERRY LEWIS JUST SINGS .....	Jerry Lewis, Decca
10.....	HIGH SOCIETY .....	Sound Track, Capitol
11.....	FOUR FRESHMEN AND FIVE TROMBONES .....	Four Freshmen, Capitol
12.....	HOWDY .....	Pat Boone, Dot
13.....	BELAFONTE .....	Harry Belafonte, Victor
14.....	PLATTERS VOL II .....	Platters, Mercury
15.....	ELLA AND LOUIS .....	Ella Fitzgerald & Louis Armstrong, Verve
16.....	ON THE SUNNY SIDE .....	Four Lads, Columbia
17.....	LES BROWN'S IN TOWN .....	Les Brown, Capitol
18.....	WHAT MAKES SAMMY SWING (& SWAY) .....	Sammy Kaye, Columbia
19.....	MY FAIR LADY .....	Original Cast, Columbia
19.....	THAT TOWERING FEELING .....	Vic Damone, Columbia
21.....	'LIL ABNER .....	Original Cast, Columbia
22.....	HYMNS .....	Tennessee Ernie, Capitol
23.....	SWINGING FOR TWO .....	Don Cherry, Columbia
24.....	COLE PORTER SONG BOOK .....	Ella Fitzgerald, Verve
24.....	MISTY MISS CHRISTY .....	June Christy, Capitol
24.....	THAT OLD FEELING .....	Frank Sinatra, Columbia



## 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

ATLANTIC RECORDING CORP.  
157 West 57 St., N.Y.C.

A GREAT NEW **CORAL** RECORDS STAR

\*\*\*\*\* **Betty** \*\*\*\*\*

# MADIGAN

... HER FIRST RELEASE A SMASH!



*Singing . . . .*

**TRUE  
LOVE  
GONE**

(COME ON HOME)

**A  
LOVELY  
NIGHT**

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.)

**ATLANTIC RECORDING CORP.**  
157 WEST 57th St. NEW YORK 19, N. Y.

**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.



**ATLANTIC RECORDING CORP.**  
157 WEST 57th St. NEW YORK 19, N. Y.

**SINGLES**

**● Popular**

Continued from page 36

Artist	Song Titles	Label & No.
DEAN JONES	His Great Reward/Song of the Ox Driver	M-G-M 12429
MARI JONES	Teen-Age Quarrel/Riba Dabo Doo	TAMPA 122
THE JORDAINAIRE	Sugarcane/Baby, Won't You Please Come Home	CAPITOL 3610
GEORGE KEOKI	Kuwili/Kaloaloo	DECCA 30159
THE KING SISTERS	I'm Not Free/Sentimental	CAPITOL 3647
TEDDI KING	Should I Ever Love Again/A Ride on a Rainbow	VICTOR 6809
WAYNE KING	Pennsylvania Waltz/Ma Cherie	DECCA 30171
BAKER KNIGHT	Reelin' and Rockin'	DECCA 32013
SUNNY KNIGHT	Worthless and Low-down	DOT 15542
BUDDY KNOX	Party Doll/My Baby's Gone	ROULETTE 4002
ERNIE KOVACS	AND LE ROY HOLMES' TUB BOAT 8—Hey Taxi!/Oriental Blues	M-G-M 12408
THE LANCERS	Freckled-Face Sara Jane/It Happened in Monterey; Ramona	CORAL 61769
THE LANE BROTHERS	Marianne/Sogno D'Oro	VICTOR 6810
JULIUS LA ROSA	Stashu Pandowski/Jeanette	VICTOR 6802
STEVE LAWRENCE	Party Doll/My Baby's Gone	CORAL 61792
JOY LANE	Your Wild Heart/Dum Dum	MERCURY 71038
PEGGY LEE	Where Flamingos Fly/The Gypsy With Fire in His Shoes	DECCA 30117
ANN LEONARDO	The Law of Attraction/Now Is the Time	Capitol 3627
FRANKIE LESTER	Bye Bye Blues/Water Boy	VIK 0256
MONIA LITER ORK	Blue Fandanglo/The Flirt	LONDON 1715
GUY LOMBARDO ORK	I Won't Let You Go Out of My Heart/The Tears in Your Eyes	CAPITOL 3613
HORTY LONG	Little White Horse/Another Love Is Ending	VICTOR 6804
FRANKIE LYMON	AND THE TEEN-AGERS—Teen-Age Love/Paper Castles	GEE 1032
McGUIRE SISTERS	He's Got Time/Blue Skies	CORAL 61798
McGUIRE SISTERS	Kid Stuff/Without Him	CORAL 61771
CARMEN McRAE	Skyliner/If You Should Leave Me	DECCA 30004

Artist	Song Titles	Label & No.
JOHNNY MADDOX	Rock and Roll Medley/Mood Indigo	Dot 15529
BETTY MADIGAN	Can't You Tell Me/Ev'ry Time	M-G-M 12416
DICK MALBY ORK	Forbidden Fruit/Sayonara	VIK 0254
HENRY MANCINI ORK	Four Girls in Town/Cha Cha Cha for Gia	LIBERTY 55045
GLORIA MANN	Faded Photographs/You Can't Be Mine	DECCA 30140
WINGY MANONE ORK	Party Doll/Real Gone	DECCA 30211
RALPH MARGERIE ORK	Tricky/Travel at Your Own Risk	MERCURY 71050
DEAN MARTIN	The Man Who Plays the Mandolin/Captured	CAPITOL 3648
JANIS MARTIN	Two Long Years/Love Me to Pieces	Victor 6832
TONY MARTIN	1-2-3-4 Anyplace Road/Katie-O	GLORY 252
ROBERT MAXWELL ORK	Accidental Slip on an Oriental Rug/Song of the Nairobi Trio	M-G-M 12410
CHUCK MILLER	Me Head's in de Barrel/Good Mornin' Darlin'	MERCURY 71056
EDDIE (PIANO) MILLER	Sit Right Down and Call Me Up/Rag Beat	DE LUXE 6113
MITCH MILLER ORK	Song for the Ninth Day/A Very Special Love	COLUMBIA 40831
MILLS BROTHERS	In de Banana Tree/The Knocked Out Nightingale	DECCA 30224
FREDDIE MITCHELL ORK	Seaweed/Rock Junction	ABC-PARAMOUNT 9778
THE MODERNAIRES	I'm Ready to Love Again/Noah	CORAL 61764
VAUGHN MONROE	Wriggle Wriggle/Westward Ho, the Wagons	VICTOR WBY 56
ART MOONEY ORK	I Never Had a Worry in the World/Donkey Got Drunk	M-G-M 12435
ART MOONEY ORK	Wheeling, West Virginia/Sinner's Train	M-G-M 12403
JANE MORGAN	From the First Hello to the Last Goodbye/Come Home, Come Home	Kapp 172
JAYE P. MORGAN	I Thought It Was Over/I Pledge Allegiance to Your Heart	VICTOR 6798
RUSS MORGAN ORK	Don't (Unless You Care)/It's Time to Say Goodbye	DECCA 30220
FAY MORLEY	Donde Esta El Mio/My Reputation	DECCA 30184
ELLA MAE MORSE	A Long Time Ago/Put Your Arms Around Me	CAPITOL 3638
CHUCK MURPHY	Who Drank My Beer/Lay Something on the Bar (Besides Your Elbows)	CORAL 61785

Artist	Song Titles	Label & No.
BERNIE NEE	I Have You to Thank/Make Me Yours	Columbia 40844
NICK NOBLE	No One Sweeter Than You/I'm a Visitor	MERCURY 71031
PATTI PAGE	The Wall/A Poor Man's Roses	MERCURY 71059
NORRIE PARAMOR	Magic Banjo/Every Street's a Boulevard	CAPITOL 3629
JUNE PERRY	Rain Drops/Like a Thief in the Night	MERCURY 71044
THE NORMAN PETTY TRIO	Almost Paradise/It's Been a Long, Long Time	ABC-PARAMOUNT 9787
THE PILGRIMS	Careless Love/Walkin' Down the Track	BATON 235
THE PLATTERS	I'm Sorry/He's Mine	MERCURY 71032
THE PONI TAILS	Your Wild Heart/Que La Bozema	POINT 8
JANE POWELL	What Gives? What Goes?	VERVE 10030
ELVIS PRESLEY	Playing for Keeps/Too Much	Victor 6800
LEW QUADLING ORK	Pull Down de Shade/The Town Where the Rainbow Fell	CORAL 61775
LORRY RAINE	My Secret Love Affair/My Love Left Town	ADVANCED 3015
LORRY RAINE	Don't Throw Me in the Briar Patch/You Can Find Contentment	ADVANCED 3013
DODIE RANDLE	Man Hunt/I Fell in Love Again	DECCA 30173
BERNADINE READ	Kid Stuff/I'm Through	ABC-PARAMOUNT 9764
MARK REDDY	Red Shutters/Rio Mariari	FLAIR-X 3008
ZORO REED	Funny, Funny, Funny/Love Is Walking With Us	KAPP 174
JOE REISMAN ORK	Pamela Throws a Party/Navajo Nocturne	VICTOR 6826
THE RHYTHM ROCKERS FEATURING CHET ATKINS	Tricky/Peanut Vendor	VICTOR 6808
NELSON RIDDLE ORK	Holiday in Naples/Accordion Willy	CAPITOL 3631
PAT RILEY	Without You to Love/Get With It	TIN PAN ALLEY 175
TEX RITTER	Children and Fools/I Leaned on a Man	CAPITOL 3640
ROBERTO ORK	Flaherty's Beguine/Need I Say	CORAL 61777
LUCY ROBERTS	Ten Little Trees/Bitter Sweet Lies	VIK 0259
DON ROBERTSON	Fantasy/Rockaway	CAPITOL 3625
EILEEN RODGERS	The Wall/This Day	COLUMBIA 40850
DON RONDO	Don't/The Love I Never Had	JUBILEE 5270
EDMUNDO ROS	Mary Ann/The Wedding Samba	LONDON 1730
DAVID ROSE ORK	Calypso Melody/Theme From "Wings of Eagles"	M-G-M 12430

(Continued on page 44)

**1957 TOP TUNES**

**Based on the Honor Roll of Hits**

A recapitulation of The Billboard's weekly Honor Roll of Hits for January and February, 1957. This chart is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Charts. These charts include sheet music sales, record sales, juke box plays, disk jockey plays, radio-TV performances and film usage.

Position	Song	Best Selling Records
1	SINGING THE BLUES	Guy Mitchell, Columbia; Marty Robbins, Columbia
2	YOUNG LOVE	Tab Hunter, Dot; Sonny James, Capitol
3	BANANA BOAT SONG	The Tarriers, Glory
4	DON'T FORBID ME	Pat Boone, Dot
5	LOVE ME TENDER	Elvis Presley, Victor
6	GREEN DOOR	Jim Lowe, Dot
7	BLUEBERRY HILL	Fats Domino, Imperial
8	TRUE LOVE	Bing Crosby-Grace 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	CINDY, OH CINDY	Eddie Fisher, Victor; Vince Martin, Glory
14	BANANA BOAT (DAY-O)	Harry Belafonte, Victor
15	HEY! JEALOUS LOVER	Frank Sinatra, Capitol
16	ROSE AND A BABY RUTH	George Hamilton IV, ABC-Paramount
17	BLUE MONDAY	Fats Domino, Imperial
18	SINCE I MET YOU BABY	Ivory Joe Hunter, Atlantic
19	ROCK-A-BYE YOUR BABY	Jerry Lewis, Decca
20	GONNA GET ALONG WITHOUT YA NOW	Patience & Prudence, Liberty; Teresa Brewer, Coral
21	CINCO ROBLES	Russell Arms, Era
21	I DREAMED	Betty Johnson, Bally
23	JAMAICA FAREWELL	Harry Belafonte, Victor
24	FRIENDLY PERSUASION	Pat Boone, Dot
25	YOU DON'T OWE ME A THING	Johnnie Ray, Columbia

**BEST SELLING ARTISTS ON SINGLES**

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

**● POPULAR**

Pos.	Artist and Side	Label
1.	ELVIS PRESLEY—Too Much, Love Me Tender, Love Me, Poor Boy, When My Blue Moon Turns to Gold Again, Playing for Keeps, Don't Be Cruel, Hound Dog, Paralyzed, Old Shep, Blue Moon, Any Way You Want Me, I Don't Care if the Sun Don't Shine	Victor
2.	PAT BOONE—Don't Forbid Me, Anastasia, Friendly Persuasion, Chains of Love	Dot
3.	GUY MITCHELL—Singing the Blues, Knee Deep in the Blues, Take Me Back, Baby, Crazy With Love	Columbia
4.	SONNY JAMES—Young Love	Capitol
5.	TAB HUNTER—Young Love, Red Sails in the Sunset	Dot
6.	HARRY BELAFONTE—Banana Boat (Day-O), Jamaica Farewell, Mary's Boy Child	Victor
7.	FATS DOMINO—Blueberry Hill, Blue Monday, What's the Reason (I'm Not Pleasing You)? My Blue Heaven, When My Dreamboat Comes Home	Imperial

Position	Artist and Side	Label
8.	THE TARRIERS—Banana Boat Song	Glory
9.	FRANKIE LAINE—Moonlight Gambler	Columbia
10.	JIM LOWE—Green Door; You, By You, By You; I Feel the Beat	Dot
11.	JOHNNIE RAY—Just Walking in the Rain, You Don't Owe Me a Thing, Look Homeward Angel	Columbia
12.	BING CROSBY & GRACE KELLY—True Love	Capitol
13.	GEORGE HAMILTON IV—Rose and a Baby Ruth	ABC-Paramount
14.	JERRY LEWIS—Rock-A-Bye Your Baby	Decca
15.	FRANK SINATRA—Hey! Jealous Lover, Can I Steal a Little Love? Your Love for Me, You're Sensational	Capitol

**● COUNTRY & WESTERN**

Pos.	Artist and Side	Label
1.	JOHNNY CASH—I Walk the Line, There You Go, Train of Love	Sun
2.	MARTY ROBBINS—Singing the Blues, Knee Deep in the Blues, Same Two Lips	Columbia
3.	RAY PRICE—Crazy Arms, I've Got a New Heartache, Wasted Words	Columbia
4.	ELVIS PRESLEY—Love Me Tender, Don't Be Cruel, Too Much, Hound Dog, Love Me, Any Way You Want Me, Poor Boy, When My Blue Moon Turns to Gold Again, Playing for Keeps	Victor
5.	SONNY JAMES—Young Love, You're the Reason (I'm in Love), Cat Came Back	Capitol
6.	WEBB PIERCE—I'm Tired, Teen-Age Boogie, It's My Way, I'm Really Glad You Hurt Me	Decca
7.	KITTY WELLS—Searching, Repenting, I'm Counting on You	Decca

Pos.	Artist and Side	Label
8.	FARON YOUNG—Sweet Dreams, Turn Her Down, I Miss You Already, I'm Gonna Live Some Before I Die, I'll Be Satisfied With Love	Capitol
9.	HANK SNOW—Stolen Moments, Conscience, I'm Guilty, Hula Rock	Victor
10.	JIM REEVES—Am I Losing You? According to Your Heart	Victor
11.	LOUVIN BROTHERS—You're Running Wild, Cash on the Barrel Head, Don't Laugh	Capitol
12.	CARL SMITH—Before I Met You, You Are the One, Wicked Lies, You Can't Hurt Me Anymore, Doorstep to Heaven	Columbia
13.	BENNY BARNES—Poor Man's Riches	Starday
14.	WILBURN BROTHERS—Go Away With Me	Decca
15.	GEORGE JONES & JEANETTE HICKS—Yearning	Starday

**● RHYTHM & BLUES**

Pos.	Artist and Side	Label
1.	FATS DOMINO—Blue Monday, Blueberry Hill, What's the Reason (I'm Not Pleasing You)? Honey Chile, So-Long	Imperial
2.	MICKEY AND SYLVIA—Love Is Strange	Groove
3.	IVORY JOE HUNTER—Since I Met You, Baby	Atlantic
4.	LAVERN BAKER—Jim Dandy, Still	Atlantic
5.	BILL DOGGETT—Honky Tonk, Slow Walk, Ram-Bunk-Shush	King
6.	CLARENCE HENRY—Ain't Got No Home	Argo
7.	ELVIS PRESLEY—Too Much, Love Me Tender, Don't Be Cruel, Love Me, Hound Dog	Victor

Pos.	Artist and Side	Label
8.	CLYDE McPHATTER—Without Love, Thirty Days	Atlantic
9.	GUY MITCHELL—Singing the Blues	Columbia
10.	THE HEARTBEATS—Thousand Miles Away	Rama
11.	JIMMY REED—You Got Me Dizzy	Vee-Jay
12.	LITTLE RICHARD—Girl Can't Help It, All Around the World, Heebie Jeebies	Specialty
13.	JIM LOWE—Green Door	Dot
14.	B. B. KING—On My Word of Honor, Early in the Morning, Bad Luck	RPM
15.	SHIRLEY & LEE—I Feel Good, Let the Good Times Roll, When I Saw You	Aladdin

# JILL COREY



with **PERCY FAITH**

... and his orchestra

## LET IT BE ME

Lyric by MANN CURTIS  
Music by GILBERT BECAUD

Key of F (C-E)  
Tune Uke  
G C E A

**Refrain-Slowly**

1. I bless the day I found you, I want to stay a - round you,  
2. If, for each bit of glad - ness, Some - one must taste of sad - ness,

And so I beg you, LET IT BE ME. Don't take this heav - en from me,  
I'll bear the sur - row, No mat - ter what the price is.

If you must cling to some - one, Now and for - ev - er, LET  
I'll make the sac - ri - fic - es, Through each to - mor - row,

IT BE ME. Each time we meet, love, I find com - plete love,  
To you I'm pray - ing, Hear what I'm say - ing.

With - out your sweet love, what would life be? So nev - er leave me lone - ly.  
Please let your heart beat for me, just me.

Tell me you'll love me ou - ly, And that you'll al - ways LET IT BE ME.

IT BE ME. LET IT BE ME.

\*Symbols for Guitar, Diagrams for Ukulele.

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**Columbia 40878 4-40878**



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

# NEW RECORD LABELS

A list of record labels that have appeared on the scene during the past six months to a year.

- Ace Records**  
1650 Broadway  
New York, N. Y.
- Adelphi Records**  
P. O. Box 2045  
Hollywood 28, Calif.
- Advance Records**  
10335 Rossberry Place  
Los Angeles 64, Calif.
- Agenda Records**  
1944 Michigan Ave.  
Miami Beach, Fla.
- Amber Records**  
Box 1484  
Dallas, Tex.
- Antler Records**  
511 Fifth Avenue  
New York, N. Y.
- Arco Records**  
4C Maffet Street  
Wilkes-Barre, Pa.
- Argo Records**  
c/o Chess Records  
750 East 49th St.  
Chicago, Ill.
- Atlas Records**  
270 West 125th St.  
New York, N. Y.
- Avant Records**  
P. O. Box 1863  
Dallas, Tex.
- Bakersfield Records**  
1300 Casa Loma  
Bakersfield, Calif.
- Beech Records**  
1650 Broadway  
New York, N. Y.
- Berkshire Records**  
c/o C. E. Ungeitner  
Box 688  
Lennox, Mass.
- Blue Chip Records**  
3323 Viking Road  
Lansing 17, Mich.
- Blue Moon Records**  
Route 4  
Seminole, Tex.
- Blue Note Records**  
47 West 63d St.  
New York, N. Y.
- Bonnie Records**  
6000 Sunset Blvd.  
Hollywood, Calif.
- Bramble Records**  
6410 Madison Road  
Cincinnati 27, O.
- Bridge Records**  
110 Tarlton St.  
Oakwood Beach  
Staten Island, N. Y.
- Bud Records**  
c/o Myers Music, Inc.  
229 West 49th St.  
New York, N. Y.
- Cameo Records**  
1721 E. Tulpehocken St.  
Philadelphia, Pa.
- Candlelight Records**  
Manhasset, N. Y.
- Caravan Records**  
c/o Elliott Horn  
485 Madison Ave.  
New York, N. Y.
- Club Records**  
1650 Broadway  
New York, N. Y.
- Corbin Records**  
Box 38  
Hampton, S. C.
- Cordon Records**  
c/o Fox Associates  
6000 Sunset Blvd.  
Hollywood, 28, Calif.
- Cox Records**  
P. O. Box 164  
Manchester, Conn.
- Dawnlite Records**  
550 Fifth Avenue  
New York, N. Y.
- Deb Records**  
Nashville, Tenn.
- Dee Jay Records**  
P. O. Box 99  
Valley View, Tex.
- Disneyland Records**  
2400 West Alameda St.  
Burbank, Calif.
- Double Dee Records**  
20 East Jackson Blvd.  
Chicago, Ill.

- Du-Ro Records**  
Florida Theater Bldg.  
Sarasota, Fla.
- Dynamic Records**  
1674 Broadway  
New York, N. Y.
- Echo Record Corp.**  
583 Rosemont Ave.  
Cincinnati, O.
- Echoic Records**  
Detroit, Mich.
- Eclipse Records**  
1650 Broadway  
New York, N. Y.
- Emporer Records**  
c/o Buddy Durham  
Station WWVA  
Wheeling, W. Va.
- Event Records**  
Westbrook, Me.
- Falcon Records**  
7507 Newburgh Rd.  
Evansville, Ind.
- Flair-X Records**  
1650 Broadway  
New York, N. Y.
- Foremost Records**  
12th & Walnut  
Kansas City, Mo.
- G. I. Records**  
893 Lynden St.  
Monterey, Calif.
- Giant Records**  
c/o George Jay Assoc.  
1606 Argyle  
Hollywood 28, Calif.
- Gold Records**  
c/o Fox Assoc.  
6000 Sunset Blvd.  
Hollywood 28, Calif.
- Golden West Records**  
Plaza Building  
Sacramento, Calif.
- Harper Records**  
440 Maine St.  
Oxford, Mass.
- Heritage Records**  
11 East 36th St.  
New York, N. Y.
- Hi-Class Records**  
298 9th St.  
San Francisco, Calif.
- Hip Records**  
6087 Sunset Blvd.  
Hollywood, Calif.
- Irma Records**  
1483 23d Ave.  
Oakland, Calif.
- J & S Records**  
1651 Washington Ave.  
Bronx 57, N. Y.
- Jalo Records**  
5000 Vims St.  
Charleston, S. C.
- Jay Jay Records**  
2603 Augusta Blvd.  
Chicago, Ill.
- J.O.B. Records**  
1121 W. 59th St.  
Chicago 21, Ill.
- Jopz Records**  
412 So. Ottawa St.  
Joliet, Ill.
- Kady Records**  
2002 N. Los Palms Ave.  
Hollywood, Calif.
- Kandy Records**  
457 State St.  
Hammond, Ind.
- Ken Records**  
261 Melville St.  
Rochester 21, N. Y.
- Kerry Records**  
301 E. 55th St.  
New York, N. Y.
- Key Records**  
Box 46128  
Hollywood 46, Calif.
- K-Pep Records**  
San Angelo, Tex.
- LaSalle Records**  
218 West 47th St.  
New York 36, N. Y.
- Lee Records**  
1343 Walnut St.  
Cincinnati 10, O.
- Liberty Bell Records**  
P. O. Box 7176  
Phoenix, Ariz.

(Continued on page 46)

# SINGLES

## ● Popular

● Continued from page 42

- THE ROVER BOYS**—Little Did I Know/  
Again and Again.....CAPITOL 3639
- FELICIA SANDERS**—The Boy on the  
Dolphin/Johnnie-O (Katie-O).....  
MERCURY 71042
- TOMMY SANDS**—Teen-Age Crush/Cutie  
Wootie.....CAPITOL 3639
- THE SATISFIERS**—Over the Rainbow/  
Solitude.....CORAL 61788
- LONNIE SATIN**—I Think I Go, I Think  
I Stay/Walk Along With Kings.....  
CAPITOL 3632
- BOBBY SCOTT**—Driftwood/Oh, Joshua  
.....ABC-PARAMOUNT 9791
- BOBBY SCOTT**—One Soda, Two Straws/  
There, I've Said It Again.....  
ABC-PARAMOUNT 9776
- DAVIS SEVILLE**—The Gift/The Donkey  
and the Schoolboy.....LIBERTY 55055
- BOB SHARPLES ORK**—Afrika/Oo-La-La,  
Out-Out!.....LONDON 1721
- GEORGIE SHAW**—My Heart Isn't in It/  
One More Sunrise.....DECCA 30192
- ROBERTA SHERWOOD**—What Does It  
Matter—The Sham Rock.....DECCA 30208
- DINAH SHORE**—Chantez-Chantez/Honk-  
eytonk Heart.....VICTOR 6792
- ARTHUR LEE SIMPKINS**—I Long for  
You/I Resolve.....MIRANDA 3093
- FRANK SINATRA**—Can I Steal a Little  
Love/Your Love for Me.....  
CAPITOL 3608
- JANICE SMITH**—My Jimmy/Kiss Kiss  
Crazy.....BALBOA 004
- SOMETHIN' SMITH AND THE RED-  
HEADS**—Sweet Stuff/I Hope You  
Know.....EPIC 9197
- BILL SNYDER**—Chicago Blues/Why  
Can't This Night Go on Forever.....  
DECCA 30096
- JERI SOUTHERN**—There's Something in  
My Eye/I'm Gonna Try Me Some Love  
.....DECCA 30065
- JO STAFFORD**—King of Paris/Wind in  
the Willow.....COLUMBIA 40832
- THE STAFFORDS**—Bejabbers, Bejabbers,  
Begorrah/ Once There Was You.....  
DECCA 30077
- LOU STEIN**—Almost Paradise/Soft Sands  
.....RKO UNIQUE 385
- GALE STORM**—On Treasure Island/  
Lucky Lips.....DOT 15539
- BENNY STRONG ORK**—You Call Every-  
body Darling/I Love My Baby.....  
DECCA 30234
- JIMMY SWEENEY**—The Question/These  
Tears.....CHIC 1002
- SYLVIA SYMS**—I Cry for More/Nearer  
My Love to You.....DECCA 30218
- TALBOT BROTHERS**—Mary Ann/Sly  
Mongoose.....AUDIO FIDELITY 071
- DAVE TERRY ORK**—The Boy With the  
Golden Kazoo/The Boy With the Gold-  
en Kazoo.....JUBILEE 5271
- BOB THOMPSON ORK**—Bridge of  
Sighs/The Scene of the Crime.....  
ZEPHYR 015
- THE THREE DOLLS**—The Octopus  
Song/The Living End.....M-G-M 12417
- JO ANN TOLLEY**—It's Kissin' Time/  
Her First Corsage.....JUBILEE 5268
- THE TOPPERS**—Lonely/Three Roads.....  
ABC-PARAMOUNT 9792
- MITCHELL TOROK**—Pledge of Love/  
What's Behind That Strange Door.....  
DECCA 30230
- JERRY VALE**—Ah Dressed Up With a  
Broken Heart/It Looks Like Love.....  
COLUMBIA 40825
- CATERINA VALENTE**—Poinciana/Noctur-  
ne for the Blues.....DECCA 30168
- ANNA VALENTINO**—Calypso Joe/  
You're Mine.....DOT 15543
- JOE VALINO**—In the Arms of My Love/  
The Wind in the Riggins.....VIK 0257
- BILLY VAUGHN ORK**—Pennsylvania  
Waltz/Sugar Blues.....DOT 15530
- DENNY VAUGHN ORK**—If You Be-  
lieve/C'est Ca.....GLORY 251
- SARAH VAUGHAN**—Leave It to Me/  
The Bashful Matador.....MERCURY 71030
- DINAH WASHINGTON**—You Let My  
Love Grow Cold/I Know.....MERCURY 71043
- JOAN WEBER**—Gone/A Love That's a  
Lie.....COLUMBIA 40852
- LAWRENCE WELK ORK**—It Was That  
Kiss/Wild Colonial Bay.....CORAL 61783
- LAWRENCE WELK ORK**—When Irish  
Eyes Are Smiling/Dance Aroun' a Stack  
of Barley.....CORAL 61784
- BOB WHALEN**—Chapel of the Roses/  
With All My Love I Thee Endow.....  
JUBILEE 5266
- KITTY WHITE**—I Wanna Be Wanted/  
Askilama Dillamajee.....MERCURY 71046
- DAVID WHITFIELD**—If I Lost You/  
The Adoration Waltz.....LONDON 1718
- MARGARET WHITING**—Spring in  
Maine/Tippy Toe.....CAPITOL 3666
- ANDY WILLIAMS**—Butterfly/It Doesn't  
Take Very Long.....CADENCE 1308
- BILLY WILLIAMS**—Butterfly/The Pied  
Piper.....CORAL 61795
- ROGER WILLIAMS**—Almost Paradise/  
For the First Time.....KAPP 175
- HUGO WINTERHALTER ORK**—A New-  
Fangled Tango/Bundle of Joy.....  
VICTOR 6775

## ● Country & Western

- CHET ATKINS**—Blue Echo/Trambone.....  
RCA 6796
- WILEY BARKDULL**—After All/Sweet as  
an Angel.....HICKORY 1059
- DELBERT BARKER**—Wild Heart/There  
Must Be a Way.....KING 5008
- BENNY BARNES**—Poor Old Me/Penalty  
.....MERCURY 71057
- BILLY BARNETT**—One Day Nearer  
Home/Tired of Your Honky Tonk Love  
.....TEX 105
- JOHNNY BOND**—Honky Tonk Fever/  
Lay It on the Line.....COLUMBIA 40842

# SPECIAL DAYS, WEEK AND MONTHS

for April, May, June and July, 1957

Compiled from U. S. Chamber of Commerce Bulletin, "Special Days, Weeks and Months 1957." (Domestic Distribution Department, Chamber of Commerce of The United States, Washington, D. C.)

● Continued from page 34

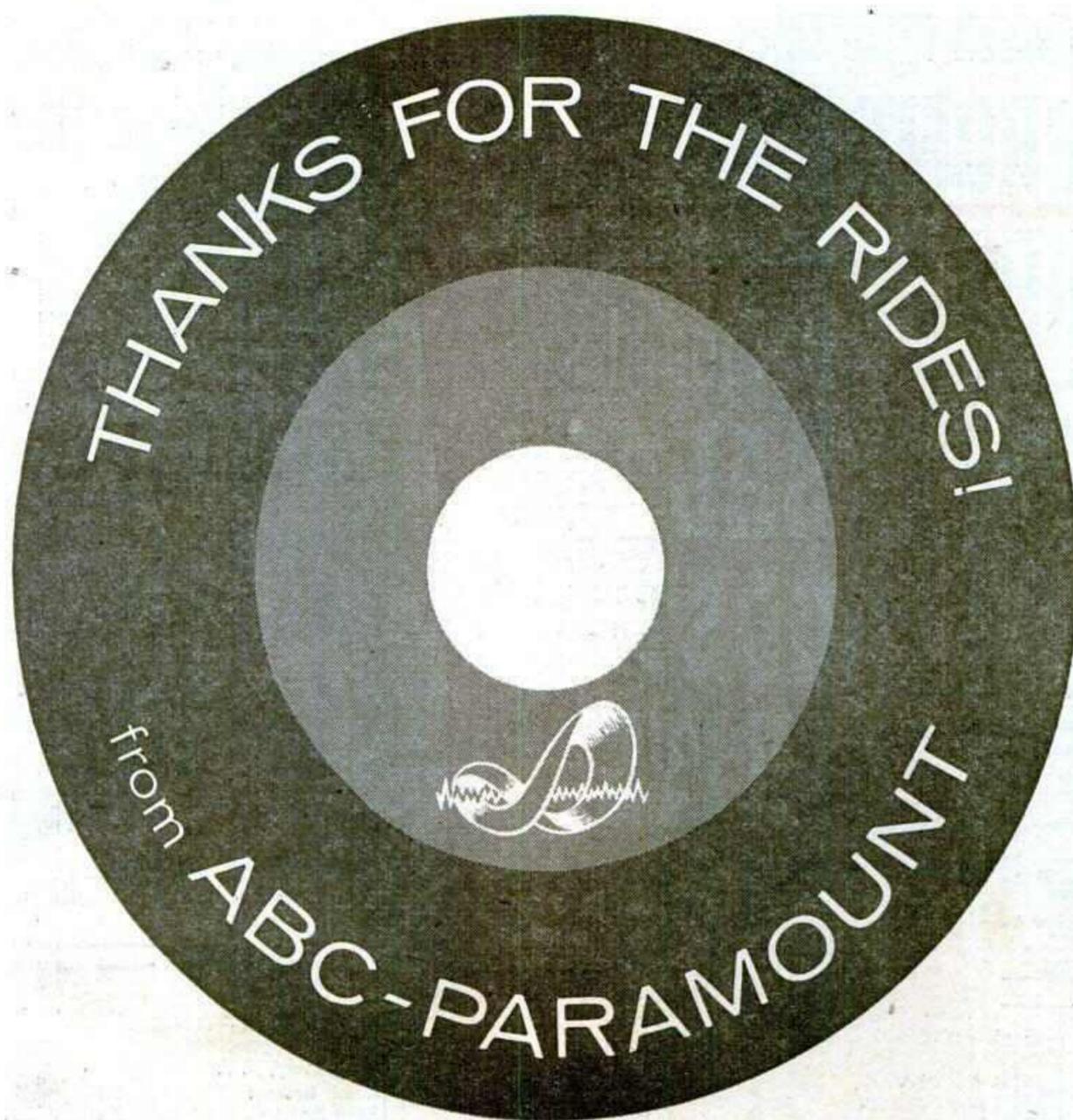
- 19-25..National Motel Week
- 19-31..V. F. W. "Buddy" Poppy Week
- 20-25..National Cotton Week
- 22..National Maritime Day
- 22-29..National Salvation Army Week
- MAY-JUNE**
- 23-1..National Pickle Week
- MAY**
- 25..Memorial Poppy Day
- 26..Rural Life Sunday
- MAY-JUNE**
- 26-2..Park and Recreation Week
- MAY**
- 30..Confederate Memorial Day. Legal holiday in Virginia
- 30..Memorial Day (Decoration Day)
- JUNE**
- 1-30..Dairy Month
- 1-30..National Ragweed Control Month
- 1-30..National Recreation Month
- 1-30..Portable Radio Month
- 2..International Shut-Ins' Day (First Sunday in June annually)
- 2..Temperance Sunday
- 3..Confederate Memorial Day. Legal holiday in Kentucky, Louisiana and Tennessee
- 3..Jefferson Davis' Birthday. Legal holiday in Alabama, Florida, Georgia, Kentucky (Confederate Memorial Day), Louisiana (Confederate Memorial Day), Mississippi, South Carolina, Tennessee (Confederate Decoration Day), Texas, Virginia (Jefferson Davis Day). A memorial day in Arkansas, not legal holiday

- 4..Old Maids' Day
- 8-15..Let's Play Golf
- 9-15..Fraternal Week
- 9-15..National Flag Week
- 9-17..Father-Son Week
- 10-15..National Young Republican Week
- 14..Flag Day. Presidential Proclamation. Legal holiday in Penn.
- 16..Father's Day
- 16-22..National Bow Tie Week. (Starts the third Sunday in June annually)
- 20-29..National Mayonnaise and Salad Dressing Week
- 23-29..International White Bread for Energy Week
- 23-29..National Swim for Health Week
- JUNE-JULY**
- 30-6..National Safe Boating Week
- JULY-AUGUST**
- ..Ice Cream Festival
- JULY**
- 1-31..National Home Cleanliness Month
- 1-31..National Hot Dog Month
- 1-31..National Iced Tea Time
- 1-31..Picnic Month
- 4..Independence Day. Presidential Proclamation. Legal holiday in all States
- 14..Ground Observer Corps Day
- 15-20..National Soft Ice Cream Week
- 21-27..National Farm Safety Week
- 25-31..Inventors' Week
- JULY-AUGUST**
- 25-1..National Vegetable Week
- JULY**
- 23..Joseph Lee Day

- BILLY BOWMAN**—New Roadside Rag/  
Billy's Bounce.....DECCA 30195
- BILL BRADLEY**—Drunkard's Diary/  
World of Fallen Dreams.....FABOR 41
- JIMMY BRYANT & SPEEDY WEST**—  
The Night Rider/Rolling Sky.....  
CAPITOL 3635
- DORSEY BURNETTE**—At a Distance/  
Jungle Magic.....ABBOTT 190
- THE CARLISLES**—I'm Rough Stuff/  
Business Man.....MERCURY 71035
- ANITA CARTER**—Maybe/He's a Real  
Gone Guy.....VICTOR 6805
- RIC CARTEY**—Heart Throb/I Wantcha  
to Know.....VICTOR 6828
- ERNIE CHAFFIN**—Feelin' Low/Lone-  
some for My Baby.....SUN 262
- CHUCK WAGON BAND**—Red Oak on  
the Hill/When Two Are Really One.....  
CHUCK WAGON 106
- VERNON CLOUD**—Daylight Angel/Jun-  
gle of Cement and Stone.....  
DECCA 30174
- LOY CLINGMAN**—It's Nothing to Me/  
I'm Low, Low, Low.....  
LIBERTY BELL 9012
- THE COLLINS KIDS**—Move a Little  
Closer/Go Away, Don't Bother Me.....  
COLUMBIA 408924
- SLIM COXX**—Lonely Nights/Mocking  
Bird Special.....COXX 588
- BUD DECKELMAN**—I Gotta Find a  
Way/I Love You Still.....M-G-M 12419
- JACK DERRICK**—Black Mail/Waiting  
for You.....LONGHORN 501
- GLENN DOUGLAS**—I Wish I Could  
Love That Much Again/There's Just a  
Little of You Left in My Heart.....  
DECCA 30227
- ROY DRUSKY**—That's When My Heart-  
aches Began/God Planned It That Way  
.....COLUMBIA 40830
- JIM EDWARD, MAXINE & BONNIE  
BROWN**—Money/It Takes a Long,  
Long Train With a Red Caboose.....  
VICTOR 6823
- TIBBY EDWARDS**—I Asked for More/  
But I Do.....MERCURY 71036
- MELVIN ENDSLEY**—Bringin' the Blues  
to My Door/I Ain't Gettin' Nowhere  
With You.....VICTOR 6795
- WERLY FAIRBURN**—My Heart's on  
Fire/Speak to Me Baby—SAVOY 1509
- JUDY FAYE**—Keep Talkin'/Be Careful,  
My Darling.....LIBERTY BELL 9011
- RED FOLEY**—Passing By (Just Passing  
By)/His Arms.....DECCA 30177
- LEFTY FRIZZELL**—Glad I Found You/  
Lullaby Waltz.....COLUMBIA 40818
- VIRGIL GIFFORD**—Mexico Gal/Ain't  
Nobody Crying.....FABOR 142
- CURTIS GORDON**—So Tired of Crying/  
I Know My Baby's Gone.....  
MERCURY 71037
- BOBBY GROVE**—To Protect the Inno-  
cent/Whistle of the Gravy Train.....  
KING 5007
- FREDDIE HART**—Extra!/On the Prowl  
.....COLUMBIA 40821
- HAWKSHAW HAWKINS**—Oh How I  
Cried/Action.....VICTOR 6794
- BOBBY HELMS**—Fraulein/Heart sick  
Feeling.....DECCA 30194
- THE EDDIE HILL TRIO**—I Cried in My  
Dreams Last Night/I'm Gonna Be a  
Loser Again.....COLUMBIA 40892
- HANK HORNSBY**—Cotton/Pots and  
Pans.....M-G-M 12428
- JOHNNY HORTON**—I'm Coming Home/  
I Got a Hole in My Pirogue.....  
COLUMBIA 40813
- FERLIN HUSKY**—Missing Persons/Gone  
.....CAPITOL 3628

- LEON JACKSON & JOHNNIE BRYANT**—  
Buttatchee/Love Please Come  
Home.....KING 5011
- WANDA JACKSON**—Cryin' Thru the  
Night/Baby Loves Him.....  
CAPITOL 3637
- JODIE AND ODIE**—Money/Unpuckered  
.....CHICK 1006
- JOHNNIE & JACK**—Mr. Clock/The Ba-  
nana Boat Song.....VICTOR 6777
- GEORGE JONES**—Don't Stop the Music/  
Uh, Uh, No.....MERCURY 71029
- FEE WEE KING & BAND**—(I'll Be  
Walking) Alone in a Crowd/Sugar  
Beet.....VICTOR 6793
- SID KING & THE 5 STRINGS**—It's  
True, I'm Blue/When My Baby Left  
Me.....COLUMBIA 40833
- BRENDA LEE**—One Step at a Time/  
Fairlyland.....DECCA 30198
- WILMA LEE & STONEY COOPER**—The  
Tramp on the Street/Loving You.....  
DECCA 30178
- HANK LOCKLIN**—Fourteen Karat Gold/  
By the Sweat of My Brow.....  
VICTOR 6778
- BOBBY LORD**—My Baby's Not My Baby  
Anymore/Your Sweet Love.....  
COLUMBIA 40819
- LOUVIN BROTHERS**—Don't Laugh/  
The New Partner Waltz.....  
CAPITOL F 3630
- MCCORMICK BROTHERS**—Make Your  
Last Kiss the Truest/Darling, Why Can't  
You Be True.....HICKORY 1060
- BILL MACK**—That's Why I Cry/It's  
Saturday Night.....STARDAY 280
- THE MADDOX BROTHERS**—By the  
Sweat of My Brow/Ugly and Slouchy  
.....COLUMBIA 40836
- MILLER SISTERS**—Ten Cats Down/  
Finders Keepers.....SUN 255
- BILL MONROE**—You'll Find Her Name  
Written Here/Sittin' Alone in the Moon-  
light.....DECCA 30178
- CHICK MORRIS**—Rattlesnake Daddy  
From Tennessee/Greenback Dollar.....  
LEE 503
- JIMMY NEWMAN**—The Way That  
You're Living (Is Breaking My Heart)/  
I've Got You on My Mind.....DOT 1288
- THE OSBORNE BROTHERS & RED  
ALLEN**—Ho, Honey, Ho/Down in the  
Willow Garden.....M-G-M 12420
- BUCK OWENS**—Sweethearts in Heaven/  
There Goes My Love.....PEP 109
- DON OWENS**—A Thief/Last Chance.....  
STARDAY 607
- HANK PENNY**—Wham! Bam, Thank  
You Ma'am/Texas Never Woulda Made  
It (Without Ol' Tennessee).....  
DECCA 30179
- CARL PERKINS**—Your True Love/  
Matchbox.....SUN 261
- WEBB PIERCE**—Honky Tonk Song/  
Some Day.....DECCA 30255
- WEBB PIERCE & KITTY WELLS**—Can  
You Find It in Your Heart/Oh, So  
Many Years.....DECCA 30183
- MARVIN RAINWATER**—Gonna Find  
Me a Bluebird/So You Think You Got  
Troubles.....M-G-M 12412
- WAYNE RANEY**—40th and Plum/Shake  
Baby Shake.....DECCA 30212
- WADE RAY**—All or Nothin' Man/When  
I Lost You.....VICTOR 6818
- MARY REID**—You're Stepping Out on  
Me/Who Knows Right From Wrong?  
.....COLUMBIA 40837
- DAVE RICH**—Our Last Night Together/  
Tuggin' on My Heart Strings.....  
VICTOR 6824
- BILLY RILEY**—Flyin' Saucers Rock and  
Roll/I Want You Baby.....SUN 260

(Continued on page 46)



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 25c 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 25c 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-aids 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 self-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 convincers at the point-of-sale!

**MAIL THIS COUPON NOW AND SAVE UP TO 50%**

New SALES BOOSTER  
 KIT subscribers  
 can come in now  
 for the special  
 introductory offer  
 that gives you six  
 KITS for only \$3.00—  
 regular price,  
 \$1 per kit.  
 You save half!

Merchandising Division, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio

- Please send me the next 6 SALES BOOSTER KITS. I enclose \$3 in full payment.
- Please send me one sample SALES BOOSTER KIT. My dollar is enclosed.

Name \_\_\_\_\_ 717  
 Store Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**NEW RECORD LABELS**

• Continued from page 44

**Longhorn Records**  
 c/o Hill & Range Songs, Inc.  
 1650 Broadway  
 New York, N. Y.

**Mardi-Gras Records**  
 424 W. 49th St.  
 New York, N. Y.

**Mark Records**  
 700 Lafayette St.  
 Utica, N. Y.

**Mecca Records**  
 298 9th St.  
 San Francisco, Calif.

**Monogram Records**  
 1650 Broadway  
 New York 19, N. Y.

**Montilla Records**  
 447 W. 50th St.  
 New York, N. Y.

**Moonglow Records**  
 c/o Ronnex Records  
 72-10 4th Ave.  
 Woodside, N. Y.

**Mound City Records**  
 c/o Charles Wells Music Co.  
 5621 Enright St.  
 St. Louis, Mo.

**Neil Records**  
 220 W. 42d St.  
 New York, N. Y.

**Gene Norman Presents**  
 6233 Hollywood  
 Hollywood 28, Calif.

**Novelty Records**  
 Box 422  
 Emeryville, Calif.

**O. J. Records**  
 1018 Watkins  
 Suite 6  
 Memphis, Tenn.

**Old Town Record Corp.**  
 701 Seventh Ave.  
 New York, N. Y.

**Original Records**  
 110 Bergen Pike  
 Little Ferry, N. Y.

**Ozark Records**  
 7610 Bruno  
 St. Louis, Mo.

**Parnat Records**  
 1947 Broadway  
 New York 23, N. Y.

**Piv Records**  
 1651 N Cosmo St.  
 Hollywood, Calif.

**P R O Records**  
 2232 Vista del Mar Pl.  
 Hollywood 28, Calif.

**Paris Records**  
 c/o Jack Gold  
 1619 Broadway  
 New York, N. Y.

**Record Releasing Corp.**  
 1590 Crossroads of the Old World  
 Hollywood, Calif.

**Remesn Records**  
 37 West 88th St.  
 New York, N. Y.

**Richloy Records**  
 c/o Myers Music, Inc.  
 229 West 49th St.  
 New York, N. Y.

**Ronnex Records**  
 72-10 41st Ave.  
 Woodside, N. Y.

**Roulette Records**  
 659 10th Ave.  
 New York 19, N. Y.

**Ruby Records**  
 1285 Parkamo Ave.  
 Hamilton, O.

**Rustic Records**  
 831 S. Wabash Ave.  
 Chicago, Ill.

**Selma Records**  
 c/o S. Warner  
 197-13 McLaughlin  
 Jamaica, N. Y.

**Solo Records**  
 6119 Selma Ave.  
 Hollywood, Calif.

**Spade Records**  
 P. O. Box 7205  
 Houston, Tex.

**Star Records**  
 c/o Perfection Music  
 1429 Hawthorne St.  
 Pittsburgh, Pa.

**Star-Hi Records**  
 9913 Waller Road  
 Tacoma 44, Wash.

**Sunshine Records**  
 P. O. Box 742  
 Miami 5, Fla.

**Tally Records**  
 601 E. 18th St.  
 Bakersfield, Calif.

**Tone Records**  
 109 N. Central  
 Cameron, Tex.

**Triple D Records**  
 KDDD  
 Dumas, Tex.

**Verne Records**  
 1724 Madison Ave.  
 New York, N. Y.

**Verve Records**  
 451 N. Cannon Drive  
 Beverly Hills, Calif.

**Vik Records**  
 155 East 24th St.  
 New York, N. Y.

**Wanderlust Records**  
 1543 N. Vine St.  
 Hollywood, Calif.

**Warrior Records**  
 Pleasanton, Tex.

**Whirlin' Disc**  
 315 W. 47th St.  
 New York, N. Y.

**Wrimus Records**  
 5880 Hollywood Blvd.  
 Hollywood, Calif.

**York Record Co.**  
 52 E. Queen St.  
 Hampton, Va.

**Zelna Records**  
 51 Neck Ave.  
 Brooklyn, N. Y.

**Zipp Records**  
 Corlot Building  
 10 S. Main St.  
 Akron 8, O.

● **Country & Western**

• Continued from page 44

Artist	Song Titles	Label & No.
MARTY ROBBINS	Knee Deep in Blues/ The Same Two Lips	COLUMBIA 40815
DANNY ROSS	A Toast to a Broken Heart/Leave Me Alone	MINOR 105
JEAN SHEPARD	If You Can Walk Away/Tomorrow I'll Be Gone	CAPITOL 3618
HANK SNOW	Marriage and Divorce/ Calypso Sweetheart	VICTOR 6831
HANK SNOW	Carnival of Venice, Oh, Wonderful World	VICTOR 6772
ANDY STARR	No Room for Your Kind/One More Time	M-G-M 12421
AL TERRY	Money/If I Win, I Win	HICKORY 1061
HANK THOMPSON	Rockin' in the Congo/ I Was the First One	CAPITOL F 3632
MEL TILLIS	It Takes a Worried Man to Sing the Blues/Honky Tonk Song	COLUMBIA 40845
ERNEST TUBB	Don't Forbid Me/God's Eyes	DECCA 30219
JUSTIN TUBB	I'm a Big Boy Now/ The Life I Have to Live	DECCA 30229
AL URBAN	Lookin' for Money/I Don't Want to Be Alone	SARG 148
PORTER WAGONER	I'm Day Dreamin' Tonight/I Should Be With You	VICTOR 6803
BILLY WALKER	Especially for Fools/ If You're Happy	COLUMBIA 40846
WESTPORT SWEETHEARTS	COWBOY BOBBY—Crazy Dream/Cap Gun Cowboy	WESTPORT 135
SLIM WHITMAN	I Must Have Been Blind/Careless Love	IMPERIAL 8309
AUDREY WILLIAMS	I'll Let the Tele- phone Ring/Tornado of Love	M-G-M 12436
BILL WIMBERLY	I'll Have to Die to Forget You/Ozark Liza	MERCURY 71025
MAC WISEMAN	Step It Up and Go/ Sundown	DOT 15544
DEL WOOD	After Five/Rockin'	VICTOR 6817
SKEETS YANEY & RUTH TALLEY	Just What You Wanted Me to Do/ Ordinary	M-G-M 12406
FARON YOUNG	I Miss You Already/ I'm Gonna Live Some Before I Die	CAPITOL 3611

● **Rhythm & Blues**

THE CHUCK ALAIMO QUARTET	Leap Frog/Blueberry Hill	KEN 6753
GENE ALLISON	You're My Baby/ Somebody Somewhere	DECCA 30185
THE ANGELETTES	Mine and Mine Alone/You and Only You	JOSIE 813
SIL AUSTIN ORK	The Last Time/ Birthday Party	MERCURY 71027
JIMMY BEASLEY	Near You/Im So Blue/Where Can My Baby Be?	MODERN 1014
LARRY BIRDSONG	Let's Try It Again/ Oo Wee Honey	DECCA 30186

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# A Note from Archie Bleyer

Here's our first **ROCK AND ROLL RECORD** **THE METRONOMES**



**I LOVE MY GIRL-I'M GONNA GET ME A GIRL SOMEHOW #1310**

It looks like everyone's started "Clappin' and Snappin'" **ANDY WILLIAMS' BUTTERFLY** right on up to the top. #1308 **Andy's album "ANDY WILLIAMS SINGS STEVE ALLEN" is going great too.** CLP 1018

**THE FRATERNITY BROTHERS** are "Whispering"-**"OH TELL ME WHY"**-but we're shouting-you should be listening. #1309

**THE BARRY SISTERS'** album of **YIDDISH Favorites** is becoming the favorite of more people every day. Listen 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 **OCIE SMITH'S-FORBIDDEN FRUIT** lately? You should. #1304

**ANDY WILLIAMS SINGS STEVE ALLEN:** CLP 1018

**THE BARRY SISTERS' YIDDISH FAVORITES:** CLP 1017

**DON SHIRLEY DUO:** CLP 1015

**THE METRONOMES:** #1310

**ANDY WILLIAMS' BUTTERFLY:** #1308

**FRATERNITY BROS.:** #1309

**FORBIDDEN FRUIT:** #1304

**cadence**  
RECORDS INC. 40 EAST 49TH ST. NEW YORK 17, N. Y.

## ● Rhythm & Blues

● Continued from page 46

Artist	Song Titles	Label & No.
PRISCILLA BOWMAN & JAY McSHAN	ORK-Hootie Blues/Don't Need You Lovin'	VEE JAY 213
JACKIE BRENSTON	Much Later/The Mistreater	FEDERAL 12291
LOUIS BROOKS COMBO	B. R. Drag/X-Cello Rock	EXCELLO 2100
JAMES BROWN	Just Won't Do Right/Let's Make It	FEDERAL 12289
ROY BROWN	Party Doll/I'm Sticking With You	IMPERIAL 5422
THE BUCKEYES	Since I Fell for You/By Only You	DE LUXE 6100
MILT BUCKNER	Second Section/Dinner Date	CAPITOL 3634
THE CADILLACS	Sugar-Sugar/About That Gal Named Lou	JOSIE 812
JO AN CAMPBELL	Come on Bab/Forever Young	ELDORADO 504
THE CARDINALS	Near You/One Love	ATLANTIC 2266
THE CHANNELS	Stars in the Sky/The Gleam in Your Eyes	WHIRLIN' DISC 102
BOBBY CHARLES	Put Your Arms Around Me Honey/Why Can't You?	CHESS 1647
RAY CHARLES	Ain't That Love/I Want to Know	ATLANTIC 1124
CLIFTON CHENIER	The Big Wheel/Rockin' 88	ARGO 526
THE CLEFTONES	Why You Do Me Like You Do/I Like Your Style of Making Love	GEE 1031
THE CLIPPERS	Bella-Marie/I'm Yours	GEE 1027
CHRIS COLUMBO COMBO	Oh Yeah! (Paris I & II)	KING 5012
DOLLY COOPER	The Confession of a Fool/Tell Me, Tell Me	DOT 15535
THE DEL-VIKINGS	Come Go With Me/How Can I Find True Love?	DOT 15538
FLOYD DIXON	I'm Ashamed of Myself/Alarm Clock Blues	CHECKER 857
FATS DOMINO	I'm Walkin'/I'm in the Mood for Love	IMPERIAL 5428
THE DRIFTERS	It Was a Tear/Fools Fall in Love	ATLANTIC 1123
THE DRIVERS	My Lonely Prayer/Midnight Hours	DE LUXE 6104
CHAMPION JACK DUPREE	Dirty Woman/Just Like a Woman	VIK 0260
THE ECHOES	Ding Dong/My Heart Beats for You	GEE 1028
BILLY (THE KID) EMERSON	Every Woman I Know/Tomorrow Never Comes	VEE JAY 219
THE EMPIRES	Linda/Whispering Heart	WHIRLIN' DISC 104
THE FEDERALS	Come Go With Me/Cold Cash	DE LUXE 6112
THE FOUR FELLOWS	Loving You, Darling/Give Me Back My Broken Heart	GLORY 250
LOWELL FULSON	Blues Rhumba/Please Don't Go	CHECKER 854
BILLY GAYLES	Just One More Time/Sad As Man Can Be	FEDERAL 12287
PAUL GAYTEN	Driving Home (Parts I & II)	ARGO 8376
THE GLADIOLAS	Little Darlin'/Sweetheart, Please Don't Go	EXCELLO 2101
ROSCOE GORDON	Cheese and Crackers/Shoobie Oobie	SUN 257
RUDY GREENE	You're the One for Me/Juicy Fruit	EMBER 1012
BIG JOHN GREER	Midnight Ramble/Sweet Slumber	KING 5006
LARRY HART	If a Dream Could Make You Mine/A Look-A Look	OKEH 7077
SCREAMIN' JAY HAWKINS	Not Anymore/Please Try to Understand	APOLLO 506
WILLIE HEADEN	Let Me Cry/The Skinny Woman Story	AUTHENTIC 410
CLARENCE HENRY	I'm a Country Boy/Lonely Tramp	ARGO 526
LIGHTNIN' HOPKINS	Please Don't Go, Baby/Remember Me	HERALD 497
HOWLIN' WOLF	My Life/Going Back Home	CHESS 1648
THE HURRICANES	I'll Always Be in Love With You/Fallen Angel	KING 5018
THE JIVE BOMBERS	Little Bad Boy/When Your Hair Has Turned to Silver	SAVOY 1508
LOUIS JORDAN	Morning Light/Rock Doc	MERCURY 71052
MARIE KNIGHT	Am I Reaching for the Moon?/I'm the Little Fooler	MERCURY 71055
SONNY KNIGHT	But Officer/Dear Wonderful God	ALADDIN 3357
SONNY KNIGHT	Keep A-Walkin'/Baby Don't Want Me	SPECIALTY 594
ANNIE LAURIE	It Hurts to Be in Love/Hand in Hand	DE LUXE 6107
J. B. LENIOR	I've Been Down So Long/Don't Touch My Head!!!	CHECKER 856
LITTLE HUDSON	Rough Treatment/I'm Looking for a Woman	J.O.B. 1015
LITTLE JOE & THE THRILLERS	This I Know/Let's Do the Slop	OKEH 7075
LITTLE RICHARD	Lucille/Send Me Lovin'	SPECIALTY 598
KEN McDONALD	Good, Good, Good/Only Me	DE LUXE 6109
THE MIDNIGHTERS	Let Me Hold Your Hand/Ooh, Bah, Baby	FEDERAL 1228
STANLEY MITCHELL	Four o'Clock in the Morning/Would You-Could You	CHECK 1649
THE MONITORS	Our School Days/I've Got a Dream	SPECIALTY 595
GENE NASH	Take a Gamble on Me/Jockey, Jockey, Jockey	JUBILEE 5267
ART NEVILLE BAND	The Whiffenpoof Song/Oooo-White, Baby	SPECIALTY 592

Artist	Song Titles	Label & No.
THE ORBITS	Message of Love/I Really Do	FLAIR-X 5000
BONNIE LOU	Easy Love, Easy Kisses/I Want You	KING 5009
THE PEARLS	Tree in the Meadow/My Oh My	ONYX 506
THE PENGUINS	Will You Be Mine?/Cool Baby Cool	MERCURY 71033
JOE PERKINS & THE ROOKIES	Ain't You Glad You Did It?/Time Alone Will Tell	KING 5005
PAUL PERRYMAN	Yes, I Do/Just for Your Call	DUKE 3012
BOBBY PIERCE	I've Tried I Met a Stranger	NEIL 105
LLOYD PRICE	Just Because/Why	ABC-PARAMOUNT 9792
RED PRYSOCK	Head Snappin'/Pog Wog	MERCURY 71054
TITO PUENTE ORK	Cubana Bay Calypso Blues	VICTOR 6819
THE RAY-O-VACS	Party Time/Crying All Alone	ATCO 6085
JIMMY REED	Honey, Where You Going?/Little Rain	VEE JAY 237
JIMMY RICKS	I'm a Fool to Want You/Bad Man of Missouri	BATON 236
PAULINE ROGERS	I'm Just a Woman/I've Been Pretending	FLAIR-X 5001
AL SAVAGE	Happy Tears/Still in Love With You	HERALD 494
THE SCOOTERS	Someday We'll Meet Again/Really	DAWN 224
SHIRLEY & LEE	That's What I Wanna Do/When I Saw You	ALADDIN 3362
FRANKIE LEE SIMS	Misery Blues/What Will Lucy Do?	ACE 524
THE SIX TEENS	Only Jim/My Special Guy	FLIP 320
TAB SMITH	Crazy Walk/Pretend	UNITED 205
THE SMOOTHONES	Don't Keep Our Love Hidden in the Dark/Little Cupid	OKEH 7078
THE SOLITAIRES	Walking Along/Please Kiss This Letter	OLD TOWN 1034
THE SQUIRES	Dangling With My Heart/Dreamy Eyes	ALADDIN 3360
THE STARLARKS	Send Me a Picture, Baby?/Fountain of Love	EMBER 1013
SUGAR & SPICE	Strawberry Shortcake/First, Last and Always	MERCURY 71034
SUGAR BOY	You Gave Me Love/She's Gotta Wobble (When She Walks)	IMPERIAL 5424
SUNNYLAND SLIM	It's You Baby/Highway 61	COBRA 1001
BILLY TATE	Don't Call My Name/Right From Wrong	PEACOCK 167
SONNY THOMPSON	Drive In/Drive Out	CHIART 637
THE TRU-TONES	Tears in My Eyes/Magic	CHIART 634
THE TURBANS	Valley of Love/Bye and Bye	HERALD 495
LARRY WILLIAMS	Just Because/Let Me Tell You, Baby	SPECIALTY 597
OTIS WILLIAMS	Walkin' After Midnight/I'm Waiting Just for You	KING 6115
PAUL (HUCKLEBUCK) WILLIAMS ORK	Pass the Buck/Give It Up	VEE JAY 234

## ● Spiritual

ROBERT ANDERSON	If Jesus Had to Pray, What About Me?/Wait Upon the Lord	APOLLO 258
PROF. HAROLD BOGGS	Will I Be Remembered?/Inside the Beautiful Gate	NASHBORO 594
THE CHORALETERS	I've Got to Run On/Hear My Prayer	DUKE 214
CHOSEN GOSPEL SINGERS	Trouble of This World Condition/Do Thy Will	NASHBORO 593
THE CONSOLERS	I Remember the Bridge/Let Jesus Come In	NASHBORO 595
THE DIXIE HUMMING BIRDS	Cool Down Yonder/Loving Hand	PEACOCK 1770
THE GOSPEL WONDERS	He's My All/I Want to Live, Live, Live	J & S 1652
HEAVENLY KINGS	Lord Free My Soul/Anyway You Bless Me Lord	J.O.B. 1111
SISTER JESSIE MAE RENFRO	Have Your Own Way/Oh, Have You?	PEACOCK 1766
THE SPIRIT OF MEMPHIS	I Found Something/If It Ain't One Thing	PEACOCK 1769
SWANEE RIVER BOYS	I'm Gonna Try/I Am the Man	KING 5016

## ● Sacred

THE CHUCK WAGON GANG	When I Looked Up and He Looked Down/I'll Walk and Talk With My Lord	COLUMBIA 40834
THE CROSSROADS QUARTET	These Are the Things That Matter/Coat of Many Colors	M-G-M 1241
WALLY FOWLER	The Air, the Sunshine and the Rain/As an Eagle Stirreth Her Nest	DECCA 30226
STUART HAMBLEN & FAMILY	Beyond the Sun/Dear Lord, Be My Shepherd	VICTOR 6759
GEORGE BEVERLY SHEA	The Wonder of It All/Now I Lay Me Down to Sleep	VICTOR 6761
THE SPEER FAMILY	Till the Last Leaf Shall Fall/Surely, I Will, Lord	VICTOR 6762
THE STAMPS QUARTET	Father, Watch Over Thy Child/I Will Not Be a Stranger	COLUMBIA 40806
STATESMEN QUARTET	Brand New Star/Practice What You Preach	VICTOR 6760

## ● Children's

Artist	Song Titles	Label & No.
DOROTHY OLSEN	Calico Pie/Mama Llama, Papa Llama	VICTOR 6770
JAMES STEWART	Winnie the Pooh and the Heffalump (Parts I and II)	VICTOR WBY 48
JAMES STEWART	Winnie the Pooh and Tigger (Parts I and II)	VICTOR WBY 51
PAUL WING	The Ugly Duckling and Three Billy Goats Gruff	VICTOR WBY 53

## ● Polkas

EDDIE HABAT ORK	Strolling Eddie's Polka/I Love Everybody-Waltz	DECCA 30193
RAY HENRY ORK	Horseback Polka/Trombone Polka	DANA 3244
RAY HENRY ORK	Stashu Pandowski/Ding-Dong	DANA 2119
WALTER SOLEK ORK	Yes, Yes, Yes Polka/40-20-35 Polka	DANA 2116
WALTER SOLEK & HIS SIX HICKS	Krakowiak From Boo-Fah-Low Polka/Little Lamb Oberek	DANA 3246
JOHNNY VADNAL ORK	Back Porch/Hesitation	VICTOR 6766
(WHOOPEE!) JOHN WILFAHRT	Pinky's Polka/Clatfechen Laendler	DECCA 30215
GENE WISNIEWSKI	Friendly Tavern Polka/Broadway Rheinlander	DANA 3243
FRANKIE YANKOVIC	Chicago Land Twirl Polka/Diane Waltz	COLUMBIA 40816

## ● Latin American

LUIS ARCARAZ ORK	Calypso Espanol/If I Could Tell You	VICTOR 6833
JOHNNY CONQUET ORK	Mary Ann Merengue/Piano Merengue	VICTOR 6825
EL BOY	Jack, Jack, Jack/Tonight My Heart She Is Crying	RAMA 220
JULIO GUIERREZ & HIS NATIONAL TV ORK	Rock Around the Clock/The Loving Cha Cha Cha	PANRAT 21302
THE MIGHTY ZEBRA	The Bedbug/La Empaliza	VICTOR 6814
CHICO O'FARRILL'S ALL-STAR CUBAN BAND	Rock and Roll and Cha Cha Cha/Chico's Cha Cha Cha	PANRAT 21318
PEREZ PRADO ORK	Mambo Japanese/Hawaiian Cha Cha Cha	VICTOR 6776
PETE TERRACE ORK	Empire State Cha Cha Cha/Times Square Cha Cha Cha	TICO 388
RENE TOUZET ORK	Mambo 100/Mi Musica Es Para Ti	VERVE 0899

## ALBUMS

### ● Popular

AFTER MIDNIGHT	Nat (King) Cole and Trio	Capitol W 782
ANASTASIA	Music From the Sound Track	Decca DL 8460
AND NOW FOR YOUR MUSICAL ENJOYMENT	Kitty White	Mercury MG 20183
THE ANDREWS SISTERS IN HI-FLI		Capitol W 790
AROUND THE WORLD	Music From the Sound Track	Decca DL 9046
CHET ATKINS: FINGER-STYLE GUITAR		Victor 1383
BEWITCHING HOUR	Bill Snyder Ork	Decca DL 8405
BON JOUR PARIS	Michel LeGrand	Columbia CL 947
BROADWAY WEARS A LEI	Alfred Apaka with Axel Stordahl Ork	Hawaiian Village HVLP 700
CANDIDE	The Original Cast	Columbia OL 5180
CASA LOMA IN HI-FLI	Glen Gray and the Casa Loma Ork	Capitol W 747
CLOSE TO YOU	Frank Sinatra	Capitol W 789
COME RAIN OR COME SHINE	Carol Reed	Golden Crest CR 3006
DANCERS IN LOVE	Ray Anthony Ork	Capitol T 786
DAY BY DAY	Doris Day	Columbia DL 942
DECADE OF BROADWAY '46-'56	Guy Lombardo and His Royal Canadians	Capitol T 788
DEEP PURPLE	Harry Farmer's Rhythm Ensemble	London LL 1501
DESMO SINGS DESMO	Johnny Desmond	Coral CRL 57073
THE DIXIELAND BAIL	The Fencers	Coral CRL 57100
THE DOOR OF FAME	Jim Lowe	Mercury MG 20246
DRANGO	Elmer Bernstein Ork	Liberty 3036
DREAM STREET	Peggy Lee	Decca DL 8411
DREAMLAND, U. S. A.	Hal Mooney Ork	Mercury MG 20180
DREAMS OF PARIS	Orchestre de Paris Moulin Rouge	Urania UR 9001
DUST ON THE MOON	Pablo Beltran Ork	Victor LPM 1348
EVENING CONCERTO	Wild Bill Davis Trio	Epic LN 3308
ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK		Verve MGV-4002-2
FRATERNITY RUSH	Boyd Rayburn Ork	Columbia CL 957
FOUR FRESHMEN AND FIVE TRUMPETS	The Four Freshmen	Capitol T 763

(Continued on page 50)

# STARTING BIG AND GETTING BIGGER!

Argo #5259

**"AIN'T GOT NO HOME"**  
Clarence  
**"Frog Man" Henry**

Argo #5260

**"DON'T BREAK YOUR PROMISE TO ME"**  
Milton Luce

Argo #5262

**"THE BIG WHEEL"**  
Clifton Chenier

Argo #5263

**"DRIVING HOME"**  
Paul Gayton

Argo #5266

**"LONELY TRAMP"**  
b/w  
**"I'M A COUNTRY BOY"**  
Clarence  
**"Frog Man" Henry**

# ARGO RECORD COMPANY

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Chicago 15, Illinois  
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PREP

TRADE MARK

HIGH FIDELITY RECORDS

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## BRAND NEW - and much more!

Prep Records is the industry's newest label. And it's much more than that.

For Prep is starting out with everything it takes to be a major contender in the pop field.

- Prep's people are experienced. They know how to make hit records because they've done it. And they're constantly seeking the new ideas that make new hits.
- Prep's artists include established stars and exciting newcomers, too.
- Prep recordings feature the finest High Fidelity.
- Prep's own nationwide distribution system and full-scale, aggressive promotion back every Prep release.

*The message is clear: Prep means business!*

**PREP**  
TRADE MARK

**RECORDS, INC.**

1730 BROADWAY • NEW YORK 19, N.Y.



# LITTLE RICHARD IS TOPS

... and no wonder, for every Little Richard record makes the Billboard and Cash Box Hit Charts! Even his newest record "Lucille" b/w "Send Me Some Lovin'" made all charts one week after its release.

Now six of Little Richard's hits and six brand new songs of hit calibre are available in a great LP "Here's Little Richard" (SP 100... also in 3 EP's #400, 401, 402).



## ● Popular

● Continued from page 48

Artist	Song Titles	Label & No.
THE GENTLE ART OF LOVE—Mat Mathews	Dawn DLP 1111	
GOLDEN STRINGS—Florlan ZaBach	Mercury MG 20176	
GREAT SONGS FROM GREAT SHOWS—Sarah Vaughan	Mercury MGP 2-100	
EYDIE GORME	ARC-Paramount ABC 150	
HAPPY BANJOS—The Big Ben Banjo Band	Capitol T 10062	
HAPPY HUNTING—Hugo Winterhalter Ork	Victor LPM 1400	
HAUNTED GUITAR—Earl Roebuck	Dot DLP 3062	
HAWAII CALLS: WAIKIKI!—Al Keoloha Perry	Capitol T 777	
HEAVENLY ECHOES OF "MY FAIR LADY"—George Feyer, Piano	Vox VX 25-340	
HERE'S HIBBLER—Al Hibbler	Decca DL 8470	
HILFFEL—Lenny Dee	Decca DL 8406	
HIFI ACCORDIAN—Tommy Gumina	Decca DL 8404	
HIFI CALYPSO—Enid Molter and Her Trinidad Steel Band	Columbia CL 978	
A HIGH FIDELITY ADVENTURE IN EXOTIC LANDS—The Paris Theater Orchestra	Trans-World TWIP 710	
HOLLYWOOD AT MIDNIGHT—Andre Previn	Decca DL 8341	
I GET THAT LONESOME FEELING—Jimmie Joe Hunter	M.G.M. F 3488	
I SEE YOUR FACE BEFORE ME—Tony Travis	Victor LPM 1323	
IT'S A LONESOME OLD TOWN—Vivie Kallen	Decca DL 8397	
IVORY TOWER—Cathy Carr	Fraternity F 1005	
JAZZ FOR JEAN-AGERS—Claude Gordon Ork	Liberty 3077	
JONI SINGS SONGS BY VICTOR YOUNG AND SONGS BY FRANK LOESSER—Toni James	M.G.M. F 3440	
SAMMY KAYE SWINGS AND SWAYS BELLS ARE RINGING	Columbia CL 960	
LATIN ESCAPADE—The George Shearing Quintet	Capitol T 737	
ABBEY LINCOLN'S AFFAIR	Liberty 3025	
A LITTLE ON THE LONELY SIDE—Eddy Arnold	Victor LPM 1377	
LISTEN—THE CHORDETTES	Columbia CL 956	
LONDON AT MIDNIGHT—Skitch Henderson Ork	Decca DL 8302	
LOVE SCENES STARRING YOU AND I—Bea Kalmus	Flair-X VM LP 105	
MANHATTAN AT MIDNIGHT—Ellis Larkin	Decca DL 8303	
MANHATTAN BANDSTAND—Richard Maltby Ork	Vik LX 1068	
MANY MOODS—The World Symphony Ork	Reunest TLP 10033	
MELACHRINO ON BROADWAY—George Melachrino Ork	Victor LPM 1307	
MELLOW GUITAR—George Van Emms	Columbia CL 929	
MEMORY LANE—Kate Smith	M.G.M. F 3487	
MIDNIGHT AT MABEL MERCER'S	Atlantic 1244	
MOONDREAMS—Dick Haymes	Capitol T 787	
MUSIC A LA CARTE—The Crew Cuts	Mercury MG 20199	
MUSIC FOR PEOPLE WHO CAN'T SLEEP—Richard Hayman Ork	Mercury MG 20194	
MY BLUE HEAVEN—Gene Austin	Decca DL 8433	
MY PARIS—Andre Colbert Ork	Capitol T 10057	
MY REVERIE—Alvino Rey	Decca DL 8403	
NEW ORLEANS AT MIDNIGHT—Marvin Ash and His Dixie Blues Blowers	Decca DL 8346	
NEW YORK IMPRESSIONS—Norrie Paramor	Capitol T 10063	
A NIGHT AT THE COPACABANA WITH TONY MARTIN	Victor LPM 1357	
NIGHT DREAMS—Gordon Jenkins Ork	Capitol T 781	
NIGHT LIFE—Lurlean Hunter	Vik LX 1061	
ONE FOR MY BABY—Georgie Shaw	Decca DL 8379	
ORGAN RECITAL AT COLUMBIA UNIVERSITY—Bruce Prince Joseph	HIFI Record R 709	
ORGANIZED FOR HIFI—Marty Gold and His Organ Ensemble	Vik LX 1069	
"PEE WEE" AND "FINGERS"	Capitol T 783	
PLAY MELANCHOLY BABY—Matt Dennis	Victor LPM 1322	
SUDDENLY, IT'S THE HI-LO'S—The Hi-Lo's, Orchestra under the direction of Frank Costello	Columbia CL 952	
THE SWEETEST MUSIC THIS SIDE OF HEAVEN—Guy Lombardo and His Royal Canadians	Decca DXM 154	
SYMPHONIC SUITE OF THE MUSIC OF COLE PORTER—Stanley Balck Ork	London LL 1565	
TONY—Tony Bennett	Columbia CL 938	
TRIBUTE TO TOMMY DORSEY VOL. I AND II—Tommy Dorsey Ork	Victor LPM 1432, 1433	
TWIN PIANO MAGIC—Guy Lombardo and His Royal Canadians	Decca DL 8251	
TWO-A-DAY AT THE PALACE—Benny Fields and Blossom Seely	Mercury MG 20224	
A VISIT WITH THE FONTANE SISTERS	Dot DLP 3042	
WHEN IRISH EYES ARE SMILING—Bing Crosby	Decca DL 8262	
WHEN YOUR HEART'S ON FIRE—Jeri Southern	Decca DL 8394	
WONDERFUL ONE—Luis Arcaez Ork	Victor LPM 1335	
THE GEORGE WRIGHT SOUND—George Wright	HIFI Record R 710	

## ● Classical

Artist	Song Titles	Label & No.
ALBANESE SINGS PUCCINI (1-12")	Victor LM 2033	
BACH: VIOLIN CONCERTO IN E MAJOR; BEETHOVEN: ROMANCE IN G MAJOR, ROMANCE IN F MAJOR (1-12")—Igor Oistrakh, Violin; Gewandhaus Orchestra, Leipzig; Franz Konwitschny, Cond.	Decca DL 9875	
BELLA BARTOK AT THE PIANO, VOL. I (1-12")	Bartok 903	
BARTOK: MUSIC FOR STRINGS, PERCUSSION AND CELESTE; STRAVINSKY: SONG OF THE NIGHTINGALE (SYMPHONIC POEM) (1-12")—The Concertgebouw Orchestra of Amsterdam; Van Beinum, Cond.	Epic LC 3274	
BEETHOVEN: 12 GERMAN DANCES; MOZART: 12 GERMAN DANCES (1-12")—Pro Musica Orchestra; Stuttgart; Edouard Remoortel, Cond.	Vox PL 10-100	
BEETHOVEN: PIANO CONCERTO NO. 3 IN C MINOR (1-12")—Wilhelm Kempff, Piano; The Berlin Philharmonic Orchestra; Paul van Kempen, Cond.	Decca DL 9898	
BEETHOVEN: PIANO NO. 17 IN D MINOR ("TEMPEST") OPUS 31, NO. 2; PIANO SONATA NO. 18 IN E FLAT, OPUS 31, NO. 3 (1-12")—Walter Gieseking, Piano	Angel 35352	
BEETHOVEN: SYMPHONY NO. 5; OVERTURE, "THE CONSECRATION OF THE HOUSE" (1-12")—Philharmonia Orchestra; Otto Klemperer, Cond.	Angel 35329	
BEETHOVEN: SYMPHONY NO. 5; MOZART: SYMPHONY NO. 41 ("JUPITER") (1-12")—Pro Musica Symphony, Vienna; Jascha Horenstein, Cond.	Vox PL 10-030	
BEETHOVEN: SYMPHONY NO. 6 (PASTORALE) (1-12")—Berlin Philharmonic Orchestra; Eugen Jochum, Cond.	Decca DL 9892	
BEETHOVEN: SYMPHONY NO. 7 (1-12")—The Philharmonia Orchestra; Otto Klemperer, Cond.	Angel 35330	
BEETHOVEN: SYMPHONY NO. 9 (1-12")—Franz Wachmann, Soprano; Margaret Bence, Contralto; Fritz Wunderlich, Tenor; Otto von Rohr, Bass; Stuttgart Philharmonic Orchestra, Isaja Disenhaus, Cond.	Period SPL 305	
THE BEGGAR'S OPERA (2-12")—Members of the Old Vic Company, The Pro Arte Orchestra, Sir Malcolm Sargent, Cond.	Victor LM 6048	
BLOCH: SUITE FOR VIOLA; SUITE FOR HEBRAIQUE; MEDITATION AND PROFESSIONAL (1-12")—William Primrose, Viola; David Stimer, Piano	Capitol P 8335	
BOITO MEFISTOFELE (2-12")—Boris Christoff; Giacinto Prandelli; Rome Opera House Orchestra and Chorus; Vittorio Gui, Cond.	Victor LM 6049	
BRAHMS: A GERMAN REQUIEM (2-12")—Dietrich Fischer-Dieskau; Elisabeth Grummer; Berlin Philharmonic Orchestra; Rudolph Kempe, Cond.	Victor LM 6050	
BRAHMS: CONCERTO FOR VIOLIN AND VIONCELLO ("DOUBLE") IN A MAJOR; TRAGIC OVERTURE (1-12")—David Oistrakh, Violin; Pierre Fournier, Violincello; The Philharmonia Orchestra; Alceo Galliera, Cond.	Angel 35353	
BRAHMS: PIANO CONCERTO NO. 1 (1-12")—Rudolph Firkusny, Piano; The Pittsburgh Symphony Orchestra, William Steinberg, Cond.	Capitol P 8356	
BRAHMS: SYMPHONY NO. 3 IN F MAJOR, OP. 90; TRAGIC OVERTURE, OP. 81 (1-12")—Berlin Philharmonic Orchestra; Eugen Jochum, Fritz Lehmann, Conds.	Decca DL 9899	
BRUCKNER: SYMPHONY NO. 5 IN B FLAT MAJOR; WAGNER: DAWAN, SIEGFRIED'S RHINE JOURNEY & FUNERAL MUSIC FROM "GOTTERDAMERUNG" (2-12")—The Vienna Philharmonic Orchestra; Hans Knappertbusch, Cond.	London LL 1527-8	
CHOPIN: ETUDES, OP. 10 (COMPLETE); IMPROMPTUS, NOS. 1 & 11 (1-12")—Ruth Slenczynska, Piano	Decca DL 9890	
CHOPIN: ETUDES, OP. 25 (COMPLETE); IMPROMPTU NO. 3 AND FANTASY IMPROMPTU (1-12")—Ruth Slenczynska, Piano	Decca DL 9891	
CHOPIN: LES SYLPHIDES; DUKAS: LA PERI (1-12")—The Halle Orchestra, George Weldon, Cond.	Mercury MG 50117	
CHOPIN RECITAL (1-12")—Philippe Entremont, Piano	Epic LC 3316	
COPLAND: APPALACHIAN SPRING (COMPLETE BALLET); BILLY THE KID (BALLET SUITE)—The Philadelphia Orchestra, Eugene Ormandy, Cond.	Columbia ML 5157	
DEBUSSY: PRELUDES, BOOK 1 (1-12")—Guimar Nocaes, Piano	Vox PL 10-180	
DVORAK: THE SLAVONIC DANCES (COMPLETE) OP. 46 AND OP. 72 (1-12")—Vienna State Opera; Marop Rossi, Cond.	Vanguard VRS 495	
MISCHA ELLMAN PROGRAM (1-12")	London LL 1467	
ESPANA!—The Hollywood Bowl Symphony Orchestra; Felix Slatkin, Cond.	Capitol P 8357	
FAMOUS OPERATIC ARIAS (1-12")—Roberta Peters	Victor LM 2031	
KATHLEEN FERRIER MEMORIAL ALBUM (1-12")	London LL 1529	
FOSS: PIANO CONCERTO NO. 2; WAXMAN: SINFONIETTA (1-12")—Lukas Foss, Piano; Los Angeles Festival Orchestra; Franz Waxman, Cond.	Decca DL 9889	

(Continued on page 52)

proudly introducing

**YOUR FLAIR LADY**

# MANDY MILLER



singing

# "DO ANYTHING"

## (BUT DON'T SAY GOODBYE)

b/w

# "OH, PROMISE"

FLAIR 5005

... and the  
**"WAILING"**  
instrumental

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## KELLY OWENS = THE SWEEPER =

b/w

## SODA POP

featuring Jimmie Buchanan on Tenor Sax

FLAIR 5004

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1650 BROADWAY  
NEW YORK CITY, N. Y.  
(KAPPY JORDAN, Pres.)

PUBLIC RELATIONS: MARVIN DRAGER

Classical

Continued from page 50

Table with columns: Artist, Song Titles, Label & No. Includes entries for Franck, Gaia Performance, Glinka, Handel, Haydn, Mozart, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries for Strauss, Tchaikovsky, Wagner, etc.

Jazz

Table with columns: Artist, Song Titles, Label & No. Includes entries for All About Urbie Green, Birth of the Cool, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries for Jackie's Pal, Jazz Abroad, The Jazz Greats, etc.

Semi-Classical

Table with columns: Artist, Song Titles, Label & No. Includes entries for An Album of Ballet Melodies, The Music of George Gershwin, etc.

Table with columns: Artist, Song Titles, Label & No. Includes entries for Instrumental Music of the Southern Appalachians, The Jazz Greats-Folk Blues, etc.

Rhythm & Blues

Table with columns: Artist, Song Titles, Label & No. Includes entries for Dance Time, Jivin' Around, Slow Walk Rock, etc.

C&W

Table with columns: Artist, Song Titles, Label & No. Includes entries for Sanfe Fe Trail, Satisfied Mind, etc.

Sacred

Table with columns: Artist, Song Titles, Label & No. Includes entries for Chimes at Dusk, Moody Chorale, etc.

Spiritual

Table with columns: Artist, Song Titles, Label & No. Includes entries for Bless This House, Surely God is Able, etc.

VOX JOX

Continued from page 32

five favorite singers in a poll he recently conducted among high school and college students.

Chuck Young has joined KYW, Cleveland, as chief of its record library, thus according to KYW—"giving the Westinghouse station the only recorded music specialist at a Cleveland radio library."

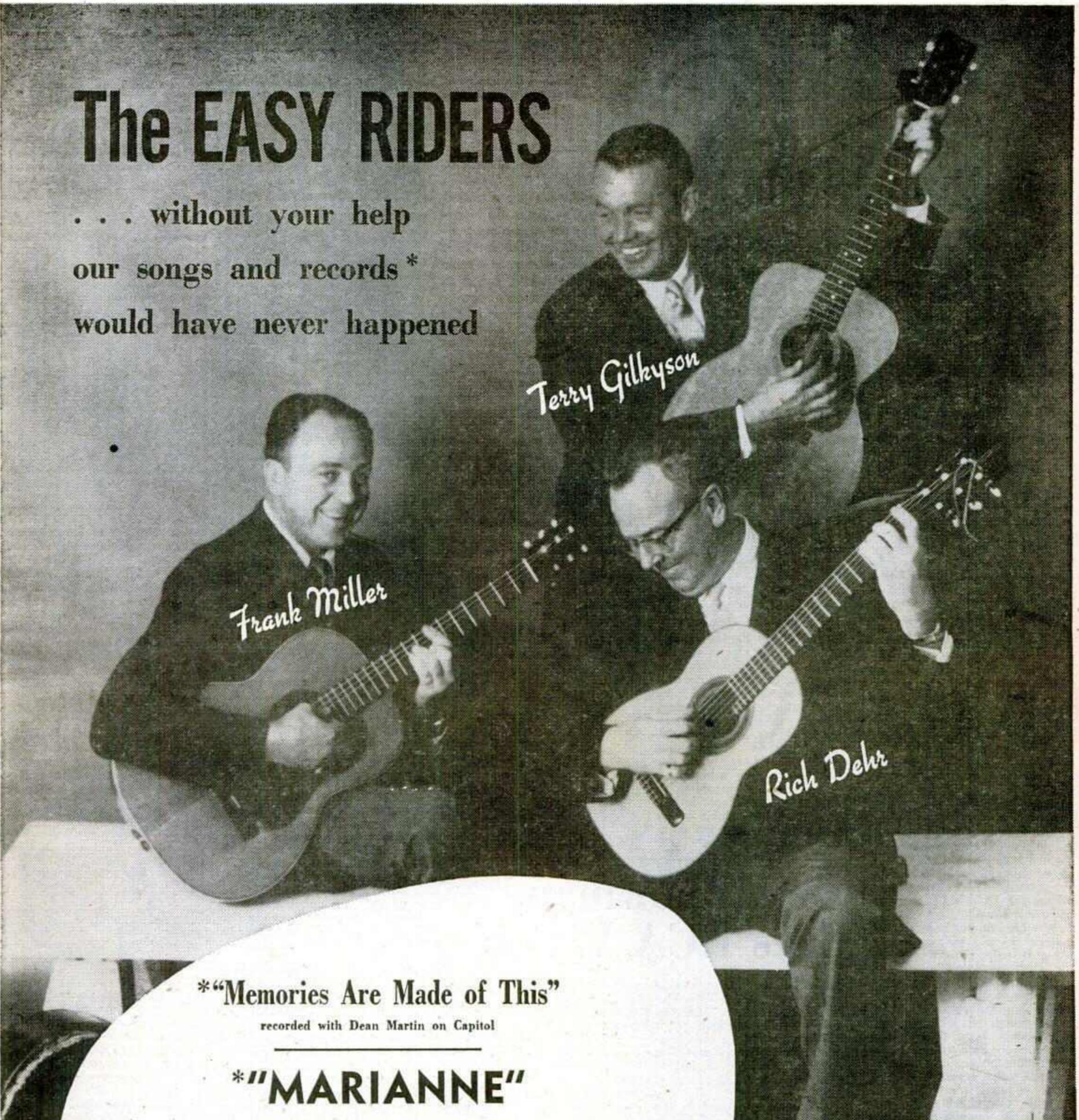
An interesting interchange of deejay programming has been set up by WIP, Philadelphia, with WIPA, Annapolis, Md. Two major shows each day will be interchanged, with WIP jocks Joe McCauley (7-10 a.m.) and Jack Pyle (1-4 p.m.) the first two spinners aired over both outlets.

THIS 'N' THAT: Harry Gimsberg, of the Veterans' Hospital E-3, Castle Point, N. Y., writes that the hospital's radio station, WBR, which beams closed circuit jockey shows to patients between 9 a.m. and 1 p.m. daily, doesn't have funds to buy records, and that

(Continued on page 74)

# 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

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

SALES TALK

Disk Dealer Gets Loot From Latins

By REN GREVATT

MIAMI BEACH, Fla.—Sidney H. Trott, a Latinized American from Rochester, N. Y., and long a mahoff on the Havana mambo and cha-cha scene, 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, Trott maintained dance studios in the Nacional and Sevilla Biltmore hotels in Havana. Thru this work he became an expert in all forms of Latin music, a fact which led four years ago to his taking over the Arcade shop. In the approximately 20 by 35-foot store area, Trott now has stocked nearly 20,000 disks. Catalog items of Tico, Seeca, Mardi Gras, Montilla, RCA Victor and Odeon labels are all available, as well as import disks on Panart, Puchito and others.

45's Come Up Strong

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

Whenever a particular bit of material is sold out, an empty sleeve is pulled slightly out from the shelf as a reminder. The empties are noted frequently and reorders are placed accordingly.

Tho the Arcade store is located in an actual arcade leading off Washington Avenue here, and thus does not have the advantage of visibility to the average passerby, the store nevertheless does plenty of business with the walk-in trade. Considerably more impressive, however, is the unique mail-order business being chalked up by the house.

Trott is doing regular business with over 1,000 dance schools and studios thruout the nation, without benefit of advertising. "It's all done by word of mouth," declared Trott, "and it's getting bigger all the time." In most cases, school and studio managers and teachers send their orders in terms of a specific dollar amount, leaving the selection entirely up to Trott. In order to be completely up to date on new dance trends and recorded repertoire, Trott spends at least one-third of his time in Cuba, screening new material and visiting with dance teachers.

The only promotion now employed by Trott is based on an exchange deal worked out with two local disk jockeys. The Latin expert programs regular radio airing of Latin music by jockeys Hugo Jiminez on WMIE, and Al Fox, on WHAR, Miami Beach, Fla. In return for the service, both jocks give frequent plugs for the store.

Trott points to his own 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 calypso craze, according to Trott, 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 every sign of becoming a well-rooted standard dance form, along with the tango, samba, rumba and mambo.

Tip for Other Dealers

Tho Trott 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 Trott, many others outside this sphere are just waiting to be served with an intelligent selection of good merchandise.

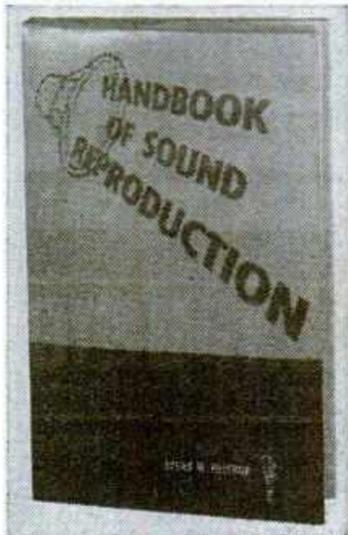
Handbook Of Hi-Fi Info

NEW YORK — Dealers who feel the need to brush up on the facts of hi-fi should look into a hi-fi handbook, "Handbook of Sound Reproduction," by Edgar M. Villchur (Radio Magazines, Inc., publishers), \$6.50.

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-training course in sound reproduction techniques.

Villchur is a member of the staff of New York University's Division of General Education 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.



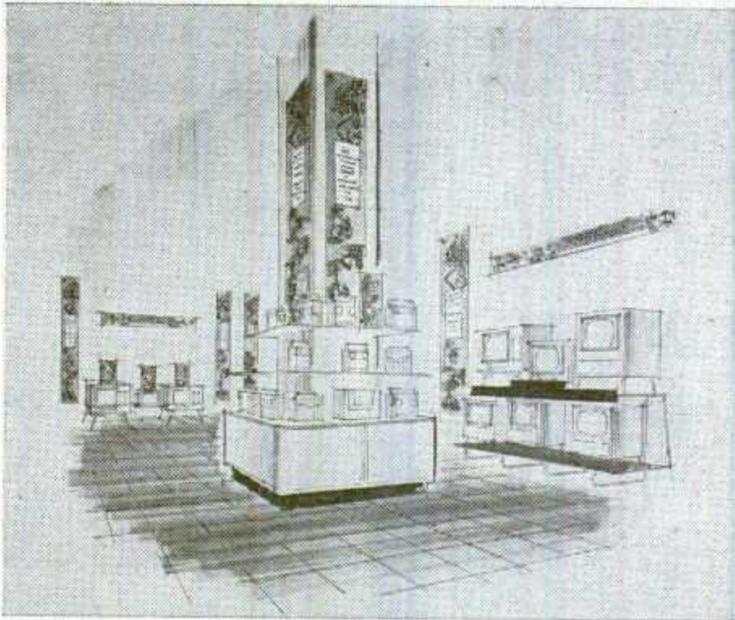
'Be a Showman,' Says RCA Victor

NEW YORK—"Showmanship in selling pays off" is RCA Victor's important note to dealers as they enter the spring selling season. To encourage a showman-like attitude, the firm is providing a complete plan and materials for a "Music and Entertainment Show."

An important element in the program is a portfolio which includes advertising suggestions in the form of idea sketches for lay-

outs, display suggestions and sketches for both window and interiors and illustrations of display props.

The display props themselves are extensive. There are silk-screened vertical and horizontal mural panels (see illustration, below left), easel cards and soft sheets. The props are available for both the television and radio and Victrola lines. They are furnished by RCA Victor at no



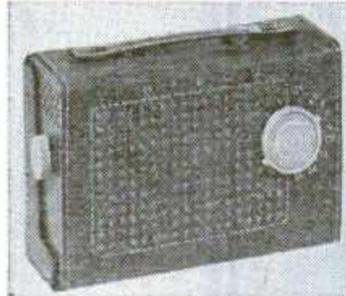
In this large area the entire display is given a unity thru use of the silk-screened, horizontal and vertical murals.

NEW PRODUCTS

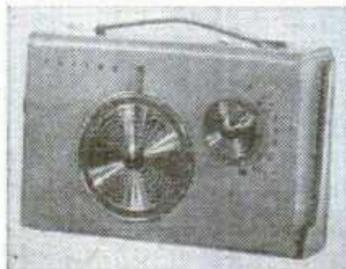
PHILCO HAS FIVE NEW RADIOS ...

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 \$47.59 for the Silver Saddle in leather. They are shown, in order, below.

Two Lady Fair models, styled



in cordovan and ivory and navy and white, are offered at \$34.95. The All-American in pigskin is available at \$36.95. The Sport-



ster 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.

charge, except for express transportation costs.

RCA Victor stresses integration of action and of merchandise. Integrated action would call for a dynamic ad program coupled with window and interior display. Integration of merchandise means the simultaneous promotion of all home entertainment media—TV (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 part of 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 phonos.

ALLIED OFFERS KLIPSCH-TYPE ENCLOSURE ...

Allied Radio Corporation is offering a low-priced series of pre-finished speaker enclosures in easy-to-assemble, knock-down form. The enclosures are of the well-known Klipsch corner-horn type. All exposed-wood panels are furniture finished and models are available for 12-inch and 15-inch speakers.

The enclosures have been designated as the Quik-Craft series



and require the use of only one tool in assembling—a screwdriver. They also include an adapter panel which permits internal mounting of tweeter components. The grill covering the front is plastic.

Pre-finished enclosures are priced at \$46.75 for the 12-inch model and \$54.75 for the 15-inch model. Unfinished models are priced at \$34.95 and \$39.95.

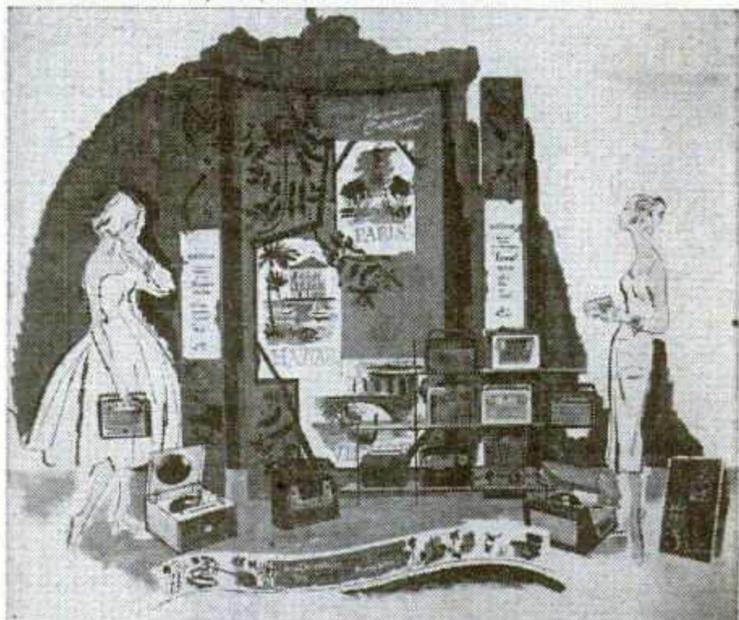
MAGNAVOX HAS NEW THREE-WAY COMBO ...

The Avenue (Model MV 175L) is the latest addition to the Magnavox line. It is a three-way combination (television-radio-phonograph) and retails at \$369.50.

TV tube is a 21-incher and the TV chassis plays the audio thru



the hi-fi amplifier and speakers. Power output is 6 watts, driving one 8-inch and one 5-inch speaker. A cross-over network is used with cross-over at 4,500 cps. Terminals are provided for an additional, remote speaker. The phonograph includes the Magnavox Imperial four-speed changer with automatic shut-off.



Copy on the backdrop reads: "Anywhere You Go, Take Along an RCA Victor Radio." This giant mural is four feet wide.



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### PEACE IN THE VALLEY

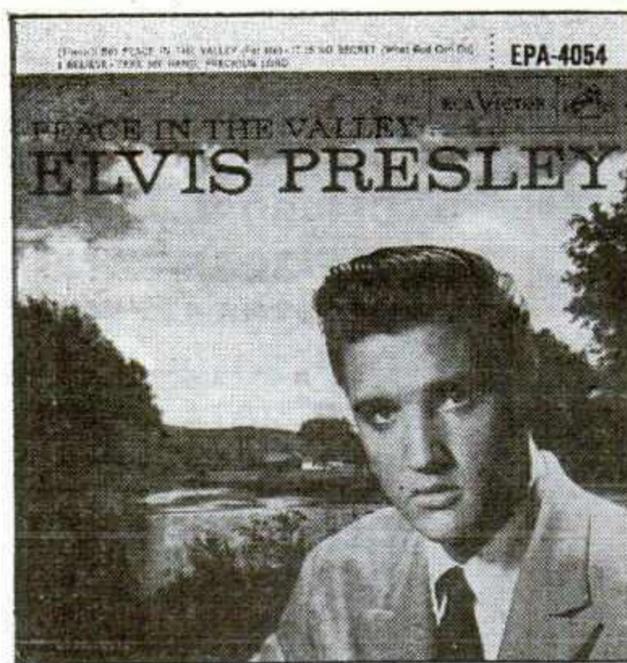
(There'll Be) PEACE IN  
THE VALLEY (for Me)

IT IS NO SECRET  
(What God Can Do)

I BELIEVE

TAKE MY HAND,  
PRECIOUS LORD

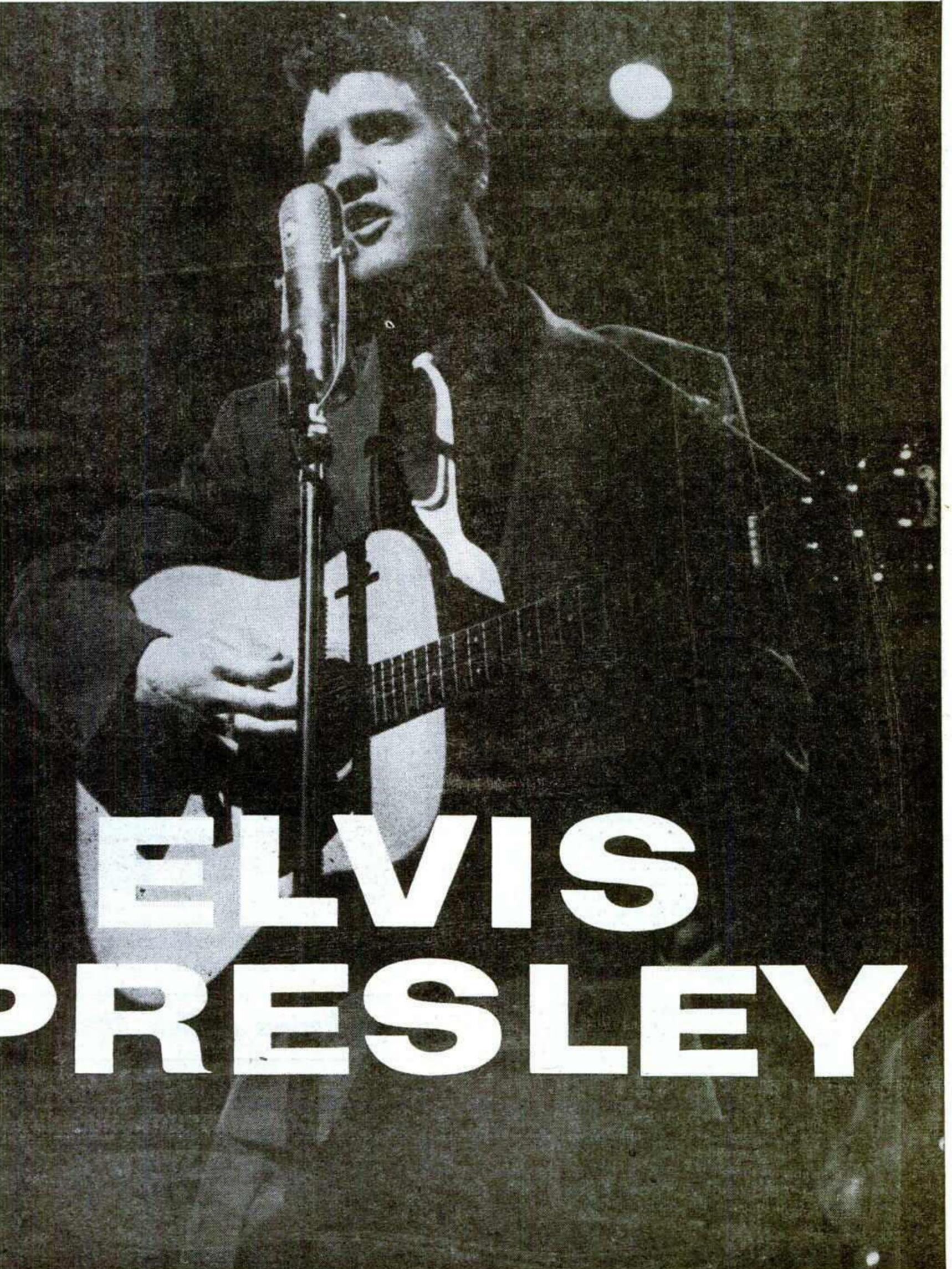
EPA-4054



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



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**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 the retail level according to The Billboard's weekly survey of top dealers in all key markets.

1. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
2. OKLAHOMA!—Sound Track.....Capitol SAO 595
3. ELVIS—Elvis Presley.....RCA Victor LPM 1382
4. MY FAIR LADY—Original Cast.....Columbia OL 5090
5. HYMNS—Tennessee Ernie Ford.....Capitol T 756
6. CLOSE TO YOU—Frank Sinatra.....Capitol T 789
7. THE KING AND I—Sound Track.....Capitol W 740
8. THE EDDIE DUCHIN STORY—Sound Track..Decca DL 8289
9. JERRY LEWIS JUST SINGS.....Decca DL 8140
10. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
11. ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK.....Verve MG 4002
12. THIS IS SINATRA—Frank Sinatra.....Capitol T 768
13. SONGS OF THE FABULOUS FIFTIES—Roger Williams.....Kapp KXL 50000
14. DAY BY DAY—Doris Day.....Columbia CL 942
15. 'S WONDERFUL—Ray Conniff.....Columbia CL 925

## • Pop Albums Coming up Strong

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

1. Rock Pretty Baby.....Sound Track  
Decca DL 8429
2. Casa Loma in Hi-Fi.....Glen Gray  
Capitol W 747
3. Tony.....Tony Bennett  
Columbia CL 938
4. Suddenly It's the Hi-Lo's.....The Hi-Lo's  
Columbia CL 952
5. Fats Domino, Vol. I.....Fats Domino  
Imperial LP 9004
6. Fats Domino, Vol. II.....Fats Domino  
Imperial LP-9009

## • Most Played by Jockeys

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

1. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
2. CLOSE TO YOU—Frank Sinatra.....Capitol W 789
3. 'S WONDERFUL—Ray Conniff.....Columbia CL 925
4. DAY BY DAY—Doris Day.....Columbia CL 942
5. TONY—Tony Bennett.....Columbia CL 938
6. ELVIS—Elvis Presley.....RCA Victor LPM 1382
7. FOUR FRESHMEN AND FIVE TRUMPETS—Four Freshmen.....Capitol T 763
8. AFTER MIDNIGHT—Nat (King) Cole.....Columbia W 782
9. SUDDENLY IT'S THE HI-LO'S—Hi-Lo's.....Columbia CL 952
10. ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK—Ella Fitzgerald.....Verve MG V 4002-3

## • Spotlight on Sound

SIBELIUS: SYMPHONY NO. 1 IN E MINOR, OP. 39 (1-12")—Philharmonia Orchestra; Paul Kletski, Cond. Angel 35313.

This disk has plenty to attract the hi-fi clan. Sibelius was much under the influence of the thunder-and-lightning romantics when he penned his first symphony. Hence, there are passages that build to terrific climaxes and will rattle the chinaware of anyone with a 10-inch speaker or better. Let your hi-fi customer experience these sustained pedal points on string bass and/or kettle drums. Or demonstrate that semi-quaver figure on the basses in the fourth movement. It's a bit hard to understand how these elements can be fully realized on anything but wide-range equipment. Hi-fi aside, this is an impassioned reading of a brilliantly lyrical score.

SOUSA-GOLDMAN-GOULD: BRASS AND PERCUSSION (1-12")—Morton Gould and his Symphonic Band. RCA Victor LM 2080.

When the diskery titled this one, they knew they had something for the tweeter-woofers group. As far as percussion goes, that bass drum sinks to a frequency range of 50 cps. while the snares and cymbals range upward to 15,000 cps and more. The Gould items, incidentally (band 1, side 1 and band 2, side 2), are the ones that will probably be the most impressive for demo purposes among the hi-fi community. Fanciers of band music can listen anywhere.

## • Review Spotlight on . . .

### Popular Albums

PAT (1-12")—Pat Boone. Dot DLP 3050

Pat Boone's first two Dot albums were smash sales items, and this package should meet with similar success. Cover packs strong teen-age appeal. Tunes are mostly in the rock and roll rhythm groove, with Boone contributing his usual solid vocal performance on "Flip, Flop and Fly," "Money Honey," "Honey Hush," etc.

ROCKIN' (1-12")—Frankie Laine, Columbia CL 975

Another top-flight collection of Laine song stylings. Title is something of a misnomer, as the dozen selections cover practically all of the singer's projection moods. Paul Weston and his ork furnish splendid backing, with arrangements penned by Weston, Russ Case and Billy May. Over-all certainly looks like hefty sales bait. Jocks might spin such samplings as "That's My Desire" and "Shine" old Laine faves newly cut for Columbia.

### Classical Albums

STRAUSS: FLEDERMAUS SUITE (1-12")—The Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5166

Another exceptionally fine package of Straussian, and one which should spark special interest. The "Fledermaus Suite" is Ormandy's own delightful arrangement of themes from the operetta, and this is its first waxing. Given the same meticulous production are the "Indigo" waltz from "A Thousand and One Nights," and two waltzes by Brother Joseph, "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) (3-12")—La Scala Co. With Maria Callas, Fedora Barbieri, etc. Herbert Von Karajan, Cond. Angel 35422-3-4

It's Callas, and it's just about a sure bet to make the charts. Once again, it's a combination of name-power, style and top-flight recording. Let your opera customers know about this one right away.

CASTELNUOVO - TEDESCO: THE LARK; FAURE: SONATA (OP. 13); VITALI: CHACONE (1-12")—Jascha Heifetz, Violin. RCA VICTOR LM 2074

Once again, Heifetz puts all other fiddlers in their places. It's an unusual, well-rounded program and to one listener the most satisfying item is the beautiful, soaring Faure, played here with model restraint. The Vitali, with organ, is thrilling—a real hair-raiser; and the Castelnuovo-Tedesco is a light, virtuoso display piece that Heifetz dispatches in absolutely dazzling fashion with nary a flaw. This 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 Slatkin, Cond. Capitol P 8369

This is an attractive programming idea — the dance music of eminent composers (Tchaikovsky, Ravel, Khatchaturian, etc.). 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," "Pavane for a Dead Princess." Slatkin evokes a broad, singing flavor from the Hollywood Bowl Symphony. Band 1, Side 1 will get the idea across.

### 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 Goldman marches, plus several hi-figenic Gould specials. Gould, more than most, knows how to get the swing and swagger into the great American marches, and he knows sound. For regular march fans, demo any of the Sousa faves, particularly one like "Thunderer," which starts with clear solo trumpet. For hi-fi buyers, play Gould's "Fourth of July," a wild collection of sonic fireworks. Should be a big seller for a long time.

### EP Spotlight

PEACE IN THE VALLEY (1-EP)—Elvis Presley. RCA Victor EPA-45054

Here's a sock EP package for all types of outlets and special seasonal appeal for Easter. Ex-choir singer Presley pulls a monumental switch, and warbles four sacred tunes with sincerity and commendable reverence. Title tune is already in demand, as result of Presley's kick-off of tune on recent Ed Sullivan TV show. Sure-fire cover spotlights the rock and roll idol in an unusually well-groomed, reflective pose. Selections include the title tune, "It's no Secret," "I Believe," and "Take My Hand, Precious Lord."

## — Album Cover of the Week —



VERDI: AIDA Complete Opera), London XLLA 13. London has come up with new covers for two of its complete opera sets: this one and also "Tosca," both of which feature Renata Tebaldi inside and on the cover. In their new dress—full color photos of the statuesque soprano in costume—the packages command attention, with particular appeal to opera addicts.

## • Reviews and Ratings of New Albums

### Popular

AN ORGAN SERENADE TO MY BEAUTIFUL LADY .....78  
Porter Heaps, Organ (1-12")  
Columbia CL 962

Porter Heaps, outstanding organist in the classical field, has devoted many of his concerts to illustrating the capacity of the Hammond organ. In this package of standards he displays a notable flair for the broader pop field. The performances are as charming as the titles, which include "My Beautiful Lady," "Linda," "Diane" and a bevy of other musical chicks. There are a lot of organ packages on the market, with more

(Continued on page 60)

### Classical

MOZART: CONCERTO FOR CLARINET QUINTET (1-12")—Benny Goodman, Clarinet; Boston Symphony Orchestra; Charles Munch, Cond. RCA Victor LM 2073 .....86

Goodman is a much better legit clarinetist now than he was when he first recorded the Quintet about 15 years ago. On both works he rates with the best disk interpreters, with Mozartian style, virtuoso command and pure sound. Needless to say, his collaborators are first-rate. Despite competition, Goodman's name (and Boston's) will make this an easy sale. Both works are masterpieces. Sound is excellent (recorded at Tanglewood).

(Continued on page 60)

### Jazz

LOUIS ARMSTRONG JAZZ CLASSICS .....78  
(1-12")  
Decca DL 8884

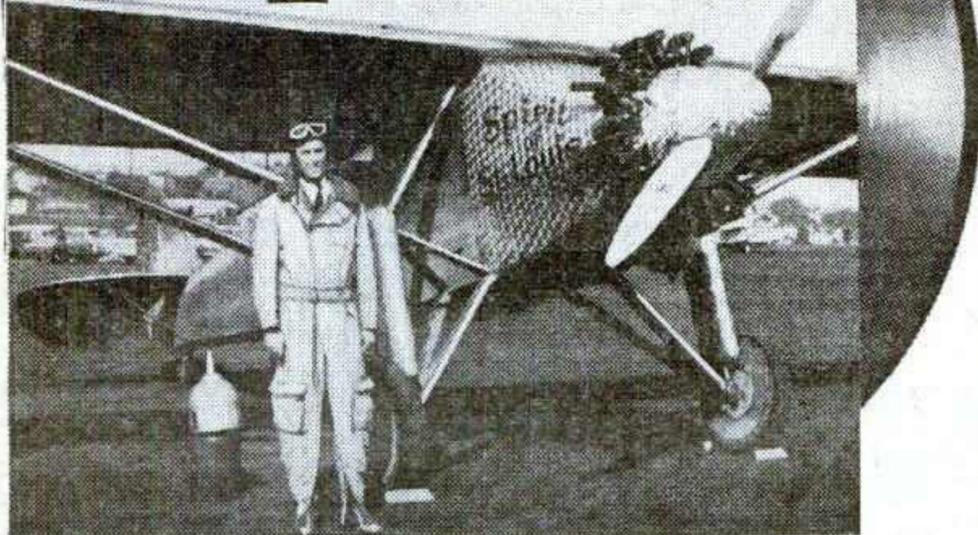
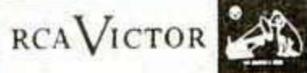
A first-class collectors item, collated from sides cut between 1936 and 1941. Satchmo is featured with his big band, and it's all his show, mainly with "middle period" remakes of old faves such as "West End Blues," "Dippermouth Blues" (with J. Dorsey), etc. Biggest drawback is the lack of personnel info and such on the back liner—material the fans like to have. The front cover is an artistic delight, however.

(Continued on page 62)

RCA VICTOR  
 MAKES YOUR  
 "SPIRIT OF  
 ST. LOUIS"  
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 TAKE OFF!



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 JAMES STEWART  
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 of  
 St. Louis



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- \* **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!
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Music in the romantic mood by Henri René and His Orch. Hi-Fi rendition of timeless favorites like "Jalousie," "Speak to Me of Love," others. Long Play CAL 353; Four selections 45 EP CAE 389



Vaughn Monroe, the Moon Maids and the Norton Sisters in an album designed for dancing. Includes "Meet Me Tonight in Dreamland," "Drifting and Dreaming," "I'll See You in My Dreams." Long Play CAL 354; Four Selections 45 EP CAE 388

Order through your RCA Victor record distributor NOW!



A natural for Easter Season sales. The well-known film star sings the Bach-Gounod "Ave Maria," "Drink to Me Only with Thine Eyes," and others. 45 EP CAE 3990

## • Reviews and Ratings of New Popular Albums

• Continued from page 58

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

### THE HI-FI HANDS OF HANK SYLVERN .....77 (1-12")

ABC-Paramount 156  
Here's a provocative multi-track package for hi-fi addicts and Sylvern fans. Sylvern is featured simultaneously on organ, novachord, piano and celeste in an impressive demonstration of his versatility and skill. In addition to its appeal as a tricked-up package, the album stacks up as listenable, highly melodic, mood music material in a dreamy instrumental groove for jocks. Selections include "Blue Moon," "It Had to Be You," and other nostalgic standards.

### WORDS IN MUSIC FROM SAMMY KAYE'S SUNDAY SERENADE .....76 (1-12")

Columbia CL 964  
A cross-section package of excerpts from the maestro's "Sunday Serenade" radio seg, which could have broad appeal for its many devotees. Kaye follows familiar format of reading homey, Edgar Guest type verse to the accompaniment of compatible classic themes. Verse here has been mostly supplied by listeners, and Kaye has backed it musically for sincere appeal and delivers it with feeling. Young fry will likely backhand it, but there's solid market for it, if properly exposed.

### PLENTY VALENTE!—SINGIN' AND SWINGIN' .....74

Caterina Valente With Sy Oliver Ork (1-12")  
Decca DL 8440  
The distinctive chanting of the chick from the Deutsche Grammophon roster, plus her American personal appearances, will keep building her sales capacity. The present package, with backing by Sy Oliver, has a fine jazz quality in many of the sides. The songs are a dozen standards — "Where or When," "Alone Together," "Poinciana," etc. This is pop fare of quality, for dealers with a knowing clientele.

### DANCING AT EL MOROCCO .....74

Charles Holden Ork (1-12")  
RKO Unique ULP 120  
Package follows a current trend to cut dance wax of some of our poshiest nitery orks. Label has caught Charles Holden's society crew at the El Morocco and results on some 25 standards will definitely intrigue terpers. The sound here is top-notch and the boys provide a real stepping beat. This could easily wrap up a

lot of interest, particularly in stores catering to "carriage trade."

### FOR WHOM THE BELL TOLLS—A TRIBUTE TO VICTOR YOUNG .....73

Harry Sukman, Piano (1-12")  
Jubilee JLP 1034  
Pianist Sukman, a protege of the late Victor Young, has cut a group of Young movie tunes for this memorial album. His keyboard work is tasteful and concise (in a classical vein) on such well-known film themes as "My Foolish Heart," "Love Letters," and "Golden Earrings." An interesting programming peg for jockeys in search of mood music with a conversation-angle.

### RUGGLES OF RED GAP .....72

Michael Redgrave, Peter Lawford, Imogene Coca, David Wayne, and Jane Powell (1-12")  
Verve MGV 15000  
The TV musical version of "Ruggles of Red Gap" didn't fare too well review or rating-wise, so the sales potential of this package isn't particularly broad. However, it does have strong name appeal for movie, TV and legit fans, which should help it on a specialized market basis. Score is tuneful, with Jane Powell—the only real vocal talent in the cast—registering best with a lovely ballad "A Ride on a Rainbow," also released by Verve as a single.

### MUSIC ON A SILVER PLATTER ...68

The Mary Kaye Trio (1-12")  
Decca DL 8454  
The Mary Kaye Trio is big-time on the nitery circuit—particularly in Las Vegas—but their sales appeal on wax isn't as potent. However, they serve up a tasteful batch of swingy selections in this package, which should fare well with Kaye fans and hipper jockeys. Excellent backing by Russ Garcia and Jud Conlon orks with Mary Kaye and brother Norman sharing vocal honors. Selections, mostly standards, include "Laura," "All the Things You Are" and "Love for Sale."

### THIS IS ROMANCE .....66

Daniel De Carlo Ork (1-12")  
Decca DL 8448  
A package of mood music recorded abroad. Usual lush sound, and the arrangements by De Carlo are sophisticated. The songs are a combination of American standards and European material, some of the latter in the light classics category. Included are "This Is Romance," "Tennessee Waltz" and "Un Peu De Reve." Moderate potential in overcrowded field.

## • Reviews and Ratings of New Classical Albums

• Continued from page 58

### ITURBI TREASURES (1-12") — Angel 35347 ..... 85

Iturbi's last Angel album, issued not many months ago, met with considerable critical approbation. This new package will share the same happy fate. It is a splendid showcase, and mirrors the pianist's powers as a virtuoso and interpreter. The repertoire is interesting—a combination of popular and relatively little-known pieces. Included are Chopin's "Polonaise in A Flat," Debussy's "Clair de Lune," Filip Lazar's "Marche Funebre," Granados' "Allegro de Concierto." Dealers with classical business can expect this to be profitable inventory. The packaging is up to the usual high standard maintained by the label.

### ORGAN MUSIC OF SPAIN AND PORTUGAL (1-12") — E. Power Biggs, Organ. Columbia KL 5167 ..... 80

This is a fine companion piece to the other Biggs recordings, in particular the recently successful "The Art of the Organ." The music spans three hundred years, from the early 16th century on. An attractive brochure describes the unique qualities of the instruments for which the music was composed. Without a trace of pedantry, Biggs manages to convey the affection of the scholar for a more or less remote subject and to develop his material in a highly popular way. The sound is superb and, like other organ waxings, will get a wide hearing in the hi-fi community.

### STEINBERG CONDUCTS WAGNER (1-12")—The Pittsburgh Symphony Orchestra. Capitol P 8365 ..... 80

Wagner serious ("Parsifal Prelude" and "Good Friday Spell") on one side, and Wagner smiling ("Siegfried Idyll" and "Die Meistersinger Prelude") on the other. These, of course, are the frequently played orchestral works of the composer and a good introduction to his music for the customer who might find a complete opera a bit weighty. The Steinberg baton draws a seamless skein of fine sound from the Pittsburgh Symphony Orchestra.

### BORODIN: SYMPHONY NO. 1 IN E FLAT; RIMSKY-KORSAKOV; CAPRICCIO ESPAGNOL (1-12") — Philharmonia Orchestra; Alceo Gallera, Cond. Angel 35346 ..... 78

This is a worthwhile item from the point of both meticulous engineering and material involved. Competition on the Borodin Symphony No. 1 is practically nil and a fine reading of it should naturally intrigue collectors. The "Capriccio," of course, has to compete with Ormandy, Kostelanetz, Fiedler and Scherchen versions, but there is great sound here and intriguing projection to make it a strong new contender.

### RUSSIAN BALLET (1-12") — Philharmonia Orchestra; Igor Markevitch, Cond. Angel 35152 ..... 78

This is a single from a special set of three previously issued by the label (Angel 3518) under the title, "Homage to Diaghilev." It comprises selections from "Swan Lake," "Les Sylphides," "The Good Humored Ladies" and "The Three Cornered Hat." The over-all make-up and projection by Markevitch and the ork again comes over delightfully, and this repackaging as a single LP, can spark plenty of interest among balletomaines. Fine merchandise for stores catering to that class of trade.

### BALAKIREV: SYMPHONY NO. 1 IN C MAJOR (1-12")—Royal Philharmonic Orchestra; Sir Thomas Beecham, Cond. An interesting LP (or any disk) "first," that any classical dealer should be able to move on recommendation. The work is romantic Russian-school, and often suggests an earlier, less virtuosic edition of "Scheherazade." Beecham conducts with a most sympathetic hand, and extracts silken and climactic sounds from his fine orchestra, with the aid of excellent recording (fine cymbal crashes!). Rich Russian melodies and instrumental colors can reach the average buyer easily.

LISZT: CONCERTO NO. 1 IN E FLAT; CHOPIN: CONCERTO NO. 2 IN F

(Continued on page 62)

Lew Douglas

Bob Anderson

The Highlights

Lou Breese

Caesar Giovannini

Betty Johnson

Bob Kames

The Loreleis

Carol Jarvis

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for a  
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# Reviews and Ratings of New Classical Albums

Continued from page 60

**MINOR (1-12")** — Leonard Pennario, Piano; The Concert Arts Orchestra; Vladimir Golschmann, Cond. Capitol P 8366 . . . . .76  
This is an entirely adequate performance of the two romantic piano showpieces. The programming of the Liszt with the Chopin is designed to point up the differences between two romantic contemporaries, which it does. The competition from other interpretations of both concertos is heavy, still, this waxing should see activity due to Pennario's popularity. Sound is excellent. Demonstrate the opening bars of either side.

**THE ART OF HAROLD BAUER, VOL. 2 (1-12")**—RCA Camden CAL 348 . . . . .70  
This is the second of a series of performance by Bauer recently issued from the Victor archives. The sound varies from fair to good; the performances are great. The selections are all very popular pieces, by Grieg, Schumann, Schubert, Chopin, Brahms, Debussy and other masters. Package is a buy at the price. Bauer makes a lot of modern pianists seem pale by comparison. Artist even cuts Paul Ackerman on the Durand waltz.

**LISZT PIANO CONCERTO NO. 1 IN E FLAT MAJOR; GRIEG PIANO CONCERTO IN A MINOR, OP. 16 (1-12")**—Richard Farrell, Piano; Halle Orchestra George Weldon, Cond. Mercury MG 50126 . . . . .70  
An okay reading of two concert "warhorses." Because of their popularity, the works have been heavily recorded and competition is overwhelming. There are no less than 14 of the Liszt and 10 of the Grieg available on disks. Particularly, there is this particular coupling by Rubenstein in a formidable interpretation. Beginning collectors, to whom the works will appeal most, may not discriminate. Demonstrate the opening bars of the first movement of either work.

**DELLO JOIO: MEDITATIONS ON ECCLESIASTES; WIGGLESWORTH: SYMPHONY NO. 1 (1-12")**—The Oslo Philharmonic Orchestra; Alfredo Antonini, Cond.; The Vienna Orchestra; F. Charles Adler, Cond. Composers Recordings CRI 110 . . . . .69  
To the average buyer, this would be one of the most interesting in the enterprising but relatively non-commercial CRI catalog. The Dello Joio, composed for dancer Jose Limon, is a powerful, colorful work—well-played and well recorded here. This one can sell if pushed. The Wigglesworth doesn't get as good a break performance-wise, but it too has color and guts. For dealers who are willing to experiment. Cover is an excellent piece of design.

**BRAMS: VIOLIN CONCERTO (1-12")**—Leonid Kogan, Violin; Orchestre De La Societe Des Concerts Du Conserva-

toire; Charles Bruck, Cond. Angel 35412 . . . . .68  
Every one of the top violinists has a recording of this popular work available, so as elegant as this reading is, there is little need for the average dealer to stock still another. The sound is okay, but not Angel's best. Connoisseurs of the fiddle may want to add this to their libraries for the sake of comparison.

**RACHMANINOFF: PIANO CONCERTO NO. 1; SAINT-SAENS: CONCERTO NO. 5 "THE EGYPTIAN" (1-12")**—Sviatoslav Richter, Piano; Moscow Youth Orchestra; Kiril Kondrashin, Cond. Monitor MC 2004 . . . . .68  
In such large-orchestra works, the Russian recording deficiencies are a big sales handicap, especially when they can sap much of the lustre of an obvious virtuoso like Richter. If one must take outdated sound on the Rachmaninoff, the composer's own disk is preferable. Richter is dynamic in the rarely-heard Saint-Saens which has many pleasing, exciting moments, but which cries for wide-open sound. Latter work could be demonstrated for buyers who enjoy discovery of obscure artists and works.

**WILLIAM MENGELBERG AND THE PHILHARMONIC ORCHESTRA OF NEW YORK (1-12")**—RCA Camden CAL 347 . . . . .67  
Second LP revival by the master conductor, gleaned from masters over 20 years old. Includes J. C. Bach's *Sinfonia in B Flat Minor*, Mozart's "Magic Flute Overture," Beethoven's "Egmont Overture," Humperdinck's "Hansel and Gretel Overture" and Saint-Saens' "Rout d'Omphale." The \$1.98 package is strictly for the connoisseur, who would want it even at a much higher price. Bargain shoppers, as such, will not be happy with the old sound. Racks should beware.

**McBRIDE: PUNCH AND JUDY; CLAFLIN: FISHHOUSE PUNCH; MOOR COTILLION SUITE (1-12")**—The Vienna Orchestra; F. Charles Adler, Cond.; The Oslo Philharmonic Orchestra; Alfredo Antonini, Cond. Composers Recordings CRI 107 . . . . .66  
As with most programs of modern American music, the market is limited to student centers, and dedicated patrons. It need not be so with the McBride, a sparkling suite composed for Martha Graham, but Adler's direction fails to give it the crackle it could use. The Claflin is a pleasing work, and the Moore, which gets better sound from the Oslo forces, is light, polite and innocuous. The McBride is the best bet for the curious.

**LAMENT FOR APRIL 15 AND OTHER MODERN MADRIGALS (1-12")**—The Randolph Singers, Composers Recordings CRI 102 . . . . .63  
One of the most unusual sets in some

weeks, in which nine modern American composers have taken a crack at the ancient vocal form of the madrigal as vehicle for some tale-spinning. Some are humorous, as Claflin's verbatim setting of the Income Tax Instructions. Some are based on ancient or contemporary poems. Most are delightful and well sung, but still, appeal is limited to the intelligentsia. College town shops could do fairly well with this.

**BRANT: ANGELS AND DEVILS; FINE: MUSIC FOR PIANO; MUTABILITY (1-12")** — Frederick Wilkins, Flute; Flute Orchestra conducted by Henry Brant; Eunice Alberts, Contralto; Irving Fine, Piano, Composers Recordings CRI 106 . . . . .59  
Another highly unusual set of contemporary American music from the specialized label, but hardly an item for the average classical stock. Music school libraries will be interested, but that may be the extent of it. The Brant sounds like the music track to a surrealist movie, and about two minutes of the sound could serve for a long time. The Fine piano Paris. His songs are often quite lovely pieces are watered-down School of and well read.

## Folk

**SABICAS—THE GREATEST FLAMENCO GUITARIST (1-12")** Elektra 117  
Sabicas is billed as "the greatest flamenco guitarist" and it isn't hard to see why. The material here is passionate and emotional within the strict forms imposed by the artist himself. His virtuosity is startling. Spin this one and wait for comments from wide-eyed listeners. An impressive LP "first."

**JOSH WHITE SINGS BALLADS—BLUES (1-12")** Elektra 114  
This latest package of Josh White material is distinctive on two counts. Firstly, it contains just about the most interesting repertoire the folk and blues stylist has waxed in a very long time—several songs which this reviewer has not heard since White recorded years ago as "Joshua White and the Carolinians." Examples are "Told My Captain," "Bury My Body," etc. Others in the package are "Prison Bound Blues" and the sophisticated "Miss Otis Regrets." Secondly, the backing, with Al Hall on bass and Sonny Greer on drums, is a real gasser. Despite these excellencies dealers are advised to buy with some caution, for a lot of White has been recently released.

**TERREA LEA AND HER SINGING GUITAR—FOLK SONGS (1-12")** ABC-Paramount ABC 161  
Package of folk material derived from American, English, Irish and Scottish sources. Terrea Lea sings the repertoire in a rich contralto, accompanying herself. Material includes "The Lass From the Low Country," "Sinner Man," "Ballynure Ballad," etc. The singer has a genuine feeling for the material and brings a trained, lush sound to her performance. Cover is an attractive display piece. The folk field is heavily competitive; dealers may purchase this moderately.

**FOLK SONGS FROM THE FAR CORNERS (1-12")** Frances Archer and Beverly Giles Disneyland WDL 3006  
Vocal duet with full orchestral backing by maestro Camarata is a lush and pleasing affair, tho limited largely by the relatively small market appeal of the repertoire. Selections are standard folk material, i.e. "Shenandoah," dressed in posh musical arrangements. The Misses Archer and Giles perform adequately but lack an air of the dramatic in their presentation.

**SONGS FROM BRAZIL (1-12")** Clara Petraglia Westminster WP 6030  
Authentic Brazilian folk material, sung with heart and a delicate lyric quality to guitar backing played by the chanter. Fine quality recording. Recommended to dealers with a trade which digs this idiom. For the general dealer, order cautiously. There are 18 selections covering a wide and unusual range.

## Latin American

**KISS OF FIRE (1-12")** De Los Rios Columbia CL 965  
Slick orchestrations of traditional South American music—much of it in the less familiar (for North Americans) category. The De Los Rios arrangements have a special appeal because of the employment of a group of native instruments (anata, caja, charango, erkencho, quena and sikus) in addition to full orchestra. This creates an exotic, authentic, as well as lush, flavor. Some of the sound is wildly unusual. Demonstrate Band 5, Side 2 for example ("India, Pajaro Campaña"). Columbia is pushing artist as the "Argentine Michel Legrand."

# Reviews and Ratings of New Albums

Continued from page 58

## Jazz

**POLKA DOTS AND MOONBEAMS (1-12")** Johnny Hamlin Quintet RCA Victor LM 1379  
Cocktail room jazz by a friendly-sounding group with no trail-blazing tendencies whatsoever. Dedicated jazz fans will shun it, but there should be a good sale in any town where the group may have appeared, and made friends. Mostly standard tunes, and "Dancing on the Ceiling" is a typical performance. If Hamlin hasn't hit your burg, stay cool, even tho it was the \$2.98 S-R-O special in January.

**FOLK JAZZ U.S.A. (1-12")** John Benson Brooks Vik IX 1083  
Title may confuse some. Actually these are folk tunes played by modern jazz musicians, with West Coast type arrangements by Brooks, Brooks, a competent veteran clarinet, is unknown in today's jazz circles—so all told, it will remain for the inordinately curious to test a track or two. All tunes are unfamiliar vehicles for the musicians, and several of the latter are not playing their accustomed horns. Zoot Sims plays alto and Al Cohn bar. Star is Nick Travis, playing trumpet. Try him on "Betsy." Even with this, it won't be an easy sale.

**THE YOUNG ONES OF JAZZ (1-12")** EmArcy MG 36085  
This is set up similar to a "sampler," but at full price. The idea itself is not commercial, since most of these names are not established, and few of the selections can be called startling. The late Clifford Brown has the only important track which has not been released in a previous set. Other artists are Jimmy Cleveland, Morgana King, John Williams, Nat Adderly, Joe Saye and Jackie Paris. The market for this may not be found easily.

**OUT OF THE ROARING TWENTIES WITH MEADE LUX LEWIS (1-12")** ABC-Paramount ABC 164  
While it's unmistakably jazz, these honky tonk and boogie stylings will sell mainly to non-jazz buyers. Lewis still packs plenty of punch in his essentially rhythmic style, but the barroom instrument he uses and the old-time repertoire would seem aimed at buyers of "sound" as such. No question about the nostalgic, ribald atmosphere created here, and the cover is a honey.

## Semi-Classical

**TRUMPET EXTRAORDINARY (1-12")** Rafael Mendez Decca DL 8427  
Rafael Mendez is a trumpeter's trumpeter as this remarkable disk demonstrates. His remarkable talent—solid musicianship and a sparkling clean tone—comes thru in this carefully engineered recording. "Flight of the Bumblebee" and "Hora Staccato" are good display pieces for Mendez' virtuosity but, actually, you can place the needle anywhere. He has solo honors on one side and is joined by his equally remarkable trumpet-playing twin sons on the other in trumpet trio arrangements and two originals. A fine recording in many respects. Cover will attract. Good item for musical instrument dealers.

**MUSIC FOR MEDITATION (1-12")** Gerald Mertens, Organ Bally BAL 12012  
This disk has great sound and a definite concept or mood. The selections constitute some of the greatest repertoire of its kind, including Massenet's "Meditation," Schumann's "Traumerei," Wagner's "Evening Star," Rubinstein's "Kamenoi-Ostrow," etc. Mertens plays these with beautiful effect on the Grand Pipe Organ of the Palais des Beaux Arts in Brussels. A fine package, and of special interest to high fidelity buyers.

**THE ROMANTIC GUITAR OF VICENTE GOMEZ (1-12")** Decca DL 8439  
The special quality of a solo guitar against an orchestral background is splendidly captured in this disk. Selections are the most familiar in the romantic-Spanish vein ("Estrallita," "Malaguena," etc.). The orchestral sound is attractive under the baton of Charles Bud Dant.

**VISTAS D'ESPANA (1-12")** Laurinda Almeida, Guitar Capitol P 8367  
This one will get a wide hearing among guitar students as well as collectors of music in the Spanish vein. Almeida has plenty of class and reveals solid musicianship in his arrangements of the works of two of Spain's foremost composers, Albeniz and Turina. Stores with a heavy

traffic in guitar students should leap on this one. Album cover will attract others.

**ANTONIO AND HIS SPANISH DANCERS (1-12")** Pablo Miquel, Piano; Symphonic Orchestra conducted by A. Curras London LL 1481  
The title tips it. The record features dancers and, granting that the Spanish terps can be heard as well as seen, it is hard to see how they can be expected to register fully when all we can use is our ears. Still, there is a segment of the record-buying public that turns to jelly at the sound  
(Continued on page 77)

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# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending March 13

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Young Love</b>		<b>1</b>	<b>12</b>		
By Carole Joyner-Rick Cartey—Published by Lowery Music (BMI) BEST SELLING RECORDS: I. Hunter, Dot 15533; S. James, Cap 3602. RECORDS AVAILABLE: R. Cartey-Jiva Jones, Vic 20-6751; Crew Cuts, Mercury 71022					
<b>2. Marianne</b>		<b>2</b>	<b>7</b>		
By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORDS: I. Gilkyson, Col 40817; Hilltoppers, Dot 15537. RECORDS AVAILABLE: B. Ives, Dec 30217; Lane Brothers, Vic 20-6810.					
<b>3. Butterfly</b>		<b>5</b>	<b>5</b>		
By A. September—Published by Mayland-Presley (BMI) BEST SELLING RECORDS: C. Gracie, Cameo 105; Andy Williams, Cadence 1308 RECORDS AVAILABLE: B. Allen, Eldorado 505; B. Carroll, Bally 1028; B. Johnson, King 5014; B. Williams, Coral 61795.					
<b>4. Don't Forbid Me</b>		<b>3</b>	<b>13</b>		
By Singleton—Published by Roosevelt (BMI) BEST SELLING RECORD: P. Boone, Dot 15521. RECORD AVAILABLE: E. Tubb, Dec 30219.					
<b>5. Too Much</b>		<b>4</b>	<b>9</b>		
By Lee Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6800.					
<b>6. Party Doll</b>		<b>9</b>	<b>4</b>		
By Jim Bowen-Buddy Knox—Published by Jackie Music (BMI) BEST SELLING RECORD: B. Knox, Roulette 4002; S. Lawrence, Coral 61792. RECORDS AVAILABLE: Roy Brown, Imperial 5427; W. Manone, Dec 30211.					
<b>7. Round and Round</b>		<b>10</b>	<b>3</b>		
By Lou Stallman-Joe Shapiro—Published by Rush (BMI) BEST SELLING RECORD: P. Como, Vic 20-6815.					
<b>8. Teen-Age Crush</b>		<b>7</b>	<b>5</b>		
By Audrey Allison-Joe Allison—Published by Central Songs, Inc (BMI) BEST SELLING RECORD: T. Sands, Cap F3639.					
<b>9. Banana Boat Song</b>		<b>6</b>	<b>13</b>		
By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) BEST SELLING RECORD: Tartiers, Glory 249. RECORDS AVAILABLE: Buchanan & Goodman, Luniverse 103; Fontane Sisters, Dot 15527; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020.					
<b>10. Banana Boat (Day-O)</b>		<b>8</b>	<b>10</b>		
By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) BEST SELLING RECORD: H. Belafonte, Vic 20-6771.					

### Second Ten

<b>11. I'm Walkin'</b>		<b>21</b>	<b>2</b>		
By Al Domino, D. Bartholomew—Published by Reeve (BMI) BEST SELLING RECORD: F. Domino, Imperial 5428.					
<b>12. Who Needs You?</b>		<b>12</b>	<b>5</b>		
By Stillman-R. Allen—Published by Korwin (ASCAP) BEST SELLING RECORD: Four Lads, Columbia 40811.					
<b>13. Why Baby Why?</b>			<b>1</b>		
By Dixon-Harrison—Published by Winneton Music Corp. (BMI) BEST SELLING RECORD: P. Boone, Dot 15545.					
<b>14. Cinco Robles</b>		<b>14</b>	<b>9</b>		
By Dorothy Wright-Larry Sullivan—Published by Warman (BMI) BEST SELLING RECORD: R. Arms, Era 1026. RECORDS AVAILABLE: D. Elliott, RPM 483; L. Paul-M. Ford, Cap 3612; L. Welk, Coral 61765.					
<b>15. Love Is Strange</b>		<b>15</b>	<b>10</b>		
By Ethel Smith—Published by Ben Ghaze (BMI) BEST SELLING RECORD: Mickey & Sylvia, Groove 0175 RECORD AVAILABLE: Luther & Little Eva, King 5010.					
<b>15. Moonlight Gambler</b>		<b>11</b>	<b>15</b>		
By Hilliard-Springer—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: F. Laine, Col 40780. RECORD AVAILABLE: W. Atwell, London 1724					
<b>17. Little Darlin'</b>			<b>1</b>		
By M. Williams—Published by Excellorec Music (BMI) BEST SELLING RECORDS: Diamonds, Mercury 71060; Gladiolas, Excello 2101.					
<b>18. Almost Paradise</b>		<b>18</b>	<b>3</b>		
By Norman Petty—Published by Peer International Corp. (BMI) BEST SELLING RECORD: R. Williams, Kapp 175. RECORDS AVAILABLE: J. Carroll, Unique 388; N. Petty Trio, ABC-Paramount, 9787; L. Stein, Unique 385.					
<b>18. Walkin' After Midnight</b>		<b>22</b>	<b>2</b>		
By Don Hecht-Allan Black—Published by Four Star (BMI) BEST SELLING RECORD: P. Cline, Dec 30221. RECORDS AVAILABLE: E. Dean, Sage 231; O. Williams, King 6115; L. Howard, Accent 1044.					
<b>20. Blue Monday</b>		<b>16</b>	<b>11</b>		
By D. Bartholomew-A. Domino—Published by Commodore (BMI) BEST SELLING RECORD: F. Domino, Imperial 5417.					

### Third Ten

<b>21. Come Go With Me</b>		<b>29</b>	<b>2</b>		
By C. E. Quick—Published by Gil-Fee Bee (BMI) RECORDS AVAILABLE: Dell-Vikings, Dot 15538; Federals, De Luxe 6112; S. Gale, Dec 30321.					
<b>21. Gone</b>		<b>28</b>	<b>2</b>		
By S. Rogers—Published by Hill & Range (BMI) RECORD AVAILABLE: F. Huskey, Cap 3628.					
<b>23. Singing the Blues</b>		<b>13</b>	<b>21</b>		
By Endsley—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: G. Mitchell, Col 40769; M. Robbins, Col 21545.					
<b>23. True Love</b>		<b>17</b>	<b>26</b>		
By Cole Porter—Published by Buxton Hill (ASCAP) RECORDS AVAILABLE: Bing Crosby-G. Kelly, Cap 3507; K. Kallen, Dec 29959; J. Powell, Verve 2018; M. Whiting, Cap 3473.					
<b>25. You Don't Owe Me a Thing</b>		<b>18</b>	<b>9</b>		
By Robbins—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: M. Robbins, Co: 43706; La Dell Sisters, Mercury 70888; J. Ray, Col 40803.					
<b>26. Chantez Chantez</b>			<b>1</b>		
By Albert Gamse-Irving Fields—Published by Cromwell (ASCAP) RECORD AVAILABLE: D. Shore, Vic 20-6792.					
<b>26. Wringle Wrangle</b>		<b>24</b>	<b>7</b>		
By Jones—Published by Disney (ASCAP) RECORDS AVAILABLE: R. Allen, Dec 30205; L. Dreslar, Mercury 71010; M. Griffin, Dec 30131; B. Hayes, ABC-Paramount 9785; V. Monroe, Vic WBY-56; F. Parker, Disneyland F 43.					
<b>28. I'm Stickin' With You</b>		<b>27</b>	<b>2</b>		
By Bowen-Knox—Published by Jackie (BMI) RECORD AVAILABLE: J. Bowen, Roulette 4001.					
<b>29. Jim Dandy</b>		<b>29</b>	<b>8</b>		
By Chase—Published by Raleigh (BMI) RECORD AVAILABLE: L. Baker, Atlantic 1116.					
<b>30. Anastasia</b>		<b>26</b>	<b>8</b>		
By Webster-Newman—Published by Leo Feist (ASCAP) RECORDS AVAILABLE: P. Boone, Dot 15521; L. Holmes, M-G-M 12392; Jones, Boys, Liberty 55046; G. Lombardo, Cap 3601; R. Williams, Kapp 169; V. Young-A. Newman, Dec 30164.					

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## **BAMBOOZLED**



RECORD NO. 3680



### Best Sellers in Stores

For survey week ending March 13

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

This Week	Last Week	Weeks on Chart	Title	Label
1		10	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533	
2		5	<b>TEEN-AGE CRUSH (BMI)—T. Sands</b> Hep Dee Hootie (BMI)—Cap 3639	
3	10	4	<b>PARTY DOLL (BMI)—B. Knox</b> My Baby's Gone (BMI)—Roulette 4002	
4	9	3	<b>ROUND AND ROUND (BMI)—P. Como</b> Mi Casa, Su Casa (ASCAP)—Vic 20-6815	
5	7	5	<b>BUTTERFLY (BMI)—C. Gracie</b> Ninety-Nine Ways (BMI)—Cameo 105	
6	14	3	<b>I'M WALKIN' (BMI)—F. Domino</b> I'm in the Mood for Love (ASCAP)—Imperial 5428	
7	3	9	<b>TOO MUCH (BMI)—E. Presley</b> Playing for Keeps (BMI)—Vic 20-6800	
8	5	11	<b>BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte</b> Star-O (ASCAP)—Vic 20-6771	
9	6	6	<b>MARIANNE (BMI)—T. Gilkysen</b> Goodbye, Chiquita (BMI)—Col 40817	
10	12	4	<b>BUTTERFLY (BMI)—A. Williams</b> It Doesn't Take Very Long (ASCAP)—Cadence 1308	
11	4	14	<b>DON'T FORBID ME (BMI)—P. Boone</b> Anastasia (ASCAP)—Dot 15521	
12	8	12	<b>YOUNG LOVE (BMI)—S. James</b> You're the Reason (I'm in Love) (BMI)—Cap 3602	
13	13	6	<b>MARIANNE (BMI)—Hilltoppers</b> You're Wasting Your Time (ASCAP)—Dot 15537	
14	22	2	<b>LITTLE DARLIN' (BMI)—Diamonds</b> Faithful and True (BMI)—Mercury 71060	
15	19	4	<b>COME GO WITH ME (BMI)—D. Vikings</b> How Can I Find Love? (BMI)—Dot 15538	
16	11	11	<b>LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia</b> I'm Going Home (BMI)—Groove 0175	
17	21	2	<b>PARTY DOLL (BMI)—S. Lawrence</b> Pum-Pa-Lum (ASCAP)—Coral 61792	
18		1	<b>WHY, BABY, WHY? (BMI)—P. Boone</b> <b>I'M WAITING JUST FOR YOU (BMI)—Dot 15545</b>	
19		1	<b>GONE (BMI)—F. Husky</b> Missing Persons (BMI)—Capitol 3628	
20	18	3	<b>I'M STICKIN' WITH YOU (BMI)—J. Bowen</b> Ever-Lovin' Fingers (BMI)—Roulette 4001	
21	24	4	<b>WALKIN' AFTER MIDNIGHT (BMI)—P. Cline</b> Poor Man's Roses (ASCAP)—Dec 30221	
22	20	6	<b>WHO NEEDS YOU? (ASCAP)—Four Lads</b> It's So Easy to Forget (BMI)—Col 40811	
23	16	15	<b>MOONLIGHT GAMBLER (ASCAP)—F. Laine</b> Lotus Land (ASCAP)—Col 40780	
24	17	14	<b>BANANA BOAT SONG (BMI)—Tarriers</b> No Hidin' Place (BMI)—Glory 249	
25	15	11	<b>BLUE MONDAY (BMI)—F. Domino</b> What's the Reason (I'm Not Pleading You?) (ASCAP)—Imperial 5417	

### Most Played in Juke Boxes

For survey week ending March 13

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

This Week	Last Week	Weeks on Chart	Title	Label
1		9	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533	
2		7	<b>TOO MUCH (BMI)—E. Presley</b> Playing for Keeps (BMI)—Vic 20-6800	
3		11	<b>DON'T FORBID ME (BMI)—P. Boone</b> Anastasia (ASCAP)—Dot 15521	
4	6	5	<b>MARIANNE (BMI)—Hilltoppers</b> You're Wasting Your Time (ASCAP)—Dot 15537	
5	4	9	<b>YOUNG LOVE (BMI)—S. James</b> You're the Reason (I'm in Love) (BMI)—Cap 3602	
6	8	5	<b>MARIANNE (BMI)—T. Gilkysen</b> Goodbye, Chiquita (BMI)—Col 40817	
7	13	3	<b>BUTTERFLY (BMI)—A. Williams</b> It Doesn't Take Very Long (ASCAP)—Cadence 1308	
8	5	8	<b>BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte</b> Star-O (ASCAP)—Vic 20-6771	
9	14	4	<b>TEEN-AGE CRUSH (BMI)—T. Sands</b> Hep Dee Hootie (BMI)—Cap 3639	
10	9	11	<b>BANANA BOAT SONG (BMI)—Tarriers</b> No Hidin' Place (BMI)—Glory 249	
11	10	9	<b>BLUE MONDAY (BMI)—F. Domino</b> What's the Reason (I'm Not Pleading You) (ASCAP)—Imperial 5417	
12	15	4	<b>BUTTERFLY (BMI)—C. Gracie</b> Ninety-Nine Ways (BMI)—Cameo 105	
13	7	12	<b>MOONLIGHT GAMBLER (ASCAP)—F. Laine</b> Lotus Land (ASCAP)—Col 40780	
14	18	3	<b>PARTY DOLL (BMI)—B. Knox</b> My Baby's Gone (BMI)—Roulette 4002	
15		1	<b>ROUND AND ROUND (BMI)—P. Como</b> Mi Casa, Su Casa (ASCAP)—Vic 20-6815	
16	20	2	<b>WALKIN' AFTER MIDNIGHT (BMI)—P. Cline</b> Poor Man's Roses (BMI)—Dec 30221	
17	12	7	<b>YOU DON'T OWE ME A THING (BMI)—J. Ray</b> Look Homeward, Angel (BMI)—Col 40803	
18	11	20	<b>SINGING THE BLUES (BMI)—G. Mitchell</b> Crazy With Love (ASCAP)—Col 40769	
19	19	2	<b>PARTY DOLL (BMI)—S. Lawrence</b> Pum-Pa-Lum (ASCAP)—Coral 61792	
20	16	5	<b>KNEE DEEP IN THE BLUES (BMI)—G. Mitchell</b> Take Me Back (ASCAP)—Col 40820	
20		1	<b>I'M WALKIN' (BMI)—F. Domino</b> I'm in the Mood for Love (ASCAP)—Imperial 5428	

### Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart	Title
1		9	Young Love (Lowery)
2		4	Marianne (Montclare)
3		10	Banana Boat Song (E. B. Marks-Bryden)
4		9	Don't Forbid Me (Roosevelt)
5		2	Butterfly (Mayland-Presley)
6		26	True Love (Buxton Hill)
6		6	Cinco Robles (Warman)
8		1	Why, Baby, Why? (Winneton)
9		6	Too Much (Southern Belle-Presley)
9		2	Round and Round (Rush)
11		2	Who Needs You (Korwin)
12		1	Almost Paradise (Peer)
12		1	Chantez Chantez (Cromwell)
14		9	Anastasia (Feist)
15		23	Love Me Tender (Presley)

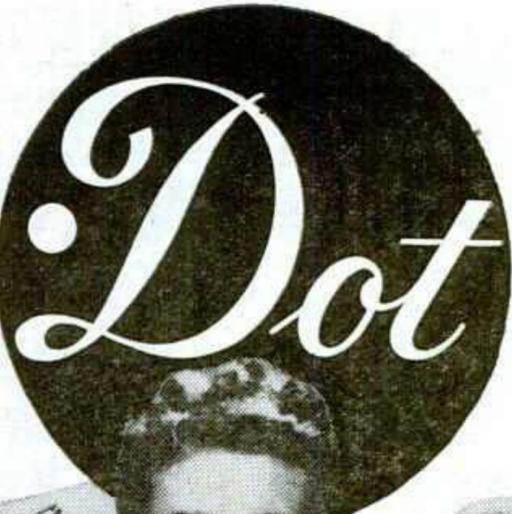
### Most Played by Jockeys

For survey week ending March 13

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

This Week	Last Week	Weeks on Chart	Title	Label
1		10	<b>YOUNG LOVE (BMI)—T. Hunter</b> Red Sails in the Sunset (ASCAP)—Dot 15533	
2		3	<b>BUTTERFLY (BMI)—A. Williams</b> It Doesn't Take Very Long (ASCAP)—Cadence 1308	
3		12	<b>YOUNG LOVE (BMI)—S. James</b> You're the Reason (I'm in Love) (BMI)—Cap 3602	
4		13	<b>DON'T FORBID ME (BMI)—P. Boone</b> Anastasia (ASCAP)—Dot 15521	
5		8	<b>TOO MUCH (BMI)—E. Presley</b> Playing for Keeps (BMI)—Vic 20-6800	
6		4	<b>TEEN-AGE CRUSH (BMI)—T. Sands</b> Hep Dee Hootie (BMI)—Cap 3639	
7		4	<b>ROUND AND ROUND (BMI)—P. Como</b> Mi Casa, Su Casa (ASCAP)—Vic 20-6815	
8		7	<b>MARIANNE (BMI)—T. Gilkysen</b> Goodbye, Chiquita (BMI)—Col 40817	
9		7	<b>MARIANNE (BMI)—Hilltoppers</b> You're Wasting Your Time (ASCAP)—Dot 15537	
10		11	<b>BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte</b> Star-O (ASCAP)—Vic 20-6771	
11		3	<b>PARTY DOLL (BMI)—B. Knox</b> My Baby's Gone (BMI)—Roulette 4002	
12		1	<b>I'M WALKIN' (BMI)—F. Domino</b> I'm in the Mood for Love (ASCAP)—Imperial 5428	
13		6	<b>WHO NEEDS YOU (ASCAP)—Four Lads</b> It's So Easy to Forget (BMI)—Col 40811	
14		4	<b>BUTTERFLY (BMI)—C. Gracie</b> Ninety-Nine Ways (BMI)—Cameo 105	
15		7	<b>LOVE IS STRANGE (BMI)—Mickey &amp; Sylvia</b> I'm Going Home (BMI)—Groove 0175	
16		2	<b>GONE (BMI)—F. Husky</b> Missing Persons (BMI)—Cap 3628	
17		2	<b>PARTY DOLL (BMI)—S. Lawrence</b> Pum-Pa-Lum (ASCAP)—Coral 61792	
18		13	<b>BANANA BOAT SONG (BMI)—Tarriers</b> No Hidin' Place (BMI)—Glory 249	
19		5	<b>BALLERINA (ASCAP)—Nat (King) Cole</b> You Are My First Love (ASCAP)—Cap 3619	
20		1	<b>WHY, BABY, WHY (BMI)—P. Boone</b> I'm Waiting Just for You (BMI)—Dot 15545	
21		15	<b>MOONLIGHT GAMBLER (ASCAP)—F. Laine</b> Lotus Land (ASCAP)—Col 40780	
22		10	<b>YOU DON'T OWE ME A THING (BMI)—J. Ray</b> Look Homeward, Angel (BMI)—Col 40803	
23		9	<b>BLUE MONDAY (BMI)—F. Domino</b> What's the Reason (I'm Not Pleading You) (ASCAP)—Imperial 5417	
24		2	<b>WALKIN' AFTER MIDNIGHT (BMI)—P. Cline</b> Poor Man's Roses (BMI)—Dec 30221	
25		1	<b>POOR MAN'S ROSES (ASCAP)—P. Page</b> Wall (ASCAP)—Mercury 71059	

# The Top Artists are on



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A HIT DELUXE 6107 A HIT

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BIG DADDY—KING 5013

### BACON FAT b/w BAD BOY

LUTHER AND LITTLE EVA—KING 5010

### LOVE IS STRANGE b/w AIN'T GOT NO HOME

JAMES BROWN AND THE FAMOUS FLAMES

### GONNA TRY b/w CAN'T BE THE SAME FEDERAL 12292

THE MIDNIGHTERS—FEDERAL 12288

### LET ME HOLD YOUR HAND b/w OOH BAH BABY

### THE DRIVERS DANGEROUS LIPS b/w OH MISS NELLIE DELUXE 6117

CHRIS COLUMBO

### OH YEAH! PARTS 1 and 2 KING 5012

### BOYD BENNETT AND HIS ROCKETS I'M MOVING ON b/w BIG JAY SHUFFLE KING 5021

### JAMES BROWN AND THE FAMOUS FLAMES JUST WON'T DO RIGHT b/w LET'S MAKE IT FEDERAL 12289

### HAL SINGER EARLY HOURS b/w CATNIP DELUXE 6114

### JERRY DORN THE KEY b/w QUICKSAND King 5029

THE QUARTER NOTES  
COME DE NIGHT b/w LOVELINESS  
DELUXE 6116

DISTRIBUTED BY

# KING RECORDS

KING - FEDERAL - DELUXE

## Territorial Best Sellers

For survey week ending March 13

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

### Atlanta

1. Young Love, S. James, Cap.
2. Marianne, T. Gilkyson, Col.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Gone, F. Husky, Cap.
5. Don't Forbid Me, P. Boone, Dot
6. Too Much, E. Presley, Vic.

### Baltimore

1. Come Go With Me, D. Vikings, Dot
2. Butterfly, C. Gracie, Cam.
3. Just Because, L. Price, Pmt.
4. I'm Walkin', F. Domino, Imp.
5. Lucky Lips, R. Brown, Atl.
6. Party Doll, B. Knox, Rit.
7. Round and Round, P. Como, Vic.
8. Young Love, S. James, Cap.
9. Walkin' After Midnight, P. Cline, Dec.
10. Little Darlin', Diamonds, Mer.

### Boston

1. Party Doll, B. Knox, Rit.
2. Butterfly, C. Gracie, Cam.
3. Pamela Throws a Party J. Reisman, Vic.
4. Round and Round, P. Como, Vic.
5. Written on the Wind, Four Aces, Dec.
6. Gone, F. Husky, Cap.
7. I'm Stickin' With You, J. Bowen, Rit.
8. Come Go With Me, D. Vikings, Dot
9. Marianne, T. Gilkyson, Col.
10. Only One Love, G. Hamilton IV, Pmt.

### Buffalo

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

### Chicago

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

### Cincinnati

1. Butterfly, A. Williams, Cdc.
2. Round and Round, P. Como, Vic.
3. Don't Forbid Me, P. Boone, Dot
4. I'm Walkin', F. Domino, Imp.
5. So Rare, J. Dorsey, Fty.
6. Love Is Strange, Mickey & Sylvia, Grv.
7. Marianne, T. Gilkyson, Col.
8. Little Darlin', Diamonds, Mer.
9. Young Love, T. Hunter, Dot
10. Teen-Age Crush, T. Sands, Cap.

### Cleveland

1. Round and Round, P. Como, Vic.
2. Gone, F. Husky, Cap.
3. Little Darlin', Diamonds, Mer.
4. Party Doll, S. Lawrence, Cor.
5. I'm Stickin' With You, J. Bowen, Rit.
6. Come Go With Me, D. Vikings, Dot
7. Marianne, T. Gilkyson, Col.
8. I'm Walkin', F. Domino, Imp.
9. Teen-Age Crush, T. Sands, Cap.
10. Who Needs You? Four Lads, Col.

### Dallas-Fort Worth

1. Love Is Strange, Mickey & Sylvia, Grv.
2. I'm Walkin', F. Domino, Imp.
3. Party Doll, B. Knox, Rit.
4. Banana Boat (Day-O) H. Belafonte, Vic.
5. Marianne, T. Gilkyson, Col.
6. Butterfly, C. Gracie, Cam.
7. Butterfly, A. Williams, Cdc.
8. Wonderful, Wonderful, J. Mathis, Col.
9. Young Love, S. James, Cap.

### Denver

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

### Detroit

1. Come Go With Me, D. Vikings, Dot
2. Party Doll, B. Knox, Rit.
3. Round and Round, P. Como, Vic.
4. Butterfly, A. Williams, Cdc.
5. Teen-Age Crush, T. Sands, Cap.
6. Little Darlin', Diamonds, Mer.
7. I'm Walkin', F. Domino, Imp.
8. Marianne, T. Gilkyson, Col.
9. I'm Stickin' With You, J. Bowen, Rit.
10. Almost Paradise, R. Williams, Kap.

### Kansas City

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

### Los Angeles

1. Young Love, T. Hunter, Dot
2. Don't Forbid Me, E. Presley, Vic.
3. Marianne, T. Gilkyson, Col.
4. Banana Boat (Day-O) H. Belafonte, Vic.
5. Round and Round, P. Como, Vic.
6. I'm Walkin', F. Domino, Imp.
7. I'm Waiting Just for You P. Boone, Dot
8. I Dreamed, B. Johnson, Bly.

### Milwaukee

1. Round and Round, P. Como, Vic.
2. Butterfly, A. Williams, Cdc.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Party Doll, S. Lawrence, Cor.
5. Teen-Age Crush, T. Sands, Cap.
6. Young Love, S. James, Cap.
7. Don't Forbid Me, P. Boone, Dot
8. Marianne, T. Gilkyson, Col.
9. Only One Love, G. Hamilton IV, Pmt.

### Minneapolis-St. Paul

1. Marianne, T. Gilkyson, Col.
2. Butterfly, A. Williams, Cdc.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Party Doll, S. Lawrence, Cor.
5. Young Love, T. Hunter, Dot
6. Gone, F. Husky, Cap.
7. Come Go With Me, D. Vikings, Dot
8. Teen-Age Crush, T. Sands, Cap.
9. I'm Walkin', F. Domino, Imp.
10. I Miss You So, C. Connor, Atl.

### New Orleans

1. Teen-Age Crush, T. Sands, Cap.
2. I'm Walkin', F. Domino, Imp.
3. Young Love, S. James, Cap.
4. Love Is Strange, Mickey & Sylvia, Grv.
5. Little Darlin', Diamonds, Mer.
6. Too Much, E. Presley, Vic.
7. Thousand Miles Away, Heartbeats, Rma.
8. Marianne, Hilltoppers, Dot
9. Marianne, T. Gilkyson, Col.
10. Only One Love, G. Hamilton IV, Pmt.

### New York

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

### Philadelphia

1. Young Love, T. Hunter, Dot
2. Butterfly, C. Gracie, Cam.
3. Marianne, T. Gilkyson, Col.
4. Almost Paradise, L. Stein, Unq.
5. Banana Boat (Day-O) H. Belafonte, Vic.
6. Banana Boat Song, Trarriers, Gly.
7. Round and Round, P. Como, Vic.
8. Marianne, Hilltoppers, Dot
9. Young Love, S. James, Cap.

### Pittsburgh

1. Little Darlin', Diamonds, Mer.
2. Teen-Age Crush, T. Sands, Cap.
3. Party Doll, B. Knox, Rit.
4. Young Love, T. Hunter, Dot
5. Banana Boat (Day-O) H. Belafonte, Vic.
6. Round and Round, P. Como, Vic.
7. Banana Boat Song, Trarriers, Gly.
8. Marianne, Hilltoppers, Dot
9. Poor Man's Roses, P. Page, Mer.
10. I'm Walkin', F. Domino, Imp.

### St. Louis

1. Butterfly, C. Gracie, Cam.
2. Round and Round, P. Como, Vic.
3. Teen-Age Crush, T. Sands, Cap.
4. Pretend, T. Smith, Uni.
5. Young Love, T. Hunter, Dot
6. Walkin' After Midnight, P. Cline, Dec.
7. Marianne, T. Gilkyson, Col.
8. Love Is Strange, Mickey & Sylvia, Grv.
9. Rock-a-Bye Your Baby, J. Lewis, Dec.
10. Only One Love, G. Hamilton IV, Pmt.

### San Francisco

1. Young Love, T. Hunter, Dot
2. Banana Boat (Day-O) H. Belafonte, Vic.
3. Marianne, T. Gilkyson, Col.
4. Don't Forbid Me, P. Boone, Dot
5. Little Darlin', Diamonds, Mer.
6. Too Much, E. Presley, Vic.
7. Butterfly, A. Williams, Cdc.
8. I Dreamed, B. Johnson, Bly.

### Seattle

1. Party Doll, B. Knox, Rit.
2. Butterfly, A. Williams, Cdc.
3. Teen-Age Crush, T. Sands, Cap.
4. Come Go With Me, D. Vikings, Dot
5. Banana Boat (Day-O) H. Belafonte, Vic.
6. Ever-Lovin' Fingers, J. Bowen, Rit.
7. Marianne, Hilltoppers, Dot
8. Young Love, S. James, Cap.
9. Little Darlin', Diamonds, Mer.

### Toronto

1. Butterfly, A. Williams, Cdc.
2. Marianne, Hilltoppers, Dot
3. Party Doll, S. Lawrence, Cor.
4. Round and Round, P. Como, Vic.
5. Young Love, S. James, Cap.
6. Don't Forbid Me, P. Boone, Dot
7. Banana Boat Song, Trarriers, Gly.
8. Little Darlin', Diamonds, Mer.

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*with Billy May's Music*

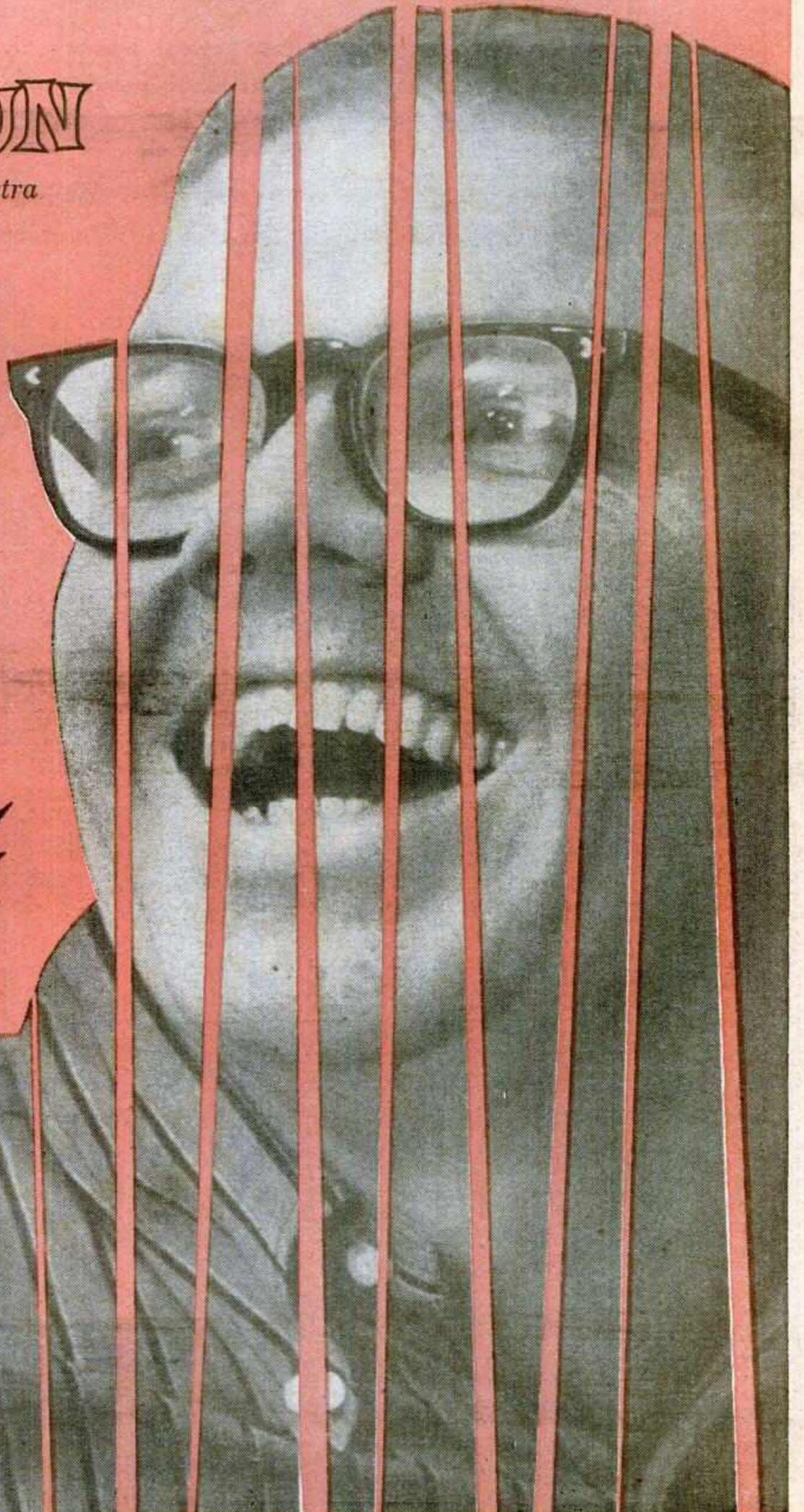
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# THE TOP 100

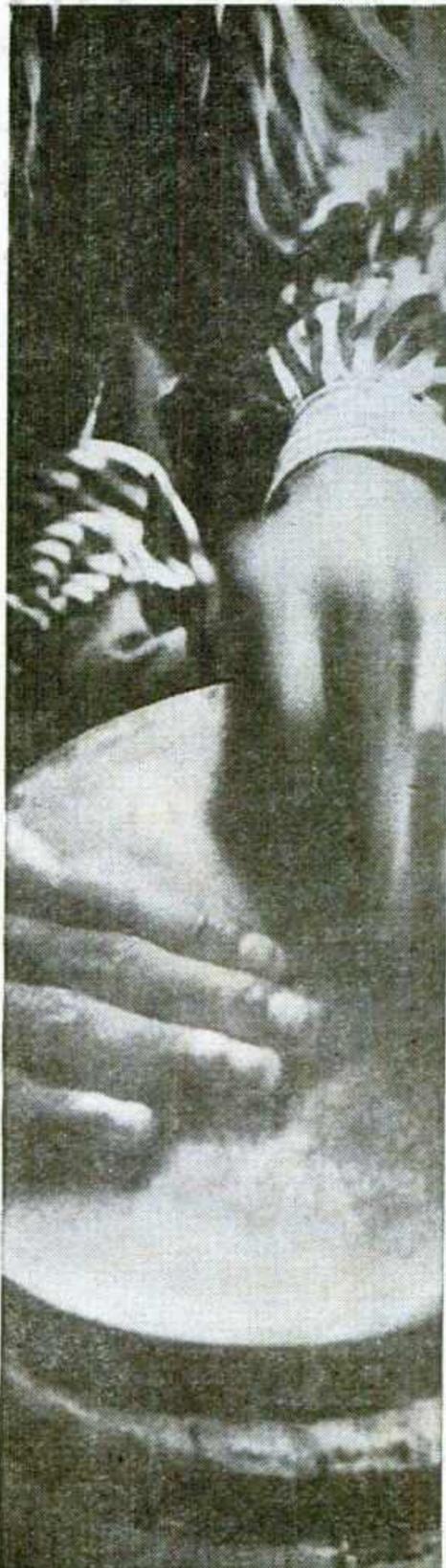
For survey week ending March 13

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

Pos.	Song, Artist, Label	Last Week
1.	YOUNG LOVE, T. Hunter, Dot	1
2.	TOO MUCH, E. Presley, Victor	2
3.	TEEN-AGE CRUSH, T. Sands, Capitol	7
4.	DON'T FORBID ME, P. Boone, Dot	3
5.	BUTTERFLY, A. Williams, Cadence	9
6.	YOUNG LOVE, S. James, Capitol	4
7.	MARIANNE, T. Gilkyson, Columbia	5
8.	ROUND AND ROUND, P. Como, Victor	12
9.	BANANA BOAT (DAY-O), H. Belafonte, Victor	6
9.	MARIANNE, Hilltoppers, Dot	8
11.	PARTY DOLL, B. Knox, Roulette	13
12.	BUTTERFLY, C. Gracie, Cameo	11
13.	I'M WALKIN', F. Domino, Imperial	27
14.	BANANA BOAT SONG, Tarriers, Glory	17
15.	PARTY DOLL, S. Lawrence, Coral	20
15.	LOVE IS STRANGE, Mickey & Sylvia, Groove	15
17.	MOONLIGHT GAMBLER, F. Laine, Columbia	10
17.	WHO NEEDS YOU, Four Lads, Columbia	16
19.	BLUE MONDAY, F. Domino, Imperial	14
20.	WALKIN' AFTER MIDNIGHT, P. Cline, Decca	21
21.	GONE, F. Husky, Capitol	28
22.	LITTLE DARLIN', Diamonds, Mercury	67
23.	WHY, BABY, WHY? P. Boone, Dot	49
24.	COME GO WITH ME, D. Vikings, Dot	26
25.	SINGING THE BLUES, G. Mitchell, Columbia	18
26.	JIM DANDY, L. Baker, Atlantic	23
27.	I DREAMED, B. Johnson, Bally	22
28.	KNEE DEEP IN THE BLUES, G. Mitchell, Columbia	24
29.	I'M STICKIN' WITH YOU, J. Bowen, Roulette	25
30.	LUCKY LIPS, R. Brown, Atlantic	30
31.	POOR MAN'S ROSES, P. Page, Mercury	66
32.	I'M SORRY, Platters, Mercury	—
33.	MAMA LOOK-A BOO-BOO, H. Belafonte, Victor	—
33.	ONLY ONE LOVE, G. Hamilton IV, ABC-Paramount	36
35.	ALMOST PARADISE, R. Williams, Kapp	40
36.	CINCO ROBLES, L. Paul & M. Ford, Capitol	44
37.	WRINGLE WRANGLE, F. Parker, Disneyland	33
38.	I'M WAITING JUST FOR YOU, P. Boone, Dot	58
39.	CINCO ROBLES, R. Arms, Era	31
40.	YOUR WILD HEART, J. Layne, Mercury	41
41.	BALLERINA, Nat (King) Cole, Capitol	38
41.	CHANTEZ CHANTEZ, D. Shore, Victor	38
43.	BAD BOY, Jive Bombers, Savoy	36
43.	WALL, P. Page, Mercury	63
45.	ALMOST PARADISE, L. Stein, Unique	43
45.	TRICKY, R. Marterie, Mercury	53
47.	WRINGLE WRANGLE, B. Hayes, ABC-Paramount	52
48.	CAN I STEAL A LITTLE LOVE? F. Sinatra, Capitol	29
49.	JUST BECAUSE, L. Price, ABC-Paramount	56
50.	BANANA BOAT SONG, Fontane Sisters, Dot	35
51.	I LOVE MY BABY, J. Corey, Columbia	41
52.	JAMAICA FAREWELL, H. Belafonte, Victor	32
52.	ROCK-A-BYE YOUR BABY, J. Lewis, Decca	44
54.	BLUEBERRY HILL, F. Domino, Imperial	66
55.	SITTIN' IN THE BALCONY, B. Cochran, Liberty	—
56.	ONE STEP AT A TIME, B. Lee, Decca	53
57.	I MISS YOU SO, C. Connor, Atlantic	34
58.	GIRL CAN'T HELP IT, Little Richard, Specialty	65
59.	SITTIN' IN THE BALCONY, J. Dee, Colonial	76
60.	THOUSAND MILES AWAY, Heartbeats, Rama	77
61.	ON MY WORD OF HONOR, Platters, Mercury	82
61.	SINCE I MET YOU BABY, I. J. Hunter, Atlantic	46
63.	EVER-LOVIN' FINGERS, J. Bowen, Roulette	70
63.	WRITTEN ON THE WIND, Four Aces, Decca	88
65.	LET'S GO CALYPSO, R. Draper, Mercury	71
65.	PLAYING FOR KEEPS, E. Presley, Victor	61
65.	TRUE LOVE, Bing Crosby & G. Kelly, Capitol	47
68.	PAMELA THROWS A PARTY, J. Reisman, Victor	—
69.	BANANA BOAT SONG, S. Lawrence, Coral	48
70.	WONDERFUL WONDERFUL, J. Mathis, Columbia	57
71.	ALMOST PARADISE, N. Petty Trio, ABC-Paramount	78
71.	YOUNG LOVE, Crew Cuts, Mercury	79
73.	TOWER'S TROT, D. Jacobs, Coral	100
74.	ON TREASURE ISLAND, G. Storm, Dot	92
75.	BANANA BOAT SONG, S. Vaughan, Mercury	69
76.	CALYPSO MELODY, D. Rose, M-G-M	—
76.	WITHOUT LOVE, C. McPhatter, Atlantic	84
78.	MI CASA SU CASA, P. Como, Victor	50
78.	RED SAILS IN THE SUNSET, T. Hunter, Dot	63
80.	PUM-PA-LUM, S. Lawrence, Coral	91
81.	ANASTASIA, P. Boone, Dot	61
82.	SILENT LIPS, G. Gibbs, Mercury	68
83.	RAM-BUNK-SHUSH, B. Doggett, King	75
84.	FOOLS FALL IN LOVE, Drifters, Atlantic	—
84.	HOLD 'EM JOE, H. Belafonte, Victor	95
84.	NOTHING IS TOO GOOD FOR YOU, Harvey Boys, Cadence	93
87.	BIG BEAT, D. Jacobs, Coral	89
88.	MANGOS, R. Clooney, Columbia	100
89.	YOUR TRUE LOVE, C. Perkins, Sun	—
90.	LUCILLE, Little Richard, Specialty	—
91.	MARIANNE, B. Ives, Decca	—
91.	WIND IN THE WILLOW, J. Stafford, Columbia	—
93.	ONE SUIT, T. Ernie, Capitol	100
94.	PIED PIPER, B. Williams, Coral	—
95.	SO RARE, J. Dorsey, Fraternity	89
96.	LUCKY LIPS, G. Storm, Dot	99
97.	SHIP THAT NEVER SAILED, D. Carroll, Mercury	—
98.	AIN'T GOT NO HOME, C. Henry, Argo	74
98.	BABY DOLL, A. Williams, Cadence	—
100.	ROSE AND A BABY RUTH, G. Hamilton IV, ABC-Paramount	80
100.	NINETY-NINE WAYS, T. Hunter, Dot	—

**CAUTION TO DEALERS AND JUKE BOX OPERATORS**

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.



# CALYPSO!

Calypso Carnival unleashes King Flash in their first for Columbia. Watch this disc... it's takin' off!

Mama, Looka Boo Boo b/w  
Zombie Jamboree  
40866



# JOHNSON

Cliff's a new rider in the C&W stable. Catch the fagcy 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



# 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  
40811  
The Four Lads with  
Ray Ellis



# 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

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THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

## RECENT POP RELEASES

### Coming Up Strong

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

1. **He's Mine**  
I'm Sorry . . . . . *The Platters*  
(BMI); (BMI) Mercury 71032
2. **Mama Looka Booboo** . . . . . *Harry Belafonte*  
(BMI) RCA Victor 6830
3. **Only One Love** . . . . . *George Hamilton IV*  
(BMI) ABC-Paramount 9782
4. **Poor Man's Roses**  
The Wall . . . . . *Patti Page*  
(ASCAP); (ASCAP) Mercury 71059
5. **Just Because** . . . . . *Lloyd Price*  
(BMI) ABC-Paramount 9792
6. **Almost Paradise** . . . . . *Lou Stein*  
(BMI) RKO Unique 385
7. **So Rare** . . . . . *Jimmy Dorsey*  
(ASCAP) Fraternity 755
8. **Let's Go Calypso** . . . . . *Rusty Draper*  
(ASCAP) Mercury 71039
9. **Forty Cups of Coffee**  
Hook, Line and Sinker . . . . . *Bill Haley*  
(BMI); (ASCAP) Decca 30214
10. **Love Is a Golden Ring** . . . . . *Frankie Laine*  
(BMI) Columbia 40856

## This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

- FIRST DATE, FIRST KISS, FIRST LOVE** (Lowery, BMI)—Sonny James—Capitol 3674—On the heels of his previous hit, James' new platter is registering big in Providence, New York, Baltimore, Milwaukee and St. Louis. Reactions in other areas vary from good to strong, and calls for the tune are piling up. It seems like a sure bet to hit the chart soon. The flip is "Speak to Me" (Central, BMI). A previous Billboard "Spotlight" pick.
- FORTY CUPS OF COFFEE** (Arc, BMI)—Bill Haley and the Comets—Decca 30214—Haley's disk has continued to gain momentum and is fast approaching the Best Selling chart. Sales-wise, it's strongest in Milwaukee, St. Louis and Durham, but has begun to click in all areas. The flip side is "Hook, Line and Sinker" (Valleybrook, ASCAP), one of the songs from the new Haley flick. A previous Billboard "Spotlight" pick.
- LOVE IS A GOLDEN RING** (Montclare, BMI) — Frankie Laine—Columbia 40856—With "Moonlight Gambler" still going great, Laine has come up strong with another. Tho not long in action, the very strong demands for the singer's new one in all areas leaves no doubt a sto its future chart potential. This is a big one. Flip side is "There's Not a Moment to Spare" (Melo-Art, ASCAP). A previous Billboard "Spotlight" pick.

## Review Spotlight on . . .

### POP RECORDS

- GUY MITCHELL** . . . Columbia 40877 . . . . . **ROCK-A-BILLY**  
(Oxford, ASCAP)  
With two great blues hits still pulling in a load of loot, it's hard to see how Mitchell can miss with this driving side, delivered in the dynamic, country-flavored style which the title implies. It should move up fast. Flip is "Hoot Owl" (Joy, ASCAP).
- ELVIS PRESLEY** . . . RCA VICTOR 6870 . . . . . **ALL SHOOK UP**  
(Shalimar, BMI)  
**THAT'S WHEN YOUR HEARTACHES BEGIN** . . . (Fisher, ASCAP)  
Presley is at it again and this coupling is so strong it can hardly miss. The top side is a typical, hoarsely belted swinging rockabilly job while the flip is a complete change of pace into the closest the singer has come to the traditional country weeper ballad. Top may have a slight edge, but both are powerful.
- IVORY JOE HUNTER** . . . Atlantic 1128 . . . . . **LOVE'S A HURTING GAME**  
(Winneton-Progressive, BMI)  
**EMPTY ARMS** . . . . . (Ivory, BMI)  
Here are two easy going, soul satisfiers. Top side is a gratifying blues, much in the familiar and successful pattern of "Since I Met You, Baby," while the flip is a delicately handled ballad with much of the quality of a fine country weeper. Either one of these and very likely both can go.
- MICKY AND SYLVIA** . . . VIK 0267 . . . . . **THERE OUGHTA BE A LAW**  
(Ben Ghazi, BMI)  
**DEAREST** . . . . . (Ben Ghazi, BMI)  
The couple have a very strong coupling here as a follow-up to the r.&b. and pop hit "Love Is Strange." On top is a cute tune, with an appealing lyric, featuring byplay, spoken and sung between the pair. The flip is a ballad but the same dialog and guitar trademarks are there. Either side can make it.
- KAY STARR** . . . RCA Victor 6864 . . . . . **A LITTLE LONELINESS**  
(Sunbea, BMI)  
The gal has her strongest entry since "Rock and Roll Waltz," in this country-tinged weeper-type ballad. Much feeling is poured across and it has definite hit potential. Flip is "Jamie Boy," a belted upbeat job which has some potential on its own (Rush, BMI).
- KEN COPELAND** . . . Imperial 5432 . . . . . **PLEDGE OF LOVE**  
(Lin, BMI)  
A most promising tune, now widely recorded. Copeland has the original and very likely the most commercial version of all. Tune has the pay-off elements of both "Young Love" and "Singing the Blues," and figures strong in both pop and c.&w. markets. Flip is "Night Air," a rock and roller by the Mints.

### POP DISK JOCKEY PROGRAMMING

- DENNY VAUGHAN** . . . Glory 256 . . . . . **SINCE YOU WENT AWAY**  
(Republic, BMI)  
The Canadian warbler always manages to turn out a savvy piece of songmanship as well demonstrated on his original of "Walk Hand in Hand" last year. Now he has another on this poignant blues with a gentle pace and a quiet rock and roll backing. Worth any jock's attention. Flip is "Wonderful, Wonderful" (E. B. Marks, BMI).

### NOVELTY

- STAN FREBERG** . . . . . **DAY'O BANANA BOAT SONG**  
**TELE-VEE-SHUN** . . . . . (Ardmore, ASCAP)  
The first in quite a spell for the jocular poker-of-fun. On top is a hilarious take-off on the Belafonte calypso bit. The flip is a very professional job on an original bit of calypso material that has a most authentic sound. Freeberg fans will flip.

## Reviews and Ratings

- DICK CONTINO**  
**Pledge of Love** . . . . . 86  
MERCURY 71079—The popular accordionist turns vocalist on this cover of the promising folk-style ballad. He has a strong chance to cut in for a heavy slice of the coin this seems destined to pull. Fem choir and steel guitar sounds cushion his chanting nicely. (Lin, BMI)
- Two Loves Have I** . . . 68  
Contino blows accordion on the languorous standard. Tasteful all around with full string orking, piano and bolero rhythm. Album-type material, good for late-hour spinning. (ASCAP)
- JERRY LEWIS**  
**It All Depends on You** . . . . . 85  
DECCA 30263—Jerry Lewis has been riding a hit recently, and his chanting of this standard therefore is likely to get heavy deejay play. Watch it. (DeSylva, Brown & Henderson, ASCAP)
- Let Me Sing and I'm Happy** . . . 84  
Berlin oldie similar to the flip in performance, and with the same dangerous quality. (Berlin, ASCAP)
- HENRI DE PARI**  
**Seven Days in Barcelona** . . . . . 83  
RKO UNIQUE 394—This is the original soprano sax-piano duet that started the noise on this Continental-type tune, and it's still the one to beat. (Britton-Amy, BMI)
- LUCKY PIERRE**  
**You Go, I Go** . . . 68  
Unique has dug up a coupling for the "bought'n" master. It's another soprano sax-piano bit, a rather cute "novette" that some spinners may cotton to. (ASCAP)
- DEAN MARTIN**  
**Only Trust Your Heart** . . . . . 82  
CAPITOL 3680 — From Martin's pic, "Ten Thousand Bedrooms," comes the dreamy tune. Martin sings it with sincere emotion, nicely underplaying. (Robbins, ASCAP)
- Bamboozled** . . . 73  
Martin's treatment of this pretty melody is swinky and relaxed. For jocks. (E. B. Marks-Bryden, BMI)

(Continued on page 75)

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**• Tunes With Greatest Radio-TV Audience**

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

- Radio**
- A Poor Man's Roses (R)—Shapiro-Bernstein—ASCAP
  - Almost Paradise (R)—Peer International—BMI
  - Banana Boat Song (R)—E. B. Marks-Bryden—BMI
  - Butterfly (R)—Mayland-Presley—BMI
  - Can I Steal a Little Love (R) (F)—Northern—ASCAP
  - Chantez-Chantez (R)—Chantez—ASCAP
  - Cinco Robles (R)—Warman—BMI
  - Do I Love You (Because You're Beautiful) (R)—Williamson—ASCAP
  - I Dreamed (R)—Trinity—BMI
  - I Thought It Was Over (R)—Remick—ASCAP
  - In De Banana Tree (R)—Laurel—ASCAP
  - Independent (R)—Stratford—ASCAP
  - It Was That Kiss (R)—Broadcast—BMI
  - Just in Time (R) (M)—Stratford—ASCAP
  - Lonely (R)—Famous—ASCAP
  - Long Before I Knew You (R) (M)—Stratford—ASCAP
  - Mama Look-A Boo Boo (R)—Duchess—BMI
  - Mangos (R)—Redd Evans—ASCAP
  - Marianne (R)—Montclare—BMI
  - On the Street Where You Live (R) (M)—Chappell—ASCAP
  - Round and Round (R)—Rush—BMI
  - That's Where I Shine (R)—Remick—ASCAP
  - Tippy Toe (R)—Meridian—BMI
  - True Love (R) (F)—Buxton Hill—ASCAP
  - Uno Momento (R)—Famous—ASCAP
  - Watermelon Song (R)—Gale & Gayles—BMI
  - Who Needs You? (R)—Korwin—ASCAP
  - Wind in the Willow (R)—Broadcast—BMI
  - You Are My First Love (R)—Rex—BMI
  - Young Love (R)—Lowery—BMI

- Television**
- Ballerina (R)—Jefferson—ASCAP
  - Banana Boat Song (R)—E. B. Marks-Bryden—BMI
  - Blueberry Hill (R)—Chappell—ASCAP
  - Bottle Imp (R)—Charles Street—BMI
  - Chantez-Chantez (R)—Chantez—ASCAP
  - Day-O (R)—Shari—ASCAP
  - Don't Forbid Me (R)—Roosevelt—BMI
  - Friendly Persuasion (R) (F)—Feist—ASCAP
  - Gonna Get Along Without Ya Now (R)—Kellem—ASCAP
  - I Could Have Danced All Night (R) (M)—Chappell—ASCAP
  - I Thought It Was Over (R)—Remick—ASCAP
  - Just in Time (R) (M)—Stratford—ASCAP
  - King of Paris (R)—Walton—ASCAP
  - Knocked Out Nightingale (R)—Joy—ASCAP
  - Love Me Tender (R) (F)—Presley—ASCAP
  - Man of the Moment (R)—Kassner—ASCAP
  - Mangos (R)—Redd Evans—ASCAP
  - Marianne (R)—Chappell—ASCAP
  - Mutual Admiration Society (R) (M)—Chappell—ASCAP
  - On the Street Where You Live (R) (M)—Chappell—ASCAP
  - Party Doll (R)—Jackie—BMI
  - Poodle Walk (R)—Raphael—ASCAP
  - Round and Round (R)—Rush—BMI
  - Stash Pandowski (R)—Pincus—ASCAP
  - Too Much (R)—Southern Belle—Presley—BMI
  - Who Needs You (R)—Korwin—ASCAP
  - Wind in the Willow (R)—Broadcast—BMI
  - Wriggle Wrangle (R) (F)—Disney—ASCAP
  - Young Love (R)—Lowery—BMI

**• Best Selling Sheet Music in Britain**

(For week ending March 9)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>Singing the Blues—Frank (Acuff-Rose)</li> <li>Young Love—Cromwell (Lowery)</li> <li>The Banana Boat Song—Morris (E. B. Marks-Bryden)</li> <li>True Love—Chappell (Buxton Hill)</li> <li>Don't Forbid Me—Campbell Connelly (Roosevelt)</li> <li>The Garden of Eden—Duchess (Republic)</li> <li>Friendly Persuasion—Robbins (Feist)</li> <li>Adoration Waltz—Bron (Sovreign)</li> <li>Knee Deep in the Blues—Leeds (Acuff-Rose)</li> <li>I Dreamed—Duchess (Trinity)</li> </ul> | <ul style="list-style-type: none"> <li>You, Me and Us—John-Fields (Roncom)</li> <li>St. Therese of the Roses—Dash (Dennis)</li> <li>Don't You Rock Me Daddy-O—Essex (Hollis)</li> <li>The Wisdom of a Fool—Leeds (Planetary)</li> <li>Autumn Concerto—Macmelodies (Symphony)</li> <li>Cindy, Oh Cindy—Dash (E. B. Marks-Bryden)</li> <li>Give Her My Love—Michael Reine</li> <li>Just Walking in the Rain—Frank (Golden West)</li> <li>Moonlight Gambler—Morris (E. H. Morris)</li> <li>All of You—Chappell (Chappell)</li> </ul> |
|--|---|

**• Best Selling Pop Records in Britain**

(For week ending March 9)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. YOUNG LOVE—Tab Hunter (London)	1
2. DON'T FORBID ME—Pat Boone (London)	2
3. KNEE DEEP IN THE BLUES—Guy Mitchell (Philips)	3
4. LONG TALL SALLY—Little Richard (London)	10
5. SINGING THE BLUES—Guy Mitchell (Philips)	5
6. BANANA BOAT SONG—Harry Belafonte (HMV)	8
7. GARDEN OF EDEN—Frankie Vaughan (Philips)	4
8. DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)	7
9. BANANA BOAT SONG—Shirley Bassey (Philips)	12
10. FRIENDLY PERSUASION—Pat Boone (London)	9
11. DON'T KNOCK THE ROCK—Bill Haley Comets (Brunswick)	15
12. TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	6
13. ADORATION WALTZ—David Whitfield (Decca)	14
14. YOUNG LOVE—Sonny James (Capitol)	11
15. BANANA BOAT SONG—The Trarriers (Columbia)	19
16. BLUEBERRY HILL—Fats Domino (London)	13
17. ROCK-A-BYE YOUR BABY—Jerry Lewis (Brunswick)	—
18. ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV)	17
19. KNEE DEEP IN THE BLUES—Tommy Steele (Decca)	20
20. YOU DON'T OWE ME A THING—Johnnie Ray (Philips)	—

**VOX JOX**

• Continued from page 52

they are in dire need of disks (any speed), old or new. . . . Bill Richerson, deejay-librarian, WCPS, Tarboro, N. C., writes to compliment The Billboard on its "Triple Spotlight" last month of M-G-M's "Hovhanness Symphony" LP, which the jock played in its entirety on the classical seg of his "House of Music" show March 3.

**CHANGE OF THEME:** New evening men at KSIM, Sikeston, Mo., are Mike Shain on "Penthouse Serenade" and Dublin Singleton on "R & B Carnival." . . . Mel Leeds, one-time staffer at WNEW, New York, has joined WHB, Kansas City, Mo., as promotion manager. . . . Paul Hennings has rejoined WNOR, Norfolk, Va., as morning man, and is also doing an afternoon show for the station. . . . Jack Slatery, WHAM, Rochester, N. Y., has augmented his regular morning program with a

special "Breakfast at the Sheraton" seg an interview-show which he emcees at the local Sheraton Hotel. . . . Doty Bohm, record librarian at WTOL, Toledo, headquartered at flack Buddy Basch's office during her recent Manhattan visit.

**COFFEEHEAD PULLS "BOO-BOO":** Bob "Coffeehead" Larsen, WEMP, Milwaukee, has banned all versions of "Mama Look-a-Boo-Boo" from his morning show. Larsen objects to the phrase "shut up" (as applied to their father several times by kids in the lyric) on the grounds that it sets a bad example for small fry in his audience. The jockey hastens to explain that he doesn't consider the song "dirty," but believes he has to exercise special caution in programming for a morning show, since there are so many mothers and youngsters among his listeners.

**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. now, of which most A.S.C.A.P. 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.

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# Reviews of New Pop Records

Continued from page 75

accorded a haunting big-city blues instrumental treatment with outstanding sax solo work. (Indigo, BMI)

**Myna... 69**  
Exciting instrumental take-off on a striking theme with fine sax work and standout arrangement by Russ Garcia. Both sides stack up as excellent jockey wax. (Indigo, BMI)

**BEACHAM COAKLEY ORK**  
Never Interfere With Man and Wife... 69  
DECCA 30200—Personable vocalizing by Vincent Martin on an amusing calypso. Should get some play in view of current calypso fad among jocks. (Holly, BMI)

**The Wreck of the "John B."... 67**  
Swing calypso, with lyrics by Carl Sandburg, is wrapped up with dramatic know-how by Martin. (Folkways, BMI)

**WALTER WARD**  
I Can Tell... 68  
MELATONE 1002—Warmly fervent vocal stint by Walter Ward in a gospel-groove on a routine blues, considerably enhanced by Ward's performance. (Melatone, BMI)

**CHARLES FIZER**  
The Mambo Beat... 65  
Okay reading by Fizer on a catchy tune with a hypnotic beat. Good backing. (Melatone, BMI)

**BUDDY BREGMAN ORK**  
Where Is Cinderella? (March) ... 68  
VERVE 10038—Another version of the perky march from the forthcoming Rodgers and Hammerstein TV version of the fairy tale. Cute instrumental wax for jocks with kids in audience. (Williamson, ASCAP)

**The Sin of Pat Muldoon... 62**  
An off-beat instrumental "inspired" by James Barton's forthcoming legit drama by the same title. Provocative theme, but too off-beat to rate much jockey attention, unless one-shot curiosity spins. (Empress, ASCAP)

**ALAN MARTIN**  
Rock Bottom Roll ... 67  
ARROW 713—Here's a solid one for deejays with an eye to record hops. Martin puts hefty delivery into an r.&r. belter, and George Williams' arrangement backing should set youngsters to beating it out. In its class this could take off. (Goday, BMI)

**We'll Never Know... 67**  
As a platter switch, singer gets fine quality projection into Berlin's sweet

ballad. Again Williams provides a top assist. Another promising side. (Berlin, ASCAP)

**BETTY MARTIN**  
My Honey's Lovin' Arms ... 67  
ABC-PARAMOUNT 9798—Bouncy side, with thrush Martin backed by instrumentation featuring honky tonk piano, giving a nostalgic touch. (Mills, ASCAP)

**You, Me, and Us... 65**  
Adapted from an old Indian melody, this side makes an adequate coupling. (Roncom, ASCAP)

**DENNIS BROWN**  
Hiding My Tears With a Smile... 65  
ATOMIC 101—Brown sings a ballad, with an arrangement that is rock and roll. Lad has considerable vocal range and can hit the high registers. (Triple X, BMI)

**Show Me the Rose... 65**  
Similar to the flip—a tender ballad, with Brown showing some interesting vocal qualities. (Triple X, BMI)

**WAYNE SHANKLIN**  
Stop the Rain in  
Lovers Lane for Me, Cherie ... 65  
CORAL 61793—Singer chants a swiny ballad of own clefting to backing with honky tonk dance sound. Might find some favor for juke plays. But there's not much here in delivery or material to touch off more than moderate general response. (Music Productions, ASCAP)

**I Leaned on a Man... 63**  
Blues-tinged beat from Jaguar production. "The Big Land," in which singer has also had a hand material-wise. Slight religious angle here. Sales prospects about same as flip. (Criterion-Witmark, ASCAP)

**JERRY WALD ORK**  
Dancing Castnets ... 64  
KAPP 173—Arranger George Williams clefted both of these fancy sides, with fiddles, horns, etc. This one, a paso-doble, stands out more because of the castanets. Both, however, sound like standard Muzak fare. (Instrumental, BMI)

**Valley of the Redwoods... 60**  
As above. (Instrumental, BMI)

**HERB ZANE**  
The Man in the  
Phone Booth "Hello Baby" ... 64  
DE LUXE 6118—Zane, who co-authored the sock novelty, sells well —albeit in a lower key than his competitors — on both sides. However, the Herald and Flair-X platters are still the ones to beat. (Picadilly, BMI)

**The Man in the  
Phone Booth "Hello Mama" ... 60**  
Same comment. (Picadilly, BMI)

**PAT O'DAY**  
Show Me the Rose... 63  
GOLDEN CREST 101—Thrush, with male group assist, does a competent job on a country-type three-beat weeper. A pro effort, but one that will have a hard row to hoe in today's competitive market. (Pincus, BMI)

**I Love, Love, Love,  
Love You Baby... 65**  
Fast, rather frantic rockabilly styling for the pop market. (Guild, BMI)

**JON AND SANDRA STEELE**  
Hold Out Your Hand to the Lord ... 63  
FOREMOST 103—The Steeles project attractively on a swiny up-beat ditty with a sacred lyric theme. Moderate spin possibilities with proper exposure. (ASCAP)

**The Rich Folk of Texas... 58**  
Okay performance by duo on routine rhythm novelty. (BMI)

**PETER LAWFORD**  
Frightfully Nice ... 62  
HARLEQUIN 401—Modest production of some frightfully cute "material" from the late TV spectacular, "Ruggles of Red Gap." Lawford has an off-beat appeal, something like Ray Bolger's, but this is limited. (Robins, Styne, ASCAP)

**Two Ladies in the Shade  
of the Banana Tree... 62**  
Pseudo-calypso by Arlen and Canota revived from "House of Flowers." Will get some curio spins from jocks, and a few sales to the actor's fans. (E. H. Morris, ASCAP)

**THE CAROL SISTERS**  
Must I ... 60  
VICTOR 6850—Three-beat song, with a touch of country flavor. The sisters chant it adequately. (Mecca, ASCAP)

**I Couldn't Care More... 60**  
A rock and roller. Change of pace from the flip, but not distinguished in any capacity. (Hollybrook, ASCAP)

**ART SMITH**  
Angel, Sweet Angel ... 60  
KEY 574—A rock and roll weeper-ballad. Smith's vocal is competent enough and get expert choral and band backing, but the material itself has been done many times in only slightly different ways. (Marl, ASCAP)

**You Dreamer, You... 58**  
Smith styles this in a more frankly pop style, and again bucks tight mate-

rial. A strong beat gives little lift, but not enough. (Round Table, ASCAP)

**CLIFF HOLLAND**  
All the Silver and Gold ... 60  
HI 423—Singer shows off a melodious, low register set of pipes on an ultra slow ballad. There are good twists in ork and choral backing, but combined result doesn't look too commercial. (Rogers & Van Buren, BMI)

**My You... 58**  
Another slow ballad gets similar over-all projection. There's considerable quality here, too, but again the tremely limited. Wax reaches for effect that never quite comes off. (Rogers & Van Buren, BMI)

**KAY CEE JONES**  
I'm Having a Break-Up Party ... 60  
DECCA 30245—Okay piping on a pretty ballad with excellent heart-break styled lyrics. Moderate spin potential, however. (Mills, ASCAP)

**When You're Around... 56**  
Brassy thrushing on a lively rhythm item. (Simon House, BMI)

**JOE NOTO**  
Believe My Heart ... 58  
ARCO 4620—Routine material gets routine performance. (Arco, ASCAP)

**The Rock and Roll Beat... 56**  
Rhythm side. Poorly recorded and lacking in any appeal. (Arco, ASCAP)

**REED HARPER**  
Oh Elvis ... 58  
PYRAMID 4012—Singer, with assistance of Three Notes trio belts out a rockin' plea to Elvis "to stop shakin' your pelvis." Not much originality in thought here, but the beat is solid, and less ecstatic Presley fans might find it amusing. (ASCAP)

**O Sole Mio—Rock and Roll... 52**  
Harper applies beat heat to the ancient warhorse for less than felicitous results. Result is neither fish nor fowl. Just old ballad with a juiced up backing. (Roco, BMI)

**SANDY SHAW**  
Soon ... 55  
MOONGLOW 5004—Shaw is an open-voice belter of the Vic Damone type. He has a pleasing set of pipes, but is inclined to ham up his material in an irritating way. The ballad on this side is set to tango rhythm. (BEM)

**Oh, Cherie... 50**  
Another ballad with a "Continental" flavor. Shaw moans and groans his way thru in what is supposed to be "intime" style, but comes off as a weak presentation. Again, full string ork backing. (BMI)

**ARTHUR LEE SIMPKINS**  
For Old Times Sake ... 49  
MIRANDA 16—The nitery baritone belts out a nostalgic trifle that is unlikely to go very far in today's market. (Miranda, ASCAP)

**Ballad of Alvin Barkley  
(I'd Rather Be a Servant  
in the House of the Lord)... 45**  
The late beloved Veep deserves a better tribute than this unprofessional concoction. (Miranda, ASCAP)

Jerry Blaine says  
"IT'S A HIT"

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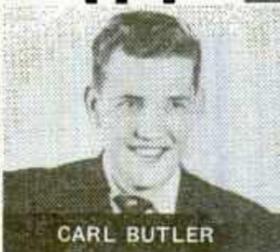
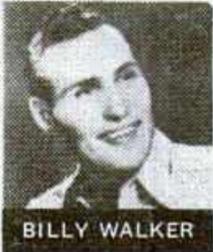
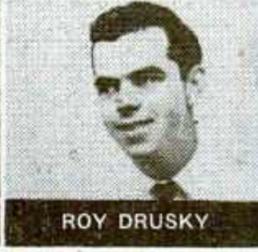
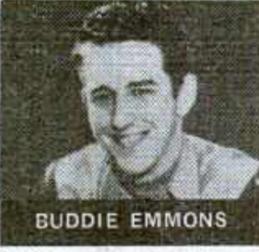
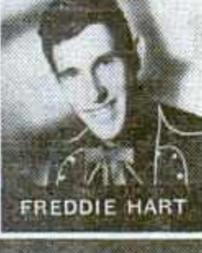
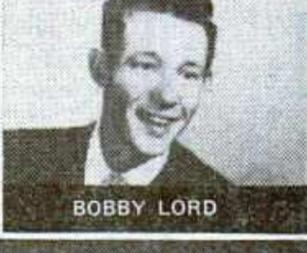
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 LITTLE JIMMY DICKENS	 ROY DRUSKY	 LEE EMERSON	 BUDDIE EMMONS	 THE MADDOX BROS. & ROSE	 ROSE MADDOX
 THE MASTERS FAMILY	 RAY PRICE	 THE STAMPS QUARTET	 EDDIE ZACK & DICK RICHARDS	 LEFTY FRIZZEL	
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# COLUMBIA RECORDS

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# CMDJA Registers Solid Progress

- Membership up to 200 from 75 founders
- Plans 90-minute TV spec for June

By BILL SACHS

CINCINNATI — Great has been the progress of the Country Music Disk Jockey's Association since its inception in Nashville in November of 1953, during the second running of Station WSM's National Disk Jockey Festival. It was while the lads who spin the country wax were whooping it up at the Nashville conclave that the suggestion for deejays' association was made, and Nelson King, of WCKY, Cincinnati, was asked to make the announcement that gave birth to the organization. Purpose of the CMDJA then and now was "to further public acceptance of country and western music."

Starting from scratch and with little or no moola in the grouchbag, the c.&w. deejay group has shown measureable progress since it was first nurtured a little more than three years ago. And its success must be credited to the determined efforts of its officers, its board of directors, headed up by Cracker Jim Brooker, Miami, and 'he membership itself. Nelson King, org's original president and who still holds that post, reports that the original membership of 75 has grown to more than 200 and is constantly building.

### Improved Relations

Further progress has come about thru greatly improved relationship between the c.&w. deejays and the various record firms, King says. This is especially reflected in vastly improved record service from all sources. Most of the members, King reports, are getting all releases from all major record companies. The association's treasury, while not overly fat, has been sufficient to carry on its running business, thanks to a nest-egg of some \$1,800 which the association netted as a result of a show sponsored by the producers of "Ozark Jubilee" during the CMDJA's board meeting in Springfield, Mo., last June.

The organization's most ambitious project to date comes with the holding of its first independent general membership meeting at Kansas City, Mo., June 12-14. The conclave will mark the association's first attempt to go it alone. Previous membership meetings have been held in conjunction with WSM's

deejay festival in Nashville, but at the last such gathering the membership voted to hold future meetings independent of any other group. The feeling was that the organization had grown sufficiently in stature to go it alone on future meetings.

### Big TV Spectacular

At the June conclave the CMDJA plans to stage an elaborate, 90-minute country and western spectacular to be beamed over one of the major television networks on the final day of the conclave. This will be in addition to a mammoth c.&w. show, open to the public, to be presented at the city's Memorial Auditorium, where some 8,000 seats will be made available at \$1 a head. Sponsors have already been set for the proposed spec, King reports. Two major television nets reported to be negotiating for TV rights to the spec, with the deal expected to be finalized within a few weeks. Only a few minor details remain to be worked out, King says. It is estimated that around \$50,000 will be realized from the television rights.

Funds derived from the two sources will go into the association's general fund and will be applied toward the plan to further country and western music. Part of it also will be used to defray part of the members' expense at future meetings, King explains. The Kansas City conclave will be a closed meeting, King stated, open only to members and associate members. The latter group, made up of record and music men, members of the trade press and the like, pay dues of \$25 a year, but have no voting power in the association. Regular membership fee is \$5 a year.

### All Acts to Be Paid

Handling arrangements for the public show and the TV spec are Dal Stallard, of Kansas City, Mo.; Smokey Smith, KRNT, Des Moines, and Cracker Jim Brooker, WMIE, Miami. They are at present busy in lining up acts and mapping a program. All acts will be paid

(Continued on page 86)

# C&W Booms as Vital Force In Music-Record Business

- Songs and artists scaling pop field barriers at both DJ & buyer levels
- Experimentation with pop-styled backing aids mutual enrichment of fields

By PAUL ACKERMAN

NEW YORK — The most pertinent fact about country music today is its resurgence as a vital force in the over-all music-record scene. Not since the days of the late great Hank Williams has such a comeback been in evidence.

The contribution of the country field to musical Americana has two chief facets. One of these is the influence of c.&w. song material. The other is the influence of the c.&w. artist.

Traditionally, country songs and country artists were confined to the so-called country market. Today, however, it is a fact that in the broad pop field more and more country songs and country artists are finding acceptance at the disk jockey and record buyer levels.

A recent outstanding example of this, of course, is the Guy Mitchell recording of "Singing the Blues," clefied by Melvin Ensley and published by Acuff-Rose. Now heading for the two-

and-one-half million mark in disk sales, this is one of the classic examples of a country song with an appeal which proves universal. The first important disk on this tune was Marty Robbins' on Columbia, and it did very well indeed, even picking up in sales after the release of the Guy Mitchell side. It's also noteworthy that this particular song brought back Mitchell as a powerful pop artist.

Other recent examples of pop artists cutting c.&w.-styled tunes are Dorothy Collins' etching of "Before I Die" and "I Miss You Already" on Coral, both covers of Faron Young's Capitol disk, and Teresa Brewer's "Empty Arms," a poignant blues.

Just as country material is finding pop acceptance, so are country artists selling in the broad pop market. Elvis Presley, of course, is the outstanding example. The biggest pop record artist in years, Presley stems directly from the c.&w. field and was a product of Sun Records, of Memphis, Tenn. Sun has continued to produce country artists who have cut a swath in the pop market—such as Carl Perkins, Johnny Cash, etc. A more recent example of c.&w. talent selling heavily in the pop field is Capitol's Sonny James, whose "Young Love" proved a potent contender on the best selling charts.

### Pop-Styled Backings

As country artists are finding greater pop acceptance, more of them are experimenting with pop-styled — or middle-of-the-road—instrumental backings and with pop songs. Eddy Arnold, who has broad pop sales in addition to his country buyers, recently cut an album for Victor, with arrangements by Charles Grean. The repertory on this package contains both country and pop-standard material, and is of a nature designed to tap the widest possi-

ble market. A similar example is a disk cut by Faron Young for Capitol, expected to be released shortly. This is an etching of the great pop standard, "The Shrine of St. Cecilia." Too, Hank Snow's latest Victor album, titled "Country Jamboree," is liberally sprinkled with pop and standard material, such as "Memories Are Made of This," "Among My Souvenirs" and, of course, "Singing the Blues."

What has happened, in brief, is that the different fields are contributing to—and enriching—each other. We are all familiar with the influence of rhythm and blues in the pop field during the last few years. The pop adaptation of r.&b. took the form of so-called rock and roll. That the country field should also have a tremendous impact on the over-all pop scene is natural, for c.&w.—just as r.&b.—is strongly rooted in the traditions of the people, and it lends to the pop field a needed infusion of authentic musical Americana.

The late Hank Williams was such an outstanding figure—both as a performing artist and songwriter — that his passing, about five years ago, created a void in the country field. The field seemed to suffer a decline. Many people felt that because of Williams' death, and because of the inroads of television, the country field would suffer irreparable damage.

### Virility in Evidence

But this has not proven to be the case. The virility of the country field today is strongly in evidence. And the best proof of this is the fact that country songs and country artists are extending their influence far into the pop market.

As Columbia's pop a.&r. director, Mitch Miller, once said: "When a country song is right, there is nothing quite as powerful." Miller spoke from experience. Many will recall his pop hits with great tunes by Hank Williams, such as the Tony Bennett version of "Cold Cold Heart" years ago. It was Miller too, who decided to have Mitchell cut Melvin Ensley's "Singing the Blues."

In The Billboard's spotlighting of records, this overlapping of categories has become an important factor to consider. No longer are songs and artists considered as being able to sell only within the narrow confines of a particular category. Marty Robbins' latest Columbia rec-

(Continued on page 86)

## USCC HONORS WSM'S 'OPRY'

WASHINGTON — A different kind of honor than the normal radio and television awards has been heaped on "Grand Ole Opry." The famous institution of WSM in Nashville has been tabbed for its own special week by the U. S. Chamber of Commerce here.

National "Grand Ole Opry" Week will be observed from May 5-11 "to pay tribute to the 'Opry' for its contribution to country music," according to a spokesman for the Chamber of Commerce. The event will be celebrated nationally over radio and TV and a special tribute will be held by the National Press Club here May 9.

## HILLBILLY JACKPOT

# C&W Personal Appearances Cue 1957 Gold Bonanza

- Bookers aim talent at previously unbookable rural areas as radio-TV loses ground on pkg. picture
- Big disk names pulling huge crowds, with fees for top artists up 300-400% over last year

By BILL SIMON

We said it last year, and we can say it even more vigorously this year. . . . The country and western personal appearance field is jumping!

We're talking about the East, South, Midwest and Far West—virtually the entire U. S. A. and Canada, too. In 1956 it's estimated that about \$60,000,000 worth of talent was sold in this field. In 1957 the figure will skyrocket.

First of all, there will be a lot more places playing country shows. We have word that throughout the Midwest there will be dozens of new hillbilly "parks" opening, similar to those that

have been doing such fabulous business in the East. Second, the big bookers are trying to expand their routes. They're looking to break into the more rural areas and believe they have found the formula to make this economically feasible.

### Big Changes Noted

Several big changes have been noted in the field. The radio and TV stations no longer dominate the package picture. One of the big breakaways, of course, was Jim Denny's leaving WSM and its artists bureau and setting up for himself. Biggest fruit borne as a result has been the Philip Morris deal, which was just renewed for a

second 12-week period (The Billboard, March 16) and the likelihood that it would run a full 52. Denny, in fact, is talking to the P.M. people about launching two additional troupes, which would open more territories for the big free c.&w. presentation.

The original P.M. talent budget, projected for 52 weeks, was close to a million dollars. If anyone happens to be concerned whether or not the deal will go past this new 13-week seg, Denny points out that he has been accepting bookings for August and September.

The Philip Morris shows have been playing just the Virginia, West Virginia, Tennessee, Kentucky, Arkansas, Mississippi, Louisiana territories to date, averaging weekly audiences of between 30,000 and

(Continued on page 86)



Marty Robbins, whose record of "Singing the Blues," was the best selling country record and the most played in juke boxes, according to a recap of The Billboard country charts for the first three months of 1957.



Sonny James, whose disk of "Young Love," was the best selling pop single for the first three months of 1957, according to The Billboard chart recaps. On the strength of the one disk, James was the fourth best selling pop artist for the period. The disk was either first or second in all three country charts for the same three months as well.

'MAN OF THE YEAR'

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



STEVE SHOLES

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, a.&r. executives and other notables in the coun-

try field. Inasmuch as The Billboard annually issues a series of awards to outstanding c.&w. talent, talent 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, a.&r. exec for Mercury-Starday. Scoring right behind the trio of runners-up were Ken Nelson, Capitol Records' c.&w. a.&r. chief; Si Siman, vice-president of the Ozark Jubilee; Jack Stapp, WSM program director, and Paul Cohen, Decca Records' a.&r. 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 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 took over the direction of Victor's c.&w. department in 1954, 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 coups in the booking field was his tie-up with Philip Morris, calling for extensive touring of country acts. Denny is also active in the publishing field, via Cedarwood Publishing Company.



JIM DENNY

C&W Shows Hold At Local TV Level

By JUNE BUNDY NEW YORK—Country and western musical shows are still important programming items on the local level, according to a survey of the field by The Billboard (see chart on this page), but c.&w. is still relegated to a comparatively minor role in network video.

The study indicates that 92



Johnny Cash, whose three disks, "I Walk the Line," "There You Go" and "Train of Love," made him the top selling country and western artist for the period January thru March, 1957, according to a recap of The Billboard retail 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 cities, covering five provinces.

Network-wise, however, there are only three c.&w. shows on the U. S. scene today. "It's Polka Time" on ABC-TV in spite of its title is strictly c.&w.; another, CBS-TV's "The Jimmy Dean Show," won't actually hit the air until April. Thus, only one c.&w. network ailer, ABC-TV's "Ozark Jubilee," is 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. and 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. 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 Collins Kids.

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

For instance, Sterling Drug and Maher Shoes have sponsored the "Eddy Arnold Time" TV (Continued on page 92)

TOP COUNTRY AND WESTERN RECORDS

... according to C&W Best Sellers in Stores

A recapitulation of The Billboard's C&W Best Sellers in Stores for January and February 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Table with 2 columns: Position & Record, Artist & Label. Lists top 25 C&W best sellers in stores.

... according to C&W Most Played in Juke Boxes

A recapitulation of The Billboard's C&W Most Played in Juke Boxes chart for January and February 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Table with 2 columns: Position & Record, Artist & Label. Lists top 25 C&W most played in juke boxes.

... according to C&W Most Played by Jockeys

A recapitulation of The Billboard's C&W Most Played by Jockeys chart for January and February 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Table with 2 columns: Position & Record, Artist & Label. Lists top 25 C&W most played by jockeys.

# EVERY DAY THROUGHOUT THE YEAR...

## YOUR COUNTRY & GOSPEL BEST SELLERS ARE ON RCA VICTOR RECORDS

**DORIS AKERS**

God Is So Good  
These Old Bones  
20/47-6846

**EDDY ARNOLD**

Do You Love Me  
One

20/47-6842  
with Jaye P. Morgan

**CHEF ATKINS**

Tricky  
Peanut Vendor

20/47-6808  
with the Rhythm Rockers

**GENE AUSTIN**

That's Love

Too Late

20/47-6880

**THE BAPTIST HOUR CHOIR**

Blessed Assurance  
Speak to My Heart

20/47-6877

**BLACKWOOD BROS.' QT.**

I Wouldn't Trade

His Love

20/47-6843

**JIM EDWARDS, MAXINE & BONNIE BROWN**

It Takes a Long, Long Train With  
a Red Caboose

Money

20/47-6823

**FRANK BRUNSON**

Watch for release

**MARTHA CARSON**

Satisfied

Let the Light Shine on Me

20/47-6861

**RIC CARTEY**

Heart Throb

I Wantcha to Know

20/47-6828

**HAN CASTLE**

Run Along Junior

Take My Love

47-6845

**JEAN CHAPEL**

Welcome to the Club

I Won't Be Rockin' Tonight

20/47-6681

**VARETTA DILLARD**

Pray for Me Mother

Leave a Happy Fool Alone

20/47-6869

**MELVIN ENDSLEY**

I Ain't Gettin' Nowhere With You

Bringin' the Blues to My Door

20/47-6795

**THE ESCORTS**

Bad Boy

Tore Up Over You

20/47-6834

**PAUL EVANS**

What Do You Know

Dorothy

20/47-6806

**DON GIBSON**

I Love You Still

I Can't Leave

20/47-6860

**JOHN GORDY**

Salty Dog Rag

There'll Be No Teardrops Tonight

20/47-6656

**BILLY GRAHAM**

Watch for release

**STUART HAMBLEN**

Beyond the Sun

Lord Be My Shepherd

20/47-6759

**HAWKSHAW HAWKINS**

Action

Oh How I Cried

20/47-6794

**HOMER & JETHRO**

Fulton Follies Blues

I Never Harmed an Onion

20/47-6875

**DAVID HOUSTON**

I Ain't Goin' There No More

Someone Else's Arms

20/47-6837

**BOBBY JOHN (Bobbejean)**

The Hat

I Could Lose These Blues

20/47-6838

**JOHNNIE & JACK**

All the Time

Pleasure Not a Habit in Mexico

20/47-6857

**JOHNSON FAMILY SINGERS**

You Take Your Road

May God Be With You

20/47-6756

**CAROL JOHNSON**

Let Him Go Step Aside

I Haven't the Right

20/47-6688

**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

20/47-6867

**SHORTY LONG**

You Don't Have to Be a Baby to Cry

I'd Crawl Back If I Could

20/47-6873

**MYRNA LORRIE**

Die I Thought I Would

That's What Sweethearts Do

20/47-6807

**BENNY MARTIN**

That's the Story of My Life

Look What You've Done

20/47-6855

**JANIS MARTIN**

Love Me to Pieces

Two Long Years

20/47-6832

**PAUL MICKELSON**

Everytime I Feel De Spirit

In Him

20/47-6650

**NITA, RITA AND RUBY**

Watch for release

**DOROTHY OLSEN**

Animal Fair

I Know an Old Lady

WBV & BY 55

**PIANO RED**

Wild Fire

Rock Baby

20/47-6856

**ELVIS PRESLEY**

Too Much

Playing for Keeps

20/47-6800

**WADE RAY**

When I Lost You

All or Nothin' Man

20/47-6818

**JIM REEVES**

Four Walls

I Know and You Know

20/47-6874

**DAVE 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

**TEDD SMITH**

Lord I'm Coming Home

Stranger of Galilee

20/47-6443

**HANK SNOW**

Calypso Sweetheart

Marriage and Divorce

20/47-6831

**SONS OF THE PIONEERS**

Timmy's Tune

For the Love of You

20/47-6655

**STATESMEN QUARTET**

I've Found a New Friend

Love Never Fails

20/47-6876

**BUDDY THOMPSON**

Be True to Me

Yes I Care

20/47-6763

**PORTER WAGONER**

Who Will He Be?

Good Mornin', Neighbor

20/47-6844

**DICK WILLIAMS**

Fool for You

Hillbilly Rock

20/47-6599

**DON WINDLE**

Watch for release

**DEL WOOD**

After Five

Rockin' 88

20/47-6817



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



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

COLUMBIA #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 solo, harmony and comedy, as performed on Channel 55, Harrisburg, Pa.; Channel 8, Lancaster, Pa., and daily over Radio Station WLBR, Lebanon, Pa. Open for engagements in Pennsylvania, Maryland, New York and New Jersey areas. Contact AL SHADE, Millersburg, R.D. 1, Pa. Phone 362R2 Millersburg

# LOCAL LIVE COUNTRY AND WESTERN TV SHOWS

STATE & CITY	STATION	SHOW TITLE	Time, Slot & Frequency	PERFORMERS	PRODUCER
<b>ARKANSAS</b>					
El Dorado	KRBB	King's Corral	7 p.m. Wed.	King Sterling & guests from La. Hayride	King Sterling
Texarkana	KCMC-TV	Adventure Theater	4-4:30 p.m. Mon.-Fri.	Cowboy John	Not provided
<b>CALIFORNIA</b>					
Fresno	KFRE-TV	Chester Smith Show	4-4:30 p.m. Sun.	Chester Smith	Chester Smith
Fresno	KFRE-TV	The Bandwagon	5-5:30 p.m. Sat.	Bob Kennedy	Bob Kennedy
Fresno	KFRE-TV	Rex Irwin Show	10:30-11 p.m. Fri.	Jimmy Bankston	Rex Irwin
Hollywood	KTLA	Spade Cooley Show	8:30-9:30 p.m. Tues.	Spade Cooley, Anita Aros & guests	Spade Cooley
Hollywood	KTLA	Western Varieties	7:30-8:30 p.m. Fri.	Eddie Cietro, Eddie Dean, Carolina Cotton, Twin-Tones, Gail Moser, Tex Williams, Frontiersmen, Homer Garrett's Y-Knot Twirlers	Paramount TV Productions, Inc.
Hollywood	KTLA	Hometown Jamboree	7-8 p.m. Sat.	Cliffie Stone Band, Molly Bee, Tommy Sande	Cliffie Stone
Hollywood	KTTV	Town Hall Party	10 p.m.-1 a.m. Sat.	Tex Ritter, Carrottop Anderson, Johnny Bond, Fiddlin' Kate, Merle Travis, Lefty Frizzell, Collins Kids and guests	Bill Waggoner
Tulare	KVVG	Circle D Bar Boys	6:30-7 p.m. Tues. & Thurs.	Curly Duran & 5-piece unit	Bob Lee
<b>DISTRICT OF COLUMBIA</b>					
Washington	WRC-TV	Little Rascals	9-9:30 a.m. Mon.-Fri.	Ray Haney	Joe Browne
Washington	WTOP-TV	Connie B. Gay Presents	7:45-8 a.m. Mon.-Fri.	Varies	Connie B. Gay
Washington	WMAL-TV	Town & Country Jamboree	10:30 p.m.-1:30 a.m. Sat.	Jimmy Dean & Texas Wildcats	C. B. Gay
<b>FLORIDA</b>					
Daytona Beach	WESH-TV	Johnnie's Jamboree	10:30 p.m. Fri.	Stovepipe Perkins	John Addis
Jacksonville	WMBR-TV	Country Frolics	7 p.m. Sat.	Peggy Deen & Toby Dowdy's Almarettes	Toby Dowdy
Daytona Beach	WESH-TV	Buck's Barn Dance	7:30 p.m. Sat.	Al Tippins	Jack Akin
Orlando	WDBO-TV	Five Owls	6:30-7 p.m. Wed.	Bill Faulk	Bob Tull
Pensacola	WPFA	Country Cousin	10:05-11 Mon.-Fri.	Miss Taris Savell, Hillbilly Hal Kennedy, Jimmy Simms	Not provided
<b>GEORGIA</b>					
Atlanta	WAGA-TV	TV Ranch	1-1:30 p.m. Sat.	Boots Woodall & the Smith Bros. with Jon Farmer	Phil Taylor
Columbus	WDAK-TV	Rhythm Ranchers	6-6:30 p.m. Mon.-Fri.	Danny Atkinson	Clyde Allen
Macon	WMAZ-TV	Uncle Ned & the Hayloft Jamboree	1:10-2 p.m. Mon.-Fri.	Uncle Ned (Gene Stripling)	Not provided
Savannah	WSAU-TV	Jim & Jess & the Virginia Boys	7:30 p.m. Wed.	Jim & Jess McReynolds	Elmer Alley
Savannah	WTOL-TV	Buddy Livingston & His Girls	1:30-2 p.m. Mon.-Fri. 7:00-7:30 p.m. Fri.	Buddy Livingston	Dave Randall
<b>ILLINOIS</b>					
Quincy	WGEM-TV	Mississippi Valley Roundup	6-6:30 p.m. Sat.	Johnny Allen	Tony Hron
<b>KANSAS</b>					
Wichita	KARD-TV	Jayhawker Shindig	10:05 p.m. Fri.	Elmer Childress, Fred Ley & Band, plus guests	Wayne Barrington
Wichita	KAKE-TV	Dusty's Jamboree	6:30-7 p.m. Sat.	Dusty Herring, Clarence (Skinhead) Brown, Bud Victory, Bill Boggs, Obie Victory, Donald Salyer	John Quigley
<b>KENTUCKY</b>					
Louisville	WHAS-TV	Midday Roundup	12-12:30 p.m. Mon.-Fri.	Tiny Thomale, Judy Marshall, Red River Ramblers	Dick Sweeney
<b>LOUISIANA</b>					
Lake Charles	KPLC-TV	Bewely Gang	6:15 p.m. Wed.	Bill Hutto	Bob Lashbrook
<b>MAINE</b>					
Bangor	WTWO	The Morning Show	7-9:15 a.m. Mon.-Sat.	Curly O'Brien, Bob Boyce, George Moody, Tim Farrell, Eddie Driscoll	Curly O'Brien
<b>MASSACHUSETTS</b>					
Springfield	WHYN-TV	Out West	4-5:30 Mon.-Fri.	Randy King, Smiley Roberts, Bill Estes Harvey	Randy King
Springfield	WHYN-TV	New England Barn Dance	6:30-7 Sat.	Randy King, Smiley Roberts, Bill Estes Harvey	Randy King
<b>MICHIGAN</b>					
Cadillac	WWTV	The Kenny Roberts Show	5-5:30 p.m. Mon.-Fri.	Kenny Roberts	Clayton A. Roehl
Detroit	CKLW-TV	Casey Clark Jamboree	2 p.m. Sat.	Casey Clark, Barefoot Brownie, Oakie Jones, Little Evelyn	Casey Clark
Detroit	WJBK	Michigan Jamboree	7-9 p.m. Sat. 11-12 p.m. Sat.	Tom George	Not provided
<b>MINNESOTA</b>					
Minneapolis	KMGH-TV	Adventure Time	6-6:30 p.m. Sun.-Sat.	"Texas" Bill Strength	Bill Strength
<b>MISSOURI</b>					
Kansas City	KCMO	Country & Western Hit Parade	7:15-10 a.m. Sat.	Milt Dickey	Not provided
<b>NEBRASKA</b>					
Kearney	KHOL-TV	Walt Shurm & His Westerners	6:30-7:30 p.m. Thurs.	Walt Shurm, Vera Wells, Rusty Cline, Pappy Hoag	Tom Nuss
Kearney	KHOL-TV	Midwest Jamboree	10:30-12 p.m. Fri.	Dick Sidders	Not provided
<b>NEW MEXICO</b>					
Carlsbad	KAVE-TV	The Pecos Bill Show	7:30-8 p.m. Wed. & Sat.	"Pecos" Bill Jenkins	Pecos Bill
<b>NEW YORK</b>					
Plattsburg	WPTZ-TV	Smiley Willette & His Saturday Night Jamboree	5:30 p.m. Sat.	Smiley Willette	Roger Dufort
Plattsburg	WPTZ-TV	The Terry Sutton Show	6:30 p.m. Mon.	Terry McElroy Sutton	Terry McElroy
Plattsburg	WPTZ-TV	The Red Monette Gang	7:30 p.m. Mon.	Red Monette	Red Monette
Plattsburg	WPTZ-TV	The Rock-Aires	7:30 p.m. Tues.	Dave Dewey, Bob Creammer	Robert Creammer
Syracuse	WHCN-TV	Party Line	9:10-9:20 a.m. Mon.-Fri.	Varies	Jean Daugherty
<b>NORTH CAROLINA</b>					
Asheville	WLOS-TV	Country Store	7:30 Wed. & Thur.	Cousin Wilber & Blondie Brooks	Bill Wilkins
Charlotte	WBTV	Arthur Smith & the Crackerjacks	Tues. & Thurs.	Arthur Smith, Sonny Smith, Ralph Smith, Tommy Faile	Dan Givan
Durham	WTVD	Saturday Night Country Style	11-12 p.m. Sat.	Jim Thornton	Leo Decker
Washington	WITN	Bar Seven Roundup	6-7 p.m. Sat.	Smiley O'Brien, Bar X Boys, Killeit Bros., Effie Summerlin, Thomas Hardy, Arthur Bowen, the Blue Cats	Hal Wilson
Winston-Salem	WSJS-TV	The Dwight Barker Show	11-12 p.m. Sat.	Dwight Barker & Willie Black	Jim Prendergast
Winston-Salem	WSJS	Charlie Monroe	5-5:30 p.m. Sat.	Charlie Monroe	Jim Prendergast

(Continued on page 90)

**I'M CLICKING MY HEELS  
AND JUMPING WITH JOY**

at the way you've  
been spinning my  
new DECCA record

**"BROKEN TEENAGE  
HEART" and  
"BULLY OF THE TOWN"**

Decca #30073



**KENNY ROBERTS**

the

**"Jumping Cowboy"**

now presenting a  
half hour of country  
music daily over

**WWTW**

Channel 13

Cadillac, Mich.

**FOLK TALENT  
AND TUNES**

By BILL SACHS

**Around the Horn**

More than 5,000 paid caught Ray Price, Ferlin Husky, Jean Shepard and Hawkshaw Hawkins at the Armory, Akron, March 3. Next show at that spot, March 31, will highlight Jim Reeves, Hank Locklin, Del Wood, Janice Martin and Jim Edward, Maxine and Bonnie Brown, with Webb Pierce and four other acts tentatively set for April 28. . . . Marty Allred, drummer, is a new addition to Bill Wimberly's Country Rhythm Boys. . . . The Les Tucker Trio is appearing nightly at the Twin Lights Club, St. Paul. . . . Dave Dudley, who conducts a daily c.&w. 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 Walden, formerly of Muskogee, Okla., has launched a new show and dance spot in Reseda, Calif. Appearing there with Cliffie are the Country Cut-Ups, Pauline Parker and Marilyn Kaye. Walden's final release on the Pep Records label is due out soon. He was formerly on Starday. . . . Eddie Hill and T. Tommy Cutrer have moved into Station WSM's all-night country music slot vacated when Tom Perryman was promoted to serve as aid to the "Grand Ole Opry" general manager, "D." Kilpatrick. . . . Archie Bleyer, Cadence Records chief, was in Nashville last week to cut his firm's first country and western tunes.

Spade Cooley is organizing an all-girl band for a weekly show on KTTV-TV, Los Angeles, beginning April 2. Already signed are Marian Hall, steel guitar; Jeani Mack, guitar, and Anita Aries, violin. Last named has been with Spade several years. . . . "Grand Ole Opry" star June Carter is in New York to confer with William Morris Agency's Harry Kalcheim regarding a TV network spot. Miss Carter has just completed filming of "Gunsmoke," tele-series saga of U. S. Marshal Matt Dillon. It's slated to premier June 15. . . . Brenda Lee, 10-year-old c.&w. singing star, celebrates her first anniversary with "Ozark Jubilee" March 30.

"Pop" Jenkins, who airs c.&w. waxings nightly over WOHO, Toledo, with a "Hillbilly Hit Parade" 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, Janis Martin, and Jim Edward, Maxine and Bonnie Brown, from the RCA Victor stable, plus Joe (Red) Hayes (Capitol), Tommy Hill (Hickory) and several other entertainers. Jenkins will handle the emcee chores.

Ardis Wells, still holding forth with Her Rhythm Ranch Gals at the Flame Room, Minneapolis, has a new release on the Soma label, "The Auctioneer" b.w. "Roly Poly Polka." Deejays may obtain sample copies by writing to the Manske Girls, 485 N. Kent Street, St. Paul 3. . . . Bill Mack, of KWFT, Wichita Falls, Tex., is plugging his latest Starday release, "That's Why I Cry" b.w. "It's Saturday Night." . . . Sanford Clark makes his initial appearance

(Continued on page 87)

**JERRY REED**

coming up fast in country music

**IT'S HIGH TIME**

**FOREVER**

Record No. 3657



**HOT! On Starday  
BILL MACK**

of KWFT, Wichita Falls, Texas,

singing his own

**"THAT'S WHY  
I CRY"**

c/w

It's Saturday Night-  
Starday #280

(Received top ratings in all trade  
magazines.)

NOTE: Dealers, Operators and D.J.'s  
report heavy action in Texas and Okla-  
homa—now spreading to other States.

For top C&W shows and dances,  
contact

**BILL MACK**

**KWFT**

**Wichita Falls, Tex.**

D.J.'s, Dealers and Ops wishing  
sample record, contact Starday  
Records or Bill Mack, KWFT,  
Wichita Falls, Texas.

# THIS IS THE BIG ONE

(From The Billboard of Feb. 9, 1957):

## • Review Spotlight on . . .

### C&W DISK JOCKEY PROGRAMMING

#### JODY AND ODIE

Money (Acuff-Rose, BMI)  
Unpuckered (Acuff-Rose, BMI)—Chic 1006—Out of Thomasville, Ga., comes an unusually well-made record that merits careful scrutiny by deejays. "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

# JODY 'N' ODIE



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

PERSONAL MANAGEMENT

## TED EDLIN

1508 DICKERSON RD.  
NASHVILLE, TENN.  
PHONE: CAAnal 84416

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 selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
<b>1. YOUNG LOVE (BMI)—S. James</b>	1	13
<b>YOU'RE THE REASON (I'M IN LOVE) (BMI)—Cap 3602</b>		
<b>2. THERE YOU GO (BMI)—J. Cash</b>	2	14
<b>TRAIN OF LOVE (BMI)—Sun 258</b>		
<b>3. GONE (BMI)—F. Husky</b>	6	5
<b>Missing Persons (BMI)—Cap 3628</b>		
<b>4. I'VE GOT A NEW HEARTACHE (BMI)—R. Price</b>	3	19
<b>WASTED WORDS (BMI)—Col 21562</b>		
<b>5. TOO MUCH (BMI)—E. Presley</b>	5	8
<b>Playing for Keeps (BMI)—Vic 20-6800</b>		
<b>6. I'M TIRED (BMI)—W. Pierce</b>	4	11
<b>It's My Way (BMI)—Dec 30155</b>		
<b>7. KNEE DEEP IN THE BLUES (BMI)—M. Robbins</b>	7	8
<b>SAME TWO LIPS (BMI)—Col 40815</b>		
<b>8. SINGING THE BLUES (BMI)—M. Robbins</b>	8	27
<b>I Can't Quit (BMI)—Col 21545</b>		
<b>9. CRAZY ARMS (BMI)—R. Price</b>	10	42
<b>You Done Me Wrong (BMI)—Col 21510</b>		
<b>10. AM I LOSING YOU? (BMI)—J. Reeves</b>	9	8
<b>Waitin' for a Train (BMI)—Vic 20-6749</b>		
<b>11. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline</b>	12	4
<b>Poor Man's Roses (ASCAP)—Dec 30221</b>		
<b>12. I WALK THE LINE (BMI)—J. Cash</b>	11	42
<b>Get Rhythm (BMI)—Sun 241</b>		
<b>13. ROCKIN' IN THE CONGO (BMI)—H. Thompson</b>	13	4
<b>I WAS THE FIRST ONE (ASCAP)—Cap F 3632</b>		
<b>14. I MISS YOU ALREADY (BMI)—F. Young</b>	14	5
<b>I'm Gonna Live Some Before I Die (BMI)—Cap 3611</b>		
<b>15. YOUR TRUE LOVE (BMI)—C. Perkins</b>	15	3
<b>Matchbox (BMI)—Sun 261</b>		
<b>15. I'M COMING HOME (BMI)—J. Horton</b>	-	1
<b>I Got a Hole in My Pirouge (BMI)—Col 40813</b>		

## • Review Spotlight on . . .

### C&W RECORDS

#### ELVIS PRESLEY

All Shook Up (Shalimar, BMI)  
That's When Your Heartaches Begin (Fisher, ASCAP) — RCA Victor 6870—See listing under Review Spotlight on Pop Records.

#### THE WILBURN BROTHERS

I'm Settin' You Free (Hits of Tomorrow & Sure Fire, BMI)  
Nothing at All (Copar, BMI)—Decca 30228—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 weeper with meaningful lyrics. Flip is an appealing three-beat tune with a philosophical lyric. The boys hand both songs flavorsome vocal treatments.

#### KEN COPELAND

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

## • This Weeks C&W Best Buys

CALYPSO SWEETHEART (Valley, BMI)  
MARRIAGE AND DIVORCE (Myers, ASCAP) — Hank Snow — RCA Victor 6831—Coins 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 "Calypso Sweetheart" shows a slight edge. A previous Billboard "Spotlight" pick.

## • Reviews of New C&W Records

#### THE STRIKES

If You Can't Rock Me . . . . .80  
IMPERIAL 5433—Group vocal on a hard-hitting rockabilly item. Great for dancers in the local juke-joint. Should be a profit maker, if no great smash. (Marquis, BMI)  
Baby I'm Sorry . . . . .80  
There's a Presley type lead with the group on this rockin' blues side. Also more of that swiny orking that makes this a good juke possibility. (Marquis, BMI)

#### JOHNNIE AND JACK

All the Time . . . . .79  
VICTOR 6857 — Tune is a close relative to "Bill Bailey" and the team, plus extra voices, essay an arrangement in the "sacred" style. Catchy melody and bounce, but the boys have had stronger sides. (Tree, BMI)  
Pleasure Not a Habit in Mexico . . . . .77  
Promise of this "different" title isn't entirely borne out in the body of this light ditty. The many fans of the duo insure a respectable sale. (Hill & Range, BMI)

#### JERRY AND WAYNE

Baby, Baby, Baby . . . . .77  
ABC-PARAMOUNT 9806—Here's a raucous rockabilly side by two Houston youngsters. Exuberant show-wise warbling on a catchy rhythm-blues with infectious guitar backing. Could be a sleeper and go pop as well as c.&w. (Pamco, BMI)  
I'm Sad, Blue and Lonesome . . . . .69  
Spirited wailing highlights this up-tempo treatment of a plaintive theme

with effective weeper-lyrics. (Robbie, BMI)

#### FLOYD CRAMER

Rio Grande Valley . . . . .70  
M-G-M 12442 — Cramer gets some nice honky tonk piano sound out of up-tempoed ballad. Well put together side with solid backing, but seems gaited primarily to juke plays. Jocks might give it exposure spins. (Milene, ASCAP)

#### Slap Happy . . . . .68

Pianist is his own clobber on this rhythm number. Has an engaging twist, but about same sales comment is in order. (Acuff-Rose, BMI)

#### BILLY JACK WILLS

I Loved and Lost . . . . .69  
M-G-M 12444—There's nice quality in this treatment of the lamentful ballad, the title indicates. Singer puts real heart into felicitous material, and quite a bit of counter interest might result. (Peer, Ind., BMI)

#### Hey, Mr. Mailman . . . . .68

Sharper beat, with banjo backing lead, as singer queries the postman about coming up with a letter from his gal. Good delivery here, too, and about same sales possibilities. (Pine Ridge, ASCAP)

#### CHARLIE WALKER

Gentle Love . . . . .67  
MERCURY 71081 — Walker waxes strongly sentimental on pretty ballad with an insistent beat. (Starrite, BMI)  
Dancing Mexican Boy . . . . .66  
A solid vocal wrap-up of a bouncy rhythm item about a Mexican boy who likes a boogie beat. (Starrite, 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



NEWEST AND HOTTEST

**"CALYPSO SWEETHEART"**

b/w

**"MARRIAGE AND DIVORCE"**

RCA Victor 47/20-6831

**HANK SNOW**

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

**HANK SNOW PROMOTIONS**

P. O. Box 1084 Nashville, Tenn.  
Phone: MADISON, TENN., 7-2832  
(Between 9 a.m. and 5 p.m.)

WSM-TV Grand Ole Opry

Exclusively on  **RCA VICTOR** 

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

# TOP TALENT inc.

exclusive artists service bureau for

## Ozark Jubilee

### ...offers Television's best known Country Music Entertainers!

- RED FOLEY
- BILLY WALKER
- BRENDA LEE
- LIBBY HORNE
- SONNY JAMES
- SMILEY BURNETTE
- SUZI ARDEN
- PETE STAMPER
- BOBBY LORD
- WANDA JACKSON
- CHUCK BOWERS
- UNCLE CYP AND AUNT SAP
- TED RAINS
- MARVIN RAINWATER
- LENNIE & GOO-GOO
- BILLY JOE MORRIS
- THE PHILHARMONICS
- JIMMY GATELY
- DAVID HOUSTON
- SPEEDY HAWORTH
- JUBILEE PROMENADERS
- HAROLD MORRISON
- MARKSMEN QUARTET
- JIM EDWARD, MAXINE & BONNIE BROWN
- SLIM WILSON
- BILL WIMBERLY'S COUNTRY RHYTHM BOYS
- JIM WILSON
- FLASH & WHISTLER
- WHIRLI-JIGGERS
- TALL TIMBER BOYS

# TOP TALENT inc.

W. E. "Lucky" Moeller, General Manager  
PHONE 2-4422 RADIO-TV BUILDING  
SPRINGFIELD, MISSOURI

## C&W Personals 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 jumped prices 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 booker like A. M. Bamford will take one big name with 100 per cent billing, then possibly one with 50 per 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 enlivened 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 tired 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 as the local indie stations win back their audiences, they become the most likely medium for exploiting personal appearances.

This increases the chances of country package shows playing the more rural areas—the once unpromotable hinterlands. So actually, the replacing of TV exploitation by local radio disk-spinning is broadening the personal appearance market.

It's always the big record names that pull the crowds, but there still are a few attractions that pull 'em in without having disks. Minnie Pearl and the Duke of Paducah 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 packages with variety acts this year. This means jugglers, acrobats, animals, etc. C.&w packages may turn out to be a big boon for vaudevillians.

Cooke also reports that in the East, fairs, which began sampling c.&w. "days" last year, are so flipped by the success of these that there will be twice as 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 headliners every one of its five days, filling out with miscellaneous acts.

### Play Down on R.&B.

Country audiences are starting to play down the rock and roll rage. In the East, they're asking for more and more calypso, country style, and else-

where they seem to want ballads with a beat. They want to return to the old story-telling lyrics, but with the big beat in back.

The big standard names are still the big draws, when they're willing to go out, but last year saw the rise of several more sure-fire attractions in the top-money strata. Ray Price came thru for the bookers, and certainly Sonny James, who is now a pop attraction as well. And Marty Robbins, Johnny Cash and Johnny Horton.

And has anyone ever heard of Elvis Presley?

## C&W Booms

• Continued from page 79

ord, for instance, was spotlighted both in the country and pop fields. This was his etching of "A White Sports Coat and a Pink Carnation."

In short, a lyric and a melody of universal appeal, can come up anywhere. It may be Nashville or Memphis, or Houston or the Brill Building in New York. And a topflight artist, it has been proven on records, will prove a strong attraction across the length and breadth of the land.

## CMDJA Gains

• Continued from page 79

their accustomed fees, King states. There will be some 30 acts in all, with six of the top country names, still to be selected, to divide the emcee chores. A single ticket will entitle members to participate in all convention activity. No exhibits, other than those of members, will be permitted, King says.

Officers of the organization remain the same as elected at the first meeting in 1953. They are Nelson King, president; Earl Davis, vice-president; Tommy Sutton, secretary, and Dal Stallard, treasurer. They were re-elected by acclamation for a three-year term at the meeting in Nashville in November. Association's board of directors comprises Cracker Jim Brooker, chairman; Connie B. Gay, Vince Casey, Cliff Rodgers, Smokey Smith, John Banks, Tom Perryman, Bill Price, Bob Ross and Don Ramsay.

The CMDJA's next board meeting will be held in association with WSM's sixth annual National Disk Jockey Festival in Nashville in November. A new membership list and the organization's bylaws and rules and regulations are presently being readied 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 Gibson, Cincinnati, or Tommy Sutton, Station WHIO, Dayton, O

**SOMETHING NEW IN C&W**  
Colonel Sam Salyer, C&W Disc Jockey,  
PRESENTS DESS RECORDS  
"A BLOCK OF ICE YOU CALL A HEART"  
b/w "Grandma Rock & Roll"  
Gene Sisco—7001—A&B  
"STONE HEART" b/w "ROCK & ROLL JOYS"  
Little Donnie Bowshier—7002—A&B  
Introduced by Eddie Hill on WSM  
March 18, 1957.  
DESS RECORDS  
P. O. Box 574 Wilmington, Ohio

The Billboard... television's  
WEEKLY PROGRAMMING and  
TIME-BUYING GUIDE  
—from spot to spectacular

# • Most Played C&W in Juke Boxes

For survey week ending March 13

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Chart	Weeks on Chart
1. YOUNG LOVE (BMI)—S. James	1	10	10
You're the Reason (I'm in Love) (BMI)—Cap 3602			
2. THERE YOU GO (BMI)—J. Cash	2	11	11
TRAIN OF LOVE (BMI)—Sun 258			
3. TOO MUCH (BMI)—E. Presley	3	7	7
Playing for Keeps (BMI)—Vic 20-6800			
4. GONE (BMI)—F. Husky	7	3	3
Missing Persons (BMI)—Cap 3628			
5. SINGING THE BLUES (BMI)—M. Robbins	5	25	25
I Can't Quit (BMI)—Col 21545			
6. I'M TIRED (BMI)—W. Pierce	6	8	8
It's My Way (BMI)—Dec 30155			
7. KNEE DEEP IN THE BLUES (BMI)—G. Mitchell	9	4	4
Same Two Lips (BMI)—Col 40815			
8. AM I LOSING YOU? (BMI)—J. Reeves	8	5	5
Waitin' for a Train (BMI)—Vic 20-6749			
9. CRAZY ARMS (BMI)—R. Price	4	39	39
You Done Me Wrong (BMI)—Col 21510			
10. DON'T STOP THE MUSIC (BMI)—G. Jones	10	2	2
Uh, Uh, No (BMI)—Mercury-Starday 71029			

# FOLK TALENT & TUNES

• Continued from page 83

on "Ozark Jubilee" Saturday (23), sharing guest billing with Janis Martin. . . . Bobby Lord is sporting a new red Cadillac. James O'Gwynn has a new release on the Mercury-Starday label. Sides are "Who'll Be the Next One?" penned by O'Gwynn with Smokey Stover, and "Mule-Skinner Blues," a Jimmie Rodgers standard. A card to Slick Norris at Highlands, Tex., will get you a deejay copy. O'Gwynn is still one of the regulars on "Louisiana Hayride," Shreveport. . . . Wiley Barkdull (Hickory) is now making Houston his headquarters. . . . The Jordans are slated to remain indefinitely in Hollywood. Their latest assignment is a bit with Elvis Presley in "Jailhouse Rock," skedded to go before the cameras at M-G-M May 1.

Charline Arthur does a guest shot on the Roy-Glenn-Pee Wee Reid "Red River Jamboree," Paris, Tex., Saturday (23). Nan Castle, new on the RCA Victor c.&w. roster, heads up the cast of "Red River" regulars. . . . Mary Sue Clere appears on the "Rusty Carson Show" over KWFT-TV, Oklahoma City, Saturday (23), and March 30 shows her wares at the Oklahoma State

Future Homemakers of America Rally at Oklahoma City Municipal Auditorium. . . . Fred Maddox, of Maddox Brothers and Retta, has opened an office at 20035 East Gladstone, Covina, Calif., to handle the business for his various platter shows, dance promotions and bookings for the act.

Mr. and Mrs. Bud Brixey are the parents of a daughter, Roberta Louise, born March 7. Father is assistant director of "Ozark Jubilee." . . . Also lullabying a new daughter are Mr. and Mrs. Tex Summey. He's Cousin Jody, who teams on "Grand Ole Opry" with Odie Rhodes. . . . Roy Acuff's Dunbar Cave, near Clarksville, Tenn., may be sold to the State of Tennessee for a youth camp and general recreation area, and possibly for defense purposes. Acuff reportedly has set a \$185,000 tag on the 250-acre property, which includes an outdoor theater, dance pavillion, 12-acre lake, swimming pool with bath house, a log home, a hotel and bridle paths. A bill is expected to be introduced soon in the State Legislature, authorizing the State to acquire the land. Jimmy Lee, of the Jimmy  
(Continued on page 88)

# 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  
73% 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 Jockeys  
73% were records by Grand Ole Opry stars

THANKS Everyone

FOR VOTING US THE . . .

NUMBER **3** WESTERN BAND



LEON MILLER and the

Miller Bros.

Now working Leading Colleges—Rodeos—Ballrooms and Nite Clubs across the nation.



M B TRIO, Voted among top New Vocal Groups.

FOR BOOKINGS WRITE  
SAM GIBBS  
1031 Covington  
Wichita Falls, Texas

Latest Releases—  
"OVER the WAVES"  
"UNDER the DOUBLE EAGLE"

**WSM** NASHVILLE, TENN.  
Home of the Grand Ole Opry

# DECCADORABLE



# MIMI ROMAN

singing

# HONKY TONK GIRL

# THE WIND UP

DECCA 9-30246—30246



A NEW WORLD OF SOUND



## • Most Played C&W by Jockeys

For survey week ending March 13

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. YOUNG LOVE—S. James Cap 3602—BMI	1	14
2. THERE YOU GO—J. Cash Sun 258—BMI	2	12
3. KNEE DEEP IN THE BLUES—M. Robbins Col 40815—BMI	7	8
4. AM I LOSING YOU?—J. Reeves Vic 20-6749—BMI	5	10
5. GONE—F. Husky Cap 3628—BMI	6	4
6. YOU'RE THE REASON (I'M IN LOVE)—S. James Cap 3602—BMI	8	7
7. I'M TIRED—W. Pierce Dec 30155—BMI	4	12
8. SINGING THE BLUES—M. Robbins Col 21545—BMI	3	27
9. I MISS YOU ALREADY—F. Young Cap 3611—BMI	9	3
10. TOO MUCH—E. Presley Vic 20-6800—BMI	10	7
11. DON'T LAUGH—Louvin Brothers Cap 3630—BMI	—	2
12. TRAIN OF LOVE—J. Cash Sun 258—BMI	11	11
13. WALKIN' AFTER MIDNIGHT (BMI)—P. Cline Dec 30221	13	2
14. I'M COMING HOME—J. Horton Col 40813—BMI	12	4
15. MONEY (BMI)—J. E. & M. Brown Vic 20-6823	—	1

### Folk Talent And Tunes

• Continued from page 87

and Johnny team, has returned to KWKH's "Louisiana Hayride," Shreveport, following a tonsilectomy. Jim Edward Brown was a "Hayride" visitor recently without his sisters, and Mel Tillis was the March 9 guest with the show. . . . The Geezinslaw Brothers, comedy team of Austin, Tex., have disbanded, while Sam Allred (Geezinslaw) serves his hitch in the Army. . . . Skyway Club, Bossier City, La., former hotbed of country music which switched to a pop policy five years ago, has again turned all-country, with a nightly broadcast over KWKH, Shreveport. "Louisiana Hayride" talent is on tap at the spot nightly. . . . Werly Fairburn is doing a weekly Monday night series over KSLA-TV, Shreveport, with an oil company sponsoring.

The Association of Country Musicians and Entertainers (ACME) was formed at a luncheon meeting held at the YMCA, Fort Wayne, Ind., March 3. Elected to head up the new group were Smokey Montgomery, Fort Wayne deejay, president; Joe Taylor, of the Indiana Red Birds, vice-president, and Slim Adams, of the Rhythm Suns, 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 Lake Ranch, Verona, Ky., this summer. The newspaper will be distributed free to park customers and country music fans within a 60-mile radius of his fun-spot. Moore, expert on c.&w. scrapbooks 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 (21), is assured of a full house going in, according to Bud Mess-

(Continued on page 89)

### • BILL LEE SINGS "BLUE REFLECTIONS"

b/w

### "I DON'T HAVE A HEART"

New Release

### • DICKIE HOOVER SINGS "YOU JUST WAIT AND SEE"

b/w

### "PLEASE DON'T TURN AWAY"

Blue Chip Records  
3323 Viking Road  
Lansing 17, Michigan

### MEMO from MARTY ROBBINS

D.J.'s . . .

Many thanks for your wonderful treatment of my recordings of

### "SINGING THE BLUES"

and

### "KNEE DEEP IN THE BLUES"

My newest one is

### A WHITE SPORT COAT

(And a Pink Carnation)

and

### GROWNUP TEARS

Columbia #40864

Treat it well, won't you!

Personal Management

### EDDIE CRANDALL

1408 Kirkland Nashville, Tenn.  
Phone: CAnal 85071



Continued from page 82

Date & City	Station	Show Title	Time, Slot & Frequency	Performers	Producer
<b>OHIO</b>					
Cincinnati	WCPO-TV	Corshuskers	10:30 a.m. Mon.-Fri.	Jim Stacey, Fred Lans	Not provided
Cincinnati	WLW-TV	Midwestern Hayride	6:30-7:30 p.m. Sat.	Dean Richards & Lucky Pennies, Bonnie Lou, Clay	
Dayton	WLW-D	Midwestern Hayride	6:30-7:30 p.m. Sat.	Rager, Jeanie Hogan, Bob- by Bobo, the Hometowners	Ronsie Wilson
Columbus	WLW-C	Midwestern Hayride	6:30-7:30 p.m. Sat.	Lucky Pennies & the Hometowners	Not provided
Cincinnati	WLW	Boone County Jamboree	9:05-9:30 p.m. Sat.	Denny Taylor & Trio	Not provided
Zanesville	WHIZ-TV	Denny Taylor Show	5:30-6 p.m. Mon.-Fri.		Not provided
<b>OKLAHOMA</b>					
Ardmore	KVSO-TV	Channel 12 Jamboree	9:30 p.m. Sat.	Ernie Shellenberger	Not provided
Lawton	KSWO	Tommy Allsup Show	7-7:30 p.m. Tues.	Tommy Allsup, Louise Rows	Tommy Allsup
Oklahoma City	KWTV	The Rusty Carson Show	5:30-6 p.m. Sat.	Rusty Carson & Buffalo Valley Boys, plus his wife, Nita, & guests	Perry Dickey
<b>PENNSYLVANIA</b>					
Erie	WICU	Let's Go Dancing	7-7:30 p.m. Wed.	Ollie Brown, Catherine Little Dancers	Al Vicks
York	WNOW	Folk Tune Frolic	1:05-1:30 p.m. Mon.-Sat.		Not provided
<b>SOUTH CAROLINA</b>					
Florence	WBTW	Slim Mims Jamboree	7:30 p.m. Thurs.	Slim Mims & His Dream Ranch Boys	C. Wendel Muench Agency
Greenville	WFBC-TV	Promenade Party	11-12 p.m. Sat.	Promenadiers, Rudy Dick- son & Promenade Party Gang	Bob Poole
<b>SOUTH DAKOTA</b>					
Rapid City	KOTA-TV	KOTA-TV Hoedown Jamboree	6:30-7:30 p.m. Sat.	Kota Cowboys, Buddy Mere- dith, Polly Johnson, the TV Square Dancers	Gene Taylor
<b>TENNESSEE</b>					
Chattanooga	WRGP-TV	Midday With the Willis Bros.	1-2 p.m. Mon.-Fri.	Gay William, the Willis Bros. & Chuck Wright	Bob Quattlebaum
Johnson City	WJHL-TV	The Mountain Music Makers	7-7:30 p.m. Mon.-Fri.	Bonnie Lou & Buster Moore	Walter Heeb
Johnson City	WJHL-TV	Country Tune Twisters	8:30-9 p.m. Tues.	Buddy Rose, A. C. Heck	Walter Heeb
Nashville	WSIX-TV	Home Folks	12-1 p.m. Mon.-Fri.	Hugh Cherry, Jerry Byrd & His String Dusters	Not provided
Nashville	WSIX-TV	Tennessee Saturday Night	6:30-7:30 p.m. Sat.	Hugh Cherry & guests	Not provided
Nashville	WSM-TV	Opry Matinee	4 p.m. daily	Various Opry Artists	John Flower & Ed Steiner
<b>TEXAS</b>					
Amarillo	KGNC-TV	Panhandle Barn Dance	3:30-4:30 p.m. Sat.	Al Rogers & guests	Al Rogers
Amarillo	KGNC-TV	Honest Jess Western Cavaliers	1-1:30 p.m. Sat.	Western Band & guests	Jess Williams
Dallas	KRLD-TV	Big D Jamboree	4:55-5:25 p.m. Sat.	Sonny James, Charlene Arthur, Hank Locklin	Ed McLemore
Lufkin	KTRE-TV	The Kay Tree Jamboree	7-7:30 p.m. Fri.	Hank Huggins & wife, Juan- ita, Bobby Bird, Don Man- ley, Bill Lenderman & guests from L.A. Hayride & Big D Jamboree	Hank Huggins
San Antonio	KENS-TV	Crossroads Store	12:30-1 p.m. Sat.	Bill Shomette, Spud Goodale, Curly Williams	Bill Shomette
<b>VERMONT</b>					
Burlington	WCAX-TV	Duke & His Swingbillies	3:30-3:45 Mon., Tues, Thurs. & Fri.	Duke Pelillo, Lee-Vi Twins, Rocky & Jimmy Maynard	Duke Pelillo
<b>VIRGINIA</b>					
Harrisonburg	WSVA-TV	Shenandoah Showcase	6:15-6:30 p.m. Mon., Wed., Fri.		R. E. Lier
<b>WASHINGTON</b>					
Spokane	KREM	Western Requests	5-7 p.m. Mon.-Fri.	Silver City Ed	Not provided
<b>WEST VIRGINIA</b>					
Huntington	WSAZ-TV	The Saturday Night Jamboree	7-7:30 p.m. Sat.	Dean Sturm, Odey Crabtree, Norma Hoople, Lucky Boggs, Ralph Shannon, Dean Porter & band and the Haylofters	Mickey Roth
<b>WISCONSIN</b>					
Milwaukee	WTAP	Hoedown	6-6:30 p.m. Sat.	Eddie Bailes	Not provided
Milwaukee	WTMJ-TV	The Hot Shots	12:05 p.m. Mon.-Fri. & 1 p.m. Sat.	Joe Shott, Gordon Hinkley	Robert Petrie
Wausau	WSAU-TV	Buck Leverton Show	12:30-1:30 p.m. Mon.-Fri.	Buck Leverton, Arnie Kurth Trio	Buck Leverton

CANADA

<b>ALBERTA</b>					
Lethbridge	CJLH-TV	Channel 7 Ranch	4-5 p.m. Sat.	Blair Hollan & Song Paget	Tom McLaren
<b>NOVA SCOTIA</b>					
Halifax	CBHE	Don Messer & His Islanders	7:30-8 Fri.	Don Messer, Rae Simmons, Charlie Chamberlain, Marg Osborne, Edna Farnell, the Buchta Dancers	Bill Laugstroff
<b>ONTARIO</b>					
North Bay	CKGN	Country Style	10:00 Thurs.	Irwin Prescott, the Mello- tones, Bill Crone	Bill Hart
North Bay	CKGN	Powassan Roundup	10:30-11 Tues.	Cye Crawford	Bill Hart
Ottawa	CBOT	The Western Five	7:30-8 p.m. Thurs.	Oral Scheer, Judy McNally, Cammie Howard	P. Normandia
Wingham	CKNX	Circle 8 Ranch	10-11 p.m. Thurs.	Earl Heywood, Slim Boucher, Golden Prairie Cowboys, Don Robertson & Ranch Boys	Reg Betton
Kitchener	CKCO-TV	Silver Bar Ranch	7-7:30 p.m. Sat.	Mike Slauwhite, Freise Sis- ters, Silver Bar Square Dancers	George Matheson
<b>PRINCE EDWARD ISLAND</b>					
Charlottetown	CFYC-TV	Ches Cooper Time	7:45 p.m. Fri.	Ches Cooper	Loman McAulay
<b>SASKATCHEWAN</b>					
Regina	CKCK-TV	Bunkhouse	6 p.m. Wed.	Happy Roamin' Rangers	Van Weibe

NETWORK COUNTRY and WESTERN SHOWS

New York	ABC-TV	Ozark Jubilee	10-11 p.m. Sat.	Red Foley, Brenda Lee and guests	Brian Bismey
New York	ABC-TV	It's Polka Time	10:10-10:30 p.m. Tues.	Bruno (Junior) Zielinski, Stan Wolowic & his Polka Chips	Dan Schuffman
New York	CBS-TV	The Jimmy Dean Show	7-7:45 a.m. Mon.-Fri. Starting April 8, 1957	Jimmy Dean, the Texas Wildcats, George Hamilt- on IV	Connie B. Gay

R&B Best Sellers in Stores

For survey week ending March 13

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side last on top.

This Week	Last Week	Weeks on Chart
<b>1. I'M WALKIN'</b> (BMI)—F. Domino	3	2
I'm in the Mood for Love (ASCAP)—Imperial 5428		
<b>2. LOVE IS STRANGE</b> (BMI)—Mickey & Sylvia	2	11
I'm Going Home (BMI)—Groove 0175		
<b>3. BLUE MONDAY</b> (BMI)—F. Domino	1	12
What's the Reason (I'm Not Pleasing You) (ASCAP)— Imperial 5417		
<b>4. JUST BECAUSE</b> (BMI)—L. Price	5	3
Why? (BMI)—ABC-Paramount 9792		
<b>5. LUCILLE</b> (BMI)—Little Richard	6	2
Send Me Lovin' (BMI)—Specialty 598		
<b>6. JIM DANDY</b> (BMI)—L. Baker	4	15
Tra La La (BMI)—Atlantic 1116		
<b>7. PARTY DOLL</b> (BMI)—B. Knox	8	2
My Baby's Gone (BMI)—Roulette 4002		
<b>8. NEXT TIME YOU SEE ME</b> (BMI)—Little Jr. Parker	15	2
My Dolly Bee—Duke 164		
<b>9. COME GO WITH ME</b> (BMI)—Little Jr. Parker	13	2
My Dolly Bee—Duke 164		
<b>10. BUTTERFLY</b> (BMI)—C. Gracie	12	2
Ninety-Nine Ways (BMI)—Cameo 105		
<b>11. IT HURTS TO BE IN LOVE</b> (BMI)—A. Laurie	9	4
Hand in Hand (ASCAP)—DeLuxe 6107		
<b>12. WITHOUT LOVE</b> (BMI)—C. McPhatter	7	10
I Make Believe (BMI)—Atlantic 1117		
<b>13. AIN'T THAT LOVE?</b> (BMI)—R. Charles	—	5
I Want to Know (BMI)—Atlantic 1124		
<b>14. PARTY DOLL</b> (BMI)—R. Brown	—	1
I'm Stuckin' With You (BMI)—Imperial 5427		
<b>14. LITTLE DARLIN'</b> (BMI)—Diamonds	—	1
Faithful and True (BMI)—Mercury 71060		

Most Played R&B in Juke Boxes

For survey week ending March 13

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

This Week	Last Week	Weeks on Chart
<b>1. I'M WALKIN'</b> (BMI)—F. Domino	4	3
I'm in the Mood for Love (ASCAP)—Imperial 5428		
<b>2. BLUE MONDAY</b> (BMI)—F. Domino	1	13
What's the Reason (I'm Not Pleasing You) (ASCAP)— Imperial 5417		
<b>3. LOVE IS STRANGE</b> (BMI)—Mickey & Sylvia	2	11
I'm Going Home (BMI)—Groove 0175		
<b>4. LUCILLE</b> (BMI)—Little Richard	—	1
Send Me Lovin' (BMI)—Specialty 598		
<b>5. JIM DANDY</b> (BMI)—L. Baker	3	12
Tra La La (BMI)—Atlantic 1116		
<b>6. LUCKY LIPS</b> (BMI)—R. Brown	8	2
My Heart Is Breaking Over You (BMI)—Atlantic 1125		
<b>7. BAD BOY</b> (ASCAP)—Jive Bombers	9	4
When Your Hair Has Turned to Silver (ASCAP)—Savoy 1508		
<b>8. JUST BECAUSE</b> (BMI)—L. Price	—	2
Why? (BMI)—ABC-Paramount 9792		
<b>9. PARTY DOLL</b> (BMI)—B. Knox	—	1
My Baby's Gone (BMI)—Roulette 4002		
<b>10. HONEY, WHERE YOU GOING</b> (BMI)—J. Reed	—	1
Little Rain (BMI)—Vee-Jay 237		

Most Played R&B by Jockeys

For survey week ending March 13

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
<b>1. LOVE IS STRANGE</b> —Mickey & Sylvia	1	11
Groove 0175—BMI		
<b>2. I'M WALKIN'</b> —F. Domino	5	2
Imperial 5428—BMI		
<b>3. PARTY DOLL</b> —B. Knox	11	3
Roulette 4002—BMI		
<b>4. BLUE MONDAY</b> —F. Domino	2	12
Imperial 5417—BMI		
<b>5. JIM DANDY</b> —L. Baker	3	13
Atlantic 1116—BMI		
<b>6. SINCE I MET YOU BABY</b> —I. J. Hunter	4	17
Atlantic 1111—BMI		
<b>7. WITHOUT LOVE</b> —C. McPhatter	8	9
Atlantic 1117—BMI		
<b>8. IT HURTS TO BE IN LOVE</b> —A. Laurie	—	1
DeLuxe 6107—BMI		
<b>9. LUCKY LIPS</b> —R. Brown	9	4
Atlantic 1125—BMI		
<b>10. TOO MUCH</b> —E. Presley	7	8
Vic 20-6800—BMI		
<b>11. TEEN-AGE CRUSH</b> —T. Sands	13	3
Cap 3639—BMI		
<b>12. AIN'T THAT LOVE</b> —R. Charles	15	3
Atlantic 1124—BMI		
<b>13. PLEASE SAY YOU WANT ME</b> —Schoolboys	—	1
Okeh 7076—BMI		
<b>14. COME GO WITH ME</b> —D. Vikings	—	1
Dot 15539—BMI		
<b>15. FOOLS FALL IN LOVE</b> —Drifters	10	3
Atlantic 1123—BMI		
<b>15. YOU GOT ME DIZZY</b> —J. Reed	—	7
Vee Jay 226—BMI		

**NEW  
BIG  
PROGRAM  
HITS**

---

Chess #1643

**"WALKING  
BY MYSELF"**

Jimmy Rogers

---

Chess #1648

**"GOING HOME"**  
b/w  
**"MY LIFE"**

The Howling Wolf

---

Chess #1651

**"DON'T SAY  
GOODBY"**

Moonglows

---

Chess #1652

**"ROCK ME"**  
b/w  
**"GOT MY MOJO  
WORKING"**

Muddy Waters

---

Chess #1653

**"SCHOOL  
DAY"**

Chuck Berry

---

Chess #1654

**"OVER THE  
MOUNTAIN  
ACROSS THE  
SEA"**

Johnnie & Joe

---

**CHESS  
RECORD COMPANY**

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## ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL  
By REN GREVATT

Fats Domino, after completing the "Greatest Show" tour, will head straight home to New Orleans for a rest. While there, he is to do a week in the Safari Room, then head across Texas on a one-nighter trek, play 10 or 12 dates in Denver and the Southwest, arrive in Los Angeles June 9 and mosey up and down the Coast thru mid-July. . . . Solomon Burke has been booked for a nine-day engagement over the Easter holidays at The Palms, Hallandale, Fla. He made a big hit there at Christmas-time, and the spot has been knocking itself out to get him back. The teen-ager is serious about his studies, however, and won't miss a day of school on account of club and theater offers.

The Apollo Theater, New York, recently presented an all-calyпсо revue, but business was only fair. Management opines that the presentation may have been a bit premature. At any rate, another calyпсо revue is being put together for the last week of this month. . . . Freddie Bell and the Bell Hops, only recently returned from a successful tour of Australia and The

Phillipines, were skedded to go to England. Booker Joe Glaser has meanwhile received such a tempting offer for a return engagement by Bell in Australia that he will probably send him and the Bell Hops "down under" again before sending them to England. Glaser is also working on a deal to send Little Richard to England this summer.

Roy Hamilton, who recently returned to record-making, is also about to make a nitery comeback. He will probably accept a few dates next month. . . . The Gale agency has two new pactees, Amos Milburn and Bobby Marchan. Latter artist's "Chickee Wah-Wah" originally released on Ace has been bought by the new Gale label and is causing excitement in Boston, New York, Philadelphia and other cities. Could be a runaway. . . . Bill Doggett's next release reportedly will be the oldie "Chloe" done calyпсо style.

Bill Haley, recently returned to these shores from Britain seems to have set something of a record over there for Stateside entertainers. It's estimated that in the 94

### • Reviews of New R&B Records

**JON THOMAS**

**Hard Head (Parts I & II) . . . . . 84**  
MERCURY 71078—Instrumental featuring organ, with tenor and drums. Real satisfying blues, in slow tempo with a striding rhythm. Second side adds even more interest, with a few gimmicked crowd sounds. One to watch. (Annis House, BMI)

**SIL AUSTIN**

**Seven Days in Barcelona . . . . . 80**  
MERCURY 71077—Hot band lays in a heavy combination of bolero and rock and roll in the Henri de Paris item, with tenor honking the lead. Figures to get play in segs where the original would seem too effete. (Britton, BMI)

**Pretend . . . . . 76**  
A late cover of the long-brewing Tab Smith hit revival. Coupling makes for good value, altho the sax here lacks Smith's purity. Good, lazy dance side. (Brandom, ASCAP)

**TITUS TURNER**

**A-Knocking at My Baby's Door . . . . . 79**  
ATLANTIC 1127—Showman Turner packs plenty of sales-savvy into an amusing rhythm-novelty with an easy, infectious beat. (Progressive, BMI)

**Hungry Man . . . . . 77**  
Turner sells with sock effect on a strong blues. (Progressive, BMI)

**CHUCK EDWARDS**

**I'm Wondering . . . . . 79**  
DUKE 163 — Smart backing helps Edward snap off his lines with maximum force. An attractive, moderately-paced blues-ballad side that could do some business. (Lion-Pollard, BMI)

**Let's Rock 'n' Roll (To Auld Lang Syne) . . . . . 59**  
As title indicates, it's "Auld Lang Syne" with rock and roll treatment. Okay performance but not much post-New Year's appeal. (Lion-Pollard, BMI)

**THE PRETENDERS**

**Close Your Eyes . . . . . 78**  
WHIRLIN DISC 106—Slow, fancy-schmancy ballad, intoned with great feeling by the tenor lead. A tender, moving and quite promising side. (Spinning Wheel, BMI)

**Part Time Sweetheart . . . . . 77**  
There's a leaping gospel flavor in this wild chant. More spirited lead singing and plenty of group support in the rhythm department. A strong coupling. (Spinning Wheel, BMI)

**ROY TAN**

**I Don't Like It . . . . . 78**  
DOT 15551—Unusual blues, chanted solidly and backed with a smart arrangement. Plenty of brightness to the sound here, and the side could take off, if censors are lenient. (Mibee, BMI)

**Isabella . . . . . 74**  
Blues with a gimmicked opening. A novelty lyric and a Latin beat are featured. The vocal is delivered in semi-recitative style, with the honking horns coming in solidly. Nice wax. (Mibee, BMI)

**THE CLOVERS**

**Here Comes Romance . . . . . 77**  
ATLANTIC 1129—A tender ballad, chanted in slow tempo, with a relaxed style. Tasteful and smooth warbling. (Progressive, BMI)

**You Good Looking Woman . . . . . 74**  
For the Clovers, this is a variation from their usual type of song. It's unusual and has the touch of "material." A lively rhythm pattern and an occasional Continental sound are features (Rayven, BMI)

**THE SOUVENIRS**

**So Long Daddy . . . . . 76**  
DOOTO 412 — This rhythm-novelty along with a bouncy, happy beat and a solid performance by the lead singer, featuring a cute "Double-O" lyric gimmick. Good spin values. (Dootsie Williams, BMI)

**Alene, Sweet Little Texas Queen . . . . . 70**  
The lead singer shouts with considerable fervor on a spirited blues ballad with steady, persistent pacing by the group and instruments. However, flip is more commercial. (Dootsie Williams, BMI)

**SHERI WASHINGTON**

**I Got Plenty . . . . . 75**  
LAMP 2003—Novelty blues, and a real good one. Sheri shouts a story of her minks, diamonds and Cadillac, and honking horns punctuate her phrases. Will get heavy play. (Lamp, BMI)

**Ain't I Talkin' to You, Baby . . . . . 74**  
Sheri Washington chants a solid blues. Material is strong, and the thrush belts it out with a solid beat. This one is likely to get some action with proper exposure. (Lamp, BMI)

**THE PARAGONS**

**Hey! Little School Girl . . . . . 74**  
Winley 215 — A happy blues that moves right along. There's a chorus behind the lead singer, and a lively rhythm section. Real danceable, and merits exposure. (Ninny, BMI)

**Florence . . . . . 74**  
This side is slow ballad, a plaint to Florence to be true. Lead singer chants it in a high-pitched wailing voice. Quite effective. (Ninny, BMI)

**THE METROTONES**

**Skitter Skatter . . . . . 73**  
RESERVE 116—Good group, not that of same name once with Columbia, backed excitingly by Little Walkin' Willie Quartet, on a bright rhythm romp that would make a great opener or closer for any spin seg. With push, can do fine. (Reserve, BMI)

**Please Come Back . . . . . 70**  
Excellent tenor lead makes this worthy of some consideration, tho the material isn't unusual. It's a slow pleader. (Reserve, BMI)

**THE HEARTBEATS**

**Wedding Bells . . . . . 73**  
RAMA 222 — Rhythm side. The Heartbeats get plenty of bounce into their performance. Disk picks up interest in last half, with good honking. (Kahl, BMI)

**I Won't Be the Fool Anymore . . . . . 69**  
Refined chanting of a ballad of the tender sort. Adequate job. (Kahl, BMI)

dates, Comets played to a solid half a million swinging 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 most, will receive a special preview film of the Platters' unreleased pic, "Rock All Night."

Meanwhile, Buck Ram, 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. . . . Charlie Gracie, possessor of the "Butterfly" smash on Cameo, opens at the Casino 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.

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**• This Weeks R&B Best Buys.**

NO SELECTIONS THIS WEEK.

**• Review Spotlight on . . .  
R&B RECORDS**

**CHUCK WILLIS**

C. C. Rider (Rush-Progressive, BMI)  
Ease the Pain (Rush, BMI)—Atlantic 1130—Watch this one. Willis exhibits his usual sock 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 backing.

**IVORY JOE HUNTER**

Love's a Hurting Game (Winneton-Progressive, BMI)  
Empty Arms (Ivory, BMI) — Atlantic 1128 — See listing under Review Spotlite on Pop Records.

**MICKEY AND SYLVIA**

There Oughta Be a Law (Ben Ghazi, BMI)  
Dearest (Ben Ghazi, BMI)—Vik 0267—See listing under Review Spotlite on Pop Records.

**THE COASTERS**

Young Blood (Tiger, BMI)—Atco 6987—The group has a swingy, attractive side in "Young Blood," which is bound to pull considerable jockey attention. The rhythm-ballad has powerful lyric appeal for teen-agers, and standout trick-voicing effects. Flip is "Searchin'" (Tiger, BMI).

**ELVIS PRESLEY**

That's When Your Heartaches Begin (Fisher, ASCAP) — RCA Victor 6870—See listing under Review Spotlite on Pop Records.

**• R&B Territorial Best Sellers**

For survey week ending March 13

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

**Atlanta**

1. I'm Walkin', F. Domino, Imp.
2. Party Doll, R. Brown, Imp.
3. Lucille, Little Richard, Spe.
4. Next Time You See Me, Little Jr. Parker, Duk.
5. Blue Monday, F. Domino, Imp.
6. Honey, Where Are You Going?, J. Reed, VJ
7. It Hurts to Be in Love, A. Laurie, Del.
8. Jim Dandy, L. Baker, Atl.

**Charlotte**

1. I'm Walkin', F. Domino, Imp.
2. Party Doll, B. Knox, Rit.
3. Fools Fall in Love, Drifters, Atl.
4. Lucille, Little Richard, Spe.
5. Just Because, L. Price, Pmt.
6. Blue Monday, F. Domino, Imp.
7. Lucky Lips, R. Brown, Atl.
8. Love Is Strange, Mickey & Sylvia, Grv.
9. Butterfly, C. Gracie, Cam.

**Chicago**

1. I'm Walkin', F. Domino, Imp.
2. Too Much, E. Presley, Vic.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Come Go With Me, D. Vikings, Dot
5. Just Because, L. Price, Pmt.

**Cincinnati**

1. It Hurts to Be in Love, A. Laurie, Del.
2. Love Is Strange, Mickey & Sylvia, Grv.
3. Blue Monday, F. Domino, Imp.
4. Jim Dandy, L. Baker, Atl.
5. Next Time You See Me, Little Jr. Parker, Duk.
6. Blueberry Hill, F. Domino, Imp.
7. Ain't That Love, R. Charles, Atl.

**Detroit**

1. It Hurts to Be in Love, A. Laurie, Del.
2. Next Time I See You, Little Jr. Parker, Duk.
3. Come Go With Me, D. Vikings, Dot

4. Should I Ever Love Again, W. Carr, Spe.
5. Rock Me, M. Waters, Chs.
6. In the Chapel, A. Cole, Btn.
7. I'm Walkin', F. Domino, Imp.
8. Ram-Bunk-Shush, B. Doggett, Kng.
9. Walking by Myself, J. Rogers, Chs.
10. Jim Dandy, L. Baker, Atl.

**Los Angeles**

1. Young Love, T. Hunter, Dot
2. Love Is Strange, Mickey & Sylvia, Grv.
3. I'm Walkin', F. Domino, Imp.
4. Next Time You See Me, Little Jr. Parker, Duk.
5. Ram-Bunk-Shush, B. Doggett, Kng.
6. Too Much, E. Presley, Vic.
7. Banana Boat (Day-O), H. Belafonte, Vic.
8. Don't Forbid Me, P. Boone, Dot
9. Bacon Fat, A. Williams, Cdc.
10. Just Because, L. Price, Pmt.

**New Orleans**

1. I'm Walkin', F. Domino, Imp.
2. Love Is Strange, Mickey & Sylvia, Grv.
3. Lucille, Little Richard, Spe.
4. Blue Monday, F. Domino, Imp.
5. Thousand Miles Away, Heartbeats, Rma.
6. Just Because, L. Price, Pmt.
7. Little Darlin', Diamonds, Mer.
8. Jim Dandy, L. Baker, Atl.
9. Ain't That Love, R. Charles, Atl.
10. Girl Can't Help It, Little Richard, Spe.

**New York**

1. I'm Walkin', F. Domino, Imp.
2. I'm Sorry, Platters, Mer.
3. Party Doll, B. Knox, Rit.
4. Blue Monday, F. Domino, Imp.
5. Love Is Strange, Mickey & Sylvia, Grv.

**Philadelphia**

1. Just Because, L. Price, Pmt.
2. Ain't That Love, R. Charles, Atl.
3. Come Go With Me, D. Vikings, Dot
4. Blue Monday, F. Domino, Imp.
5. Banana Boat (Day-O), H. Belafonte, Vic.

**• C&W Territorial  
Best Sellers**

For survey week ending March 13  
City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

**Birmingham**

1. Gone, F. Husky, Cap.
2. Knee Deep in the Blues, M. Robbins, Col.
3. Young Love, S. James, Cap.
4. One Step at a Time, B. Lee, Dec.
5. Walkin' After Midnight, P. Cline, Dec.
6. Too Much, E. Presley, Vic.
7. Honky Tonk Song, W. Pierce, Dec.

**Charlotte**

1. Young Love, S. James, Cap.
2. Walkin' After Midnight, P. Cline, Dec.
3. Too Much, E. Presley, Vic.
4. Gone, F. Husky, Cap.
5. There You Go, J. Cash, Sun
6. You're the Reason (I'm in Love), S. James, Cap.
7. Your True Love, C. Perkins, Sun
8. Crazy Arms, R. Price, Col.
9. I'm Tired, W. Pierce, Dec.

**Dallas-Fort Worth**

1. Fraulein, B. Helms, Dec.
2. Young Love, S. James, Cap.
3. I'm Coming Home, J. Horton, Col.
4. I'm Tired, W. Pierce, Dec.
5. There You Go, J. Cash, Sun
6. Gone, F. Husky, Cap.
7. Train of Love, J. Cash, Sun
8. Am I Losing You? J. Reeves, Vic.
9. I've Got a New Heartache, R. Price, Col.
10. Too Much, E. Presley, Vic.

**Houston**

1. Young Love, S. James, Cap.
2. Don't Stop the Music, G. Jones, Mer-Sidy.
3. I'm Coming Home, J. Horton, Col.
4. Too Much, E. Presley, Vic.
5. Singing the Blues, M. Robbins, Col.
6. There You Go, J. Cash, Sun
7. Yearning, G. Jones-J. Hicks, Sidy.
8. Crazy Arms, J. L. Lewis, Sun
9. I've Got a New Heartache, R. Price, Col.
10. Knee Deep in the Blues, M. Robbins, Col.

**Nashville**

1. Gone, F. Husky, Cap.
2. Young Love, S. James, Cap.
3. Am I Losing You? J. Reeves, Vic.
4. I'm a Big Boy Now, J. Tubbs, Dec.
5. Same Two Lips, M. Robbins, Col.
6. Don't Stop the Music, G. Jones, Mer-Sidy.
7. Honky Tonk Song, W. Pierce, Dec.
8. Money, J. E. & M. Brown, Vic.
9. Train of Love, J. Cash, Sun
10. Too Much, E. Presley, Vic.

**Richmond, Va.**

1. Young Love, S. James, Cap.
2. Gone, F. Husky, Cap.
3. There You Go, J. Cash, Sun
4. Am I Losing You? J. Reeves, Vic.
5. I Walk the Line, J. Cash, Sun
6. It Hurts to Be in Love, A. Laurie, Del.
7. I'm Walkin', F. Domino, Imp.

**St. Louis**

1. Lucille, Little Richard, Spe.
2. I'm Walkin', F. Domino, Imp.
3. Just Because, L. Price, Pmt.
4. It Hurts to Be in Love, A. Laurie, Del.
5. Next Time You See Me, Little Jr. Parker, Duk.
6. Bacon Fat, A. Williams, Cdc.
7. Little Rain, J. Reed, VJ

**Washington, D. C.**

1. Just Because, L. Price, Pmt.
2. I'm Walkin', F. Domino, Imp.
3. Butterfly, C. Gracie, Cam.
4. Party Doll, B. Knox, Rit.
5. Love Is Strange, Mickey & Sylvia, Grv.
6. Jim Dandy, L. Baker, Atl.
7. Without Love, C. McPhatter, Atl.
8. Come Go With Me, D. Vikings, Dot
9. Blue Monday, F. Domino, Imp.
10. Lucille, Little Richard, Spe.

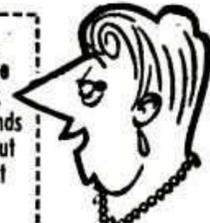
**C&W Local Level**

• Continued from page 80

film series in eight major Canadian markets for some time now. Flamingo Films' "Stars of the Grand Ole Opry" series (featuring a raft of c.&w. names, including Minnie Pearl, Roy Acuff, Webb Pierce, Faron Young, Goldie Hill and others) is also carried in several Canadian markets.

Other U. S. c.&w. TV film series still prominently aired include "Old American Barn Dance" with Bill Bailey, Tennessee Ernie, Homer and Jethro, Pee Wee King and the late Hank Williams; "Town and Country" with Jimmy Dean and the Texas Wildcats; "Abbie Neal and Her Ranch Girls," "Foy Willing and His Riders of the Purple Sage," "Oklahoma Chuck Wagon Boys," "Juniper Junction U. S. A.," and Gene Autry's CBS-TV film series.

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GOING"**

Jimmy Reed

Vee Jay #238

**"KISSING AT  
MIDNIGHT"**

Billy Boy

Spirituals #224

**"UNCLOUDY  
DAY"**

The Staple Singers

Spirituals #240

**"LET'S HAVE  
CHURCH"**

The Original  
Five Blind Boys

Vee Jay #229

**"YOU GAVE ME  
PEACE OF MIND"**

Spaniels

Vee Jay #234

**"GIVE IT UP"**  
Paul "Huckle-Buck"  
Williams

Vee Jay #236

**"WHY DO YOU  
HAVE TO GO?"**

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**"NEXT TIME YOU SEE ME"**

b/w "DOLLY BEE"

Duke

#164

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## Dan Baldwin Resigns From Ky. State Fair

LOUISVILLE—J. Dan Baldwin has resigned as manager of the Kentucky State Fair to become U. S. manager of Exhibition Advertising, Ltd., of Edmonton, Alta.

The fair board, after accepting Baldwin's resignation, voted to set up the post of agricultural director, instead of fair manager. Clyde Reeves, in charge of the over-all operation of the Kentucky Fair and Exposition, said the operation was now so staffed that the appointment of a person to head up the agricultural end would round out the staff.

In his new post Baldwin will be in charge of the house giveaway to be made this year at the Kentucky State Fair by Exhibition Advertising, Ltd., in conjunction with the fair and the Downtown Optimist Club of Louisville.

This giveaway will offer a three-bedroom house with garage, furniture and furnishings for the home, and \$4,000 in cash, the latter to cover the cost of moving the house from the fairgrounds to a new lot, the cost of which is also to be covered by the cash.

Baldwin said that Exhibition Ad-

vertising, Ltd., plans to stage house giveaways at several other fairs this year.

The Edmonton-based organization this year will be operating for the first time in the U. S. Heretofore, it staged house giveaways at Canadian fairs. Jim Paul, former manager of the Edmonton Exhibition, heads the Canadian operation.

## Holter Skeds 105-Date Tour

IMPERIAL, Calif.—Gene Holter Wild Animal Show will play approximately 105 dates, about five less than in 1956, but the runs will be longer, particularly at the larger fairs included in the more than 35 per cent of repeating stands.

Holter, who had his elephant, Big Babe, and a baby one, Rock 'n' Roll, here for rides at the California Mid-Winter Fair, leaves in May for Calgary and Edmonton, Alta., where he will present his racing ostriches and camels at horse shows.

The fair dates start the last week in June. The show will go East into New York, Pennsylvania, and New England.

Harrald Harper, fair special events director and operator of the lost child car at California expositions, will work the advance for the attraction.

## Walton, N. Y., Fair Reskeds 1957 Run

WALTON, N. Y.—The Delaware County Fair, which was tentatively canceled for '57, will probably be held after all pending negotiations with the buyer of the old fairgrounds.

The old plant, which had been sold to the New York Board of Water Supply as a site for construction of a sewage disposal plant, will be available as building of the new utility will not begin until after the fair's scheduled dates, George C. Rich, chairman of the fair advisory committee, disclosed.

## Throngs Turning Out For Indoor Dates

• Continued from page 1

indoor circuses have occupied a high echelon of prestige, size and importance. They took over the position in the business which formerly had been held by such second-only-to-Ringling circuses as Sells Floto, Hagenback-Wallace and Cole Bros. Now Ringling will join them as an indoor show this spring.

Once the aim of indoor circuses was to operate when acts from regular circuses could be booked at off-season prices. Now it is very largely indoor circuses which support the most expensive acts. It is these shows which not infrequently underwrite the costs of creating or training a new act or which bring talent from abroad. Once they worked only between summers, and "winter dates" or "indoor circus" were synonymous. Now most of them offer as many weeks of work as an outdoor circus and some offer more.

## STRONG MAN

### Olympic Star Weight Lifter To Play Fairs

LOS ANGELES—Paul Anderson, Olympic champion, who holds virtually every heavyweight lifting record, has turned professional and is scheduled to appear at various State and county fairs and sports shows, Howard Cantonwine, former wrestler and Anderson's personal manager, said here last week.

Anderson, a 24-year-old, 330-pound giant, gave the United States a tremendous lift in the 1956 Olympics in Australia when he topped the best efforts of the Russians with world-shattering hoists.

Anderson, a native of Toccoa, Ga., has lifted more than 5,000 pounds with a back lift and 1,000 pounds from a deep knee bend. A steel and aluminum platform has been tailored for the weightlifter as a prop for one of his spectacular stunts in which he will lift as many as 20 people at one time.

## Hamid-Morton Gives New Roster of Acts

MEMPHIS — Hamid-Morton Circus, opening its season with a stand in Municipal Auditorium here, has announced the names of performers set for the current tour.

Among them are the LaBlonde Trio, Pat Anthony's Wild Animals, Jerry Bangs, Tel Teigen, high-chair balancing; Wiswell's Funny Ford; Bob Atterbury, low wire; Fennis-Ferroni Duo, roly-boly; Munoz; Costines' Chimps; Fattini, high pole; Dime Wilson, table rock; Rudy Dockey, comedy; aerial ballet with Miss Deliah; the Merkeys, comedy bars and contortion; Les Rhodins, elephant and pony act; the Riding Doros, novelty; Miss Joyce, riding act; Jack Joyce's camels, zebra and guanacos; the Flying Malkos, the Riding Dorchesters, the Arrigonis, aerial; Miss Trudi, contortion; the Symphon-

## Wind Hurts Finale At Calif. Winter Fair

IMPERIAL, Calif.—An attendance increase of 4,616 over 1956 stored up by the California Mid-Winter Fair here during the first seven days was knocked for a loop by gusty winds on Saturday (9), the eighth day. The fair ended Sunday (10) with a total gate of 79,633, which was 9,139 under last year.

During the seven days of good weather, the fair raced ahead of last year on five of them. The daily increases ranged ahead from 75 to nearly 5,000, the latter mark being set on Tuesday (5), one of the kids' days.

The winds played havoc with the second Saturday patronage. Last year the attendance on this day was 13,900. The gusts cut it to 7,963. While the wind subsided for the closing Sunday, the visitors did not turn out as strongly a year ago. On this day the turnstiles dropped from 14,713 a year ago to 12,182.

Attraction-wise, the fair was well over last year. The horse show, running from the start of

the fair on March 2 for seven days, pulled one of the best entry lists in recent years and was well attended. The night grandstand shows, booked and produced by George Hunt Agency, Hollywood, was divided into three segments with the first running from Saturday (2) thru Monday (4); the second Tuesday (5) thru Thursday (7), and the third from Friday for the final three days. Pan American Amusement Corporation, returning here after a layoff in 1956, reported strong opening grosses and satisfactory revenue for the remainder of the run.

### Races Click

The closing two days featured big car auto racing. Also presented were the finals in the Radio Station KXO talent hunt, which had been well promoted over the air from the fairgrounds.

The fair again paid tribute to the various nationalities which pioneered the rich agricultural area. For the exhibits, D. V. Stewart, secretary-manager, rearranged the main exhibit building using the international displays of crafts and products in the center with those of California counties extending from it.

Another feature that proved popular. (Continued on page 113)

## Break Ground For Fair Plant At La Crosse

LA CROSSE, Wis. — First phases of construction on a new plant for the Interstate Fair here got under way Friday (15).

The new grounds, which are located eight miles east of this city, total 140 acres. A race track, 4,000-seat grandstand, six 80 by 200-foot livestock buildings, two vocational and agricultural buildings, three commercial buildings and race horse barns are to be built.

The master plan for the fair, which has been held on city-owned property for 30 years, was drawn up by Gaylord R. Lewis, fair-ground architect.

The new plant is on Highway 16 near a 300-acre county tourist and picnic area that annually draws hundreds of people.

## Indoor Fair In Hartford Opens Weak

HARTFORD, Conn. — The Greater Hartford Fair, playing the Broad Street Armory, had a fair beginning for the five days starting Wednesday (13).

Wednesday and Thursday were very light, but it picked up at week's end. Admission prices of 90 cents for kids (including two free rides) and \$1.25 for adults was considered by many as too high.

Live attraction is Clayton Moore, the Lone Ranger, supported by Meyand and Company; Kaynes, unicycle; Bill Kelly, Tex Pavel and Butch, local TV personalities, and Bill Brinley's Circus. Moore performed at 2, 5 and 9 p.m.

Manager of the date is Paul Ollis, and auspices is St. Cyril's Young Men's Club.

## Beardsley to Run Front-End On Reithoffer

NEW YORK — M. (Whitey) Beardsley will be concession manager for the Reithoffer Shows this season, it was announced here last week.

Beardsley, who was with Reithoffer last year, has been with the Coleman (20 years), World of Mirth (six) and James E. Strates shows, in addition to playing countless independent dates.

## Krekos Re-Inks Pre-War Cele

SAN FRANCISCO—A contract signed between the West Coast Shows and the San Leandro, Calif., Boys Club returns the show to the area it traditionally played prior to World War II, Bobby Cohn, general agent, announced last week. The show will play there for six days starting July 16.

Representing the Mike Krekos organization in the signing of the contract were Cohn and Al Rodin, recently named manager of the West Coast Exposition Shows.

The unit playing the date will be set up on two pieces of property owned by different individuals on a main arterial thoroughfare between here, Oakland and the East Bay cities. The lots are in the center of over 200,000 population.

Following this date, the show will begin its route of 10 fairs, including Yuba-Sutter, Tehama County, Napa District, San Luis Obispo County, Monterey County, California State, Santa Clara County, Madera County, and Kern County.

The show's Fourth of July date will again be for the American Legion Celebration in Stockton, Cohn disclosed.

## Senior, Kelly, Lashbrook Plan 'Opry' Tenter

CHICAGO — Plans for operation of an under-canvas "Grand Ole Opry" show were announced here last week. The show will be operated by Billy Senior, Chicago booking agent, and W. N. Lashbrook, of the Springfield, Ill., tent rental company.

Producer is John Kelly, Nashville. Top country and western attraction on the show will be Bill Monroe and the Bluegrass Boys. There will be about 12 performers on the show.

Concert attraction will be a rock 'n' roll act plus Hawaiian dancers. Equipment will include a 60 by 180 tent, with a stage in the center, and 2,150 seats, two light plants, new marquee, 20 by 40 dressing room, five semi-trailer trucks and a sound car.

Staff will include O. H. (Sailor) Oliphant, superintendent; LeRoy Finley, agent, and Charles Lyons and Edward Higginson, electrical department.

Opening stand will be Jackson, Miss., April 1. Show will head for Illinois and then the West.

## Honor George Flournoy

MOBILE, Ala. — George J. Flournoy, 81-year-old circuit court bailiff here and for many years The Billboard correspondent, was honored recently by the city commission when it named a street in the new municipal park Flournoy Drive. Flournoy is the only former city alderman now living. The city formerly functioned under the mayor and alderman form of government.

Now neither winter nor indoor applies to some of these shows because they work nearly all year around, appearing during summers in stadiums and ballparks.

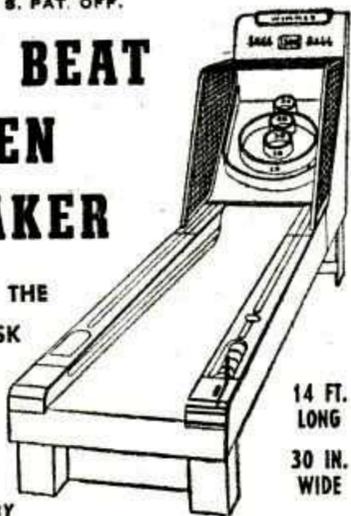
Key to success by these circuses has been perfection of promotion systems. All appearances are sponsored, usually by a Shrine or similar lodge or by a police benevolent (Continued on page 101)

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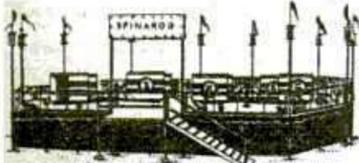
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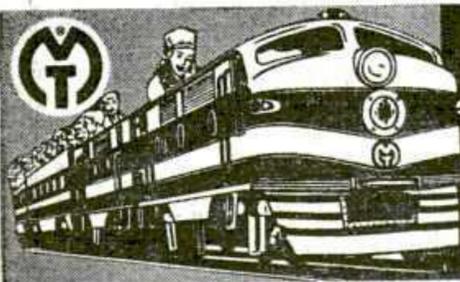
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BOX 308

MT. CLEMENS, MICH.

## Lengthy List of N. Y. Spots Prepping for 1957

NEW YORK—A raft of attractions is ready for summer business in New York's metropolitan and up-State areas, with indications being that one of the best seasons for tourism and spending is in store.

Down-State, Long Island has Storytown, Lollipop Farm, Massapequa Zoo and Wonderland Farm Zoo, all of which feature kiddie zoos of domesticated animals and fowl. Massapequa Zoo has a full-scale Kiddieland, as does Storytown, and a train ride is one of the Lollipop Farm elements.

Also in the metropolitan region is Bob Dietch's Zoo in Fairlawn, N. J., also with a complete assortment of kiddie rides, and with an old logging camp train, converted from a woodburner.

Moving up-State, the Catskill Game Farm is one of the largest Eastern zoos, rambling over a large mountainous area and containing compounds with veritable herds of animals, many of the untamed. There is a complete Kiddieland and numerous eating and straight sales stands. In Yonkers, Storyland at Cross-County Center has rides, a big restaurant and fairyland structures.

### Birch Hill

The new Birch Hill Game Park will be in its first full season at Patterson, N. Y., after opening late in 1956. A few rides are installed, and the 100 acres offer ample development opportunities. Being near Westchester County, the operators hope to draw much patronage that would have accrued to Indian Point Park, former Peekskill spot which will be an atomic power plant site.

Former circus figure James M. Cole is going into business with local associates of Penn Yan, N. Y., with a Circus Land, utilizing his elephant act, ponies and other acts.

The North Pole, at Whiteface Mountain in the Adirondacks, has been a thriving tourist attraction. Western themes are successfully

presented at Frontier Town, near Schroon Lake. It contains log structures representing a Western village, and offers stagecoach rides complete with mock holdups.

Animals are the main attraction at Animal Land, near Lake George. The latter has 22 neatly formed nursery rhyme settings for its animal inhabitants, and a Kiddieland as well.

Old MacDonald's Farm in Lake Placid, Land of Make Believe in Upper Jay, Indian Village in Lake George, Rip's Retreat in Hanes Falls, and Totem Indian Village in Cooperstown are fully girded for the season ahead. The State has become the most thickly populated of any for amusement attractions.

## Crafts Fiesta To Be Revived

SAN BERNARDINO, Calif.—Crafts Fiesta Shows, recently combined with Crafts 20 Big and Craft's Exposition for the 11-day National Orange Show here, will tour this season for the first time in seven years, O. N. Crafts, owner, said last week. Larry Ferris will manage the unit, with the regular tour starting in May.

For the Orange Show Crafts used 25 major and 22 kid rides, approximately 100 concessions, and 10 shows, with the G. N. Burns Torture Show featured. For the opening here, Crafts purchased a Coaster from Carl Miller and a Paratrooper device from Frank Hrubetz.

The 22 kid rides were spotted in a special section near the Commercial and Industrial building. Two Ferris Wheels were used in this section, along with one of the three Merry-Go-Rounds brought for the date.

Exposition Shows, managed by Roger Warren, moved out of here for the Maricopa County Fair, Mesa, Ariz., playing the date for the second consecutive year. Following that run, the show will be on the midway at the Yuma County Fair, Yuma, Ariz., a new date for the organization.

## Two Ohio Events Ink CSRA Races

DAYTON, O.—Central States Racing Association has closed to provide auto racing at two Ohio fairs, in addition to the organization's usual string of fair and still dates.

Norm Witte, CSRA topper, reported the fair would stage a one-night program at the Auglaize County Fair, Wapakoneta, and an afternoon and evening of racing at the Clinton County Fair, Wilmington.

## Moose Jaw, Sask., Pacts Crawshaw

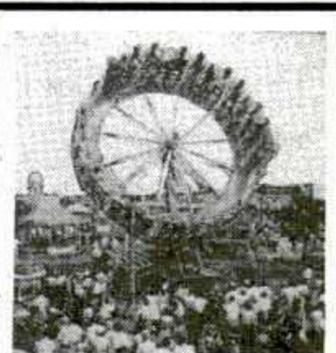
MOOSE JAW, Sask.—A contract has been signed with Royal Canadian Shows for the midway at this year's Moose Jaw Exhibition, O. B. Fysh, president, announced. Bob Di Paolo's KBD Enterprises, Calgary, will present the grandstand show.

## Work Stopped On Oil Palace At Tyler, Tex.

TYLER, Tex.—The late Bobby Manziel's Oil Palace, designed to seat from 13,500 to 20,800 people, is standing idle and uncompleted here.

Disposition of the building awaits settlement of the oil man's estate. He died intestate last November. At that time three exterior walls of the building were completed. Work was suspended after the fourth wall was closed in to protect the building.

Whether the privately owned building will be sold and whether it will be completed before or after any such sale were among the questions still left unanswered.



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**PUBLIC WELCOME**

**Cornell U. Bows 500G Ice Skating Palace**

ITHACA, N. Y.—Cornell University's \$500,000 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 James Lynch, contains an artificial ice rink 200 by 85 feet, seats for 4,200 spectators, locker and storage rooms offices and refreshment facilities.

The building, which was started last June, measures 285 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. Patten, 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 pee-wee and midget 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 \$250,000 outdoor ice skating rinks in the metropolitan area in time for use next winter, legislators were informed last week. This was revealed during a State House hearing in which a request was heard 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 one in operation which runs at a small loss. Of \$18,000 annual maintenance costs, some \$16,000 was collected in small admission charges.

Each of the projected rinks, which will be constructed this spring, will encompass a large skating area about the size of the Boston Garden. There also will be a smaller skating area for figure skating. The bond issue plea received strong support. It was pointed out that the committee receives requests for about 60 individual projects a year, including skating rinks, swimming pools and other recreational facilities.

**Horse Event Hypo Again At Troy Hills**

TROY HILLS, N. J. — The sponsoring Grange will apply again this year for permission to operate concession wheels. A group of units was run at last year's event thru license from the State Legalized Games of Chance Commission. Games are banned thruout the State except in the case of charitable organizations with commission approval.

Other midway units will be provided by the Reithoffer Shows, as in 1956.

As a promotional endeavor, there was a horsemen's jamboree last year, and Manager Swante Swenson reports a similar event, featuring a long parade over local roads on horseback, will likely be used this fall. In addition, the fair is negotiating for live talent of the hillbilly variety.

The only attempt at a paid grandstand was the sports show of two years ago, booked thru the Shilling office in New York, but this endeavor, using the show ring, was washed out by a prolonged rainstorm.

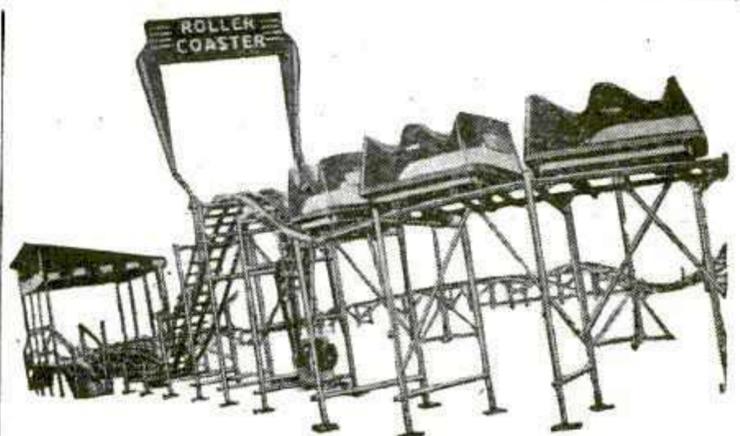
**Iowa State Sets Program**

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 thru September 1, closing on a Sunday.

In addition to the Barnes-Carruthers revue, the event will present six auto race programs thru National Speedways, Inc.; one afternoon of Tournament of Thrills, two afternoons of horse racing and the rodeo on one night and four afternoons. Olson Shows will again provide the midway attractions.

**Annie Oakley's 'Brother' Set for Outdoor Trek**

HOLLYWOOD—Jimmy Hawkins, who co-stars as Tagg Oakley in the "Annie Oakley" television series, and his pony, Pixie, are being booked for fairs, rodeos and celebrations, Bette McMahon, Hawkins' manager, said here last week.



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**CLUB ACTIVITIES**

**Heart of America Showmen's Club**

KANSAS CITY, Mo. — President George T. Gordon called the meeting to order. It was reported that L. K. Carter, first vice-president, was in a Smithville, Mo., hospital suffering from injuries received in an auto crash. It was planned to move him to a hospital here as soon as his condition permitted.

Woody Galther was still confined to St. Mary's Hospital here following surgery.

Plans for the pot luck dinner were discussed. It was announced that the final meeting of the season would be held March 22. Meetings are to be resumed October 18.

Hale's Shows of Tomorrow, opened here recently and Evans' United Shows bowed on a Kansas City, Kan., lot. Mr. and Mrs. Sam Ansher have moved to the Pacific Coast. George Kimbrell was confined at home.

Fairyland Park is scheduled to open early in May for school picnics, with the official opening on Decoration Day.

**Pacific Coast Showmen's Association**

LOS ANGELES—Representatives on eight shows will send notes during the summer for the club's bulletins, Bob Downie, president, announced at the regular weekly meeting here Monday night (11).

On the rostrum with Downie was H. D. (Bob) Matthews, secretary.

Downie announced that the representatives will be Harry Lewis, Crafts Exposition Shows; Martin Arthur and J. Frank Warren, Crafts 20 Big; Hunter G. Farmer, West Coast Shows; Morrie Schiller, West Coast Exposition; Sam Snobar, Monte Young Shows; Dan Dix and William Davis, Ralph Meeker Shows; Edward J. Harris, Gold Coast Shows, and Joe Steinberg, Siebrand Bros.' Circus and Carnival.

J. B. (Red) Dauer, chairman of the showmen's day festivities at the National Orange Show in San Bernardino on Tuesday (19), outlined plans for the event. George Surtees is producing the "Grandfather's Follies," which will be featured.

Charles Crouse was reported recuperating from surgery in the Long Beach Naval Hospital. Harry LaMack will soon leave the hospital and Meyer Scholm is doing well in a local rest home.

President Downie welcomed Billy Clark, of Fresno, and Harry Phillips.

**Michigan Showmen's Association**

DETROIT — On the rostrum with President Jack Dickstein at the March 11 meeting were C. L. Lovejoy, first vice-president; Cameron Murray, second vice-president; Edor Burge, third vice-president; Max Kahn, treasurer; Irving Rubin, executive secretary, and Paul Greeley, recording secretary.

Chairman Maynard Ostrow and past President Robert Morrison, of the blood bank committee, reported 21 pints donated during the past week. Plans were announced for the April 1 meeting, last of the year. The men and the auxiliary will combine for the meeting, to be followed by a social.

Jack Segal, sick committee chairman, reported John Cargan and Oscar Margolis still in the hospital. Sam Burd, house committee co-chairman, is recovering from illness.

Recent visitors to the club room included R. K. McDonald, Warren Cushway, Irving Quist, Sam Ginsberg, Sam Fine, Sam Serra, Charles Heim, Edward Gold, Louis Brown, Charles Rafal and Sam Fishman.

**Hot Springs Showmen's Association Ladies' Auxiliary**

The regular meeting was called to order by President Virginia Gamble. The roll call of officers found the following present: June Reynolds, first vice-president; Rose Marie Stein, treasurer; Bonnie Wheatley, secretary, and Elsie Powell, Tyler. The invocation was given by Chaplain Helen Staley.

Mickey Qualls, a new member, was welcomed. Plans for a wild duck dinner were announced, with Alice Hennies in charge. Caroline Hold reported on the charity bingo held for the benefit of the Lake-wood Convalescent Home. The Friday bake sales were reported as successful.

Junior Ray's mother was reported confined to Bethany Hospital, Kansas City, Kan. Angie Conroy and Elaine Dimitro were reported recuperating from surgery.

Plans were discussed for a baby shower to be given Jean Bennett Spicher.

Members were saddened by the death of Lewis Cutler.

**National Showmen's Association**

NEW YORK—Max Wilner and Samuel Kirsch, the latter proposed by Harry Nelson, are the newest members.

First go-around of tickets for the March 30 barn dance was at the meeting Wednesday (13), and a good reception was noted. Tickets are \$1 per person, with entertain-

**ARENAS & AUDITORIUMS**

**Hobart Arena Finds Success With Moderate Population**

By TOM PARKINSON

UNUSUAL in location and operation, the Hobart Arena at Troy, O., is getting along well with seven years of business behind it. This is a 6,500-seat arena in a city of 10,000 people. Manager Kenneth Wilson recalls that early efforts to book shows brought the query, "Where's Troy?"

Now a good many people in arena business know that this is the place that gets the second highest attendance in the International Hockey League, altho it is the smallest in the loop and is up against such metropolises as Cincinnati.

They know it is the place that Victor Borge drew \$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 the annual "Holiday on Ice" dates.

HERE IS HOW IT GOT STARTED. Ed and Bill Hobart of Troy's big Hobart Bros. Welding company decided upon a sports arena as a memorial to their father. Thru the C. C. Hobart Foundation they told the town's citizens that they would build the arena if townspeople in turn would approve a bond issue 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-inspired 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 put up guarantees for shows, something the city could not do. A separate result is that the building must pay a State property tax.

WILSON STATES THAT the building has been financially successful. It cost \$1,000,000 to build but was worth more because the Hobart plant was able to turn out part of the materials and equipment. For each of the first six years there was a profit left at the end of the year to plow back into facilities. In the seventh year, the hockey team, mainstay of the building, was at the bottom of the league and attendance was off 20,000. The foundation had to dip into other funds at one time, but the building now is coming back on top.

First attraction was "Holiday on Ice" in September, 1950. That same icer came back five short months later, and "Ice Cycles" also played in 1951. Two shows also played in 1952, and one yearly since then.

A FOOD AND APPLIANCE show is a money maker. It is linked with a 1,400-store chain and uses recording name attractions to draw 22,000 people each September. A builders' show comes each April. Regional basketball tournaments come to Hobart Arena. There is public skating to the tune of 40,000-paid for the October-March seasons. Wilson reports they have no circus because shows have not found an adequate sponsor. The arena closes in the summer and that's when annual maintenance work is done.

All this adds up to an annual paid attendance of 240,000 people. That was the score last year and second only to the 1953 total of 243,000. The arena draws from a radius of 50 miles and more, wherein live a million people. Hobart has a success story to tell. It is showing one of the ways in which modern arenas in moderate-sized cities can come out on top.

**Greater Tampa Showmen's Association Ladies' Auxiliary**

The Wednesday (13) meeting was called to order by President Vera Cox. Also present were Olive Sprague, Mary Wenzik and Egle Sedlmayr, vice-presidents; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Ella Stophel, chaplain, delivered the invocation. Thank-you letters were read from Lucille Lichtler, George Reinhardt, Mary Ruth Tillery and Doris Meyer.

Secretary Fillingham reported 688 members in good standing. A representative of the American Cancer Society spoke briefly and illustrated his talk with a motion picture.

Mary Fezell and Josephine Van Pelt are new members. The club voted to buy a spotlight for the recreation room at the local TB Sanitarium.

Jean Davis reported 72 members present. Refreshments and a social hour followed the meeting.

**Charter N. C. Concern**

WINSTON-SALEM, N. C. — Smoky Valley Entertainments, Inc., has obtained a charter to establish and maintain recreational centers. Authorized capital stock is \$100,000 and incorporators listed are Roger Page Jr., Doris Page and Rita Daly, all of this city.

ment, dance music and games in store.

Recent visitors to the clubrooms, after some time in absence, are Frances Pelland, Harry Flanagan, of the Shamrock Shows; Joe Uknism, Charles Smith, Harry Joffe, Paul Goldfarb, Jack Harris, Sam Robbins, Sam Finkel, Vince Anderson, Al Janpol, Larry Neumann, Charles Singolo, Angelo Longo, Louis Light, Harry Nowrick, Morris Brown and Charley Davenport.

**Showmen's League of America**

CHICAGO—Al Sweeney was in the chair for the regular Thursday (14) meeting. Also present were Jack Duffield and Bill Carsky, vice-presidents; Bernie Mendelson, treasurer; George Johnson, secretary, and Homer Briant, executive secretary.

Past-presidents were out in force and included J. W. (Patty) Conklin, Sam J. Levy, Fred H. Kressmann, Bob Lohmar, Ned Torti and Lefty Ohren.

High point of the evening was the drawing of 50 names of holders of debenture bonds on the clubhouse. These will be the first 50 bonds to be retired upon maturity. Participating in the drawing were President Sweeney, Tom Sharkey and E. Sopenar.

Plans for the Saturday night St. Patrick's Party were discussed. It was announced that John A. Marcum was a new member.

Called on to speak were Coach Kasin, Sparky Garmisa, Harry Mamsch Jr., Ernest McLean, Patty

Conklin, Bob Lohmar, Andy Kasin, Billy Senior, Pat DeCarlo and Benny Fox.

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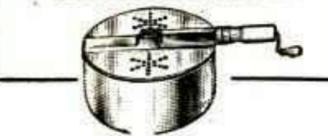
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**Como, Ford  
Mentioned for  
Oklahoma Cele**

DALLAS—Plans for a whopper grandstand show at the Oklahoma Semi-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 R. Meeker Jr., managing director of the Dallas 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 show.

The first show will begin a 10-day run June 14, to be followed by the 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 (16) on State Fair Musicals business and was to attempt to line up some of the attractions to be featured at that time.

In the talking stages are deals for the Ernie TV show and the Como TV show. Reports are that Como would be given an opportunity to buy into a producing oil well as an inducement to sign.

Meeker, who has an interest in Metropolitan Grandstand Attractions, Inc., is serving as consultant on the show and is booking the attractions. Nick Matsoukas and Arthur Gray, of New York, also have interests in the MGA setup.

**Waite Heads Fund Drive**

WOODLAND, Calif. — Stuart B. Waite, Yolo County Fair secretary-manager, has been named chairman of the Easter Seal drive in the county. E. D. Jelden, Yolo County Society for Crippled Children and Adults president, announced here last week. The campaign is under way and will run thru Easter Sunday. The goal set by Waite is \$4,500.



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**Regina Razes  
Dairy Bldg.**

REGINA, Sask.—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. Remainder of the site will be used for concessions. A sidewalk will be built along the roadway near the new building.

Built in 1918, 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.

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**Viscount Alexander to Open Week for Ottawa**

OTTAWA — A drawing card that practically guarantees the Central Canada Exhibition one of its biggest openings is the acceptance of Field Marshal Viscount Alexander of Tunis to participate in the inaugural ceremonies this fall.

Alexander, popular wartime leader and former General of Canada, will officially open the annual affair on Friday, August 23. The exhibition will close the following Saturday, August 31.

J. K. Clarke, general manager, confirmed the word that Alexander

has accepted the invitation of the CCE directors. Rather than have the ceremony take place in the Assembly Hall, as in past years, he will arrange to have a banquet in the hall at 6:30 p.m., to be followed by a procession to the bandshell where the guest of honor and Lady Alexander will be in view of the expected multitude for his talk.

This year's event will encompass new dates, a switch to a week later than in the past, chiefly in order to take advantage of a government pay day which affects the majority of workers in Ottawa, predominantly a civil service city. Checks will be distributed at mid-month, which will be Thursday and Friday of fair week.

**Greenville, S. C. Ice Debut**

GREENVILLE, S. C. — The Figure 8 Ice Skating Rink was scheduled to bow here Tuesday (19), representing an investment of \$125,000 by W. R. Crossfield, owner.

The indoor rink, located in a roofed building, is managed by William H. Barg and Mary Bohland, former operators of an Atlanta rink.

Some 500 pairs of rental skates are available and others will be sold at the skate shop.

**Carnival Routes**

Send to  
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Burkhart: Plaquemine, La.; Port Allen 25-31.  
Crafts 20 Big: San Bernardino, Calif.  
Empire State: San Antonio, Tex.  
Glades Am. Co.: (Pair) Fort Myers, Fla.  
Page Bros.: No. 2; Bunkie, La.  
Rocky Mountain Empire: Carlsbad, N. M.  
Shop-O-Rama: La. Cruces, N. M.  
Southern Fair: Moultrie, Ga.  
Southern Valley: Minden, La.; Collinville 25-30.  
Tennessee Valley Am.: Greenville, Miss.  
Tivoli Expo.: Lake Charles, La., 18-31.

**Circus Routes**

Cristiani Bros.: Key West, Fla., 22-23;  
Marathon (mat.) 24; Homestead 25;  
Fort Meyers 26; Wilton Manor 27; Pompano Beach 28; West Palm Beach 29-30;  
Jesup, Ga., April 1; Fitzgerald 2; Americus 3; Thomaston 4; Griffin 5; Lanett, Ala., 6.  
Davenport, Orrin: Dayton, O., 21-30; Columbus, O., April 1-5.  
Gray, Gil: Lincoln, Neb., 19-23; Sioux City, Ia., 25-30.  
Lee Bros.: Persall, Tex., 20; Carrizo Springs 21; Eagle Pass 22; Del Rio 23; San Angelo 25; Andrews 26; McKinney 27; Port Stockton 28; Monohans 29; Marfa 30; Alpine 31; Sanderson April 1.  
Polack Bros. Eastern: Roanoke, Va., 21-23; Erie, Pa., 28-30; Atlantic City, N. J., April 4-6.

**Ice Shows**

Holiday on Ice: Johnson City, Tenn., 19; Elkhart, Ind., 21-24; Kitchener, Ont., 26-30; Kingston April 1-3; Peterborough, 4-6.  
Holiday on Ice of 1957: Birmingham, Ala., 19-20; Montgomery 21-24; Miami, Fla., 26-April 7; Tampa 3-10.  
Ice Capades, 16th Edition: Wichita, Kan., 20-24; Lincoln, Neb., 26-31; Lubbock, Tex., April 2-7.  
Ice Capades, 17th Edition: Omaha, Neb., 19-25; St. Paul, Minn., 27-April 3; Chicago, Ill., 4-14.  
Shipstads & Johnson's Ice Follies of 1957: Rochester, N. Y., 19-24; Buffalo, N. Y., 26-31; Minneapolis, Minn., April 2-21.

**Miscellaneous**

Burke's Wild Cargo: Panama City, Fla., 19-23.

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**Show Clicks At California Winter Event**

IMPERIAL, Calif. — The grandstand show at the California Mid-Winter Fair and Festival of Nations, which closed its annual nine-day run here Sunday (10), pulled strong attendance, D. V. Stewart, fair secretary-manager, said. Produced by the George Hunt Agency, Hollywood, for the 18th consecutive year, the show featured three segments, with Nick Lucas, the troubadour, being held over for the third and final one.

The Star Dusters, high act, were featured thruout the run. The first show which opened with the fair Saturday (2) for three days included Diedrick's Dogs and Ponies; Kinko, the Clown, and his squad car; Pinky Jackson and chimp; Jacqueline Hurley, contortionist; Captain McDermott and bear; Bogino Troupe, acrobats; Skeets Minton, ventriloquist and emcee, and George Goulding and Cal Earle, electric organ and rhythm.

The second show opened Tuesday (5) with the Marion Rankin Dancers (6) booked for the remainder of the fair. This bill included Charles Carer, juggler; Dell O'Dell, magic; Jack Marshall, comic, and Nick Lucas.

With the third show opening Friday (8), the Rankin Dancers and Lucas went into the final segment. Other acts included Sid Moore and dogs, Reggie Rymal, paddle boards; Lucille Smith and Bob Donino, singing act, and Andy Mayo and Company.

Hunt formerly produced the show for the Bert Levey office before opening his own agency.

**Rock Island, Ill., Makes Plans for New Grandstand**

ROCK ISLAND, Ill. — The Rock Island County Fair is having plans made for the construction of a new 3,500-seat all-steel grandstand that will have 12,000 square feet of exhibit space under the seat deck. The plans, which call for completion by August 1, are being drawn up by Gaylord R. Lewis.

The combination grandstand-exhibition hall is of the type being built thruout Illinois as one of the requirements that makes a fair eligible for the State pari-mutuel fund for grounds rehabilitation.

Country and western artists are popular outdoor attractions. For information concerning them, see special Country and Western section starting on Page 79.

**THE FINAL CURTAIN**

**BOWERS—Edward,** 68, former concessionaire with the W. S. Curl Shows, March 9 in Veterans' Hospital, Dayton, O. Survived by three brothers, John, of Florida; Charles, Norfolk, and Howard, Savannah.

**CAPELL—Frank,** 62, born Frank Cappola, March 6 in Medical Center Hospital, Jersey City, after an illness of several months. A concessionaire who had been on several shows, including Victory Shows and Liberty Fair Amusements; in recent years he had booked independently into major Eastern fairs. He was a native of Jersey City and a former governor of the National Showmen's Association. Survivors include his widow, a daughter, a brother and a sister. Services were held March 14 at Lady of Mount Carmel Church, Jersey City, with burial in a family plot.

**CRANER—Mrs. Sylvia Agnes** 72, who was associated with her husband, Art, in various shows and fairs, March 2 in San Francisco. Born in Peoria, Ill., she spent most of her life in Yakima, Wash., moving to San Francisco about 10 years ago. Burial March 4 in Show Folks of America Rest.

**GARDNER—Homer (Sailor),** 63, veteran midway worker, March 9 at Mobile following a long illness. A native of Griffin, Ga., he had spent most of his life in the business, including 12 years with the late Al Wagner's Cavalcade of Amusements. Survivors include one son, one daughter, two brothers and one sister, all of Griffin. Services were held in Mobile with interment in Pine Crest Cemetery there.

**GAUTIER—Harold,** 57, owner of the well-known dog act, Excess Baggage, and member of a prominent circus family, March 6 in Plainfield, N. J. The family has produced such well-known acts as the Animated Toyshop, the Bricklayers, the Steeplechase, His Master's Voice and Tally-Ho. Survived by a brother, Arsene.

**LeROY, Eva,** 60, concessionaire, entertainer and past president of Caravans, Inc., recently in Chicago. For years she operated concessions in a Houston park, in addition to playing the piano professionally. She was a member of the Chicago chapter of Showfolks of America, and the Ladies' Auxiliary of the American Legion. A sister survives. Funeral was held Wednesday (13) in Chicago with burial in Waldheim Cemetery.

**MALOTT—Illene,** 57, wife of L. B. Malott, of Indianapolis, January 30 in a Tampa hospital after a short illness. A native of Southampton, England, she came to this country in 1915 and was in show business for 40 years. Known as Illene McHugh, she traveled with a number of large shows. For several years she and her husband worked as a mental team. Last year they appeared at Canadian fairs with the World's Finest Shows. She was a member of the Ladies' Auxiliary, Greater Tampa Showmen's Association, and the Eastern Star. Besides her husband, she is survived by a stepson, Donald Malott, and a sister in England. Services in Tampa and burial in the Tampa Showmen's Association burial plot.

**WALL—John A.,** 66, for 40 years a circus boss canvasser with such shows as the 101 Ranch Wild West, Sells-Floto, Mills Bros. and Bailey Bros., recently in Roosevelt Hos-

pital, New York, following a stroke. He was the husband of the former Gladys Gillem, who had a lion act with circuses. Surviving are his widow and three children, Kathleen, Claire and John. Burial in Veterans' Cemetery, Fairlawn, L. I., N. Y.

**YAMANACA—Lucy,** 86, who with her late husband, George, operated rides on the World of Mirth and W. E. West shows for many years, recently in her trailer in Miami. Survived by a daughter, Lola, in Rome, Italy. Services and cremation in Miami.

**MARRIAGES**

**DAVIS-KORTE—**William B. Davis, Meeker Shows concessionaire and ride operator, and Ruth E. Korte, concessionaire, March 2 in Phoenix, Ariz.

**GASKELL-HUGHES—**Joseph Gaskell, Columbus, O., secretary of the No. 1 Gooding Amusement Company, and Ruth Hughes, March 7 in Logansport, Ind.

**HARDY-McLAIR—**James W. Hardy, Tampa concessionaire, and Velma McLair, Tampa, March 17 in Kingsland, Ga.



**ILLENE MALOTT**

Passed away  
January 30, 1957  
Expressing my sincere  
gratitude for the many  
expressions of condolence  
on the death of my dear  
Wife.  
**L. B. MALOTT**

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**MEMORIES**

**W. RAY CASS**

**LEON A. NELSON**

March and October, 1953

C. A.

## Brockton Slates Free Talent Thru Imperial

BROCKTON, Mass.—The Brockton Fair's grandstand show this fall will be produced by Imperial Artists Corporation of New York, and will be offered free to patrons. The date had previously been reported as awarded to GAC-Hamid.

Imperial is represented by William A. Burnham Jr., a native of Brockton who has been appointed entertainment and public relations director by the fair's new president, George L. Carney Jr.

Last year the grandstand ad-

mission price was \$1.25 but the ticket sale, reportedly \$5,500, was nearly all offset by the cost of the show. The \$1 front gate price is being retained this year, Carney said.

### Mgr. Job Open

Burnham has not assembled his talent as yet, but will feature at least one name artist. He will be only one of the new figures at the fair this year, since a new board of directors has made sweeping changes since taking office this winter, including the release last week of Carlton Larson, general manager. Carney said a dozen fairmen are being considered for the post. In addition, Harold MacNeill, concession manager under former fair manager Frank Kingman, will resume his old functions, it is understood. Kingman is secretary-treasurer of the International Corporation of Fairs and Expositions, but is not among the prospective successors to Larson, Carney stated.

Burnham will announce his grandstand show during the summer. It will be Imperial's first fair date and will serve as a showcase for possible future fair dates. The firm has produced strongly in industrial shows, including the big Alfalfa Club of Washington, American Motors, National Cash Register and American Hotel Association.

Heavy promotion will be applied to the free grandstand show to attract more than the 70,000 paid admissions in 1956.

It is reported that minority stockholders have been meeting regularly since the proxy dispute which resulted in the new group moving in. Larson was hired in 1954 and the fair has been operating under a \$75,000 mortgage made necessary by a fair which had been hurricane ravaged. Half of this obligation has been paid as well as all but \$1,000 of other outstanding debts, it is reported.

This fall's midway will again be the World of Mirth Shows.

## Varied Talks Highlight of Conn. Program

BERLIN, Conn.—One of their best turnouts provided Connecticut fairmen with a successful meeting at the high school here Saturday (2). William Stark, of Chester, is president.

Other officers are James Schlager, of Guilford, and Harold Harrison, of Berlin, vice-presidents; Joseph Bartlett, of North Haven, secretary and treasurer, and Laura T. Bartlett, his assistant.

Sixty-five members at the sessions heard discussions by Frederick Libutzke, of the State Department of Agriculture; Warren Brockett, 4-H work; John Woorm, of Pepsi-Cola Company, publicity and promotion; Robert Ewing, Plymouth County (Mass.) agent, youth at fairs; Owen Trask, University of Connecticut, educational exhibits; Edward Bennett, West Haven superintendent of adult education, home arts and crafts, and Daniel P. Hurd Jr., Essex County (Mass.) agent, agricultural exhibits.

### State Official Heard

Invocation at the annual banquet was by Rev. Robert S. Hamilton, Faith Methodist Church of North Haven. Joseph Gill, Commissioner of Agriculture, addressed the evening audience. The Mickey Sullivan band, with Tony Summers as vocalist, was included as entertainment.

Fairs represented at the convention were Berlin, Bethlehem, Chester, Danbury, Four Town, Goshen, Guilford, Haddam Neck, Hamburg, North Haven, Portland, Terryville, Woodstock, Chesire Columbia, Southington, Wallingford, Echo Grange, Greenfield Hill Grange, Fairfield County 4-H, Hartford County 4-H, Middlesex County 4-H, New Haven County 4-H, and Windham County 4-H.

Also represented were Connecticut Amusement Supply, Pinkerton's National Detective Agency, Clements Entertainment Bureau, Al Martin Agency, Bell-Form Shows, Mickey Sullivan band and Russell Badge Company.

## Greeley Names Hoshiko

GREELEY, Colo.—Paul Hoshiko, of nearby Kersey, has been named general manager of the Weld County Fair, which will operate its third run this year. Chuck Armstrong, this city, is assistant manager; Stanley Boyes, secretary, and Dave Hill, treasurer.

### FOR ENTERTAINMENT

—CONTACT—

**JIMMIE DOWNEY**  
7733 Arthur Ave., St. Louis 17, Mo.

## WINTER FAIRS

### Arizona

Mesa—Maricopa Co. Fair & Horse Show (Civic Center), March 27-31.  
Phoenix—Maricopa Co. 4-H Fair, April 1-6.  
Tucson—Pima & Santa Cruz Counties Fair, April 13-14. G. E. Blackledge.  
Yuma—Yuma Co. Fair, April 10-14. Frank M. Deason.

### California

San Bernardino—National Orange Show, March 14-24.

## Tenn. Assn. Launches First Workshop Meet

KNOXVILLE — The Association of Tennessee Fairs kicked off the first of three workshop sessions for county fair executives here Friday (15). The series of meetings were organized to benefit smaller county fairs that do not send representatives to the January State meeting. G. W. (Bill) Wyne, association president and manager of the Mid-South Fair, Memphis, announced last week.

The association has a vice-president in each section of the State and these officers are responsible for the programs. Ernest Thurman, Sevierville, was in charge of the local confab. T. H. Locke, Lawrenceburg, organized the March 19 meeting in Columbia, and D. B. Carter, Dyersburg, the Jackson meeting on March 22.

Group discussions dominated the meeting here and will also be in the majority on the two other programs. Participating at the workshop here were Elmo Rowland, who spoke on "What Constitutes an Overall Well-Balanced Fair Program." Jack Vinson, association secretary, discussed the classification of the State's annuals and Elrod Worley divided the delegates into groups for the workshop sessions.

### Discussions Vary

Discussions included youth participation, industrial and commercial participation, recreation and entertainment, financial procedures, adult participation, arts and crafts and support of fairs thru attendance. A. Carter Myers, president of the Tennessee Valley A. & I. Fair, presided at the luncheon meeting where W. F. Moss, assistant state commissioner of agriculture, was the key speaker.

The program at Jackson, with Carter in charge, will include an address on advertising by Emil C. Guldenzopf, Regalia Manufacturing Company; a discussion on problems by George Wilson, Dyer County Fair, and an address on fair awards and legislation by Wynne. Hunter Taylor will serve as toastmaster at the luncheon.

Subjects to be studied at the Columbia meeting will include educational and demonstration exhibits, individual competitive exhibits, youth organization exhibits, field crops, live stock and junior judging, commercial and industrial participation, flowers, entertainment, recreation and methods for increasing attendance. Speakers will include J. B. McLaren, Columbia; Milburn Jones, Nashville; W. F. Moss, assistant commissioner of agriculture, and Wynne.

WHEATON, Ill.—The DuPage County 4-H Club Fair has obtained a new location for its plant which will be on 40 or more acres of the County Farm. Under a long-range plan, drawn up by G. R. Lewis, a commercial building, along with several livestock buildings, will be constructed beginning in April. Gordon Gregory is president and Williams Hills, secretary.

## Wisconsin Assn. Skeds Four Regional Meets

WEST ALLIS, Wis.—The Wisconsin Association of Fairs and the State Department of Agriculture will participate in four regional meetings during the next couple of weeks, Charles B. Drewry, supervisor of county and district fairs, announced last week.

The first confab is set for March 27 in Plymouth, with the Sheboygan County Fair as host. The following day the Sauk County Fair will head up a meeting at Baraboo, and April 3 the fair executives will gather in Menomonie, where County Agent Howard Kuhn will be in charge of arrangements. Bill (Tiny) Uthmeier and his Central Wisconsin State Fair board will host the April 4 meeting at Marshfield.

Scheduled to appear on the programs at the four confabs are Win Eldridge, association secretary; R. B. Harris, association president; Professors L. G. Sorden and J. B. Hayes, of the University of Wisconsin; Dr. Harry J. O'Connell, United States Department of Agri-

culture; Willard (Bill) Masterson, manager of the Wisconsin State Fair; Harlan G. Seyforth, Ellsworth, and Drewry.

## Ohio Assn. Names Committee Heads

NAPOLEON, O.—James D. Murray, president of the Ohio Fair Managers' Association, has named Myers Y. Cooper, Cincinnati, as chairman of the organization's executive committee. Russell W. Alt, Baltimore, and George Conolly, Wauseon, were appointed co-chairmen of the legislative committee, and Bryan P. Sandles, Springfield, chairman of the sub-committee on districting of fairs.

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R.O. BOX 1553 SOUTH SIDE STATION  
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RICH BROS. DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES:

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## FAIR MANAGER WANTED

Applications for the position of General Manager of the Pacific National Exhibition, Vancouver, B. C., Canada, addressed to P. O. Box 385, Vancouver, B. C., will be received up to and including March 31, 1957. Experience in Fair and Exhibition work desirable but not essential. Applicant must have good knowledge of business management and possess administrative ability and will be required to manage an all-year operation of facilities with a permanent administrative and outdoor staff of 70. Applicant should state age, experience, personal particulars, salary required and date of availability.

**W. J. BORRIE** President  
**H. M. KING** Acting Gen. Manager

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707

## Straw Firm Offering Tie-In Deal to Parks

NEW YORK—Nearly 1,000 parks and other ride installations are being approached by Flav-R Straws, Inc., of Mount Vernon, N. Y., in its promotional campaign announced last month (The Billboard, February 23).

Based on a box-front gimmick, the program is being boosted by a television budget of \$60,000 weekly and will run thru the coming outdoor amusement season. In essence, it has patrons presenting Flav-R Straws box fronts at ride spots, and gaining, in return, either gate admission or a ride ticket.

Parks which participate are to receive daily advertising on the local kiddie TV commercials. Ads will include park photographs, names and addresses, and copy about the location. Also, the firm will back the promotion with in-store supermarkets advertising, and will provide posters in various sizes which it expects the parks to post.

### No Redemptions

There is no allowance in the scheme for the firm to redeem box fronts from the parks. The firm reasons that by drawing customers to the parks, even if only for a single free ride, the parks cannot help

but benefit from any spending which results.

Flav-R Straws advertises in more than 200 markets, solely via TV. Limits of the tie-in in any 100-mile area are five amusement spots. In some major centers there will be only two or three parks tied in. The product is a drinking straw with a flavor-impregnated filter. Passage of milk enables a mixed drink in whatever flavor the filter carries, and a patented device enables the straw to be bent over the edge of a drinking glass without hampering its efficiency.

## Vast Concrete Casino Roof Poured in Fla.

FORT WALTON BEACH, Fla.—A casino building with what may be the world's largest concrete shell roof is nearing completion near here, on Okaloosa Island Beaches. It is being built for Tower Beach, Inc., headed by Sam Lindsey.

Certain to draw wide comment and, it is hoped, heavy business, the Tower Beach Casino will run over \$300,000 in cost. Its curved concrete roof spans 170 feet.

Cement firm officials pouring the job claim only the Edsel Ford Foundation Building in Detroit and an Oklahoma armory have similar roofs, each with a 110-foot span. The building is to be completed by May 1, and will offer a cocktail lounge, patio, gift shops, snack bars, large lobby, game room and dressing rooms.

### 201 Cubic Yards

The roof, containing 201 cubic yards of concrete and 45 tons of steel, is supported by four six-inch concrete columns. The building will be surrounded by a large parking area.

In addition to Lindsey, president of the firm, there is John Harris, of Geneva, Ala., vice-president, and Ferrin C. Campbell of Crestview, Fla., secretary-treasurer. Tower Beach Casino is being heralded as the showplace of the northwest Florida Gulf Coast.

The concrete roof was poured recently and was an 11-hour job, ending at 5 a.m. To be open-end on the Gulf side, the building is expected to be pleasantly cool in the hottest weather.

## 125 AREAS

### A. C. Movie Set for 300 TV Showings

ATLANTIC CITY—The Convention Bureau announces that a contract has been signed with the Sterling Television Company, of New York, for 300 telecasts of the film, "On the Boardwalk." Wayne Stetson, bureau manager, said the arrangement provides for televising the color film, produced in CinemaScope, in 125 market area, 20 of which will be in metropolitan centers.

The film will be seen by millions thruout the United States, especially during April, May, June and July, when its use should prove of value in attracting summer visitors. Periodic notices will be received in advance by the Convention Bureau from individual stations, of the time the film will be telecast.

In addition to the TV arrangement, the bureau has also arranged with United World Films, a subsidiary of Universal Pictures Company, for distribution of prints to service clubs, schools, industrial firms, church groups and other organizations.

Stetson said Castle Films has included a previously produced Atlantic City film in its home library series, and until recently had sold 9,387 prints for home projection. The firm was granted permission to bring this film up to date by using scenes from the new one.

### Myrtle Beach Adds 2 Rides; Opens Season

MYRTLE BEACH, S. C.—Myrtle Beach Pavilion and Amusement Park opened for weekends, Friday (15).

Manager Earl Husted said that 18 riding devices have been renovated. A Ferris Wheel and Scrambler have been put in the park, in addition to such devices as the Dodgem, Tilt-a-Whirl, Octopus, Roll-a-Plane, dark ride, Merry-Go-Round and eight kiddie rides.

Country and western artists are popular outdoor attractions. For information concerning them, see special Country and Western section starting on Page 79.

## ROLLER RUMBLINGS

### Kiddie-Adult Contest Tie-In for Pa. Rollery

McKEES ROCKS, Pa.—A skating uniform contest for tots and adults, currently under way, has all the earmarks of being a successful promotion for the local sponsors, Neville Roller Drome and Park Way Photo Studios.

The promotion works in this manner: Photo certificates are distributed each Saturday and Sunday afternoon in the rink. These certificates, with coupon, have a weekly use deadline so that each week a winner, in skating uniform, may be selected in each division. In addition to weekly winners, there will be monthly and grand prize winners.

The weekly winner in each group receives free from the studio a framed 8-by-10-inch colored photo of himself in skating uniform, a \$15 value, and from the rink an award of skating accessories. Monthly prizes are

framed 11-by-14-inch colored portrait photos of the winners, a \$50 value, plus skating accessories. Grand prizes are framed 16-by-20-inch colored portrait photos, a \$100 value, and, from the rink, Chicago roller skates. As an added kicker, the McKees Rocks Gazette is publishing pictures of weekly, monthly and grand prize winners.

### Sessions for Married Women Invade South . . .

MARIETTA, Ga.—The trend toward special skating sessions for married women appears to be spreading to the South. Purely by chance, W. T. Shakelford, operator of Dixie Roll-A-Round here, had an opportunity for such sessions thrust upon him, and to date the policy has proved successful.

Recently Shakelford was approached by a young housewife who requested him to set aside a special session for wives who had been skating enthusiasts at one time and now wanted to "brush off the rust" and get back into the pastime. At the first session instituted, some 40 mothers attended and, according to the operator, interest has continued to build.

At the weekly morning sessions, the rink takes on the appearance of a day nursery, with mothers taking turns attending one another's children so that all have an opportunity to skate. A by-product of the project is the increased interest in skating by pre-school age children who accompany their mothers and who will probably become steady customers as they mature.

### Egts Named Manager Of New Ariz. Skatery . . .

SIERRA VISTA, Ariz.—Ed Martin, general manager of the Roy R. Brockbank Enterprises, has named Carl B. Egts, formerly of Fort Wayne, Ind., as manager of the newly opened El Rancho Roller Rink. Scheduled are seven hours skating time seven days a week.

Building is of cinder block and glass brick and has a 100 by 175-foot unobstructed skating surface, maple over a tongue and groove sub-floor. Charles Irwin, former United States Amateur Roller Skating Association State and National champion, has signed as one of the rink's instructors.

### Carbone's Skateland Hosts Dance Contest . . .

HAVERHILL, Mass.—Winners of an inter-rink dance-of-the-month contest held February 24 at Attilio Carbone's Skateland here was won by Joyce and Michael Wahlig, Revere, Mass., reports Skateland professional John Milazzo. Finishing second were Joyce Carabajewski and Paul Boyle, Haverhill, with Doris Lamarole and Roger Chabot, Bedford Grove, N. H., finishing third.

### Roy Seibert, Hoosierland Skatery Owner, Succumbs . . .

FRANKFORT, Ind.—Roy H. Seibert, 55, operator of Hoosierland Roller Rink here, died February 9 in Robert Long Hospital, Indianapolis, after a four-year illness. He had been hospitalized for two months.

Seibert had been in the business for 11 years. After operating a portable for three years in Frankfort City Park, he built and operated the present Hoosierland. At one time he was president of the Roller Rink Safety League and at the time of death was a member of the executive board of the United Rink Operators. Thru his efforts one of the early Indiana clubs of

## Jersey Group Seeks Games Referendum

ASBURY PARK, N. J.—A resolution to press for a fall referendum enabling games of skill to become legalized was passed last week by the New Jersey Amusement Owners' Board of Trade. A public-voted State constitutional change would circumvent this month's unfavorable games ruling by the State Supreme Court.

The group was established last summer, following the Statewide banning of concession games. Mayor J. S. Tunney, of Seaside Heights, is president; Max Tubis, of Atlantic City's Million-Dollar Pier, vice-president; J. Fletcher Creamer, of Palisades Amusement Park, treasurer, and George Zuckerman, Asbury Park publicist, secretary.

The group has former State Senator John Toolan, of Perth Amboy, as counsel, and Bill O'Connor, of Newark, as public relations manager.

Some 200 members, including observers from New York, attended the meeting. It was also voted by the group to disassociate itself from activities of a local operator who, it is reported, has been asking the prosecutors of Hudson, Essex, Bergen and Union counties, in the Northern part of the State, to declare illegal any bowling for prizes.

The association will actively seek co-operation from State bowling operators, and from owners of carnivals which normally tour New Jersey.

Among the NJAOT's more active members are Abe Rubin of Asbury Park, the Ramagosa interests of Wildwood, and Joe Weisman and Irving Rosenthal of Palisades.

Country and western artists are popular outdoor attractions. For information concerning them, see special Country and Western section starting on Page 79.

## N. Y. CENTER REPEATS COKE TICKET TIE-IN

NEW YORK—Funland, the Bronx fun center on Bruckner Boulevard, has worked out a Coca-Cola promotion which should result in heavy patronage results this summer. It was tried with good results in 1956 and should be better this time, with the knowledge gained from the operation, the park operators claim.

Don Becker, handling the promotion for the family which operates several elements at Funland, said last year's tie-in yielded the park poster backs on 40 Coke trucks and distribution of 3,500 discount tickets in each of several groceries served by the soft drink firm. Each store also had a placard describing the tie-in.

There were 500,000 tickets distributed, with returns just shy of

5 per cent. The Beckers operate a pair of kiddie parks, in addition to which the center contains two Arcade buildings, two refreshment restaurants, miniature golf, archery, driving range, batting cages and long-range shooting gallery.

## San Antonio's Playland Opens

SAN ANTONIO—With a new slogan, "Fun for Teen-Agers and Adults," Playland Park, operated by Jimmy Johnson, opened for the season Friday (15).

The park has 11 major rides, 21 games, 6 kiddie rides, a snack bar and popcorn stand. New this year among rides is the Helicopter.

**SKATING RINK TENTS**  
 42 X 102 IN STOCK  
 53 X 122 AT ALL TIMES  
**NEW SHOW TENTS**  
**MADE TO ORDER**  
**CAMPBELL TENT & AWNING CO.**  
 100 Central Ave. Alton, Ill.

**CURVECREST RINK-COTE**  
 The skating surface for wood and masonite floors. The ultimate in clean lines and traction.  
**PERRY B. GILES, Pres.**  
 Curvecrest, Inc. Muskegon, Michigan  
 We invite you to bring your skates to Curvecrest and see for yourself!

**PORTABLES ARE THE ANSWER**  
**Porto-Bilt**  
 TENT COVERED SKATING RINKS  
 Write  
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 Year-round Roller Rink doing good business, \$5,000.00 down, balance monthly. Also 40x100, 40x80, 50x120 Portables complete.  
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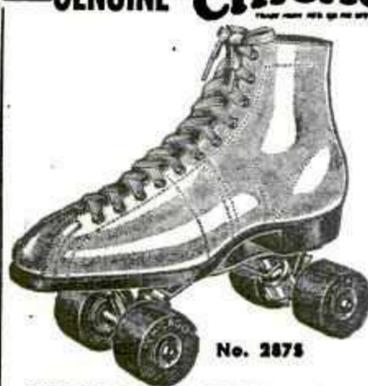
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**MERRY-GO-ROUND or COASTER**  
 for season on percentage  
**WONDERLAND PARK**  
 Batavia, Ohio

**PARTICIPATING SPORTS ASSOCIATION**  
 Fourth Annual Convention—Tuesday and Wednesday, March 26 & 27; Somerton Springs, Feasterville, Pennsylvania. Fifty Trade Show Exhibits for pool, lake and rink. New members invited. Guests welcome.

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 Kiddieland Park.  
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 CUSTOM-BUILT MINIATURE GOLF COURSES EARN MORE MONEY!  
 CHOOSE THE FINEST—INSIST ON A HOLMES COOK COURSE designed and engineered by experts. NO HOLMES COOK COURSES HAVE EVER FAILED.  
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**GENUINE "CHICAGO" SHOE SKATES**  
  
 High Quality and Long Service  
 Cheapest in the Long Run  
 Quality remains after Price is Forgotten  
**Order Yours Now It Pays to Play**  
**CHICAGO ROLLER SKATE CO.** 4427 W. Lake Street Chicago, Illinois  
 No. 2878

The United States Amateur Roller Skating Association was formed, and the first USARSA dance competition of Central Indiana was held in Hoosierland. He was the donor of the Indiana challenge trophy for skate dancing, currently held by Oak Ridge Dance and Figure Club, Gary. One of the early skate and supply shows was organized by Seibert and held in his rink a few years ago. He was born in Perry County, Indiana, March 29, 1901. Surviving are his widow, Cecil; a daughter, Mrs. Cleona Miller, and his parents, Mr. and Mrs. Herbert Seibert. Burial in Bunnell Cemetery, Frankfort.

**Mineola Cowpoke Party Offers Four Watches . . .**  
 MINEOLA, N. Y.—Four 17-jewel watches will be awarded to two men and two women for the best costumes at a March 15 Western Night party at Earl Van Horn's Mineola Roller Rink. The affair will offer such features as a jail house in the center of the skating floor, judge's bench, sheriff's quarters and deputies skating about the floor.

**Chi Oldtimers Sked 18th Anniversary Party . . .**  
 CHICAGO—The 18th anniversary skating party of the Oldtimers Roller Skating Club of Chicago is to be held at Riverview Roller Rink here March 25, reports Bill Henning, who is in charge of events at the affair.

Chicago's oldest rink, Riverview at one time was the country's only rink with a banked track for racing and hosted in competitions such pro greats as Roland Cioni, Art Lauray, Harry Palmer, George Schwartz, Midge Reiff, Willie Blackburn, Malcolm Carey and Joe Laurey.

Henning and Laurey will handle speed events for men and women at the party, with medals going to first, second and third-place winners, and waltz and graceful skating contests.

**Throngs Turn Out**  
 • Continued from page 93

society. Showmen and sponsors alike work at selling tickets.

Afternoon business normally depends heavily on children who are admitted on tickets bought in blocks and paid for by businessmen. Each of these established annual dates in major cities has developed a complicated schedule by which busses bring the youngsters from schools, homes and hospitals in a radius of 50 miles or more. Sometimes special railroad trains bring throngs of the children that pack big-capacity arenas for the circuses. Area around any circus-bearing arena is sure to display dozens of orange school busses.

There is much competition among shows for the limited number of instances in which an adequate sponsor is available in a city that supports shows enthusiastically. Altho many key cities have been contracted for many consecutive years and seem secure to that circus for the future, no show is above losing a prime date to a competing outfit once in a while. And there is a constant pulling and tugging among shows for the numerous choice auspices which play the field and switch among show producers.

As indoor shows developed, they became selective about their dates, dropped the weaker ones and catered to strong ones. This juggling brought about the formation of top-money routes for big shows and the creation of new, usually smaller indoor shows that could profit well with the remaining sponsors. Thus, the field grew and continues to grow.

Country and western artists are popular outdoor attractions. For information concerning them, see special Country and Western section starting on Page 79.

**FOOD DEVELOPMENTS:**

**Sandwich Broiler Has Volume Capacity**

INDIANAPOLIS—A hamburger broiler that is designed for big volume operation has been introduced here. According to the manufacturer, the unit has a capacity of up to 600 hamburgers, hot dogs, cheeseburgers per hour. This includes toasting of buns.

Meat is placed on a movable rack for broiling while the buns travel along a second rack, both emerging from chutes and sliding into separate serving pans. Automatic controls make the unit easy to operate after simple instructions. —General Equipment Sales, Inc., 1348 Stadium Drive, Indianapolis, Ind.

**Hot Plate For Counters . . .**

NORTHBROOK, Ill.—A gas hot plate that is small enough to fit on a counter yet give big output has been designed here. The large front

burner has high to low controls and the smaller rear burner has high, low and simmer settings. Splash tray is stamped aluminum while the cabinet is made of stainless steel or chrome steel.—Anetsberg Bros., Inc., 180 N. Anets Drive, Northbrook, Ill.

**Colorful Drink Cups . . .**

EASTON, Pa. — Paper cups with a ring of bright oranges and green leaves on a white background are being marketed here. The cup is designed to stimulate orange juice and orange drinks at drink stands. The cups—conical in shape—come in 5, 6, 8 and 10-ounce sizes.—Dixie Cup Company, Easton, Pa.

**Counter Custard Maker . . .**

CHICAGO—A custard dispenser and a shake-maker that can be mounted on a counter is being marketed here. The two units can be placed side-by-side for quick operations. The soft-serve freezer is equipped with a three-quarter horsepower motor, removable mix reservoir and three-quarter horsepower self-contained sealed Freon-22 compressor. The cabinet unit measures 18 inches deep, 20 inches high, 32 inches wide. It has a half horsepower motor, five-gallon refrigerated, removable mix reservoir and a three-quarter horsepower self-contained, sealed Freon-12 compressor. Both units are said to be designed for quick installation and are simple to operate and keep clean.—Freez King Corporation, 2518 West Montrose, Chicago, Ill.

**CHOICE LOCATIONS WANTED GAMES FOR SALE**  
 200-seat Skil Bingo, complete with seats and board. Can be used for four 50-seat Six-A-Line Games. 50-unit Fascination Game. Complete with seats, perfect condition. New 60-unit Skil-A-Line Game, all electric, with automatic checker and travel light. Played like Fascination. 66 Unit, Gibbs Fascination, new, complete with seats.  
**Write MONTEREY HOTEL, Asbury Park, N. J.**

**High Quality KIDDIE RIDES**  
 ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—  
 GALLOPING HORSE CARROUSEL  
 Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.**  
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**TWO TOP LOCATIONS AVAILABLE FOR MAJOR RIDES**  
 Due to re-planning—landscaping in established amusement park. Equipment must be late model majors and in first-class condition.  
**JOHN C. RAY** President **BELMONT PARK at Mission Beach**  
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**WANTED CONCESSIONS**  
 Powdered Waffles  
 High Striker  
 Jewelry  
 Also Two Rides  
 Write **MANAGER**  
 3501 Home Ave. Dayton, Ohio

**WANTED**  
 For NEW CAROLINA AMUSEMENT PARK, opening April 1, Hwy. Intersection 28-74, one mile east of Kings Mountain, N. C. One of the best locations in the South. Want Rides and Concessions not conflicting. This is a permanent park. Contact J. F. "RED" STRICKLAND, 620 Phenix St. or Ph. 676, Kings Mountain, N. C., or Owner and General Manager NED MCGILL, 509 N. Risom St., Gastonia, N. C. Phone after 6:00, UN 55359.

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 FOR HOT RODS AND JUNIOR HOT RODS  
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## Outlook Favorable As Cristiani Opens

**Gretona, 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 (22-23) at Key West, a 340-mile jump from quarters.

The show, refurbished and sporting some new equipment and animals, will feature the numerous Cristiani Family acts plus the Gretona high-wire act, Hugo Zacchini's Human Cannonball turn, and the Rojas, cycling duo.

General agent Paul Cristiani said Thursday (14) that the show's advance promotion for the first 40 stands have added up to very good business. Such stands as Macon, Ga., and Charleston, W. Va., have turned in record advance sales for coming dates. Lancaster, Reading and Norristown, Pa., are among other big-promotion towns on the future route, he said.

### Name Staff, Bosses

Show again will be under direction of Lucio Cristiani, general manager. Other staffers will include: George Penny, adjuster; Robert Brown, treasurer; Rose Clawson, secretary; Harry Dann, equestrian director; A. Lee Hinckley, bandmaster; Steven Fanning, elephants; Walter Rice, electrician; Romig Johnson, canvas boss; Pete Sadowski, master mechanic, and Tommy Hart, Side Show.

Paul Cristiani's advance department includes Charles Underwood, general press agent; John Cloutman, story man, and Elmer Kaufman, car manager, with five billers.

For the first time the Cristiani show will be prepared to use TV for advertising when the medium is available. A filmed spot announcement has been created for the show from films made at various times of the family acts and the circus.

The show also will be using a strong billing program. Paper is coming from Globe, Central and Enquirer show printing houses. Poster heralds are to be used but only in stands where there is a major potential on rural routes.

Publicity is to include a story about the show and family in The Saturday Evening Post in May or June. Writer John Kobler has been working on the story at winter quarters here.

The show has purchased a stake driver that was on King Bros. It also has a new elephant van, a new straight bed cage truck and a new semi-trailer cage rig. Convoy of trucks is expected to approach 30.

### Buy New Animals

New animals have been purchased to augment the show-owned menagerie. Included are a tiger, lion, leopard, chimp and llama. Show will carry 10 elephants, 5 owned by the family and 5 owned by Pete and Norma Davenport Cristiani. These animals will be in the combination Side Show-menagerie managed by Tommy Hart. There also will be some platform acts.

The Cristianis said that a possibility remains for the Tony Diano menagerie of major animals to join after the season gets going. The animals were on Cristiani Bros.

W. S. (Buck) Owens, former biller on Cole Bros. and Ringling-Barnum advertising cars, recently sustained a broken leg and is at his home, 33 South Washington Ave., Columbus, O. He would like to hear from friends.

most of last season and no final decision has been made this time for 1957.

Seating has been augmented by rebuilding the blues to seat an additional 500. Capacity now is estimated at up to 3,000. The big top is a 110 with two 30's and one 45.

Arnold Maley has been assisting the show's advance department in some cities, and there is a possibility that he will be with the show for the season.

The Cristiani show has sold an elephant van and a sleeper bus to the Clyde Beatty Circus.

From its Key West opening, the Cristiani show will go to five Florida towns and then West Palm Beach for March 29-30. From there it will make a long jump to Jesup, Ga.

## Bary's Kansas Stands Win for Hamid-Morton

TOPEKA, Kan. — Three Hamid-Morton Circus stands in this area came off winners, it was reported last week.

Show played Kansas City for its 17th annual police show and drew a record 112,000 paid admissions. Saturday (9) afternoon set a new high for number of people in the auditorium at a single time. After

## Nelson Stars Arumai Singh; Coming North

LAS PIEDRAS, Venezuela — Sam Nelson Two-Ring Circus has been playing Maturin, Anaco, Barcelona and Puerta La Cruz in Eastern Venezuela. His future plans call for going north to Central America and eventually to Mexico.

Opening act with the show is Arumai Singh and six African lions. Singh formerly was with Bailey Bros.' Circus in the U. S.

Also with Nelson are the Faringtons, aerial trapeze; Chino Thusi and Miss Teresa, acrobatics and juggling; Nelly Nelson, one-arm planges; Rodriguez Brothers, comedy bar act; Rodriguez Sisters, balancing and tumbling; Adamson Brothers, perch; five clowns; Andina and America, athletic posing and hand-balancing; Great Humberto, high trapeze; Carlos and Hortensia, dwarfs in perch and Risley; grand finale with black light. Charles Kalman does a mentalist act. Eddy Nelson is assistant manager and ringmaster. Martin Diaz is music director and announcer.

## Beatty, Hunt Sign Billposter Union

NEW YORK — Contracts with the Clyde Beatty and Hunt Bros. circuses have been signed by the International Alliance of Bill Posters, Billers and Distributors. The announcement was made by John J. Grady, international secretary-treasurer.

Ringling paper is being posted thru General Outdoor Advertising Company, while Joe Brown and R. E. Patterson have been taken on by the show to tack banners.

## Lee Business Reported Good; Book to April

SINTON, Tex. — Aut Swenson said here last week that his Lee Bros.' Circus has done well at its first several stands and its route has been extended to April 1. Swenson, owner of Thrillcade, auto thrill show, is associated with Louis McNeese in operation of the Lee circus.

Show played San Antonio under Legion auspices Monday and Tuesday (18-19). It opened with a string of towns in the Rio Grande River valley. All stands but Harlingen were good, Swenson said.

Lee Bros. is playing ball parks and stadiums. Tom Durant's phone promotion department is operating. Committee advance sales have been as high as \$1,000. Swenson said strong billing is being used.

Show uses an Italian sports car for bally. It also makes much use of a gold-colored sound car with its own power unit, lights and sound.

all seats and standing room were sold, the ticket windows were closed down and block-long lines of several hundred each were turned away. Clyde Baker, treasurer for the building, said the final tally would show an increase of 8,000 people over last year for the week.

High Diver Stan Bond was used as a finale in Kansas City. He was injured Wednesday, apparently because his own tower was delayed and he used a substitute, but he was able to make all performances.

### Wichita Slightly Ahead

At Wichita, the 15th annual police circus was in progress last week. By Thursday (14) it was slightly ahead of last year, and weekend performances were expected to draw heavy turnouts to put it well ahead. Owner George A. Hamid was on hand at Kansas City and Wichita. He and promotion chief Howard Y. Bary were guests of the Wichita CFA at a dinner to which all Hamid-Morton performers were invited. Bette Leonard and Herman Quinius were CFA's in charge.

The Topeka date, comparative newcomer in the H-M Kansas route, was almost exactly equal to last year on attendance and money, said Chairman Ted Webb. It ran

## John L. Sullivan Quits Position At Hall of Fame

SARASOTA, Fla. — John L. Sullivan has resigned as president and manager of the Circus Hall of Fame which he was instrumental in starting. His action came at a directors' meeting Thursday (7). He expects to devote full time to publicity.

New manager is Ray Littrell, who has been a director. Sullivan continues as a major stock holder. The tourist attraction drew 110,000 persons in its first year, Sullivan reported. Business this winter has been 30 per cent below last year, he said, because the highway which passes the attraction has been closed for repairs.

## 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 announced here last week by Mills Bros.' Circus. At the same time Co-Owner Jack Mills reported that Neal Berk no longer is general agent. Mills did not name a replacement.

The Mills circus opens its 18th season April 20 at its winter quarters on the Ashtabula County Fairgrounds here. Mills announces that the show's annual opening day banquet will be handled by John Creamer, of Ashtabula, O.

At Ashtabula recently the three Mills brothers were honored by a group of 60 people in recognition of the show's wintering there.

Among those in quarters now are Paul and Jinx Nelson, who are working the horses; Virgil Sagraves, elephant superintendent; the Beketows, dressage; Paul Hudson; Felix Brazon, buyer; the Johann Schmitz Family, head-to-head balancing, and the Original Robys.

The Ten Moroccans, Arabian tumbling act, will arrive in New York April 10. They are being sent to the Mills show by Slayman Ali, veteran importer of Arabian acts, who now is in Casablanca, Morocco, on a boking trip. From Mexico will come the Sanchez Sisters, Reynosa Trio, Senorita Droggett and Juan Pablo.

### More Acts Named

Additional acts booked for the show include the Mantecon Family, trampoline; Great Polo, balancing; the Bakers; Les Argentinos, perch; Rodriguez Trio, horizontal bars; Three Cashettis, head-to-head balancing on ladders; Ferreira Family, high-pole; Spinets, plate spinners; Bernie Blumhagen, trick riding, and Francisco, trapeze.

Clowns will include Herman Joseph, former Barnum clown who has been off the road the past few years, and Bessie Costello, former rider. Frenchy LeBoeuf will return as band leader, and his wife will have the reserved seats. Bill Lee has been painting the show and will paint banners on the road.

Geore Hodgdon is returning as press agent and will be aided by Art Sills, Flint, Mich. NEA has turned out the Mills mats for the season, including both publicity

the four days ending March 2, and for one of three shows on the final date there were about 4,000 people in the 3,100-seat building. Another 1,000 was turned away. Stand was a day longer than last year's.

Webb and Howard Y. Bary announced that Hamid-Morton and Topeka Shriners contracted to repeat next year.

## 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 1-6 at the Cincinnati Gardens.

Among the acts on the show will be:

Jungleland Mixed Lions, worked by Stefano Roberto; Pivotau, aerialist; Wazzons, Arabian tumbling; Bobo Barnett, clowning; Zacchinis' triple cannon act; Flying Zacchinis; Flying Roberts; Paul Kelly Elephants (5); Odette de Paris, doves; Whiz Kids, cycles; Wonder Kids, trampoline; Wallendas, high wire;

pictures and ads. Mimeographing of press material has been completed.

Construction of the new seat wagons is expected to be completed by this weekend. The second and third wagons then will be brought to quarters where the first already has been fitted with chairs.

## Yee's Island Shrine Stand Wins Business

HONOLULU — Sunny weather and strong promotion aided the third annual Shrine Circus, which ended an 18-day run here March 9.

The circus, produced by Wally Yee, with John Billsbury as equestrian director, opened February 19 with a press preview and UPC's.

Capacity houses were scored from February 20-24. For two days, starting February 25, half to three-quarter houses were chalked up. Starting Friday (1), for four days, the 3,000-seat top was a sellout. Prices ranged from \$1.20 to \$2.40, with half-price for kids. Two shows were given daily, except on weekends, when there were three.

The circus was presented in a new orange-and-blue-striped 160 by 160 top which Yee purchased late last year from the O. Henry Tent Company.

### Publicity Goes Well

A fight between two of the lions while being shipped over aboard the Hawaiian Trader gave good advance stories on the circus. Upon arrival, one of the lion's had his tail amputated by a veterinarian.

Elly Ardely substituted for Tiny Gallagher. The Alberto Zoppe Troupe, with Cucciola, were said to have been show-stoppers.

Featured in the show were Rudy Muller and his elephants; Dick Clemens, lions; Charles Sander, stilt walker; Ala Ming, tight wire; Lebrac and Bernice, unicycle; the Linares, wire act; the Flying Royals; Gerald Soule, traps; the Orwyns, Risley, and Shorty Hinkle, Mingo, Eddie Dullum, Frank Cain and Jim Snell, clowns.

The performers leave Hilo April 9 via Pan American Airways for Los Angeles. Animals and props will be shipped direct to the Los Angeles harbor. Lebrac and Bernice follow the Hawaiian dates with bookings in Australia. Don Gilbert operated the Side Show with the circus.

Honeymooners, comedy car; Karrells, Roman ladders; Miss Liliane, aerial ladder number; Lona's Dogs; Miss Ruby (Haag) and Her Dogs; Peterson's Jockey Dogs, and Peterson's Pigs.

Clowns will include Don Adams, Normal Atwell, Bobo Barnett, Joe Coyle, Leo Francis, George LaSalle, Happy Kellems, Pappy Kerr, and Peg and Jeff Murphree.

Staff, in addition to Horstman, lists Ernie McLean, equestrian director; George Smith, of Cincinnati's Smitty's Band, circus band director, and Whitey Wilbur, props.

# UNDER THE MARQUEE

Recently visiting L. E. (Roba) Collins in East St. Louis, Ill., were former circus troupers Harry McClude, now a demonstrator in stores, and Lige Chism, formerly of Marlow's Mighty Shows.

Frank Miller, who had concessions on the Ringling show in past years, is considering plans for a 100-room hotel at Sarasota. . . . Jimmy Reynolds may have a seal act and the elephants on the Beatty show. . . . Jay Gould visited the Polack Western show. Louis Stern, Bill Kaye and Ross Paul.

Happy Harrison will be at Deer Forest, Coloma, Mich., again this summer. Also to be there is Beatrice Dante and her chimp act. Happy Harrison caught Polack Western in Chicago as guest of Nellie Vaughan.

The Langs, teeterboard troupe, has been playing club and sports show dates this winter, making Winnipeg, Milwaukee, Duluth, Minn., and other spots in the Upper Middle West.

Ray Ollech, former assistant property boss on the Ringling show, is at home after four months in a hospital. He is recovering from serious injuries sustained in a construction crew accident. Ollech would enjoy visitors and mail at 2033 West Pierce, Chicago.

From Polack Western, Jimmy Douglass writes that Homer and Herbie Hobson gave a party at their Circus Bar for the Polack personnel. . . . Parley Baer, who worked radio-TV publicity, returned to Los Angeles. . . . The Kelroys were on a TV show with Sammy Davis Jr. . . . Among broadcasts on which Gene Randow appeared were Jack Brickhouse's "Chicago Story," Ernie Simon's, Lee Phillips, Jack Eigan's, "Noon-time Theater," Don McNeal and "Tonight." . . . The Lacy Troupe has been busy remaking their rolling globes; heat in the building caused them to crack.

Polack's Chicago visitors included the Gus Augspurgs, Joe Lemke, George LaSalle, Pat Lovell, Jimmy Lee, Robert Ligorio, Morris Gold, June Carter, Irene Coffey, Frank Davis, Kurt Oranto, the W. H. Hohenadels, Herm and Mary Linden, Frank Hashi, Buddy Brown, Ray Perez and Bert and Corinne Dearo.

Jorgen Christiansen and his Storybook animals are with the Cisco Kid Round-Up in the Southwest. . . . Digger Pugh, English performer, who formerly had acrobatic acts with Mills and other U. S. shows, now has similar troupes with Palais des Sports in Antwerp; Circo Americano in

Spain, Circus Scott in Sweden, the Prince-Cox circus in England and the Chipperfield show of England.

Henry Barrett, who handled the promotion at the Polack Western show's opening stand, Flint, Mich., stopped off in Chicago for a visit. He is working the Roanoke and Akron-Canton dates for the Eastern unit. . . . Sam Polack was in Chicago during part of the Western unit's run there.

The Rex Bros.' indoor unit, managed by Bob Couls for Howard Suesz, closed Saturday (16) at Texarkana. It made nine weeks in Colorado, New Mexico, Nebraska, Kansas and Texas. . . . Bids for a giraffe were asked by the county commission at Miami recently. Two were received, one for \$4,000 and one for \$3,400.

Raymond Aguilar, bandmaster on the Beatty circus, recently closed his winter engagement with his modern combo in San Bernardino, Calif., and prepared to join Beatty in Florida. . . . Clown Irv Romig reports that he recently played the Detroit Sports Show. He is leaving March 22 for three weeks in Sarasota, Fla., a vacation from his Detroit TV show.

Harry Shell, steam calliapist, reports he will be a 40-miler this season so as to be able to get into St. Louis for regular check-ups on his eyes. Doctors have his vision in good shape now, he reports, but continued attention is needed.

## Eagle to Have R-B Side Show

NEW-YORK — The Ringling Side Show will be managed by Nate Eagle this spring, it is announced. Eagle, veteran midget show operator, was last on the Big Show as Side Show manager in 1952.

Eagle last week started assembling acts for the Madison Square Garden and Boston Garden stands of the circus, the only spots where it will have a Side Show and menagerie. Eagle's Midgets will be the feature act. During the summer they will troupe with the World of Mirth Shows.

## John Strong To Use Tent

THOUSAND OAKS, Calif.—The John A. Strong Circus has added a big top and will play the first of a series of 12 fairs in Colusa, starting June 13, after winding up the school dates in the Los Angeles area.

John Strong, show owner with his wife, Ruth, said that a 40 by 80 top had been purchased from the Canvas Specialty Company in Los Angeles. Set up with red, white and blue poles, no sidewalls will be used. The circus generally appears as a free attraction for the kids at fairs.

Eddie Edwards, who clownes with the Strong organization for three years, is now on his own. He will, however, appear day and date with the show at some fairs. John Ihle replaced Edwards on the show.

Following Colusa County Fair the Strongs are booked into the Solano County Fair, Vallejo; Alameda County Fair, Pleasanton, and the 4th District Fair, Petaluma. The Pleasanton Fair, running for 14 days, will present the circus for eight days, with Strong plugging the fair and show on TV two days in advance of the opening.

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## Rail Shows Seek Rate Agreement

Owners Oppose Hike Over 1956 Levels, Cite 'Survival' Issue

PALM BEACH, Fla.—Railroad rate structures were the subject of a meeting Wednesday (13) attended by representatives of the Southern Freight Association and the country's railroad carnivals. It was another step in the continuing effort by rail shows to forestall any increases in rates.

Paul Olson, of the Olson Shows, James E. Strates and Allen Travers, of the James E. Strates Shows, Jack Wilson, of the Cetlin & Wilson Shows, and other show-

men, speaking for the rail units, urged that the association hold to the '56 rate structure.

Strates and Wilson pointed out that there are no railroad circuses remaining, now that the Clyde Beatty Circus has made the switch to trucks, and there are only seven carnivals on rails. The showmen went into the long list of former carnivals and circuses which have either gone out of business or into truck transportation.

The industry is sick and shooting for survival, Wilson claimed. Rail shows, he pointed out, do not want to be forced into a truck operation, but wish to retain their current status because of the immense prestige value of railroad operation.

### Cite Rising Costs

He added that rising costs have been a contributing factor in the failure of several shows and circuses, and that only poor public relations for the railroads could result if more shows are forced to trucks.

It was also pointed out that a *(Continued on page 108)*

## New York Club Plaque Fund Hits New High

NEW YORK—Pledges of more than \$4,600 are in toward the bronze plaque of the National Showmen's Association, and \$14,000 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 (14) meeting, presided over by Morris Batalsky, president. Also among major items was that brought up by Sam Paterson, who noted the State bingo question would be on the ballot in November.

Passage of a bingo enabling measure would enable the NSA, under its charter as a charitable group, to sponsor the games at its new clubroom, 123 West 56th Street.

Of the plaque money, \$250 has been paid; of the debentures, \$4,500. The fourth \$10,000 payment toward the new building was made March 4. Plaque deadline is August 1, when title is to be taken to the Friars Club building.

## Groscurth Inks Springfield, Ill., Lincoln Event

SPRINGFIELD, Ill.—The Blue Grass Shows have been contracted to provide a midway here July 1-6 for the Land of Lincoln Centennial.

Rides, shows and concessions will be located around Lincoln Square, site of the county building. Besides rides, shows and concessions, the Blue Grass Shows will supply two free acts twice each day during the celebration.

C. C. (Specks) Groscurth, owner-manager of Blue Grass Shows, closed the contract, coming in from Florida to complete negotiations.

The fun zone around Lincoln Square will be one of several highlights of the centennial. Street dancing is also to be held at Lincoln Square during the event. A pageant, produced by the John B. Rodgers Producing Company, is also to be staged as a part of the program. The pageant, which will run five nights, is to be staged in front of the grandstand at the State Fairgrounds here.

## CHIMP FUNERAL HITS PAGE ONE

TAMPA—Leo Carroll, operator of the Monkey Speedway on Royal American Shows, hit the front pages last week when a photo of graveside services for his big chimp, Cheetah, was picked up by a news service and circulated thruout the country. The chimp, 26 years old, was for years a featured performer in Tarzan movies. Art Eldridge, veteran outdoor showman, conducted the services.

## Page No. 2 Starts Okay

JENA, La.—Page Bros.' No. 2 unit moved into the Pelican State after opening in Brookhaven, Miss., to a good start.

The unit is managed by Colon Lenard and carries 5 major and 3 kid rides, 2 backend shows and 20 concessions. It moves on nine trucks.

Lenard has five concessions on the front end. Others include Norman Littlefield, 14; J. B. Spears, 3; Pete Johns, 2; D. D. Hale, 3; Frank Hunter 2. After three weeks in Louisiana, the show will head northward into Illinois and Indiana.

## Pan American Does Okay At Imperial, Calif., Fair

IMPERIAL, Calif. — Despite high winds that cut down attendance during the wind-up days at the California Mid-Winter Fair here, Pan American Amusement Company wound up with good business. Grosses piled up during the early part of the nine-day run, which ended Sunday (10), carried the show thru the final three days, which were slow.

Spending during the early days was reported as substantially ahead of 1955, the last previous year the show played the date.

Altho Jimmy Wood, president of the corporation, and Pat Graham, manager, plan to add a circus, the attraction was not presented here. The animal turn will be designed to fit into any community fair, the organization's specialty. It is expected to replace "Dancing Waters" which trouped with Pan American for 30 weeks last year.

Because of the installation of a zoo on the fairgrounds in the area formerly used for a kiddie section, all of the rides were on the main midway, south of the fair's buildings. Here, in a nearly circular arrangement, were 23 rides, 65 concessions and 7 shows. The shows included a torture display by G. N. Burns; Siamese steer, Darwin Hart; gorilla, M. E. Arthur; snakes and pygmy horses, Cal Lipes; Arcade, George and Harry Bryant, and a funhouse.

Personnel of the show includes, in addition to Wood and Graham, Louis Goebel, vice-president; William Overly, general agent; Darwin Glenn, concession superintendent; Ova Thornton, secretary-treasurer; Alan Wood, transportation; E. R. (Whitey) Versteeg, electrical

## San Jacinto Names Evers

SAN ANTONIO—Rudolph W. Richter, president of the Fiesta San Jacinto Association, has announced that the organization has signed a contract with George Evers, local businessman, designating him as official Fiesta concessionaire during the April celebration.

department; Frank Chiccarelli, canvas superintendent; Jim Fay, Cedric Olson, co-ordinators; Jim Richardson, big top decorations; Yellow Burnette, painter; Bob Thornton, sound department; Buster Moore, ride superintendent; Art Moore, mechanic; Raymond Maxwell, personnel director; Harold Hall, privilege wagon; E. B. Bassford, confection department, and Lina Escalante, merchandise department superintendent. Harry Hammond, of the Packs Circus concession department, visited the show and assisted Hall.

## Fairs, Celes Complete For Beam's Attractions

WINDBER, Pa.—A 10-day date at Kenbridge, Va., will open the season for Beam's Attractions, owner Merle A. Beam reports.

## 18 Fairs Set For Gladstone

JACKSON, Miss.—The signing of 18 fairs, representing the best-ever route of annuals for Gladstone Exposition Shows, was announced last week by Jack Oliver, general agent. In addition, the show is set for the Humboldt (Tenn.) Strawberry Festival, said Oliver.

All equipment has been overhauled in preparation for the April 15-20 opening stand in Louisville under Jaycee auspices, the line-up to include 9 rides, 4 shows and 35 concessions. Included in that total will be William Forrest Poole's new Rock-O-Plane, now in quarters here.

Mrs. Elsie Poole, wife of owner F. O. Poole, is now in quarters. The latter recently bought a bingo. Set for the season are Phillips' cookhouse and two other concessions; Pete Louders, three, and Mr. and Mrs. Steinfelt, five.

## GALA EVENT:

## Texas Showmen's Club Installs Archie Hensley

DALLAS—Archie Hensley, of Schafer's Just-for-Fun Shows, was installed as president of the Texas Showman's Club at a dinner-dance in the Baker Hotel here recently.

Also taking office were Jackie Huffhines, first vice-president; Hattie Mae McFarland, second vice-president, who was absent and represented by Mrs. Maude Butler; Ralph Wagner, third vice-president, who was also absent, with Lloyd Rupe taking over; S. C. MacGillivray, recording secretary; Helen Schafer, corresponding secretary; Bernice Fain, treasurer; Dr. E. J. Rasure, sergeant at arms; Evelyn Harrell, parliamentarian; Hattie Longchart, chaplain; Clara Mae Thompson, historian, with Fern Harison filling in, and Hilton Harison filling in for Buster Thompson, publicity chairman.

Sam Emola took office as ways and means chairman, and E. B. (Blackie) Fain was installed as chairman of the board of directors. Others on the board are W. A. Schafer, Tobe McFarland, Leo Moore, Don Franklin, Karl Schwartz, Otho Neely and L. C. Reynolds. Rev. Earl Anderson installed the officers and delivered the invocation.

### Handles Two Jobs

Hattie Longchart served as program chairman and fensee and also presented awards to the outgoing officers. Following dinner, Blackie Fain delivered the welcoming address, and President Hensley delivered an acceptance speech. S. C. MacGillivray conducted a quiz game, with prizes going to Hensley and Mrs. Margaret Sandell. George Cooper entertained at the piano.

Various clubs were represented at the candle-lighting ceremonies. Pearl Vaught was on hand for the Showmen's League of America; Charles Elder, Heart of America Showmen's Club; Bob Harris, Arizona Showmen's Club; Margaret Sandell, Pacific Coast Showmen's Association; Louise Hickman, International Showmen's Association; Lucy Harris, Miami Showmen's

Association; Jerry Skeen, Hot Springs Showmen's Association; Mabel Welchman, Lone Star Showmen's Club of Texas, and Judge Jim Gamble, Texas Showmen's Club. Betty Harris lit a candle for all deceased showmen.

Stylewise, powder blue and midnight black dominated the gowns worn by the ladies. Bernice Fain came in an imported Patou number of gray and black silk cotton dotted with sequins. Hattie Longchart selected a Cassini model of black velvet, decorated with an orchid corsage. A white-and-navy-print silk sheath with white linen stole was chosen by Mrs. Earl Anderson while Louise Hickman wore a pastel blue sheath by Lili Dache with white elbow-length gloves. Jackie Huffhines chose a powder-blue silk taffeta by Rosenberg and elbow-length gloves matching the gown.

Billie Rasure came in a black *(Continued on page 108)*

## Freedman Gets Calif. Fair Novelty Pact

SACRAMENTO, Calif.—Contract for novelties at the 1957 California State Fair & Exposition here was awarded Freedman Concessions of Los Angeles on a bid of \$15,600, \$50 less than that of the West Coast Novelty Company, San Francisco.

Awarding of the contract was withheld almost two months to allow the fair's board of directors to study the bids, which were opened January 17.

Freedman Concessions, headed by Alex Freedman, with Morry Levy as manager, has held the fence-to-fence contract for the past five years. Other bidders were Pat Treanor & Son, San Francisco, \$11,000, and M. (Whitey) Monette, San Francisco, \$8,500.

## Cap Hugo Inks Two Early Dates

KANSAS CITY, Mo.—Hugo's Novelty Exposition Shows recently contracted to provide the midway attractions at a Nebraska centennial celebration and a still date in Topeka, Kan., Cap Hugo, owner-manager, announced last week. Hugo recently returned to his base here after a booking trip with Jess Wrigley.

The centennial will be tied in with the Grand Island, Neb., July 4 celebration and will run July 1-6. The Topeka stand will be May 30-June 8 in a downtown park under merchant association auspices. Show will spring April 25 in Leavenworth, Kan., for a 10-day run under sponsorship of the Leavenworth County Fair Association.

Hugo reports that the show is repainted and sporting much new canvas. Two new tractors and a panel truck have been purchased and the light plant has been overhauled. Two new light towers have been added for more flash.

Hugo recently presented Mrs. Hugo with a new Chrysler Imperial on their 30th wedding anniversary.



### GOVERNMENT LAND OIL LEASES IN ALASKA MAY MAKE YOU 'FILTHY RICH!'

Most folks don't know that by Act of the U. S. Congress, any private citizen over 21 has the right to hold OIL & GAS leases on government land. The oil companies have made millions by being "in the know". Millions of barrels of oil said to be in Alaska waiting to be tapped. Major oil companies are drilling.

Good government land oil and gas leases still available if you hurry. The land YOU lease could make you rich beyond your wildest dreams. You do no drilling. You pay no taxes. You don't improve the land in any way. The oil companies gladly pay you a handsome royalty when oil is struck. You can sit in your easy chair at home and collect the royalties. As little as \$180 leases forty (40) acres. We'll take care of all titles and filing fees for you. Air mail or wire for free information. This may be your once in a lifetime opportunity.

**LLOYD E. HONSINGER (The Alaska Oil Scout)**  
Box 1555M • Anchorage, Alaska



**GROSCURTH combined CIRCUS AND CARNIVAL**  
FEATURING • Complete Free Circus Performance  
Twice Nightly • Daily Downtown Street Bally  
and Elephant March • Steam Calliope Concert

WANT FOR 1957 SEASON OPENING THURSDAY, MAY 2, OWENSBORO, KY.,  
WITH SPECIAL PROMOTION AND TWO TERRIFIC KIDS' DAYS

SHOWS: Will book any non-conflicting Grind or Bally Shows with own equipment and transportation that cater to ladies and children. Liberal percentage.  
CONCESSIONS: Hanky Panks and Prize-Every-Time Games of all kinds. Age and Scales, Derby Racers, etc.  
HELP: Foremen and Second Men on all major Rides, must be licensed semi drivers. Man for front gate and towers. Electrician's Helper. Carpenter with own hand tools. General Help in all departments.

All write or wire C. C. GROSCURTH, General Manager, Winterquarters, Fairgrounds, Largo, Fla.

### MIGHTY INTERSTATE SHOWS LAST CALL — LAST CALL

Opening March 30, Albany, Georgia, two Saturdays. Thomasville, Georgia, April 8-13 downtown Campbell Street lot, VFW Spring Fair. Warner Robins, Georgia, April 15-20, downtown Marchel & Second Street lot, sponsored by the School Boy Patrol. Get your Spring Bankroll at these spots, ask those who have played these.

SHOWS: Wildlife, Penny Arcade, Fun House or any family-type Show not conflicting with what we have. Want Working Acts for 10-in-1. Dick Palmer wants Dancers for Girl Show and one Girl to feature. Address: Route -1, Box 252, New Port Richey, Fla. Larry Reynolds wants Talker for Motordrome. Don Davis, get in touch.  
CONCESSIONS: All legitimate Merchandise and Prize-Every-Time Concessions open. Also Short Range, Long Range, Novelties, Age and Weight, etc. Will sell Ex on two Mt Camps, must wear American clothes. Want Agents for Buckets, Six Cats. Also want two Countermen for up-to-date Cookhouse.  
RIDES: Will book any Flat Rides and Kiddle Rides not conflicting. Have good opening for Live Pony Ride.  
RIDE HELP: Foreman for Tilt, Second Men on all Rides. Must be licensed semi-drivers. All People contracted for this season please acknowledge this call. Lot will be laid out March 28. Show opens 12:00 noon, March 30.

Replies to **H. B. ROSEN**  
P. O. Box 224, Albany, Ga. Telephone: Hemlock 2-7371.



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 Wynoka, Okla., Snake Hunt, April 26-28; then Boot Hill Celebration, Dodge City, Kan., April 30 to May 4; then Great Bend, Kan.

WANT RIDE HELP on Spitfire, C-Cruise, Octopus, Rolloplane and Twin Wheels. Good equipment and wages, bonuses. We pay unemployment. Can place Foremen and Second Men. WANT SHOWS—Mechanical, Monkey, Drome, Fun House; reasonable P.C. Can place Ponies, Planes, Train. CONCESSIONS—Six Cats, Watch-La, Swinger, Novelties, String Game, Mug, Lead Gallery, Coke Bottle, etc. Want Agents for Bear Pitch, Coke Ring, Rats, Cig Blocks, Age & Scale and Bingo Help. Rides and Concessions show Okeene, Okla., Snake Hunt, April 5 thru 7.

Write or wire **W. W. MOSER, Mgr.**, Box 380, Hazleton, Kansas

### CAPITAL CITY SHOWS

WANT

OPENING DOWNTOWN VALDOSTA, MARCH 29  
2 SATURDAYS—BIG KIDS' MATINEE—MOODY AIR FORCE PAY DAY

CONCESSIONS: Stock Concessions of all kinds, Diggers, Long and Short Range, Photos or any Prize-Every-Time Concession.

SHOWS: Wildlife, Mechanical or any Grind Show with own equipment.  
RIDE HELP: Foreman for new Allen Herschell Merry-Go-Round, Tilt, Wheel, Coaster; must drive. Also want Second Men on all Rides who drive.

All replies **J. L. KEEF**

BOX 201, VALDOSTA, GA.

PHONE 2206-W

### TOM CARSON BILL HOLT BUS. MGR. ASST. MGR. ROSS MANNING SHOWS

OPENING APRIL 1, FORT GORDON, AUGUSTA, GA.;  
FORT STEWART, HINESVILLE, GA., TO FOLLOW

NOTE: No House Trailers permitted on Army Grounds.

High Point, N. C., and Newport News (Hampton, Va.) to follow.

CONCESSIONS: Short Range, Novelties, Hankies, Custard, Penny Arcade.  
RIDES: Scrambler. RIDE HELP: Second Men who drive semis. SHOWS: Le-Ola can place Working Acts, Tattoo Man, Orville Hagan can place Drome Riders, Lucky Van, come on, Johnny Reid, contact. Pocket Book Harris, confirm. Want Free Act for first two weeks. Leaving winter quarters March 25. Write or wire only.

**ROSS MANNING**  
KINGSTREE, S. C.

### WANT BURKHART SHOWS WANT Plaquemine, La., March 18-24

"Cleanest Midway in America"—Playing the Best Route Possible  
Firemen's Spring Fair, Port Allen, La., March 25-31; Amite, La.—Heart of the Nation's Strawberry Market—April 1-7; Tallulah, La.—April 8-14, Chamber of Commerce Spring Fair; Lake Providence, La., April 14-21—first show in city limits in years—Auspices of City of Lake Providence; East St. Louis—first in—April 25-May 4.  
CONCESSIONS—Reasonable privilege. Hanky Panks of all kinds that work for Prize Every Time.  
SHOWS—One to feature and any well framed Grind Shows. No Girl Shows. We feature a Free Act every night. Sport Matthews will furnish Man who knows rigging, living quarters. Also can work Grind Show for same. Call or wire.  
**KENNETH RITCHIE**, Mar. Plaquemine, La., this week.

### JAMES H. DREW SHOWS

WANTED: Shows with own equipment. Wire or phone what you have. Will place Concessions. Custard, Arcade and Stark Stands. Good opening for Bingo, will place capable Manager for office Bingo. NOTICE! Have ride unit opening here March 23. All people interested in joining this unit advise at once. NOTE! "Custard" Sam, Robt. Venner, J. A. Sparks, Bill Stephens, Frank Duncan, Fred Cantrell and Harold Weatherbee, please contact this show by phone.

All address P. O. BOX 899, Augusta, Ga. Phone 3-3190

### TWO TOP LOCATIONS AVAILABLE FOR MAJOR RIDES

Due to re-planning—landscaping in established amusement park. Equipment must be late model majors and in first-class condition.

**JOHN C. RAY**  
President

**BELMONT PARK** at Mission Beach  
San Diego 8, California

100,000...\$32.00  
10,000.....\$10.00  
20,000.....12.50  
50,000.....20.00  
200,000.....55.00  
Price Chg.....\$3.00  
Color Chg.....\$1.00

**ROLL TICKETS**  
Printed to Order  
**DALY TICKET CO.**  
Collinsville, Ill.  
Union Made

PRICES F.O.B.  
COLLINSVILLE, ILL.  
Coupons Double Price  
Stock Tickets, 1x2 Inches  
1 Roll.....\$ .90  
5 Rolls.....4.25  
10 Rolls.....8.00  
50 Rolls.....23.00



OPENING APRIL 15, LOUISVILLE, MISS. HUMBOLT, TENN., STRAWBERRY FESTIVAL APRIL 29 THRU MAY 4

18 FAIRS

STARTING IN JUNE

18 FAIRS

WANT CONCESSIONS: Pitch-Tilt-U-Win, Basketball, Ball Games, Jewelry Spindle, Age and Weight, Balloon Dart, Bear and/or Bird Pitch, Novelties, Dart Games, Custard, also Pin Store, Razzle, Roll-down. No Ex. on Hanky Panks, etc.

SHOWS: Girl Show, Snake, Monkey, Wildlife, Illusion; Side, Grind Shows with own equipment, 25%.

RIDE HELP on Wheel, Jenny, Tilt, Octopus and new 1957 Rock-a-Plane. Foremen and Second Men must drive. Tom Swartz, contact Blackie Stumfield, Bill Butler wants Agents for Six Cats, Buckets, Man and Wife for Bingo, Foot Long, Short Range and P.C. Tables, also Hanky Pank Agents.

**JACK OLIVER, Gen. Agent**  
Cromwell Hotel, Canton, Miss.

**F. O. POOLE, Owner**  
Box 1184, Jackson, Miss.



OPENING IN APRIL PLAYING THE LARGEST INDEPENDENT CELEBRATIONS WITH 16 BONA FIDE FAIRS STARTING IN JULY

CONCESSIONS

Can place Custard, Scales, Photo, Short Range, Glass Pitch, Fishpond and any other legitimate Concessions.

SHOWS

CAN PLACE SOBER, RELIABLE MANAGER WITH SOME EQUIPMENT TO MANAGE SIDE SHOW. ALSO MANAGERS FOR MOTORDROME AND MONKEY DROME. Want to book for season any independent show of merit. Al Renton and Irene Burton, answer.

HELP

Can place good, sober Foremen for Wheels, Octopus, Rolloplane, Coaster and Round-Up. Place Second Men on all other Rides who drive. Top pay with bonus. All men who worked for me before answer. Woods, Jones, "Red," Sammy and Heffner, contact me.

RIDES

Can place Scrambler, Rockoplane, Flyoplane or Caterpillar. April, contact me. We have 16 of the best Fairs in the East.

Address all mail and phone calls to

**LLOYD D. SERFASS, Owner**

**PENN PREMIER SHOWS**

Fairgrounds, Henderson, N. C.

### FOR SALE

GMC Diesel 66 Kw. Light Plant, 25 kw. gasoline plant, custom-built Nabors van for same, also truck-tractor; No. 5 EH with transportation; Electric Derbys, Long Range Callers, no trailer, Ball Game Hood and Front, Electric Chair, Escape Cabinet, 1948 Chev. Truck-Tractor. All above in good condition. Need Painter who can decorate, also Spitfire Foreman.  
**SHAMROCK SHOWS**  
Box 423 Cleburne, Texas

### OLD SETTLERS' DAY

JUNE 12-16, GOODRICH, MICH.

Want clean Hanky Panks and Foot Longs. Grab, Auctions, Pitchmen, etc.

Write **F. B. WALTERS**

P. O. Goodrich, Michigan  
(No Phone Calls)

### SIDE SHOW ACTS

For "STRANGE AS IT IS" UNIT—OPENING APRIL 12

Can place Acts of all kinds, also Talkers, Ticket Sellers and Inside Lecturers.

— STAGE UNIT —

Can place Freaks and Oddity Acts for Stage Unit, appearing with Motion Picture "FREAKS."

— LIFE EXHIBIT —

Can place LECTURERS (Men or Women). Show consists of "Tree of Life," "Fish to Man Series," Biological Exhibit consisting of hundreds of Life Histories of Mammalia, Reptilia, Amphibia, Aves, Pisces, Insecta, etc. "The Transparent Child" (100 normal human embryos and fetus) and a "Prehistoric Exhibit."

LOCATIONS: PALISADES PARK, N. J.—RIVERVIEW PARK, CHICAGO—LONG BEACH, CALIF.—OCEAN PARK, CALIF.

Write in Detail to

3733 LINDELL BLVD.

**LOU DUFOUR**

ST. LOUIS, MO.

# JAMES E. STRATES SHOWS

WANT RIDES (MUST BE IN GOOD CONDITION AND HAVE OWN LIGHT PLANTS)

## FOR JUNIOR CHAMBER OF COMMERCE BIG KIDDIE FAIR, SAVANNAH, GA., IN CITY PARK, MARCH 29-APRIL 14

SHOW OPENS APRIL 18 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 Sweeney Mkt. Lot, Milton, Fla., March 26. Phone 9604. No collect calls. Pensacola, Fla., April 8 to 13, sponsored by Civitan Club. Big payrolls.

Can use Hanky Panks, 2 of a kind. Will book Long and Short Range Gallery. Want Agents for office-owned Stores, Milk Can, Penny Pitch, Ball Game, Glass Pitch and Bear Pitch. Agents must have driver's license. SHOWS—Lee Huston Jr., Harvey Wilson, Button and Bows, any Show with merit with own transportation; will take committee money. RIDE HELP—Want Foreman for Kiddie Rides, Second Men on all Rides. James Stover, be here by the 20th, must have driver's license. If you drink, I cannot use you. Will sell Cookhouse, 14x22, green top, furnished complete with transportation. Will take \$750. Can be booked on show for season.

Box 337, Mobile, Ala. Phone: GR 76122, 6 p.m. to 9 p.m., till March 25. No collect calls.

## Fourth Annual CIVIL DEFENSE EXPOSITION

Featuring Big Free Circus—\$1,000,000 Civic Exhibits—Outstanding Free Attractions. OPENING APRIL 10, INDIANAPOLIS, IND.

Now have CONTRACTS and booking for 1957 season. Four City Parks followed by Memorial Day 500-Mile Speedway Classic. Other major city dates to follow for balance of season through Labor Day. Every date like a Fair.

RIDES—Have outstanding proposition for Ride Operators with equipment in good condition and appearance. SHOWS—Liberal proposition for Shows with high-class equipment. CONCESSIONS—Can place catering Concessions and Games that work for stock. PITCHMEN—Good opportunity here.

**PAUL MILLER**

10-12 South New Jersey Indianapolis, Ind.

Night Phone: Melrose 2-1978

Day Phone: Melrose 6-6387

P.S.: Daisy and Bull Martin, get in touch with Dub Duggan at once.

## GEORGE CLYDE SMITH SHOWS

Opening in May

Want Milk Bottles, Cat Rack, French Fries, Candy Floss, Custard, Age and Scales, Photos, Six Cats, Fish Pond, Duck Pond, Darts, String Game, Slum Spindle, Hoop-La, Hi-Striker, Bingo. Want Side Show, Monkey Show, Snake Show, Girl Show. Will book Tilt, Pony Ride. Willie Brown, Zip Templeton, let me hear from you. Winter Quarters open April 1. All replies to

**GEORGE C. SMITH**

P. O. BOX 521

CUMBERLAND, MARYLAND

## TRUCK MECHANIC WANTED

Capable. Year around work for good Man. Top salary and ideal working conditions. Must know how to handle Carnival Fleet. CAN ALSO USE TOP RIDE MEN ANY TIME. We pay driving time. Contact:

**F. M. (PETE) SUTTON**

**FRANK W. BABCOCK UNITED SHOWS**

Telephones: Capitol 2-0027 or Capitol 1-7179

Baltimore Hotel, 501 South Los Angeles St., Los Angeles, Calif.

## THOMAS JOYLAND SHOWS

Want to book Monkey Show. Can place Man and Wife to operate Penny Arcade. Want Operator for Fun House. Charles LeRoy wants Man or Woman to handle Snake and Geck Show. Can place Foremen for Flying Scooter and Caterpillar. (James "Jimmy" Miller, wire.) Also other Ride Men who drive semis. Want Show Painter at once.

Address: **L. I. THOMAS, Circleville, Ohio**

P.S.: Have Allan Herschell Dipper for sale, \$3,500.00. In good shape.

## UNITED EXPOSITION SHOWS

LAST CALL! LAST CALL!

WANT FOR SOLDIER'S PAY DAYS, APRIL 1 AND 15

Ride Help who drive semis. Especially want Dark Ride Man. Want Operator for Fun House built on trailer. Can place a few more Hanky Panks. What have you? Want Agents for office-owned Concessions. Mrs. Vernon wants Bingo Help, including Caller. Dick Parrish wants Girls for Girl Show. Husbands on Concessions. (Margie West, where are you?) OPENING PARAGOULD, ARK., SATURDAY, MARCH 23. Contact **C. A. VERNON, Mgr.** (Phone: Cedar 2-7909), Paragould, Ark.

## LAWRENCE GREATER SHOWS

Opening April at Army Payday Location; then 6 Alabama towns under strong auspices. Will furnish towns to reliable parties.

HELP—Foremen and Second Men for Ferris Wheel, Rolloplane, Whip and Caterpillar. Must drive semi. Carpenter with own tools for Winterquartens and on road. Lot Man. Electrician. USEFUL HELP TO UP AND DOWN CONCESSIONS AND GOOD STOCK MAN. Can always use a few more Grind Shows with outfits, Girl Show, Side Show; have outfits for same. CONCESSIONS—All Concessions open. Can place Bingo, Cookhouse and Diggers. Winter Quarters, 106 E. Adams St., Dothan, Ala., Phone 3-0976, or **JOHN REED, Houston Hotel, Dothan, Ala.**

## TIVOLI EXPOSITION SHOWS

Want—Showing 2 weeks, Government Air Base lot, Lake Charles, La.

Can place any of the following Concessions: Basket Ball, String Games, Balloon Store, Tip-En-Coke, Long Range, Hoopla, Add-Em-Up Darts, Heart Pitch, Break the Records, Bird Pitch, Lamp Pitch and Custard.

Contact **H. V. PETERSEN, Mgr.**

By Letter or Western Union, Lake Charles, La.

## American Beauty Shows

WANT FOR OPENING

DE SOTO, MO., APRIL 26

Man to take charge of Bingo. Can place a few more Concessions, especially Photos. Foremen for Rock-o-Plane and Merry-Go-Round. Second Men on all Rides. Duke Mitchell wants Agents for One-Ball and Fan Game. All replies to **M. W. BARTHOLOMEW, Box 29, Perryville, Mo.** (Phone: Old Appleton 2110)

## FOR SALE

8-TUB SCREW BALL RIDE, 1951 Model. Tube and Ride in "new" condition. 15 HP, 3-phase Electric Motor with fluid coupling. Loads on one trailer. KIDDIE TRACTOR OPERATORS have for sale—Outside and Inside Bumper Rails. Portable 8-ft. sections. Will cover 100x45 ft. Sets up in a hurry. 4 Tractors for sale, cheap. Little old, but good.

**MICKEY STARK**

Box 229, Mt. Sterling, Ill.

(Winterquarters at Fairgrounds) Phone: 3771



## Strangest Attractions on Earth

Devil's Child, Wolf Boy, App Boy, Fish Girl, Shrunken Heads. Many others. Send for folder.

**TATE'S CURIOSITY SHOP**  
Apache Junction, Arizona

## THE OKLAHOMA EXPOSITION SHOW

Opens March 27 on the Street Downtown, Hugo, U.S.A.

Want Ride Help for Merry-Go-Round, Octopus and Chairplane; Foremen and Second Men on all Rides. Also want Bingo Callers and Counter Workers. Following people please contact me: Orivel Scott, James Finland, Joe Nelson, Howard McWharter, come on. **JOE STARR, 807 W. Dalton St., Hugo, Okla.**

## AT LIBERTY

## TOM TERRELL

Carnival Agent, capable Crew. Matinee promotions. No salary, flat rate per spot. Phone 21633, Shelby, N. C.

## FOR SALE

1948 Spitfire, No. 12 Eli Wheel, Kiddy Swing and other Kiddy Rides. All Rides in Cumberland, Md.

**GEORGE C. SMITH**

P. O. Box 521 Cumberland, Maryland

## WANT

Fat Man or Woman (large enough to feature) or any good Platform Attraction. Have Semi built especially for same. Will buy large Outlaw Chimp or any outstanding Freaks. Have flashy aluminum glassed-in Popcorn, Carmel Corn and Candy Floss Trailer to book or will sell. **JOHN FRANCIS, 6825 St. Charles Rock Road, St. Louis, Mo.** (Phone: Colfax 1-7808)

## FOR SALE

No. 12 Eli Ferris Wheel, 30-seat Jones Mix-Up, Kiddie Airplane (Jones make). All in good shape.

**K. G. CLAPP**

315 N. 15th St. Ft. Smith, Ark. Phone: Sunset 3-6313

## FOR SALE

Completely equipped 20-ft. Lunch Grab Trailer, consisting of Griddle, Steam Table, Deep Fryer, Deep Freezer, 2 Coffee Urns, Cash Register, 3 Juice Machines, Kitchen, 2 Hot Plates, Sink, Pots and Utensils. Also separate entrance combination stock room and sleeping quarters. Opens three sides, perfect condition. **WADE YOUNT, 78 Laurel Drive, Scranton, Pa.**

# MIDWAY CONFAB

Dusty Rhoades, concessionaire, is confined in St. Francis Hospital, Wichita, Kan., with a serious illness and would like to receive mail. Mrs. Rhoades is remaining at his side and can be written care of Harry Peebles Agency, 410 S. Sycamore, Wichita.

Mr. and Mrs. Charles Carroll, owners of the show bearing their name, are back at their Minneapolis home after a vacation in Florida, where they were guests of Mr. and Mrs. Jack Shore in Miami and Mr. and Mrs. Happy Hooper in Tampa. They also picked up the Round-Up ride they purchased from Louis T. Riley, moved it to Mobile, Ala., for the Mardi Gras, where it produced one of the best grosses on the Al Williamson lot.

Snake handler Louis Pasteur has a deal to appear with a pharmaceutical firm's exhibit at next year's World's Fair in Brussels. He will work a pit show in England this June, handling a king cobra. Pasteur visited Cliff Wilson at Tampa, and has returned north from Florida, Nassau and Trinidad. . . . New members of the National Showmen's Association are Max Wilner and Samuel Kirsch.

Joe Prell's wife, Bea, soloed with her temple choir in Town Hall, New York, March 9. She had Ethel Weinberg as her guest.

Lester K. Carter, active member of the Kansas City, Mo., club, was painfully injured Friday (8) in an auto crash outside that city. Carter was treated for cuts and bruises on the face and a probable concussion.

Mr. and Mrs. Del Messinger joined the Patterson concessions on the American Midway Shows at Laredo, Tex., the latter calling bingo during the recent Washington's Birthday celebration there. . . . Bill Meyers, Detroit, has framed a new photo setup, with John McBride in the dark room. Meyers will open in Michigan.

Jo Ann Rendell and LaVern Martin had the blow-offs in Art Converse's Side Show during the recent Sarasota (Fla.) Fair, the former with a two-headed baby and the latter working as a bearded lady. Many guests visited their trailers during the date, including all in clown alley of the Ringling show.

Mickey Russell has been released from a Pittsburgh hospital following injuries sustained in an auto accident, and is recuperating at the Sarah Heinz House, East Ohio and Heinz, Pittsburgh 12. He expected to be laid up another four to six weeks and would like to hear from friends.

H. V. Petersen, general manager of Tivoli Exposition Shows, hosted a large group of civic and fair officials at Eunice, La., before he moved his show to Alexandria, La., for its opener. Guests at the barbecue and dance included Jerome Hayes, E. N. Gabarenno, L. Hunly, P. M. Premo, J. H. Oilbeaux, R. L. LeFleur, L. D. Teale, Dave Knight, J. D. Ferris, J. T. Fontenotte, L. J. Veillion, Ira Gar-

cier, L. Seale, Mike Hogan, J. D. Dupre, E. M. Manual, Jacques Pocheau, J. C. Kellers, Adam Daigle, Jessie Fruge, Roosevelt Carrier, Roosevelt Smith, Leonco Bellow, Kelly Ball, Elton Richard, Deverly Stutz, Letel Bearze, Mrs. Leonco Belleau, Mrs. L. G. Seale, Helen Garbarinno, Blanche Hass, Fay Garcille, Veta Soiller, Joyce Marcantel, Alice Collrell, Lunex Keller, Mrs. Erarte Manuel, Mrs. Rodney Fuselier, Mrs. Lena Veillion, Mrs. Derta Ardoin, Mrs. Margorie Fontenotte, Mrs. Ruth B. Ardion, Joy Petra, Mrs. Ike Dupres and Mrs. L. G. Carrier. Showfolk on hand included Frank and Charlotte Spina, H. G. and Elise Stevens, Robert and Ruth Nordley, Mabel Jenkins, Bill and Dale Shaffer, Mrs. Louise Lepar, John O'Neil, Carl Anstead, Mel Tate, Harold Davidson, Robert Landum and W. H. Grant.

Robert and Nancy Wagner became parents of a son recently in Houston. . . . Fred C. Landrus, currently with Moore's Modern Shows, reports renewing acquaintances with a number of friends at the George Washington Celebration, Laredo, Tex. Included were Spanish Bill Bejarano, Loreno White, Charles White, Thomas Sanchez, Major John, Roy Sears, Teeta Leeta and Carl Harvey.

Mrs. Madlyn Hannigan, who is critically ill in South Highland Hospital, Birmingham, Ala., would like to hear from friends. . . . Peggy Ewell and her big snake exhibit was booked by the Blue Grass Shows for the recent Eustis (Fla.) Fair.

## Klein Contracts Minn. Dutch Cele

EDGERTON, Minn. — Klein Amusement Company will provide the midway attractions at the Edgerton Dutch Festival here July 17-18 for the eighth straight year, Clifford H. Peterson, general chairman of the event, announced. Two parades, ball games, acts, sports and band exhibitions will be featured during the two-day celebration.

See Club Activities on Page 96;

## KIDDIE RIDES FOR LEASE

Herschell Duck and Auto. Address: **BILL WILLIAMS**  
P. O. Box 518 Nashville, Tenn.

## Wilson Famous Shows

Opening May 20 in Canton, Ill. Want Foremen and Second Men who drive. Concessions that work for stock. Shows with own equipment. Address: **RAY WILSON**  
Astoria, Ill.

## WANTED

#5 Eli Ferris Wheel, V-belt drive, with transportation preferred. Cash. **ANTHONY BONTEMPO**  
8320 Pelham Dr. Parma, Ohio  
Phone: Tuxedo 5-5191

## SOUTHERN VALLEY SHOWS

MINDEN, LA., MARCH 18-23; COLLINDALE, LA., MARCH 25-30

Big Payroll—Downtown Lot, in Heart of Maneuver Area. Will book Hanky Panks of all kinds, also Popcorn, Snow Cone and Candy Floss. Can place flashy Bingo. Want Athletic Show with own equipment. Ride Men who drive semis. Useful people in all departments. Long season, top salaries and good treatment. Address **JOE SHARP, Mgr., Minden, La., this week**

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**BINGO HELP WANTED**

For long season. Can use Relief Callers and Counter-men, prefer Semi Drivers. (Fred Adkins, contact.) Good pay and season bonus for capable men. No drunks.

Write **BILL STACY**  
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Listing again an outstanding route of Class A Fairs that are proven for Rides, Shows and Concessions. Our Fairs start the second week in July and follow through until the last of October. All winners, no fill-ins to break the jump. Check these:

Brazil, Ind., Annual 4th July  
Danville, Ind., Annual Street Fair  
Pike Co. Fair, Petersburg, Ind.  
Spencer Co. Fair, Rockport, Ind.  
Dubois Co. Fair, Huntingburg, Ind.

Jackson Co. Fair, Brownstown, Ind.  
White Co. Fair, Carmi, Ill.  
Lawrence Co. Fair, Bridgeport, Ill.  
Carroll Co. Fair, Huntingdon, Tenn.  
Limestone Co. Fair, Athens, Ala.

Morgan Co. Fair, Decatur, Ala.  
Cullman Co. Fair, Cullman, Ala.  
Bartow Co. Fair, Cartersville, Ga.  
Jackson Co. Fair, Scottsboro, Ala.  
Calhoun Co. Fair, Anniston, Ala.

Opening April 29 for a two-week stand at Laurel, Miss., Diamond Jubilee Centennial. We are located on a downtown parking lot. Loads of entertainment daily.

Concessions open: Novelties, Ball Games, Parakeet Pitch, High Striker, Custard and a few Hanky Panks. Shows wanted: Motordrome, Glass House, Illusion or any Freak. Must have attractive fronts with good canvas. General Help: Ferris Wheel Foreman and Second Man; Dodgem Foreman, Second and Third Men; Caterpillar Foreman; Man to handle Kiddie Rides, which consist of Allan Herschell Auto, Sky-fighter, Sunshine Train and Smith & Smith Airplane. Must be experienced. All my trucks are special built to haul each ride, no handling pieces twice, all rolling

stock in A-1 condition, no breakdowns on the highway. We pay top salaries, plus a generous bonus to every man, unemployment insurance to all and hospitalization policies available. Get on the show that wants good Ride Men and treats them right. All must drive; no drinking or chasing tolerated. Special Notice: Murr, contact; also Smokey Hammond, H. P. Ward, Barber and all other Ride Men and Concessionaires that talked with me at Tampa, contact at once. For Sale: C-12 Rensselaer Train, Kiddie Auto Ride, one 24-ft. Highway Drop Frame Trailer.

All replies **JOHN PORTEMONT JR.** Phone 23 Gantt, Ala.

No collect calls accepted.

**FOR SALE**

Roth Concession Trailer, equipped for Popcorn, Peanuts and Root Beer. Trailer and equipment in good condition. Priced reasonable.

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HAS FOR SALE THE FOLLOWING CARNIVAL EQUIPMENT:

- 25 Semi Trailers, Fruehauf and Trailmobile, 28 to 32 ft. lengths. Van and stake bodies.
- 25 International and GMC Tractors.
- 5 Straight jobs—van-type bodies, 12 to 14 ft. lengths.
- 2 60 Kw. GMC Diesel Light Plants. The pair mounted on custom-built semi trailer.
- 2 Sperry Giant Searchlights mounted on 28 ft. semi trailer.

ALL ABOVE EQUIPMENT IN GOOD CONDITION AND EQUIPPED WITH GOOD RUBBER

- 1 Side Show, complete, 20x120 ft. top, 12 ft. wall, 140 ft. banner line, including double-deck banners.
  - 1 Snake Show, complete, 40 ft. front, 20x40 ft. top, including banners, pit, etc.
  - 1 Monkey Show Front, 100 ft. banner line with new banners.
  - 1 Girl Show Front, 70 ft., mounted on semi trailer, good as new. Stage mounted on second semi. Seats and accessories included.
  - Tops, Walls, Side Poles, etc. 20x30, 20x40 and 30x60. Good condition. Rubber cables, all sizes. Many other items too numerous to mention.
- All above equipment is in good condition, priced to sell, and can be seen BY APPOINTMENT at Marks Shows' winter quarters in Richmond.  
WILL BUY: Kiddie Rides for our park. Must be in good condition and priced right for cash.  
WILL BOOK: Kiddie Rides and Merry-Go-Round for new Kiddiland. Excellent location.  
Address all replies **BOX 771, Richmond, Virginia**

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WANTS FOR BIG UNIT PLAYING ONLY CELEBRATIONS AND FAIRS:

Good, clean Cookhouse which will feed help. Can use Long and Short Range Galleries. Also a few more well-flashed Hankies. Need Agents who can cut it. All my old help take notice.

EVERYBODY ON FRONT END GET IN TOUCH WITH ME AT:

321 North Pearl Street, Albany, New York, Telephone 4-3411,  
care of BEARDSLEY AUTO EXCHANGE. Harry Agne, call me immediately.

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26 weeks Community celebrations and fairs

CONCESSIONS—Water Games, Photos, Pitch-Till-You Win, Jewelry, Long Range Shooting Gallery, and other Hanky Panks.  
SHOWS—Wild Life, Monkey Show, Small Side Show, Fun House and other Grind Shows. Have tops if needed.  
HELP—Capable Cookhouse Manager, Operator for French Fries, Foreman and Second Man for Fly-O-Plane; top wages. Second Men for Merry-Go-Round and Kiddie Rides. All must drive. Mechanic with own tools to report immediately.  
MOTORDROME—Want Operator-Manager for Drome.  
Our show operates with a free gate, has giant searchlights, and our advance sales of tickets guarantee crowds. Parades, fireworks, other promotion at all events. Fairs start early in August. CONCESSIONAIRES, write for a list of our events. ALL COMMUNICATIONS TO

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Will book Hanky Panks of all kinds—Photo, Long Range, Bingo, small Cookhouse, Bucket Store; Shorty Kennedy, come on. Need Shows with or without own outfits, also Funhouse. Bill Kennedy wants Acts for Sideshow and Girls for Girl Show. Anna Mae Howard, call Mrs. Tidwell. Place Monkey or Animal Show. Ride Foremen who drive. All contact

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Newly painted with clown design. Tractor and Trailer mounted. Forty-five-foot front. Ready to roll with 1957 plates. Inside equipment includes Turn Table, Skeleton, Blowers, Step Off, Ticklers, etc. Living quarters and store room. \$2,000. For further information and photo send 25 cents. Located in West Palm Beach.

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OPENING MARCH 30—ARMY PAYDAY—MOFFETT, OKLA.  
(Across River from Fort Smith, Ark.)

22 CENTENNIALS AND FAIRS TO FOLLOW. Pond Creek, Okla. (Centennial on streets); Ponca City, Okla., Frederick, Duncan, all in Okla., and more to follow. Prague, Okla., July 4. Celebration (in heart of the oil fields).  
CONCESSIONS: Want Bingo (will get action all season), Pitches, Lead Gallery, Age and Scales, High Striker, Milt Camp, Coke Bottles, any other Concessions not conflicting, only one of a kind.  
SHOWS: Can place Shows of all kinds. Get in touch if you want a big season. This show is going places. Winterquarters now open at Judsonia, Ark.

**H. M. "BOOTS" BOOTH, MGR.**

Rt. 7, Box 37, Hot Springs, Ark. (Phone: National 3-3866)  
Eddie Lynch, Bus. Mgr. Robert (Bubbles) Choate Jr., Ride Supt.



OFFICIAL OPENING MAY 7 IN DETROIT, MICH., AREA

Straight Sales Can Open April 10

CONCESSIONS: Want good Cookhouse, Hanky Panks, legitimate Concessions using merchandise, also Photos. Will sell exclusive on Jewelry and Novelties. Special deal for Arcade. (No Milt Camps.)

SHOWS: Want Side Show People with or without equipment. Can furnish Top, Banner Line and Transportation. Can place Mechanical Show, Illusion, Monkey, Fat, Snake, Wildlife or what have you. Special deal for People with own Equipment.

WANT SHOW PAINTER AND ARTIST. (HARRY CRIMMINS, PLEASE CALL.) LEE MOSS, PLEASE CALL.

WRITE OR PHONE: **ROD LINK, Box 309, Fremont, Ohio**  
Phone: Federal 2-7240

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OPENING APRIL 12 TO 20, ZANESVILLE, OHIO; FOLLOWED BY SPRINGFIELD, OHIO; BARBERTON, OHIO; ELYRIA, OHIO; LORAIN, OHIO; WEIRTON, W. VA.

CONCESSIONS: Want BINGO, Pill Pool, Scales, Age, Photos, Short Range, Bear Pitch, Glass Pitch, Hoop-La, Darts, Cork Gallery, Basketball, Hi-Striker, Arcade, Diggers, Ball Games, Novelties, Parakeet Pitch and Hankies of all kinds.

SHOWS: VERY LIBERAL PROPOSITION. Funhouse, Glass House, Snake, Monkey, Motor or Monkey Drame, Girl Show, Five-in-One, etc. Good Fair route.

RIDES: Will book any Ride not conflicting, such as Looper, Whip, Dark Ride, Scooter, Roll-a-Plane, Rock-a-Plane, Spinaroo, Fly-o-Plane, Round-Up, etc.

RIDE HELP: Foremen and Second Men for Wheel, Merry-Go-Round, Tilt, Octopus, Flying Scooter, Coaster, Loop-o-Plane, Chairplane and Kid Rides. Want Ride Superintendent, Electrician, Mechanic, Manager for #2 Unit, Man and Wife for Illusion Show.

Want to Buy: **ROLL-A-WHIRL.**

All replies to **FRED NOLAN, Route 2, South Zanesville, Ohio**

**RIDE MAN WANTED**

For all season's work in permanent location. Splendid opportunity for experienced, steady and sober man. Good salary and living accommodations.

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WANT FOR LATE OPENING IN INDIANA, WITH ALL CELEBRATIONS AND FAIRS UNTIL OCTOBER IN ILLINOIS AND INDIANA.

Hanky Panks and Straight Sales only, will book only one of a kind. Can place Ride Help on Octopus, Merry-Go-Round, Wheel and new Kid Rides. Must be able to drive and stay sober. (Eddie Clem, can place you, contact me if interested.)

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Lists, such as the first publication of the 1957 Fair Dates, and other statistical data will all be of vital importance to EACH AND EVERY Showman in the country.

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|--|---|--|---|---|



### Rail Shows Seek

• Continued from page 104

rate increase, which would endanger the existence of the surviving rail shows, would also harm the piggy back freight business which the railroad are trying to develop. The reason would be that if railroads are not good for the shows, they would likewise not be good for piggy back use, since many of the cost theories involved are similar to those applied to railroad show usage.

Wilson said that some 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 trucks are a more economical means of transportation, but that this fact does not apply to the problem since the railroad shows have been built by showmen capitalizing on the great publicity and prestige which accrues to them on rails.

It was emphasized that the showmen did not attend the meeting, held in the Biltmore 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 with the Traffic Executives' Association, representing a region not serviced by the southern lines.

The operators of rail shows stressed that a favorable decision last year enabled them to avoid possible disaster, and that by restoring the cut, the railroads would be creating an impossible financial situation.

### Tex. Show Club

• Continued from page 104

silk taffeta cocktail gown by Howard Greer ornamented with tiny rosebuds and topped by a fitted jacket with Queen Ann collar. Helen Schafer selected a full-skirted suit with fitted jacket in blond silk taffeta by Don Loper. Evelyn Harrell sparkled in a black silk gown, while her daughter, Virginia MacGillivray, was in pale green. An imported black suit with sequined white blouse was worn by Mrs. Fern Harbison, while Marie Engola came in a royal blue cocktail dress with a V neckline and three-quarter sleeves.

A red taffeta gown piped in white and gold accessories was worn by Jerry Skeen, while Margaret Sendall chose a full-skirted navy blue taffeta with lace bodice. Betty Harris' gown was blue taffeta accented by a white collar and white gloves. Edna Roberts came in a black silk suit with white lace blouse and Clemmie Clendenen was in an imported silk beige suit. Pearl Vaught wore a Renoir of gray taffeta, while Winnie Kemp was in a multi-colored waltz-length gown by Eisenberg.

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Open April 19th—

W. Capitol & N. Teutonia.

Want all types skill Concessions, RIDE HELP on all rides; must drive and have license. We play all money spots. Not just to kill time. Write for route and location.

16 Fairs and Celebrations

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3453 N. 3d St. Milwaukee 12, Wis.

### PATAGONIA FIRE CO. HOMECOMING

JUNE 24 THRU JUNE 29

Would like to book Rides, three major and three kiddie; also Concessions.

Contact  
**MR. J. E. BARKER JR.**  
1039 Adelaide St. Sharon, Pa.  
Phone: Sharon, DI 7192 after 4 p.m.

### MERRIAM'S MIDWAY SHOWS

Opening May 1, Albia, Iowa

Want the following Concessions: Glass Pitch, Ball Games, Hi-Striker, Photos, Coke Bottle, Short Range, Basket Ball, String Game, Roman Target, Ice Cream, Root Beer, Scales, Rola Ball. Also want Ride Help and Mechanic.

**ALVA MERRIAM**  
Ogden, Iowa

### LOT MAN WANTED

Who can lay out lot for 25 Rides, 12 Shows and Has-beens, save your stamps.

WRITE: BOX 287, c/o The Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

### FOR SALE OR LEASE

50 Wheel, ready to go, \$3,000; 28 ft. Van, \$500; 1952 Chev. Tractor, \$500; Light Plant, Cookhouse and other equipment.

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NOW CONTRACTING FOR 1957

Rides — Shows — Concessions.  
**MICKEY STARK, Owner**  
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Winter Quarters at Fairgrounds.

### FOR SALE

Smith & Smith adults' Ferris Wheel and Chairplane.  
Kiddie Space Plane, used very little; half price.

**JOS. ULEHLA**  
126 Hamilton Ave. Stamford, Conn.

### Ray S. Howard Shows

Concession People desiring to book, please write

**JOHN LEEDY**  
c/o DECELLER AMUSEMENT CO.  
8062 Lewis Rd., Olmsted Falls, Ohio

### AGENTS--WHITESIDE CONCESSIONS--HELP

ARMY PAYDAYS — CELEBRATIONS — FAIRS

CAN PLACE Agents for Six Cats and Buckets. Also want P. C. Dealers for Pan Game and Under-and-Over. Hunky Pank Agents for Fish Pond and Shoot-Till-U-Win.

COOKHOUSE HELP—Fast stepping Waiters and Yard Man. WANT General Concession Help, Truck Drivers. All Help must be sober and reliable. This Show is equivalent to a 50-car railroad show.

SHOW OPENS AT CARLSBAD, NEW MEXICO, MARCH 25.

All replies to: **A. R. (DUTCH) WHITESIDE**

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### WILLIAM T. COLLINS SHOWS

CAN PLACE THE FOLLOWING FOR 1957 SEASON

HELP: RIDE SUPERINTENDENT—Must know all rides and be able to handle Ride Help, FOREMEN and SECOND MEN for Twin Wheels, Tilt, Fly-O-Plane, Round-Up, Rock-O-Plane, Octopus, Roll-O-Plane and Dodgem. ALSO TOWER AND FRONT GATE MAN. Have year around job for high-class Ride Boys, must drive semis and have chauffeur's licenses.

CONCESSIONS: Want Cookhouse, Grab, Glass Pitch, Bird-Pitch, Scales, Age, Custard and other Hunky Panks open.

SHOWS: Want Snake Show, Monkey Show, Midget Horse or any other Grind Show of Merit.

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CASH REWARD

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**BURT EWING**

(with the patch over one eye)  
47 years old. Animal Man and Mechanic.  
last with Benson Bros. Circus.

For reward, Call collect.  
**GEORGE TURNER**

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ANNUAL AMERICAN LEGION POST CELEBRATION

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JULY 1-2-3-4-5-6.

Write or Phone.

**DOW S. HENSON**

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REWARD FOR INFORMATION AND WHEREABOUTS OF

**SWEDE LUNDQUIST**

(Dodge or Senator Foreman)

**WILLIAM T. COLLINS**

7820 Chicago Ave., Minneapolis, Minn.

### SHOW SECRETARY

WANTED

Must know all phases of business for large Carnival. Will only consider one who can be bonded. WRITE: Box 288, c/o The Billboard, 390 Arcade Bldg., St. Louis, Mo.

## MERCHANDISE TOPICS

If you like to deal directly with the manufacturer and can use shoulder bags, clutch purses and billfolds, you should get in touch with Laredo Distributors & Manufacturing, 1911 Farragut Street, Laredo, Tex. The firm claims its bags and purses are beautiful, hand made and of genuine cow hide. Every bag is lined and is available in red, natural and tan colors. An order for one dozen bags will bring free one dozen of the firm's best hand-made billfolds. Write for details on this deal offered only to Billboard buyers.

The Edith Frey firm, 10609 Bay Pines Boulevard, St. Petersburg 8, Fla., is looking for salesmen. Offered are attractively designed earrings, handmade of tropical shells, which are highlighted with imported rhinestones and simulated pearls. The unusual design, shape and color makes them fast sellers, says the firm. Payment of \$6.50 will bring a dozen postpaid in the United States. The company says your money will be refunded if you're not satisfied, and promises immediate delivery.

Lynn Importer, 1590 North State Road, Owosso 3, Mich., is bringing out its imported Credo Plane. This is a well-designed instrument with attractive ivory colored handle for the paring of corns and calluses. Credo Plane is equipped with double-edged hollow ground blades and demonstrates corn and callus removal with remarkable efficiency. Each unit is equipped with a package of special sized hollow ground blades which will last indefinitely. Send \$1 for sample and special listing to the trade.

If you can use nylon and rayon sweaters or gabardine sets for your operation, get in touch with Sher-

wood Manufacturing Company, 75 Eagle Street, Providence, R. I. This firm has a special deal expressly designed for concessionaires who can order a minimum of two dozen units. Send for the firm's complete listing.

The John Robbins Company, 1801 Forbes Street, Pittsburgh, has moved into modern and larger quarters of 60,000 square feet of space and invites you to visit its new showroom and warehouse. This firm specializes in bingo supplies, plush toys, jewelry, housewares, luggage, slum, electrical appliances, novelties, china, glassware and imports.

R. A. (Bud) Chalue, of United Ignition Research, which handles Thunderbolt ignition units, has moved to larger quarters at 1011 Norumbega Drive, Monrovia, Calif. A veteran of 25 years in the field, Chalue is looking forward to the best year ever, with the new location affording better facilities for faster service in serving United customers.

Murray Hofberg announces formation of a corporation which will operate two Los Angeles companies, Murray Sales, 423 South Los Angeles Street, and Atomic Sales Company, 413 South Los Angeles. Alan Hofberg, who formerly managed Atomic, is now operating a catalog house. The corporation is expected to give Hofberg a wider diversification of lines for the trade.

Bumper strips with advertising messages imprinted are being sold by Stamco Enterprises, 33 Halifax Street, Boston 30. Calling them traveling billboards, the firm claims the sales potential for this item is big. Write for details.

## PIPES FOR PITCHMEN

By BILL BAKER

IN A NOTE . . . to the Pipes desk, Frank Bristol, Dublin, Conn., sends his regards to Dr. Bob Davis, who had his office on Forrest Avenue in Dallas last fall; "the amazing" Nick Danzig, who is merchandising down Florida way; Carman Manori, Joe Conway and the boys at Frank De Crank's Novelty Company.

"EVERYONE . . . has been pestering me to send in a pipe, so here goes," writes Madeline E. Ragan 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 won an all-expense trip to Cuba. En route south Sailor stopped at our trailer and jackpots were set up until the wee hours. Among those who have been living in this area or recently departed are Clarence Gerande and Sonia, Bob and Peggy Powers, Tommy and Nellie Cunningham, Mr. and Mrs. Frank Pope, who have been holding down a Kress store with graters; Edna Smith, who has punch needles at 27th and Market; Curley Burnett, at the same location with coils; Sam Smitty and Lil, who blew into town sporting a new car; Shorty Rubins, who has gone back to Wisconsin; sister Mary, who is back in Troutdale, Ore., and Dottie and Jay Swartz, who have jewelry and dresses at the Seventh Avenue Farmers' Market in West Hollywood. The gang in Tampa includes Herman Killer, Tip and Lil Hallstrom, and Lil and Henry Toniania. Mr. and Mrs. Jerry Trigg haven't been to West Palm Beach yet, as it has

rained three straight Wednesdays, but Half Moon is there with medicine. Bertha and Tex Dabney have jewelry, Nellie Kelley, root beer, and Jack and Louise Joyce, Frank Loger and Goldie are located there. Everyone was saddened by the death of Lucy Yamanaca, who lived in a trailer next to mine. She was a friend of mine for many years. Lance and Eunice, where are you? Just heard that Pid Hale, Fred Krause and Tom Kennedy are still in Reading, Pa."

"BUSINESS . . . is good in this city for the sheeties, with about a dozen of them getting dough," writes Joe Greenfield from Newark, N. J. Joe info that the pitch folks chop up many a grand at the Broadway Diner there. Among the well knowns working the town are Mary Anderson, custom jewelry and wire at Bamberger's store, and Joe Conti, glass cutters at Harry's department store.

THAT OLDTIMER . . . E. C. Pardee, cards from Temple, Tex., that he had a rough time of it during the past winter in Tennessee, Alabama and Mississippi, having been on the sick list much of the time. "From the way the Docs talk I will be hear for some time," scribes Pardee, "and I'd like to hear from some of the boys, particularly Jack (Bottles) Stover.

CLYDE SHOWALTER . . . who is opening his gold wire and engraving joint in Lou the Beachcomber's, Corpus Christi, Tex. says that he would be happy to have the boys drop in for the cutting up of a few jackpots.

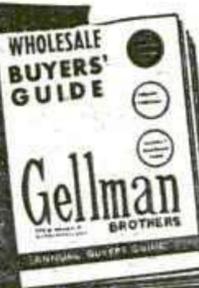
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Send \$15 for sample package of 10 items

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We will send you actual merchandise samples of our latest and "HOTTEST" promotional items instead of just a catalog. Each item represents values from \$1.00 and up. Every item has been tested and proven to be "Hot" sellers. You re-order just the items you desire. You must be delighted with our sample kit or money refunded. Low original investment of just \$15.00 sets you up in your own business.

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Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

## SUPER TOOL KNIFE

Includes

- SCISSORS
- REGULAR BLADE
- BOTTLE OPENER
- CAN OPENER
- SCREW DRIVER
- LEATHER PUNCH
- CORKSCREW
- SCALER
- SAW
- FILE
- FORK



\$2.00 EACH

Write for our FREE VALUE PACKED BROCHURE 25% Deposit Balance C.O.D.

In lots of 6 or more. Sample: \$2.50 each.

NATIONAL DISTRIBUTING CO. 1751 W. Flagler St. Miami, Fla. Phone: Franklin 1-6473

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325 PAGE CATALOG

GIANT BOOK PACKED WITH NATIONALLY ADVERTISED MERCHANDISE AT LOWEST WHOLESALE PRICES!

Big, colorful Catalog shows thousands of wholesale bargains in housewares, jewelry, electrical goods, leather goods, watches, and toys. Gem's low prices and same-day shipping policy mean bigger, faster profits for you! Write today for your 1957 Gem Catalog. State your business.

GEM Sales 533 Woodward Dept. A Detroit 26 Mich.

IT GLOWS AT NIGHT!



NOW! AMERICA'S MOST POPULAR CAR TOY!

Charges by Sunlight—Glow Thru the Windshield at Night.

IT'S MAGIC FOR SALES. GREAT FOR BARS & CARS. Authentic reproduction of South American jungle tribe—Shrunken Head. With real hair. Real feel skin. Glow two sizes. Reg. size, dz. \$9.75. X large, dz. \$10.80. 25% with order, balance C.O.D.

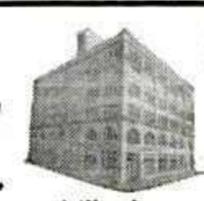
TORRY SMITH CO. 123 FRANKLIN GLENDALE, CALIF.

Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cane, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP. 2201 Washington Ave., St. Louis 3, Mo.

THE JOHN ROBBINS CO. PITTSBURGH Announces New, Modern and Larger Quarters 60,000 Square Feet TO SERVE YOU BETTER



- Carnival Supplies
- Bingo Supplies
- Plush Toys
- Appliances
- Jewelry
- Novelties
- Housewares
- China
- Luggage
- Glassware
- Slum
- Imports

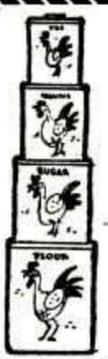
Visit Our New Showroom and Warehouse THE JOHN ROBBINS CO. 1801 FORBES STREET PITTSBURGH 19, PENNSYLVANIA

## FIRST TIME OFFERED AT LOW PRICE 4-Piece WOOD CANNISTER SET

Hand Painted • Colorful Design • Seasoned Natural • Varnished and Lacquered Hardwood.

\$2.00 per set Minimum order 4 sets. Sample \$3.00 prepaid. 25% dep. with order, F.O.B. Chicago. Cashier's check or money order.

COOK BROS. 916 S. Halsted St. Chicago, Ill.



## WATERPROOF

\$8.75

with stretch band

Luminous Dial & Hands,

YELLOW TOP

unbreakable crystal,

15 & 17 JEWELS.

Your choice of BULOVA, BENRUS, ELGIN.

Guaranteed and reconditioned LIKE NEW.

Write for Free Catalog.

SPECIAL! Men's Watches.

Bulova, Benrus, Elgin, Gruen,

with stretch bands,

\$6.50

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee. Send money order or certified check with order to avoid delay in shipment.

AL ZEIGER AND SON

706 SANSON ST., PHILA. 6, PA.

Walnut 2-6055



## 3 SPECIALS

8 PIECE KITCHEN TOOL SET

This JEWEL Set, Gift Boxed, consists of a fine Strainer, Spatula, Mixing Spoon, Ladle, 2 different Turners and Fork all heavily plated with rust resistant steel with Lacquered Hardwood Handles and Wall Rack with Screws. A strong profit maker.

\$2.00 per Set Sample in lots of 6 Set - \$2.50

PLASTONE POCKET CLIP COMBS

1 gross 10¢ Plastone Pocket Clip Combs in heavy attractive reusable Ice Bucket Vendor. More than 300% profit.

\$2.75 per Gr. Sample in lots of 6 Gross - \$3.00

16 PIECE SCREW DRIVER AND SOCKET SET

The Orwall Set has 7 different sized magnetized Screw Drivers including offset and recess plus seven chrome Sockets and Socket Handle, all in Tote Tray which doubles as Wall Rack. Packed in beautiful See-Thru-Carton. A terrific sales builder.

\$14.40 per dz. Sample Set, \$2.00 ppd.

Send cash with order or 25% deposit, balance C.O.D.

Special listings sent on request.

VARIETY SALES CO. 1601 Race St. Cincinnati 10, Ohio

## Free Wholesale Catalog

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

SEND FOR YOUR COPY TODAY Please state your business.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: Franklin 2-2567

## THE BEST SALES BOARDS and JAR GAMES

Write for information and prices GALENTINE COMPANY Dept. B 819 E. Jefferson Blvd. South Bend 17, Ind.



# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

### NEW ADVERTISING RATES

#### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

#### IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address. Also include 25¢ per insertion additional to cover cost of handling replies.

**RATE: 20c a word—Minimum \$4.**

**CASH WITH COPY**

**FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE**

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

#### DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

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**RATE: \$1 per agate line—\$14 per inch. Minimum \$10.**

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**SAVE \$50** On Your Wholesale Cost

**BULOVA**  
**BENRUS**  
**ELGIN**  
**WALTHAM**  
**GRUEN**

**6 Ass't Watches**  
With yellow exp. bands  
for **\$49.00**  
only

Reconditioned and guaranteed like new. Latest style for men and women.

**QUANTITY USERS—COME IN FOR SPECIAL PRICES**

Wholesale only. 25% with order, balance C.O.D. Immediate delivery.

**JOSEPH BROS.** 55 Wabash Ave. Chicago 3, Ill.

**You Can't Beat BRODY for Merchandise**

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMPs—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways

**84-PAGE CATALOG AVAILABLE FREE**  
SEND for Your Copy Today

**M. K. BRODY**  
1116 S. Halsted St., Chicago 7, Ill.  
L. D. Phone: MOncroe 6-9520  
In Business in Chicago for 37 Years

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

### JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr.	\$18.00
E2—Stone Earrings, Asst. Gr.	21.00
E3—Pierced Hoop Earrings, Gr.	8.50
E5—Stone E/Rings, Etc. Asst. Gr.	12.00
T1—Tailored Tie Sets, Bxd. Dz.	3.50
T2—Stone Tie Sets, Bxd. Dz.	4.50
T3—Asst. Tie Sets, Bxd. Dz.	5.75
T4—Tieslides, Carded, Dz.	1.25
T5—Marilyn Monroe Tie Sets, Dz.	10.50
C1—Cufflinks, Carded, Dz.	1.25
O1—Odd Lot Neckties & Braces, Gr.	15.00
B1—Bracelets, Asst. Gr.	24.00
W1—Men's 6-Piece Watch Set	5.95
W2—Ladies' 5-Piece Watch Set	6.25
W8—Men's Stone Dial Watch	5.50
P12—Men's 10-Piece Watch Set	7.50
P15—Men's 10-Piece Watch Set	7.50
P16—6 Asst. Cuff Sets, Bxd.	3.00
P24—Men's 6-Piece Watch Set	5.00
L3—Stoned Pen & Liter, Bxd. Dz.	\$19.80
R3—Gents' Stone Rings, Asst. Dz.	2.75
K101—Ladies' Manicure Set, Dz.	7.20
K110—Men's Manicure Set, Dz.	7.20
R101—Pearl Rosaries, Bxd. Dz.	9.00
R102—Ladies' Rosaries, Bxd. Dz.	5.25
R164—Religious Medallions, Bxd. Dz.	6.75
2—Gift Perfume Set, Bxd. Dz.	14.40
6—"Your Grace" Perfume, Bxd. Dz.	9.00
8—"Lis'n Dear" Perfume, Bxd. Dz.	21.00
2160—Stone Neckties & Braces, Bxd. Dz.	7.50
2164—Stone Neckties & Braces, Bxd. Dz.	9.00
2256—3-Piece Pearl Set, Bxd. Dz.	12.00
BF101—Ladies' Wallets, Dz.	4.50
BF122—Ladies' Wallets, Dz.	3.60
BF445—Ladies' Wallets, Dz.	6.50
BF124—Men's Wallets, Dz.	3.60
BF446—Ladies' Wallets, Bxd. Dz.	15.00
BF447—Men's Wallets, Bxd. Dz.	11.25

Try samples of any items at reg. prices. 20% dep. bal. COD. Free catalog.

**NEW ENGLAND JEWELRY BUYERS**  
124 Empire St., Dept. 8 Providence, R. I.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4.

DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in..... Issue

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

#### ACTS, SONGS & PARODIES

ASK YOUR FAVORITE RADIO STATION to play "The Greatest Step in Life" and "Boogie Woogie Machine" for you. Two beautiful either recorded songs. Record Agents and Singers wanted to write Spross Songs and Records, Brenham, Tex. mh30

ATTENTION MUSICIANS, VOCALISTS—Are you on our mailing list to receive professional copies? Topik Tunes, 631 Knowles, Royal Oak, Mich.

NEW POPULAR SONGS, COPYRIGHTED. Exceptional; need agent to plug them. Will split royalties. Thelma Ezell, 403 S. Argus, Robinson, Ill.

TEN PARODIES FREE WITH THIS AD and your order for "Comedy Digest," the entertainer's gag folio, \$3. Show-Biz Comedy Service (Dept. BB-12), 1613 East 29th St., Brooklyn 29, N. Y.

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs., doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ap20

#### AGENTS & DISTRIBUTORS

AUTOMOBILES WHOLESALE! 40% OFF! Buy thru your local car dealers. Guarantee "HOW" Instructions; confidential price list. \$2. Jakiela, 2644-KNO Western, Chicago 47.

ATTENTION—HOSIERY: LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect. Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (45-1741), 1258 Market St., Chattanooga, Tenn. ap13

CIGARETTE LIGHTERS WHOLESALE—27 styles, fine imported, 10 samples including musical (7.50 retail), \$10 postpaid. Sorry, no C.O.D. contact Service, Suite #1127, 790 Broad St., Newark 2, N. J.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted; also make money with our line of automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 10, Massachusetts. ch-np

EARRINGS—ASSORTED STONED AND tailored, \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B 124 Empire St., Providence, R. I. mh30

#### FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches	\$1.75 dz.
Stoned Earrings	1.75 dz.
Pierced Earrings on Display	1.25 dz.
Charm Bracelets, asst.	1.50 dz.
Lord's Prayer Necklaces, boxed	3.00 dz.
Children's Jewelry, boxed, asst.	2.95 dz.
Adults Ties, carded	1.00 dz.
Rosaries, imported	1.95 dz.
Cameo Sets, boxed	7.20 dz.
Tie Slide Sets, asst., boxed	4.00 dz.
4 Pc. Rhinestone Sets, boxed	18.00 dz.
Summer Earrings, asst.	\$7.00 & 12.00 dz.
Pearl Necklaces (domestic)	1.45 dz.
Neck & Earrings, asst., boxed	9.00 dz.
Cufflinks, carded, asst.	1.95 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

#### SAMUEL SILVERMAN & CO., INC.

1820 Westminster St. Providence, R. I.

FILIGREE PEARL, TAILORED, STONE Earrings, 3 dozen samples, all different, \$6 postpaid. Jacobi Industries, 1715 E. Mercer, Seattle 2, Wash. mh23

FREE OUTFIT, PLASTICS, NYLONS AND Novelties; Tablecloths, Drapes; Ladies' S-1-r-e-t-c-h Hosiery, 70¢ pair; Ladies' S-1-r-e-t-c-h Panties, 55¢ pair; all first quality. Rosetex Mfg. Co., 41-43 Amboy St., Brooklyn 12, N. Y. mh30

JAPAN DIRECTORY—LIST OF JAPANESE manufacturing exporters, plus Japan trade journal information, opportunities. Just \$1. Nippon Annal, 920 3rd Ave., Box 739-L, Seattle 4, Wash. mh23

JOKERS FUN SHOP—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. ap27

MEN'S WALLETS—PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage, C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. mh30

#### NEW BETTER CLOSEOUTS

Charm Brac Asst.	\$ 2.50 dz.
Spring Floral Ear. asst.	2.75 dz.
New Spring Colored Ropes	3.00 dz.
Colored Enamel Pins & C/L	2.50 dz.
Tailored Earrings, asst. styles	1.50 dz.
Gen Cultured Pearl Pins & Neckties	2.50 dz.
Pierced Earrings on display	1.75 dz.
4 Pc. Pearl Set boxed	13.50 dz.
3 Pc. Rhinestone Set, boxed	13.50 dz.
3 Pc. Boxed Sets asst. styles	4.50 dz.
Crystal Beaded Necklaces	5.00 dz.

NEW FREE DESCRIPTIVE LITERATURE ON HUNDREDS OF TERRIFIC VALUES 20% deposit with order, balance c.o.d.

#### KAREN ORIGINALS

43 N. Main St. Dept. 4 Bristol Conn. NEW TREATED CLOTH CLEANS GLASS, saves time, labor. No sprayers, windshield, household. Guaranteed, only 35¢. Pever Specialties, P. O. Box 883, Lynn, Massachusetts.

SEND FOR FREE CATALOGUE OF REAL money-makers on Tricks, Jokes and Novelties. Capitol Joke Co., 38 Hanover St., Boston 8, Mass.

"VIM VITAMINS" \$1 PREPAID FOR \$3 Month's supply; \$10.32 per dozen prepaid. Free Sales Kit. Deluxe Sales, Blue Earth, Minnesota.

YOUR OWN BUSINESS—SUITS, \$150; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago. ch-np

#### ANIMALS, BIRDS, PETS

A REAL DEAL FOR SEALS; CASH, TRADE or rent. Homer Snow's Sealitorium at Fisherman's Wharf Aquarium, 287 Jefferson St., San Francisco, Calif. Greystone 4-2268. mh30

AFRICAN PORCUPINE, \$75; GIANT RATS, \$15; Cape Cobras, \$35; Egyptian Cobras, \$50; Spitting Cobras, \$60; Rattlesnakes, \$5; Indigos, \$6; Water Snakes, \$0; mixed Snake Dens, \$25; Pythons, \$35 up; Pheasants, \$85; Parrots, \$75; Prairie Dogs, \$10 pair; Ground Squirrels, \$2. First quality fat feeders only. Snake Farm, Laplace, La.

AMERICAN BUFFALO, THREE-YEAR-OLD male, \$200; adult Raccoons, \$10; giant Wildcats, \$35; Red Fox, \$15; bred Coyote, \$35; Male, \$25; Pheasants, \$10 pair; Baby Bear Cubs, \$100 each delivered. Write, phone, wire Bill Allen, Fredericktown, Mo.

#### ANNOUNCEMENT NORTH ATLANTIC FERTILIZER AND CHEMICAL CO., INC.

announces that the animal department will be taken over by **Fred J. Zeehandelaar** 284 Clove Rd., New Rochelle, N. Y. All correspondence to this address only.

IMPORTERS OF WILD ANIMALS, INCLUDING unusual ones for show business, Birds, Reptiles. Largest suppliers Baby Caimans. Free list. Jungle & World, Inc., Box 947, Miami 48, Fla. ap6

FREAKS ALIVE! 6-LEGGED CALF, Outstanding freak, 11 months old, perfect health; 3-Legged Hen, 1½ years old. Write: Harvey L. Boswell, Wilson, N. C.

SEA ELEPHANTS, CALIFORNIA SEALIONS, Seals Main suppliers zoos and circuses entire world. Marine Enterprises, Inc., Hermosa Beach, Calif. mh23

#### BUSINESS OPPORTUNITIES

CAROLINA BEACH, N. C.—FOR RENT, Concession stands, suitable bingo, photo, Arcade, games Center amusements, \$300 season. Sidney Abrams, Conway, S. C.

FOR SALE—EDISON KIDDELAND, STATE Hwy. 27, Menlo Park, N. J., corner entrance to county park and \$30 million shop center under constr., gross \$500 wk.; needs more Rides; 2-yr. lease, \$50 mo. option, \$12,000, half cash; behind Charcoal Drive-In Pit also for sale. LI 8-5797, Menlo Park, New Jersey.

FREE MEXICAN, CUBAN IMPORTS CATALOGUE. Shoes, Purse, Belts of alligator tooled leather. Snake, Unborn Calif. Import Sales, Box 955, Pomona, Calif. mh23

HOW TO MAKE MONEY WITH CARNIVAL Games 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. ap20

NOW Is The Time To Sell Party Favors! Earn Spare Time Cash Early and Quickly!

A tremendous seller among organizations such as local taverns & night clubs; VFW, American Legion, Elks, Moose, etc. Sample kit only \$2.50 postpaid.

#### VRAKAS PARTY FAVOR CO.

118 Munroe St., Room 6 Lynn, Mass. MAKE MONEY ANALYZING HAND WRITING using our Graphology Charts. Carnivals, mall orders, etc. Details, sample 25¢. Ben Kandel, 202 Jefferson, Eatonton, Ga. ap

#### MORE BUYERS

Will Stop and Read YOUR AD if you use a

#### DISPLAY CLASSIFIED AD

RATE ONLY \$14 per inch

PORTABLE ROLLER RINK, 40'X100' complete; new Tent, Maple Sectional Floor, 100 pairs Chicago Skates, Counter, Sound System, Wiring, etc., \$5,250. Bertram Orr, 224 Kings Hwy., Murfreesboro, Tenn.

#### FOOD AND DRINK CONCESSION SUPPLIES

#### MILLS CUSTARD MACHINE

10 gallon size. Also large commercial size Corn Popper, 6 ft. Popcorn Warmer, Karmel Korn Kettle complete with burner. This equipment in excellent condition, used only three seasons and well cared for.

C. D. Rutherford, Red's Super Service Main & Monroe St. Clinton, Ill.

#### COSTUMES, UNIFORMS

ATTRACTIVE FLASH CLOWN SUITS, new, \$10; Wig, Feet, Minstrels, Clown Bundle Odds, \$7; Curtains, Oriental Strips, Orchestra Coats, Trousers, Bargains, Cow tines, Wallace, 2453 N. Halsted, Chicago.

CLOWN, GIRL SHOW COSTUMES AND Accessories, Derbies, Top Hats, Tails, white Tux Coats, Rhinestones, Plumes, Cheap, Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNion 1-9509.

THEATRICAL AND PIN-UP ACCESSORIES, Strip Pants, Bras, Elastic Hose, Tights, other items. Free folder. Mail Orders only. H. Koretsky, Suite 904, 1472 Broadway, New York, N. Y.

#### FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, Replacement Kettles for all Poppers, Krispy Korn, 120 S. Halsted, Chicago, Ill. my4

**A Sparkling CEL-MAX Success!**



**Ladies Rhinestone WATCH SET**

Beautiful Jeweled RHINESTONE WATCH with sleek band!

Glittering Necklace

Stunning Bracelet

Smart Earrings

**ALL FOR \$7.95**

Yes... a distinctive 6-Pc. SET in an exquisite satin-lined gift box! Every piece an up-to-the-minute fashion favorite! Sell on sight at tremendous profits! A sample will sell YOU! Wholesale only. 25% with order, balance C.O.D.

**CEL-MAX, Inc.**  
582 SO. MAIN ST. MEMPHIS, TENN.

**EARRINGS CLOSEOUTS**

Regular \$6.75 per dozen and over for \$3.75 per dozen. Semi-faltered clip, drop and pierced. Beautiful Merchandise, not one dog.

ALSO Scatter Pins, Necklaces and Bracelets, better grade, \$3.75 per dozen, 20% with order, balance C.O.D.

**PRINCESS FASHIONS, Inc.**  
Dept. B  
1 Washington Ave., Providence, R. I.

**THIS YEAR**  
We have a line of **PLUSH** and **SMALL PRIZES** for Fish Ponds, Balloon Darts, etc. WE WILL SHIP AND DELIVER

**INDIANAPOLIS STATUARY CO.**  
1549 Madison Ave., Indianapolis 25, Ind.  
Phone: Me. 7-7575  
Tony Guerrini, Owner

**LAVENDER SACHET BASKETS**  
Made of tightly woven bleached rattan, holds dried lavender flowers without spilling. Each with colorful plastic stopper.

**\$79.00 PER 1,000**  
\$45.00 per 500.  
Imported dried lavender flowers, 10 lbs., \$8.50.

**SHERFY'S, LTD.**  
2126 Boyer Seattle, Washington

**WATCH SPECIALISTS**  
FOR 67 YEARS

Copy of \$975 Diamond Bracelet Watch... \$9.50 Mail. Adv. 10 Piece Watch Sets... \$5.95 Free 50 Colored Sheets With Your Name; 14 Kt. Premium, \$60 per dz. Catalog 17J & 7J Very Thin Men's Women's Watches & Original Watch Sets

**RESULT SALES** (Dept. B)  
580 FIFTH AVE., NEW YORK 36, N. Y.

**CASTING ROD**  
Full 5' long, sturdy glass construction. Cork & aluminum handle. \$1.15 ea.  
6 1/2' Spin 2.00 ea | 7 1/2' Fly Glass Rod 2.15 ea.  
In 1 Dozen Lots.  
138-PC. BAIT CASTING SET with Glass Rod and Ocean City Reel ..... \$2.75 ea.  
Assorted Lures, 1 doz. to box ..... \$3.60 per dz.  
25% dep. with order, bal. C.O.D., F.O.B. Chicago.  
Open Sundays  
Write for FREE Listing  
**C & G SALES** 1000 Milwaukee Av. Chicago 22, Ill.

**JOBBER-PITCHMEN**  
**NEW FOR '57**  
★ **TWO TONE, FULLY AUTOMATIC** top action retractable ball pen, no clip mechanism. With silver tipped refill. **ATTRACTIVELY PACKAGED.**  
\$15.84 per gross  
10 gross lots  
—SAMPLE GROSS \$16.30—  
★ **8-PIECE POCKET SETS** 3 different color ball pens with ink to match, handy comb and plastic pocket saver.  
\$49.50 per gross  
10 gross lots  
—SAMPLE GROSS \$51.00—  
★ **STANDARD GOLD CAP RETRACTABLES**  
\$13.50 per gross  
10 gross lots  
—SAMPLE GROSS \$15.00—  
Individually packaged  
**SILVER TIP REFILLS \$6.48 GR.**  
Buy the box in bulk & Save \$35.00 M  
**MODERN PEN MFG. CO., INC.**  
384 Broadway New York 13, N. Y.

**LITTLE ATOM**  
World's Smallest Pistol  
COMPLETE WITH RAMPAGE AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS  
ACTUAL SIZE  
Dealer's Cost... \$1200 DOL.  
List... \$1.95 ea.  
Actually shoots caps with terrific report... sells on sight with a bang!  
**DISPLAY CARD MOVES 'EM FAST**  
Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '57 Catalog.  
**G & S Mfg. Co.**  
Dept. B  
NASHVILLE, TENNESSEE

**THE FIRST "NEW LOOK" PENNANTS**  
in over 2,000 years  
Send for our free literature illustrating the largest line of traffic stoppers ever manufactured under one roof. Make your place stand out like a sore thumb. You get attention with Myrlo products.  
**MYRLO CO., Dept. B**  
1231 Main Ave. Cleveland 13, Ohio

**JIVARO SHRUNKEN HEAD**  
Terrific for customer interest. Long hair, sewed mouth, made of sloth skin. Takes an expert to distinguish from real. Imported from Ecuador; comes in Balsam wood coffin. Information for lectures included. \$13.00 each prepaid. Money refunded with no questions if not completely satisfied.  
**TROPICAL TRADER**  
2600 Biscayne Blvd. Miami, Fla.

**COTTON CANDY AND SNOW CONE MACHINES**, never used. Must sell, illness. Write: Art Steward, Admiral Hotel, 2330 Olive St., St. Louis, Mo.  
**FOR SALE—SECONDHAND SHOW PROPERTY**  
**BUILD CONCESSIONS, TESTED PLANS.** Shallow Joint (23 games), 4-Way (11), Ball Rack (13), African Dip, \$5 each; High Striker, \$3; all \$20. Free 72 page catalog. Brill, Box 875, Peoria, Ill.  
**CAROUSEL—PARKER, 32 FT., 24 JUMPING** Horses; single phase, push button fluid drive. Sacrifice! Evana, 1516 Rim View Drive, Caldwell, Idaho. mh30  
**FOR SALE—D.P. PHOTO BOOTH, 4'X10'X8";** Marks & Fuller Camera, 1 1/2" & 2 1/4" Pictures; complete Dark Room, Yale Locks, Fluorescent Lights. H. H. Knoebel Sons, Elysburg, Pa.

**FOR SALE—125' AERIAL RIGGING, SINGLE** pole, complete; one 36" high aluminum Trapeze Rigging. Snyder, 6121 S.W. 40 St., W. Hollywood, Fla. mh23  
**FOR SALE, LEASE, BOOK OR TRADE—** Hitler's \$35,000 personal Armored Car and only Russian Pabeda car in America. Prospect Associates, Souderton, Pa.  
**KING ROCKET SHIP, EXCELLENT CONDITION,** used one complete season, \$1,750. Gotham Amusement, 22923 Park St., Dearborn, Mich. Logan 8-9305.

**LEAD SHOOTING GALLERY FOR SALE—** Fully equipped in Coney Island, L. Carbone, 1367 E. 40 St., Brooklyn 34, N. Y. Navarre 8-6415.  
**ONE BOAT RIDE, SIX SCHIFF PLASTIC** Boats, both gas and electric driven; needs Tank, \$350. Walter Burchfield, R. 1, Rosedale, Indiana.  
**STEAM TRAIN (OTTAWA)**  
Engine, tender, and three cars used four seasons, good condition. Just came out of R. R. shops. New paint job, new upholstered seats, new hydraulic brakes installed. Plenty of track and cross ties. \$2,500.  
**HARRY F. WILLIAMS**  
2069 Delono Dr., N.E. Atlanta, Ga. DRake 3-1592

**TRAINS—ALL SIZES, GAUGES, TYPES;** new, used, custom built. Photographs, details. \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. ap6  
**TURNSTILES PERRY MAKE**  
OTHER EQUIPMENT CHEAP  
**P. O. BOX 2 DAYTON 1, OHIO**

**MAGICAL APPARATUS**  
NEW 152 PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 504 wholesale. Sub-miniature radio phone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 336 South High, Columbus, O. mh30

**MISCELLANEOUS**  
YOUR NAME IN HEADLINES ON STANDARD newspaper page, 3 different, \$1. Not over 36 letters each. Headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Hartford, Conn. ap13

**PERSONAL**  
CAN YOU TELL (WITHOUT KNOWING beforehand) anyone's age or cash in pocket? 10¢ tells how (include stamp). Never fails! Write today. Robert S. Lees, 6217 W. Wisconsin Ave., Milwaukee 13, Wis. (4 for 25¢). Learn secret, amuse friends. Get dime back!  
MR. HOPE, NEED \$100 FOR HOUSE RENT as soon as possible. Works GR 3-3391. Trouble at home. Love, Fay.  
USE OUR ADDRESS PERMANENTLY. Confidential Mail Receiving, Forwarding System, \$3 monthly. D. Heyl, 8209 Carter Ave., Baltimore, Md. mh30

**PHOTO SUPPLIES DEVELOPING—PRINTING**  
COMIC FOREGROUNDS AND BACK-grounds. Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties Miller Supplies, 1535 Franklin, St. Louis 6, Mo. np  
ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7's or five 8x10's, \$1. No negative, 25¢ additional for each different photo. Jack Koons, Huntington Mills, Pa. mh23  
PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn

**STILL THE BEST STREET CAMERA** made. The Victor Portable Direct Positive Camera gets results; order now. Benson Camera Co., 166 1/2 Bowers, New York, N. Y. ap13

**PRINTING**  
ALWAYS SPEEDIEST SERVICE, QUALITY. Window Cards, three colors, 14x22 size, \$8 hundred; larger 17x26 size, \$12.50. Cards for all amusement occasions, many illustrated. Also Bumper Cards, Bumper Stickers. Tribune Press, Dept. W-57, Earl Park, Indiana. mh30  
ATTRACTIVE BUSINESS CARDS, \$2.95 per 1,000; 100 letterheads, \$1; 100 6 1/2 envelopes, \$1 postpaid. Taylor, 6103 Forty Third Ave., Hyattsville, Md. mh30

**TARGETS FOR SHORT RANGE GALLERY,** \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Maryland.  
100 8 1/2 X 11 LETTERHEADS AND 100 6 1/2 Envelopes, four lines, \$2; 900 Business Cards, \$2.75. Hickman & Hickman, Box 202B, Coalgate, Okla.  
200 8 1/2 X 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black ink. Mallo Press, 787-B Leith St., Flint 5, Mich. mh30

**SALESMEN WANTED**  
AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-146, Chicago 32, Ill. mh30  
GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1, Ill. ch-1fn  
NEW BRILLIANT DAY-GLO 7 1/4" X 14 1/4" Envelopes, \$3.75; black blue ink. Mallo Press, 787-B Leith St., Flint 5, Mich. mh30

**DISPLAY CLASSIFIED AD**  
Your Advertisement displayed in a space this size will cost only \$14 per insertion  
\$300 FIRST WEEK OR MONEY BACK—NEW Glow Ad Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10. ap

**TATTOOING SUPPLIES**  
A-1 TATTOOING MACHINES—WORLD'S finest; best design, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. ap6  
NEW MALLEABLE TATTOOING MACHINES. Artistic designs. Complete outfit. Bright colors, concentrated black ink. Catalog free. Mitt Zeis, 728 Lesley, Rockford, Ill. jy13  
TATTOO DESIGNS—HAND COLORED, ALL good sellers, easy to reproduce; sheets 11 by 8 1/2, \$1. W. Grimshaw, 210 King St., Charleston, S. C.

**WANTED TO BUY**  
CONCESSION STANDS WANTED—12 FT. Front. State price, size and condition, phone number. Peter Roscoe, 2271 McMyler St., Warren, O.  
WANTED—STEAM THRESHING ENGINES or Locomotive Engine, old style gas Tractors and Antique Cars. Jerry Horneck, Atwood, Kan.

**HELP WANTED**  
REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.  
Forms Close Thursdays for the Following Week's Issue

**EXPERIENCED ARCADE MANAGER**  
Good salary, plus percentage. References required  
Write: BOX 323, c/o Billboard Pub. Co., 390 Arcade Bldg., St. Louis 1, Mo.

**SAX TENOR—VOCAL PREFERRED, BUT** not essential. Read, fake and big tone, society combo. Hotel only; state price, experience. Box C-157, c/o Billboard, Cincinnati 22, Ohio.  
THEATRE GROUP INTERESTED IN DOING a summer of re-patry at an adult resort. Phone evenings EN 2-3426, New York, N. Y. mh30

**TROMBONE—3-BEAT COMMERCIAL TRAV-** eling orch. Work 50 weeks per year, guaranteed salary, sleeper-bus, no characters. Openings for others, contact. Bob Calame, 2107 N. 18th St., Omaha, Neb. ap6  
WANTED—ACCORDION MAN, ALSO SAX Clarinet, must be good readers. Write immediately. Viking Accordion Band, 214 N. 2 Ave. W, Albert Lea, Minn.  
WANTED—SOCIAL DIRECTOR FOR NEW England Summer Resort. Must be good M.C., direct amateur shows, plan programmes, dances, etc. No liquor, no wolves. Would consider refined male or female applicant, age 30-40 years preferred. No resort exp. necessary but good showman. Excellent wages. Write very fully and send photo. Box C-154, c/o Billboard, Cincinnati 22, Ohio. mh30

**AT LIBERTY ADVERTISEMENTS**  
5c a Word Minimum \$1  
Remittance in full must accompany all ads for publication in this column. No charge accounts.  
Forms Close Thursdays for the Following Week's Issue

**CIRCUS & CARNIVAL**  
AT LIBERTY—GRAB OPERATOR, AGE 52, honest, dependable. Don't drink, good driver. Will cater to show folk. Desire trailer type, but will work others if well framed and clean. If you are looking for a good man, answer this ad. Gould Sr., 3016 Reid, Houston 26, Tex. Phone: Oxford 4-3522, A.M. only.

**BARKER, TALKER, BINGO CALLER—** Ready to Talk, Lecture, Clown; sober, reliable; salary only. Wire collect. Blue-stone, 113 W. Main, Norfolk, Va.  
SUDAN—AMERICA'S GLAMOROUS HER-maphrodite. Respectable, experienced. Work straight or flash. Also do mental, mits and "gorilla-girl." No beets, no lovers. Will win money in every spot. Photos on request. C. Eddy, 1564 Broadway, New York 19, New York.

**MISCELLANEOUS**  
ARRANGER, ANY STYLE. BOB VAN, 2501 Lowry Ave. N. E., Minneapolis, Minn. ap20  
AVAILABLE FOR STAGESHOW, ORCHE-stras, Theatre, Social Programs or traveling. Marita Delores has no precedent in show history. Miracle-made woman, miracle voice, personality and an unbelievable Calendar Age of 78. By The Miracle, she is only 19. Does she know the secret of youth? Recognized by highest authorities. Her faultless figure superbly displayed in Her. Faultless figure superbly displayed in Her. Faultless figure superbly displayed in Her. Managing assistant wanted. Have full equipment and capital to join with responsible promoting representative. Miss Delores, Capitol Hotel, Richmond, Va.  
HAVE LAUGHS, WILL TRADE. OUT-standing young Comic desires booking with unit package. For complete information contact: Agency, 318 McKay Ave., San Antonio, Tex.

**HYPNOTIST—FOR STAGE, PRIVATE** parties and lecture demonstrations. For information write Neige F. Diehl, Post Office Box 2002, Seattle, Wash. mh29'58  
OUTSTANDING HORROR STAGE SHOW featuring well-known hypnotist. This attraction can pack your theatre with screaming patrons. Excellent exploitation campaign. Will consider sober booker who can furnish references and finance self. Contact Spook Party, 318 McKay Ave., San Antonio, Texas. mh30

**MUSICIANS**  
A-1 ORGANIST AVAILABLE FOR lounge, dining room, rink, etc. Write or wire Organist, c/o Ek Club, Lakeland, Fla. ap13  
A-1 RINK ORGANIST AVAILABLE—GOOD beat, pleasing style; year-round operation preferred. Any location. Box C-155, c/o Billboard, Cincinnati 22, O. mh30  
ELECTRIC GUITAR—LEAD OR RHYTHM. Read, fake, sing, also play piano. White. Prefer combo on location or as a single. Jack Martin, 2260 N.W. 27th Ave., Miami 37, Florida. ap6  
PIANIST, SINGER AND SAX TRIO—ALL Fields, Music Arranging, Copyist and Teaching, recordings made. Musician, 1441 S. Napa St., Philadelphia, Pa.  
FINE BASS MAN, 29, SOBER AND PERSON-able. Double trombone; jazz, Latin and hotel experience. Consider work with entertaining combo or novelty vocal group. Available April 1. Pat Cooke, P. O. Box 1119, Fairhope, Ala. Waverly 87861. mh30  
SOLO GUITARIST—VOCALS, TRAVEL. Join immediately; small combo, band experience in all lines. Write or wire Howard Samuel, 1118 North State, Chicago, Ill. mh30  
TRIO AVAILABLE IN FOUR WEEKS—Vocals, Novelties, Latin, cut any show, prefer locations, organized five years. Box C-151, c/o Billboard, Cincinnati 22, O. mh23  
TRIO—INSTRUMENTAL, VOCALS, ENTERTAINING and dance; lounge or hotel. For additional information contact: Box C-156, c/o Billboard, Cincinnati 22, O. mh30  
TRUMPET WANTS LEAD OR SPLIT, radio, TV or pit. Little road, rather sit. Russ Pinger, 4245 S. E. Yamhill, Portland, Oregon. mh30  
TRUMPET—JAZZ, DIXIE, COMMERCIAL, Shows, Kenny Buckles, 418 W. Third St., Garnett, Kan. Phone 368.  
TRUMPET PLAYER—CAN READ MUSIC and fake, is available to travel. Tommy Eposito, 267 Wooster St., New Haven, Conn. Phone: UN 51273. mh30

**PARKS & FAIRS**  
AT LIBERTY—PAMAHASIKA: PARKS, RE-sorts, useful Gentleman with Birds, Animal Pamahasika's Studio, 3304 N. 83rd St., Philadelphia 40, Pa. SA 2-5536. mh30  
BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 11, Ind. ap6  
BARANEKS KENNELCADE OF STARS—Beautiful, outstanding display of trick and dancing dogs for Fairs, Parks, Celebrations. Unusual, well flashed Props, Tinted Dogs, Striking Wardrobe. Now booking early spring and summer dates. Baraneks, 390 Arcade Bldg., St. Louis, Mo. mh30  
HERE IS THE TOUGHEST ASSIGNMENT a Stunt Man can get. Sensational high diving as featured by Fox Movietone. You name your date and Capt. Mac will appear personally to put on a performance that will be long remembered. For particulars address: Capt. Mac, 456 Lamplier Place, Warren, O. Tel. 45337. ap13  
RAY'S CIRCUS REVUE NOW SOLICITING offers for season 1957. You can't go wrong with this combination. Magnolia, O. Route 21. Je15  
SENSATIONAL & NOVELTY ACTS OF every description, Animal Acts & Girl Revue. Address: 2015 Oliver St., Fort Wayne, Ind. Phone H 1198.

**!SENSATIONAL PROFITS!**  
No. 185 Full of Life! Fire! Brilliance! \$3.25 Doz.  
Gold finish. White brilliant \$36.00 center. Red or Green sides. Gross  
**PROVIDENCE RING COMPANY**  
49 Westminster St., Providence, R. I.

**SALESBOARDS**  
LOWEST PRICES ALWAYS  
1000 25c Charley Board ..... Prof. \$50.00 \$1.10  
1000 5c Double Fin ..... Prof. 24.00 1.15  
1440 5c Barra Board ..... Prof. 18.00 1.59  
1440 10c Barra Board ..... Prof. 36.00 1.67  
1000 25c Charley Tk. .... Prof. \$52.04 \$1.79  
1000 5c J.P. Board ..... Prof. 24.00 1.98  
1000 5c J.P. Girlie Board ..... Prof. 28.00 2.49  
Ticket Deals, etc.  
**DELUXE SALES CO., BLUE EARTH, MINNESOTA**

**4-PC. PEARL SET** Included  
**FREE**  
Boxed necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S... Limited time only.

**MEN'S WOMEN'S New Styles**  
Guaranteed LIKE NEW!  
Choice Lot 6 FOR \$49  
All famous makes—complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)  
Assortment, Men's Elgin, Waltham, Complete with Expansion Bands. \$69.50 (Sample, \$8.95)  
SPECIAL LOT—Men's Elgin, Waltham Watches Reconditioned and Guaranteed, Expansion Bands included. \$6.45 Each  
3-Day Money-Back Guarantee.  
25% with order, bal. C.O.D. Send Money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT  
**WEINMAN'S**  
182 S. Main St., Memphis, Tenn.

**Hawaiian TI PLANT LOGS**  
Now bagged in polyethylene...  
KEEP LONGER, SELL FASTER!  
Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details. **LOWEST PRICES ANYWHERE**  
**Sherfy's**  
2126 Boyer St. Seattle, Wn.

IF YOU ARE INTERESTED IN  
**JOB LOTS CLOSEOUTS**  
BE SURE TO CONTACT US IMMEDIATELY.  
**WISCONSIN DELUXE COMPANY**  
1902 No. Third Street Milwaukee 12, Wisconsin

we MANUFACTURE all  
**BASEBALL BINGOS—TIP BOOKS**  
Write for Low Prices.  
**Gam Sales Co.**  
1321 SO. ADAMS ST. PH. 4-1451 PEORIA, ILL.

**Grand Opening**  
**SPECIAL GET**  
**ACQUAINTED**  
**OFFERS:**

JEWELLED WATCH with EXPANSION BAND. One Year Written Guarantee.

**\$3.75** in lots of 6. Sample \$4.00.

**SPECIAL**

Beautiful Earrings. Regular \$7.20 value.

Only **\$6.00** per doz.

**We Carry a Complete Line of**

- Housewares
- Gifts
- Novelties
- Clocks
- Premiums
- Wallets
- Electrical Appliances
- Religious Articles
- Costume Jewelry

Terms: 25% deposit, balance C.O.D., F.O.B. Chicago. Orders Shipped Same Day Received.

Write for FREE Price List

**ABBOT SALES**

833 W. ROOSEVELT ROAD  
CHICAGO 8, ILLINOIS  
Phone: MOntrope 6-1718

GIVE TO DAMON RUNYON CANCER FUND

of Our New & Larger Quarters



**7-PIECE WATCH SET**

Includes Jeweled Watch with Expansion Band, Pen & Pencil, Matching Cuff-Links & Tie Bar.

**\$5.00** in lots of 6. Sample \$5.50.

**WE FEATURE**

C' EST—SI BON and HOLIDAY Perfumes and Colognes.

**COMING EVENTS**

**Alabama**  
Birmingham—Better Homes Expo, April 30-May 3. Patrick J. O'Tools.

**Arizona**  
Douglas—Cochise Co. Settlers Day & Rodeo, March 30-31.  
Nogales—Fiestas de Mayor, May 3-5.  
Phoenix—Flower Show, March 30-31.  
Phoenix—Parade of Homes and Home Show, April 5-14. Assn. of Home Builders.  
Phoenix—Spring Horse Show, April 13-14.  
Tucson—Livestock and Quarter Horse Show, April 6-7.  
Yuma—Flower Show, April 6-7.

**Arkansas**  
Des Arc—Prairie Co. Livestock Show, April 19. B. E. Wray.

**California**  
Los Angeles—Better Living Show, March 15-30. Paul Waters, 15564 Gulf Blvd., St. Petersburg, Fla.  
Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan-Pacific Aud.), April 4-14. H. Werner Buck.  
Mesa—Maricopa Co. Fair Assn., March 27-31. Harvey M. Johnson.  
Napa—Napa Valley Horse Show, May 5. Clinton Eckels, 1016 Redwood Road.  
Oakdale—Oakdale Rodeo, April 14. Connie Buckman.  
Oakland—Spring Home & Garden Show, May 4-12. John I. Hennessy, Hotel Claremont, Berkeley.  
San Diego—Home Show (Electric Bldg., Balboa Park), May 18-26.  
San Diego—Spring Fair (Electric Bldg., Balboa Park), April 23-28.

**San Francisco**—Grand Nat'l Jr. Livestock Expo. (Cow Palace), April 13-17. Nye Wilson.  
**Yuma**—Yuma Co. Fair Assn., April 10-14. Frank Deason.

**Connecticut**  
New Haven—Connecticut Boat Show (Arena), March 21-24. Milton Cottler.

**Florida**  
West Palm Beach—Sports-O-Rama, March 21-24. Ken Murray.

**Idaho**  
Meridian—Meridian Dairy & Stock Show, May 29-June 1.

**Illinois**  
Chicago—All-Wisconsin Resort and Travel Show, April 24-28.  
Peoria—Peoria Sports, Boat, Home & Vacation Show (Robertson Field House), March 26-31. Sidney J. Page.

**Indiana**  
Evansville—Sports Show, March 19-24.

**Iowa**  
Des Moines—Iowa Sports, Boat & Vacation Show (Memorial Aud.), April 20-25.  
Ottumwa—Iowa-Missouri Outdoor America Show (Coliseum), March 28-30. Laurence Hamley.  
Sioux City—Siouxland Expo. & Sports Show (Municipal Aud.), April 12-14. Marc Cox.  
Waterloo—Northeast Ia. Sports & Vacation Show (Hippodrome Aud.), April 4-7. Arlen N. Frerking.

**Kansas**  
Wichita—Kansas Sport, Boat & Travel Show (Forum), April 3-7. Bob Mays.

**Kentucky**  
Louisville—Kentuckiana Home and Improvement Show (Armory), April 7-14. Joseph Brooks.

**Louisiana**  
Alexandria—La. Market Poultry Show, April 3-4. L. L. Walters.  
Baton Rouge—La. Rabbit Short Course & Show, April 27-28. D. C. Davis.  
Baton Rouge—State Livestock & Poultry Show, March 25-29. M. A. Edmond.  
Bunkie—Avoyelles Parish Poultry Festival, April 1-2. G. St. Romain.  
Gonzales—East Ascension Strawberry Festival, April 26-28. L. B. Wakefield.  
Hammond—Southeastern La. Dairy Festival & Livestock Show, May 2-4. Carroll Trahan.  
New Orleans—La. Iris Garden Show, March 31. Mrs. A. Cherrie.  
New Roads—Baton Rouge-Pointe Coupee Boat Festival, May 25-26. Leon Monceret Jr.  
Pineville—La. Garden Club Show, March 27-28. Mrs. L. J. Fullager.  
Shreveport—Holiday in Dixie Spring Festival, April 24-28. Able C. Goldberg.

**Massachusetts**  
Springfield—Greater Springfield Home & Sports Show, April 9-14. John W. Daly, Sheraton Kimball Hotel.  
Topsfield—Sportsmen's and Boat Show (Fairgrounds), April 18-21. Danvers Fish & Game Club.

**Michigan**  
East Tawas—Home & Sports Show, May 10-12. Jack Davis, Box 12, Bay City.  
West Branch—Better Homes Show, April 12-13. Jack Davis, Box 12, Bay City.

**Minnesota**  
Minneapolis—Northwest Builders' Show (Auditorium), March 16-24.  
Minneapolis—Northwest Sports, Travel & Boat Show (Municipal Aud.), April 5-14. F. W. Kahler.  
St. Paul—Land-o-Lakes Boat, Marine & Tackle Show (Auditorium), March 15-24. Noel Van Tiburg.

**Mississippi**  
Charleston—Tallahatchie Co. Livestock Show, March 25. Pete E. Brown Jr.  
Mendenhall—Simpson Co. Livestock Show, March 25. J. P. Ponder.  
Sardis—Northwest Dist. Livestock Show, March 25-28. Lee H. Thompson.  
Tupelo—Lee Co. Livestock Show, March 22-23. W. J. Perrell.  
West Point—Northwest Miss. Dist. Livestock Show, March 28-30. E. E. Wooten.  
Yazoo City—Yazoo Co. Livestock Show, March 22. W. A. White.

**Nebraska**  
Lincoln—Midwest Ceramic Show (State Fair Expo. Bldg.), May 4-5. James Brownson.  
Lincoln—Sports & Vacation Show (Fairgrounds Expo Bldg.), March 28-31. Jack Hutchens, P. O. Box 1966.

**New Jersey**  
Atlantic City—Garden State Home Show (Convention Hall), March 28-30.

**New York**  
New York—International Antiques Exhibition & Sale (Coliseum), March 30-April 7.

**New York**—International Flower Show (Coliseum), March 31-April 6.  
**New York**—Intl. Home Builders' Expo (Coliseum), May 4-12.  
**New York**—U. S. World Trade Fair (Coliseum), April 14-27. Charles Sinitow.  
**Syracuse**—North-Eastern Sports Show (Fairgrounds), April 6-14. Bill Hartman.  
**Syracuse**—Central New York Builders & Garden Show, March 28-April 2.

**North Carolina**  
Charlotte—Carolina Home & Flower Show (Coliseum), March 27-31. Paul Waters.

**Ohio**  
Cleveland—American and Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 22-31. A. W. Newman.  
Columbus—Columbus Home Show (Fairgrounds), April 7-12. Builders' Exchange.  
Columbus—Columbus Dispatch-Journal Vacation, Travel & Boat Show (Fairgrounds), March 15-24. Ben Cowall.  
Dayton—Sports, Hobby & Vacation Show (Fairgrounds Coliseum), April 5-7. Ward Collopy, 133 Warren St.

**Oklahoma**  
Ardmore—Ardmore Rodeo, April 10-13. J. P. Taylor.  
Oklahoma City—Greater Okla. Home Show, March 24-31. Gus Fields, Biltmore Hotel.  
Tulsa—Home Show (Fairgrounds), April 11-14. Charles McKinney, 1035 Hunt Bldg.  
Tulsa—Antique Show (Cain's Ballroom), April 13-16. Bill Fanning, 3316 E. 32d St.  
Tulsa—Dog Show (Fairgrounds), April 27-28. Mrs. John B. Charles, 7515 E. 31st.  
Tulsa—Charity Horse Show (Fairgrounds), May 21-25. Mary Glass, P. O. Box 4042.

**Oregon**  
Gresham—Multnomah Co. Spring Garden Show, May 1-5. Duane Hennessy, P. O. Box 406.

**Pennsylvania**  
Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 25-30. J. Alland.

**South Dakota**  
Sioux Falls—S. D. Sportsmen's Show (Coliseum), April 29-May 1. David A. Witte.

**Tennessee**  
Cosby—Smelly Rannp Celebration, April 28.  
Franklin—Rotary Club Rodeo & Spring Festival, April 28-May 4.  
Humboldt—Strawberry Festival, April 29-May 4.

(Continued on page 113)

**TIME IS RUNNING OUT**  
**MARCH 27 IS THE DEADLINE**  
**FOR ADVERTISING**  
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48 assorted color—18-inch Plastic Pennants sewed on a tough, heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied. Colorful decorations of all kinds. Write for Free Catalog.

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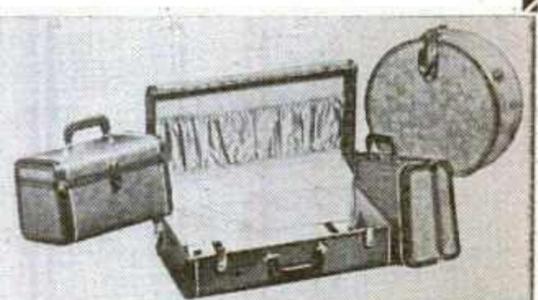
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**4-PC.**

COMPLETE SET  
List \$54.95

**\$15.88** ea.

set in lots of 3  
Sample 4-pc. Set  
\$16.95



4-piece Set consists of large 26" Pullman Case, 21" Weekend Case, extra large Train Case and roomy 14" Hat Box with carrying strap. Latest nationally advertised Airplane Luggage material that resists scuffing, scratching, staining, peeling, cracking or fading. So strong you can stand on it! Newest tapered style—streamline design! Reinforced metal edging seals tightly when closed—completely dust-proof and waterproof! Fully quilted rayon-lined interiors with pockets and tie-tapes. Contrasting Bumper Edges. Extra strong, stitched-thru binding. Rust-proof nickel-plated hardware and locks. Train Case has full mirror in lid and plastic tray. FULLY MATCHED 4-PIECE SET, both inside and out, available in Alaska White, Desert Tan or Arctic Blue.

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#1 Child's size ..... \$ 6.00 doz.  
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**Letter List**  
Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

**MAIL ON HAND AT CINCINNATI OFFICE**  
2160 Patterson St. Cincinnati 22, O.

- |  |  |  |  |
|--|--|--|--|
| Aberle, Wm. (Stutters)   | Girouard, Anthony  | Shaffer, Jimmie  | Tripp, Willie  |
| Ackley, Jimmy  | Glazier, Wm. E.  | Shaffer, William   | Trivette, Clyde  |
| Adams, W. J. (Candy)   | Glover, Wm.  | Shafford, Eddie T.   | Trosper, Johnnie & Helen   |
| Admirer, Irving  | Golden, Claude V.  | Shapiro, Henry   | Truan, Delbert D.  |
| Alexander, Chuck   | Goodwin, Lloyd   | Shaw, Geo. & Mary  | Truett, Otis D.  |
| Alfieri, Emanuel (Alfieri Amuse. Co.)  | Goodwin, L. D.   | Sheehan, Jimmie (Mars Magician)  | Turner, John   |
| Allman, Kent   | Gordon, Dixie  | Sheppard, John   | Turner, Mose   |
| c/o Billy Butterfield (Orch.)  | Graham, John L.  | Sherrill, Tom W.   | Uvannich, Steve  |
| Alston, Robt. L.   | Grant, R. H.   | Shinert, Fred N.   | Valentine, H. M. & Mrs.  |
| Amarantes, Raymond   | Green, Quay  | Shirley, Roland  | Valley, Max S.   |
| Aughtman, Bennie (House of David Team)   | Greene, Emily Y.   | Shook, Jerry W.  | Vaughness, H. B.   |
| Austins, The (Adagio)  | Hackett, J.  | Simpson, Talc  | VanMeerten, Richard  |
| Baker, Walter (Buddy)  | Hagen, Leroy   | Skeet (Colored Trumpet Player)   | Vaughn, Gene   |
| Barlow, Wm.  | Hala, J. A.  | Smith, Albert T.   | Vess, Eddie & Virginia   |
| Barrett, L. H. & Mrs. (Betty & Red)  | Hale, D. D.  | Smith, Artholio  | Vidila, Prof.  |
| Bartlett, Carl O.  | Hamil, Chas. R.  | Smith, Bobbie F.   | Vowell, Bennie   |
| Barb, Geo. J. E.   | Hamilton, Freeman  | Smith, Jussie  | Waddell, William   |
| Barnard, Jr., Wm. B.   | Hannafus, Robt. Elliott  | Smith, John H.   | Wagner, Johnny K.  |
| Beall, Adeline   | Hansen, Hans A.  | Smith, Willie Love   | Walker, Wayne  |
| Beckett, J. F.   | Hansley, Clyde E.  | Smyth, Wm. A.  | Walker, Willie L.  |
| Bell Troupe  | Harrison, James G.   | Smyth, Mary  | Walls, Tommy   |
| Black, Lester  | Harris, Frank  | Snelling, Wm. L.   | Walsh, Earl B.   |
| Black, Paul (J. or Y.)   | Harris, James W.   | Souter, Don  | Ward, Bobby R.   |
| Black, Robt.   | Harris, Walter (Pocket Book)   | Sprins, Norman   | Warner, Burnett  |
| Boatright, Eric  | Hawkins, Mrs. Eunice   | Stachowiak, John J.  | Wascher, Frank E.  |
| Bomesberder, D.  | Haynes, Jr., Irene   | Stack, W. A. (Bingo)   | Washington, Robert L.  |
| Bonch, Rufus   | Hayward Rides & Shows  | Stack, W. A. (Bingo)   | Watson, Elmer  |
| Boreline, Geo. & Mrs. Bowens, Homer Lee Boyd, Ulysses E. Brady, L. P. Shows Braunstein, Ben F. Brigeford, G. D. Brigman, Benny E. Brodsky, Izzy Brooks, Joan Brown, Fitzzy Brown or Brony (from Hanasaki) Brown, Chas. A. Brown, Joe S. Brown, Johnny A. Brown, Lewis W. Burdge, Michael A. Burke, Raymond Bush, Beulah Butler, Michael Cammison, Wm. Campbell, Elsie Cane, Candy Carawan, C. L. & Mrs. Carawan, Lee & Mrs. Carr, Mrs. L. P. Carroll, Curley D. Carter, Willie Lee Carter, Zeno Chapman, Earl Chatman, Willie Chidester, Wm. J. (Survivors of) Church, C. C. Clabarr, John P. Clark, James M. Clark, Johnnie Clark, Lou & Mrs. Clark, Mrs. Maxine Clark, Orville C. Clatterbaugh, James Clendenning, Glen & Mrs. Clifford, Henry P. Coffey, Col. H. G. Cohen, Phil (Humpty) Collins, Jimmy Combs, Joe Combs, Reginald Conklin, Lola Conn, Andre Allen Conner, Billy Cooper, Bozo Cooper, Jerry Cooper, John M. 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(Miracle Cleaner) Lankford, Harold Law, James Lebau, Herietta Leto, Jimmie Loyal, Mr. A. McCarthy, Pat McClure, Mrs. R. McDonald, Skippy McGill, C. (Jack) McIntosh, Will McMahon, Forest E. Maltin, Sam Mannuza, Tom Marchette, Rebel Marcum, Jim Martin, Robert E. Menzel, Adolph Paul Merrilees, The Miller, Bruce Miller, Don Miller, Louis Millsap, M. J. Mitchell, George Moore, Bert Monahan, J. Monroe, Jack Moore, Alfred B. Moran, Jim E. Morris, Everett Moyer, Le Roy Murphy, K. C. Nabor, Daisy Nannery, Hershail M. O'Malley, J. E. Olson, O. Orlando, Cecil & Mrs. Ortiz, Norma J. Paradise, Tony Parker, Anthony T. Patton, Betty (Prod.-Mgr. Modern Theater) Pearman, Mike Perkins, Alonzo H. Peyton, Elmer B. Phillips, Charles J. Pierce, Carl Pike, William D. Pinkston, Bill Poirer, James Walter Price, Arthur & Martha Rates, Barbara Rayburn, Howard Raymond (Gir. Show Operator) Reed, James E. Reeder, J. L. Reynolds, John Rice, John A. Roach, C. A. Robinson, Leland Rucker, E. H. Rudinoff, (Horse Act) Saas, George Saison, Joseph J. Salone Jr., Alberta Sampson, Lavern Sams, R. Phillip Sanford, Sonny Sawyers, Joseph A. Seales, James M. Scanlan, Bill Schier, Myron Dale Schumann, Arnold J. Scortino, Joe Seavers, Roy Seebrial, Audrey M. Seebree, Earl Selby, Wm. F. Seth, John Seymour, Chas. E. | Shaffer, William Shafford, Eddie T. Shapiro, Henry Shaw, Geo. & Mary Sheehan, Jimmie (Mars Magician) Sheets, Howard C. Shels, Raymond Sheppard, John Sherrill, Tom W. Shinert, Fred N. Shirley, Roland Shook, Jerry W. Simpson, Talc Skeet (Colored Trumpet Player) Smith, Albert T. Smith, Artholio Smith, Bobbie F. Smith, Jussie Smith, John H. Smith, Willie Love Smyth, Wm. A. Smyth, Mary Snelling, Wm. L. Souter, Don Sprins, Norman Stachowiak, John J. Stack, W. A. (Bingo) Stack, W. A. (Bingo) Stephens, Bennie F. Stephens, John Stephenson, Thomas Stewart, James E. Stewart, Ralph Stoffel, Walter Strange, Ulyses Strother, Jack B. Stuber, H. G. Stryon, Danny Stuck, W. A. 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Swain, Robert Swan, Walter Swanson, William Sylvester, Miss Pinkie Tatro, Frederick D Taylor, Carl Kirk Taylor, Jesse Taylor, Lillie Mae Taylor, Robert G. Taylor, Robert Lee Taylor, Joseph Tetts, Fletcher & Mrs. Theodore, Mack Thippen, John H. Thon, Richard E. Thon, Ernest Thompson, Charles D. Thompson, Dennis L. Thompson, George Thornton, James Tomlin, William Trammell Jr., Giles Tranton, Raymond Triska (highway troupe) Williams, Early Williams, George H. Williams, Louis C. Williams, Lee E. Willis, Prince Wilson, Jimmy L. Wilson, Joseph Wilson, L. L. Winn, Al Woodall, Verie R. Woods, Blackie Woods, Louis Wright, Ural Young, Clifford Young, Marilyn |

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| Brown, Whitney        | Rosen, Abe             |
| Coombs, Bobby         | Romaine, Julia         |
| Deming, E.            | Sabia, Nicholas        |
| Dumont, Denise        | Scotts, Lena Eva       |
| Duckworth, Howard     | Smith, R.              |
| Grable, Patricia      | Spitzer, John          |
| Kimbarr, R. L. (Dude) | Sutton, Vivian Van     |
| Langford, Billie      | Mason, Don             |
| Marion, Don           | Marvel, David          |
| Miller, Eugene        | Miller, Richard R.     |
| Miller, Richard R.    | Morrison, Al           |
| Nelson, Louise        | Neelson, Louise        |
| Pelloni, E.           | Wright, Wilbert (Will) |

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| Archer, Willard            | Solomon, Sol      |
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| Conyon, Thomas             | Vance, Mrs. Marie |
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| Wright, Mrs. Paulina       |                   |

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| Ackley, J. W.               | Holston, J. F.              |
| Akins, Anthony T.           | Hughes, Joe S.              |
| Bacon, William              | Jacoby, George L.           |
| Barry, A. J.                | Kelly, Dave                 |
| Black, Joe                  | Kernes, James               |
| Bradburn, Robert E.         | Kinney, Mrs. Arlene         |
| Barber, Lou                 | Klassen, Fred W.            |
| Brown, Wm.                  | Kline, Bob                  |
| Brumbelow, Doty             | Leser, C. C.                |
| Brumbelow, Marvin           | Londry, Joe                 |
| Bryer, Ollie                | Long, Leon                  |
| Burns, J.                   | Lynch, Mark F.              |
| Bybee, James H.             | McCrary, W. H.              |
| Cannon, Tom                 | McLendon, Leon              |
| Carpenter, Walter E.        | McMillan, R. J.             |
| Casler, Mrs. Rebecca        | Mallett, Robert             |
| Chambers, J. M.             | Maloney, H. E.              |
| Chambers, Louise            | Marshall, E. H.             |
| Chambers, Tex               | Maser, Robert (Bob)         |
| Chidester, Wm.              | Medlin, Mr. & Jimmy         |
| Clark, V. S. Jack           | Miles, Mrs. Rex             |
| Cooper, Mrs. Earl           | Miller, Morris              |
| Creighton, E. E.            | Mills, Melvin E.            |
| Crowell, Johanna C.         | Mintz, C. C.                |
| Cummings, Romer             | Mondel, Fred                |
| Del Mar, Lissa              | Morton, John M.             |
| Denike, Harold              | Neelson, Herbie             |
| Devaney, Paul               | Onell, Edward Louis         |
| Dion, Ted                   | Pearson, Carl T.            |
| Donald, Jack                | Raymond, Mr. & Mrs. Charles |
| Eagle, Mr. & Mrs. Chief Ed  | Regan, Mrs. E.              |
| Ellis, Bob                  | Ridings, Jessie             |
| Ferri, James                | Rosenfeld, Sol              |
| Ferri, Anthony              | Sayer, Clifford             |
| Flynn, Jack L.              | Scott, John H.              |
| Gallup, Jack                | Sellers, Jack               |
| Girouard, Anthony           | Shepard, Mrs. Mary          |
| Gorden, Mrs. Goldie         | Shipley, Leonard L.         |
| Gordon, Howard E.           | Silva, Bill                 |
| Hagen-Wallace Circus        | Starnes, Lucky              |
| Harrell, Earl               | Texas Ted (Tatoer)          |
| Harris, A. J.               | Timberlake, Billie          |
| Hatfield, Chink             | Towers, Tonie               |
| Henderson, Mr. & Mrs. Grabo | Trelis, J. C.               |

**Calif. Winter Fair**  
(Continued on page 113)

ular was the zoo, which Manager Stewart has been working on a long time. Located just inside the main gate, the zoo took over the area formerly used as the carnival kiddieland.  
For the third consecutive year Gene Holter offered rides on his elephant, Big Babe. At 25 cents a throw, the Holter attraction reported business well ahead of the past two years. An added attraction was the presentation of the Holter baby elephant 'or which the name of Rock 'n' Roll is being considered.

Larry (Bozo the Clown) Valli worked the independent midway with his balloon animals, hats and magic. Prior to the opening of the event, Valli visited schools and hospitals and appeared on radio.  
Harald Harper, who operates the nation's only lost child car, was again on the job, this year also assisting with general office duties. Press was handled by Eric Hale with the Los Angeles dailies—230 miles to the Northwest—giving excellent coverage and premium position on stories and pictures.  
A number of veteran fair midway concessionaires were on hand for the 29th annual run. Among them were Ed Lang with his Mom's Aid baby strollers and wheel chairs; Jack Christensen, popcorn and candied apples; Aleice and Raymond Treanor, of Pat Treanor & Son, novelties; Dorothy and Newton Stone, monogrammed hats; Frederick Pyman, jewelry; Pearl and Joe Archer, fudge, and Art Thompson, eat stand.

**COMING EVENTS**  
Continued from page 112

- |   |  |
|---|--|
| Knoxville—East Tenn. Home Show, March 26-31, Paul Waters, 1729 W. Cumberland. | Texas  |
| Knoxville—Tenn. Valley Sports Show, April 8-14, W. Claude Fox.                | Dallas—National Home Show, April 28-May 5, Brownlow R. Hall.   |
|   | Dallas—Southwest Sports, Boat & Vacation Show, March 27-31.  |
|   | El Paso—Flower Show (Coliseum), April 27-28, Mrs. Thomas.  |
|   | Houston—Houston Boat, Sports & Travel Show (Coliseum), April 6-14, Bill Brown, Montagu Hotel.  |
|   | Lubbock—West Tex. Nat'l Automobile Dealers' Show (Coliseum), March 20-24.  |
|   | Wichita Falls—Diamond Jubilee, May 11-18, J. A. McDonald, P. O. Box 991, Iowa Park.  |
|   | San Antonio—San Antonio Home Show (Bexar Co. Coliseum), April 7-14, Irving Wayne, Home Builders' Assn.                                 |
|   | Utah   |
|   | Delta—Millard Co. Jr. Livestock Show, May 23-24.   |
|   | Plain City—Plain City Dairy Day, May 10.   |
|   | Richmond—Black & White Days, May 17-18.  |
|   | Spanish Fork—Utah Jr. Livestock Show, May 8-11.  |
|   | Virginia   |
|   | Lynchburg—Celebration, May 16-18, Don F. Wood, Box 128, R. P. D. 3.  |
|   | Richmond—Junior Premium Stock Show (Fairgrounds), April 9-10.  |
|   | Richmond—Virginia Sportsmen's & Motor Boat Show (Arena), March 19-24, John E. Raine.   |
|   | Winchester—Shenandoah Apple Blossom Festival, May 2-3.   |
|   | Washington   |
|   | Spokane—Sports Show, March 19-24.  |
|   | Tacoma—Better Homes Exposition, March 19-24, Patrick J. O'Toole, Winthrop Hotel.   |
|   | Wisconsin  |
|   | Milwaukee—Sentinel Sports & Vacation Show & Great Lakes Boat Show (Arena and Aud.), March 23-31, Charles D. Collins.                   |
|   | Waukesha—Waukesha Dairy Show, March 18-22, W. D. Rogan.  |
|   | CANADA   |
|   | Alberta  |
|   | Calgary—Calgary Horse Show, May 7-11.  |
|   | Edmonton—Better Homes Expo., April 12-20, Arthur Gubert.   |
|   | Edmonton—Spring Horse Show, May 15-18.   |
|   | Edmonton—Spring Livestock Show and Sale, March 25-29.  |
|   | Manitoba   |
|   | Brandon—Manitoba Winter Fair, April 1-5.   |
|   | Ontario  |
|   | Toronto—Canadian National Sportsmen's Show (Coliseum), March 15-23.  |
|   | Quebec   |
|   | Montreal—Monireal Sportsmen's Show (Show Mart Bldg.), March 29-April 7, Ted Glendenning.   |
|   | Saskatchewan   |
|   | Saskatoon—Interprovincial Bull Show & Sale, April 17-18.   |
|   | Saskatoon—Light Horse Show, April 10-13, S. N. MacEachern.   |
|   | Turman, Mrs. Clara Wilder, Hugh L. Utley, J. D. Winn, James & Walden, Cotton Lucille Wells, Sam Merrill Wyrick, John Dee Zucco, Joseph |

**RUTILE**  
More Sparkle Than Diamonds  
Here's a gem that is clearer in color and brilliancy than any shown on the market today. Sizes 1 carat and up.  
**PER CARAT \$8.75**  
14k Gent's yellow or white gold, newest style mountings, additional \$14.50. The same in ladies...12.50.  
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on every quick sale of fabulous needle threader  
**SENSATIONAL IMPORT SELLS ON SIGHT**  
Amazing little "machine" actually threads needles instantly—its practical, easy to use, guaranteed. Patented Needle Threader is a big bargain at only 75¢ retail—a sure money maker for everyone who takes it on now. Unlimited market everywhere—profits as high as 200% on every single sale! Sell full time, part time — handle imported Needle Threader as a sideline—any way you look at it, it means PROFITS!  
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24" TAFFETA RABBIT, \$6.00  
12" Plush Rabbit, \$6.00  
10" Quacky Duck, \$10.80  
28" P L U S H RABBIT, \$22.50  
No extra charge for samples.  
27 pcs. 1/2 doz. of each plus 3 \$21.70  
**RAYON TAFFETA SPRING SPECIALS**  
3" Plush Dogs, \$9.00 gr.  
25" Mouse Doll, bagged ..... \$ 9.00 dz.  
28" Plush Bear, bagged ..... 21.40 dz.  
24" Clown & Doll, bagged ..... 4.50 dz.  
42" Bozo Clown, bagged ..... 18.00 dz.  
12" Peasant Doll ..... 6.00 dz.  
No extra charge for samples.  
42 pcs. 6 of each plus 1 \$31.30  
F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. Send for NEW 40-pp. FREE CATALOG and closeout lists.

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## RCIA Ousts N. Y. Juke Box And Game Union Officers

### Calland, Cagiano Charge Action Taken Without Hearings; 433 Goes Indie

NEW YORK—Two top coin machine union officials have been suspended here by the parent union of the two locals. The men are Drew Calland, secretary-treasurer of Local 1690, the juke box union, and Jim Cagiano, president of Local 433, the game union. Parent union of both locals is the Retail Clerks' International Association.

Just when the two local officials have been suspended is not clear. Calland said that he was presented 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 Cagiano's case, the action resulted in Local 433 severing ties with the national organization and reverting to its independent status as Local 465, Coin Machine Employees' Union.

a general membership meeting Monday night (11). Prior to its joining the RCIA two years ago, the game union had been Local 465, an independent. This is its current status.

Cagiano explained that the vote to leave the RCIA was prompted by the parent union's action of removing the local officers and appointed a trusteeship. First the board of directors, then the union, had refused to accept this trusteeship.

Cagiano added that he had re-

ceived no notification about the RCIA action, but that he discovered it when a friend noticed the story in a local daily newspaper and phoned him.

#### Trusteeship

Local 1690, the juke box employees' union, is still an RCIA affiliate, but it is being run by a trusteeship appointed by the parent union.

The trusteeship is under the direction of Fred A. Ammond, Chicago, international vice-president.

(Continued on page 126)

## Ontario Lifts Ban on Jukes for Taverns

### Expect Other Provinces to Follow Manufacturers Eye Export Market

TORONTO — Restrictions on juke boxes in taverns, cocktail lounges and beverage rooms in the Province of Ontario have been lifted by the Liquor Control Board, opening up a potential 1,500 new locations for music operators.

Ontario is the second province in Canada to permit the installation of juke boxes in drinking places. The Province of Quebec, with nearly 2,000 locations, has allowed juke boxes for years.

Officials predict that the rest of Canada may well follow this lead, since legislation is patterned to a large degree after that in Ontario.

Alberta is known to be looking into the matter of installing juke boxes in drinking places, and approval is expected momentarily.

For American manufacturers eyeing the export market, the lifting of the ban will be welcome news. Canada has always been a substantial buyer of American phonographs. For the first 11 months in 1956 Canada bought a total of 2,695 pieces of equipment totaling \$1,400,060. (See export chart for monthly breakdown.)

#### Predict Upsurge

An this was without availability of drinking places, a prime location

#### LUCKY GUY

### Intro Bill For One Op In Memphis

NASHVILLE — The Lower House passed and sent to the Senate a bill which would reduce the privilege taxes of a Memphis background music operator from \$900 to \$100 a year. The vote was 65-2.

The bill is not expected to have any opposition in the Senate. The Memphis operator, E. A. Alburty, has one phonograph player and sells wired-in music. He wires the music to locations, installs a speaker and all receive the same music.

Rep. Doyle Blackwood of Memphis, who sponsored the bill, said Alburty had been taxed on each speaker as if it were a phonograph machine. The taxes on juke boxes total \$41.25.

Blackwood pointed out to the House that under the present law,

(Continued on page 118)

for phonographs in any country. A quick consensus of American manufacturers showed that altho it was too soon to feel any effects from the lifting of the ban, they predicted a substantial upsurge in the market for 1957.

Reg Gilchrist, R. C. Gilchrist Company, Ltd., Canadian Seeburg distributor, has already reported the installation of 25 new locations.

Buffalo operators, J. & J. Distributing Company, operated by Joe Marle and Joe Skiba, have also made one installation in Toronto.

The ruling as handed down by

(Continued on page 120)

## Ridgeway Re-Elected Head of W. Mass. Guild

WEST SPRINGFIELD, Mass.—The Western Massachusetts Music Guild, Inc., has elected Ralph Ridgeway, of Vogue Music Company, Springfield, as president for the sixth consecutive year, at the annual installation and dinner meeting at the Wayside Restaurant. The membership presented him with a transistor radio in recognition of his work for the group over the past five years.

New vice-president is Rheo LaRocque, of Rock Music Company, Chicopee; secretary is Russell

### Juke for Teens Helps Va. Ops' Public Relations

COLONIAL HEIGHTS, Va.—O. E. Crocker, owner and operator of the Virginia Music & Novelty Company, took a step toward cementing favorable public relations for the music business in his community when he donated a juke box, 20 records and a shuffle bowler to the newly organized teen-age club in the Community Building of Colonial Heights.

Crocker, a veteran operator, has been serving Southern Virginia since 1927. He has consistently associated himself with local civic projects and, as a result, has established favorable community sentiment toward the music and game business, as well as receiving enthusiastic support from the local press.

## 'SOMETHING FOR NOTHING' PLAY BOOSTS TAKE

MILWAUKEE — A music operator, who prefers to remain anonymous, reports a gimmick for boosting play on his machines that takes advantage of the human desire of patrons to get something for nothing.

In some of his spots, his machines are set at one play for a dime, three for a quarter and seven for a half dollar. There is nothing unusual about this arrangement. However, the operator has set his machine so that when a customer inserts a 50-cent piece, expecting to hear seven tunes, he gets 10 spins instead.

Result is that patrons continue to plunk half dollars into the machine, happy over the knowledge that they are getting a big bargain, or gloating over the feeling that they are cheating somebody out of nine minutes of music.

## Beck Eyes Coin Industry for Teamster Union

NEW YORK—A by-lined story by Lawrence E. Davies in the Wednesday (13) edition of the New York Times disclosed that Dave Beck, president of the International Brotherhood of Teamsters, plans to make a major effort to organize "employees of the vending machine industry."

However, Beck's definition of

(Continued on page 118)

## Tenn. Proposes Doubling Juke Privilege Tax

### House Measure to Increase Licenses \$41.25 to \$86.25

NASHVILLE — Thirteen Republican representatives introduced a bill in the lower House of the Tennessee Legislature last week (7) aimed at increasing the privilege tax on phonographs in the State from \$41.75 to \$86.25.

The proposed measure, House Bill 628, would also impose a penalty of three times the State and county tax, a total of \$150, if the law is not complied with.

Music operators over the State immediately criticized the proposed legislation as asking for exorbitant taxes and would defeat its purpose of raising more revenue.

Parker Henderson, general manager of Southern Amusement Company at Memphis, leading a group of operators in a fight against the bill, said the law, if passed, would put many operators out of business and make the operation of phonographs prohibitive at almost half the locations in the State.

Present license fees are \$10 each

(Continued on page 118)

## Wurlitzer Attys. Study Antitrust Suit

CHICAGO — The Rudolph Wurlitzer Company is studying the civil antitrust complaint filed against the firm by the Justice Department earlier this month, but has not yet taken any action on it.

Elbert Loyd, assistant counsel for Wurlitzer, said Friday (15) that both Wurlitzer's legal staff and attorneys for the firm, were studying the complaint, and had not yet come to any "firm conclusions."

Loyd said that it would probably be several weeks before a course of action would be charted.

A firm has 20 days from the time a complaint is filed until it is required to act on it, but additional reasonable periods of time, usually 30 days, are often requested by firms so charged and are automatically allowed.

## Halt CMMA's TV Fete: Plan New Format

HOLLYWOOD — The record quizzier, "Juke Box Sweepstakes," originally "Juke Box Derby," televised by the California Music Merchants' Association over KNXT here has been cancelled after five weeks, Les Turner, legal liaison for the show said Friday (15).

Turner added that plans are underway to revise the format and soon return the show to television in various localities and later go on a network. It will be continued to be CMMA sponsored, Turner declared.

The new show will be basically the same as the original. It will be produced, Turner added, "by a first class production company," Selective Music, Inc., produced the original and Turner explained that "some of the same personnel will continue to work on the new one."

The name of the show was previously changed from "Juke Box Derby" to the current "Juke Box Sweepstakes," when Peter Potter, whose "Juke Box Jury" is seen on KRCA filed complaint over the similarity of titles.

## Change to Dime Gains Favor In Mississippi

GREENVILLE, Miss. — Music operators of North and Central Mississippi are converting to dime play in increasing numbers and others are considering making the move within a few months, a survey last week by The Billboard disclosed.

Clarence Spain, owner of Spain Amusement Company at Tunica, has recently converted. So has O. H. Johnson, owner of Johnson Music Company at Cleveland.

Billy Bledsoe, owner of Chicot Music Company, Lake Village,

(Continued on page 118)

## Ark. Operators Prove Dime Play Cures Works

PINE BLUFF, Ark.—A survey of music operators in this area who converted to dime play last November showed that the change-over has been highly successful in increasing gross takes.

All operators who had made the conversion reported their gross collections had increased approximately 30 per cent. All were happy with dime play.

Edward Wilcox, owner of Baker Music Company, said he was glad he made the conversion. His gross is up 30 per cent and he has had no customer resistance, he said.

Manual Caras, partner in M & H Music Company at Pine Bluff, also reported a 30 per cent increase.

He said he was sold on dime play. He said a new shirt factory in a nearby town has helped the business and they expect even better business in the future.

Vernon Ward, owner of 19 Music Company, was one of the few who opposed dime play originally in Pine Bluff. He said he is satisfied with it and is glad he decided with the others to try it. He thought at first it would not work at all.

E. K. Eby, owner of Pine Bluff Music Company, also reports a substantial increase in gross revenue on his phonographs because of the conversion. He said his rural

(Continued on page 118)

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.

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LET 'EM  
SEE...

...LET 'EM HEAR!



ASSEMBLED FOR AN ORGANIZING SESSION for the 1957 Coin Machine Division drive for the United Jewish Appeal are the following New York coin machine personalities. Seated, left to right: Jim Cagiano, head of the Coin Machine Employees' Union; Murray Kaye, Atlantic-New York; Al (Senator) Bodkin, 1956 guest of honor; Meyer Parkoff, Atlantic-New York, 1957 guest of honor; Mrs. Claire Morano, Associated Amusement Machine Operators of New York; Lou Boorstein, Leslie Distributors, campaign chairman; Mrs. Boorstein, and Harry Perlberg, Mrs. Boorstein's father. Standing, left to right, are Murry Dorf and Aaron Sternfield, both of The Billboard; Tom Greco, Greco Brothers; George Holtzman; Sandy Moore, Suffolk-Nassau Amusement; Irv Holtzman; Joe Young, Young Distributors; Max Weiss; Marty Rabkin, International Mutoscope, and Bernie Boorstein, Leslie Distributors.

## Boorstein Presented Special UJA Award

NEW YORK—Lou Boorstein, Leslie distributors, chairman 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 government of Israel.

In ceremonies at the Henry Hudson Hotel Wednesday night (13), George Nemzoff, local UJA official, presented Boorstein, who is also chairman of the 1957 drive, with a porcelainized bronze plate. The plate carries the inscription

### COINMEN YOU KNOW

#### Miami

By RAOUL SHAPIRO

Bill Rogers, of E. C. Rogers, Fort Meyers, in town buying records. . . . With Bill was Owen Rogers, Pahokee. Bill reports collections the past couple of weeks have been at an all-time high. . . . Ed Hancock, mechanic at Bush Distributing Company, was operated on Monday (11) for a stomach ailment and is doing well. . . . Ken Willis, roadman for Bush Distributing Company, is showing improvement each week.

Lucky Skolnick, of Music Makers; Bob Norman, of Southern Music Company; Moe Kappel, of Magic Music; Bob Townsend, of Town Amusement Company, and Al Albertelli, of Super Vending, all at Jai Alai the other night, and all claiming to have hit a couple of winners. Incidentally, this reporter went partners with Bob Norman, and hit the daily double. Winnings for the night? Minus \$12.

Danny Hudson, routemen for Music Makers, Inc., got delivery on his new Ford, and before the 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, tho Dan's car got banged up. Frank Salerno, who operates Coney Island, a game Arcade in Havana, Cuba, in town looking over some new equipment. Frank says business is excellent.

#### Milwaukee

By BENN OLLMAN

Local juke box operators who are customers of one-stopper Stu Glassman, of Radio Doctors, are listening to his radio show on Sunday nights to learn the latest tunes

(Continued on page 118)

of "deep gratitude from the people of Israel" for Boorstein in recognition of his work. Also on the plate is the official seal of the State of Israel and an intricate mosaic design.

#### Received Citation

Meanwhile, citations were presented to coin machine men who were not present to receive them at the last meeting. Recipients were Abe Lipsky, Mike Munves, Lou Wolberg, Harry Koeppel, Max Klein, Ben Haskell and Nash Gordon. Meyer Parkoff, 1957 guest of honor, accepted a citation on behalf of Harry Rosen, who is in Florida.

Letters from Abba Eban, Israeli minister to the United Nations, and Robert Briscoe, Lord Mayor of Dublin, were read. These letters invited Lou Boorstein and members of the executive committee to attend the UJA kick-off dinner Thursday (21).

Meanwhile, it was announced that Rabbi Gilbert Flapperman, of Temple Beth Shalom, Lawrence, L. I., will deliver the invocation at the May 15 victory dinner. Scheduled to speak at the event is Father John Kelly, priest of Al (Senator) Bodkin, last year's guest of honor.

Guests at the Wednesday session were Mr and Mrs. Max Klein, representing the Westchester Music Guild; Art Silbert, Standard Factors, and Nat Sugerman, representing his father, Barney Sugerman.

Next meeting is scheduled for March 27 at the Henry Hudson Hotel.

## Caras, Holtzlander Buy Ark. Route

PINE BLUFF, Ark.—Manuel Caras and E. Holtzlander, owners of M. & H. Music Company, have purchased the music and game route of Erving Whitehead of nearby Sherrell, Ark. Whitehead operated under the name of Sherrell Music Company.

While amount of the sale and number of pieces of equipment involved was not disclosed, the purchase makes M. & H. Music Company one of the largest operators in Southeast Arkansas.

Caras and Holtzlander said they are in the process of expanding their operations further. They are acquiring a number of new locations in the areas surrounding Pine Bluff. They recently made a trip to Memphis to buy shuffle and bowling alleys, pin games and other equipment for the new route and locations.

## Ark. Ops Fight Proposed \$25 Wall Box Tax

LITTLE ROCK—The bill introduced in the Lower House by Representative Van Dalsem of Perry, which proposes to increase the license tax on phonographs from \$40 to \$85 annually and imposes \$25 tax 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 some locations would force the operator to remove the juke box entirely.

Leading the fight against the bill are Little Rock operators, the Little Rock Operators' Association and the Arkansas-Missouri Music Association, whose membership is made up of East Arkansas and Southern Missouri music and game operators.

The proposed amendment, H. B. 497, is pending on the House calendar and legislative action on it is expected next week.

#### Text of Bill

The amendment is short and reads as follows:

"An act to amend Section 2 of Act 201 of the Acts of the General Assembly of 1939 by including devices commonly known as wall boxes.

"SECTION 1. Section 2 of Act 201 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 coins to activate machines are specifically included within the definition of the devices to be taxed by this Act. On each such wall box there is hereby imposed an annual privilege tax of \$25.'

The bill would also up the privilege tax on the phonograph from \$10 to \$25. That would make it State \$25, county \$25, city \$25 and federal \$10, a total of \$85.

Present tax is \$10 for city, county, State and federal, a total of \$40.

"This tax would take all wall boxes out of operation in Arkansas," said Robert Kirspel, president Kirspel-Hollenberg Music Company, Little Rock, and president of the Little Rock Operators' Association. Kirspel began his 1957 term last month.

He is leading the fight against the bill and expects to be successful. "So far we have found all legislators we have talked with to be reasonable men," he said. They can easily see how such a bill would defeat the intended purpose of bringing in revenue. Actually, it would cut off revenue from many operators the State is now receiving."

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

March 20—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.

March 25—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

March 26—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

March 26—Music Operators of New York, quarterly meeting, 258 West 57th Street, New York.

April 1—West Virginia Music Operators, quarterly meeting, State offices, Charleston, W. Va.

April 1—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, ballroom floor, Detroit.

April 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

April 2—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

April 2—Washington Music Merchants' Association, monthly meeting, Seattle.

April 3—Summit County Music Operators' Association, monthly meeting, Akron.

April 3—Music Operators' Society of St. Jos. Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

April 4—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.

April 4—California Music Merchants' Association, Sacramento Division, monthly meeting, headquarters, Sacramento.

April 4—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.

April 9—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

April 9—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

April 10—New York State Operators' Guild, monthly meeting, Governor Clinton Hotel, Kingston, N. Y.

April 11—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

April 15—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

## NCMDA Proposes Plan For Trade Jamboree

CHICAGO — National Sales Days, a trade jamboree of distributors and operators throught the country is proposed by the National Coin Machine Distributors' Association.

The event would bring together operators on a local scale to distributors' showrooms where bargain sales on new and used equipment would be the main attraction. Refreshments and door prizes would be part of the plan.

Explaining the plan, Al Schlesinger, managing director of NCMDA, commented in an editorial in Distrib's Digest, publication of the association:

"The changes that have taken place in the past decade in exhibiting the new products of our industry have to be compensated for. No longer is it possible for operators to visit a national show where all the products of all the manufacturers are exhibited. Whether or not National Sales Days will be the vehicle for bringing a revival on a local scale to old-time operator jamborees will depend upon the individual distributor. At least National Sales Days would present an opportunity for the operator once or twice a year to meet in his

NCMDA distributor's showroom with his fellow operators to talk shop, look over the latest new and used equipment and partake of some refreshments.

"National Sales Days is intended to promote the sale of new and used merchandise. We do not overlook the great potential possibilities of also creating a better relationship with the operator. In the months ahead, this relationship will play a very important role when times and conditions change—whether for better or worse."

The first of the jamborees would feature special discounts on purchases, door prizes, and a grand national prize consisting of an all-expense paid trip for two to Nassau.

GREENVILLE, Miss.—Sale of Phillips Music Company, a music and game route, to Paul Maucelli, owner of Paul's Novelty Company, was announced last week. Price of the route and number of pieces of equipment changing hands was not disclosed.

Personnel of the Phillips company will not be changed. The merger makes Paul's Novelty Company one of the largest routes in central Mississippi.

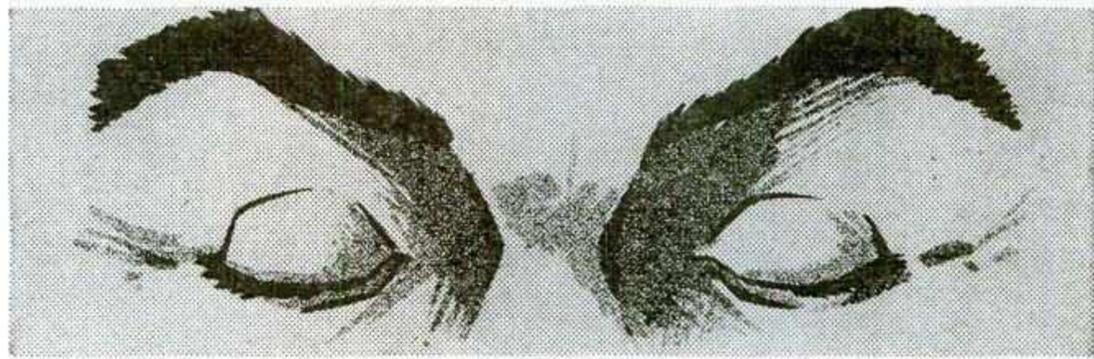


LOU BOORSTEIN, 1957 chairman for the Coin Machine Division drive for the United Jewish Appeal, talks things over with Al (Senator) Bodkin (left), 1956 guest of honor, and Meyer Parkoff (right), 1957 guest of honor.

**CLOSE YOUR EYES AND**

**HEAR**

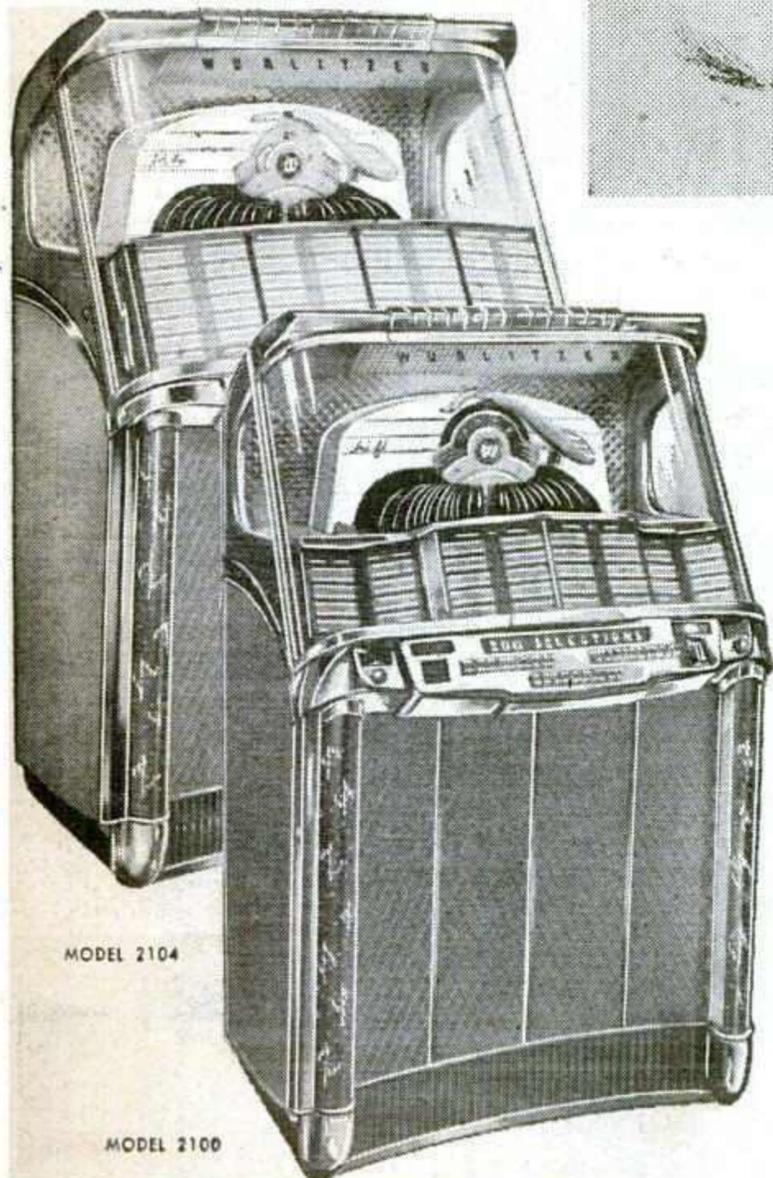
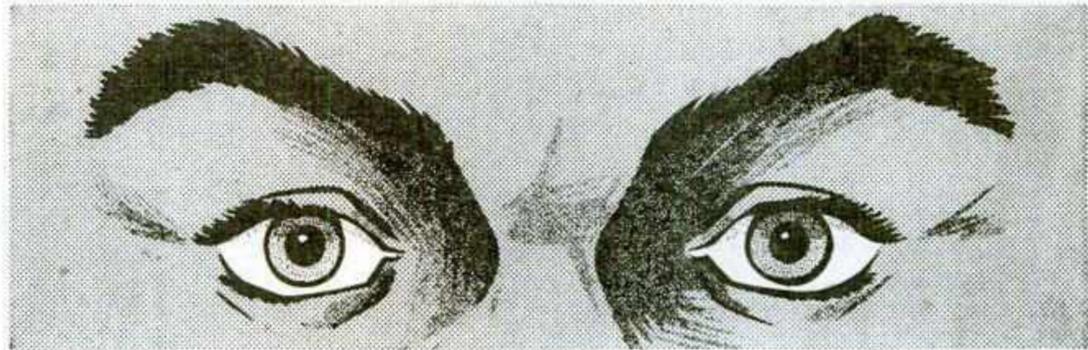
**THE DIFFERENCE**



**OPEN YOUR EYES AND**

**SEE**

**THE DIFFERENCE**



**FAIREST IN BEAUTY  
FINEST IN TONE**

*The* **WURLITZER**

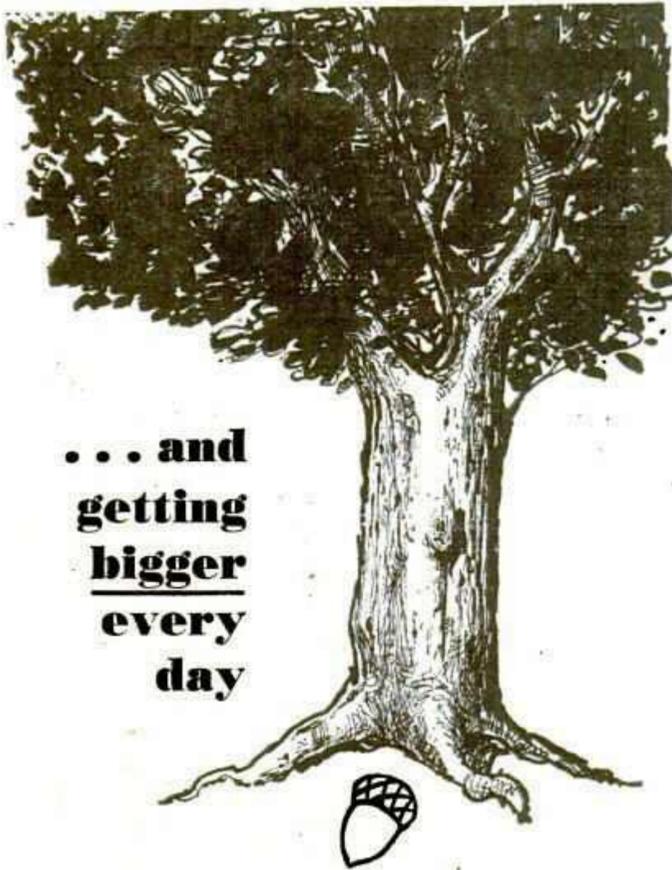
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FIRST IN EARNING POWER**

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**FIFTY CENT PLAY**

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... and  
getting  
bigger  
every  
day

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And now comes the waste-free approach to the Export Sales Sources that comprise a \$30,000,000 Annual Volume:

- .... points the way to \$12,519,910 in JUKE BOX SALES\*
- .... points the way to \$8,838,865 in PHONO RECORD SALES\*
- .... points the way to \$5,576,479 in AMUSEMENT GAMES & VENDING MACHINE SALES\*

\*Authentic figures released by the U. S. Department of Commerce for the first 11 months in 1956, when projected for balance of year, exceed \$30,000,000... and "getting bigger every day."

BILLBOARD INTERNATIONAL, the new bimonthly magazine, circulates over 6,000 copies in 100 foreign countries.

Printed in 4 languages—English, French, German and Spanish—it reaches Manufacturers, Distributors, Exporters, Importers, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amusement Games and Vending Machines. Here is the direct sales link to an Export Dollar Volume of \$30,000,000!

The second issue of BILLBOARD INTERNATIONAL will be the May number. Closing date for advertising copy—run in any or all of the four available languages—is April 5, 1957. Any of The Billboard offices will supply full details.

The Billboard

# International

CHICAGO 188 W. Randolph St. Central 6-8761	NEW YORK 1564 Broadway PLaza 7-2800	HOLLYWOOD 6000 Sunset Blvd. HOLLYWOOD 9-5831	ST. LOUIS 390 Arcade Bldg. CHestnut 1-0443
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## COINMEN YOU KNOW

• Continued from page 116

he is plugging. Glassman recently resumed his two-hour weekend disk jockey stint on Station WRIT and calls himself "Dr. Stu." Ed Gronowski, chief routeman for Red's Novelty Company, West Allis, is back on the job following a stay in the hospital due to a back ailment.

Sam Cooper, Paster Distributing Company, reports a sizeable setup in sales. Upstate operators are buying the long bowling games, he claims, and local coinmen are favoring the six-pocket pool table games.

Sickness took a heavy toll of the (Continued on page 120)

## Ark. Operators

• Continued from page 114

locations, are picking up well and he expects better business when a paper mill now in construction begins operation.

Jack Ethridge, owner of Jack's Music Company at nearby Hampton, reports he, too, has a 30 per cent increase on a part of his route that he converted to dime play. He is satisfied with the result and plans to convert the rest of his route.

Bill Purifoy, owner of Purifoy Music Company at Camden, was another who at first opposed dime play. He made the change in December and says he is glad to admit he was wrong.

E. J. Mahfouz, owner of Mahfouz Music Company at Stuttgart, reports Stuttgart operators recently converted to dime play. He said he had only one location on his route that would not accept the change and he picked that machine up rather than let it hamper the dime play movement.

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 brought location owners and customers to their side during the conversion. They first placed an ad in the local paper explaining the change and telling why it was necessary.

The ad cited the increased costs in operation expenses which had been growing steadily since 1939, when it cost a nickel a play. With more than doubled costs, operators had to have relief, the ad pointed out.

Then they ran a cartoon about it which showed a nickel with hands and feet. Passing him by were nickel cigars, ice cream cones, shoe shines, telephone calls, and other nickel items of the past.

Bringing up the rear was the juke box. In the cartoon the nickel is saying: "That's all I had left (speaking of the juke box). You may as well take me out of circulation."

The public got a chuckle out of the cartoon and went along with the changeover wholeheartedly.

## Lucky Guy

• Continued from page 114

Alburty was suffering an inequity in being taxed in such a manner. He said the old law on wired-in music was not being strictly enforced and last year brought the State revenue of only \$1,200.

"Of that amount, \$900 was collected from one operator," said Blackwood, meaning Alburty, tho he did not mention him by name in the bill or in the House.

Blackwood is a member of the Blackwood Brothers' Quartet, recording gospel singers.

## Tenn. Bill Would Up Juke Tax

• Continued from page 114

for city, county, State and federal. State and county recording fees are an additional 50¢ each and city recording fee is 25¢, totaling \$41.25 for each 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 tax as the county and State. Thus, the new tax, if the bill became law, would be city, \$25.25, State, \$25.50, county, \$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 phonographs, or any other coin machine.

The bill has some strict provisions in 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 it, 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, no matter who owned the juke box.

The proposed amendment to the coin machine law would also give the Department of Finance and Taxation agents police power to seize machines with no privilege tax stamps on them. Then, before they could be licensed, the operator would have to pay the \$150 penalty and then \$86.25 to get the machine licensed.

The bill would provide that half the income from the privilege taxes be earmarked for educational purposes. The other half would go to the county in which the taxes are collected.

The bill proposes that the law become effective July 1, 1957, and that licenses in effect then be surrendered to county court clerks. The clerks would be authorized to give the operators credit on a pro rata basis for the unexpired term of the old license toward purchase of the new one.

## Miss. Dime Gains

• Continued from page 114

Ark., across the river from Greenville, is mulling the conversion idea and expects to do it soon.

So are Greenville operators and others in the North and Central sections of the State. Already on solid dime play, the change-over being made in the past few months, are Columbus, Yazoo City and Greenwood.

George Sammons, president of Sammons-Pennington Company, Memphis, is being called on by operators in the north and central areas of the State to lead the way among operators in the conversion.

Sammons has accepted the challenge but feels the time is not yet ripe for all of them to convert.

He said bad weather has hurt business recently and the time for conversion must be favorable and acceptable to the customer and not the operator. He said a number of operators he has talked to are not ready yet.

He feels money will loosen up during "cotton chopping time," which should be a good time for some operator to change. It will favor others better during the fall, cotton harvest time, he said, when rural areas have money floating around more so than at other times.

Sammons led most Arkansas operators in the conversion to dime play in recent months. He also travels that territory out of Memphis speaking to numerous gatherings of operators on the necessity for the change.

The bill was introduced by Representatives Robinson, Hull, McCammon, Wolfe, Rowland, Brewer, Aderhold, Adcock, Baird, Atchley, Puckett, Nease and Purdy, all East Tennessee Republicans.

Allen Dixon, past president of the Memphis Music Association, who is fighting the measure, said he had talked to a number of lawyers and legislators about the bill. He said the 13 representatives who are sponsoring it are sincere in their efforts but were misinformed in their facts on the phonograph industry in the State.

## Ridgeway Elected

• Continued from page 114

Tossy Amusement Company, Chicago; Walter Slepchuk, of Pete's Music Company, Springfield, and Walter Grazik, of Pioneer Music Service, Greenfield.

### Conn. Guests

Attending as guests were James Tolisano, president of the Connecticut Music Operators' Association, and Abe Fish, a director of the Connecticut group. Tolisano spoke as a director of the MOA, outlining the work of the association and telling of the need for new members. He touched on the many jobs still to be done, such as in the field of public relations.

Ridgeway told the WMMG membership of the future plans. He said the group would stress public relations and outlined a plan whereby each member's firm would be asked to supply 10 new 45 r.p.m. records which are to be given to teen-age groups, churches and others.

The group has had considerable success along public relations lines by supplying youth organizations in the area with record players and juke boxes for the dances and other functions. Ridgeway pointed out that community service is one of the better ways that operators can employ to improve their public relations.

Representing Boston distributors were: Silas Redd and Robert Jones, of Redd Distributing Company (Wurlitzer); Edward Ravreby, of Associated Amusements, Inc. (Rock-Ola), and Daniel Brown, of Trimout Automatic Sales Corporation (Seeburg).

## 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 home, Beck noted that with the rapid rise of the vending industry, the only way the union would be able to hold work for its members would be to "see that all distribution comes under its jurisdiction."

### Games Included

The distribution and servicing of pinball machines and other amusement devices would be included, Beck added.

Beck insisted that these industries are "100 per cent within the realm of the teamsters' union movement." Servicing of juke boxes would be included, Beck said.

50 120 200  
SELECTION MODELS  
A  
**ROCK-OLA**  
FOR  
EVERY LOCATION

THE BILLBOARD WEEKLY

# Coin Machine Price Index

## How to Use the Index

**HIGH AND LOWS.** Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of March 16, 1957)

**PRICES** given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

**MEAN AVERAGE.** The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

**MUSIC MACHINES**

	High	Low	Mean Avg.
<b>AMI</b>			
Model A (46) 40 sel., 78 RPM.....	\$100.00	\$ 80.00	\$100.00
Model B (48) 40 sel., 78 RPM.....	125.00	75.00	125.00
Model C-40.....	210.00	100.00	109.50
Model C (50) 40 sel., 78 RPM.....	195.00	100.00	150.00
Model D-80 (51) 40 sel., 78 RPM.....	350.00	134.50	285.00
Model E-40 (53) 40 sel., 78 RPM.....	365.00	285.00	295.00
Model E-80 (53) 80 sel., 45 RPM.....	425.00	295.00	400.00
Model E-120 (53) 120 sel., 45 RPM.....	475.00	375.00	439.00
Model F-80 (54) 80 sel., 45 RPM.....	750.00	375.00	650.00
Model F-120 (54) 120 sel., 45 RPM.....	695.00	569.00	675.00
<b>ROCK-OLA</b>			
1428 (48) 20 sel., 78 RPM.....	\$ 89.00	\$ 89.00	\$ 89.00
1432 (50-51) 50 sel., 78 RPM.....	200.00	135.00	195.00
1434 (50-51) 50 sel., 78 RPM.....	225.00	124.50	219.00
1434 Fireball.....	219.00	124.50	219.00
1436 A-(53) 120 sel., 45 RPM.....	295.00	169.50	195.00
1438 (54) 120 sel., 45 RPM.....	450.00	395.00	449.00
1446 Hi-Fi 120 sel., 45 RPM.....	550.00	495.00	495.00
<b>SEEBURG</b>			
H-147 Hideaway.....	\$300.00	\$149.50	\$225.00
148 ML (48) Remote 20 sel., 78 RPM.....	89.00	89.00	89.00
HM-100-A Hideaway.....	245.00	160.00	225.00
M-100-A (49) 100 sel., 45 RPM.....	250.00	100.00	215.00
M-100-B (51) 100 sel., 45 RPM.....	495.00	395.00	425.00
M-100-C (53) 100 sel., 45 RPM.....	575.00	495.00	539.00
M100G (54) 100 sel., 45 RPM.....	695.00	595.00	665.00
M-100-R.....	775.00	675.00	765.00
M-100-W.....	795.00	575.00	745.00
<b>WURLITZER</b>			
1100 (47) 24 sel., 78 RPM.....	\$125.00	\$ 89.00	\$ 89.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM.....	119.00	119.00	119.00
1250 (50) 48 sel., 45 or 78 RPM.....	165.00	69.00	145.00
1400 (51) 48 sel., 45 or 78 RPM.....	195.00	125.00	174.50
1500 (52) 104 sel., 45-78 RPM Mix.....	395.00	195.00	249.50
1650 (53) 48 sel., 45 RPM.....	299.50	249.50	259.00
1700 (54) 104 sel., 45 RPM.....	675.00	395.00	550.00
1800 (2/55).....	840.00	625.00	795.00
<b>PINBALL GAMES</b>			
<b>BALLY</b>			
Atlantic City (5/52).....	\$ 65.00	\$ 49.50	\$ 49.50
Beach Beauty (1/55).....	375.00	300.00	345.00
Beach Club (2/53).....	75.00	25.00	60.00
Beauty (11/52).....	65.00	35.00	60.00
Big Time (1/55).....	235.00	175.00	225.00
Bright Lights (5/51).....	49.50	35.00	49.50
Bright Spot (11/51).....	60.00	49.50	50.00
Broadway (12/55).....	395.00	325.00	375.00
Dude Ranch (9/51).....	65.00	60.00	60.00
Frolic (10/52).....	135.00	40.00	90.00
Gayety (3/55).....	195.00	75.00	110.00
Gaytime (6/55).....	225.00	160.00	195.00
Hi-Fi (6/54).....	235.00	50.00	130.00
Ice Frolics (1/54).....	75.00	50.00	50.00
Miami Beach (9/55).....	245.00	175.00	225.00
Nite Club (3/56).....	475.00	400.00	435.00
Palm Beach (7/52).....	105.00	35.00	65.00
Palm Springs (11/52).....	65.00	40.00	60.00
Surf Club (3/54).....	75.00	65.00	65.00
Variety (9/54).....	135.00	80.00	125.00
Yacht Club (6/53).....	85.00	35.00	60.00
<b>CHICAGO COIN</b>			
Basket Ball Champ (10/49).....	\$195.00	\$145.00	\$145.00
Home Run.....	125.00	110.00	125.00

	High	Low	Mean Avg.
Saddle & Turf Club Model (10/53).....	275.00	175.00	225.00
Saddle & Turf (10/53).....	225.00	195.00	195.00
<b>GENCO</b>			
Invader (3/54).....	\$145.00	\$145.00	\$145.00
<b>GOTTLIEB</b>			
Arabian Knights (11/53).....	\$125.00	\$110.00	\$125.00
Classy Bowler (7/56).....	255.00	245.00	255.00
Crossroads (5/52).....	75.00	45.00	60.00
Cyclone (4/51).....	75.00	50.00	64.50
Daisy Mae (7/54).....	175.00	150.00	150.00
Derby Day (4/56).....	230.00	215.00	225.00
Diamond Lill (12/54).....	199.50	139.00	175.00
Dragonette (6/54).....	195.00	135.00	185.00
Duette (3/55).....	225.00	210.00	225.00
Flying High (2/53).....	85.00	65.00	85.00
Four Belles (10/54).....	195.00	145.00	165.00
Four Stars (6/52).....	85.00	40.00	75.00
Frontiersman (11/55).....	200.00	125.00	175.00
Gold Star (8/54).....	200.00	150.00	150.00
Grand Slam (4/53).....	95.00	95.00	95.00
Green Pastures (1/54).....	125.00	124.50	125.00
Guys & Dolls (5/53).....	95.00	49.50	95.00
Gypsy Queen (2/55).....	175.00	135.00	165.00
Happy Days (7/52).....	95.00	95.00	95.00
Harbor Lites (2/56).....	210.00	150.00	195.00
Hawaiian Beauty (5/54).....	135.00	99.50	135.00
Jockey Club (4/54).....	165.00	100.00	134.50
Jubilee (5/55).....	375.00	325.00	375.00
Knockout (12/50).....	49.50	45.00	49.50
Lady Luck (9/54).....	190.00	134.50	155.00
Lovely Lucy (2/54).....	175.00	114.50	130.00
Marathon (10/55).....	269.50	265.00	265.00
Marble Queen (6/53).....	100.00	89.50	100.00
Mystic Marvel (3/54).....	155.00	110.00	135.00
Pin Wheel (10/53).....	120.00	85.00	110.00
Poker Face (8/53).....	100.00	75.00	100.00
Queen of Hearts (12/52).....	110.00	85.00	110.00
Quinette (3/53).....	99.00	60.00	95.00
Score-Board (3/56).....	305.00	265.00	285.00
Select-A-Card (4/50).....	375.00	295.00	375.00
Shindig (9/53).....	115.00	115.00	115.00
Skill Pool (8/52).....	75.00	50.00	75.00
Sluggin' Champ (4/55).....	195.00	170.00	195.00
Southern Belle (6/55).....	175.00	155.00	175.00
Spot Bowler (10/50).....	59.00	59.00	59.00
Stage Coach (11/54).....	175.00	135.00	149.50
Toreador (6/56).....	315.00	295.00	310.00
Tournament (8/55).....	275.00	235.00	275.00
Twain Bill (1/55).....	175.00	135.00	175.00
Wild West (8/51).....	325.00	225.00	275.00
Wishing Well (9/55).....	185.00	165.00	165.00
<b>UNITED</b>			
ABC (2/52).....	\$425.00	\$365.00	\$425.00
Cabana (3/53).....	85.00	25.00	45.00
Caravan (1/56).....	375.00	295.00	310.00
Circus (8/52).....	50.00	50.00	50.00
Havana (2/54).....	39.50	35.00	39.50
Hawaii (6/54).....	75.00	39.50	75.00
Leader (10/51).....	110.00	50.00	85.00
Manhattan (4/55).....	345.00	110.00	249.50
Mexico (3/54).....	195.00	70.00	135.00
Pixie (9/55).....	195.00	150.00	195.00
Rio (11/53).....	175.00	75.00	105.00
Singapore (10/54).....	195.00	65.00	110.00
Stardust (4/56).....	275.00	225.00	275.00
Starlet (11/55).....	295.00	225.00	250.00
Stars (6/52).....	45.00	45.00	45.00
Tahiti (8/53).....	49.50	39.50	39.50
Triple Play (8/55).....	495.00	190.00	315.00
Tropicana (1/55).....	295.00	100.00	185.00
Tropics (7/55).....	65.00	49.50	65.00
Zingo (10/51).....	65.00	65.00	65.00
<b>WILLIAMS</b>			
Army & Navy (10/55).....	\$ 75.00	\$ 45.00	\$ 75.00
Big Ben (9/54).....	145.00	135.00	135.00
C. O. D. (9/53).....	175.00	75.00	115.00
Colors (11/54).....	195.00	129.50	169.50
Dealer '21' (2/54).....	125.00	65.00	110.00
Deluxe Baseball.....	135.00	85.00	125.00
Disk Jockey (11/52).....	85.00	39.00	85.00
Four Corners (11/52).....	90.00	59.50	90.00
Grand Champion (8/53).....	95.00	45.00	95.00
Gun Club (11/53).....	95.00	39.50	75.00
Hayburner (6/51).....	75.00	25.00	75.00
Jalopy (8/51).....	90.00	90.00	90.00
Jolly Joker (10/55).....	140.00	95.00	95.00
King of Swat.....	285.00	225.00	250.00
Lazy Q (2/54).....	110.00	45.00	110.00
Lu Lu (12/54).....	175.00	125.00	149.50
Major League (2/54).....	150.00	145.00	145.00
Nine Sisters (1/54).....	110.00	50.00	110.00
Palisade (7/53).....	95.00	49.00	90.00
Peter Pan (4/55).....	165.00	125.00	149.50
Quarterback (10/49).....	295.00	215.00	275.00

	High	Low	Mean Avg.
Race the Clock (1/55).....	225.00	225.00	225.00
Rainbow 5 Ball (11/48).....	125.00	100.00	110.00
Regatta (10/55).....	195.00	135.00	175.00
Screamo (4/54).....	110.00	75.00	110.00
Sea Jockeys (11/51).....	75.00	75.00	75.00
Singapore (10/54).....	250.00	125.00	195.00
Sky Way (9/54).....	140.00	70.00	140.00
Spitfire (2/55).....	175.00	100.00	135.00
Star Pool (10/54).....	125.00	95.00	100.00
Times Square (4/53).....	85.00	85.00	85.00
Twenty Grand (12/52).....	85.00	35.00	85.00
Wonderland (5/55).....	180.00	125.00	180.00
<b>SHUFFLE GAMES</b>			
Ace Bowler (CC) (9/50).....	\$150.00	\$110.00	\$150.00
Advance Bowler (CC) (5/53).....	105.00	75.00	95.00
American Bank (American Shuffleboard) (5/52).....	250.00	225.00	225.00
Arrow (CC).....	265.00	215.00	225.00
Banner (U) (8/54).....	155.00	125.00	150.00
Bikini (K) (6/54).....	150.00	95.00	130.00
Bonus Bowler (K) (3/54).....	265.00	95.00	95.00
Bonus Score Bowler (CC) (4/55).....	275.00	195.00	225.00
Capital Deluxe Shuffle Games.....	435.00	225.00	365.00
Capitol (B) (6/55).....	275.00	225.00	225.00
Carnival (K) (5/53).....	195.00	50.00	55.00
Cascade (U) (2/53).....	175.00	50.00	75.00
Champion (B) (5/54).....	300.00	125.00	195.00
Chief (U) (11/53).....	110.00	95.00	110.00
Classic (U) (6/53).....	140.00	50.00	89.50
Clipper (U) (5/55).....	265.00	149.50	235.00
Clipper Deluxe (U) (5/55).....	265.00	175.00	195.00
Clover Shuffle (U) (1/53).....	125.00	39.50	75.00
Comet Targette (U) (11/54).....	350.00	125.00	250.00
Criss-Cross (CC) (11/53).....	150.00	75.00	125.00
Criss-Cross Targette Deluxe (CC) (1/55).....	275.00	125.00	150.00
Criss-Cross Targette Regular (CC) (1/55).....	125.00	100.00	125.00
Crown (CC) (4/53).....	110.00	75.00	110.00
Diamond (K) (5/53).....	165.00	155.00	160.00
Domino (K) (5/53).....	75.00	60.00	65.00
Double Score (CC) (3/53).....	75.00	65.00	70.00
Feature (CC) (7/54).....	145.00	125.00	125.00
Fireball (CC) (11/54)			

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	High	Low	Mean Avg.
Team Bowler (K) (10/52)	125.00	75.00	125.00
Tenth Frame (K)	55.00	50.00	50.00
Tenth Frame Bowler (CC)	95.00	65.00	75.00
Thunderbolt (CC)	275.00	155.00	225.00
Triple Score Bowler (CC) (6/53)	95.00	50.00	80.00
Triple Strike Bowler (CC)	275.00	150.00	235.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keoney; M—In’l; Mutoscope; N—Noovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams, Wa—Walling.

ABT Challenger (5/46)	\$ 30.00	\$ 25.00	\$ 30.00
Air Football	225.00	195.00	225.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) (4/8)	150.00	125.00	150.00
All Star Baseball (W)	295.00	135.00	175.00
Anti Aircraft	99.50	95.00	99.50
Atomic Bombers (M)	125.00	95.00	125.00
Auto Photo (AP)	1495.00	1495.00	1495.00
Balloonamat (Capitol P) (1/55)	345.00	345.00	345.00
Baseball, 2 Player (G)	175.00	125.00	145.00
Basketball (G)	195.00	185.00	195.00
Basketball (CC)	195.00	155.00	195.00
Basketball Champ (CC)	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48)	145.00	105.00	145.00
Bat-A-Score Sr. (Ev) (8/48)	145.00	105.00	105.00
Bert Lane Merry-Go-Round	350.00	315.00	325.00
Big Broncho (1/51)	395.00	294.50	350.00
Big Inning (B) (4/7)	125.00	85.00	85.00
Big League Baseball (W) (2/54)	195.00	135.00	175.00
Big Top (G) (6/54)	325.00	295.00	295.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	275.00	245.00	275.00
Bonus Gun (U) (1/55)	350.00	250.00	275.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vendor (Ex)	\$ 50.00	\$ 50.00	\$ 50.00
Carnival Deluxe (U)	210.00	185.00	205.00
Carnival Gun (U) (10/54)	205.00	195.00	195.00
Champion Baseball (G)	295.00	225.00	275.00
Champion Hockey (4/6)	125.00	125.00	125.00
Chicken Sam (S)	175.00	125.00	175.00
Coon Hunt (S) (2/54)	195.00	125.00	150.00
Dale Gun (Ex)	95.00	25.00	55.00
Defender (B) (4/0)	125.00	50.00	125.00
Derby, 4 Player (CC) (3/52)	150.00	99.50	145.00
Drive Mobile (M) (7/54)	165.00	95.00	160.00
500-Shooting Gallery (Ex) (3/55)	275.00	250.00	250.00

	High	Low	Mean Avg.
Flash Hockey (Coinex) (9/46)	225.00	150.00	225.00
Flying Saucer (M) (6/50)	110.00	99.50	99.50
Football (M)	275.00	85.00	195.00
Goatee (CC) (1/46)	99.50	95.00	95.00
Gun Patrol (Ex) (5/51)	115.00	110.00	115.00
Harvard Metal Typewriter	125.00	125.00	125.00
Hi-Ball (Ex) (2/38)	95.00	95.00	95.00
Hockey (CC)	385.00	245.00	295.00
Jet Fighter (W) (10/54)	225.00	225.00	225.00
Jet Gun (Ex) (12/51)	120.00	105.00	110.00
Jungle Gun (U) (7/54)	195.00	175.00	175.00
Kicker & Catchers	25.00	18.00	20.00
K O Fighter	355.00	325.00	325.00
Lite League (W) (2/54)	75.00	75.00	75.00
Lord's Prayer (M) (6/56)	395.00	395.00	395.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Midget Movies (CC)	145.00	95.00	125.00
Midget Skee-ball (CC)	175.00	145.00	145.00
Moon Rides (B) (5/54)	250.00	225.00	250.00
Panoram (Mills)	325.00	275.00	325.00
Pennant Baseball (W)	175.00	125.00	150.00
Photomatic (M) (1/50)	350.00	295.00	350.00
Photomatic Deluxe (M) (2/36)	365.00	350.00	365.00
Pistol Pete (CC)	75.00	70.00	70.00
Pitch'm & Bat'm (S)	175.00	175.00	175.00
Polar Hunt (W)	395.00	325.00	345.00
Pop Up	25.00	14.50	20.00
Ranger (K)	325.00	245.00	245.00
Rifle Gallery (G) (6/54)	175.00	175.00	175.00
Rocket Patrol	375.00	375.00	375.00
Safari (W) (2/54)	365.00	225.00	313.00
Set Shot Basketball (Munves) (6/52)	275.00	195.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	175.00	69.50	85.00
Shooting Gallery (Ex) (6/54)	175.00	110.00	120.00
Sidewalk Engineer (W) (5/55)	175.00	150.00	165.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	225.00	225.00	225.00
Six Shooter (Ex)	110.00	110.00	110.00
Sky Fighter (M) (9/53)	130.00	99.50	110.00
Sky Gunner (CC)	250.00	95.00	125.00
Sky Rocket (G) (5/55)	295.00	275.00	295.00
Space Gun (Ex)	110.00	75.00	95.00
Space Ranger (Deco)	295.00	224.50	295.00
Space Ship	350.00	200.00	325.00
Sportland (Ex) (11/51)	225.00	145.00	175.00
Sportsman (K) (11/54)	195.00	175.00	195.00
Standard Metal Typewriter F. S.	325.00	199.00	275.00
Star Series (W) (4/49)	89.50	79.50	89.50
Star Shooting Gallery (Ex) (9/54)	195.00	150.00	185.00

	High	Low	Mean Avg.
Submarina (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	250.00	125.00	225.00
Super Jet (CC) (4/53)	295.00	224.50	225.00
Super Slugger (U) (7/55)	295.00	265.00	295.00
Telequiz (T) (1/49)	95.00	75.00	95.00
Treasure Cove (Ex) (6/55)	325.00	275.00	295.00
Undersea Raider (2/46)	125.00	120.00	125.00
Voice-O-Graph (M) (4/46)	375.00	375.00	375.00
Zingo (U) (1/51)	65.00	45.00	65.00
Yankees (U)	139.00	100.00	130.00

VENDING MACHINES

Acorn 5c or 1c	\$ 10.00	\$ 8.50	\$ 8.50
Columbus 1c Bulk	6.50	6.50	6.50
Du Grenier (7 Col.)	50.00	45.00	45.00
Du Grenier (9 Col.)	65.00	65.00	65.00
Du Grenier Tab Gum (4 Col.)	10.95	10.95	10.95
Du Grenier Tab Gum (6 Col.)	14.50	14.50	14.50
Du Grenier Model W (9 Col.)	85.00	45.00	85.00
Eastern Electric C-8	115.00	40.00	110.00
Electro (8 Col.)	95.00	95.00	95.00
Keoney Electric (9 Col.)	135.00	135.00	135.00
Master 1c & 5c Bulk	8.50	8.50	8.50
Mills Candy (5 Col.)	65.00	65.00	65.00
Mills Tab Gum (6 Col.)	17.50	17.50	17.50
National 930	95.00	95.00	95.00
National 950	110.00	110.00	110.00
Northwestern 39, 1c	7.95	7.50	7.50
Northwestern 33 Ball Gum	7.50	6.50	6.50
Northwestern 49, 1c	12.50	12.00	12.50
Northwestern Deluxe, 1c & 5c	12.00	12.00	12.00
Northwestern Jet, 5c	10.00	7.50	10.00
Northwestern (10 Col.) Tab Gum	19.50	19.50	19.50
P X (8 Col.)	95.00	75.00	85.00
P X Electric	95.00	75.00	85.00
Rowe Candy (8 Col.)	60.00	60.00	60.00
Rowe Crusader (8 Col.)	150.00	85.00	130.00
Rowe Diplomat Electric (8 Col.)	105.00	95.00	95.00
Rowe, President (8 Col.)	135.00	90.00	130.00
Silver King, 1c	8.50	8.50	8.50
Silver King 1c Ball Gum	8.50	7.45	7.45
Silver King 1c Mdse.	8.50	7.45	8.50
Silver King, 5c	8.50	8.50	8.50
Stoner Candy (6 Col.)	80.00	70.00	80.00
Stoner Candy (8 Col.)	185.00	110.00	125.00
Uneeda Cigarette (6 Col.)	45.00	45.00	45.00
Uneeda Candy (6 Col.)	65.00	45.00	65.00

COINMEN YOU KNOW

Continued from page 118

United, Inc., staff last week. Most of the time only a skeleton crew was on hand to keep the business rolling. On the sick list were Woody Johnson, salesman; Joe Krenz, coffee machine routeman; Joe Hillar, service department; office girl, Ruth Beckman, and salesman, Walter Fischbach. Luckily, Harry Jacobs Sr., tanned and fit, returned from his Florida vacation in time to lend a hand.

Stopping in at United, Inc., headquarters were Tony Lukowski and Johnny Campbell, of G. & W. Novelty Company; Ken Egelseer, Milwaukee; John Jesinski, Sheboygan; Tom Strong, Iron Mountain, Mich., and Harry

Koskoski, Niagara. . . Harry Jacobs Jr. and Woody Johnson are planning to attend the Wisconsin Music Merchants' meeting in Appleton this week.

Business is holding up at a strong level, according to George Schroeder. He says music takes have dipped slightly, but that games have shown improvement. "Six-pocket pool games have been getting a lot of play," he says. Also going strong are recently acquired Ski-Ball games. . . Jerry Giesen, recently hired sales manager for the Geiger Automatic Sales Company, has been producing good results, according to Herb Geiger. "We are becoming very selective nowadays about the locations we take on, and turn down more locations than we accept," said Geiger.

Twin Cities

By JACK WEINBERG

Dave Chapman and Ted Lawn, Minneapolis operators, have bought the music games route of Al Plotnick, of Minneapolis, who is leaving the coin machine industry to go into real estate. . . Ex-coinman Sol Stone, who several months ago sold out his Minneapolis operation to concentrate on his two Musicland record stores in downtown Minneapolis, has sold the two stores to Manuel Swatez, brother-in-law of Amos Heilicher, well-known Mill City coinman.

Irving Sandler, head of Sandler Distributing Company, Wurlitzer dealer in Minneapolis and Des Moines, became—at the ripe young age of 43—a grandfather last week for the first time. A girl was born to his son and daughter-

Ontario Lifts Juke-Tavern Ban

Continued from page 114

the Liquor Control Board, which has complete jurisdiction over drinking places, limits the use of equipment to wall boxes. The juke box itself must be hidden out of sight and can't be installed in the lounge.

Wall Boxes

Each of the wall boxes must have an individual speaker complete with an on-and-off switch. The installation must also include a volume control "which will be installed at a place convenient to the management."

The previous restrictions were placed because there was no means of control for those who may not have wanted to listen to the music being played.

At present, many of the lounge have installed background music but other location owners see in the juke boxes an opportunity for considerable extra income.

in-law, Warren and Valerie Sandler, at Fort Bragg, N. C., where Warren is stationed with the Army.

Harold Lieberman, of Lieberman Music Company, reports the new 14-foot bowling games are catching on extremely fast with operators. Lieberman also notes a resurgence in pool tables. . . Zollie Kelman, former Minneapolis coinman now operating in Great Falls, Mont., will be married in Minneapolis April 7 to Evelyn Masnek, of his hometown. . . Amos Heilicher, Minneapolis operator, left his wife for a three-week vacation in Hawaii. . . Back home to run the operation is Amos' brother-partner, Danny Heilicher, who just returned with his wife from a vacation in Mexico.

Jack Karter, St. Paul coinman, continues adding bowl-

Interestingly enough, the opening wedge in the campaign to permit the juke boxes came via its arch rival-TV sets. It was argued that since television was permitted in most lounges, why not juke boxes. The argument met with success.

There are no taxes or licenses issued by the government applicable to the phonographs, with two possible exceptions.

Some municipalities have placed license fees on the machines, but these are only a local option.

One other license fee may be collected by either BMI or CAPAC. Both organizations, representatives of the music publishers and songwriters, are entitled to collect fees for wired music in cocktail lounges under a tariff set by the Copyright Appeal Board.

However, even this is not a certainty, as CAPAC currently has a dispute over the juke boxes that is being adjudicated by the courts.

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## Grand Union to Build Its Own Outdoor Vender

NEW YORK—Grand Union, the East Coast 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 pretty much of a mystery.

The chain pioneered outdoor grocery vending with an installation of four Vari-Vends and four Rowe units in its East Paterson, N. J., flagship store.

This installation, in operation since last fall, has worked out very well in regard to sales, according to Lansing P. Shield, president of the chain.

### Breakdown

But Shield said that breakdowns have been frequent and a considerable amount of money has been frequent and a considerable

(Continued on page 124)

## Field Kitchen Shown in N. Y.

NEW YORK—The Field Kitchen, a six-selection hot food vender, was exhibited here for the first time Friday (15) at the Governor Clinton Hotel.

The machine, which has been in production since January, was displayed at the Fred Hebel-Cole Products showing. Also displayed were Cole drink machines and the Hebel ice cream machine.

Operators were greeted by Bob Fagan, Hebel vice-president; Charles Schinkoeth, Hebel service manager, and Stan Gaines, New York representative for Cole.

## Du Grenier to Bow Gum And Mint Unit at NATD

NEW YORK—A gum and mint unit, with a maximum capacity of 220 items, will be the feature of the new Du Grenier Candymart to be shown next week in Chicago at the convention of the National Association of Tobacco Distributors.

According to Richard E. Gibbs, Du Grenier sales manager, the gum and mint unit will be incorporated into the standard Candymart and is coming off the production lines as new equipment. The Candymart without the gum-mint attachment will also be made.

## Rowe Set on NATD Show

NEW YORK—The Rowe Manufacturing Company will exhibit its latest line of cigarette, candy, cold drink and hot food venders at the annual convention of the National Association of Tobacco Distributors, which starts Sunday (24) at Chicago's Conrad Hilton Hotel.

The exhibit, covering booths 187 to 191, will feature the Rowe-bacteria installation, which groups as a battery food and drink machines.

The Rowe contingent will be headed by Charles H. Brinkmann, vice-president in charge of sales. Also on hand will be Jack A. Hopson and Robert K. Deutsch, recently named national sales managers.

Rowe will also maintain a hospitality suite.

## PROSPERITY SHORT-LIVED FOR L. I. LAD

OCEANSIDE, L. I., N. Y.—Seven-year-old Martin Horowitz was a rich boy for a while last week. While walking home from school one afternoon, he picked up a bag which he spotted on the sidewalk near the Bank of Rockville Centre. He took the bag home to his mother, who dumped out the contents. Out rolled 5,000 pennies, a fortune for the youngster.

However, Martin's wealth was short-lived. Along came a routeman from the Folz Vending Company, operator of bulk machines in Long Island, who explained that the bag had fallen off a dolly. Martin was rewarded with a bag of goodies.

## New Dates for IVI Showings

CHICAGO—IVI Products Corporation has re-scheduled two product showings in St. Louis and Detroit for April 5, 6 and 7. They were originally scheduled for March 22, 23 and 24 but were postponed because of conflict in dates with the National Association of Tobacco Distributors showings.

The showings will be held at the Statler Hotel in Detroit and the Statler in St. Louis from 10:00 a.m. to 8:00 p.m. Displayed will be IVI's new fresh brew vender and hot beverage vender.

Officers and field engineers of IVI Products Corporation and the firm's national sales agent, Schroeder Products Company will be in attendance at both of the shows.

Gibbs explained that the four-column attachment gives the Candymart a total of 12 columns, with a total capacity of 396 items.

### Public Showing

The new Candymart has previously been exhibited in closed-door showings, but this will be the first trade-wide exhibition.

Also to be shown will be the 14-column Smokemaster with the gum-mint attachment. Gibbs explained that the gum-mint unit is not available as a conversion and

(Continued on page 123)

## Dixie Grocery Chain Bows Outdoor Vending Installation

Durham, N. C., Outlet Features New Lehigh Units, Aluminum Housing

DURHAM, N. C.—The most ambitious venture in the brief history of supermarket vending got under way here last week in the Colonial Stores outlet at 1116 Broad Street.

A six-machine installation—three Rowe units and three multi-selection venders made by Lehigh Foundries, housed in a pre-fabricated aluminum structure—is operating 24 hours a day, selling nearly a complete range of grocery items.

At Easton, Pa., Frank Shumann, chairman of the Lehigh board, disclosed that his firm has bought complete rights to the multi-product machine designed by Sanford P. Stallworth and has already

turned out a pilot run of 10 units. He added that full-scale production is planned in the near future.

### Eight Selections

The Lehigh venders have eight selections and are non-refrigerated. Height and width are about the same as the conventional milk or cold drink vender, but depth is about twice that of a normal vender—six feet seven inches.

Stocking is from the rear and may be done from inside the store itself if the unit is built into the store front. Delivery principle is based on the horizontal belt, with each of the eight shelves adjustable to accommodate items of varying sizes.

The machine is capable of vend-

ing eight different items all at different prices. The purchaser can see the contents of all of the shelves thru windows in the front of the machine. A 1-cent and 5-cent changemaker is part of the unit.

### Perishables

While the unit is not refrigerated, temperature and moisture

(Continued on page 123)

## Chicago Sets Week to Honor NATD Confab

CHICAGO—The National Association of Tobacco Distributors has been informed that the week beginning March 24 will be National Association of Tobacco Distributors Week in Chicago.

Mayor Richard J. Daley issued the proclamation in honor of NATD's 25th annual convention "commemorating a quarter of a century of solid achievement in furthering the interests of the tobacco trade in particular, and the business economy at large."

The proclamation also said that the convention "will attract to our city the principal participants in all segments of the tobacco industry and related trades who, by their attendance here, will serve to focus upon our city nationwide regard as the forum from which the foremost event in the industry will be presented."

## NATD Meet Begins In Chicago Sunday

Tobacco Jobbers to Examine Full-Line Vending; Auto. Merch. Breakfast Planned

NEW YORK—Tobacco distributors throught the nation, many of them with extensive vending operations, will leave next week for Chicago for the annual convention of the National Association of Tobacco Distributors, which gets under way Sunday (24) at the Conrad Hilton Hotel and ends Thursday (28).

The list of exhibitors will include virtually all major vending machine manufacturers and suppliers (see separate stories), and the emphasis will be on full-line vending as well as cigarettes.

From a vending standpoint, the high point of the convention comes Thursday morning when the role of the tobacco distributor in full-line vending will be examined.

### Automatic Breakfast

The session begins with an automatic breakfast, with two identical banks of vending machines dispensing complete breakfasts of juice, rolls, breakfast cereals and hot coffee.

As the conventioners enter the Williford Ballroom, they will be handed coins by pretty girls and they will select the breakfast items and operate the machines themselves.

Organizing the event are Charles

H. Brinkmann, vice-president in charge of sales of the Rowe Manufacturing Company; Richard E. Gibbs, sales manager of Arthur H. Du Grenier, Inc., and Melville B. Rapp, executive vice-president of Apco, Inc.

Equipment to be used at the breakfast will include machines by Apco, Du Grenier, Eastern Electric, Lehigh, National Vendors, Rowe and Stoner.

Key talk will be delivered by

(Continued on page 124)

## Defeat 1c Cigarette Tax Increase for Indiana

INDIANAPOLIS — Fear of political consequences brought sudden and unexpected doom upon a proposal to raise the Indiana cigarette tax from 3 to 4 cents a pack.

Until the closing days of the General Assembly on March 14, passage of the measure seemed inevitable. It had sailed thru the House with flying colors and seemed a certainty to receive Senate approval. But when opponents

of the bill warned the predominantly Republican Senate that enactment of the original 3-cent tax in 1948 became an election issue, and resulted in election of a Democratic Legislature, the measure was promptly squelched.

The measure was firmly opposed by cigarette dealers who stood to lose \$4,000,000 a year if the enactment passed.

### Operators Divide

Among vending machine operators, the bill's defeat was looked upon with mixed emotions. Oppo-

(Continued on page 122)

## 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 Corporation has launched a full-scale drive in the industrial feeding market.

Altho many of ABC's industrial locations will utilize manual feeding methods, the vending machine will be the key to the operation.

Heading the firm's industrial vending effort is Morris Auerbach, assistant to the president. Auerbach's experience includes several years in the industrial cafeteria field and a stint with the Rowe

Manufacturing Company as an in-plant feeding specialist.

### Snack Bar

ABC's policy on industrial locations will be to use vending machines wherever these machines are capable of dispensing top quality foods, and supplementing these machines with a snack bar wherever a manual operation will do the job more efficiently.

In no case will a stand or cafeteria operation be set up without a complementary vending installation.

The ABC formula calls for a man constantly in attendance at the location. The attendant will be stationed behind the snack bar to prepare hot food and sandwiches. He will also stock, service and clean the vending machines and be responsible for the operation of these machines.

### Manual Phase

Auerbach emphasized that the manual phase of the operation will be based on the snack bar rather than the conventional cafeteria.

(Continued on page 124)

## Ohio Coke Names Brown President

NEW YORK—John C. Brown last week was named president and director of the Coca-Cola Bottling Company of Ohio, succeeding H. W. Easterlin, retired.

Brown joined Coca-Cola 22 years ago 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 Toledo and has been vice-president of the Ohio company for 14 months. As president, he will make his headquarters in Columbus.

Brown served in World War II. He is a former All-Southeastern Conference guard from the University of Georgia.

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## 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 reconsider. Observers predict that chances for this vote are very remote.

The motion to table culminates three weeks of legislative maneuvering which alternately left supporters of the measure optimis-

tic and pessimistic, but always confused.

Originally the bill had been passed in the House by a vote of 63 to 41. The Senate took this bill and passed it by a bare 26 to 23 vote. A minimum of 26 votes are needed for passage.

#### Whirlpool

But from here the measure became involved in a parliamentary whirlpool. Almost immediately after passage, the Senate re-introduced the measure on a motion to reconsider. Meanwhile, the bill had been forwarded to the House for enrolling, a standard procedure before being sent on to the governor for his signature.

The Senate demanded the bill be returned. When it was not done so promptly, members of the Senate became angry and threatened to boycott it entirely. It was finally returned just before the legislators took their 10-day recess.

When the Senate re-convened on March 12, the measure was first on the agenda, but before any amendments could be attached, the motion to table was carried by a 28 to 20 vote, where the bill now rests.

#### Objections

Foes of the measure contended that the bill would make cigarettes more accessible to minors and that it would open the door in the State for syndicate operation of the vendors.

Senators argued in vain that the purpose of using the machines was primarily to avoid pilferage.

Senators even went to the length of attempting to introduce an amendment which would have permitted only merchants with cigarette permits to have vending machines. This would have prohibited a vending operator from setting up machines.

However the amendment never reached the Senate floor, and died with bill.

## Lorillard Execs Set for NATD

NEW YORK—Top executives of the P. Lorillard Company prepared to leave here for Chicago to attend the National Association of Tobacco Distributors' convention which starts Sunday (24).

Accompanying President Lewis Gruber will be H. A. Kent, former board chairman; Harold F. Temple, vice-president and director of advertising and marketing, and Fred Storm, director of sales promotion.

Other key executives at the show will be W. A. Jordan, Northern States sales manager; E. P. Primus, director of sales material; H. C. Goldstein, Chicago field manager; A. J. Bass, Detroit field manager, and E. A. Hinkelman, Cleveland sales manager.

Opening social event of the con-

vention will be the Lorillard "Night of Special Entertainment." Thursday (28) the NATD Junior Executive Division will be guests of Lorillard at breakfast.

The firm will occupy booths 71 thru 74.

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## Defeat 1c Tax

Continued from page 121

nents of the measure declared that the increase would leave Indiana an oasis of high cigarette prices and drive buyers into nearby States where the 3-cent excise did not exist.

A previous survey of vending machine operators by The Billboard showed that they would meet the bill by raising the price of king-size and filter-tip brands to 30-cents a pack, leaving standards at a quarter. Standards are currently selling for 25 cents in vending machines, with filters and kings at 27 cents.

Other operators, tho, looked on the measure as putting an end to the bothersome pennying that they have to put up with under the present tax set-up.

The 27-cent price of filters and kings now necessitates pennying (inserting pennies into each pack) which is both bothersome and costly to vending operators.

The bill, which was introduced by Representative Cable Ball, of Lafayette, was a feature of the tax program recommended by Governor Harold W. Handley, and was needed toward the replenishment of a dangerously depleted State treasury. For a while, at least, it seemed to be the most likely tax to impose and collect.

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3 Col. Hot Nut.....	22.50
Asco Hot Nut.....	7.50
N. W. Model 39.....	7.50
N. W. Model 33, Ball Gum	7.50
Du Grenier 6-Col., 1c Tab.	14.50
Model V, Ball Gum & Charm	8.50
Mills 6-Col., 1c Tab.....	17.50
N. W. 10-Col., 1c Tab Gum	19.50
Perfume Machine.....	19.50
8-Col. Stoner, Pre-War...	125.00
Ball Point Pen, NEW....	Write
2-Col., Stamp, NEW....	Write
Baby Grand Rockets, 5c..	7.50

SEND FOR 1957 CATALOG and Merchandise Lists!

All machines completely checked and ready for location. Order with complete confidence.  
1/3 Deposit, Balance C.O.D.

**Rake Coin Machine Exchange**  
609-A Spring Garden St.,  
Philadelphia 23, Pa. LOmbard 3-2676

## SPRINGTIME is RINGTIME

with  
**NEW 'GARY' RINGS**

Kids will want to dazzle their friends with this NEW Sparkling Ring that fits any finger! Terrific play value.

(NEW TYPE EXPANSION RING)



Style #1 Plastic Jeweled Ring, Per M.....	\$12.50
Style #2 Ring with lg. Sparkling Rhinestone, Per M....	\$14.50
Style #3 Vacuum-Plated Ring with Plastic Jewel, Per M....	\$16.50
Style #4 Vacuum-Plated Ring with lg. Sparkling Rhinestone, Per M.....	\$20.50

\* ALL UNITS PACKED IN LOTS OF 500  
 'GARY' Rings and Stickers available at your distributor or

**paul a. PRICE co. inc.**  
55 Leonard St. N. Y. 13, N. Y. GOrtlandt 7-5147-9

**J. SCHOENBACH**

Distributor For  
**Harmon Machine Co., Inc.**  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
President 2-2900  
PHONE or WRITE FOR PRICES

**amco**  
Since 1900

### Electric SHOCKING Machine

Model No. 9  
9" WIDE  
8 1/4" DEEP  
18 1/2" HIGH

Bright red case and attractive silk screen make this little money maker an eye catcher.

Harmless vibrating electric current, increased at operator's will, yields tremendous profit from one dry-cell battery, good for up to 3,000 plays.

Write for Circular and Name of Nearest Distributor

**HARMON MACHINE CO. INC.** Designers and Manufacturers of Quality Vending Machines

P. O. BOX 147 • WICHITA, KANS.

**VICTOR Standard TOPPER 1c Ball Gum VENDOR**

\$13.25 Each  
\$12.75 Each  
100 or More  
1/2 deposit on all orders

Lowest prices on Victor filled capsule items. Time Payment Plan.

**ELVIS PRESLEY BUTTONS**  
3 Colors  
6 Designs  
\$62.50

per carton of 3,000, F.O.B. factory.

**FREE—FREE—FREE NEW 40-PAGE CATALOG**

40-page catalog complete with all items needed in bulk vending machine operation. Write for your copy today.

**BERNARD K. BITTERMAN VICTOR VENDING Sales & Service**  
4709 E. 27th, Kansas City, Missouri

GIMMICKS CHARMS CHARMS GIMMICKS

## HAIL the CONQUERING GIMMICK!

Kids WANT 'EM—and—WEAR 'EM, by the DOZENS. That's ACTION, man.

### CLIP CLOTHESPINS

In 5,000 lots & up.....\$12.50 per M  
1,000 to 4,000 lots .....\$15.75 per M

Buy DIRECT from EPPY: or at Distributor.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place  
Jamaica 35 L.I. N.Y.

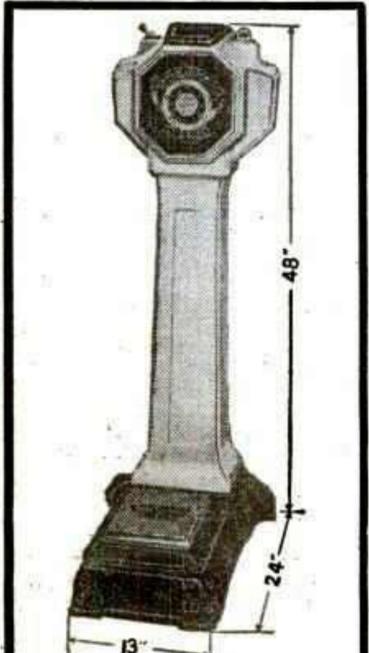
FREE ADVERTISING LABEL

### Oppose Legalizing Cigarette Venders in Lincoln, Neb.

LINCOLN, Neb.—A proposed city ordinance to legalize cigarette vending machines here, received its first opposition at a hearing in the City Council. At present cigarette venders are outlawed in the city, tho the State has legislation permitting their use.

Harvey A. Ochsner, local drug store operator, said he would be unable to control sales to minors if the ordinance is approved. Nebraska outlaws the sale of cigarettes to minors.

The ordinance was introduced to the Council last week and should be up for final reading and public hearing on March 25.



**\$25 DOWN**  
**Balance \$10 Monthly**  
**ALL WEATHER SCALE**  
**COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.**  
**WRITE FOR PRICES.**  
*Invented and Made Only by*  
**WATLING**  
 Manufacturing Company  
 4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889—Telephone: Columbus 1-2772  
 Cable Address: WATLINGITE, Chicago

### Du Grenier

Continued from page 121

can be obtained only as new equipment.

Other Du Grenier equipment to be exhibited will include the 10-column Spacemaster, 14 and 12-column Smokemasters, Candymart, Sandwichmart, Pastrymart, Multi-Pack Cigar Vender and the Tab and Chiclé Vender.

The firm will occupy booths 77 thru 80, with a hospitality room in Suite 1406 at the Conrad Hilton.

#### Company Delegation

The delegation will include Francis C. Du Grenier, president; Richard E. Gibbs, national sales manager; Francis G. Du Grenier, plant manager; Arthur A. Du Grenier, field service representative; Hector Denoncourt, office manager; Frank Perri, chief engineer; Donald Ordway, field service system manager, and Martin Lyons, Sherman Henderson and Dennis Bradeen, field representatives.

Regional managers will include Robert Kline, Mideast; Julius A. Levy, New York and Northern New Jersey; James H. Martin, Midwest; Carl C. Morris, Virginia and North Carolina; Richard A. Parina, West Coast; Coe Stone, Midsouth; Charles M. Suessens, New England, and Harry Wyner, Western Pennsylvania.

### CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER 8-COLUMN CANDY, 160 capacity, prowar model . . . \$110.00  
 STONER 6-COLUMN CANDY, 102 capacity, prowar model . . . 80.00  
 STONER 8-COLUMN CANDY, 160 capacity, postwar model . . . 165.00  
 ROWE 8-COLUMN CANDY, 120 capacity . . . 60.00  
 DUGRENIER "W" CIGARETTE, 9-column, king-size . . . 65.00  
 DUGRENIER MODEL S, 7-column, king-size . . . 45.00  
 UNEEDA 6-COLUMN CIGARETTE, king-size . . . 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

**NATIONAL VENDING SERVICE CO.**  
 308 Furman St. Brooklyn, N. Y.  
 Triangle 5-1857

## Grocery Chain Bows Outdoor Unit

Continued from page 121

controls afford protection to perishables.

The installation itself was made thru the Food Store Vending Machine Company of Oreland, Pa. Head of Food Store Vending is Donald Kerr, consultant to the supermarket industry and former Saturday Evening Post executive on food and supermarket promotion.

Roughly, Kerr's function is that of an independent contractor who sells the installation as a package, working thru Lehigh and Rowe.

#### Plans Installation

Kerr plans the installation and places the order thru the manufacturers. It is believed that he will head the supermarket vending programs for both firms.

Feature of the Durham installation is the prefabricated sheet aluminum structure which houses the machines. The building was trucked in from Atlanta in six different pieces and set up overnight on a specially built concrete platform. Dimensions of the building are 24 feet long, 9 feet deep and 8 feet high.

The installation itself is at a corner of the parking lot and just a few steps from the store entrance. An auto lane runs between the sidewalk and the machines, enabling motorists to drive right up to the machines, make their purchases and drive off without turning or stopping for a longer period than it actually takes to make their purchases.

#### Plastic Signs

Point-of-purchase display is not forgotten. "Round the Clock Shopping" and "24-Hour Service" are proclaimed in large red plastic signs on two sides of the installation. At night these signs are illuminated with fluorescent lights.

Eggs, milk and cold cuts are vended by the refrigerated Rowe machines. These units are similar to those which form part of the Grand Union installation in East Paterson, N. J.

The Lehigh units have been handling a variety of impulse items, including coffee, canned goods, bread, rolls, milk doughnuts, salad dressing, olives, potato chips and peanut butter.

#### Colonial Rooster

Colonial is anxious to identify the vending installation with its retail store operation. So mounted atop the vending structure is the company insignia, the rooster.

Colonial itself is the eighth largest food chain in the nation, with more than 450 outlets in the South and Southwest. Last year the chain grossed an estimated \$400,000,000.

The chain has been secretly testing outdoor vending machines for two years. According to William J. Paradise, of the firm's development division, primary purpose of the Durham installation is to provide for the emergency needs of local residents on a 24-hour basis.

For some unexplained reason, all Durham retail stores — including grocery outlets—are closed Wednesday afternoons. This should prove to be the peak sales period of the week for the silent salesmen.

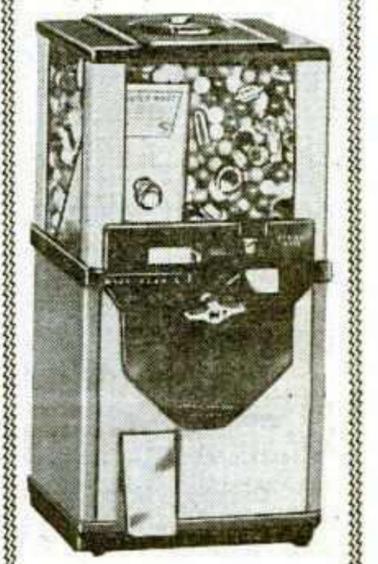
Separating the three Rowe from the three Lehigh venders is a

nickel and dime changemaker in the center panel.

When the retail store is closed, the employee assigned to the vending machine may service the automatic merchandisers without having to open the store.

Storage space behind the venders yet inside the vending housing, provides enough space for weekend and night stock. There is also enough space between the machines and the rear of the structure for a man and a shopping cart to pass thru.

### NEW SUPERMART ★ VENDORAMA ★ With the Sensational LOOK-SEE VIEWER



- LARGE CAPACITY
- TAKES IN APPROXIMATELY \$22.50 (210 BALL-GUM & CHARMS)
- PENNY-NICKEL COMBINATION
- FAST PLAY—OUT-PRODUCES ANY OTHER MACHINE EVER MADE

VICTOR VENDORAMA with the LOOK-SEE VIEWER **\$24.95 EACH**  
 Capacity: 460 Capsules with Viewer —485 Capsules without Viewer.

A VICTOR EXCLUSIVE  
**ELVIS PRESLEY BUTTONS**  
 3 Colors 6 designs **\$62.50**  
 per carton of 5,000, F.O.B. factory.

See Your Nearest VICTOR Distributor QUICK.  
**Victor Vending Corp.**  
 5701-13 W. Grand Ave. Chicago 39, Ill.

OUR SPECIALTY IS HELPING MORE OPERATORS MAKE MORE MONEY

**STANDARD SPECIALTY CO.**  
 5115 E. 14th St. Oakland 1, Calif. Phone: AN 1-9037

MANUFACTURERS & DISTRIBUTORS OF:  
 Panned Candies • Gum • Vending Machines • Parts & Supplies

### PM Execs Ready For NATD Meet

NEW YORK—Heading the list of Philip Morris executives who will represent the first at the convention of the National Association of Tobacco Distributors which begins Sunday (24) in Chicago are Alfred E. Lyon, chairman of the board, and Joseph F. Cullman III, executive vice-president.

The Philip Morris exhibit this year will be pegged on an outdoor sports theme. New advertising, sales promotion and point-of-sale material for the company's four brands — Philip Morris, Marlboro, Parliament and Spud cigarettes—will be displayed in the booths.

PM executives from New York will include Ray Jones, George Henn and George Weissman, vice-presidents; John R. O'Connor, national sales manager; James C. Bowling, public relations manager; Michael Keith, sales promotion manager, and William Kittleman, credit manager.

**J. SCHOENBACH**  
 For Victor Vending Corp.  
 Machines, Parts, Globes  
 Charms, Merchandise Supplies  
 1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
 PResident 2-2900  
 PHONE or WRITE FOR PRICES

**MARBLES**  
 The season will soon be here!  
 Order now before the rush.

**AGATE—GLASS ASSORTED COLORS**

Barrel of 50,000, size 9/16 . . . \$45.00  
 Barrel of 40,000, size 5/8 . . . 35.00  
 Keg of 21,000, size 9/16 . . . 21.00  
 Keg of 17,000, size 5/8 . . . 19.00

Shipments made at once F.O.B. factory. Freight or truck.

**ELVIS PRESLEY BUTTONS**  
 3 Colors 6 designs **\$62.50**  
 per carton of 5,000, F.O.B. factory.

**FOR EASTER**  
 Chic 'n' Egg Charms.  
 \$45.00 per carton of 5,000, F.O.B. factory.

FULL CASH WITH ORDERS

**ROY TORR**  
 Lansdowne, Pa.

**FACTORY RECONDITIONED and GUARANTEED by MILLS AUTOMATIC MERCHANDISE CO.**  
 Don't be misled. Buy rebuilt, as only a Mills mechanic can rebuild them . . . using original factory parts.

**MILLS Famous 107 TAB GUM VENDOR**

We carry a complete stock of bulk merchandise, charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices. American Chiclé candy coated or tab type gum. Also Beech-Nut, Peppermint or Spearmint 3-C slab gum, 45¢ a box of 100 ct.

**Order Today—Prompt Deliveries.**  
**J. SCHOENBACH**  
 1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900

Only **\$15.00** F.O.B. Factory

**Cigarette Machine Conversions**  
 IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for

**ROWE** Imperials, Royals **NATIONAL** 930, 950, 750, 9A **UNEEDA** All Models

ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MACHINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cets. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION

**Uneeda VENDING SERVICE, INC.**  
 "The Nation's Leading Distributor of Vending Machines"  
 259 1/2 Avenue Street • Brooklyn 6, N. Y. • HEgeman 3-6295

**ROWE PRESIDENT** 8 Cols., 340-cap., 25¢ and 30¢ Vend. King and Regular. Fully Modernized—Cut Base.

**SPECIAL LOW PRICE—Only \$89.95**

All Equipment Unconditionally Guaranteed  
**COMPLETELY RECONDITIONED AND REFINISHED**  
 We Carry in Stock Every Make and Model of Name Brand Cigarette and Candy Vendors.  
 TRADE PRICES  
 1/2 deposit, balance C.O.D.

### Grand Union

Continued from page 121

amount of money has been spent on repairs. He said that GU's new vender, the Food-O-Mat, will replace existing equipment.

The Grand Union machine will be based on the same operating principle utilized for the delivery of food from racks—a sloped rack with a gravity delivery.

Beyond that, no company spokesman would divulge any details. Experimentation has been behind closed doors. No dates for field tests have been set.

### MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. Deluxa 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
ABT Guns	30.00
Acorn, 1c or 5c	8.50

### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.71
Pistachio Nuts, Large Tuttle	.68
Pistachio Nuts, Vendor's Mix	.59
Pistachio Nuts, Shell	.47
Cashew Whole	.66
Cashew Butts	.61
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 320 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 550 ct.	.40
M & M, 550 ct.	.30
Hershey-ets	.43

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.

1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

There Are Big Profits in

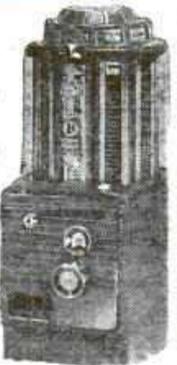
## GUM

Get Your Share With

### Northwestern

### TAB

You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



### NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

## ABC Vending's Indust'l Drive

Continued from page 121

He added that manual service will be utilized only when automatic merchandising cannot do a satisfactory job.

Initial plans call for operations in plants employing 500 persons or more. ABC also plans to explore employee feeding in office buildings, 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 management.

The firm's attitude was a conservative one: Let's watch the development of industrial vending until we think that a full-scale move is justified. Let's test all the equipment on the market and make a thoro study of the mechanics and economics of the industry.

Today, the ABC management feels that the results of that study are promising enough 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 General Electric factory in Schenectady, with 28,000 employees.

ABC's industrial vending program will be nationwide, but most of the initial installations will be in four Eastern States.

While a nucleus of key men with experience in industrial catering and automatic merchandising is currently available, the ABC expansion plans call for the hiring of additional specialists in both fields.

ABC's role in factory food vending will not be that of a pioneer. The firm feels that its five-year experimental period has provided it with sufficient knowledge to move ahead. Emphasis will be on profitable locations to serve as the nucleus for an expanding vending network.

Until now, ABC's major vending effort has been in the theater and amusement field. In 1955 the firm grossed more than \$50,000,000 in vending and stand installations.



### VICTOR Standard TOPPER

1c BALL GUM VENDOR \$13.25 Each

\$12.75 Each 100 or more

30 day money-back guarantee if not satisfied

1/3 deposit on all orders Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL TRADE-IN OFFER**  
As High as \$6.00 Per Machine on VICTOR TOPPERS  
Send Us Your List.

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

## Vending Machine HEADQUARTERS

FOR

- SANITARY PRODUCTS
- SANITARY NAPKINS
- COMBS
- BALL POINT PENS
- RAZOR BLADES
- COIN TOILET DOOR LOCKS

ALL Machines and Refills for Men's and Women's Restrooms.

Authorized Factory Distributors of **ADVANCE MACHINES**

A complete supply of merchandise for ALL TYPES of machines . . .

WRITE FOR **FREE CATALOG**

Write, Wire or Phone **NATIONAL SANITARY SALES, INC.**  
6540 N. Western Ave. Chicago 45, Ill. Dept. B BRiargate 4-3830

## NATD Meet

Continued from page 121

Melville R. Rapp, whose topic is "A Look at the Future—An Appraisal of Automatic Merchandising." Rapp will outline the opportunities in full-line feeding for the tobacco wholesaler.

A panel session and open forum on the role of the tobacco distributor in the vending market will be chaired by Harry Kolodny, of the Le Peko Company, Jersey City, N. J.

Wednesday's (27) session will be devoted to the cigar industry. Joseph Kolodny, NATD managing director, will moderate a panel discussion of "Can Sales Management Do Justice to the Cigar Industry When Confronted With the Marketing on Non-Kindred Products?"

The candy industry will be examined Tuesday (26), with a seminar to be chaired by William R. Hagman, NATD vice-president and secretary-treasurer of the Hagman Candy Company, Pittsburg, Kan.

This year, all business sessions will be held in the morning and the evening, leaving the afternoons free for visiting the exhibits.

## VANITY SET

Hand mirror, brush with plastic bristles, and small comb—equal quantities of each in every 1 M. bag.

LOW in price—HIGH in appeal.

Send 35c for Regular Sample Kit of Charms

SURE LOCK Patent #2762411—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



World's Largest Selection of Miniature Charms

## PENNY KING COMPANY

2538 MISSION STREET

PITTSBURGH 3, PA.

## COIN MARKET PLACE CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

## NEW ADVERTISING RATES

### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

### DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

## Business Opportunities

### SALESMEN WANTED

An excellent opportunity for men to make substantial sums of money on each sale of our Lunch-O-Mat, the complete vending cafeteria, adaptable for all types of locations. This can be handled as an additional line in conjunction with what you now sell. Salesmen calling on industrial caterers, vendors, etc., would be most adaptable. Areas available: Texas, Louisiana, Mississippi, Georgia, Florida, North & South Carolina, Alabama, Tennessee, Missouri. Commissions with qualifications to

**EASTERN ELECTRIC, INC.**  
79 Prospect Street  
New Bedford, Massachusetts

### SELF-SERVICE TUBE TESTER ROUTES

Newest way for vending machine operators to make money! Get started today, buy direct from factory at big savings. Same quality E-Z Tube Tester successfully in use coast-to-coast. Tests over 350 different radio and TV tubes. Ideal for supermarkets, drug stores, hardware stores, etc. Send 25¢ for complete Sales Plan and Operating Manual. Tells all you have to know to start and build a successful Tube Tester business, including all forms. Catalog sheet free on request. Dept. BC-2, Caltex Manufacturing Co., 3815 Martin Court, Seaford, L. I., N. Y. Tel.: Castle 1-2777. ch-np

## Help Wanted

WANTED—A-1 MECHANIC FOR COIN MACHINES; must have own car, \$100 weekly take home pay. Don't reply if not sober and honest. Music Route in Columbus, O. Box M-190, c/o Billboard, Cincinnati 22, O.

## Parts, Supplies & Services

Special Introductory Offer

**HAMPTON HOUSE INSTANT COFFEE**  
Perfect for vending.  
Write for details to:

**Hampton House Vending Coffee**  
100-10 Brinkerhoff Ave., Jamaica 33, N. Y.

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. ch-mh30

## Ball and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE  
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct.	27¢ lb.
Chicle Ball Gum, 130 ct.	35¢ lb.
Clor-o-Vend Ball Gum	40¢ lb.
Clor-o-Vend Chicks, 320 ct.	40¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	27¢ lb.
Tab (short stick), 100 ct.	38¢ box
5-Stick Gum, 100 packs	\$1.90

F.O.B. Factory. 150 Lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

Experienced Operators Say: "YOU MAKE MORE MONEY WITH.."

### Northwestern

VENDING EQUIPMENT" PROVE IT TO YOURSELF!

Just try a Model 49 all-product vender on your route and see for yourself how you can make more money. It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.



## THE NORTHWESTERN CORP.

2374 ARMSTRONG STREET

MORRIS, ILLINOIS

## EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER



World's Largest Selection of Miniature Charms

## PENNY KING COMPANY

2538 MISSION STREET

PITTSBURGH 3, PA.

## COIN MARKET PLACE CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

## NEW ADVERTISING RATES

### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

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CASH WITH ORDER

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

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ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

## Business Opportunities

## Routes for Sale

CIGARETTE-CANDY VENDING OPERATION. Established 20 years. Gross volume annually \$150,000. East Central Ohio, high industrial area. Good opportunity for expansion. Box M-188, c/o Billboard, Cincinnati 22, O. mh22

FOR SALE—WESTERN ROUTE, DIVERSIFIED, one of the very best. Well established, late equipment. Nets \$1,000 per wk. Must sell this year, will stay with buyer several months. Price \$39,000; will finance \$5,000. Box M-189, c/o Billboard, Cincinnati 22, O.

## Used Coin-Operated Equipment

ARCADE EQUIPMENT FOR SALE—Jungle Joe Gun, \$35; Mystic Pen, \$65; Zings, \$75; Skill Wheel, \$35; Pitch 'Em & Bat 'Em, \$50; Genco White, \$20; Western Deluxe Baseball, \$25; Santa Anita Handicap, \$20; Exhibit Hockey, \$20; Four Art Shows, 3D, \$20 each; six different Chicken Sam Units, complete with Cabinets for Gun Enclosures, \$100. No reasonable offer refused.

**CAROUSEL ARCADE, INC.**  
21 Ridgeview Ave., West Orange, New Jersey  
Orange 4-0849

FOR SALE—DAHLBERG COIN RADIOS, 10¢ per hour; under-pillow Speakers for hospitals, used. Box M-185, c/o Billboard, Cincinnati 22, O. mh18

SHIPMAN DUPLEX STAMP MACHINES \$10 each; Triplex, \$29.50 each, like new. Folders, direct factory prices. We buy U.S.P., Waterbury 5, Conn. mh18

SHOOT THE BEAR, A-1 CONDITION, \$119. 2 Gum Machines, \$15. Leo Winter, 104-2 49th Ave., Corona, N. Y. IL 7-3257.

PENNY SCALES FOR SALE, ALL MAKES priced right. No charge for shipping. G. H. Scale Service, 208 Roemer Blvd., Fair Hill, Pa.

U-Select-It 5c candy or gum, Coffee Royal "17" and Mercury Cigarette Machines. Write for information & price.

**TEXAS ASSOCIATED ENTERPRISES**  
P. O. Box 1068 Amarillo, Texas

VENDING MACHINES—PARTS, ALL SUPPLIES; Ball Gum, all sizes; 1 Tab Gum 5¢ Package Gum, Spanish Nuts, Virginia Red Skins, small Cashews, small Almonds Mixed Nuts all in vacuum pack or bulk Panned Candies; 1 Hershey's, 320 or 520-candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co. Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. mh18

## Wanted to Buy

USED VENDING MACHINES WANTED. We will pay top price for your used Vender Toppers, Baby Grands, Acorn or Northwestern Gum and Capsule Machines. Write or call. Graff Vending Supply Co., 3817 Davis St., Dallas 2, Tex. mh18

USED VENDING MACHINES WANTED. 49's, Acorns, Toppers, Silver King Counter Games. Send us your list. 600C Spring Garden St., Philadelphia 3, Pa. Pennsylvania. ch-np

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## ROUTE SAVER

### Ariz. Op Finds 2 Mechanics Not Too Many

PHOENIX, Ariz. — There are times when too many mechanics aren't enough. Such has been the experience of Andy Andress, owner of Andress Cigarette Service, game and vending operation here.

A veteran of 22 years in the business in El Paso, Tex., and Phoenix, Andress went thru a troubling experience during 1956 when a veteran mechanic on the payroll decided to leave just before the tourist season.

Andress was totally unprepared, and with only two weeks' notice had no opportunity to find a replacement. He had no choice but to tackle the job of maintaining both mechanical and electronic repairs himself and soon found that years away from the service end posed a serious problem.

"In a matter of a few weeks we were running at half speed," he indicated, "and at a time when every machine was greatly needed. We suffered heavy losses until the mechanic finally decided to return three months later."

Andress isn't going to let the same thing happen again. He currently has an on-the-job training program under way at his Phoenix shop, which includes not only a young mechanic being trained to take over if necessary, but Andress himself.

### Ark. Ops Rally To Battle State Anti-Game Bills

LITTLE ROCK — Concerted effort by game operators over the State appears to be gaining such momentum that the General Assembly may not pass two strict measures aimed at crippling or completely outlawing some game operators in the State.

Operators have deluged their senators and representatives by mail since the two bills were introduced in the House several weeks ago.

In addition, Little Rock operators, in the Little Rock Operators' Association, and officers of the Arkansas-Missouri Music Association.

(Continued on page 130)

### Game Bills Keep Tenn. Ops, Legislators Busy

NASHVILLE — The Tennessee Senate reversed itself and passed last week (14) a bill which would make it a violation for anyone under 18 to play pinballs. The bill now goes to Gov. Frank G. Clement.

It is likely that the Governor will sign the bill, as no organization of operators has openly opposed it. The Governor will most probably sign the non-controversial bill into law.

Two weeks ago the Senate voted down the bill. The vote at that time was apparently influenced by some interesting side-play by Senate Speaker Jarred Maddux, who,

(Continued on page 128)

### Dallas Firm Bows Rides

DALLAS — United Kiddie Rides here has introduced a new line of coin-operated kiddie rides, distributed by Graff Vending Supply Company, Dallas.

The new models consist of a horse ride and a jeep ride, the Billy T-Jeep and the Shetland Bronc.

The rides have a 1/2-h.p. motor, National slug rejector, ball-bearing movement. Weight is 118 pounds, size is 2 by 4 feet. List price is \$275.

### Game Sales New Distrib In Memphis

MEMPHIS — Game Sales Company, Inc., a new amusement game distributing company, was formed here recently with Robert Goad heading it as president.

Vice-president is George Sammons, president of Sammons-Pennington Company, and Cotton Pennington is secretary-treasurer. Pennington is also secretary-treasurer of Sammons-Pennington Company.

The new company handles United, Genco, Keeney, Bally, Williams and International Mutoscope game lines. They are direct factory representatives for United.

Goad also serves as general manager of the company. He was for 10 years a game salesman for Southern Amusement Company, phonograph and game distributors in Memphis.

### Death of Nat Cohn Shocks Coin Trade

NEW YORK — The coin machine industry was shocked last week with the sudden death of Nat Cohn, 51, a leader in the trade for nearly 30 years.

Cohn died in his sleep Thursday (14) in his Lawrence, L. I., home. Cause of death was a heart attack. He had been in apparent good health and had been active in business until the first of the year.

Funeral services Friday (15) at the Riverside Memorial Chapel, Far Rockaway, L. I., were attended by virtually all of the coin machine people in the area.

#### Top Distributor

Cohn had been active in just

## Pins' Fate Up to High Court As New Tax Proposal Folds

### Gottlieb Asks Court Distinction of 5-Balls and 'Gaming Counterparts'

WASHINGTON — A proposed third tax category for pinballs was ruled out by the House Ways and Means Committee last week (12) when the Congressional tax writers decided to keep in force the present \$10 and \$250 levies, and let the Supreme Court determine the fate of in-line pinballs.

Committee spokesmen said legislation will be drafted to bring remote control machines under the law, but the current classification of pinball and other amusement machines will be left unchanged.

The proposal to set up a third tax category for pinballs was originally outlined by Rep. Aime J. Forand (D., R. I.) in his omnibus excise tax bill last July. Under terms of the bill, machines offering prizes of non-redeemable merchandise with a retail value not above \$5 would be taxed at \$25 yearly instead of the present \$250.

During extensive hearings on the bill last November and December, Alvin Gottlieb, treasurer of D. Gottlieb & Company, told the tax probers that the new category

would "seriously curtail" his market. According to Gottlieb, it would remove machines containing the element of chance from the \$250 category where "they rightfully belong." A subcommittee report on the hearings, however, approved the new category and asked that legislation be broadened to include pinballs which offer no prizes.

The decision of the full committee last week not to set up a new bracket for pinballs placed added importance on the outcome of the Korpan Case, scheduled for review by the Supreme Court. According to the government brief filed in the case, the question presented is whether a mechanical game "the operation of which involves the element of chance as the result of which the player may become entitled either to free-play or to money, is the type of gaming device which is subject to the tax imposed on 'so-called slot machines' as the term is used in the U. S. code. In September, the

(Continued on page 129)

## Indiana Outlaws Free-Play Pinballs

### Efforts to Soften Bill Fail; Emergency Clause Puts Law Into Immediate Effect

INDIANAPOLIS — With the signature of Gov. Harold W. Handley completing the legislative process, free recorded games on pinball machines were outlawed in Indiana as of Wednesday (13).

Only the explosive right-to-work law, which brought a protest march of 10,000 on the State House, precipitated keener and more closely divided controversy than House Bill 128—a measure

which sought only to delete a sentence from the anti-gambling law of 1955.

Struck out is the vital sentence, "... An immediate and unrecorded right to replay mechanically conferred on players of pinball machines and similar amusement devices shall be presumed to be without value."

Thus, until the law is changed, a rather remote possibility, and an utter impossibility until 1959 when the Legislature meets again, pinball machines in Indiana, under rigid enforcement, will be reduced to the status of Arcade equipment.

#### Falls Under Statute

For with the removal of the 1955 insertion, pinballs with payoffs will fall within the purview of the definition as set forth in the statute: "Any mechanism by the operation of which a right to money, credits, deposits, or other things of value may be created in return for a consideration, as the result of the operation of an element of chance; any mechanism which, when operated for a consideration does not return the same value or thing of value for the

(Continued on page 131)

## Ky. Legislators Critical of Ind. Free-Play Ban

FRANKFORT, Ky. — Indiana's new bill which bans pins that automatically record free-play came under fire from neighboring Kentucky legislators. Kentucky law classifies both pinballs and juke boxes as amusement machines, although members of the assembly polled last month expressed a desire to separate the two classifications.

Kentucky State Senator Leon J. Shaikim said the Hoosier bill "might do the job," but added that "... the best bill would be to eliminate people. The machines themselves are not gambling devices. People make them that."

(Continued on page 132)

about every phase of the coin machine business. At one time he had been one of the largest distributors in the nation.

He entered the business in the 1920's with Modern Vending, and from 1936 to 1940 was the Wurlitzer distributor for the New York area.

Later he was the Seeburg distributor for New York and at one time he held the Rock-Ola franchise.

#### Kiddie Rides

After World War II his distributing companies—Riteway Sales and Conat Distributors—were pioneers in the introduction of new games. He was one of the pioneers in kiddie rides and did development and sales work in 3-D viewers and motion pictures.

Among the industry figures to whom Cohn gave starts was Sidney Levine, counsel for the Music Operators of America and the Music Operators of New York. When Levine was just out of law school he represented Cohn in litigation and has remained with the coin machine industry ever since.

During 1956 Cohn was general manager of the Scientific Machine Corporation following the death of Max Levine. He resigned from the post the first of this year.

#### Arizona Rest

Cohn was inactive in the coin machine business from 1947 to 1949, when he was in Arizona for his health.

He was a member of B'nai Brith and the United Jewish Appeal and was active in community, civic and religious affairs.

He leaves a widow, Mrs. Lillian

## Exhibit Ships 6-Pocket Pool

CHICAGO — Exhibit Six-Pocket, a new coin-operated pool game for 15-ball play, was shipped last week by Exhibit Supply Company.

Any type game that can be played on a regular pool table can be played on the six-pocket Exhibit table. Game includes a larger size cue ball which remains on table throughout play.

The game is the standard size six-pocket coin pool model. It has hinged playfield top rather than drawer type. Balls, cue sticks, felt, and other components of the game are of the same quality as those of previous Exhibit pool models.

Cohn; two sons, Theodore and Gary, and a daughter, Lynn.

Cohn's death was the second among prominent coin machine figures in the last two weeks. The other was George Ponser, Pioneer game distributor and manufacturer.

## Louisville Mulls Code to Check Pinball Pay-Offs

LOUISVILLE — A proposed ordinance submitted to the Board of Aldermen by Mayor Broadbent would allow confiscation of any pinball game on which a cash pay-off is made.

It would further allow such confiscation whenever a person under age 18 is found to be playing a pinball without the written consent of his parents or guardian.

The proposal could be voted on by March 26.

Stiffer licensing laws would also be put in effect by the ordinance. It would call for an annual, non-transferrable license, and would hike fees on games and jukes from \$15 to \$20 a year.

Aldermen generally expressed surprise over the introduction of the ordinance, although several had indicated earlier that they favored stricter control of coin machines. The measure was prompted by recent disclosures here of cash pay-offs on pinballs.

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Location tests prove that smaller rides **GROSS MORE SALES** than more expensive and larger rides.

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# RCIA Ousts 2 Top N.Y. Union Officers

Continued from page 114

Ammond is in New York as overseer of all 21 locals in the district council.

Calland's ousting came after RCIA officials had charged that he had refused to turn over the books to them and after he had been subpoenaed by District Attorney Hogan's office for questioning before a grand jury.

However, Calland's version is that an RCIA representative entered his office, asked for the keys and then demanded to see the books. Calland said that he would have to consult with his lawyer before he turned over the books; the suspension followed immediately.

Calland emphasized, tho, that the local's charter has not been lifted and that Local 1690 is still the bargaining agent for juke box employees in the New York area.

He added that the district attorney's investigation of the juke box industry in New York has been in progress for more than a year, with not one indictment returned.

"The affairs of Local 1690," Calland said, "have been conducted in a legal and honest manner. We have nothing to hide."

Meanwhile Paul Lafayette, fifth vice-president of the international union and organizing director of its 34,000-member New York District Council since 1954, has been subpoenaed to bring in all books and records of the council, the welfare fund and the two local unions for which he was acting as trustee.

#### Other Suspensions

The RCIA also suspended officers of six other locals in addition to the two coin machine unions.

Lafayette has been accused by

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Wms. Sidewalk Engineer	100.00
Pitch'm & Bat'm	75.00
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RCIA of "concealing . . . the misconduct of officers of these locals, several of whom are currently under indictment."

Neither Calland nor Cagiano have been indicted.

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Walling Tom Thumb Fortune	\$45.00
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## Washington

By DELORES NEWCOMB

Hirsh de La Viez, president of Hirsh Machines, is back in town after a Caribbean cruise. The com-

(Continued on page 127)

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**CONVERSION**  
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**Tenn. Bills Keep Ops Busy**

• Continued from page 125

State and county tax on mechanical baseball, pinball, golf, football and other amusement games from the present \$15 to \$25.

**County Follows State**  
Under the tax structure, the county collects the same amount of the license tax as the State. Then the city follows and takes the same amount. Recording fees for State and county are 50 cents each and for the cities 25 cents each.

Thus, if passed, the new tax would be: State, \$25.50; county, \$25.50; city, \$25.50, and federal, \$10, a total of \$86.25.

Present privilege tax is State, \$15.50; county, \$15.50; city, \$15.25, and federal, \$10, a total of \$56.25. Even at this rate, pinballs and other games are the highest taxed coin machines in the State. Total tax on phonographs is \$41.25 and on cigarette vending machines, \$10.25.

Allen Dixon, general manager of S. & M. Sales Company, of Memphis, which operates a large music and game route, is leading a battle against the bill. Dixon, who is past president of Memphis Music Association, said the tax would be prohibitive on "more than half the locations over the State. The State wouldn't collect much money from operators with taxes that high."

For a man with 100 machines, for example, tax would be \$8,625.

**Republican Measure**  
The bill was introduced by 13 East Tennessee Republicans (there are a number of Republicans in the Knoxville and Chattanooga areas but relatively few in the rest of the State). The 13 sponsors are Representatives Robison, Hull, Aderhold, Adcock, Baird, Achley, Puckett, Nease, Purdy, McCammon, Wolfe, Rowland and Brewer.

It would provide that half the revenue collected would go to the State educational fund and the other half to the county in which the fees are paid.

The bill has several stringent

**COINMEN YOU KNOW**

• Continued from page 126

pany's vice-president, Phil Mason, will soon be heading for a Florida vacation. . . . The Washington Music Guild recently donated juke boxes to the Groveton, Va., Teen-Age Club and Sacred Heart Church of Washington. Roger Squitiero, Guild treasurer, says teen-agers are dancing more and realize the effectiveness of the juke box. The Guild will hold its annual meeting to elect officers March 26 at the Annapolis Hotel.

Guild board members had dinner with George Miller, MOA president, when he was in town earlier in the month. . . . James Bowen, manager of Kwik Kafe, of Washington, says business is picking up rapidly now that the slow holiday season has passed. Bowen would like to join the ranks of the Florida vacationers, but can't get away from Washington for awhile.

Automatic cafeterias recently installed by G. B. Macke in the Acacia Insurance office and Chestnut Farms Dairy have been well received, says Sid Lotenberg. Macke is testing fresh brew coffee machines, according to Lotenberg, and hopes to have an acceptable machine on location in 60 or 90 days. . . . Michael Bushdid, operator of the Game Room at Washington's National Airport, is getting ready for the tourist trade soon to be hitting town. The Bushdid family spent a few weeks in Florida recently, he says.

(Continued on page 130)

measures in addition, the most severe of which would make an operator 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 can be issued, the operator must supply the license number of the machine to the clerk. Then the license must be displayed openly in the machine or framed and hung on the wall above it. The license for one machine must not be used for another machine; that would be a violation of the law and constitute a misdemeanor, punishable by \$150 penalty under the law.

The bill also gives the agents of the Commissioner of Finance and Taxation police power to seize a machine which does not have the license stamp on it. It authorizes the department to hold the machine till the penalty is paid and the license purchased.

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United DXL. CLIPPER	195	C.C. BLINKER	295
United DXL. LIGHTNING	175	C.C. HOLLYWOOD	225
United DXL. 11TH FRAM	125	C.C. HOLIDAY	165
United ACE BOWLER	125	C.C. BOWLING TEAM	135
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Wms. CRANE	Write
C.C. STEAM SHOVEL	165
Wms. DLX. 4-BAGGER	325
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3-PL. FLAGSHIP	Write
4-PL. REGISTER	345
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# Tenn. Senate Reverses Itself

Continued from page 125

waving to a gallery full of teenagers, asked their reaction on the bill. The majority shouted loud 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-

mittee. A two-thirds vote is necessary in the 25-member committee to get it back on the floor. There was a sufficient vote in the committee to return the bill for another vote. The new vote by the Senate was 19 for, 13 against. A vote of 17

was required. The new bill, if it becomes law, would make maximum punishment a fine of \$50 on each conviction. The bill would also put responsibility on the location owner to determine the age of those playing the machine. Re-action among game operators of the State was generally that the bill is bad and a restriction on a legitimate business that should not be made. The Senate also passed, March 14, and sent to the Governor, a bill which would specifically exclude pinballs from the gambling law. The bill was written to clarify

the law on pinballs because two legislators had introduced bills which would tend to outlaw the games. Parker Henderson, general manager of Southern Amusement Company said that the current legislation tends to draw State operators closer together in opposition to restrictions. Operators are without a central committee to inform legislators about bills affecting them, however.

This brought about a suggestion from Bill Forsythe, owner of Forsythe Amusement Company, Millington, Tenn., that operators throughout the State should organize a central committee to represent coin

machine interests at Nashville each year during the legislative session. The committee's function would not be as lobbyists against bills, necessarily, he said. But they would inform legislators of the facts about bills introduced affecting the coin machine business.

"It's about time we in the coin machine business had a voice in laws that affect us," said Forsythe. "Every business has such a committee or lobby to represent them, except the coin business." His views met with general approval among operators immediately contacted. The result may be a State-wide organization for the next session of the legislature in 1959.

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NEW YORK—Joseph Kolodny, executive director of the National Association of Tobacco Distributors, has been named chairman of the National Tobacco and Allied Trades Division of the United Jewish Appeal. It is the 10th straight year he has held that post.

Kolodny is one of the founders of NTAD and operates a large wholesale tobacco business in New Jersey. He is author of "4,000 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-line 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 Gottlieb, it was pointed out that "amusement pinball machines are clearly distinguishable from their gaming counterparts, and are not 'so-called slot machines,' even the coin-operated." The amusement pinball industry is injured "undeservedly," according to the brief, because of their "perennial identification with the gaming device industry and the unsavory twilight zone of illegal gambling."

The brief further states that "the mere awarding 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 then records those which are awarded but not actually played off." It supports the U. S. position that the machines in issue in the Korpan Case are plainly "so-called slot machines" subject to tax at the \$250 rate.

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**Ark. Ops to Fight State Bills**

Continued from page 125

tion have personally contacted members of the House and Senate and pointed out the drawbacks of the two bills.

One bill, now in the House Revenue and Taxation Committee, would completely outlaw pinballs if the machines register a free play for attaining a certain score.

This bill, House Bill No. 524, introduced by Rep. Van Dalsen, of Perry, is also pending in the House Revenue and Taxation Committee. It would increase the tax on pinballs, shuffles, guns and other amusement games from \$40 to \$85.

**Ops Condemn Tax**

Operators over the State have condemned this tax as "outrageous" and "exorbitant." They have rallied together in a move to defeat the bill, which is expected to be acted on by vote this week.

The bill would make the State tax \$25, city \$25. The federal tax would remain at \$10. Present tax on the machines is \$10 for State, county, city and federal; a total of \$40.

The operators' associations have showed operating figures to the House committee. Information coming from operators is that committee members have been convinced of the sincerity of operators. The representatives realize, 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 Kirspele, partner in Kirspele-Hollenberg Music Company at Little Rock, is leading the drive against the bills. He is newly elected president of Little Rock Operators' Association. "It looks good for us," 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 these other Little Rock operators:

Harold Dunaway, partner in Twin City Amusement Company and secretary of Little Rock Operators' Association; Cecil Hill, partner, Twin City Amusement Company; Dan Levine, Levine Music Company; C. W. Holmes, Holmes Amusement Company; Andrew Cassinelli, Little Rock Amusement Company; C. E. Craig, Arcade Amusement Company; Dutch Yancey, Arkansas Music Company.

Also active in fighting the bills are many operators in other sections of the State. Carrying the ball for East Arkansas operators are officers of the Arkansas-Missouri Music Association, composed of members from East Arkansas and Southern Missouri.

They are Henry Hitchcock, Jonesboro Music Company; Jonesboro, president; John Brunner Jr., partner in John-Frank, Inc., Marked Tree, vice-president, and Elmer Womack, owner of Womack Music Company, Jonesboro, secretary and treasurer.

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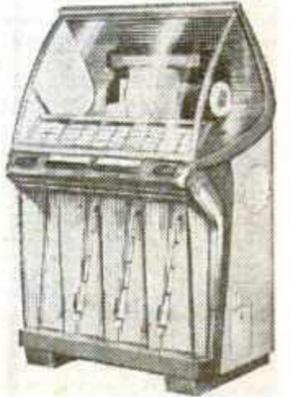
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**Ind. Outlaws Free-Play Pins**

• Continued from page 125

same consideration upon each operation thereof."

In short, a free play is now a "thing of value"—and therefore a violation of the law. Until the moment Wednesday when the Governor's signature terminated the concession written into the law two years ago, the same free play was "presumed to be without value." That, in effect, is the difference between the old and the new law.

Unusual for legislation which carries harsh penalties in fines and imprisonment, House Bill 128 contains an emergency clause. That means that the law is in effect immediately and that the agencies of the law are empowered to enforce it without delay.

Unrelenting efforts by its opponents to soften it and equally determined resistance by its opponents to attempts at modification marked the progress of the bill toward the desk of the Governor.

**Amendments Beaten**

An amendment offered in the House to permit free plays only to players over 18 prevailed one day and was overwhelmed two days later. That amendment would have rendered the bill unconstitutional in that the Indiana State Constitution provides that all laws must be general and applicable to all citizens.

Another amendment, proposed in the Senate, would have prohibited the installation and operation of pinball machines, pool tables and electronic amusement devices within 1,000 feet of a school.

Still another Senate amendment suggested the exemption of fraternal organizations from the provisions of the bill. Senator Leonard Conrad of Terre Haute, who submitted this amendment, contended that "worthy 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. Hasbrook, 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 Senators.

Weighted with these amendments, the bill would become unconstitutional, Senator Hasbrook 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 urging passage of the bill, Hasbrook 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 March 16 issue of The Billboard listed those members of the coin machine industry who have received citations from the United Jewish Appeal. Inadvertantly omitted was Harry Rosen, who is vacationing in Florida and who was not present to receive the citation. It is being mailed to him.

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Hasbrook, a blind veteran of World War II, asserted that the 1955 gambling law he piloted thru the Assembly resulted in a two-thirds reduction in the sale of federal gambling stamps in Indianapolis.

"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 29-16 to make it law.

Last week while the Senators were grappling over the measure, Governor Handley told newsmen that the bill was "silly." But silly or not, he signed it and it is now a law of the State of Indiana.

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**Ky. Legislators**

• Continued from page 125

morals into people is a very difficult thing."

Such legislation, he said, could theoretically outlaw used cars to keep teen-agers from buying cheap jalopies, and outlaw television to prevent children from seeing unfavorable programs.

But Shaikun has stated that he would be willing to introduce a bill to set an age limit on play of pinballs in Kentucky.

Representative Thomas L. Ray suggested a detailed study be made to determine if pinballs can be outlawed. He recommended an age limitation on players of all types of pinballs.

Said Ray, "If the machines currently being used as gambling devices cannot be constitutionally differentiated from amusement devices, 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 Temperance League of Kentucky, said the Hoosier law would slow down pinball gambling, but stated it would be better to eliminate the machines altogether. His group plans to influence the 1958 Kentucky Legislature in this respect.

House said a ban on automatic replays is not wholly effective because other basis could be used for cash payoffs, such as scores.

Louisville Alderman Leo F. Lucas, who has made a study of pinballs, said the Indiana Legislature 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 attempting to create the impression that they are doing something about the "problem."

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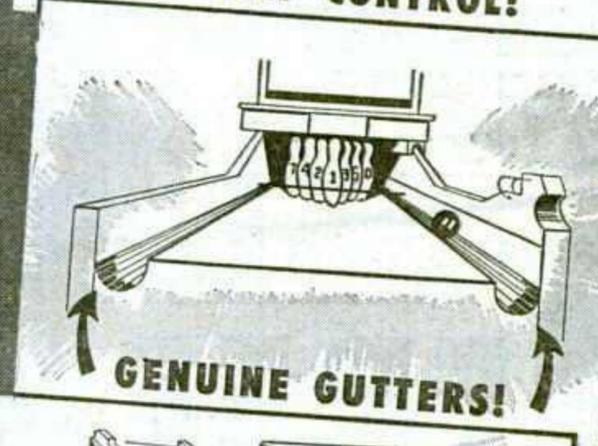
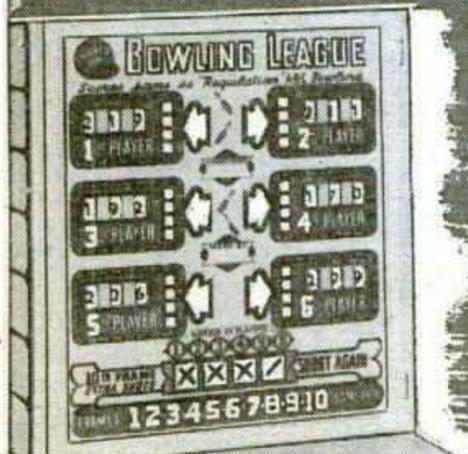
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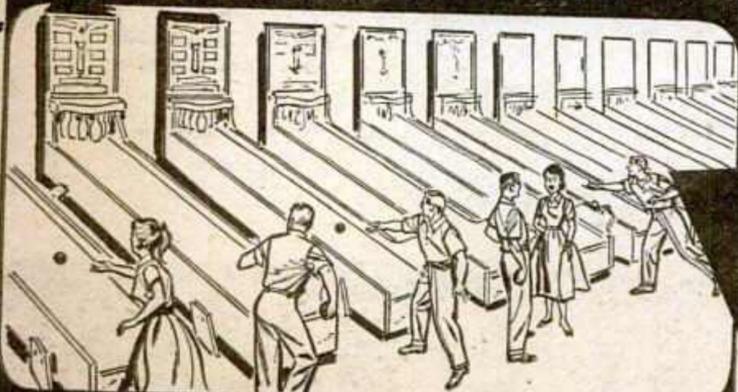
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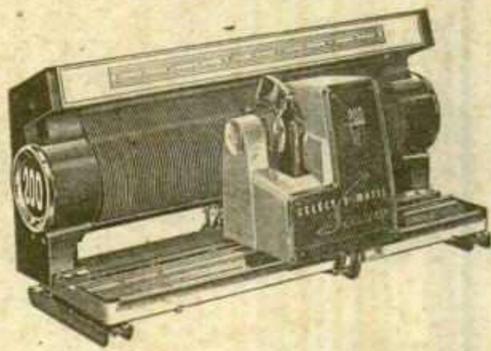
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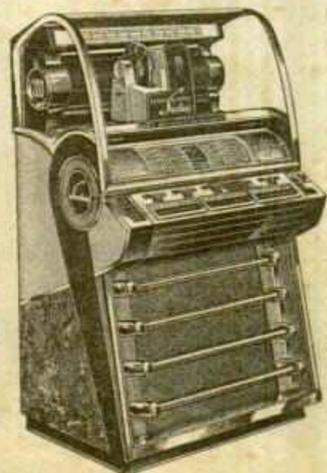
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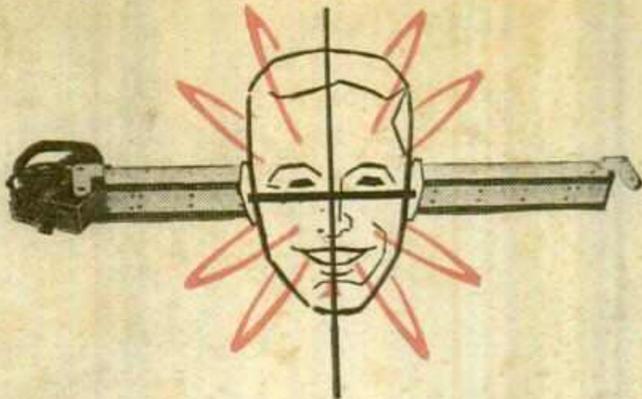
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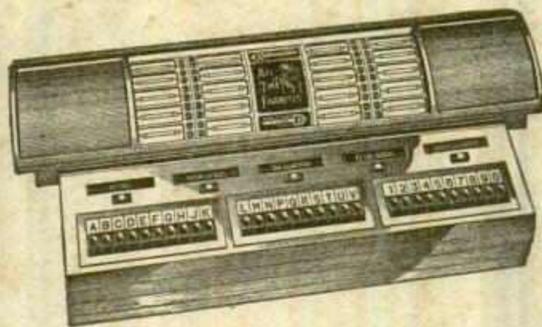
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