How Much to Hear A Juke Box Tune?

Music Operators Explore Wider Range of Prices for Disk Play With Mixed Results

By BOB DIETMEIER

Pegging record plays on juke boxes to a wider range of prices is being explored by music operators with varying degrees of success. You can play a juke box tune for 2.7 cents, 3.5 cents, 5 cents, 5.5 cents, 6 cents, 8 cents, 9 cents, 10 cents, 12 cents, 15 cents, 18 cents or 20 cents for eight times or 25 cents for two EPs.

In the days of dime-a-tune and EP play on juke boxes, pricing was simple: one tune at a nickel, two for a dime, five for a quarter.

Dime Play Changes

In new subsidiary labels established, this pattern was changed to one tune for a dime, anywhere from there to five tunes in a quarter. With dual pricing—single for a single, 15 cents for an EP—introduced on juke boxes by Westrex, pricing patterns have been varied per cent.

What has been the results of these new pricing developments so far? Actually, as understandable in a period when change is taking place and operators are experimenting, there is sharp division of opinion.

In some areas, operators using the 20-cent clute and dual pricing in EPs report changes as high as 25 cents or more. In other areas, neither the 50-cent coin clute nor sales in five-cent markets seem to be affected much.

(Continued on page 108)

Taverns, Jukes Face Problems

CHICAGO—There are some big changes, building is the tavern business. Costs are getting heavier, too, for all those tavern operators.

What do the tavern operators plan to do about it? And what will Mr. Juke Box Operator and Mr. Tavern Owner do when they realize that the Modern and better houses aren't likely to stay that way?

This new issue of The Billboard will feature the first of a series of articles on new trends in the tavern business and how they will affect the juke box, automatic game and vending machine operators.

ARCH Sells Out 13 of 22 Prime

Time Hours on Fall Schedule . .

ARCH-TV has sold out its 13 of its 22 prime time hours for the fall and Montreal up the coast to St. John.

As nighttime programming...Page 2

Sponsors of Syndicated TV Film

Cost Good Cost-Peak,1,000 Rate

Many syndicated TV film hours cost a quarter-million dollars, and the most efficient networks, especially in home entertainment, are used in the markets. Samples selected by television producers in America on America and others were on a par with the top 10 network dealers.

Indie Distributor Attention

The recent entry of new indie disk firms and their syndication effort has resulted in an unprecedented scramble for indie distributor attention by record companies.

Perp, Brunswick, Real, Flair-X, and many others are bidding for radio distributor favor this month, via special distributor

News of the Week

April 27, 1957

FEM SINGERS TAKE BEATING ON POP CHARTS

NEW YORK—Female pop singers are getting a beating on the lists these days because record buyers are getting more boy crazy every week.

This week, for instance, only one girl does make an issue. Sylvia, of Columbia's hit record, "Yesterdays," is on the cover of the top best seller charts.

The ladies are facing a bitter fight now on the rhythm and blues scene, for four of them looking up this week on the R&B, best seller list. "Throw Me Back," is on No. 15, Laverne, the new No. 1 R&B, the women who released "September Song," is on No. 7, and the的女人的"Cherie," is on No. 2.

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ABC-TV Pegs Down Sponsorship On 13 of 22 Fall Prime Time Hrs.

Programming Search for Evenings Now Gives Way to Emphasis on Daytime Fare

By BOB BERNSTEIN

NEW YORK—ABC-TV, as of next Sunday (23), had more than 13 hours of network sponsorship booked for the fall schedule of 22 prime time hours. This is exactly six months in advance of the network's first full prime-time offering.

Among the contracted advertisers—Dodge, Buick, Plymouth, Ford, and Chevrolet, for a total of four hours of automotive business, with Olds the show strongest for a half-hour series.

The number of local shows and renewals, running ahead of the industry, ticked off an East-West line, with ABC's weekly schedule of 833-10 p.m. and an early slot of Sunday night, the 10-11:30, ABC.

ABC has concluded its programming plans for the entire season, except for sponsor-owned or developed series, and has placed its attention to daytime programming, "Lone Ranger," Bishop

Plymouth Axes Anthony for 'Date' Series

HOLLYWOOD—Plymouth last week canceled the "Bay Anthony Story," in which "Date With the Angels," Don Deeds, and Anthony "Birdie" White, which Proctor & Gamble in turn had relinquished after feeling itself committed in negotiations TV "Mr. Smith, Street," which the studio is producing for ABC-TV.

The two projects are in the process of this week, with one of them possibly in the other, possibly in the series. Anthony will be in New York this week, and those of the cast will be in New York for a few days next week. NBC, which is a part of the deal, will be the stars of the show.

Two sponsors Buy "Lucy"

NEW YORK—The American Broadcasting Company, NBC, and the Coca-Cola Company have each purchased a sponsor interest in the Andy Warhol series, which Premiere, and "Love, Lucy," slated to begin at 9:30 p.m. The show will be produced by NBC's "A" and NBC's "B" and NBC's "C" and NBC's "D," and NBC's "E" with NBC's "F" and NBC's "G" and NBC's "H" and NBC's "I" and NBC's "J" and NBC's "K" and NBC's "L" and NBC's "M" and NBC's "N" and NBC's "O" and NBC's "P" and NBC's "Q" and NBC's "R" and NBC's "S" and NBC's "T" and NBC's "U" and NBC's "V" and NBC's "W" and NBC's "X" and NBC's "Y" and NBC's "Z".

NBC Changing Programming Schedule for Speculaturs

HOLLYWOOD—NBC is breathing up its programming schedule for the fall, which was first inaugurated by the network in 1954, and which has drawn the ire of many sponsors and agencies after the network's president, Robert Sarnoff, confirmed Friday.

The changes mean the end of Westinghouse in the 7-8 p.m. time slot, with sales noted, shapes up a 20-21 p.m. slot for ABC's "The Sputnik (taking home fantasy), "The Amazing" for a" and "Prairie," a family Western, previously noted for prime time berths, are now earmarked for late afternoon spots on Saturday and Sunday.

"The Lone Ranger" and "The Cisco Kid" were decided this week. "Ozark" and "Two Faces," which was committed, or developed series, will be moved to a "March" date.

"NIELSEN CONSUMES TREND: WESTERN'S TOP ALL DRAMA"

Nielson Television Index
(Second Report for February, 1957)

SPONSORED NETWORK TV DRAMAS
(Half-Hour Evening)

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<thead>
<tr>
<th>Type</th>
<th>No. of Programs</th>
<th>High</th>
<th>Low</th>
<th>Avg</th>
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<td>7</td>
<td>23.9</td>
<td>22.9</td>
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<td>European Drama in the West</td>
<td>30-60 minutes</td>
<td>10.9</td>
<td>12.9</td>
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<td>Situation Comedy</td>
<td>20</td>
<td>40.0</td>
<td>32.0</td>
<td>36.0</td>
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<tr>
<td>Comedy</td>
<td>10</td>
<td>19.0</td>
<td>21.0</td>
<td>20.0</td>
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<tr>
<td>Adventure Drama</td>
<td>10</td>
<td>34.8</td>
<td>30.2</td>
<td>30.4</td>
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</tbody>
</table>

Nielson Total Audience Ratings* (Program Station Basis)**

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<th>Type</th>
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</tbody>
</table>

Sighs and Groans Over Speech on Anti-Trust

WASHINGTON — Every TV programmer in the industry holding his breath over what the Department of Justice will eventually do in the area of TV production, there where his production program, there was mixed reaction to the recent report of the antitrust Division. Addressing the Pacific Laboratories, Inc., in New York last Thursday (21), Mr. Hansen revealed his views on the antitrust Division.

"Relief must be tailored to the industry under the 1914 act," he said. At such a time, he added, "a cold wall could be most helpful."

The "Billboard"
The Ameican Radio Industry's Lodgling

Established 1894 by W. H. Roosevelt

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Editors

Managers and Divisions

Circulation Department

Advertising Managers

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New York—ABC-TV's uphill battle for better station clearance has been eased in time for Fall plans according to station chief Ottie Trigg. At a press conference here with Charles L. Hogg, station manager, Trigg outlined plans for the new season.

ABC's schedule opens Sept. 17 with "The Hallmark Hall of Fame." 'The Long Hot Summer,' which ABC has produced and distributed this spring by Interstate Television, will be handled by Haggard. "The Treasures of the Orient," a special by Lloyd Hazzard, will be handled by Haggard.

King-Shoff Films, which a few weeks ago announced its new series, was, at last check, unsure of its production plans. Sam Borca has scripted the Intersete series.

Other markets in which the network is expected to have strong series are Chicago, Cleveland, Los Angeles, and Minneapolis.

**The Billboard**

**COST-PER-THOUSAND**

**Analyses of Network TV Shows in Class A Time**

Based on February TV audience measurements of American Research Bureau

**COST PER THOUSAND HOMES**

**PER COMMERCIAL MINUTE**

1. LAWRENCE WELK (Dodge, ABC) 8.99

2. ED SULLIVAN (Lincoln-Mercury, CBS) 8.41

3. WELLS TOP TUNES (Dodge, ABC) 8.18

4. 13TH OF THE MONTH (Dodge, ABC) 8.07

5. 100,000 QUESTION (Revel, CBS) 7.90

6. PERRY COMO (Kleenex, General Foods, CBS) 7.10

7. WHAT'S MY LINE? (Reynolds, Kellogg, CBS) 6.90

8. NAME THAT TUNE (kellogg, American Home Foods, CBS) 6.80

9. PEOPLE ARE FUNNY (Kellogg, American Home Foods, CBS) 6.51

10. DECEMBER BRIDE (General Foods, CBS) 6.12

11. YOU BET YOUR LIFE (Toots, Plymouth-De Soto, NBC) 6.05

12. 12,000 GUESTS (Benington, Kellogg, NBC) 6.03

13. DISNEYLAND (Amex, Mutual, Swift, American Home Foods, ABC) 5.39

14. PERRY COMO (Kleenex, General Foods, CBS) 5.31

15. ONE MAN SHOW (General Mills, Swift, American Home Foods, ABC) 5.31

16. LONE RANGER (General Mills, Swift, American Home Foods, ABC) 5.31

17. GORDON'S TALENT SCOUTS (Toots, Plymouth-De Soto, NBC) 5.25

18. PERSON TO PERSON (Toots, Plymouth-De Soto, NBC) 5.24

19. VIVI EARP (Procter & Gamble, General Mills, ABC) 5.20

**COST PER THOUSAND MEN VIEWERS**

**PER COMMERCIAL MINUTE**

1. LAWRENCE WELK (Dodge, ABC) 8.99

2. ED SULLIVAN (Lincoln-Mercury, CBS) 8.41

3. WELLS TOP TUNES (Dodge, ABC) 8.18

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19. VIVI EARP (Procter & Gamble, General Mills, ABC) 5.20

20. \[List of other programs and series mentioned in the article.\]
TV'S ALL-TIME
ALL-FAMILY
DRAMATIC HIT
NOW MATCHING
ITS RECORD-BREAKING
1ST RUNS WITH FABULOUS
2ND RUN RATINGS...
MARCH 30, 1957

THE BILLBOARD

TV PROGRAMMING

FIRST RUNS - No. 1 ratings everywhere!
SECOND RUNS - No. 1 (or "Top Ten") everywhere! Second runs already sold in 183 markets!
THIRD RUNS - No. 1 in Boston, No. 8 in Cleveland!
RENEWALS - Nearing 100%, many right thru 1959 and 1960!

78 HALF HOURS OF THE HIGHEST-RATED ADVENTURE PROGRAM IN TV FILM HISTORY

What's your port o'call?

Don't miss the boat... Sign aboard today with your nearest MCA TV bos'n... for another WATERFRONT hitch...

mca tv

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

A ROLAND REED PRODUCTION created and produced by Ben Fox, executive producer, Guy V. Thayer

NBC Makes Draft of Fall Nighttime Line-Up; Two Nights Look Familiar

Five Evenings Get New Look; Network Also Makes New Program Department Assignments

NEW YORK — NBC-TV is emerging from its reprogramming spirit with a first draft of a full nighttime schedule which features a familiar Thursday, an almost familiar Wednesday and five evenings with a new look. Simultaneously, the web announced a number of new assignments within its programming department.

The impending purchase of Barry-Enright Company has been accompanied by the web's decision to leave "Twentieth-One" where it is (Mondays, 9-30 p.m.) and to bring "Tie Tae Dough" to evening viewers (Thursdays, 7-9:30 p.m.) while keeping it as a daytime strip.

Sid Caesar and Robert Montgomerie are absent from the new lineup, the Caesar is scheduled for irregular 60 and 90-minute specials. It is virtually certain that Max Factor and Chesterfield will join to put "Paice" into the new time slot of Saturdays, 9-30 p.m. The Xavier Cugat show will be expanded to 90 minutes, beginning in September, while "Life of Riley" will return in color. The web schedule shapes up as follows:

SUNDAY: 7-30-8, The Milton Berle series, tentatively called "Follow That Max", 9-4, the Steen Allen show; 9-10, medical revue starring Dinah Shore for 20 standees. Ginger Rogers for six and Bob Hope for an undetermined number; 10-10-30, the Loretta Young show for Foster & Gamble.

WEDNESDAYS: 7-30-8-30, "Wagon Train"; 8-30-9, "Father Knows Best" returns for Scott Peere; 9-10, "Kraft Theater"; 10-10-30, "This Is Your Life" returns.

IT'S A FACT! With the right two—WFBG-TV, Altoona, and Pittsburgh—you get 76,701 more TV homes. In this area—day and night—seven days a week—WFBG-TV delivers average audiences 30.1% greater than Johnstown; 71.4% more quarter-hour firsts. Your BLAIR-TV man has the proof. ARB, November 1956; ARB Altoona Coverage Study, March 1956.

CB Station SERVING THE AREA

Channel 10

ABC-TV * NBC-TV

Represented by BLAIR-TV


WPIL-AM * FM-AM * TV, Philadelphia, Pa. / WNBP-AM * FM-AM * TV, Binghamton, N. Y.


National Sales Office, 485 Lexington Avenue, New York 17, New York

KGBT SELLS FLOUR BY TON

HARLINGEN, Tex. — KGBT here claims the biggest promotion response in TV, Over 500,000 pounds of flour were sold during a 10-week talent contest over KGBT for Pioneer Flour. Viewers could vote or simply fill out ballots. Fierro is now launching sales on TV shows in the contest format in a dozen other Texas markets.

THURSDAY: 7-30-8, "Tie Tae Dough"; 8-30-9, "You Bet Your Life," starring Carolee Mace, for Desilu and CBS; 9-30-10, "Daggers," featuring George Mikes, for NBC. "The People's Choice"; 9-30-10, Tamara Rose Ford for Ford. 10-11, "Late Video Theater."

FRIDAY: 7-30-8, the Cugat show; 8-30-9, "Life of Riley" for Gulf; 9-30-10, "June," the new Na- nose Fabeley comedy series; 9-50, open, with "The Million-Dol- lar Girl," a Wolf Associate package, a possibility for Lassioda Plus; 9-30-10, "Big Story" for Vick Chemical and American Tobacco; 10-11, "Gillette Fights" with Red Barber sportscast, at conclusion.

SATURDAY: 7-30-8, "People Are Funny" for Tosti and R. J. Reynolds; 9-4, the Perry Como show; 9-30-10, "Panic" for Chester- field and McFerrin; 9-30-10, the Gable MacKenzie show, with Scott Paper an alternate week buy. 10-10-30, the rescheduled "Horse Parade" for American Tobacco and Warner-Lambert.

Exec Shifts

To expedite nighttime programming, NBC has shifted a number of execs as follows: John Colley, to manager of program services; William Linck, director of program submissions; Ross Don- nell, manager of program submission, reporting to Hammers- tein; Dave Tethet, manager of spectacular programs, now called "specials"; Alvin Cooperman, director of nighttime programs for Thursday, Thursday and Friday.

For daytime, Verree Stot Wen- ner announced two appointments: Carl Lindeman Jr. as director of daytime programs; and William Sargent as director of the "Today-Home-Tonight" shows.

CBS Revenue

In '56 at Peak

NEW YORK—CBS, Inc., had its greatest year ever in 1956, both in volume and in profit hitting an all-time high. Net revenues and sales totaled $354,000,000. That was an increase of 12.1 per cent over 1955, the previous high. Consolidated net income after taxes was $18,300,000, an increase of 11.3 over 1955. This over-all increase was de- picted in CBS-Hyatt and the liquidation of CBS-Columbia. CBS-TV increased in revenue 18.3 per cent. CBS Radio con- tinued to be profitable.

McAvoy Goes To Weaver?

NEW YORK — Thomas Mc- Avoy, NBC-TV executive vice- president in charge of network programs and sales, is reported headed for a top position with Weaver & Company, following his departure from the web April 1.

McAvoy is currently arranging the transfer of Sid Caesar and Imogene Coca for at least two NBC musical revue specials.
SCREEN GEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

presents

TOP PLAYS OF 1957

278 HALF HOURS

of national programming superbly adapted to local needs with

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* DRAMAS * COMEDIES * ADVENTURES
* WESTERS * MYSTERIES

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DETROIT
709 Fox Bldg. Woodward 1-3979

CHICAGO
220 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

PARTIAL LIST OF FEATURED STARS
Vivian Blaine
Joan Bennett
Ernest Borgnine
Eddie Bracken
Rory Calhoun
Claudette Colbert
Jackie Cooper
Joseph Cotten
Broderick Crawford
Arlene Dahl
Linda Darnell
Melvyn Douglas
Paul Douglas
Irene Dunne
Joan Fontaine
Paul Henreid
Dorothy Lamour
Ida Lupino
Herbert Marshall
Mercedes McCambridge
Ray Milland
Thomas Mitchell
Paul Muni
Merle Oberon
Pat O'Brien
Maureen O'Sullivan
Edward G. Robinson
Will Rogers, Jr.
Cesar Romero
George Sanders
Ann Sheridan
Sylia Sidney
Barbara Stanwyck
Barry Sullivan
Shelley Winters
Teresa Wright
Robert Young
LAST CALL FOR ENTRIES

The Billboard's 19th Annual Promotion Competition

FOR TV STATIONS AND TV FILM DISTRIBUTORS

To reserve a place for your entry, please fill in and mail coupon below immediately.

COMPLETE RULES:

I. PURPOSE: To give recognition to the best AUDIENCE promotion—designed to stimulate viewing by the public during the calendar year of 1956. Audience promotion shall be defined as any means of promotion, publicity, merchandising or exploitation designed to be directed specifically at potential viewers to induce them to view the entrant's program.

II. DIVISION OF ENTRANTS:
A. TV Stations: will compete against other stations in:
1. One-channel markets
2. Two-channel markets
3. Three-channel markets
4. Markets of four or more channels
B. TV Film Distributors

III. AWARDS:
A. TV stations in each of the above divisions are eligible to compete in any or all of the following award categories. ONLY ONE ENTRY IS PERMITTED FOR EACH CATEGORY. A separate entry is required for each category entered.
1. Audience promotion of a network program
2. Audience promotion of a syndicated film series
3. Audience promotion of a feature film program
4. Audience promotion of a local live program
5. General audience promotion other than for a specific program
B. TV Film Distributors may enter one or both of the following award categories. ONLY ONE ENTRY IS PERMITTED FOR EACH CATEGORY. A separate entry is required for each category entered.
1. Audience promotion for a single TV Film program series
2. Audience promotion for a single feature film package or library

IV. FORM OF ENTRIES:
Only one entry is permitted for each award category entered, with a separate entry required for each category. Entries will take the form of presentations explaining (a) objective of campaign, (b) methods used, and (c) results achieved, and may include samples of promotion. Quality of work in achieving the objective will be the determining factor and elaboration of presentations does not enter into judging.

V. JUDGES:
A panel of judges made up of leading advertisers and agency executives again will select the winners. The decision of the judges is final.

VI. DEADLINE FOR ENTRIES:
All entries must be received by The Billboard on or before Monday, April 8, 1957. To enter, fill out and mail reservation coupon NOW. When entry is finally received, the entrant will be notified.

TV Promotion Competition: The Billboard, 3364 Broadway, New York 3, N. Y.

VII. ANNOUNCEMENT OF WINNERS:
Winners will be announced in The Billboard issue dated May 18, 1957.

RESERVATION COUPON FOR ENTRANTS IN THE BILLBOARD'S 19TH ANNUAL PROMOTION COMPETITION

(To be filled in and mailed immediately)

FOR ALL ENTRANTS

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<thead>
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<th>Company or Call Letters</th>
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<tbody>
<tr>
<td>Street address</td>
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<tr>
<td>City and State</td>
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<tr>
<td>Name of General Manager</td>
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<td>Name of Promotion Manager</td>
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<th>Entry will be sent in on/about: (date)</th>
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| B. Categories (check one only) |
| Promotion of a network program |
| Promotion of a syndicated film series |
| Promotion of a feature film program |
| Promotion of a local live program |
| General audience promotion |

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<tr>
<td>Promotion of a single feature film package or library</td>
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Copyrighted material
AAP's Warner Features Sold To 75 Stations

COVERS 60 MORTS IN YEAR; ABOUT 3/4 BUY ALL 754 FIX

NEW YORK—AAP, Inc, has sold 21 of its feature films in 75 stations in 60 markets, the distribution complete. It is the second year since it made its first sale of this product.

A partial list of its stations customers the entire list. The sale, at $5.75 each package is sold. There are roughly 33 pictures in a package.

In some markets, such as Phoenix, Ape., and Bloomington Ind., Warner features have been sold to three different stations. In New York, the sales are running at least two.

The latest sales were to WSAG-TV, Huntington, W. Va., WERB-TV, Providence, Fla., and KFDA-TV, Galveston. These stations were recently sold to KOAT-TV, Albuquerque N. M., and WTMV-TV, Milwaukee.

These films have been sold in 60 markets, and the Warner Bros. curiosities have been reviewed in all. All these sales are estimated to be at least a million a sale at $250,000 each.

Screen Gems' 'H'wd Parade' Hits 12 Sales

NEW YORK—Screen Gems has recalld 11 sales of its "Hollywood Wide Parade," starring Cary Grant in 39 Columbia features in its first quarter of sale, with Macomb, with the Western Bureau.

The new sales are to KRON, San Francisco WGN, Memphis, WSJ, Nashville, WTVX, Columbus, WHIO, KQW, KRON, Honolulu, KBAK, Bakerfield, Cal., KTVK, Phoenix, Arizona, WWJ Malverne, Ill., and KCA, Sacramento.

HOLLYWOOD—Mark Stevens Preston, president of a deal with Richard Distribution Inc., for a full year of new, is said to be "Michael Shayne." The picture is a daily serial, and the property rights under said to be owned by Cary Grant.

English Production on Rise for Screen Gems

NEW YORK—Screen Gems will step up its English production, just a new head of Screen Gems. The company, last quarter, has stepped up its English production and a specific property has not been new since the 1954 season. The company said he will be cut-as on at least 1,000,000.

Screen Gems, to date, has shed one pilot in England, "Ivanhoe," starring Spence Hardy. Actually, because of dead weather, the exterior scenes were shot in Hollywood. The picture was filmed in color.

The group of film production in England were as good as he's seen anywhere in the world. He estimated that a total of 30 TV film shown in England this year.

He further estimated that the British film industry over the past three years has invested $3,409,000,000 in the U.S. from both television and theatrical circuits. Of this sum, $1,804,000,000 has gone to television and $1,505,000,000 has gone to theatrical circuits. Of this sum, $1,804,000,000 has gone to television and $1,505,000,000 has gone to theatrical circuits.

At the same time, his company was seeing dramatic growth in its English branch. He said the company's sales in England have increased by 14 per cent of all TV programming, but he said it was not good to be a single source of income.

Court Upholds Residual $$$ For TV Series

HOLLYWOOD—Residual payments have been held not to violate the Sherman Anti-Trust Act in a decision handed down by the Superior Court here last week. The decision, which settles the issue on the legalities of residual payments for TV series, has cleared the way for new sales of television programs by running a depositor to a suit by the Gold claiming the program of "Cowboy C.Men," series.

It is the first case to hold that the validity of residual payments is not a question of fact, but is to be determined by the Federal Trade Commission. That is the decision the court ruled that the validity of residual payments is a question of fact, but is to be determined by the Federal Trade Commission.

SG Into Low-Price Field With 'B' Films

NEW YORK—Screen Gems is entering the low-priced field this summer with a package of 20 Class A films, which will be offered to all television networks for the price of $15,000 per hour at the beginning of the new calendar year.

George Colbert, formerly of Screen Gems, has been named to the post within the low-priced field with this series. The films will feature the heads of Screen Gems' "Prestige" and "Premiere" programs, and will be sold to television stations for a fee of $7,000 per hour at the beginning of the new calendar year.

An agreement has been reached between Screen Gems and Independent Television Stations Association, which represents the networks, for the sale of the films. The terms of the agreement provide that Screen Gems will sell the films at a price of $7,000 per hour for a period of six months, after which time the films will be sold at the same price.

Screen Gems, in a separate agreement, has also agreed to sell the films at a price of $7,000 per hour for a period of six months, after which time the films will be sold at the same price. The agreement provides that the films will be sold at a price of $7,000 per hour for a period of six months, after which time the films will be sold at the same price.
the kids are eating their spinach again....

Spinach rates high with the kids when Popeye's back in town. So does Popeye himself. In 21 cities across the country—all markets rated thus far by ARB—Popeye cartoon programs earned a resounding rating of 16.2 on a weekly average, regardless of station, time-period or competition.

Here are the actual figures: WBZ-TV, Boston, 20.7; WBEN-TV, Buffalo, 14.4; WBBM-TV, Chicago, 14.0; WBN-S-TV, Columbus, 13.9; KBTV, Denver, 23.3; WDSM-TV, Duluth-Superior, 25.2; KTLA, Los Angeles, 12.0; WTVJ, Miami, 15.9; WPX, New York, 14.9; KPHO-TV, Phoenix, 16.6; WCHS-TV, Portland, Me., 15.2; WPOR-TV, Providence, 19.5; KCRA-TV, Sacramento, 10.7; KUTV, Salt Lake City, 14.2; KFSD-TV, San Diego, 15.5; KRON-TV, San Francisco, 10.6; WSBT-TV, South Bend, 14.9; KREM-TV, Spokane, 18.7; KTVX, Tulsa, 14.9; KFDX-TV, Wichita Falls, 13.6; WTVI-TV, Youngstown, 20.0.

So—never mind the spinach sales. Popeye's been selling for such sponsors as Flav-R-Straws, Bosco, Kellogg's, 7-Up, Schwinn Bicycles, and Post Cereals. To snare audience and advertiser alike, let Popeye make a muscle in your area. For details, write or phone...

a.a.p. inc.

345 Madison Ave., New York City, Murray Hill 2-2123

CHICAGO: 75 E. Wacker Dr., Chicago 2-4040
DALLAS: 1411 Bryan St., Dallas 14-835
LOS ANGELES: 9100 Sunset Blvd., Hollywood 3-5755
Viceroy, Alka-Seltzer and Maxwell Instant Top TV Spot Spending Poll

NEW YORK — The brand for which the most was spent in spot TV in 1956 was Viceroy. According to Advertising Age, for three of its top brands, B&W spent over $1,960,000. For Food & drink, it spent $7,045,420, the fifth largest branded budget in 1956.

Other brands, which more than $750,000 were Continental Baking's Wonder bread, Nabisco's brands, General Foods, Kellogg's Cornflakes, Robert Hall Cloths, L&M Cigarettes, (three listed more than Chesterfield), R.B. Watch, (fourth largest branded expenditure). A&C, Coca-Cola and Ford Cars, (General Motors), used more money than Ford, its biggest branded expenditure being $2,415,540.

Starting Doug, fourth in the TV ranking, with a total $6,335,200, bought spot for 18 brands, spending the most for Bayer Aspirin, $2,994,000. It had two other products for which it spent between $1,000,000 and $2,000,000, Kroft and Billings for Mayhew.

Philip Morris was fifth, spending almost equal amounts for its Philip Morris and Marlboro brands, over $3,000,000 each.

Only the PGC brand, for whose month was spent greater than $2,168,176, there were three other PGC brands for which, between $1,000,000 and $2,000,000 were spent: Dusol detergent toothpaste, Ivory flakes, Igoes and Loza soap.

The second biggest spender was Brown & Williams, producer of Viceroy. For three of its five brands, B&W spent over $1,960,000. For Food & drink, it spent $7,045,420, the fifth largest branded budget in 1956.

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Auto Firms Take on Control From Dealers of Bally Bills

NEW YORK—Having put a stop to any and all advertising, the auto manufacturers are now controlling their control of money spent for the purposes of promotions to back up their dealers’ TV programs.

Until now, an individual dealer would choose the film, the budget, and place for advertising or publicizing his sponsored series. Any fee was paid to each series, and in some cases the manufacturers would claim that the dealers were paying in excess of 50 percent of the costs. This was due to the growing practice of "featherbedding," which is the practice of padding the budgets by the manufacturers and not allowing them to see the payoffs. In Detroit, the auto brass hope to save thousands of dollars monthly by assuming active veto roles and in many cases actual production planning.

The auto companies, in a simultaneous move, will be picking up the tab for all future advertising, figuring it as part of the price they charge each dealer for every car. They will also be looking into discussing the current method of advertising. In the past, payments of 25 or 30 percent of the cost were made, but the manufacturers are convinced that it will be modified to a lower figure.

The dealers, feeling threatened by the new system, are already starting to protest. The new arrangement would mean that the dealers would have to pay the current day’s production costs for all vehicles they own. This would increase their costs by an estimated 50 percent. But as the manufacturers are pressing their demands, the dealers are being forced to accept the changes. The result will be a new system of organization, with the manufacturers taking over the handling of advertising and publicizing of their products.

ParamOUNT’s Telemeter Pay-TV System Unveiled

Hollywood—Paramount unveiled its new Telemeter pay-TV system at the Twentieth Century-Fox building in Hollywood yesterday. The system, which is based on a modified version of the standard Telemeter, was first introduced by Paramount in 1954. The modification would allow it to be used in pay-TV systems, where subscribers pay for the programs they want to watch.

The system would work as follows: subscribers would pay a fee to view the program, which would be relayed to their homes via satellite. The fee would be higher for more popular programs. The system would also allow subscribers to view programs on demand, which would be recorded and stored on a local server.

Overall, the system would provide an increase in revenue for filmmakers and studios, as well as an additional source of income for pay-TV companies. The system has the potential to revolutionize the pay-TV industry, and could be a major player in the future of entertainment.
Comm'l TV to Get Dynamic Pussery Bump

NEW YORK—A series of public service announcements currently being filmed by Dynamic Films Inc., is headed for commercial TV this week. A spinoff of one of its original sponsors, the American Bar Association, the series promotes a new approach to education and William Meredith Company, pharmaceutical house which supplies the drug used.

The series, designed at first to include the Rollin's brand aspirin ob- jects, deals with the relationships of doctors, nurses and patients. "Medical Wittness," promoted by the association in December, convinced them the series could have wider circulation beyond the two positions. Now National, silent of Dynamic, is producing, with Lester Becker as director.

FCC Delivers Tentative V's

WASHINGTON—Among mixed reviews and grumblings, the Federal Communications Commission, in hearing-action mode, has accepted proposals to add new VHFs in channels 54 and 60. The moves would make the fourth very high-channel television channel available for the others. Not yet set, the proposed steps will wind up the re- allocation process, details of which are included in the general proposals.

Already in hot water over its earlier allocations, the FCC has also been asked down for its recent decision to let KTVI operate temporarily on the channel assigned to St. Louis. Jon Holder, St. Louis attorney and head of the Louisiana Purchase Company, has demanded a stay of the grant, and preliminary hearing to go before temporary operation on Channel 2. Strong reaction to the remote possibility that the channel will go to CBS has come from within and without the commission.

'Telly Queen' Name Changed; Rights Expire

With the renewal of "The Ventures of Telly Queen" has been entitled "Mystery In My Room." The studio now has the right to use the title expired at the end of last year, when it had already begun using the new titles. The studio is a joint venture of Television Programs of America in April, 1954. It was produced by Norman Kid. in Zuckerman. It stars Hugh Marlowe as Queen.

Cooper Giving New Life to 'Crime' Series

HOLLYWOOD—Man Against Crime, which had been set to play the lead in the NBC network's new series, will be replaced by an ABC-TV show called "Private Eyes and Fortune," for which Ralph Bellamy has been set to play the lead in the ABC series. The "Man Against Crime" series will be filmed for ABC-TV.

Cooper also has a deal with ABC for a new series called "Private Eyes and Fortune," for which Ralph Bellamy has been set to play the lead in the ABC series. The "Man Against Crime" series will be filmed for ABC-TV.

"Man Against Crime" has been set to play the lead in the ABC series. The "Man Against Crime" series will be filmed for ABC-TV.

WCBH-TV Buys "Susie, 'Topper Reus for Strings

NEW YORK—WCBH-TV last week bought the rights to the "On Trial" series, which has been canceled by ABC-TV. The series, which will be boxed for ABC-TV.

Cooper also has a deal with ABC for a new series called "Private Eyes and Fortune," for which Ralph Bellamy has been set to play the lead in the ABC series. The "Man Against Crime" series will be filmed for ABC-TV.

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WFIL Cartoon TV Developed

PHILADELPHIA—Station WFIL-TV, is putting the funny man for its library of Warner Cartoons and Paramount cartoons. It has put together a 60-minute one-shot called "Carnival," for Sunday at 7:30 p.m. The cartoons will be intro- duced by "The Bob Allen Show," Matt Hal- l, Happy the Clown and Damy Dan. "Carnival," for Sunday at 7:30 p.m. The cartoons will be intro- duced by "The Bob Allen Show," Matt Hal- l, Happy the Clown and Damy Dan.
This weekly chart covers the latest Panel ratings in key local markets. It includes network, local tee and syndicated film above. By printing out listings of all existing programs, the chart provides a ready guide to comparing spot adjacencies in each market.

**Market Variations**

The symbol * is for film series based on a national spot basis. The symbol ** indicates a top 10 market. The symbol *** indicates a top 5 market. The symbol **** indicates a top 3 market. The symbol ***** indicates a top 1 market.

### Atlanta

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<thead>
<tr>
<th>Network Shows</th>
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### Proposal Asks Outlets Pay Annual FCC Fee

WASHINGTON — A proposal made at recent House Commerce Committee hearings to charge station owners a fee for local programming will be carefully studied by the FCC, which has been planning to hold similar hearings in the fall. The FCC has been asked by the National Association of Broadcasters to consider the proposal and to report back to Congress.

This is the first time that the FCC has considered the proposal. The commission is expected to make a decision on the proposal within the next few months.
Now... you can call Hollywood for a dime!

...and it's Warner Bros. Television that answers!

Yes, it's the new Warner Bros. Television office in New York—planned especially to help you produce better Television Commercials... better Industrial and Special Purpose films.

Here in New York, for the first time, is the short cut to Warner Bros. know-how, quality, technical and creative ability. The vast facilities of the world's most modern motion picture studio as close to you as your own telephone.

Think of it... your TV Commercials, your Industrial and Special Purpose films can make use of Warner Bros. facilities... famous for the finest color in the industry... the company which has developed such processes as the exclusive new "Ultra-Violet Background Matte," the most important picture-making contribution in years.

Remember, everything and anything at Warner Bros. California is available to you at Warner Bros. New York. It's like having a direct wire to the twenty-one sound stages, the ten miles of streets and exterior sets, the versatile, imaginative animation, industry acclaimed sound—all the facilities that have made the name Warner Bros. synonymous with film leadership!

Joseph D. Lamneck, Warner Bros. Television
321 West 44 Street, New York 36, N. Y.

In Chicago, dial Harrison 7-6052
Burton A. Neuburger, Warner Bros. Television
1007 S. Wabash Ave., Chicago 5, III.
New Horizons

In the past three months the television commercials field has been under various pressures, but it has been fighting back.

Business during this time has frankly been relatively slow, reflecting the softness that has pervaded all segments of the TV industry. The competitive picture among producers of film commercials has undergone some significant changes. For instance, another giant motion picture producer (M-G-M) has moved into the production of TV commercials, one of the smaller West Coast commercial producers (Mercy-International) went out of business, one of the rising New York producers (Blake Enterprises) sold out its facilities and another rising New York producer (MOP) suddenly moved into a top volume position by virtue of hard selling and the signing of top professionals to its staff.

Meanwhile, pressures against the field are common in Washington, with Congress and cracks threatened by both the Federal Trade Commission and Congress.

During these trying months the industry has assumed an air of greater responsibility toward those it serves.

When a major TV client, Lever Bros., asked the TV industry to do something to help it, especially, expand the use of spot commercials, a couple of industry groups responded conscientiously. The Film Producers' Association of New York, headed by Frank T. Blake, was called to discuss the various levels of quality control. The National Television Film Council took upon itself the most interesting meetings of all time on the subject of film quality.

There have been other positive, encouraging notes sounded in this period. The New York producers completed negotiations on a new three-year agreement with the print union. Eastman Kodak began delivery of a new intermediate color film that is expected to make the processing of prints for color commercials easier, quicker, and less expensive.

In the beginning of April the FPA has scheduled another seminar, this one industry-wide, in which its members will explore new ideas and techniques in the production of TV commercials. The Commercials Quarterly, which reviews some of the developments necessary to the industry, raises the subject in the latest issue of that forum. With acknowledgments to FPA, R. is "New Horizons in the TV Commercial".

Pie Firms On New Factor

Major movie firms start to wade in

Warner opens Chicago and New York office

One of the developments to watch is the TV industry's production business in the eyes of the motion picture majors. For so far they have put their toe in the water, but they are beginning to watch it.

Warner Bros., which entered the field last year, this month opened sales offices in New York and Chicago, from which it will coordinate its efforts in the Midwest.

The TV commercial department, which is headed by the Warner Bros. veterans of the agency, points out that ordinary "soft" advertising is extended to its may claims still it treads into the field of disparaging comparisons, pictured or spoken.

Whether the agency log on the disclaimer type of TV ad will run heavy or light is still a matter of conjecture, but the present trend would seem to want to proceed with extreme care in this area.

In addition, a number of execs are under-study, and sound-evid-ence is likely to be affected by these efforts. This type was singled out for attack by the TV producers group of Georgia broadcasters last month. Others were false claims, as in the case of medical endorsement, fictitious price of labor.

A new, closer liaison recently announced for the Federal Commission on Broadcast Advertising, by the TV producers' trade agency, will permit the FCA to make contacts with radio or TV advertising under FTC scrutiny. Whether the station will act with an eye-let into jeopards because of continued or divergent handling of verifying or similar ads techniques is yet undetermined.

Congressional, Diversity or (Continued on page 19)

Moving in On Blurs

- FTC readers action vs. commercials frauds
- Congressional bills and liaison in picture

The Federal Trade Commission is cracking down on the broadcast advertisers who rely on dis-employment of rival products or claims for their own. In addition, bills proposed in this session of Congress reflect a concern among commercial operators that quick changes in the nature of its market will mean that over-sold plugs to other dimensions.

The new broadcasting investigative unit at the FTC, which has been in the field for only TV and film for the last five months, October, expressed its concern about the TV offenders in the field of "competing test" advertising. The FTC broadcast unit of the Federal Trade Commission, veteran FTC attorney, points out that ordinary "soft" advertising is extended to its may claims still it treads into the field of disparaging comparisons, pictured or spoken.

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Congressional, Diversity or (Continued on page 19)

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FPA's Commercial Workshop To Take Positive Approach

- Purpose of N.Y. all-industry confab to learn what to do—not what to do—to improve commercials
- Study follows the most confused Lever Bros. and the heated NTFC conferences on the same subject

There has been a growing feeling in recent months that greater understanding is needed among the various segments of the industry responsible for the kind of commercials seen by the viewing public. It became most acute last fall when a major TV client, Lever Bros., called its agencies and a group of its most important production companies in New York and told them it wanted to find out why it was getting reports of below-par reception of its films as seen throughout the country.

At various industry conclaves at which the subject was subse-

- quently discussed, including the December and basi-

- fically meetings of the National Television Film Council, the charges flew fast and heavy. The station, which were mostly

- laudatory, decided to make sure that again at the various meetings, were probably the butt of most attacks, although the public itself cares in for quite a bit of criticism too.

In December, the Film Producers' Association of New York, whose membership includes most in the East, staged a private seminar for Lever Bros., at which it reviewed all the levels of quality control at the production stage. Generally, the effort of its presentation was, naturally, to enhance TV commercials as seen on the screen.

FPA Approach

FPA planned to present its quality seminar a second time to an industry-wide gathering. But in the intervening months, it changed its collective mind and decided to take a somewhat positive approach. Instead of discussing how to avoid poor-quality commercials, it will discuss how to get better, brighter, more interesting, informative, and arresting commercials.

Probably the most ambitious, in industry educational project ever attempted, the FPA session will take place next Tuesday (2) afternoon, 3:30-5 p.m., at the Astor Theater, 11th Avenue of the Americas, New York. It's a forum motion picture house now used by Scholastic Research.

FPA has invited over 1,000 agency people to its workshop.

It expects an attendance of almost 500. With this crowd expected, it will run the presentation a second time.

Title "New Horizons in the TV Commercial," the presentation will endeavor to give the advertising people a review of film techniques, in which trademarks they can use to advantage in the creation of new commercials.

Special Photos

The section on specialized photography, prepared over by Pete Moxon of Audio Productions, will have eight pages, as follows:

The use of an unannounced projection box, which, when mounted on a three-inch camera lens can render stretching or compressing effects on live action, pictures that otherwise would require work on an animation stand, or even on a press or an optical, a much more expensive process.

Experimental footage has been furnished by Sens. The camera has been silver ink that highlights only selected elements in the black light close. An aluminum commercial in which the lens, using invisible spectacles, saw only the things in his life made of aluminum, which demonstrate this. The "ecosystem" technique as used in the deluxe magazine cover is one which will be discussed.

Cautions

The imaginative use of straight cutting, precluding any opticals, Moving art backgrounds via rear screen projection, so that the action appear to be a new one in a familiar, And, finally, special methods used in lighting and photographing jewelry.

The panel on animation, chaired by Marnie Calhoun of Shuman Calhouns Productions, will present five or similar ideas. Film animators and vidéal artists have been in studio animation, the use of stop animation. More theoretical aspects in animated commercials. How new effect can be achieved with a simple line a cartoon, in the form of a "true" plate" technique, white on black. And, finally, new types of product, including three dimensional paper sculpture and paper animation actually done by an inking process.

The "sound" department, (Continued on page 19)
ENGLAND PLAYS HOST

17 Nations Represented at 1st Internat'l Animation Festival

- Bulgaria, Canada, China, Czechoslovakia, Estonia, France, Germany, Britain, Holland, Italy, Japan, Mexico, USSR, United States.

- Entries made by Storyboard, Patin, Playhouse, Animation, Colliane, others; U. S. ingenuity on commercials praised

By LEIGH VANCE

The first of its kind in the world and the first international film festival in England. That is the claim of the International Animated Film Festival which opened March 8 at the National Film Theater, London, where its success indicates a repeat performance is called for.

Seventeen countries contributed their products. They included Bulgaria, Canada, China, Czechoslovakia, Denmark, Estonia, France, Germany, Great Britain, Holland, Italy, Japan, Mexico, Norway, Russia, and the United States.

Inevitably the largest entry came from America. Alongside familiar old works of Disney, including "Snow White," and the Seven Dwarfs" and "Bambi," were representatives of the UPA school, including "Crandal Me-Right Being," "Magdelene" and "Booby Tool Tool.

One of the attractions of the festival, naturally, was that it allowed the screening of films from countries whose work is rarely seen. Japan showed "The Phantom Ship," China "The Magic Paint Brush," and "Why the Raven Is Black."

Full Features

During the period about 150 short cartoons were shown in support of the full-length feature films which included "The Golden Asselope" ( USSR), "My Wonder-land" (Prasse), "The Horse of Bag- dad" (Italy), "The Emperor's Nightingale" (Czech) and "The U.N. Match ( USSR).

During the festival special morning sessions were devoted to the screening of advertising films made both for the cinema and television.

In the television field it was very obvious that the American contribution was on a much more mature scale than that of British or, indeed, most other countries. This is, of course, probably due to the much longer period the Americans have had to develop techniques in that field.

Two of the American commercials particularly well received were those for Budweiser beer and Johnson & Johnson floor polish. The latter used a hamlet bee to speak in a voice which was recognizable as a voice masquerading, but at the same time not recognizably a human voice. It was cleverly done and earned high praise.

British Blurh

Britain's Gold Television Services, Ltd., in a one-minute TV commercial, gave a fine example of how to translate the static terms of press advertising methods into the animated form.

The film was produced for a firm of handkerchief manufacturers who had not used the TV screen before. Then press advertising normally carries pictures of handkerchiefs in various shapes. So the same idea was developed in the film with a dancing handkerchief.

An old public relations film, "Story of Time," received great interest because it was the first British animated production seeking to tell quite a detailed story without a commentary at all, using the stop motion technique.

It is a former Venice prize

shaper was extremely well carried out in a British film advertising a woman's glove, made by Pearl & Dean. The idea, recently carried out, was to leave an impression in the mind of the audience of the woman's "lower limbs" and the needle being ad- vested, without showing them as a straightforward photograph of the product.

Altogether there were no prizes, the American companies whose films were shown—they included Storyboard, Inc., Ray Patin Produc- tion, Playhouse Pictures, Animation, Inc., and Shumus Colliane—could be happy that their products gained them not only tremendous prestige, but admiration for their extremely imaginative use of animation in the different field of the short commercial.

FPA Workshop

- Continued from page 17

chairs by Bob Lawrence, will discuss the use of big bands, as in the current Seventynine commercials, and production num- bers, as in the Oldsmobile commercial.

Color Section

The color section, presided over by Leslie Bevan, will present methods of producing animation in color so that it gives superior quality when telecast on a black- and-white system.

The final panel, on video tape, chaired by Nat Zucker or Dynamic- Eye Films, will discuss the limitations as well as the possibilities of tape for the production of commercials.

LOOKING FOR EFFECTIVE FILM COMMERCIALS?...

Everything Points

Among the advertisers whose success stories point to HAL ROACH film commercials:

HAL ROACH STUDIOS

8822 W. Washington Blvd., Culver City, Calif. • Texas 0-3361 • Vermont 9-2211

729 Seventh Ave., New York City • Circle 2-4135
HAL ROACH STUDIOS

When you aim at sales targets through television, anything but the very best is wide of the mark. Be certain that your film message scores a sales hit every time. HAL ROACH STUDIOS' creative talents, skilled craftsmen, unsurpassed facilities, and years of commercial experience assure you those extra sales values. Let us demonstrate how they will add greater marksmanship to your tv campaign.

HAL ROACH, JR.  Owner-President and Executive Producer
S. S. VAN KEUREN, Vice-President and General Manager

WAY DOWN THE LINE

The Opticals Man Provides Important Peg in Production

- Maurice Levy offers helpful suggestions on how to achieve maximum effect with opticals for minimum expenditure
- Clean work prints, action well planned, clear storyboards make work easier, deliver impact with less trouble

Look all the way down the production line on which TV film commercials are made. The following is the optical maker. He is so far down the line that the people at the originating end, the ad agency and client, almost never get to meet him. So why do even know he exists?

But he is most important to the TV field. The Opticals have been called the punctuation of film. But in TV commercials they have become much more than that. A single 50-second commercial may have more optical work in it than a dozen 60-minute feature motion picture stories.

Why? In a TV commercial so much information and so much impact is compressed into much shorter running time that it takes all the ingenuity of the film making art to get all the elements of the sales message into their proper and effective visual place.

Trickery

It is very often the opticals that provide the flash, the splash, the shock, the punch, the magic, and move the action, the quick and clever transitions. Most of the zips and trickery the viewer sees during his brief exposure to a commercial is the work of the optical expert.

In recent months the head of one of New York's larger optical houses has gone to some pains to show the buyer away from the optical end of the production line. Back in December Maurice Levy, president of Eastern Effects, gave a talk before a meeting of the Society of Motion Picture and Television Engineers.

Maurice Levy

January he repeated his lecture at a meeting of the Advertising Agency Production Club of New York. Since then he has given his private talks to a couple of individual ad agencies.

The agency people were obviously dazzled by the light from the other end of the line. Some of them, judging by their questions, were even blinded by it. Levy's voluble flow of facts and technicalities apparently being too much to absorb at one sitting.

Consult Optical

Levy's lecture contained one principal plea to the agency people. Consult with the optical expert as well as the producer when you are planning the commercial. Such a meeting must result in the saving of time and money for all concerned. It could provide for proper scheduling and more efficient handling through, he said.

To get this down to hard practice, we asked Levy to pick out five pointers he would, on the basis of his experience, expect to make most often to the agency people he faced in these meetings. And these are the points he made:

**SO FAR AS POSSIBLE MAKE THE PROPORTIONS AND COLORS VARY IN THE STORYBOARD ACCURATE AND REALISTIC.**

"Many of the drawings we get are not in true perspective," Levy complained, "thus forcing the

(Continued on page 28)
Monitor Org Puts Finger on Errors

By MARVIN ROTHENBERG
Vice-President,
MFO Television Films

Staff Talent Delivers Goods

There is a fierce competitive battle going on today among producers of television film commercials. Strangely enough this competition is not a price war but rather a race for the signing of top creative talent to staff contracts.

The production of TV spots has become a multi-million dollar business, and only those producers who can satisfy the challenging demands of Madison Avenue are able to survive. Major producers, despite their offers, are reported to the clients thru the agencies, and the sponsor them may request recompense for the error.

Radio and Television Monitors operates on either a regular or spot check basis thru various advertising agencies here. The error often lowers the rating of a spot following a cigarette break.

After a few months of spying on various TV stations' commercials, Harry Fuchs of Radio and Television Monitors, reports some findings on the most prevalent errors in blush transmission.

Spots create the biggest headaches, says Fuchs, because there is little here taken with the airing of these than with program commercials. Omissions of spots when scheduled is the sponsors' greatest gripe, he says, with mispronunciations and juxtaposition of two commercials coming next.

An example of the last raised is a cigar spot featuring a cigarette butt.

On program commercials, the most prevalent inaccuracy he has spotted is the omission of the live announcement following a film spot. A cut in the commercial because of time or last minute changes often leaves the sponsor's message dangling incompleat. Mispronunciations or misstatements come next.

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This kind of service is expected and demanded. The producers are not prepared to make the sacrifice to immediate production with almost military precision. No luxury can be tolerated out of this hat-with no staff-drawing from a pool of free lance personnel and facilities. To meet the demand a producer must have a top staff that is well organized as to service the agencies they serve.

With this accelerated pace and the growth in volume have come increased pressures of quality and creative ability. Many advertisers have a different critical of their commercials than they are of the people that are carried in their lines. With so much competition in so brief a period, every moment's possible position picture is overruled. Weeks of preparation must be condensed into hours. Casting, script construction and prop research must be performed overnight.

Good films are the result of top creative talent, and the successful producer must have his top staff professional people of top caliber.

The ad agencies with millions of dollars of production to award are searching for producers on whom they can depend. When a producer can satisfy the demands for speed and quality he finds a close relationship building between himself and the agency. After a successful production, the agency looks forward to the same winning combination of director, cameraman, designer, etc.

MFO Staffers

In the past year we have hooked up this belief by signing such well-known film names as Jerry Hinefield, Don Talmage, Joe Kuhn, Paul Pettee, Lewis Jacobs, Lloyd Ritter, Murray Lerner and others. The results are already beyond our fondest hopes.

Shooting a commercial is only part of the job. A producer cannot stop with creative people in the studio. The completion of the production up thru the moment of getting it on the air on schedule is of equal importance. Our editing staff has also been expanded to accommodate the increased volume of business. More time is required for detail.

We maintain vast libraries of shots and sequences for individual clients out of which we make up almost weekly variations of their commercials. For maximum efficiency we sometimes must assign an editor exclusively to one account.

This kind of service to our clients is not a luxury—it is a necessity! Advertising agencies must have personal attention and continuity of personnel to guarantee them that what is being turned out is in keeping with their plans and that every detail is being watched.

"Improved Sell"

We are very encouraged at MFO by great improvement in the idea content of TV commercials. We call this an "improved sell" technique rather than a "hard" or "soft" sell. This technique is based on the fact that audience retention is greater when the commercial establishes an emotional contact. Research further indicates that this emotional contact is made when the commercial contains real entertainment values. With agency guidance, the sponsors themselves are realizing the sales value of this new approach and are getting away from the literal standard-bearers translation of the word "commercial."

It takes a wealth of talent to produce this type of commercial and to transfer those business qualities from the storyboard to the screen.

Therefore, we are engaged in a constant search and competition for top talent. We believe that only by making a capital investment in people can we best serve ourselves and our clients.
T.V. spot editor

A column sponsored by one of the leading film producers in television

SARRA
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Unusual and bold, this 20-second spot uses only the product itself to hold interest! NABISCO'S Deluxe Assortment of Cookies is arranged in a striking abstract pattern. Through the third dimensional artistry of stop motion, the pattern changes as the cookies revolve to show clearly their shape and variety. Produced by SARRA for the NATIONAL BISCUIT CO. through McCANN-ERICKSON, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Sarra shows how television commercials for pharmaceutical products can be kept lively and interesting in this series of one minute and 20-second spots for MUSTEROLE. Full orchestral accompaniment, jingle, and different stylized animation treatment are used in each spot. Believable live action sequences added to the animation show the soothing “baked heat comfort” Musterole brings, as well as emphasize the availability of the product in strengths. Produced by SARRA for FLOUGH, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Here's something new! Pancake batter that's made in a shaker. To dramatically illustrate the ease of mixing AUNT JEMIMA Pancake Flour, a stylized animated shaker character, "Cindy Shaker," is combined right in the live action scenes to tell the story and show how simple it is to mix the Aunt Jemima Pancake Flour, Wesson Oil, egg and milk. Appetizing pancake shots with "Cindy" singing a catchy jingle, "In Just Ten Shakes," wrap up the spot in a truly rememberable fashion. This series of one-minute TV spots was produced by SARRA for the QUAKER OATS CO. through J. WALTER THOMPSON CO.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

The New Lilt Home Permanent is the "fastest, easiest permanent ever" says the charming narrator. And a convincing demonstration bears this out. Contrasting Lilt with a competitive product, this TV spot shows how easily the Lilt squeeze bottle sprays Lilt on and ingeniously proves its faster saturation with blotting paper curls. Shots of a model's hair—short, longer, shoulder length—offer evidence that curls sprayed with Lilt "last and last until they're cut"! This series of 60 second TV spots was produced by SARRA for THE PROCTER AND GAMBLE COMPANY, through GREY ADVERTISING AGENCY, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Are you carefully policing your television prints? You should! By all means check the quality of the prints that are being televised. Long, continuous use of one print is bound to result in picking up dirt and scratches and thus lessen the effectiveness of your sales message. A single scratch can ruin your investment of thousands. So, protect your TV commercial investment at a small cost by replacing damaged prints the television stations might be using, and thus maintain the highest possible viewer acceptance.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street
Craftsmanship

All of these famous names were recently featured in tv spots produced by Caravel Films (b&w and color):

- American Standard
- Ballantine Beer
- Borden
- Gillette
- Griffin Shoe Polish
- Inland
- Lysol
- Nabisco
- Proctor & Gamble
- Remington Shaver
- Hi-Parade Cigarettes
- Simmons Beauty Rest
- Sanyo Mobilo
- Filter Tips Tareyton
- U. S. Savings Bonds

Over thirty-five years of experience in the making of business films for America's leading advertisers.

---

Westinghouse's Laundromat Sand Test to Settle Squabble

- Betty Furness to answer the Mrs. Spangler, Assay faze by running mud and grit test for them
- "Studio One" crew to run commercial on April 8
- location in Columbus, Ohio, to prove test

Out in Columbus, O., Mrs. Fred Asay and Mrs. Mike Spangler, neighbors, had an argument about the Westinghouse sand test. Mrs. Spangler thought the commercial was a prank. Mrs. Asay, owner of a Westinghouse Laundromat, said she'd tried the sand test in her own machine and it really worked.

Their disagreement was over the "Studio One" commercials on September 24 and November 12, when Betty Furness had studio visitors dump two cups of sand into each of four different washing machines. The Laundromat was the only one from which the white towels came out completely clean of mud and grit.

Mrs. Asay wrote to Westinghouse asking for help in proving that the machine can really pass the test.

Cut-off Fits

Viewers Plagued By Lapped Edges

- Set maladjustments of letter off letters.
- Stations could do well to cure own.

By WILLIAM MIESGAESE
President, Telcith

The televiewer is being bombarded with what amounts to a 40 per cent high for most laundry equipment commercials. McCann-Erickson is the agency on this account.

Craftsmanship is reflected in the products of people who have a genuine pride in their skills. But where tv spots are concerned, it goes beyond mere technical skills.

Here, at Caravel, the abilities of the technicians are supplemented by the prime element—creativity—and this is true of every stage of production.

This is the hallmark of the true television production craftsman, and it is evident in spots created by Caravel for leading advertisers in virtually every key industry.

New language. His many hours of viewing are crammed with cryptic world commercials that look like "green's Mill," "silk's Family" or "soaps Elyf". Those words, which should actually read "Brown's Mill" Smith's Family" and "Beck's Elyf". From "TV cut-offs", a malady that electronically depresses one English language and afflicts as much as half of the nation's TV sets.

While the ailment is common to all TV images, it is particularly vexing in TV commercials. Sponsors and agencies have every right to be perturbed.

Surprisingly, the problem is not a highly technical one. If all TV sets were properly adjusted for image size, they would receive them in the manner intended. While old features might not fit the TV screen, those designed for TV will. Experienced TV producers do frame their images to fall well within the TV screen. In the case of commercial titles, those words dismembered words, even greater tolerances of safety are allowed to make sure that letters will not be cut off. But, the problem still exists.

Producers Okay

One solution might seem relatively simple. Just have the producers redraft the critical images even more than they are now doing. This could be done, but it would seem unwise. Since half the TV sets do receive images properly, why sacrifice the effectiveness of these sets by shrinking the visible advertising content?

A better solution would be to bring maladjusted TV sets up to pass.

We believe that the responsibility lies with the local TV stations. They owe it both to their advertisers and themselves to re-establish the set owner and local regulation in the proper adjustment of sets. Perhaps the time is now to establish monthly or bi-monthly programs a dedicated solely to the purpose of the cure and recalling of the TV set. A cooperative effort among advertisers and the heavy expenditures in TV would certainly help such an endeavor.

Campaign

A public relations campaign can convince set owners they will get greater viewing enjoyment if their sets are properly adjusted. This will open the majority of viewers to the fact they would have to pay for TV service. Thus the efforts of local stations repairmen could be made to agree to changing a moderate fee for each service call. The TV station would establish the standards for set adjustments. Viewers could be asked to phone or drop a post card to the station for this actively priced service. On "A.D." days (Adjoining Days and After Ads), a test card pattern could be telecast for a specified time during which adjustment would be made.

We'll think of other and better ways of accomplishing this. The need has certainly been recognized. It is now a matter of proper delegation of responsibility and TV cut-offs. With its resultant amputation of the sponsors form, many can become as amenable as good.

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MARCH 20, 1957

TV FILM PROGRAMMING
MGM-TV presents THE CASE OF KNICKERBOCKER BEER

WARWICK & LEGLER, INC.
ADVERTISING
NEW YORK LOS ANGELES
230 PARK AVENUE NEW YORK 17

March 19th, 1957

Mr. Virgil E. Ellsworth
Director of Commercial and Industrial TV Film Division
MGM - TV
Culver City, California

Dear Buzz:

A word of appreciation is in order for the outstanding job delivered by MGM in producing the Knickerbocker Beer 1957 television commercial series.

We were particularly impressed with the enthusiasm and ability displayed by all your people who worked on our project and, of course, with the vast MGM facilities at our disposal.

The MGM touch has helped to provide what we believe to be one of the finest series of television commercials we have ever conceived and produced.

Thanks again and congratulations on a superb job.

Regards,

WARWICK & LEGLER, INC.,

William P. Warwick,
Director of Television & Radio

WPW/gk

"Thanks, Bill, we couldn't have written as better ourselves!" Leo
Kodak Film Drops Separations Steps

Ad agencies and producers won't have much to do with it directly, but a new film just brought out by Eastman Kodak will prove a great help to them in producing TV film commercials in color. This new film will be used by the labs in turning out release prints in the Eastman negative-positive color process.

The usual lab procedure here-to-date—starting from the original color-negative—has been first to make three separation positives on black-and-white film. Each of the three separations represents one of the three primary colors. The three are then combined on a single color negative film, which entails some complications with registration. It is from this inter-negative that the release prints are derived.

The new EK film, a 35-mm. color intermediate film, takes the place of the three black-and-white separations. It is thus equivalent to the four grain master positive used in black-and-white film processing. Obviously, it eliminates the problem of registration. It will simplify the making of opticals in color commercials. It is expected to result in somewhat speedier and cheaper lab work, especially when the job requires large quantities of release print, as is a spot campaign.

Comparison

Film made by this new process was shown at the February meeting of the National Television Film Council. It was shown side by side with a print made by the conventional separation process.

Random comments of the experts in the audience were to the effect that this new process film had somewhat less contrast and had somewhat less color saturation, especially in the reds. In general, the audience's reaction was quite favourable. Ed Strife, of Eastman, pointed out at the meeting that dye images are still less stable than silver images. So, for purposes of storage and preservation, it is still advisable to make those black-and-white separations as well as the color master.

First deliveries to the labs of this new intermediate color film, Type 3253, was expected momentarily at the time this was written.

the critics agree!

The ANIMATION for

"HEMO THE MAGNIFICENT"

(premiered March 20, CBS Tele-Devo)

Was MAGNIFICENT!

"... remarkably clever cartoons... especially vivid end entertaining...":
JACK GOULD
New York Times

"... brilliantly graphic explanation...":
JACK O'BRIAN
New York Journal-American

"Shamus Culhane drawings vividly and entertainingly drive home point after point."
HARRY HARRIS
Philadelphia Inquirer

"... clever cartoon animation...":
ETHEL DACCARDO
Chicago Daily News

"... animated scenes well done and dramatically effective...":
HAL HUMPHREY
Los Angeles Mirror-News

Animation for
"Hemo the Magnificent"
Created and Produced by

shamus culhane PRODUCTIONS, INC.

Animation ∗ Live Action
Television—Industrial—Theatrical—Educational

NEW YORK
207 E. 37th St.
Murray Hill 2-8243

HOLLYWOOD
6226 Yucca St.
Hollywood 4-1126

According to Billboard...*

KLING was one of the nation's top two producers of television commercials last year.

KLING FILM PRODUCTIONS
1055 W. Washington St. Chicago
1416 N. La Brea Ave. Hollywood

* Billboard Scoreboard • FILM PRODUCER CREDITS
Thanks to the continuing confidence of our clients, this is our 10th year of highest quality film production for television and industry.

For your convenience at Cascade:

Three Sound Stages, Experienced Personnel, Complete Animation, Production, Editorial and Optical Facilities

For The United States Government:

Department of the Air Force
Armed Forces Special Weapons Project

Department of the Navy
The Signal Corps

The Department of State

Cascade Pictures of California, Inc.
1027 North Seward Street
Hollywood 38, California
Chesterfield’s King Crowned In Speedy Advertising Coup

- Tenuous reign with transportation ads suddenly grows into sizzling campaign of trademark
- McCann-Erickson agency dreams up wider usage of the king and his little herald and horn

Chesterfield has crowned the King of Snookingdom. The coronation took place at the beginning of the year at McCann-Erickson. And what began as a tenuous reign with a few newspaper ads and some transportation posters has developed into a sizzling campaign, one which has grown so quickly that it has caught all hands off guard.

The response to this tall, thin, jolly rotter and his two pals—the cheery, jolly Harold the Her-ald and the dashing, be-buckled Bubsy, the Lion—is, in fact, running ahead of the coalition which put him in power. The agency, as a result, is just now working out many details on merchandising items and point-of-sale display to establish more firmly the king and his pals as a Chesterfield trademark.

The TV campaign is already launched. Created by McCann-Erickson and produced by Hollywood Studios, which has so far delivered three 60-second commercials and has two more coming up, the efforts are being used on Chesterfield’s network shows: “Boris,” “Here’s Jeannie!” and “Dragnet.”

Original art work on the Chesterfield King was done by Don Keefe, art director at McCann-Erickson.

The TV campaign is a light and breezy one built on the theme of “The King that has Everything” and calls for such expressions as majestic length, regal pleasure, commanding the pack, rival in the royal court, regal flavor, etc. The voice of the king is being done by Donny Butley, who was associated with Stan Freberg on several tremendous records, including the “Dagget” parody.

Chesterfield’s King

STOP-MOTION

STOP-MOTION need not be expensive to be effective. Would you like to see how this “3 dimensional animation” can be used to command attention, illustrate product usage, or tell a story?

Call us for a stop-motion sample reel of spots made for ENO, Polaroid Land Camera, Globo Wines, Corn Products Refining, American Broadcasting Company, and others. 3-2856

WILBUR STREECH PRODUCTIONS, INC.
135 WEST 52ND STREET, NEW YORK 19, N.Y.

ANIMATION • LIVE • STOP-MOTION • SPECIAL EFFECTS • PUPPETRY

FRED A. NILES Productions, Inc.
Films for theatre, TV and industry
22 W. HUBBARD ST., CHICAGO 10, ILL.
In Hollywood: RKO-Pathe Studios, Culver City
Effective Rotoscope Blurs

- Process combines live actors, animation.
- Results worth the many delicate problems.

By SIAMUS CULHANE
President
Shamus Culhane Productions

A difficult but most effective way of making television commercials lively and effective is the process known as rotoscope. This is a process by which animated cartoons are joined with live action shots to appear to be working together.

The amount of contact between the two scenes unlimited. Live actors make hands with animated animals or are given a bite of a live product held in the hands of an animated elf. In some ways it is the ideal wedding of imagination and reality.

As a commercial using rotoscope technique is produced by the following steps:

- Like all commercials, it must start with a good storyboard. The illustrations showing the combination of the live action and the animation character must be correctly worked out by an experienced artist.

The next step is casting the live actors. It is important to get a person who has enough ability to react to empty space with conviction as to provide a good working basis for the animator.

The actor must know exactly how tall the animated character is, where he is moving in space at a given point in the dialogue, when to grimace, and when dismayed.

He has to do all this with the proper eye direction and the tiny amount of overacting necessary to bring his work up to the more abstract level of the animation.

- To find a person like that, it is necessary to have the prospect actually do a piece of the job to see if he is able to carry out such an assignment. Many good actors are totally unable to visualize a piece of animation with which they are supposed to work. It is often a long and painstaking job to select a suitable actor. However, it is vitally necessary because of the intimate relationship between the live actor and the animated one.

After the live action is shot, it is turned over to the animator for his contribution. Frame by frame he carefully traces the main masses of the live actor onto a drawing paper. Then he draws in this paper an animated character. Where it is necessary, the tracing of the live actor is accurate to one-hundredth of an inch. This enables the animated cartoon to do such diverse actions as lighting a cigarette for the live actor, popping a candy into his mouth, or carrying on a lively conversation while bouncing up and down on the live actor's arms.

The preparation, there is no limit to the kind of action that could be planned for the combination of a live actor and animation.

- Act Techniques
The drawings then go through all the processes of a normal animated cartoon, except that at the very end of the work it is optically combined with the negative of the live action.

Since you have all the expenses of doing a normal animated cartoon and the expenses of doing a normal live-action commercial, the cost is a good deal more than either one of these methods. However, in terms of audience appeal it is well worth it.

For example, rotoscope has had some notable success recently with the award-winning Halo commercials, made by our studio for the Carl S. Brown Agency.

Halo was introduced by Colgate-Palmolive in 1953 with a series of fully animated cartoons made by our company which evoked an immediate public response. Despite this success, it was thought that the effectiveness of Halo really could only be demonstrated by live modeling, to a number of commercials using live action were created. This in turn had its drawbacks, for the latter showed up very well, the entertainment value of the previous commercials was missing.

Simultaneously, rotoscope became the answer.

Combination
With the rotoscope commercials the audience could have empathy with the live girl, admire her hair, believe that it was the result of Halo shampoo, and at the same time be regaled by the entertaining antics of the animated cartoon.

Rotoscope has so far not been very widely used in commercials. Regular live action, animated cartoons and stop motion are used much more often. The reason for this is that the average animated cartoon studio is neither prepared nor equipped enough to do a really expert job of rotoscope. It needs the most precise equipment for the opticals, a very carefully calculated routine of operation throughout the studios during production, and a live-action director who is also an expert at directing animation.

There is on limit, however, to the areas in which this technique can be used to advantage. We have used it for such diverse clients as Quaker Oats, Saladina Tea, and Tropicana Orange Juice. Whenever a client is aware that he has a problem of presenting a product which normally isn't the live action medium, he would do well to investigate the possibilities of rotoscope to enhance what might be a not very interesting demonstration.

With a little thought, there would possibly be a very personal spot might be made one of the outstanding pictures of the year. But, he would also be wise to inquire at one of the numerous examples of rotoscope from the producer to the whom he brings his project.

WINNERS
The Billboard's
Annual
TV COMMERCIALS
Competition
to be announced
NEXT WEEK

Shakespeare said it. Filmways actually does it—produces film commercials quickly, with as little pain as possible. Here are a few examples.

- Ford, Eastern Kodak, Colgate

ON THE EAST COAST: Two large studios, six completely equipped dark rooms, a real camera car (not a revamped mayhem machine), rear projection, our own optical printer, cameras, and lots more.

ON THE WEST COAST: All the facilities of the General Service Film Studies where our Hollywood staff operates.

FILMWAYS INCORPORATED

OUT, DAMNED SPOT!

241 West 54th St., New York 19, Plaza 7-1800
1640 N. Las Palmas, Hollywood 38, Hollywood 7-3111
Opticals Man Important

producer to request unusual optical gimmicks, he did not look on when he submitted his bid.

"In many instances," he continued, "the size of a package is shown tall and thin in a close-up panel. But in the very real frame, the same package is drawn shorter and wider to make room for title copy. Unfortunately such a transformation is impossible.

"Another difficulty we have is that far too many storyboards, due to their being photostats, lose their background times and textures, leaving us at a loss as to just what values are wanted."

Delays Cost

When the optical house runs into either of these road blocks, it has to hold up the job while it refers back to the producer, who then has to consult the agency again. These delays are expensive. They could be avoided if the optical house, producer and agency came to a clear understanding before production ever started.

CHECK THE GRAY SCALE FOR THE BEST POSSIBLE VISUAL DEMARCATION BETWEEN YOUR PACKAGE AND THE BACKGROUND.

If the tone value of the package design and its background are too similar, the package will not stand out sufficiently when viewed on the TV screen. The same is true of title lettering. Another important point about titles is that, even with white against black, fine, this lettering will not hold up in the printing stage, thereby causing blurs and loss of legibility to the home viewer.

ARRANGE TO SHOOT AS MUCH OF THE COMMERCIAL AS POSSIBLE LIVE ACTION, RELYING ON THE OPTICAL HOUSE ONLY FOR EFFECTS THAT CANNOT BE DONE OTHERWISE.

This may sound as if the optical man is trying to lose business, but actually he is trying to save it.

Very often he is asked to produce an effect that is absolutely impossible because of the fact that live-action material essential to it does not exist. Levy offered the following example:

A commercial was to have a lovely, blond woman seated on an immaculate, tall piano, which suddenly and magically, was to turn into the figure, "$1,000.00." This conversion would have been easily produced in a competent optical-animation shop except for that part of the piano on which the lady was actually to sit. The optical bench could not work underneath her.

Fortunately in this case the producer consulted Levy before shooting started, and the optical man came up with an essentially practical solution.

Set Building

In constructing the set, he advised, build a gate but never mind the rest of the fringe. The gate should be designed as a circle which in perspective will be the same size as the scenes in the number. The woman sits on this circular gate, which will also serve as the middle zero in the redemption note, "$1,001.00." The optical house can then draw in the rest of the picture frame and then animate it into the cleared "$1,000.00."

Proper planning of your live-action scenes can make it possible for the optical house to accomplish the most unusual effects, and to accomplish them on first-generation film, which gives optimum quality and fastest possible delivery.

This is a most important point in Levy's crusade. He can cite innumerable instances in which he was completely hampered because he did not have the live-action footage needed to manufacture the desired effect.

THE LIE-ACTION FOOTAGE SHOULD BE SHOT AT FULL APERTURE.

When this is done the picture is actually recorded on the soundtrack area. This gives the optical house two extra fields to play with. It makes use of this when it has to reduce or reconstitute the live-action material in the final picture.

When a hair or thread works its way into the precious picture it usually hangs in from the edge of the frame. If the film is shot at full aperture, the optical house can usually step out the hair without losing any of the basic action. But if the scene is shot at the usual camera aperture, the proverbial hair will inevitably creep right into the heart of the picture where it cannot be removed by any magic.

BE SURE THE WORK PRINT, WHEN DELIVERED TO THE OPTICAL HOUSE, IS MARKED EXACTLY THE WAY YOU WANT IT TO BE.

Opticals are a precise art. It is not sufficient for the optical house to know that you want a wipe between two actors. It has to know which of those three dozen standard wipe designs you want. It has to know how hard or soft you want the edge of the wipe. It has to know how fast you want the scene wiped. All this information should be marked on the work print or else the optical shop will have to waste a lot of time.

The work print is sometimes referred to as the optical shop's Bible. Levy pleads that it be treated with the same care and cleanliness always afforded the original negative. The dirt and dust brought into the optical shop on slippily handled work prints may be responsible for a commercial less than satisfactory at registration on the TV screen.

All Available

Most of the problems mentioned here can be avoided. Levy insists, if the agency would give the optical expert a chance to meet with his client and discuss the problems, before it is being planned.

He points out that he does not do business with the ad agency directly, for the optical shop's customer is the producer, and it will not go into competition with its customer. It shares the producer's desire to turn out the best and most economical commercial possible.

Eastern Engineered Effects...

... is a complete producers' aid service designed to solve all your optical problems with highest quality and speed.

ART to FILM • FINEST and FASTEST

Eastern Effects, Inc.

Circle 5 - 5260

MARCH 30, 1957

THE BILLBOARD

FOR THOSE WHO CAN AFFORD THE FINEST

in the East it's...

MOVIELAB

- ROUND-THE-CLOCK SERVICES
- NEGATIVE DEVELOPING
- FIRST PRINT DEPARTMENT
- ULTRA VIOLET AND FLAMMABLE PRINTING
- 16MM AND 35MM RELEASE PRINTING
- KODACHROME PRINTING
- 63 EDITING ROOMS
- SPECIAL TV SERVICES
- For Color it's Ramboldi

MOVIELAB FILM LABORATORIES, INC.

MOVIELAB BUILDING 619 W. 54th St., N.Y.C. 19-Jules 6-0390

Copyrighth material

L.4057
Diskers in Scramble for Indie Distib Hook-Ups
Soaring List of ‘Major Indies’ Strains Distribution Capacity

By JUNE BUNDY

NEW YORK—The recent entry of new indieRonette and Flair, and the launching of new sub-labels, expanded a busy and crowded scene in the scramble for distribution. Eight staff members at a recent meeting of the Library of Congress, groups, staff members and Independents, the central job of cataloging and reporting rights, records received by copyright, purchase, gift or exchange. From the standpoint of a mixture of music business members, organized music sections will be handled under the direction of Mrs. Virginia Gongrasson.

Label Switch Foreseen by Top Disk Vets

NEW YORK—In the next week or so, the trade will be watching interest anticipated moves by two top disk vetakin. Miss Gibbs and Billy Eckstine.

Miss Gibbs, a consistent hit-maker for the past few years, is not expected to renew with that label next week when contract expires next week. It’s hardly a secret that Miss Gibbs can pick her own spot.

Eckstine, who signed with RCA Victor in 1956, will return to the Coast Edition, according to sources here, the first EP issue will be 12 sets, each with each be composed of 6 new selections from his first 12 EP-selling LPs.

Pacific Jazz Launches New Basic EP Line

NEW YORK—Pacific Jazz will be launching a basic line of EPs and inaugurating a regular system of EP releases this month.

The Pacific of P. J. presided, Dick Buck, was returned to the Coast Edition, according to sources here, the first EP issue will be 12 sets, each with each be composed of 6 new selections from his first 12 EP-selling LPs.

Harry Barris Hospitalized

DENVER—Harry Barris, composer and one of the original Rhythm Boys with Bing Crosby, is in his hospital room here with pneumonia.

Maurice Williams, former of the Rhythm Boys for seven years as part of the Whiteman aggregation, was reportedly in some condition on a return from a USO tour in Alaska in January.

Freed, Levy Come to Parting of the Ways

NEW YORK—The multi-faced business ties of rock and roll and publishing-industry man Billy Levy will be parted forever when the last session of his company, Billy Levy Enterprises, Inc., is completed Friday. Levy, who has business interests in music, publishing, and film, is said to have decided to exit his current business enterprises.

The final session will be a showcase for the latest in rock and roll, with various performers such as the Beatles, the Rolling Stones, and the Who, appearing.

Mills Music Shares New Spec Score

NEW YORK—Mills Music has signed with four of the foremost television networks in the country: ABC, NBC, CBS, and Fox. The agreement covers all future television appearances by Mills artists.

The deals will allow Mills artists to appear on such hit shows as "The Tonight Show," "The Carol Burnett Show," and "Saturday Night Live," among others.

FAA ‘Players Play’ Lit on Line

NEW YORK—First all-players television line-up, the concept of a group of Broadcast Music, Inc., affiliated SPA songwriters, has been presented to the SPA council, which included instruction to their associates as to the group’s role in BMI activities.

In answer to SPA versus BMI, Louis Levy, president of American songwriter organizations in New York, said he would furnish the names of the songwriters who are involved in this matter to Barry at the same time you have rights with BMI. Levy’s response is a direct counterattack to the BMI’s national songwriters organization, which was formed to protect the interests of BMI’s songwriter members.

Mellin Clefs For New Pix

NEW YORK—Photographer-distributor Bobby Mellin is getting a number of offers for pickup film, including "The Theme From the Latin Love Story," "Sings for an Echo," "Down Among the Sheltering Arms," and "The World of the Two." The negotiations for pickup film are still in progress.

Mills Music Volumes SWAMPS L O C

WASHINGTON — The increase in the volume and value of American music is evident in the recent set up of a special music section in the Library of Congress, the division of the Library of Congress. Eight staff members will handle the central juggling of cataloging and reporting rights, records received by copyright, purchase, gift or exchange.

From the standpoint of a mixture of music business members, organized music sections will be handled under the direction of Mrs. Virginia Gongrasson.

2 TO 3 YEARS AWAY

To Guess on Miracle

In Music Reproduction

By BERNIE ASSELL

CHICAGO—Once in a lifetime, a scientific and technical miracle has touched the world of music. The magic record will be able to sell in the same price bracket as today’s single-EP. Moreover, it will also be a bargain from the color TV point of view. The miracle is an optical record, and the magic is the ability to reproduce sound on the record. The magic record will be able to sell in the same price bracket as today’s single-EP. Moreover, it will also be a bargain from the color TV point of view.

The reproduction will be done by an optical scanning device which is capable of reproducing sound on a single disc. The disc will be made of a new material which is capable of reproducing sound on a single disc.

By the time this material becomes available, there will be a proliferation of reproduction on the market. The material will be used in conjunction with the color TV and music systems.

Plenty of Repertoire

By the time this material becomes available, there will be a proliferation of reproduction on the market. The material will be used in conjunction with the color TV and music systems.

The operation will be conducted at ABC, Inc., in New York City. The company will have a staff of 150 full-time employees.

The project will require a staff of 150 full-time employees.
Panel Trio Guns for Mitch But Its Artillery Backfires

NEW YORK—How a thinking man can turn back an "army" of confusion and misinformation was demonstrated last Wednesday (23), when Mitch Miller appeared at "Entertainment Press Conference," a weekly TV feature on "The Voice of the New York World-Telegram and Sun." According to "The Voice" of "The New York World-Telegram and Sun," the program was the result of a "campaign" to show that the confusion in the radio-TV industry was a result of "a campaign" to sell radio-TV column...

Victor Finds '2-fers' Just Ain't for Jocks

NEW YORK—RCA Victor, after going all out for the past few months to explore and exploit its small tandem disk record industry, is experiencing another setback.

The catalog consists of a number of titles, including such classics as "The Voice of the New York World-Telegram and Sun," "The Voice of Harper's Weekly," and "The Voice of Life." The record company has decided to cut back on the production of these titles.

Coral Buys Mercer Disk Catalog

NEW YORK—Mercury Records, a unit of RCA Victor, has acquired the rights to a number of titles that were previously owned by Mercer. The deal was struck to expand Mercury's presence in the field of popular music.

Weston Sees More Use of Original Music

HOLLYWOOD—In the face of the continued use of standards, the pop business can be expected to see a greater use of original music in its product, according to Weston.

TOLLYWOOD—Sheri Peggy 

boy on a dophin

BOY ON A DOLPHIN

ROBBINS MUSIC CORPORATION

1Lb. hammer
Sanford Clark

On D.T.

LAMBERT & GLUCK MUSIC INC.

Universal International. The name problem holds with the "pimp," "Momma," or the "Prime of the Arrow." Deutsch has had a busy firm, notifying interested a group of the long delays in release dates.

AFM Local to Wage War on 'Bootleg' Music

HOLLYWOOD—A serious effort to rid the local music business of "bootleg" music for recent major motion picture films was being waged by Local 49 of the American Federation of Musicians.

According to AFM President, Robert M. Egan, the union will promote the "war of bootleg" in the industry to the end, but will continue to work with the motion picture companies to prevent the release of "bootleg" music.

RKO Music Acquires Three New Pic Scores

NEW YORK—RKO Music continues to acquire new motion picture music for its library, with the acquisition of three new motion picture scores by its own staff composers. The first is a score by Al Glave for "The Joker Is Wild," conducted by Frank DeVol. Also acquired were scores for "Johnny Trouble," with a score by Al Glave, and "The Big Short Sale," with music by Joe Glasser.

"Let's Go Calypso"

Rudy Drayper

Mercury

Universal International. The name problem holds with the "pimp," "Momma," or the "Prime of the Arrow." Deutsch has had a busy firm, notifying interested a group of the long delays in release dates.

LPs: push "push cart" Ballad, june

IEG BELLY DE MAYOR

Martin C. Cooperman, Composer

"JOE HE GONE"

R waves, "RCA Victor, Universal Music, has managed to grab the original disk of the tune, by the time. Certainly it does, but whether it will remain that way is not the issue. The tune will lay in at least one less nature on at least half dozen records of the tune.

SPA Cautions Writers About Contracts

HOLLYWOOD—Miriam Stein, executive director of the Screen Writers' Protective Association, sent a memo to its members this week advising them about "unsuitable contracts." Miss Stein told the members that RCA had come across a contract, for a certain period of time, and that it was adviseable to the members that the provisions of which are "unsuitable contracts.

Mama/Gamma, "Momma," or the "Prime of the Arrow." Deutsch has had a busy firm, notifying interested a group of the long delays in release dates.

SPATIAL LIVE: "The Musicians of Music, Inc." runner-up, to an audience of 10,000 people.

TOM'S FROM THE HOUSE OF BOURNE: "The Lift" and "The Golden Ticket"

David Sterling

"THE SHOEBOX"

Eddie Gorme

"I'LL SELL YOU SHADE"

Tony Bennett

"The Kiss Away from Heaven"

Robby Krulich

"BABY BOY"

BOURNE, INC./RCA MUSIC CORP.

136 W. 54TH ST. N.Y.C.

ATTENTION: ATTENTION: ATTENTION: ATTENTION:

Teresa Brewer's new hit "One More Time"

I'M DROWNING MY SORROWS

Mills Music, Inc.
a famous label
in the great tradition
now has a
NEW
POP LOOK

here we go...

Brunswick, division
CORAL RECORDS, INC., 48 West 57th Street, New York 19, N. Y.
A Bullseye Everytime

vicki young

CHEER LEADER
FLIP

PEN AND PAPER
SWEETHEART

Brunswick 9-55001 (45 RPM)
55001 (78 RPM)

www.americanradiohistory.com
the
lennon
sisters

TEEN Age
YOUNG
AND IN
WALTZ
LOVE

Brunswick 9-55000 (45 RPM)
55000 (78 RPM)

CHARLOTTE, NORTH CAROLINA
Arnold Distributors
610 West Morehead St.
CHICAGO 16, ILLINOIS
Coral Records, Inc.
161 West Huron St.

CINCINNATI, OHIO
State Record Dist.
12 West Court St.

DALLAS 7, TEXAS
Daily Bros., Distributors
2200 Irving Blvd.

DETROIT 1, MICHIGAN
Coral Records, Inc.
85 Selden St.

EL PASO, TEXAS
Frenzler Distributing Co.
1200 East Missourii

HOUSTON, TEXAS
Harold W. Daily
314 East 11th St.
A Great New Release

bunny paul

POOR BUZZ JOE ME

Brunswick 9-55003 (45 RPM)
55003 (78 RPM)

INDIANAPOLIS, INDIANA
Indiana State Record Dist.
1325 North Capitol
LOS ANGELES, CALIFORNIA
Modern Dist. Co.
2978 West Pico Blvd.

MADISON, WISCONSIN
Tell Music Dist. Co.
2702 Monroe St.
MEMPHIS, TENNESSEE
Stratton-Warren Hardware Co.
37 E. Carolina Ave.

MIAMI, FLORIDA
Record Dist., Inc.
412 SW 8th Ave.
MINNEAPOLIS, MINNESOTA
Lieberman Music Co.
257 Plymouth Ave., N
the three kittens

TRINIDAD CAT AN’ TRANSFER MOUSE

Brunswick 9-55002 (45 RPM)
55002 (78 RPM)
THE BILLBOARD
MARCH 30, 1957

Williams to Cut 36 LP's For Kapp

NEW YORK — Pianist Bogie Williams has been signed to cut 36 LP's for Kapp Records by the end of 1959, according to David Kapp, diskery chief. Project is one of the ambitious ever undertaken by a recording artist.

In the past 25 months, Williams has had many singles and albums. He first hit the best-selling chart with “Autumn Leaves.” Artist has already cut seven 12-inch packages for Kapp. Williams' current package, “Songs of the Fabulous Fifties,” a two-disc set retailing at $7.95, is presently on The Billboard's Best Selling pop album chart.

The 36 new packages will cover all types of music. Kapp intends to blueprint an extensive promotional campaign coinciding with the release of the packages, which will also coincide with Williams concert tours.

Victor-P&G

-Continued from page 30

The entire series of albums in Exquisite, Holiday, Time and the New Yorker. There will be a large, full-color promotional piece folded into the music section of the April 6 issue of The Billboard. Victor TV commercials will promote “World of Romance” discs on other shows including NBC's Saturday Color Carnival and Producer's Showcase. Victor Radio commercials will spot the discs on two network shows, “Monitor” and “Rob and Ray.” Victor will also provide saturation disk jockey coverage with the ads.

In addition to copies of the above-mentioned store displays, Victor will provide deejays with co-op ad mats and 30-second to one-minute radio spots for local use.

Three Unique Specials

The series will include three unique specials. These three 12-inch LP items only will include a free bonus of an extra 45 EP language lesson. “One Night in Venice” by the Armandos will include an Italian lesson; “One Night in Acapulco” by Armandos’ will include a Spanish lesson; and “One Night in Monte Carlo” by the Guy Lepur will feature French.

In addition to these, the line-up will include “A Night at the Copa,” Tony Martin; “An Evening With Belafonte,” Harry Von Zell; “Al Nevin’s” “Dust on the Moon,” Pablo Beltrán’s; “Memories of Jamaica Negrett,” Calypso Carnival; “Duke of Iron,” Chas. & Charles; “If You Please,” Manuel Lopez; “Jazz Flamenco,” Lionel Hampton (set was cut by Hampton in Spain last year); “Flight to Romance,” Al Romeo; “Hawaiian Guitar,” Star of Hawaii; and Tony Martin sings Songs from the Rodgers and Hammerstein TV production “Cinerella”; “Wanderlust” by Charles M. Morgan and his Symphonic Gypsy; and Los Chaumbelitos De España.

All of the above sets will also get full EP coverage.

According to George Marek, Victor’s vice-president in charge of albums, the company has been working on this push for two years. For the first time, the same group of albums with the same covers will be issued in nearly every country in the world on a Victor or RCA label. April is the critical month in which Victor’s long-standing relationships deal with HMV will terminate.

The Great-Victor co-op deal was handled for RCA Victor by the company’s advertising manager, Bill Alexander.

Pacific Jazz

-Continued from page 31

side. Personnel clearance info and all other pertinent data will be on the label. Ahlo Bock frankly doesn’t anticipate heavy demand for jazz singles from retailers, anything that has been made up on 45 for derayas will also be available with regular labels for stores and jockys. There will be two to four such disks every month.

Regular album releases from the company in the future will consist of two acts a month on the Pacific Jazz $4.95 label, and one a month on the $3.98 Jazz West Coast label.

Bock will fly to Europe at the end of April to record with Gary Cooper, a jazz combo that will include Bud Shank and Bob Cooper. Crosby, formerly with Decca, is in the Army there, and the jazzmen currently are touring the Continent.

‘Funny Face’ Pic

-Continued from page 39

shop personnel and disk jockeys will be invited. The company for the first time, is coming up with a large array of point-of-sale material and window displays.

Graun left for Europe last week to meet with Paramount executives there, and with EMI records execs in London, Rome and Paris. In addition to ‘Version will be distributed with albums.

Veve is releasing the original cast sound track recordings in a $4.98 set, an orchestral album by Buddy Hargison and a jazz set by the Barrence Calloway Trio; the latter two selling at $3.98 each. Release of the sound track set will be simultaneous with the film opening.

Copyright Bill

-Continued from page 30

The bill (HR 2777), which was introduced by Rep. Kenneth Keating (R., N.Y.); also limits maintenance of criminal proceedings in copyright cases to a period of three years “after the cause of action arose.”

The new bill would iron out a confusing body of law arising from court's having to follow different statutory schemes set up in individual states. Copyright Office has long advocated legislation to provide a federal standard for limitations in these cases.

Col. Tabs Peak

-Continued from page 37

and affiliates increased 50 percent with established markets, such as Europe, setting new high levels for record sales.

Top seller in the LP division, of course, was “My Fair Lady,” with 850,000 albums sold in less than a year on the market. In the single field, Columbia had a 2,000,000 seller in Gay Mitchell’s “Singing in the Rain,” while four disks by the Four Lads chalked up a combined total of nearly 3,000,000 record sales.

‘Fair Players’

-Continued from page 21

resources to intervene in the dispute between certain ASCAP writers, BMI and the network, and the administration of the Association account for all funds raised for the Legal Defense Fund. April to intervene in this dispute, and take steps immediately to resolve the conflict at the Association.

In part, Wayne's letter to Baei said: "If our request is not honored, we have no alternative but to turn to the appropriate authorities to protect our interests . . ."

Copyrighted material
ASCAP, BMI Mulling Celler Telecast

Legalists Seek Compromise Indicated For Subcommittee Recommendations

By MILDRED HALL

WASHINGTON — Both sides of the ASCAP-BMI battle on Capital Hill are weighing every scuffle raised, as was intimated by Rep. Emanuel Celler (D., N.Y.) during a press conference early telecast over WABC-TV last Sunday. Celler told a White House reporter that he could not properly indicate what recommendations might be made by his Antitrust Subcommittee report, due out on the BMI question. Asked if there would be any legislation recommended, in the music field, said Celler: "There'll be recommendations, but I don't want to go beyond that at this point."

BMI foes believe the words indicate a lack of specific legislation on music would be presented in the Subcommittee report. The Billboard March 26 ASCAP notice fell that Celler's promise that the Committee would make to "the public interest." and "favorable to viewers and listeners," indicated a boost for their side.

Antitrust legalists feel there is the threat that lit in Celler's letter warned that the Subcommittee had had the "closest indication" from the head of CBS and NBC that they would like to be "divorced from BMI ownership." This would constitute a compromise for the ASCAP-BMI struggle, as far as the Celler group was concerned.

On the whole subject of network self-policing, Celler noted during August hearings in New York that he hoped for 'limitations' on use by broadcasters, but no more. He advised networks to "make certain constructive changes consistent with their own successful operation and reconcilable with the public interest."

Columbia's New Disk Clubs

Continued from page 34

function was to assure newspapers that the ads would be placed by the National Disk Club were perfectly valid.

Other impressive moments occurred. At the last meeting, a member of The Billboard-a commit of Wunderman-planned the agency and asked whether Columbia was setting up a club. "To show you that blood is not thicker than water, I devised it," Wunderman said.

On another occasion, one of the agency chiefs who happened to be on 30th Street and 12th Avenue, was dashed to find the entire club, presentation blowing in the breeze along the sidewalks. The agency staff hadn't figured out how it got there. By mid-August, the schedule for the launching had been worked out, and ads announcing the club started August 21 in newspapers and national magazines. By March, 1956, according to Wunderman, dealers earned more than $25,000 in commissions. Wunderman revealed that the direct mail piece, which announced the club to dealers cost $18,000 per thousand.

Wunderman stated that the development and launching of the club were testimony to the value of direct mail that no other medium could have been so effective, and that in the future more projects would be merchandised this way.

Wunderman did not reveal any over-all dollar volume figures relative to the club's present operation. It is estimated that the various record clubs account for a total dollar volume of perhaps $20,000,000.

"Tonight" Spots C&W Names

NASHVILLE—RCAC TV's late-night show, "Tonight," will originate a segment from the WSM-TV studio every Tuesday night, with "Grand Ole Opry" names and members of the Opry's Country Music package, which begins a European tour April 1.

It is estimated that the various record clubs account for a total dollar volume of perhaps $20,000,000.

Of this, the Columbia club is estimated as garnering in the neighborhood of $10,000,000.

AFM Local War

Continued from page 35

copies and sales have been engaged in the making of some tracks to be released outside of this country. The Italian-made record makes it possible for a show to use music written especially for it, and yet avoid using American musicians.

During a recent meeting of executives with the personnel department in Hollywood, preparing to Dick Rising, national sales promotion manager,

MERCURY 71078
DEALERS!
Increase Profits...
Increase Sales...

Here is that extra service to customers that competition demands. A reliable and authentic purchase recommendation your customers can depend on. You can profit by using TODAY'S TOP TUNES.

TODAY'S TOP TUNES
AVAILABLE EVERY OTHER WEEK TO HELP YOU BOOST SALES

It's a colorful 4-page folder (6½ x 8½") per page that carries The Billboard's HONOR ROLL OF HITS with the best selling records of each tune.

It also shows best selling Popular, Jazz and Classical long play albums. It also lists best selling Country & Western and Rhythm & Blues records. Your store name, address and telephone number will be imprinted free on each copy of Today's Top Tunes. They are ready to be mailed to your customer list to bring them into your store. They can be placed in each customer's purchase to bring him back for more sales. They can be used as counter give-aways and in your listening booths to stimulate sales.

MERCHANDISING DIVISION
2180 Patterson Street, Cincinnati 22, Ohio

Yes, I want to stimulate my sales with Today's Top Tunes which I understand is issued every other week.

☐ Trial order
☐ 50 copies, $1.00
☐ 100 copies, 2.00
☐ 250 copies, 2.50
☐ 500 copies, 5.50

Send me. ☐ Every issue until further notice

My store name, address and phone number will be printed free on each copy as shown below.

Store Name:______________________________________________
Address:_________________________________________________
City & State:______________________________________________
Phone:___________________________________________________

Ordered by:_______________________________________________

MUSIC AS WRITTEN

Concussion: An ad of Harry Belafonte in last week's issue of The Billboard incorrectly listed General Artist Corporation. Belafonte continues to be represented exclusively by Music Corporation of America.

Dean Jones, MGM pie and potter, will produce his new sleighs via six Steve Allen TV outings . . . Following current Eastern hockey tour, Connie Francis will do a one-week stint on Don McNeill's Schickel for Chi Disk Hops

CHICAGO — Steve Schickel, WGN disk jockey and Chicago Tribune record editor, and Jack Rolling, music director of Radio Station WAAF, will begin a series of teen record hops each Sunday afternoon from 2:30 to 3:30 at the Aragon Ballroom beginning April 7. Schickel will bring guest stars to the dances and has lined up members of the Chicago Bears professional football team to appear at each session as cheerleaders. Admission at the door will be 75 cents. The pair are currently negotiating to broadcast a remote radio program directly from the ballroom.

NEW YORK — Trumpet-handicapper Connie Williams, one-time featured artist with the Duke Ellington and Benny Goodman bands, has signed with RCA Victor. Signed at the same time were Williams' blues vocalist, Winie Brown who, like the moonstruck, has been absent from the disk scene for several years.

Williams' band and Miss Brown have been house regulars at the Savoy Ballroom for the past two years.

"Breakfast Club" radio show . . . Joe James hits the Ed Sullivan show April 8 following a long night club tour . . . Art Money also doing one-nighters . . . A trio, Malcolm Marshall, has been born to the Fred Waring at General Hospital, Stroudsburg, Pa.

Teresa Brewer will push her latest disk "Empty Arms," on the Perry Como NBC-TV show, April 8. She is also set for the upcoming Procter & Gamble's Showcase version of the George M Cohan story, May 1 on NBC-TV . . . Don Cornell is doing a two-weeker at Mappes' in Reno, Nev. . . . Larry Senn and band will leave for a three-week tour of Midwest midnight-ers on April 27.

Following the kickoff of the "calypso" dance craze (combos of the cha cha and calypso) in Philadelphia, a disk of that title has been waxed by Billy Duke and his Dukes. Reportedly it's the most requested record on topjock shows here. Disk is on the Peak label.

10G PRIZE FOR 'TOP 50' PICK

KANSAS CITY, Mo.—Local radio station KUDL is offering $10,000 in cash to anyone who can correctly forecast its Top Fifty Survey. The survey, a weekly local station compilation of the 50 most popular pop records, is made available to stores in the area. The Bell Building version of the numbers game is held every week, and the $10,000 prize supposedly is the biggest cash award ever put up by a Kansas City radio station.

New Station Slates Local Bow in May

NEW YORK — A new five-keen-watt AM radio station, WPQW, will be launched here May 5, marking the first new commercial radio outlet in the New York City area in the past 14 years.

Tele-Broadcasters, Inc., which operates four other stations across the country, purchased WPQW from Jerehly's Witnesses, which operated the station in Brooklyn under the call letters WRBB.

Key deejay at WPQW will be Bob Ansell, who resigned from WCUE, Akron, to take over the new post. Ansell, a No. 1 jockey in Akron, will be shifted from 5 to 8 p.m. across the board. The station will ultimately headquartered in Manhattan, but in the beginning

(Continued on page 25)

VICTOR PACTS 2D CHAMBER MUSIC GROUP

NEW YORK—RCA Victor has launched a new program to get back into the chamber music business. Last week the company signed the Julliard String Quartet, its second chamber group project in recent weeks, and outlined several projects in which the unit will participate.

According to Alan Kaye, head Seal artists and repertoire manager, the Julliards will participate in a survey of chamber music from Haydn to contemporary composers. Tentatively, this will total eight LP discs, and will include Haydn, Mozart, Berlioz, Schubert.

(Continued on page 26)

ROY HAMILTON

with the song
that was written with Hamilton in mind

MY FAITH
MY HOPE
MY LOVE

b/w SO LONG

Orch. Directed by
Ray Ellis, 5-9212

A PRODUCT OF CBS
8/45

MARCH 30, 1957
THE BILLBOARD
MUSIC RADIO
WPAT Clicks
Big Sans DJ's

NEW YORK—The remarkable success of radio WPAT's music programing has led to a nationwide "Gullible" radio network.

Dickens, J. Wright, president and general manager of the Paterson, N. J., station, has had inquiries from other cities all over the country, and from Canada and abroad as well, seeking information about the WPAT pattern of airing recorded music. This program, which involves unaccompanied use of easy-listening instrumental discs, and the concentration of news, commercials and other talk into station break time, has won both critical and popular approval.

Lombardo Rests Up for Busy Schedule

NEW YORK—Gus Lombardo, who wound up his stand at the Playhouse Ballroom, Kansas City, Mo., last Saturday (16) before his own previous mark set there five hours ago, when he pulled $2,400 head for a guess of $8,200, Lombardo now goes on a two-week vacation prior to a series of one-nighters in the East, followed by a two-week engagement at the Roosevelt Ballroom here, and session for filming a Capitol album of his production of "Showboat." Only a few in the late show were the illness of brother Camer, who was forced to leave the band and go to a hospital in Florida.

Am-Par Buys Master From Chancellor

NEW YORK—ABC-Radio last week picked up a master—Cousy Morley's "I Love My Girl"—from Chancellor Records of Philadelphia.

To date, Am-Par has purchased some 15 masters from various companies, following its click with the Colonial master "At Rose and a Baby Bath." The Morley disk was bought after reports that it was moving in Baltimore and Washington city.

Am-Par has also acquired Morley's contract. The singing tenor plays nine instruments.

OAKLAND FOR JESSEL JAUNT

HOLLYWOOD — Songwriter Ben Oakland ("Tell Me Romanze"), vet accompanist for George Jessel, makes the "Baedel to Bach" circuit next month, when he and Jessel team for a series of personal appearances titled "Musical Cavalcade of 30 Years."

Teams will break in the show with an April 9 date at Corner's, completing the circuit via an April 12 date at Carnegie Hall.

Enter the First Annual National Golf Tournament Now!!
Sponsored by the Disc Industry Scholarship Committee (DISC)

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, music publishers, session musicians, etc., you are eligible.

PRIZES:
All expenses, including transportation via air to and from Shrewsbury, will be provided for the 10 semi-finalists. An impressive list of prizes will be printed in an upcoming issue of The Billboard for semi-finalists and finalists. The prime committee is currently at music judging details.

HOW TO ENTER:
Postal application blank below and send to Disc Industry Scholarship Committee, Room 1400, 157 W. 57th Street, New York, N. Y., contestant must be made payable to Sidney Lust, Treasurer, D. I. O. 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 medal-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 37 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 rounds will determine your category of competition. Following the qualifying week there will be area competition right through the summer. These areas will be determined by number and location of entrants who wish to enter 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 regional, four categories) will play off at a two-day tournament to be held at beautiful Shrewsbury-on-Delaware Country Club, Shrewsbury, Pennsylvania, in late September. Special arrangement 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 WHICH THE APPLICATION BLANK AND REMITTANCE SHOULD BE SENT.

ENTRY BLANK
First Annual National Golf Tournament
Sponsored by Disc Industry Scholarship Committee (DISC)

Name
Address
City
State
 Firm Name
Type of Business

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

Check one or more

[ ] $10 entry fee
[ ] $25 entry fee

I have enclosed [ ] check [ ] money order for $10.00

Copyrighted material
**Selling in the Suburbs Needs Special Techniques**

- Big-city prices put the squeeze on dollars in outing communities who prefer to serve
- Dealer promotions have more exhilarating effect on sales than those that are manufacturer-sponsored

**EDITORIAL**

**GET WITH IT!**

Make no mistake about it—we're in a lively industry. If you have any doubts about it, look around your town. Try to spot any other items among "leisure-time" products at the price of an L P record that's getting the same kind of fancy promotions.

Just to look at the first quarter of this year, we find the Colgate "Buy of Your Dreams," RCA Victor's price drop on an EP, the BellPhone deal to move players, the re-allignment of RCA Victor's "home phonograph" program to stimulate traffic, the continuation of the "Buy of the Month," and many others too numerous to mention. All of these programs are geared to pep the consumer into new buying.

There are many less obvious promotional efforts going on, behind the scenes, that dealers are using in trying to build up image. Consumer advertising comes to mind first. How can the dealer know, for instance, that stimulation in an area of the map, by now the popular sellers, $33 to $40 is the upper limit of the periodicals? How does the dealer know which prices are the most interesting? How can the average Saturday night, the dealer lose sight of the fact that for months before a microphone to help the sale of a record. And there are the promotional ads that also go to the public.

In some cases, a special price has been established for a promotion man who has all important functions to find TV spots for this emergency talent. TV spots have been built around strange images in the hope that the airing of the time by the method would build desk shop traffic.

Music is art is another often overlooked promotional device. A disk company may spend $1,000 for cover out-to-cover music, but it does not let the music to the public as attractive as it can possibly be. You have to chuck all of these things over to the roof of promoting a disk.

Measure your own level of promotion against all this. If you are out of it, Mr. Dealer, get with it now and make this the most profitable year you've ever had.

Suburban survey

**Survey of Phonograph, Radio, Tape Recorder and Television Sales Among Dealers Who Sell Records**

This survey is based upon a nationwide sample of 3,025 phonograph and radio dealers, based upon two important factors. First, dealers were selected to reflect a proper balance between geographic area and Very Large (30 cities) and Medium Small Market conditions. Second, the survey was designed to reflect requirements of equipment sales in stores that sell more than $5,000 worth of records annually against stores that sell less than $5,000 worth of records annually.

A total of 477 dealers responded to this survey. This figure represents 9.5% of the national sample, more than enough for the type of representation of the national picture.

The figures below show conditions:

1. Total number of stores sampled:
   - 477 stores

2. Stores doing more than 50% of record sales annually:
   - 229 stores

3. Stores doing less than 25% of record sales annually:
   - 28 stores

4. Average over 1,000 dollars in sales annually:
   - 358 stores

5. Average under 1,000 dollars in sales annually:
   - 25 stores

The survey was designed to reflect requirements of equipment sales in stores that sell more than $5,000 worth of records annually against stores that sell less than $5,000 worth of records annually.

**The Results**

1. 90% of All Stores Selling Records Also Sell Phonographs, and Other Home Entertainment Equipment!

   In stores with over $5,000 in record sales...90.0% also sell equipment.

   In stores with less than $5,000 in record sales...65.1% also sell equipment.

2. 50% of These Dealers Carry a Full Line of Phonographs and Radios!

   **Type of Equipment**

   **Percentage of stores that sell it**

   - 3-Speed Automatic Phonos Under $100...92
   - 3-Speed Manual Phonos Under $30...97
   - 45 rpm Automatic Phonos...84
   - 45 rpm Manual Phonos...88
   - 3-Speed Automatic Phonos $100 to $200...91
   - 3-Speed Manual Phonos $100 to $200...87
   - 3-Speed Manual Phonos $200 to $300...78
   - Tape Recorders $100 to $200...63
   - AM Table Radio $100 to $200...58
   - AM Table Radio Over $200...61
   - Portable Radios...60
   - Clock Radios...58
   - AM Table Radio Over $30...51
   - Portable TV...39
   - Receiver for Stereo Tapes...19
   - Color TV...19

3. 3,000 Three-Speed Phonos Is Still Tops in Overall Unit Volume!

   (Figures show number of units sold in each category of Manual Speed Phonos selling in 100s, of course)

   **Type of Phonographs**

   **Number of units sold**

   - 3-Speed Automatic Phonos Under $100...100
   - 3-Speed Automatic Phonos Under $100...100
   - 45 rpm Automatic Phonos...72
   - 45 rpm Manual Phonos...42
   - 3-Speed Manual Phonos Under $30...56
   - 3-Speed Manual Phonos Under $30...59
   - 3-Speed Manual Phonos Over $30...31
   - 3-Speed Manual Phonos Under $200...10
   - 3-Speed Manual Phonos Over $200...10

4. 3-Speed Automatic Phonos ($100-$200) Still Tops in Dollar Volume!

   (Figures show number of units sold in each category of Manual Speed Phonos selling in 100s, of course)

   **Type of Phonographs**

   **Number of units sold**

   - 3-Speed Automatic Phonos Under $100...100
   - 3-Speed Automatic Phonos Under $100...100
   - 45 rpm Automatic Phonos...72
   - 45 rpm Manual Phonos...42
   - 3-Speed Manual Phonos Under $30...56
   - 3-Speed Manual Phonos Under $30...59
   - 3-Speed Manual Phonos Over $30...31
   - 3-Speed Manual Phonos Under $200...10
   - 3-Speed Manual Phonos Over $200...10

(Continued on page 46)
VM's Fabulous 'Fidelis' Key Element in Phonograph Dealer Success Stories

TAKE A TIP FROM THE TOP DEALERS: V-M's fabulous 'Fidelis' (Model 560) high-fidelity phonograph piles up the profits, spells success and builds a reputation for you in the bargain.

BEST-SELLER ACROSS THE NATION, the V-M 'Fidelis' rates today as the best buy in package hi-fi because it gives your customers flawless, authentic high-fidelity reproduction, 4-speed versatility, trouble-free performance and functionally beautiful styling. Yet the price tag reads just $149.50.*

Like the growing list of other V-M products—phonographs, record changers, tape recorders, amplifiers and extension speakers, the 'Fidelis' is designed better, built better, promoted better, and priced to give you both a good profit and fast turnover.

YOUR Hi-Fi success story starts with a call to your V-M distributor. Make it NOW!

*Slightly higher in the West
WEDDED IN SALES

Disk Dealer Becomes Real Home Entertainment Broker

- Stores responsible for record sales upscale also sell $180,000,000 in equipment during 1956
- Record firms’ efforts in other areas gain potency when equipment sellers put more phones in homes
- Continued from page 3

...phone, an indication that public interest in phonographs sound shows no signs of tapering off.

About 70 per cent of the dealers indicated that records and equipment are sold in the same department. An additional 8 per cent said they sell some phonographs and radios in the record department. These figures are expected to vary with those of the year before.

Strong Ties

Dealers were apparently convinced that the marriage of records and equipment at point-of-sale is an asset to both.

It is important to note that a majority of stores in the same person is responsible for the sale of records and equipment. But, whereas in 1950, 69 per cent of the stores reported that the recording and sales of phonographs and radios in the store is a demonstration in a record store, this year the number has increased to 72 per cent.

Dealers were asked what they considered to be the most important aid to sales and the home in 1956 and current surveys, they place importance on the "personelle," "equipment demonstration," and "point-of-sale and window display," the second and third, in that order. The ratio of new to used equipment and phonographs increased during the year, however.

Demonstration and display share a marked increase in sales with the importance of sales personnel.

The question here is not open to easy interpretation but it would seem that the trend is toward self-service and away from the individual attention of the sales clerk.

A healthy upgrade in sales is reflected in the 0.41 per cent increase in sales, measured by a new phonograph last year.

The last, the dealers reported an increase of 10 per cent of sales for the first quarter of the year in 1957, while the amount showed the same percentage over 3 per cent of 1956.

Reasonably, the largest increase took place in stores doing less than $10,000 in annual sales.

Best Selling Equipment

There were two new entries on the chart of best selling brands, which included equipment and Granco's Diagrophone, a phonograph with three speeds of $100 and $200, and "3-speed phonograph over $200," a phonograph with four speeds of $400 and "AM-FM radio.

Cashola showed its distribution strength and producing power by placing well up on two charts in various categories in which they are producing merchandise for the last time. This is the first year the firm has had an automobile, phonograph, phonogram, and place second only to RCA Victor in that category. Similar, the consolidation period of 1955 included, as well as the "3-speed phonograph over $200.

Operations Exchanged

In comparison with The Billboards records, the chart of records dealers continues to offer some stimulating time-tested services to our readers.

More than 50 per cent of all departments in the out of the way, the use of equipment, either directly or in conjunction with editor of and advertising placing second.

One of the more striking elements in the survey is the variety and diversification of equipment carried by these dealers. Their investment in inventories of radios of all types, TV and record equipment is a mis...

The dealers were asked if the "disk dealer" designation is a mis...

What Is the Answer?

There is no single answer to the question, "Why do people buy records?" It is a question the dealers are asked, and they try to answer it in a special price deals along, we can take advantage of them.

I'm against these special offers to the public (Columbia's Surprise-Package deals) that give them something for nothing, and they just want more. I've always thrown in a record or two when somebody buys a piece over $150. But I've never given them a $20 worth. It's funny, when you give them $20 worth of merchandise, then they ask for a special discount.

When we get behind anything, we can sell it. I've sold a couple of phonographs to a guy who's in for a piece of something. We're buyers and we give a good price.

We have the current Columbia Diamond-see graph, and we have a console model in our store. We have a console model in our store, and a table model in the living room, and a table model in the bedrooms. But that's all the phonographs we've done.

No newspaper advertising!

We've sold a little with newspaper ads. I don't know. Once we tried to get a magazine advertisement. We put a coupon in our ad offering a free record to anyone who bought our phonograph. Nothing happened. Put the ad in both papers, too.

Okay, no newspaper ads. How about radio?

"There is no radio station here," says Kil, "There's no coming and we're looking for a station where we can get some station, the idea is to get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, the idea is to get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, the idea is to get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, the idea is to get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, the idea is to get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, the idea is to get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, we're looking for a station where we can get some station, we're lo..."
Dearie, do you remember when...

in 1928 this Majestic Model 72 revolutionized the radio industry?

TODAY... GRUNDIG Majestic STILL LEADS THE WAY!

GRUNDIG MAJESTIC SELLS MORE AM-FM HIGH FIDELITY RADIOS IN THE U.S.A. THAN ALL OTHER EUROPEAN BRANDS COMBINED!

- Don't speculate with unknown, unproven off-brands. Grundig Majestic has a solid, three-year history of skyrocketing sales and profits with America's top distributors and dealers.

- Complete price range—$69.95 to $1,395.00. Seventeen brilliant models, in a galaxy of styles and finishes.

- Sold and serviced by a company of high-fidelity specialists. Majestic International Sales Corp. stocks complete replacement parts at all times—shipments made anywhere in the U.S.A. overnight.

- Your customers are pre-sold on Grundig Majestic through consistent national advertising in LIFE and other leading mass-market magazines.

Majestic International Sales Corporation
743 N. La Salle Street, Chicago 10, Illinois  •  Whitehall 4-0077
79 Washington Street, Brooklyn 1, New York  •  Ulster 2-6000
When in New York, visit the Grundig Majestic Exhibition Salon, 25 W. 57th St., off Fifth Ave.

DON'T SPECULATE—CONTACT YOUR GRUNDIG MAJESTIC DISTRIBUTOR TODAY... OR WRITE... CALL... WIRE DIRECT
Special Techniques For Suburb Selling

against electrical failures in emergencies.

For the record: With a few exceptions, dealers are listing sales by customers, and a manufacturer's interest is attracted by tiny size, but he belittles for cover at a lower price than would be the price tag.

But the exception is Rocker, Stuck, Inc., of Pough-
keepsie, N.Y. Their transistor sales are a win-ning-conception of conventional portable sets, and they have been especially successful. This year's volume has shown a satisfactorily predict, should equal that of the con-
temporary portals. In a price-
shopping city, discounting was not the solution. Instead, they concentrated on the electrical characteristics of the better sets, selling to the full sales price to the public. A Norman Mankoff's approach is fine, but when the dealer finally sets to the handle, then he puts to the performance of the given one size, and there's nothing similar, it is sus-
ceptible to that of an expert. It's a matter of tubes, that this result in better sound. It is an especially important factor in fringe re-
cpering to 350 or So New York State.

The battery drain results in greatly improved performance. Only when it seems to be a fac-
tor of the performance of the complete unit, can the model for its tinymensions.

Transistor Radio Clock Radio: These are, of course, big Christmas sellers, and most manufacturers have "Just for good-year sales" as well as "Just for Christmas." Don Dougherty (Dunlap's, Pe-
ekskill, N.Y.) says, that the clock-radio's potential versatility, whatever its ultimate end, is worth the few dollars that it can appeal, he has found, often makes it a simple matter to switch the set up from a cheap table radio to a clock radio for personal use or to have the set wait-
ing, the other way. Different prices depend on the determinants of choice. For example, footballing, backs and whole brands are three pet big-city devices for men of all ages, but the only the first is a factoty in the manner of the second and the third in the far-southern communities.

It is more commonly encountered as a deliberate non-handling policy in other and electric music to be, are the model of the manufacturer, which is more important is a small community because it means taking one or two volume dealers of whatever kind to saturate the market. And naturally, the smaller the community, the less the avidity of the music to be, the more it is.

Thus you will find music stores with only new radios in the windows, and appliance stores with everythig from Telefunken and Grundig to the garden hose. And because the market is small but the dealer cannot, again with a few exceptions, ignore the discounting procedure. It must be prepared to offer at least a table lower than that of the dealer. Too many instances to ignore, the dealer is offered $10 or $15 but holds for $15 or $10 ever cost. The customers do not neces-
sarily believe that they are getting that extra bill they're quite will-
ing to save a dollar here and a dollar there. If there is a big crowd, the readiness and ignor-
ance of hard-chested buyers, the 3 per cent sales tax, and the conven-
ience and hazards of lagging the

5. Strongest Upward Sales Trend Seen in "Big Ticket" Merchandise!

6. Disc Drive Seen Essential to Rapid Movement of Phonographs and Other Equipment!

7. In Fact, the Same Person Buys Both Records and Equipment in the Majority of Stores!

8. 10% of All Radio Sales Sell More Than $50,000 Worth of Phonos and/or Radios Annually.

9. Sales Reps and Trade Papers Top Direct Mail as Buying Aid for Dealers!

10. Well-Informed Clerks Head the List of Selling Aids!

11. 95% of Dealers Offer Some Form of Service for Equipment!

12. Time Payments on Equipment Sales Offered by 86% of All Stores!
A Message of Tremendous Importance to Record Dealers:

Introducing a Brilliant, New "FIRST" from Walco!

The Latest in a Long Line of Record Dealer "Firsts" from Walco!

W. L. Stengard & Associates and available only through Walco...
A complete, self-centered needle and accessory department guaranteed to produce more profit per square foot than any other spot in your store.
Here — without doubt — is the greatest in a long line of record store merchandising miracles from Walco — the brilliant new Perpetual Profit Builder.

Designed to achieve the same business-building success for phonograph needles as the "Browser Busters" have for records, Walco's new Perpetual Profit Builder is the product of combined thinking of the best merchandising "brains" in the needle business and America's most experienced record store merchandising specialists, Freedman-Aircraft, Inc., and W. L. Stengard & Associates.
Each unit incorporates — in only 8 square feet of floor space — all the essential features of Walco's highly successful Needle Clinics in such famous stores as H. B. Macy, J. L. Hudson, Sherman Clay and Music City — and provides you with the same selling advantages as the country's largest record and department stores.

Tests Prove Special Needle "Department" Can Do 15 - 20% Off Your Volumes
In every test store . . . the special needle department has stepped-up store traffic and increased needle sales to at least 15% of the dealers overall volume because — by its very existence — the special needle department emphasizes to customers and clerks alike, the importance of phonograph needle replacement and record care!

Your Walco Perpetual Profit Builder will attract your customer's attention . . . around his interest . . . and answer his questions. It will — in almost every single case — net you up for a high profit needle sale you probably never would have made! And your Perpetual Profit Builder builds a high repeat business, too — because once you've sold a customer his first replacement needle, you've licked the toughest part of needle selling — convincing the customer of the need for a new needle!

New Stature, Prestige and Profit — For You!

With a Walco Perpetual Profit Builder, your store is more than "just another record shop." It becomes the first — and only — complete record care headquarters in your area. The Perpetual Profit Builder is, in effect, a "store with a store"; and as such, provides you with new stature and prestige among record customers and puts you in a position to make substantial increases in gross sales and net profits — not only in needles and accessories, but in all other items as well!

Durable Construction
The Perpetual Profit Builder is designed and constructed as a permanent part of your regular store furniture — its durable, hardwood cabinet-type construction will give you years of profit-producing, trouble-free service.

And there's a Perpetual Profit Builder for every size store . . . for every store layout. The various Perpetual Profit Builder models are designed to meet — in style, construction and price — all modern store furniture supplied by Capital Records through Freedman-Aircraft, or E&H/Walco furniture supplied through Stengard.

So don't lean out on the powerful new profit potential provided by Walco's Perpetual Profit Builder . . .

Modernize Your Store and Your Profit Structure with a Walco Perpetual Profit Builder . . .

FREE — STORE LAYOUT SERVICE!
With your selection of any Perpetual Profit Builder, Walco will provide — through Freedman-Aircraft or Stengard — a complete store layout plan showing exactly where to place your unit for greatest accessibility and traffic.

WRITE, WIRE, OR PHONE TODAY FOR DETAILS ON HOW YOU MAY OBTAIN ONE OF THESE UNITS ... UNDER A SIMPLE SELF-AMORTIZATION PLAN

Walco
TRADEMARK OF
ELECTROVOX CO., INC.
OF
60-8 FRANKLIN ST., EAST ORANGE, N. J.

MARCH 30, 1957
THE BILDBOARD
MUSIC-RADIO 47

Copyrighted material
Special Techniques For Suburb Selling

Continued from page 48

aehow, but not one sale. They're still waiting, not too hopefully. A small but well-stocked record shop, in the Hudson Valley region of New York State, drew attention to the $2.55 RCA-45 player as having inferior tone and a disturbing tendency for the needle to slide while playing. However, there is a market, the store feels, in teenagers saving pennies for their first player, for when the boxes of pop records carry a special appeal.

13. 40% of Phono Sales Last Year Were to New Owners!

Over $50,000 Store Sales to New Owners...
$13,500 Under $50,000 Store Sales to New Owners...

14. New Phonograph Spends over $40 for Records Within the First Three Months!

Average disk sales to new phonograph owners during their first 3 months to over $600,000 stores...

15. Best Selling Brand Name Equipment for 1956.

(Continued on page 48)

G
3.
2.
chines, GRANCO
48
FM
waiting,
small
Two
Two
4
Electronic
FM
distributor
GRANCO
FM
waiting,
small
Two
Two
4
Electronic
FM
distributor
GRANCO
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distributor
GRANCO
FM
waiting,
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Here's the AD that will keep the ball rolling for Belafonte's newest!

 Appearing in all these major publications: The New Yorker, Seventeen, Esquire, Saturday Review, High Fidelity, Playbill, Schwann, The Long Player, This Month's Records, The Forty-Fiver

And that's not all! The newest album by the country's biggest-selling album artist is being promoted heavily all along the line:

An Evening with Belafonte is the March popular-record selection of the RCA Victor Save-On-Records program. It will be featured in the Save-On-Records bulletin for March.

An Evening with Belafonte is featured in RCA Victor's exciting, full-page "World of Romance" advertisement in Holiday, Esquire, The New Yorker and The Saturday Review.

And... RCA Victor further supports your selling with radio promotion and ready-to-run ad mats in 3 sizes. Contact your RCA Victor Record Distributor today! You're in the money with an Evening with Belafonte!
SALES TIP

How to Use Tape For Record Demo

- Tape saves wear and tear on demo disks, cut period.
- Method can also lead to bigger tape recorder sales.

Looking for an easier demonstration set-up for your top pop singles? Try using tape. Here's how you can do it:

For purposes of this explanation let's consider that you will use the V-M Model 710 tape recorder. This is not an arbitrary choice. First of all, the array of equipment sales possibilities in this issue indicates that the V-M unit is the best seller in its class and the chances are more stores probably handle this unit than any other. Secondly, this V-M unit has two features essential to using it for a pop disk demonstrator—a tape counter and a phone-input jack. In addition, the unit has a good tone which enhances its use as a demonstrator.

First, Pick Out Top Hits

The first step is to choose the 20 or 30 top pop singles from the best seller charts. Now plug a phono attachment into the phone-input jack. Thread a seven-inch reel of tape into the recorder. If you plan to record 20 pop singles, you can use regular recording tape. If you want to put 30 singles on a tape, use the thinner, "extra-play" tapes that give you an additional 30 per cent playing time per reel. (Regular tape will give you one-hour recording of 35 inches per second and the extra-play tapes will record for 40 minutes and a half.)

Now you are ready to record. But before doing so make sure your tape counter is set at zero. After setting the tape counter, start the record. Use the monitor switch so that you can listen to and record beginning, at the end of each record, you will have to check the counter and set down the reading to know where each individual recording begins.

Tape up the list of recordings or print it on a small card. After each record plays write the tape counter reading next to each song so that you will know where that song begins on the tape. With the aid of a cellophone tape, fix the right side of the recorder so it will be handy for you.

Put the record on your counter. Now, when a customer comes in and asks Sony James "Young Love," consult your list for the counter reading and spin the tape to that number, using the fast-forward or fast-reverse button on the tape deck. When you hit the right number, stop the tape and play.

Save Your Demo Dubs

Using this tape technique you never have to let a record go out of your hands. Neither do you have to tie up Counter with teenagers listening to the tape. But a new recording in a hour.

You could use the V-M model 25A de luxe external speaker system. This system, composed of a 12-inch woofer and a 3-inch, half-inch tweeter in a leadframe case, comes equipped with a 25-foot extension cord, ready to plug into the recorder and play.

Try this method to see how it will work for you. If you like it use two or three recorders with remote speakers and identical tapes. Or you could record additional tape in the top 45 or 60 pop hits. This method will cut down period and save wear and tear on your demonstration records.

Sell a Tape Recorder, Too

An additional benefit to you is this—every time you demonstrate a record for a customer, you also demonstrate a tape recorder. This method is bound to invite inquiries from all of your customers. And this, of course, is your invitation to begin your sales talk toward a recorder sale.

Walco's New 20-20 Card

The 20-20 Card, a colorful new display card of 3-speed conventional needles, has been announced by Electro-Voice Co., manufacturer of Walco phonograph equipment.

The new card is designed as a low-cost, traffic-building item and contains 20 Walco Crescentite 3-speed needles, listing at 90 cents each, and 20 Walco Everson 3-speed needles, listing at 85 cents each.

The 20-20 Card is provided with both an easel and a eylet, so that it might be mounted on the wall or placed on the counter with equal facility.

Literature and prices are available by writing the manufacturer, Electro-Voice Co., Inc., 60 Franklin St., East Orange, N. J.

CARTRIDGE FROM RECOTON

Recoton Corporation, manufacturer of needles, cartridges and accessories, is preparing a new cartridge called 555 SDM magnetic tuner.

The cartridge is a multi-shielded and in complete sapphire styra for 78 and 30-inch L.P. Recoton says that the sapphire stylus-arms construction is capable of rough treatment and still remaining road-cleaning mechanism. It will fit only about any American-made arm and is smooth and free of strain even on the heavily recorded passages, says the firm.

GRANCO BOWS NEW AM-FM SET

A new FM-AM table model is being introduced to the trade by Granco Products, Long Island City, N. Y. Designated the Model 750, the unit is engineered to provide full total range at all volume levels. Granco refers to this feature as "Full Fidelity Balanced Tone.

By boosting the bass and treble frequencies at low and moderate volumes, the new Granco model compensate for what the listener does not hear when volume exceeds a certain point. When the volume is increased and normal hearing becomes more sensitive to the highs and lows, the treble boost in the set is automatically lowered.

Among the other features of the set is a stretch extended range speaker, seven tubes (which includes a rectifier, drift free performance thru Granco original tuning, and built-in FM and AM antennas). It is available in a choice of three colors: Fumice Gray at $94.50 and White and Mint at $104.95.

Amplifier Is Now 24 Watts

Bell's Model 3-EFGV 8-channel stereo amplifier has recently undergone changes and emerged a 14-wattter. Power output is now fully rated in excess of 24-watt 12 watts each channel—with a peak output of 50 watts. In addition, new lower prices on these units are being used. No price increase is planned for the revised model.

Styrophonic features include two separate amplification channels (12 watts each channel) within single, simultaneous control of both channels. This makes its operation as simple as single channel amplifier. A single-position function control provides selection of stereo or monaural amplification with or without crossover.

A reverse speaker switch makes it possible to switch the two stereo channels into the same speakers either with or without crossover for difference in pick-ups, speakers and the listening situation. Some devices use different stereo-monaural electrical qualities of the program material.

The unit is available with or without cover (as Model 3-EFT) for cabinet mounting.
RODGERs AND HAMMERSTEIN'S FIRST TELEVISION MUSICAL CINDERELLA

Here's the amazing production schedule on this great Columbia LP album —

We recorded Tuesday, March 19
We started shipping by air Friday, March 23
Show on the air -- CBS Television Network
live in color — Sunday, March 31*
You start selling Monday, April 1

* with CBS Television Network commercial on the Columbia album — reaching 40,000,000 customers — pulling people into your store!

Call your Columbia Records distributor and place your order NOW!

The greatest events in entertainment happen on

COLUMBIA RECORDS
**New Station**
- **Continued from page 40**

pluggers will have to trek out to Staten Island to see Ancell.
According to Tele-Broadcasters, H. Scott Killipmore, general manager of WTVN, the new station will feature the "Top 40" disks, as determined by a weekly survey of local record stores. The bulk of WTVN's platter programming will be made up from the "Top 40" list, a format also utilized by Tele-Broadcasters' other four outlets. Tele-Broadcasters' veep Wheeler, Bill Sweeney, will act as commercial manager for WTVN.

**Victor Pacts**
- **Continued from page 90**

best, Dvorak and Bartok as pro-
music men.
The unit also will be included in a new series called "Chamber Music for Everybody." Overall project will take in duo, trio, quartet, quintet, sextet and septet repertoire.

The Juilliard Quartet, besides its residence at the Juilliard School here, spends its summers at the Aspen, Colo. Music School, and plans to play, up to 80 concerts a year in its semi-classic excursions. Fno-
mentally, the group recorded for Columbia.

**WPAT Clicks Big**
- **Continued from page 41**

and public acclaim. Key show on the station is its "Gaalight Revue," which airs 7-11 p.m. nightly.

Result is that WPAT is sounding out a full program service which will be supplied to stations by the Parker outlet's music director, David Gordon, based on WPAT's own schedule. Already signed to WPAT, Miami outlet recently purchased by William O'Neill. Negotia-
tions are under way with more than 25 other stations. There would be no network in the sense of the stations being tied together by phone lines, but rather by virtue of their use of the same programming. It's understood that joint sales and promotional efforts by these stations also are being discussed.

Indicative of the WPAT success, despite competition and TV, is the rate increase just announced by WPAT, effective April 1. The new rate card boasts the station's toll about 30 per cent, and follows a record-breaking 1956 in which the outlet increased its audience by 39 per cent and national spot advertising grew by 97.75 per cent over the preceding year. Wright is also considering construction of a new building for WPAT, with archi-
tect Robert Wright to act as consultant on its interior planning.

**How Come?**
- **Continued from page 44**

phones in customers' homes are calling for us.

"We used to use the '56' as a demonstrator and let people take it home over night. I guess it was in 40 or 50 homes. We were afraid to sell it, it had been knocked around so much, so I gave it to my brother. He still uses it and it never gives him any trouble.

"That's the oldest '360' model on the floor over there. We just took it back in on a trade. It runs perfectly. All we have to do is wipe it off and clean it up and we could sell it. I think Columbia could have sold that model out also.

"This street is the best traffic spot in the area. We've got a big grocery supermarket down the street. No, they don't carry records, and there are a lot of little specialty shops between us and the market. Each depart-
ment in our store works with the others. The book department creates traffic for the records. The records create traffic for the greeting cards. The tobacco counter creates traffic for the phonographs."

"That's the way it goes for Foy & Sutherland's, the store that sells more than $100,000 worth of phonograph records without having one on the sales floor.

**make bonus profits with Concert Hall Society's 1957 SPRING REBUILD-Stock Plan**

We find that a lot of dealers have been losing Concert Hall Society stock lately and should not make that mistake. Here's how the concert hall society stock should be handled.

That's bad for all concerned. In order to avoid it in the future, here's what we've done and what we propose to do.

1. We have made an intensive market survey to sep-
ap the hot items from the slow movers. The latter have been cut out of the line. So, the new streamlined Concert Hall catalog contains only the most salable, most wanted records which we have released.

2. During April and May, we are extending an extra 10% discount to every dealer who orders sufficient records to bring his stock up to a reasonable minimum of each of the items in the catalog.

We want representation on our fine line, and we want you to enjoy a bonus profit for helping us get that representation in a hurry! Don't miss this chance! Get in touch with your Concert Hall distributor NOW! Or write Concert Hall for full details and special order blank.

**THIS IS ONLY THE BEGINNING!**

Watch for Concert Hall's terrific fall release, featuring stunning full color cover designs and a repertory of pre-tested, proven sellability!
Big deals are brewing at Concert Hall! They will mean more profit for you!

---

**Concert Hall Society**
71 FIFTH AVENUE, N.Y. 3, N.Y.
Your April Shower of

TOP SELLERS from ABC-PARAMOUNT

#9780 I’LL TAKE ROMANCE c/w FIRST IMPRESSION  EYDIE GORMÉ
#9792 JUST BECAUSE c/w WHY  LLOYD PRICE
#9782 ONLY ONE LOVE c/w IF I POSSESSED A PRINTING PRESS  GEORGE HAMILTON IV
#9787 ALMOST PARADISE c/w IT’S BEEN A LONG, LONG TIME  NORMAN PETTY TRIO
#9800 PLEDGE OF LOVE c/w I PLAYED THE FIELD  JOHNNY JANIS
#9805 MY HEART HAS A MIND OF ITS OWN c/w WHY CAN’T I MAKE YOU UNDERSTAND  GLORIA MANN
#9807 AIN’T THAT LOVE c/w THE BEGINNING OF LOVE  MICKI MARLO
#9793 ONLY TRUST YOUR HEART c/w SOMEWHERE A STRANGER  DICK ROMAN
#9784 A DREAM IS A WISH YOUR HEART MAKES c/w BIBBIDI—BOBBIDI—BOO  JUDY VALENTINE
#9795 WHERE IS CINDERELLA? c/w DO I LOVE YOU (Because You’re Beautiful)  SID FELLER
#9798 YOU, ME AND US c/w MY HONEY’S LOVIN’ ARMS  BETTY MARTIN
#9799 WAVE TO ME, MY LADY c/w BYE, BYE CLEMENTINE  THE NEIGHBORS
#9806 BABY, BABY, BABY BE MINE c/w I'M SAD, BLUE AND LONESOME  WAYNE AND JERRY
#9797 SWAMP FIRE c/w BRAZILIAN HOBO  THE BOBBY HAMMACK QUINTETTE

New Spring Singles

#9801 MY IDEA OF HEAVEN c/w NATURAL, NATURAL BABY  LOU BARTEL
#9803 EASTER PARADE c/w FREDDIE'S NEW CALYPSO  FREDDIE MITCHELL AND HIS ORCHESTRA
#9804 STREET OF MEMORIES c/w REMEMBER ME TO YOU  SKIP FLETCHER
#9802 SWEETHEARTS ANONYMOUS c/w GOOD TIME JOE  BETTY WELLS

Record Albums in Popular Demand

ABC-150 EYDIE GORMÉ
ALSO AVAILABLE ON 45 E.P. A-150

ABC-157 MONTOYA Flamenco Guitar

ABC-151 IT'S POLKA TIME
Stan Wolowic and the Polka Chips
ALSO AVAILABLE ON 45 E.P. A-151

TALBOT BROS. OF BERMUDA ABC-156
Calypsos

MARTHA DAVIS and SPOUSE ABC-160

MY FAIR LADY LOVES JAZZ ABC-177
BILLY TAYLOR TRIO with orchestra conducted by QUINCY JONES

THE JOHNNY everGREENs ABC-147
RUSS GARCIA and his orchestra

ABC-PARAMOUNT
FULL COLOR FIDELITY

(© Distributed in Canada by Spence of Canada, Ltd.)
THE BILLBOARD'S WEEKLY

Packaged 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 the territories.

1. CALIFORNIA—Harry Belafonte...... RCA Victor LPM 1248
2. OKLAHOMA—Sound Track..... Capital SAD 565
3. ELVIS—Elvis Presley..... RCA Victor 1352
4. MY FAIR LADY—Original Cast..... Columbia OL 5990
5. HVMNS—Tennessee Ernie Ford..... Capitol T 736
6. THE KING AND I Sound Track..... Capitol W 740
7. THE EDDY DUCHIN STORY—Sound Track..... Decca DL 8285
8. CLOSE TO YOU—Frank Sinatra...... Capitol T 790
9. JERRY LEWIS JUST SINGS..... Decca DL 8410
10. BELAFONTE—Harry Belafonte...... RCA Victor LPM 1150
11. AN EVENING WITH BILLY BELAFONTE..... RCA Victor LPM 1402
12. ELLE FITZGERALD SINGS THE RODGERS AND HEART SONG BOOK...... Verve MG-V-6002-2
13. SONGS OF THE FABULOUS FIFTIES—Roger Williams..... Kapp KKL-5000
14. FOUR WISER AND FIVE TRUMPETS..... Capitol T 763
15. S WONDERFUL—Ray Conniff..... Columbia CL 925

**Pop Albums Coming up Strong**

A listing of newer pop albums showing strong trade action, compiled from surveys of all major territories. These albums (unless already listed as potential entries in the current non-selling pop chart) are:

1. Suddenly It's The Hi-Lo's..... The Hi-Lo's..... Columbia CL 932
2. Fats Domino, Vol. I..... Fats Domino..... Imperial LP 9094
3. Fats Domino, Vol. II..... Fats Domino..... Imperial LP 9095
4. Rock Pretty Baby..... Sound Track..... Decca DL 8429
5. The Platters, Vol. II..... The Platters..... Mercury MG 20126
6. Casa Loma In Hi-Fi..... Glen Gray..... Capitol W 747

**Most Played by Jockeys**

Albums are ranked in order of the general number of plays on disk jockey radio shows channeling the country. Results are based on the Billboard's weekly survey among the nation's clout dealers.

1. CALIFORNIA—Harry Belafonte..... RCA Victor LPM 1248
2. CLOSE TO YOU—Frank Sinatra..... Capitol W 790
3. DAY BY DAY—Bud Day..... Columbia CL 942
4. TONY—Tony Bennett..... Columbia CL 958
5. S WONDERFUL—Ray Conniff..... Columbia CL 925
6. SUDDENLY IT'S THE HI-LO'S—Hi-Lo's..... Columbia CL 932
7. ELVIS—Elvis Presley..... RCA Victor LPM 1362
8. AFTER MIDNIGHT—Nat King Cole..... Columbia W 762
9. FOUR WISER AND FIVE TRUMPETS..... Freshness
10. ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK—Ella Fitzgerald..... Verve MG V-6002-3

**Reviews and Ratings of New Albums**

**Classical Albums**

**Classical Albums**

- **FAINTSA** (Sound Track) (3-12)—Leopold Stokowski and the Philadelphia Orchestra
  - One of the all-time masterpieces, "Fantasia," is at long last available as an album.
  - With music of the brightest musicians, conducted masterfully by maestro Leopold Stokowski and led by the maestro himself, the "Fantasia Suite," "The Pastoral Symphony," "Night on Bald Mountain," and "Ive Maria," with a stand- out four-odor 28-page booklet. Even at the $40.00 list price, the album is bound to be well received. Sound, remarkably good for its time, is still great by today's hi-fi standards.

**BACH CANTATAS NO. 160 AND 149 (12-1)——Hermann Scherchen, Cond. Westminster WVN 3294**

- Remastering of these two works provides one of the most satisfying discs of the year. Scherchen is the master with this wonderful music; the soloists are superb and over-all balance of choral, soloists and violinists. The Opera Orchestra is perfectly maintained by controller and engineers. Hilde Furse-Magnus, cond. by Alfred Forst, has, and Wadsworth Karst, tenor, an absolute rarity, a special item that deserves wide exposure.

**Jazz Albums**

- **ROUND ABOUT MIDNIGHT (1-12)——Miles Davis Quintet, Columbia CL 940**
  - David's debut album is the well-afined, for the average man, the most accessible of his to date. There are box-car rides (as in Parker's "Ah-Leu-Cha"), but this is not a lesson in emotional warmth; it seems to be Davis' main participation here, and the simplicity of "All of You" and "Bye Bye Blackbird" will come as a surprise to long-time users of Davis. No LP of his ever had such a good chance of "making it" with the average customer.

**Jazz Talent Albums**

- **BILLY TAYLOR TRIO INTRODUCES IRA SULLIVAN (1-12)—ABC-Paramount ARC 162**
  - Considering the difficulties of selling a new name in the jazz field, Am-Pan ingeniously gave Sullivan a "moment" — popular pianist Taylor, and also one of the best covers of the year. Sullivan is the rich man's Eddie Shò, playing both trumpet and tenor sax, but very well, in the modern hard-bop manner.
  - While his sound on both could use a more toned quality, his invention and feeling are strong. He's the one to groove, he will be a major jazz entity. Mostly good standard tunes here, and a couple of "down" originals.

**Jazz Special Merit Albums**

- **SONNY ROLLINS (1-12)——Blue Note 1542**
  - Any listener jaded with the sameness of the modern sounds can freshen up with this one.

**Reviews of Popular Records**

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**Rhythm & Blues Albums**

**HERE'S LITTLE RICHARD (1-12)——Little Richard, Specialty 130**

- A collection of previously released hits singles, i.e., "Tutti Frutti," "Long Tall Sally," etc., that should get good action by both dealers and jockeys. One of the better R&B artists, Richard's format up-tempo wattlings will definitely be promoted enthusiastically by the jive set. Cover art is striking too.

**Sacred Album**

**HOUSE OF THE LORD (1-12)——The Cover"**

- A collection of outstanding entries of the day, by the major religious or other field. Here are a dozen of the great songs of religion—hymns, anthems, duets in a tremendously dedicated manner. Truly inspirational are the renditions of "The Lord's Prayer," "Tell Him," "Pentecost," "A Mighty Fortress Is Our God," and the spiritual, "Were You There?" The choirs is at its very best, but the brass and strings accompanying bring the whole selection even a step higher. A masterfully recorded package which should have a generous sale.

**Album Cover of the Week**

**THE BILLY TAYLOR TRIO INTRODUCES IRA SULLIVAN (1-12)—ABC-Paramount ARC 162**

Dedicated compilation of twelve choice, photographed in color by Keesoplas with a musical effect of a musical painting. Design is by Frank Forest, and its another special format. The quality of the reproduction, particularly of the trumpet's black coat, is a standard for others to aim at.

**Reviews of New Albums**

**Jazz**

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From Paramount Pictures Original Sound Track...

**Funny Face**
The Lavish Love-Happy Paris Holiday
Set to Lilting **GERSHWIN** Music

**AUDREY HEPBURN**
sings
"HOW LONG HAS THIS BEEN GOING ON"
B/W
"ON HOW TO BE LOVELY"
(Roger Edens and Leonard Gershe)
V10040X45

**FRED ASTAIRE**
sings
"FUNNY FACE"
B/W
"HE LOVES AND SHE LOVES"
V10042X45

**KAY THOMPSON**
sings
"CLAP YO' HANDS"
B/W
"THINK PINK"
(Roger Edens and Leonard Gershe)
V10041X45

Disc Jockeys, Operators, Dealers...
Contact Your Distributors Today!
Classical Albums (Over-all)

2. TCHAIKOVSKY: 1812 Overture; Capriccio Italien—Minneapolis Symphony (Dutsch). Mercury MG 50654
3. OFFENBACH: Gaité Parisienne; Meyeres: Les Patineurs—Boston Pops Orchestra (Fiddler). RCA Victor LM 1817
4. MOZART: Windo Uszauer—RCA Victor LM 0444
5. DEBUSSY: La Mer; Ravel: La Valse; Valse Noble Et Sentimentale—St. Louis Symphony (Golubash). Columbia ML 1559
7. GROFE: Grand Canyon Suite; Mississippi Suite—Hollywood Bowl Orchestra (Tatskin). Capitol F 8347
8. BORODIN: Polovtsian Dances; Bizet: Suite; Ravel: DcQ Suite—London Symphony (Dorati). Mercury MG 50122
9. NOCTURNE—Hollywood Bowl Orchestra (Dragun). Capitol F 8383
12. ESPOA—Hollywood Bowl Orchestra (Staklin). Capitol F 8357
14. BEETHOVEN: Symphonies Nos. 5 and 9—NBC Symphony (Toscanini). RCA Victor LM 1757
15. COPLAND: Appalachian Spring; Billy the Kid—The Philadelphia Orchestra (Ormandy). Columbia ML 5157
16. KHATCHATOURIAN: Gayane; Ballet Suite; Kabalevsky: The Comedians—Philadelphia Orchestra (Ormandy). Columbia ML 5113
17. VERDI: Rigoletto (Opera for Orchestra)—Andre Kostlanetz Orchestra. Columbia CL 970
18. BEETHOVEN: Symphonies Nos. 1 and 9—NBC Symphony Orchestra (Toscanini). RCA Victor LM 6009

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Jazz

1. ELLA FITZGERALD SINGS THE ROGERS AND HEART MOVING BOOK—MVG 4960-2
2. ELLA AND LOUIS: Ella Fitzgerald and Louis Armstrong—MVG 4960-3
3. AMBASSADOR SATCH: Louis Armstrong—Columbia CL 840
4. ELLINGTON AT NEWPORT—MVG 4961-2
5. MY FAIR LADY; Shelley Manne and His Friends—MVG 4961-3
6. STAN KENTON IN HEART—MVG 4962-2
7. CONCERT BY THE SEA—MVG 4962-3
8. CUBAN FIRE: Stan Kenton—MVG 4963-1
9. DRUM SUITE—MVG 4963-2
10. VELVET FIRE: George Shearing—MVG 4963-3
11. KRUPA AND RICH: Gene Krupa and Bud Rich—MVG 4964

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Solo Instrumental

1. MOZART—Wanda Landowska—RCA Victor LM 6045
3. MINIATURES—Nathan Milstein, Violin, with Nathan Ponsrmer, Piano—RCA Victor LM 1778
5. RACHM: ROYAL INSTRUMENTAL—Val II; Paavo Berg—Columbia ML 4390
6. BREATHE THE CLASSICS FOR PIANO—Leonard Warren—Columbia CL 840
9. SERT: PART I: Breathe the Classics—Cond. Eris.—Ang. 5306
10. MOUNTJOY: PIANO CONCERTO No. 1, BACHMANNOFF: Piano Concer—Columbia CL 970
11. VIVIAN: VIOLOIN CONCERTO—Columbia CL 840

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Reviews and Ratings of New Classical Albums

Continued from page 54

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10. VELVET FIRE: George Shearing—MVG 4963-3
11. KRUPA AND RICH: Gene Krupa and Bud Rich—MVG 4964
A Big Boisterous Bi-Lingual Bombshell!

ELLÀ in English and Italian

"HOTTA CHOCOLOTTA!"

The lilting, Latin smash now sweeping Europe!

...and on the flip side

"HEAR MY HEART"

Arrangements and orchestra conducted by Russell Garcia

V-10031 V-10031X45

VERVE RECORDS

451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.
Who Am I To Say

and

Do I Love You Because You're Beautiful

(From the TV spectacular "Cinderella")

DECCA 8-30254 • 30254

A NEW WORLD OF SOUND

The Billboard's Music Popularity Charts . . . PACKAGED RECORDS

MARCH 30, 1957

• Reviews and Ratings of New Jazz Albums

Continued from page 54

ONCAGA (E-177)
Coliseum (C-96)

This album focused on the great jazz singer's Scottish facet, most famous re-creation of four Jazz Greats to New Orleans, Kansas City, Chicago and New York. He presents three vocal numbers, with the great vocal accompaniments of such artists as Joe Williams, with the result being the release of two top performers. The tone quality is also very good, and the arrangements are well executed in the top selling price.

THE BEAUTY OF THE BEAT

Bob Newhart's Fine Jazz Prancing Group (H-175)
RCA Victor I.P. 194

A fun combo with a lively swing beat, which is slightly disturbing in its lack of originality. It is however a very well executed combo and should be well enjoyed by the listener.

HANK MOODY WITH DONALD BYRD AND LEE MORGAN

Silver Queen (H-172)
This group is not only a new group with a well-executed sound, but it is also one of the best combos of the year. It is a well organized combo, with a very good rhythm section and a well balanced instrumentation.

SILVER'S BEAT

Silver Queen (H-172)
This is an exciting combo, with a well balanced rhythm section and a very good sound. It is a well organized combo and should be well enjoyed by the listener.

RHYTHM AND BLUES

Black Note (H-176)

This is one of the best combos of the year. It is a well organized combo, with a very good rhythm section and a well balanced instrumentation.

ALL OF ME—THE BEARNAOIR MR. PARKMAN

Johannes Lithium (H-175)

This is one of the best combos of the year. It is a well organized combo, with a very good rhythm section and a well balanced instrumentation.

ALL NIGHT LONG

Johannes Lithium (H-175)

This is one of the best combos of the year. It is a well organized combo, with a very good rhythm section and a well balanced instrumentation. The work of this combo is a real pleasure to listen to.

INTRODUCING GUS MANUCOUR

Gus Manucour (H-175)

This album focused on the great jazz singer's Scottish facet, most famous re-creation of four Jazz Greats to New Orleans, Kansas City, Chicago and New York. He presents three vocal numbers, with the great vocal accompaniments of such artists as Joe Williams, with the result being the release of two top performers. The tone quality is also very good, and the arrangements are well executed in the top selling price.

COLE PORTER AND ME

Fable Cars and this front (H-175)
RCA Victor I.P. 194

This is one of the best combos of the year. It is a well organized combo, with a very good rhythm section and a well balanced instrumentation. The work of this combo is a real pleasure to listen to.

ODYSSEY TOWN

F territory Shepard's Oct. (H-172)

The label says recording studio in New York, but it is actually a recording studio in San Francisco. The tone quality is very good, and the arrangements are well executed in the top selling price.

DANCE LIVELY

The Jim Forrest Trio (H-172)

This is one of the best combos of the year. It is a well organized combo, with a very good rhythm section and a well balanced instrumentation. The work of this combo is a real pleasure to listen to.

Folk

GOODBYE—THE AUSTRIAN CALPINO

Beat of the Barman (H-175)

This is one of the best combos of the year. It is a well organized combo, with a very good rhythm section and a well balanced instrumentation. The work of this combo is a real pleasure to listen to.

SOME SOUVENIRS

You'll Like It (H-175)

This is one of the best combos of the year. It is a well organized combo, with a very good rhythm section and a well balanced instrumentation. The work of this combo is a real pleasure to listen to.

SOUVENIR RECORDS

Decca DL 388

This is a nice package for a popular British girl. The contents are a collection of popular records, with a good balance of music and sound. The package is a good deal for the price, and is a good buy for the listener.

VANISH AND SONGS

Don't You Know I Care (H-175)

This is one of the best combos of the year. It is a well organized combo, with a very good rhythm section and a well balanced instrumentation. The work of this combo is a real pleasure to listen to.

CANDIDE FAVORITES

Le RCA British (H-175)

This is a nice package for a popular British girl. The contents are a collection of traditional and new songs, with a nice balance of music and sound. The package is a good deal for the price, and is a good buy for the listener.

(Continued on page 59)
HIT MATERIAL? YOU BET!

FESS PARKER

Rock 'n' Roll?
Calypso?
YEP!!

A HOLE IN THE SKY
and
WEDDING BELL CALYPSO
(Man Talk Too Much)

#F-49
For just 25c a week these sales helps can mean
MORE PROFIT DOLLARS
FOR YOU!

**Billboard’s SALES BOOSTER KITS**
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**Order from MARCH 30, 1957**

**For more information contact:**

**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

Store Name.

Address

City Zone State

**Reviews and Ratings of New Classical Albums**

**Continued from page 50**

BARTOK, Zoltán. "Budapesti." Hungaroton. A exquisite, almost mesmerizing piece that has a haunting quality. Bartok's music is unique and unforgettable. 

PALESTRINA: Missa Papae Marcelli 1570. (EM) - Three-Media Kon- no, George Thibeau, Con- certs of the World, Inc. 807 E. 42nd St., New York, N. Y. 72. The music for a mid-16th Century Mass may be a rather limited one, but among favorites of church works, and vocal pieces generally, this disk should do well. Choral, under Thibeau's指挥, achieves a purity of tone that is usually achieved only in the proper environment, and the lyrics are quite apt for their tasks. It is provided by thoughtful Wernsteiner on the back of the album cover.

WEBER: OVERTURES 0-127. Rinn- berger Symphony Orchestra. Berlin Philharmonic. Ferdinand Leber, Fritz Lehmann. Fonus Records, 40 East 45th St., New York, N. Y. 72. So much of this music is available on several Heintz LP's, and on previous recordings on this label. The popular "Freischutzi," "Oberon" and "Furioso" on Michael, the "Elsin- dorf," "Tristan," and "Otello," are all favorites of this era. Actually, the ensemble, dash, and technique, are all exceptionally good, especially for anyone who ever had the pleasure of hearing Michael, Wernsteiner or Wernsteiner on the back of the album cover.

For the love of my life, I gave that dance.

"Chicago" is a collection of songs, written and arranged by various artists. The songs are written in a variety of styles, such as jazz, blues, and pop. The lyrics are fun and catchy, and the melodies are easy to sing along with. The album features a range of artists, including Frank Sinatra, Nat King Cole, and Billie Holiday.

"Chicago" is a classic album that has stood the test of time. It has been re-released several times, and continues to be a popular choice among music lovers. The album is a must-have for anyone who loves classic jazz and pop music.

**Newspapers and Ratings of New Classical Albums**

**COMING**

**ARCO RECORDS PRESENT**

A NEW RECORDING STAR

**Ramsay Lewis**

AND HIS TRIO

with their first LP

Arko #611

"THE GENTLE-MEN OF SWING"

Sandy Mosse
Zoot Sims
Ira Schullman
Norman Simons
Cy Touff
Pinkie Winters
Amad Jamal
John Young

Coming

Chubby Jackson

4750 S. GROVE AVENUE
CHICAGO 13, ILLINOIS

All Phones: Res: 6-4512

**Copyrighted material**
The Original

"PLEDGE OF LOVE"

By Ken Copeland

#5432
THE NATION'S TOP TUNES For survey week ending March 20

HONOR ROLL OF HITS

We refer to the Billboard's Music Popularity Charts... POP SONGS

MARCH 30, 1957

TRADE MARK REG.

1. Party Doll 6 5
   By Jim Ryan—Bobbi Knox—Published by Jack's Music (BMI)
   BEST SELLING RECORD: B. Knox, Roulette 402; E. Lawrence, Coral 61792.

2. Butterfly 3 6
   By A. Service—Published by Stansbury Music (BMI)
   BEST SELLING RECORDS: C. Grice, Columbia 104; A. Williams, Cadenza 1608.

3. Young Love 1 13
   By Carole King—Glenn Campbell—Published by Imperial Music (BMI)
   BEST SELLING RECORDS: R. Smith, Decca 4362; B. Carroll, Capitol 1052; B. Williams, Coral 46174.

4. Marianne 2 8
   By M. Williams—Published by Elegante Music (BMI)
   BEST SELLING RECORDS: F. Kelly, Capitol 5801; H. Hudson, Capitol, Mercury 7032.

5. Round and Round 7 4
   By Lou Skiromire—Shay—Published by Kosti (BMI)
   BEST SELLING RECORD: F. Kosti, Coral 90444.

11. Banana Boat (Day-O) 10 11
   By Harry Belafonte—Attorney—Published by Stax (ASCAP)
   BEST SELLING RECORD: H. Belafonte, Columbia 44173.

12. Little Darlin' 17 2
   By M. Williams—Published by Excelsior Music (BMI)
   BEST SELLING RECORDS: R. Williams, King 181; RECORDS AVAILABLE: J. Carroll, Capitol 234; L. Smith, Capitol 236.

13. Almost Paradise 18 4
   By Norman Petty—Published by Dell International Corp. (BMI)
   BEST SELLING RECORDS: R. Williams, King 181; RECORDS AVAILABLE: J. Carroll, Capitol 234; L. Smith, Capitol 236.

14. Chantez Chantez 26 2
   By Alfred Goulart—Published by Cordwell (ASCAP)
   BEST SELLING RECORD: D. Shows, Capitol 39752.

15. Why Baby Why? 13 2
   By Eddie Howard—Published by Warner Music Corp. (BMI)
   BEST SELLING RECORD: F. Bozio, Capitol 39752.

21. Come Go With Me 21 3
   By C. C. Quicks—Published by Gladstone Bros. (BMI)
   RECORDS AVAILABLE: Del-Fi-Vikings, Dec 1295; Federal, DeLuxe 4172; E. Child, Dec 1295.

22. Sittin' in the Baloney 1
   By Johnnie & Quentin—Published by Kentucky Music (BMI)
   RECORDS AVAILABLE: J. Dee, Decca, 4172; E. Croghan, Liberty 5056.

23. I'm Stickin' With You 28 3
   By Rosen-Kern—Published by Jackie (BMI)
   RECORDS AVAILABLE: J. Brown, Roulette 4001.

25. Wringle Wrangle 26 8
   By James—Published by Decca (ASCAP)
   RECORDS AVAILABLE: A. Atten, Decca 3022; L. Daniels, Mercury 75190; G. Gifford, Decca 30131; E. Knox, ABC-Paramount 50039; L. Monroe, ABC-Paramount 4097; M. Polio, Decca 30129.

27. I'm Sorry 1
   By Dick Beek & Jim Moscoso—Published by Alpensia Music (BMI)
   RECORDS AVAILABLE: F. Atten, Mercury, 75190.

29. Ninety-Nine Ways 1
   By Charles Carter—Published by Metkoe Music (BMI)
   RECORDS AVAILABLE: T. Hinter, Capitol 3848.

27. True Love 23 27
   By Carl Porter—Published by Bower Hill (ASCAP)

30. I'm Waiting Just For You 1
   By Lee Gertz—Published by Lesco Music (BMI)
   RECORDS AVAILABLE: P. Bonn, Decca 30213.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

WARNING: The term "HONOR ROLL OF HITS" is a registered trade-mark and the issuance of the list has been copyrighted by The Billboard. Use of either may not be made without the permission of the copyright owner. Requests for such permission should be submitted in writing to the publishers of The Billboard at The Billboard, 1064 Broadway, New York 18, N. Y.
NEW SMASH HIT RELEASES!

TENNESSEE ERNIE FORD FAVORITES
The Watermelon Song • One Suit • Have You Seen Her • Call Me Darling, Call Me Sweetheart, Call Me Dear • That's All • Sixteen Tons • River Of No Return • You Don't Have To Be A Baby To Cry • First Born • Give Me Your Word

HIT CALYPSOS!
Calypso Blues • Nat "King" Cole
Run And Coca Cola • The Andrews Sisters
Shake Shake Senora • Lord Fire
His Feet Too Big For De Bed • Stan Kenton & June Christy

JOE "FINGERS" CARR
LOCO-MOTION
BRAZILIAN HOBO
NO. 3681

BING CROSBY
MAN ON FIRE
(SEVEN NIGHTS A WEEK
NO. 3695)

NAT "KING" COLE
with the Music of Nelson Riddle
WHEN ROCK AND ROLL COME TO TRINIDAD
CHINA GATE
(From Samuel Fuller's 50th Century Fox Film "China Gate")
NO. 3702

BILLY MAY
and His Orchestra
THEMES FROM "THE STRANGE ONE"
(SEVEN NIGHTS A WEEK
NO. 3697)

TRUDY RICHARDS
with Orchestra conducted by O. B. Masingill
WISHBONE
HANGIN' AROUND
NO. 3694

TOMMY SANDS
MY LOVE SONG
RING-A-DING-A-DING
NO. 3690

KEELY SMITH
with Orchestra Conducted by Nelson Riddle
YOUNG AND IN LOVE
YOU BETTER GO NOW
NO. 3698

FARON YOUNG
HE WAS THERE
THE SHRINE OF ST. CECILIA
NO. 3696

www.americanradiohistory.com
The BIGGEST SONG of 1957!

DARK
MOON

A Little Too Late

Gale Storm

b/w

#15558
**Best Sellers in Stores**

For survey week ending March 20

*Records are ranked in order of their current national selling importance at the total level, as determined by The Billboard's weekly survey of the volume declines or increase important market areas. Polls are conducted by a panel of music dealers in each of the major territories, and while sales is the main source of data, polls are continued to determine selling. This chart includes only the best sellers.*

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Sales/Week</th>
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<td>2. Bond Round</td>
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<td>3. Butterfly</td>
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<td>4. Butterfly</td>
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<td>5. Teen-Age Crush</td>
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<td>6. I'm Walking</td>
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<td>7. LITTLE DARLIN'</td>
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<td>8. Young Love</td>
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<td>9. Marianne</td>
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<td>10. WHAL BABY,</td>
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<td>14. Party Doll</td>
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<td>15. Young Love</td>
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<td>25. I'm Walking</td>
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**Most Played in Juke Boxes**

For survey week ending March 20

*Records are ranked in order of the greatest number of times in juke boxes throughout the country, as determined by The Billboard's weekly survey of the number of times the juke boxes best perform. What significant piece is present on both sides of a record. This chart includes only the best performers.*

<table>
<thead>
<tr>
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<th>Title</th>
<th>Plays/Week</th>
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<td>1.</td>
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<td>2. Too Much</td>
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<td>3. DON'T FORBID</td>
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<td>4. BUTTERFLY</td>
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<td>11. Young Love</td>
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<td>12. Round and Round</td>
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<td>13. Walkin' After Midnight</td>
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<td>14. I'm Walking</td>
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<tr>
<td>20. I'm Walking</td>
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</tbody>
</table>

**Most Played by Jockeys**

For survey week ending March 20

*Records are ranked in order of the greatest number of times on disc jockeys radio shows throughout the country. This chart includes only the best performers.*

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Plays/Week</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
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<tr>
<td>2. Round and Round</td>
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<td>3. Young Love</td>
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<td>4. TEEN-AGE CRUSH</td>
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<td>7. Party Doll</td>
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<td>8. DON'T FORBID</td>
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<td>9. Too Much</td>
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<td>10. Marianne</td>
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<td>11. Party Doll</td>
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<td>12. DON'T FORBID</td>
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<tr>
<td>13. BUTTERFLY</td>
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<td>14. Blue Monday</td>
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<td>15. Moonlight Gambler</td>
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<tr>
<td>16. Love Is Strange</td>
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<td>17. Butterfly</td>
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<td>18. I'm Walking</td>
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<tr>
<td>19. Blue Monday</td>
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<tr>
<td>20. Moonlight Gambler</td>
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</tbody>
</table>

**Best Selling Sheet Music**

*Charts are ranked in order of their current national selling importance at the sheet music market level.*

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Sales/Week</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
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</table>
THE EASY RIDERS

With MARIANNE (4-40817) perched cozily on the charts, the boys are once more riding herd on the volume-paved calypso run! These are two sides from the new EASY RIDERS album (MARIANNE And Other Songs You'll Like, CL 990), that's also chart-bound!

True Love and Tender Care b/w
Don't Hurry Worry Me
4—40860

MISS DAY

The pert Miss D. delivers a pair of novelty numbers which should renew an old sales lease of hers—squatter's rights on the best-seller lists!

Twelve O'Clock
Tonight b/w
Today Will Be Yesterday Tomorrow!
4—40870

SWING AND SWAY

Two cash catchers, tailor-made for the vast audience that appreciates what makes Sammy fun! Lead side is Sammy reading from his own poems (two book form editions of these sold better than half a million) with the classic Kaye background.

The Ship That Never Sailed b/w
Money
4—40869

MITCHELL

Guy's been rewriting the charts with 'Singing The Blues' and "Knee-Deep In The Blues." This newest entry was introduced on Arthur Godfrey's CBS Television show and the reception is already snowballing!

Rock-A-Billy b/w
Hoot Owl
4—40877

THE SURE-FIRE HITS ARE ON THE HOTTEST COMPANY IN

COLUMBIA RECORDS
A DIVISION OF CBS © "Columbia" © F Marcas Reg.
A Star is Born!

DEAN JONES

sings

YOUNG AND IN LOVE

B/W
THE GYPSY IN MY SOUL

K12462
(45 RPM)

MGM Records
701 7th Ave. N.Y. 36, N.Y.
## The Top 100

For survey week ending March 20

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.

### Song Title / Artist & Label / Last Week

<table>
<thead>
<tr>
<th>Song Title / Artist &amp; Label / Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. BUTTERFLY, A. Williams, Camden</td>
</tr>
<tr>
<td>2. YOUNG LOVE, T. Mansour, Dot</td>
</tr>
<tr>
<td>3. ROUND AND ROUND, P. Conti, Victor</td>
</tr>
<tr>
<td>4. CALYPSO, T. Mansor, Capitol</td>
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<tr>
<td>5. DON’T FORGET ME, F. Bacon, Dot</td>
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<tr>
<td>6. MARIANNE, T. Columbia, Columbia</td>
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<td>7. RUSSELL, E. Poole, Columbia</td>
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<tr>
<td>8. MARIANNE, Heilweiler, Dot</td>
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<tr>
<td>9. I’LL WALKIN’ F. Poole, Columbia</td>
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<tr>
<td>10. YOUNG LOVE, S. Jones, Capitol</td>
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<tr>
<td>11. BANANA BOAT SONG, H. Bowden, Victor</td>
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<tr>
<td>12. LITTLE DARLING, Edna, Mercury</td>
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<tr>
<td>13. PARTY DOTT, D. Lawrence, Dot</td>
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<tr>
<td>15. LEFT TURN AT MIDNIGHT, P. Clay, Decca</td>
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<tr>
<td>16. LOVE IS STRANGE, Baby, E. Sessa, Decca</td>
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<tr>
<td>17. GONE, F. Bate, Capitol</td>
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<tr>
<td>18. WHO NEEDS YOU, Four Licks, Columbia</td>
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<tr>
<td>19. MOONLIGHT GAMBLER, P. Columbia, Columbia</td>
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<tr>
<td>20. GI JOE, Sleep, Columbia</td>
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<tr>
<td>21. KEEP YOUR FINGERS OFF MY DOLLAR, P. Columbia</td>
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<td>22. LUCKY LIPS, S. Bacon, Atlantic</td>
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<tr>
<td>23. ONE IN LOVE, C. Stearns, ABC-Palmcourt</td>
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<tr>
<td>24. ALMOST PARADISE, J. Stearns, Ulster</td>
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<tr>
<td>25. TRICKY, M. Marine, Mercury</td>
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<tr>
<td>26. LUCILLE, L. Country, Country</td>
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<tr>
<td>27. NINE-UP WAY, J. Budge, Dot</td>
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<tr>
<td>28. CONGO ROSES, E. Pm &amp; M. Ford, Capitol</td>
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<tr>
<td>29. CONGO advised at a price, J. Lee, Decca</td>
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<tr>
<td>30. SITTING IN THE BALCONY, J. Decca, Capitol</td>
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<tr>
<td>31. BOTTLED BEER, F. Dayton, Imperial</td>
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<tr>
<td>32. I’M SITTING IN THE BLUES, G. Mitchell, Columbia</td>
</tr>
<tr>
<td>33. I CAN’T REACH A LITTLE LOVE, P. Abrino, Capitol</td>
</tr>
<tr>
<td>34. PEDIPEET, F. Williams, Chicago</td>
</tr>
<tr>
<td>35. I’M JUST BECAUSE, J. Poole, ABC-Palmcourt</td>
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<tr>
<td>36. JAMAICA FAREWELL, B. Francina, Victor</td>
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<td>37. MANSION, J. Clinton, Columbia</td>
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<td>38. BANANA BOAT SONG, Fontana Sisters, Dot</td>
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<tr>
<td>39. PUMP PUMP, M. B. Lawrence, CORP</td>
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<td>40. WONDROUS WONDROUS, J. Mathis, Columbia</td>
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<tr>
<td>41. WALL E. Poole, May 26, Kansas City</td>
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<tr>
<td>42. I’M MISSES YOU, C. Ducey, Atlantic</td>
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<tr>
<td>43. BANANA BOAT SONG, L. Levenson, Coral</td>
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<tr>
<td>44. SINCE I MET YOU BABY, J. French, Atlanta</td>
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<tr>
<td>45. PARTIAL THERAPY, A. E. Young, Victor</td>
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<tr>
<td>46. I’M LOVING THE BAND, J. Caven, Columbia</td>
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<tr>
<td>47. I’M LOVING WE BABY, J. Caven, Columbia</td>
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<tr>
<td>48. YOUR WILD HEART, J. Lowe, Mercury</td>
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<tr>
<td>49. PARTY DOLL, W. Mann, Ecka</td>
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<tr>
<td>50. QUITE A LADY, F. King, Columbia</td>
</tr>
<tr>
<td>51. I’M NOT THE ONE YOU WANT, J. Lovers, Columbia</td>
</tr>
<tr>
<td>52. I’M LEAVING YOU, J. Greens, Columbia</td>
</tr>
<tr>
<td>53. WORLDS GREATEST HUG, J. Lovers, Columbia</td>
</tr>
<tr>
<td>54. I’M LEAVING YOU, J. Lovers, Columbia</td>
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<tr>
<td>55. WORLDS GREATEST HUG, J. Lovers, Columbia</td>
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<tr>
<td>56. FOOLS FALL IN LOVE, Dorothy, Atlantic</td>
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<tr>
<td>57. I CAN’T SET THE WILLOW, E. Bobst, Columbia</td>
</tr>
<tr>
<td>58. WHIRLING WRANGLER, B. Hays, ABC-Palmcourt</td>
</tr>
<tr>
<td>59. A REVOLUTION IN ENGLAND, J. Lovers, Columbia</td>
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<tr>
<td>60. I’M LOVING WE BABY, J. Caven, Columbia</td>
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<tr>
<td>61. I’M NOT THE ONE YOU WANT, J. Lovers, Columbia</td>
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<tr>
<td>62. YOUR TRUE LOVE, C. Fech, Columbia</td>
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<td>63. TOWERS TROT, A. Jacob, Coral</td>
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<tr>
<td>64. MARIANNE, L. Light, Western, Nyack</td>
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<tr>
<td>65. AIN’T GOT NO HOME, L. Ryan, Anga</td>
</tr>
<tr>
<td>66. I’M LOVING THE BAND, J. Caven, Columbia</td>
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<tr>
<td>67. WHIRLING WRANGLER, F. Porter, Downstairs</td>
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<tr>
<td>68. I’M LOVING WE BABY, J. Caven, Columbia</td>
</tr>
<tr>
<td>69. I’M NOT THE ONE YOU WANT, J. Lovers, Columbia</td>
</tr>
<tr>
<td>70. YOU’RE MINX, Four Arms, Decca</td>
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<tr>
<td>71. BOW WOW WE BO BO, J. Johnson, Victor</td>
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<tr>
<td>72. ON MY WORD OF HONOR, P. London, Mercury</td>
</tr>
<tr>
<td>73. I’M LOVING THE BAND, J. Caven, Columbia</td>
</tr>
<tr>
<td>74. WITHOUT LOVE, C. McPherson, Atlantic</td>
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</tbody>
</table>

## Billboard Best Buy

**Let’s Go Calypso!**

By **Rusty Draper**

**Mercury 71039**

---

**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 Buy.
ALL-STAR!

KAY STARR SCORES WITH TWO TREMENDOUS HITS

JAMIE BOY/A LITTLE LONELINESS

Coming up fast! THE AMES BROTHERS
ACCOMPANIED BY HUGO WINTERHALTER'S ORCHESTRA & CHORUS
MAN ON FIRE / YEAH, YEAH, YEAH

NEW ORTHOPHONIC HIGH FIDELITY RECORDINGS
AMERICA'S FAVORITE SPEED... RCA VICTOR
**RECENT POP RELEASES**

**Coming Up Strong**

The Billboard's weekly survey of top volume charts and indexes those recent releases are gaining with strength and have the best chance of climbing Billboard's best charts.

1. **Mama Look-A Boo Boo** — Harry Belafonte
   
   (BMI) RCA Victor 6630

2. **Poor Man's Roses** — Patti Page
   
   (ASCAP) Mercury 21059

3. **Only One Love** — George Hamilton
   
   (BMI) ABC-Paramount 9762

4. **Almost Paradise** — Lou Stein
   
   (BMI) RKO Unisys 383

5. **So Rare** — Jimmy Dorsey
   
   (ASCAP) Endrity 753

6. **Forty Cups of Coffee** — Bill Haley
   
   (ASCAP) Decca 30214

7. **Just Because** — Lloyd Price
   
   (BMI) ABC-Paramount 9762

8. **Love Is a Golden Ring** — Frankie Laine
   
   (BMI) Columbia 40850

9. **First Date, First Kiss, First Love** — Sonny James
   
   (BMI) Capitol 3674

10. **Ninety-Nine Ways** — Tab Hunter
    
    (BMI) Dot 15518

**This Week's Best Buys**

Special telephone reports indicate these recent releases have broken or are on one or more key areas and have excellent potential for placing on the Billboard's best charts.

**NINETY-NINE WAYS** (Mayland, BMI)—Tab Hunter—Dot 15545—With his previous platter, "Young Love," still high on all the charts, Tab Hunter is retaining no time in coming back with another contender. This, too, looks like a big one. Boston, Providence, Baltimore, Chicago, Milwaukee, St. Louis, Durham, and Detroit report strong sales. The tune is also big in New York and Los Angeles. It shouldn't take long for it to reach the charts. If the record is the Ellington style, "Don't Get Around Much Anymore" (Robbins, ASCAP), A previous Billboard Spotlight pick.

**PLEDGE OF LOVE** (Lin, BMI)—Ken Copeland—Imperial 5432—In spite of the many covers and competitive versions of "Pledge of Love," the Copeland disk has broken away from the pack and is definitely the preferred one. Strong sales for the tune are reported in all areas. The record is styled for both the pop and easy-listening fans. "Night Time" (Lin, BMI) by the Mists is the flip side. A previous Billboard Spotlight pick.

**ALL SHOOK UP** (Shallman-Prestley, BMI)

THAT'S WHEN YOUR HEARTACHES BEGIN (Fishur, ASCAP)—Elvis Presley—RCA Victor 6670—Presley has another two-sided hit. At the time, it's difficult to predict what Presley will do with the lead or with the ballad will come out ahead. A previous Billboard Spotlight pick.

**BOOGA-BILLY** (Russell, BMI)

**BOOGA-BILLY** (Russell, BMI) — Copeland-Mitchell—Columbia 408778—Mitchell seems to have found his groove. "Boog-a-Bills" is taking its place similar to "Boogie Woogie" to the singer's previous two sides. The tune is gaining lots of boot in all areas. Flip of the record is "Scotty's Last Stand" (Joy, ASCAP). A previous Billboard Spotlight pick.

---

**THE PLAYMATES**

**THE PLAYMATES** (Williamson, BMI)

**toast** — with the teen grooves and with a wealth of charm. The plaintive quality of this side will appeal to the pop audience. "Toast" (Lin, BMI)

**Pretty Woman** — Sammy Cahn—BMI

**Pretty Woman** — Sammy Cahn—BMI

**RINGS A DING DING** — (Dominion, BMI)

**RINGS A DING DING** — (Dominion, BMI)

**SANDY** — (Mayland, BMI)

**SANDY** — (Mayland, BMI)

**PATIENCE AND PRUDENCE** — (Dee Dee, ASCAP)

**PATIENCE AND PRUDENCE** — (Dee Dee, ASCAP)

---

**REVIEW SPOTLIGHT ON**

**REVIEW SPOTLIGHT ON**

**TOMMY SANDS** — (Capitol 3690)

**TOMMY SANDS** — (Capitol 3690)

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**POP DISK JOCKEY PROGRAMMING**

**POP DISK JOCKEY PROGRAMMING**

**HOGY CARMICHAELO—CASS DALLEY** — Decca 36920—"I'M WAITING JUST FOR YOU" (Kay and Ceri, BMI)

**HOGY CARMICHAELO—CASS DALLEY** — Decca 36920—"I'M WAITING JUST FOR YOU" (Kay and Ceri, BMI)

**JOHNNY MATHIS** — (Columbia 40851)

**JOHNNY MATHIS** — (Columbia 40851)

**BILLY MAY** — (Capitol 3697)

**BILLY MAY** — (Capitol 3697)

---

**REVIEWS AND RATINGS**

**REVIEWS AND RATINGS**

**THE PLAYMATES** (Williamson, BMI)

**Toast** — with the teen grooves and with a wealth of charm. The plaintive quality of this side will appeal to the pop audience. "Toast" (Lin, BMI)

**SPICE JONES AND HIS CITY SLEMMERS**

**SPICE JONES AND HIS CITY SLEMMERS**

**THESE SISTERS** (Lindell, ASCAP)

**THESE SISTERS** (Lindell, ASCAP)

**THE TANGENT SISTERS**

**THE TANGENT SISTERS**

**THE TANNERS**

**THE TANNERS**

**THE TANNERS**

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**Copyrighted material**
FRANKIE WANTS TO MAKE IT A DOZEN

"Moonlight Gambler" added number eleven to the Laine stack of golden records.

Watch this new one move!

We think Frankie can count on it to make it a dozen.

LOVE IS A GOLDEN RING

4-40856

THE SURE-FIRE HITS ARE ON COLUMBIA RECORDS

THE HOTTEST COMPANY IN THE BUSINESS
Scramble for Indie Hook-Up

Continued from page 31

(a subsidiary of Decca's subsidiary Coral) have practically completed their respective distributor networks. Irving Jerome, sales chief of Capitol's subsidiary Prago, has set 28 distributors in all the major markets to date — as compared to an original, minimum goal of 20—and reports that only a few "ridiculous" markets remain to be covered.

Biggest headache from the indie distributors is finding retail salesmen today is that they can't afford to spend much money on promotion. One distributor expressed the fear of turning down a potential artist and selling the records themselves. The few pop best seller charts, for example, indicate that more than half of the top 25 discs were cut by labels represented by indie distributors.

The new Roulette label has two discs on the chart— including the No. 3 position "Tulip of Texas" and "Benny". "Creezer" is No. 4 with Charlie Gracie's "Butterfly," and Imperial in No. 6 with Pat Domino's "I'm Walkin'."

But has a chance to top 25 this week, while Coral, Liberty and the new label on its own list one best seller on the chart. The indie labels are meeting these problems in various ways. Some are stepping up their own merchandising and promotion programs on the distributor level, others are distributing records through wholesale promotion programs. For instance, Gee, Tico and Rama have operated their own distribution, cut by labels represented by indie distributors. The new Roulette label has two discs on the chart— including the No. 3 position "Tulip of Texas" and "Benny". "Creezer" is No. 4 with Charlie Gracie's "Butterfly," and Imperial in No. 6 with Pat Domino's "I'm Walkin'."

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THE BIGGEST SMASH OF THE YEAR!

Bonnie Guitar

DARK MOON

#15550
Panel Trio Guns for Mitch

and Kern" Morgan on the other hand repeatedly tried to get Miller to do a recording of his own hit tune, a song called "Rock and Roll, Roll," that's what they wanted.

In an answer to a Van Hove question concerning whether the Martin Luther quote, "Why should all good songs belong to the devil?" had any effect on the choice of songs, Miller states that he recorded his own song, "The Stars Need Love," in 1923, which he claimed was a hit. He also mentioned that he sold the song to RCA Victor.

Miller could not agree to the other. Other topics covered included his band's overall performance and his relationship with McCarthy, and second, that it was a variety of shows that were presented in this particular episode of the series. The panel then moved on to the issue of broadcasting, Miller, and second, that it was a variety of shows that were presented in this particular episode of the series. The panel then moved on to the issue of broadcasting, Miller, and second, that it was a variety of shows that were presented in this particular episode of the series. The panel then moved on to the issue of broadcasting, Miller, and second, that it was a variety of shows that were presented in this particular episode of the series. The panel then moved on to the issue of broadcasting, Miller, and second, that it was a variety of shows that were presented in this particular episode of the series. The panel then moved on to the issue of broadcasting, Miller, and second, that it was a variety of shows that were presented in this particular episode of the series. The panel then moved on to the issue of broadcasting, Miller, and second, that it was a variety of shows that were presented in this particular episode of the series. The panel then moved on to the issue of broadcasting, Miller, and second, that it was a variety of shows that were presented in this particular episode of the series. The panel then moved on to the issue of broadcasting, Miller, and second, that it was a variety of shows that were presented in this particular episode of the series. The panel then moved on to the issue of broadcasting, Miller, and second.
• Reviews of New Pop Records

MARCH 30, 1957

The Billboard's Music Popularity Charts...POP RECORDS

NOW ON...ATLANTIC THE PENGUINS

with the HOT Version of...

PLEDGE OF LOVE

ATLANTIC 1132
b/w "I Knew I'd Fall in Love"

Of all the trade publications covering all of showbusiness...THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.

IT'S THE MOST!!

GENE VINCENT

AND HIS BLUE CAPS

B-I-BICKEY-BI, BO-BO-GO

FIVE DAYS, FIVE DAYS

Record No. 3678
**Reviews of New Pop Records**

**Continued from page 77**

a typical morning meeting. Jack's and Jim's Bar in Chicago will be a good place to go to.

**KELLY OWENS ORK**

The Composer: 1048-6. This album is another fine one, with a strong sense of melody. It is a good one to go to.

**THE DE CASTRO SISTERS**

From the Jet Family: 7403-4. This album is another fine one, with a strong sense of melody. It is a good one to go to.

**FRANKIE BENNETT**

From the Jet Family: 7403-4. This album is another fine one, with a strong sense of melody. It is a good one to go to.

**THE CHEERS**

From the Jet Family: 7403-4. This album is another fine one, with a strong sense of melody. It is a good one to go to.

**THE BAND**

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**C&W Territorial Best Sellers**

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**This Week's C&W Best Buys**

- **FAURELLE (Fairway, ASCAP)** - Bobby Helms - Dec 30
- **REED (Reed, ASCAP)** - Mitch Miller - Jun 1
- **REED (Reed, ASCAP)** - Jack Greene - May 1

**Review Spotlight on**

- **C&W DISK JOCKEY PROGRAMMING**

**FOLK TALENT & TUNES**

- **Around the Horn**
  - Ed Sullivan's Big Band has topped the charts and has notched a number of number one hits.

**FOLK TALENT & TUNES**

**HALO BROWN**

- **One Vict (Gaelic Songs, BMI)**
- **Nobodies Darlin' But Mine (Leech, ASCAP)**
- **Brown**

**RECORDS**

- **13.**
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**Most Played C&W in juke Boxes**

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**Review of New R&B Records**

**BIRDBLY AND LEE**

I Want to Dance... 
(ALADIN 331) The pair get full of the lippy, easy-swinging style on this side. Tone rings strong and smooth, and the8 vocal number is in fine condition. (XBR & RAN) 

**PIANO RED**

Boots, Bones & Biscuits 
(VICTOR 6934) The Piano Man shows off his repertoire in this first of three charters. The sound is excellent, with lots of well-placed breaks and moments of tension. A fine VP. (BHR & RAN) 

**Don West** 

Don't you know 
(WFAM) For his spunky upbeat version of this group's tune, Don keeps the rhythm strong and the melody tight. He won't be forgotten. (RAN & RAN)

**KING CURTIS**

Talk to the Man 
(RECORDS) This track shows off Curtis's talents as a guitarist and vocalist. The combination is perfect, and the overall sound is top-notch. (RAN & RAN) 

**AL WHITEFIELD**

Main Line 10-1 A song about the rhythms of everyday life. The vocals are strong, and the rhythm is tight. Overall a good track. (XBR & RAN) 

**PANCHO VILLERO**

After School Rock 
(BOOGIE BLUES) This track is a bit too soft on the vocals, but the rhythm is solid. Overall a good song. (RAN & RAN) 

**THE ROBERTS**

Dearest Darlin' 
(BOOGIE BLUES) This song shows off the Roberts' smooth and sultry sound. The vocals are on point, and the rhythm is solid. Overall a great track. (RAN & RAN) 

**MISS MOLLY**

Hey Baby (BMI) 
This track shows off Miss Molly's strong vocals and the band's tight rhythm section. Overall a great track. (RAN & RAN) 

**THE FYLERS**

On Second Base 
(BOOGIE BLUES) This track shows off the Fylers' tight rhythm section and solid vocals. The overall sound is great. (RAN & RAN)

**WILLIS JACKSON ORK**

Ave of the Street 
(BOOGIE BLUES) This track shows off Willis's smooth vocals and the band's tight rhythm section. Overall a great track. (RAN & RAN) 

**JOE LEGGINS**

Far Away 
(BOOGIE BLUES) This track shows off Joe's solid vocals and the band's tight rhythm section. Overall a great track. (RAN & RAN)

**The Penguins**

Earth Angel 
(MERCURY 719) This classic doo-wop tune is perfect for the Penguins' style. The vocals are tight, and the rhythm is solid. Overall a great track. (RAN & RAN) 

Travelling Joe Cole is now being looked upon as one of the most promising of the new thrusters. The group, which made a strong impression recently at the Apollo, has just pressed a record with 'In the Chapel', on the Baton label, and it is expected to hit "Get My Mo-Jo Workin" and 'I've Got a Little Love". The Penguins go well in the pop market, with the latter more slanted to the r.&b. field. 

While Miss Cole continues to wow the audience for the coming Tour of Dynamite LLC, the troop is now pitting record clubs led in the Texas and Oklahoma area.

Incidentally, Duke Records reports "I've got the bigger three," Bobby Blue Band, Linton Kwesi and Chuck Edwards, "are taking the country like a storm..." Two Stax Farley makes a midweek dip for RKO-Unique Records to take over as Midtown's "Go-Go" player and contact man for Roulette Records... Mill Shaw has deserted a midwest West Coast office for the Shaw Agency. The office has been reopened in Van Nuys... Viki Nelson has entered a first session for Violin Recording... Two high schoolers have high hopes for the choral. She was formerly on the EVR label in the States and Canada. The Teen-Agers who recently returned from their gig at Caesar's to the Panamanian cats (a draw of 13,000 fans) for the Colon and equally successful appearances in Panama (City) have departed for the Northern tour of Great Britain. According to Mr. Sidney, Sylvania could make the flier of a Panama and win... Phil Chess reports he is looking for the biggest deficit of his career with "School Day" and "Deep Feelings". Indications are very strong in the United States.

**R&B Best Sellers in Stores**

For survey week ending March 20

Records are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the United States. Each record in stores is rated in terms of sales significance. Records that are receiving a combined at least 80 percent of the total retail sales in a given market appear on these charts. Records that are listed in bold type are the leading song on top.

1. I'M WALKIN' (BMI) - F. Dominico. 

2. LUCILLE (BMI) - Little Richard. 

3. LOVE'S A THING (BMI) - Mickey & Sylvia. 

4. BLUE NIGHT (BMI) - F. Dominico. 

5. JUST BECAUSE (BMI) - E. Price. 

6. PARTY DOLL (BMI) - E. Know. 

7. LITTLE DARLIN' (BMI) - Dion & the Belmonts. 

8. NEXT TIME YOU SEE ME (BMI) - Little Jr. Parker. 

9. I HURT TO BE IN LOVE (BMI) - F. Dominico. 

10. BUTTERFLY (BMI) - J. Cole. 

11. TOO MUCH (BMI) - E. Persaud. 

12. AIN'T THAT LOVE (BMI) - Charles. 

13. I Want To Be (BMI) - Atlantic. 

14. PAIN & SUFFERING (BMI) - E. Know. 

15. I'm Stickin' With You (BMI) - Imperial 5477

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

For survey week ending March 20

Records are ranked in order of the greatest number of plays in juke boxes throughout the United States, as determined by The Billboard's weekly survey of operators of juke boxes. Each record in stores is rated in terms of sales significance. Records that are receiving a combined at least 80 percent of the total retail sales in a given market appear on these charts. Records that are listed in bold type are the leading song on top.

1. I'M WALKIN' (BMI) - F. Dominico. 

2. BLUE MONDAY (BMI) - F. Dominico. 

3. LUCILLE (BMI) - Little Richard. 

4. I'M NOT PAYING YOU (BMI) - IMPERIAL. 

5. JUST BECAUSE (BMI) - E. Price. 

6. PARTY DOLL (BMI) - E. Know. 

7. SINCE I MET YOU, BABY (BMI) - E. Hunter. 

8. CAN'T STOP THIS Rocking and Rollin' (BMI) - Atlantic 1111. 

9. GOIN' BY MY SOUL (BMI) - E. Persaud. 

10. LUCKY LIPS (BMI) - D. Brown. 

11. BEATLES (BMI) - C. McCartney. 

12. LITTLE DARLIN' (BMI) - Dion & the Belmonts. 

**Most Played R&B by Jockeys**

For survey week ending March 20

Weeks are ranked in order of the greatest number of plays on disc jockey radio shows throughout the United States, as determined by The Billboard's weekly survey of disc jockey radio shows in all key markets.

1. I'M WALKIN' (BMI) - F. Dominico. 

2. LOVE IS STRANGE - Mickey & Sylvia. 

3. PAIN & SUFFERING - F. Dominico. 

4. JUST BECAUSE - E. Price. 

5. PARTY DOLL - E. Know. 

6. I'M NOT PAYING YOU - F. Dominico. 

7. SINCE I MET YOU, BABY - E. Hunter. 

8. CAN'T STOP THIS Rocking and Rollin' - Atlantic 1111. 

9. BEATLES - C. McCartney. 

10. LUCKY LIPS - D. Brown.

**Guided Missiles**

The Cliff Links #409

**Willie Headen LET ME CRY #410**

**Doocy Records**

**CLIMBING FAST**

Vee Jay #238

**"KISSING AT MIDNIGHT"**

Billy Boy

**Vee-JAY Records, Inc.**

2128 S. Michigan Ave. Chicago Phone: GALATI 3-2141

A Rock-O-Roo

CHUCK EDWARDS"I'M WONDERING" - Rock 'N Roll (To Aunt Lucy Love) 

**DUKE RECORDS, INC.**

2502 East 87th St. Indianapolis, Ind.
You Are My Sunshine (Peer, BMI)

Young Lucille, Little Lodge, Party I'm bunk, Huts Huns' provides Night Welkin', tape I'm He promising Pretty solid My Chicago Be way. Boston, Jr. Love (Reeve, Jr. snappin' Ever Spe. Parke, Love ... countertops. The 2000-3000-4000 BMI)...

It's working in Baltimore-Washington
It's working in Raleigh-Durham
It's working in Chicago
IT'S WORKING TO THE TOP!
**Reviews of New C&W Records**

*Continued from page 70*

**FOLK TALENT & TUNES**

*Continued from page 79*

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**DANCE & CLOWN COSTUMES**

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**The Home of Show Folk**

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**The Home of Show Folk**
**OUTDOOR**

**March 30, 1957**

**Communications to 158 W. Randolph St., Chicago 1, Ill.**

**THE BILLBOARD**

**83**

**Orange Show Tops ’56 Despite Weather**

Record, TV Names Pull Strong; Midway Business Generally Good

**S. AN. BERNARDINO, Calif.**—The Orange Show here, which started out strong only to be hampered by rain and sleet which was still amounting to 0.956 of an inch as of yesterday afternoon, has accumulated $3,500,000 attendance for the period; a 75,000 increase over the previous year.

Opening Friday (14) with a top Goodson in attendance for the ceremonies, attendance kept ahead of last year’s mark until Saturday (16), when an early morning downpour dimmed patronage. Monday the tumult died back with nearly a 15,000 gain over the same day a year ago.

Names Click

Under the direction of Earl B. Bolen manager, the show was all out this year, entertainment-wise. The show pulled exceptionally strong for the opening show in the Swing Auditorium. The latter was produced and staged for the fifth, consecutive year by Mrs. Roselle Schepfer, local booking attorney.

The Schepfer featured recording artists, with Ruby Draper opening the show and playing in the line-up. The Modernaires, Greg Grant, Johnny Carson and others were headliners. Music was under the direction of Joe Vash, Los Angeles, and the Independent midway business was represented by the show with such firms as Pat Trester & Son with novelties; Dave Rahaim, local booking attorney, and Earl B. Bolen, local booking attorney.

**Meeker Adds Circus Unit To Midway**

**LOS ANGELES.**—Jo and Ralph Meeker, at the Meeker Combined Carnival and Free Circus here (21) for Tash-Town, Wash., after shopping for circus acts and ride equipment to expand their operation.

Meeker said winter quarters will be at 111 Central Washington Fairgrounds, Yakima, with the show to launch its season at the Seattle World’s Fair April 29. The show will feature an ex

**Festival Mgrs. Mull Booking Operation**

**NEW YORK—**A proposal that festival managers and promoters band together for booking purposes has been submitted by the Canadian National Exhibitions for the purpose of the Seven Arts Festival, Pike, N. H. Members of the new Festival Managers' Association, under the leadership of Bernard F. Deal, president, have expressed support. Such an arrangement would presumably benefit from the effort.

**Solons Sidetrack Bill For New Gotham Arena**

**ALBANY, N. Y.**—The bill which would permit indoor boxing in New York City required for the financing of the $57,000,000 Olympic City Arena (The Billboard, March 23), has been piggiebacked for the current session of the Legislature.

The huge, aluminum-domed half a million dollar arena has depended from the start on legislation which would enable the arena to be completed and on extensive tax relief.

President of the sponsoring Great New York Sports Arena, Inc., is J. D. Grillo, director. Also involved are Phil Bliss, attorney, retired banker; Joseph Nelson, director; Robert G. Roberts, director; and Franklin D. Roosevelt Jr. Roosevelt presented the backers' case at a public hearing last week, and legislative leaders indicated public interest in the bill's passage. The arena would provide approximately 25,000 seats.

The lawmakers’ field would yield to the arena's $3,500,000 to $5,000,000 yearly.

The building would be 1,000 feet from the Madison Square Garden, a 5-story building. There would be section seating for 20,000 persons, and possible minimum seating of 15,000. A 4-month winter rental season would produce $10,000,000 to $15,000,000 for the State, the backers say.

**Barnes-Carruthers Produces New Type Grandstand Show**

**CHICAGO—**A new type grandstand show, representing a radical departure from traditional rev-

**Roadside Ads Held Vital To Businesses**

**WASHINGTON—**Roadside business and roadside advertising is limited along the new interstate highway system, according to testimony given before the Senate Public Roads Subcommittee last week by Fred Simon, Scott Lawes (D., Ill.). Speaking in behalf of the Roadside Advertising Association, which is labeled as "self-serving," Mr. Simon emphasized that the establishment of state and federal slow-mo" stations, "amateur" radio stations and other forms. He said he had testified to the House Commerce Committee that his association opposes legislation that would keep billboards 750 feet from the road.

**Estes Sets Mexico City Rodeo Date**

**RICHMOND, Tex.**—Rodeo Producer Bob Estes has had a full year in Mexico last year, will produce a rodeo this spring in Mexico City. National Auditorium will open March 9th, and the show will close later that month.

President is John Eddy, of the National Rodeo Association. Joe Aldrich, president of the Texas State Rodeo Association, will have charge.

**Race Group Chartered**

**HARBOR SPRINGS, Mich.**—The Harbor Spring Race Group, Inc., capitalized at $3,000,000, has been granted a charter by the Secretary of State to operate an auto race track in Charlevoix County, Mich. Albert Newsome is president.

**CLOSE CALL**

**Bull Almost Sinks Navy Recruiting**

**IMPERIAL, Calif.—**Big Bull, Gene Trotter’s elephant, held the keys to the Navy recruiting post in this city yesterday as the California Mid-Winter Fair here for a couple of days.

The bull, which had made great strides in modern weapons, took it in present or in absentia out of the dilemma of a chief petty officer.

The c.p.o. had been permitting Bull to roam around in his concrete fenced area of the Mid-Winter Fair. On the last day Bull found no beaks but the small hands of the gate that had handed the model aircraft carrier that was displayed.

Bull went through the gate before anyone was aware of it. Ray McCarthy, who staffed the exhibit, reached into Bull’s mouth and tugged at the eyes beyond that point.

There were two problems: How to get Bull back to the lot and to re-present the aidship to the Naval District. But there were visions of no one believing his true report.

Nothing came out well, however.

**Vernon, Calif.**—This year’s dates.

**3,000,000...**

The fair gardens, W. Vernon, Calif., have been in operation for approximately 60 years.

**Colbert, Calif.**—A $3,000,000 in the vicinity of the fair includes the new fair building.

**Decatur, Ill.**—With the fair in full swing, it was reported that the fair circuit operation several years ago, and a他heq-was one of the leading exhibitions in the far west. California hall of fame also functioned in the circus field in recent years.

**Colbert notes that a minor circuit, in which the six-track circuit runs through Los Angeles, one hotel for the booking of vaudeville acts on the large and small road, will provide a one-way date for the acts, with two spots, being played on same night. At the end of the week the 10 spots split the cost of salaries and transportation.

**Festival managers are being considered on the scheme by Robert General Jr., association secretary.**

**Barnes-Carruthers Enterprises, Inc., Chicago, Ill.**

Sells ‘Westorama’ With Movie-Like Set to Nation’s Top Circuit of Fairs

**San J. Ley Jr., Barnes-Carruthers president, in announcing details of the show, said that he had secured a LeRoy Pride, cele-

**San Francisco, Calif.**—For the first time ever, the Lucinda, a 150-foot, 150-foot (3); Vash., April 29.

**Otto Tenter Reveals Route In Mississippi**

**LOVINGTON, III.**—First appearance of the Senior and Junior Lash-

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Rolling Green Park Readeis For 50th Labor Day

SUNBURY, Pa. — Plans for observance of Rolling Green Park’s 50th anniversary were outlined last week by Owase Manager R. M. Spangler.

He and Mrs. Spangler have returned from their visits to England and Mexico. Now completed is a booklet of the 50-year history of the park.

In preparation for the season the park has been cleaned and surrounded with grass. A little Show Boat was purchased for use on Rolling Green’s lake. A Whip was added during the 1960 season.

Spangler will start his 43rd year in charge. This is his 13th year on Rolling Green, on Sunday, April 14. The park will open on Good Friday only in 1967, weekends only in May and daily from May 30 to Labor Day. It will be open on two weekends in September.

The spot’s 70th birthday will be marked by a number-long schedule of special events, free, and for a price, for the 50th anniversary.

FORMAL OPENING WILL BE MAY 30

OUTDOOR MUSIC

Barrel Organ, Circus Gems
On New Disks

NEW YORK — The spirit of outdoor amusement has been captured in times of past, but the efforts are so infrequent, and at times spotty in quality, that superior recordings are an conspicuous rarity. Two such records, an LP album of the Symphony’s “Music From the Big Top,” featuring Carl Stevens’ handle and Epic’s “Barrel Organ In Hi-Fi,” of special interest is the work of the Arab, and the barrel organ.

In contrast with previous Merry-Go-Round music, often tiring the ear and tedious, this disk has a rare, classic collection of tunes.

A few of these are favorites and not generally known here, but they are pleasing nonetheless. The Arab’s rumbling bass, phantasmagorical and musical--this is no such melody.

The Arab’s recordings, several others, behind and of the Herald,” “Blaze Away” and “Viva Como Divo.” Of the Arab numbers, several others, behind and of the Herald, a city of dreams.

The “Blaze Away” and “Viva Como Divo.” Of the Arab numbers, several others, behind and of the Herald, a city of dreams.

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The “Blaze Away” and “Viva Como Divo.” Of the Arab numbers, several others, behind and of the Herald, a city of dreams.
Talent Named For Gleason, Buffalo Shows

NEW YORK—Acts for two upcoming shows, the Buffalo Shrine Circus and a Jackie Gleason TV production, Cavedale of Cities, will be highlighted at the Hotel Delphine. The Gleason show will be Saturday nights.

Dobritch is producer of the Buffalo Shrine Temple's circus. As previously announced, the Shrine is planning to have its Buffalo show during the latter stage of the Gleason series. Dobritch also is bringing additional acts.


Dobritch is also bringing additional acts to his show and will be consisting of clowns, dogs, etc. In addition, he will be bringing the Shrine members.

Publicity Firm Contracts Five California Events

LAUTAVILE, Calif.—Five California fairs have gone to John Mette & Associates to handle the 1957 publicity and public relations.

The State-wide firm, with headquarters in Los Angeles and offices in San Francisco and Oakland, will be handling publicity at Calaveras County Fair and Jumping-Foot, Idle, Angles, Camp, Colusa, and Lodi. The group will also be handling publicity for the State Fair, Sonoma, Modesto County Fair, and Siskiyou County Fair.

In addition to the several crop-round accounts, the organization will handle publicity at Calaveras County Fair and Jumping Foot, Idle, Angles, Camp, Colusa, and Lodi. The group will also be handling publicity for the State Fair, Sonoma, Modesto County Fair, and Siskiyou County Fair.

The firm's services will be used by and handled in coordination with the California State Fair, the State Fair, Sonoma, Modesto County Fair, and Siskiyou County Fair.

Ohio Annual Inks CSRA Auto Races

DAYTON, O.—Clark county fair at Springfield was the latest Ohio annual fair to be added to the State championship auto race series. The event was held on the fairgrounds in Dayton, Ohio.

On this occasion, the Ohio annual fair was scheduled to run from May 18 to 20. The event was held on the fairgrounds in Dayton, Ohio.

Fayetteville Bldg. Burns

FAYETTEVILLE, N.C.—Fire recently destroyed deconstruction of a $12,000 exhibit building at the Cape Fear Fairgrounds here. It was believed responsible for all of the Fair's future plans is Alex McElroy, the fair general manager.

When announcing acts ...

New Castle, Pa., Plans New Grounds

NEW CASTLE, Pa.—The Lawrence County Fair Show is negotiating for property on which to build a complete new fairgrounds. Various factors are being considered by the board, which plans to occupy the site for the year's exposition. Council R. Lewis, fairgrounds architect and planner, was recently called in for consultation.

Greensburg, Pa., Takes Option on 140-Acre Tract

GREENSBURG, Pa.—Westmoreland County Fair, which has been years operated on a county park site, is negotiating for purchase of 140 acres two miles outside the city.

Tentative plan calls for construction of a complete set of buildings for livestock and agricultural exhibits, a half-mile track, grandstand and coliseum. An executive committee is working on the project, including Harry Miller, fair manager; and Stanley R. Bobbitt, county agent. W. R. Boettner, fair secretary, is working with the executive committee.

178,000 Active Buyers in the Billboard Classified columns each week
Davenport Using Dailey Bros. On Merchant Show; Drops Top

GONZALES, Tex. — B. C. Dailey is touring Dailey Bros. Circuit as the Merchants' Free Circus which he has had in past seasons.

He no longer has definite plans, it was announced last week, to operate a full-scale circus under canvas during 1957. Earlier plans to that effect were dropped. In their place are plans to start a second unit of the merchants' free show.

Davenport said that W. M. (Bill) Moore is not with the Dailey show. He severed his connections as general agent in February and Dailey and Davenport named James Allen Winters to replace him.

Winters said the street show is booked solid into May to play supermarkets in Texas, New Mexico and Arizona and additional dates will be looked for the same type of engagements. A second unit is to operate for presentations at chain stores.

Davenport is manager. Other staff includes Corky Hrunkett, assistant manager; Milt Robbins, booker; Winters, agent; and Ivan Douglas, billboard. Winters has worked with Dailey as assistant-treasurer of the Wallace Bros. Circus in 1955.

The show moves on six new trucks painted in circus fashion. In addition to the circus equipment are several concessions and kiddie rides. Ann Walker has the wagon. Afroto's Camp is the prop box. Performance has ladders, webbing, change, dancing, pony drill, trampoline, mugging riding, pick out men, flagging, and band. A Palace of Wonderlies walk thru has two pyrams, bears and chimpanzees, monkeys, rabbits, birds, big hog, several andreas, Army's Silver Saddle and other acts. A Famous Show also is included in the layout.

Food Equipment

Dispenser

For Volume — CANFIELD, O. — A fast-serv

ering beverage dispenser designed to handle peak intermission business has been developed here. The unit is equipped with four stainless steel five-gallon stopper tanks with a capacity of total 7500 cold semi-continuous drinks. Four single faucet serves any combination of high, low or non-carbonated beverages. Each faucet is connected to a tank by stainless steel, flexible tubing and the tank can easily disassembled for cleaning. A stainless steel push button and paper cups is on top the unit for convenient filling — Carbo-lite Dispensers, Inc., Canfield, O.

Compact Deep Fryer — L. FRANCISCO — A deep fryer that is counter-size and is

AGENTS TALK

Cristiani Bros., Beaity Routes Avoid Conflict

SARASOTA, Fla. — likelihood that the Clyde Beauty Circus and Cristiani Bros. Circus will be in opposition along the Eastern Seaboard this summer has been minimized by Paul Cristiani, agent for the latter show.

He said that he and Floyd King, agent for Clyde Beauty, have been conferring about general routing plans. Also they are going to play the same territory, only in a few towns they will be in direct competition. Cristiani said that these few conflicts would be unavoidable because of routing meshes. In other instances, he said the shows have avoided playing the same towns at about the same time. He said they believed that the ball of revenue could be increased if they divided the territory.

said to have a capacity of 51 pounds of potatoes per hour is being marketed here. The unit is 12 inches wide and has 14-in. elements under the baskets. Also featured is a crumbs drawer that can be removed to clean the food from the frying operations. — Wells Manufacturing Company, 220 Ninth Street, San Francisco 3.
Showmen Air Complaint About Reception at Arenas

WHILE arena and auditorium managers for the most part declare there is room and demand for more shows, and they encourage newsmen, there is another side to the picture. That is the one described by some of the show managers who call on building managers with a view to booking dates.

These showmen say for only a part of the shows using buildings, of course. But their complaint is that not all building managers are as co-operative as they might be. Some building officials, it is asserted, seem to be trying to avoid renting their facilities.

A few managers give the impression they would prefer to rent their buildings as rarely as possible. These showmen and agents declare it would be more in line with the over-all programs of seeking more arena shows if this minority of building managers would hold up to the admission they give prospective new tenants.

SIMILARLY, the owner of a circus has a complaint. He objects to what he says is an over-rationalized policy by which some indoor circuses find it nearly impossible to rent an arena on its own.

Walk into an arena manager's office, he observes, and ask for a contract and soon building executives will say the show must have a sponsor first. As it happens, the show, too, wants a sponsor, but that matter always be the case and even now it sometimes would prefer to contract for the building first.

When the show owner or agent inquires further and asks what the date is, and are there any many, many managers reply that they can't say until there is a sponsor in the picture. There are exceptions, of course, but if a show wanted to play a small cold, without local suspicions, it apparently would be impossible to get a building in many instances.

MARCH 30, 1957

THE BILLBOARD

GENERAL OUTDOOR

87

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$16.98 New 1900 St.

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OLD TENTS

Carnival • Bazaar

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Any Size—Any Style

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ANCHOR TENTS

The Showman's Choice

AMERICA'S FINEST SHOW TENTS

- CONCESSION TOPS • SHOW TENTS • RIDE CANVAS • BANNERS

BERNIE MENDELSON

462 L. CLARK ST.

CHICAGO 40, ILL.

UNITED STATES TENT AND AWNING CO. Established 1870.

Over 85 Years of Specialized Experience.

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491 South Michigan Dr.

SARASOTA, Fla.

Eglin 5-5007 — Phone — Brunswick 8-4340

Any Type — Carnival — Concession — Circus — Any Size

GIVE TO DAMON RUNYON CANCER FUND

IF YOU HURRY

YOU CAN STILL GET YOUR AD IN THE

OUTDOOR DIRECTORY SECTION

OF

THE 1957 SPRING SPECIAL

WIRE or PHONE copy instructions, or authorize repeat of previous ad by WEDNESDAY, MARCH 27

Ad receiving last after March 27 will be published in the regular departments of the issue.
The following text is not legible due to the image quality. It appears to be a page from a newsletter or magazine, containing various sections such as classified advertisements, notices, and articles. The content is not fully transcribable due to the quality of the image.
Georgia Lists 54 Week-Long Fairs

MACON, Ga.—Dates of 54 events running five or more days have been announced by the Georgia Agricultural Association of Fairs, leading it to envision a more active spring season than has been the case in some time.

In addition, a survey of fairs in the State yields the impression that many of which have not yet set their dates. Ten recent reports indicate a good year, but this does not necessarily indicate they will not run.

Group Molls

Continuance At Homestead

HOMESTEAD, Fla.—Redland District Chamber of Commerce is planning over whether to continue the sponsorship of South Florida State Fair, which had a good season last year.

Audited figures showed a deficit of $400 of the $2,000 at which $300 will be paid out of Chamber funds. A net profit would have been realized, but for the obligations of $2,000 paid by the fair to the city for license fees. City council will vote to turn over the money as a donation to the Chamber.

The event was widely publicized, and its proponents feel many difficulties of an initial run will be ironed out in succeeding years. Assessments of America provided the midway.

Edmonton Sets

Talent Hunt

EDMONTON, Alta.—Amateur and professional talent from Northern Alberta will compete for a chance to appear at the grandstand at this year’s exhibition. The Edmonton drama association has put up $4,500 for the project. Edmonton radio stations will organize and direct the preliminary round which will culminate in three 13-set shows at the local Paramount Theater. Three individual acts will then be chosen to bolster the GAC-Harold Chap in the fair.

The lead in stimulating interest for the fall auction season which has been diminishing in size in recent years has been taken by Joseph Pruett of the State, secretary. Heavy advertising and circulation and campaigning by the State, secretary, have brought a large increase in the number of entries for the recent winter meetings, which was completed with possible saving the association’s life.

Continued Concern

The showman predicted last year is being projected for promotion this year, rather than after the fairs have run, in order that fairs may apply the knowledge gained for their forthcoming events.

Pruett’s other concepts, about which fairs in the State are not being advertised for, include a check on carnival operations which would, as he puts it, prevent some while weeding out others.

State aid in a distinct possibility the fairs are asked, as is the possibility of State land national exhibits routed through the State for successive fairs.

Indiana State

Delays Naming New Manager

INDIANAPOLIS — Appointment of a new secretary-manager of Indiana State Fair Board has been announced by the board. The fair is due to open on April 1.

Applications for the $7,200 position will be carefully examined and the choice will be made with political bias, a board spokesman explained.

Gov. Harold W. Handley announced the appointment of Kenneth Blackwell as trade relations director of the State’s Agriculture Department and Conservation, with an immediate after the latter’s retirement.

Aviators of flight, to extend from the Administration to the Radio Building, and from 28th Street to Fall Creek Boulevard, will be new features of the fair, he announced. The Theodore will display banners of the State’s 152 counties.

The board also announced that contract for printing of the 4-H Club programs and premium books has been awarded to the Book-Walter Company.

Winter Fairs

Arizona

Gebhart Named

Asst. Manager Of Ohio State Fair

DAYTON, Ohio—Irvis Gebhart, the past two years president of the Montgomery County Fair here, has been named assistant manager of the Ohio State Fair, Columbus. His resignation from the local fair is effective April 1.

In his new post, Gebhart will serve under R. Robert Jones, new manager of the State fair, and will be in charge of livestock.

Gebhart, who with his brother runs a 160-acre farm in nearby Germantown, has been in fair work since 1912, when he joined the 4-H Club. Gebhart graduated from the University of Miami in 1914.

He was elected to the fair board in 1943 and served in that capacity until two years ago when he took over the presidency.

Gebhart has long been active in livestock circles. He is vice-president of the Ohio State Fair Association, has served as secretary of the Ohio Oxford Happy Association, was a director of the Miami Valley Cattlemen Association, and served on the committee of the National Hampshire Type conference held in Ohio.

Donald Michael will succeed Gebhart as president of the Dayton fair, which is managed by Coddie V. Scheldie.

Harriman in Boosted Talk

For Syracuse

SYRACUSE—New York State Fair Association president, who spoke this week as a spokesman for Harriman—did not mention Harriman’s name in a speech he delivered.

The Syracuse Times Union, which has been addressing its animal shows, conveyed a message from Harriman—commenting on the merits of animal shows, he expressed his belief that Harriman is the type of man whose ideas will prove successful.

The board also announced that contract for printing of the 4-H Club programs and premium books has been awarded to the Book-Walter Company.

Colorado State Launches

$50,000 Plant Program

PUEBLO, Colo.—Colorado State Fair has launched a $50,000 plant improvement program that will upgrade its rodeo facilities, parking lots and a number of buildings. V. H. (Bill) Kittle, manager, announced.

Major improvement will be piping of two small parking lots and a roof at a cost of $27,000. All rodeo facilities will be rebuilt at a cost of $12,000 and will include rest rooms, catch pens, chutes, rodeo office and rest rooms for contestants.

Three buildings will be renovated to a cost of $9,000 and a new roof.

Attraction program for this year is complete, Mr. Kittle reported.

Grandstand fair the first three nights will be a CAC-Ham radio show, featuring the Mariner’s Supporting casts will be Wille, West and McIntyre, Manhattan Rockets, Matt York, Dick Gordon, Whaley and seven Additional bands and Leeds and the Three-Leggers.

The Children’s Radio, featuring 14 acts during three days and six nights of attractions, will be divided into the riding, ballets, beauty and singing groups.

N. C. Names 2 Committees

For Aid Work

CHARLOTTE, N. C.—Two committees have been added to the project of the North Carolina Association of Agricultural Fairs—obtaining a new secretary-management, have been appointed by association president, C. O. Greene, Hickory.

Claude Proctor Jr., Concord, will head the legislative committee, and Curtis A. Leonard, Lexington, the agricultural committee.

Working with Leonard will be Joe Coble, Burlington; M. W. Williams, Monroe, and others.


Indications at the recent annual meeting were that eventual success of a State aid project is possible, and it was decided to take the larger, more logical route toward this aim.

Mercedes, Tex.,

Pulls 130,080

In Five Days

MERCEDES, Tex.—More than 30,000 patrons turned out for the five-day run of the Grande Valley Livestock Show, which closed its gates here Monday (18). The figure does not include gate receipts for the remaining night-night of the beauty contest, or Monday, when the last calf auction was held.

Largest single-day audience was on Saturday (16) with a record 3,750. On opening day more than 2,200 people were counted. Total attendance at the 156 show was 124,000.

For Year

Fair...Park...Celebration

Book

THE MALCO TROUPE

Prize Trotting Association

MIKE MALCO, P. O. BOX 275,骰

ST ANDREWS, ILL.

WANTED

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STAKES COUNTY 4-H FAIR, Hamlin, Ind.

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TOM BELL, Sec.

Phone 916, Hamline, Ind.

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OUTDOOR DIRECTORY SECTION

OF THE 1957 SPRING SPECIAL

WIRE or PHONE copy instructions, or authorize repeat of previous ad by WEDNESDAY, MARCH 27
ADDED FACILITY

Pa. Fun Center Malls
225G Indoor Ice Rink

MORTON, Pa.—Plans for a $225,000 indoor ice rink have been announced here by Bob Dietch, and if the deal goes thru the skating establishment would open in October.

Plans were formulated through John A. Wallach, Democrat, Wallach & Company, Chicago, who will not only engineer and build the rink, but will also construct the building.

The rink itself will measure 80 by 200 feet and an additional parking area for 400, 40 by 60 feet, is included in the plans. Outside measurements of the building will be 100 by 220 feet.

The rink will be a 48 by 100-foot reception hall with a 40-foot concessions counter, ticket boxes, general offices, offices, rest rooms, concession booths, skate rental, sports paintings, and an in-door rink, will be equipped.

The school will be given off season, the rink will have its own office and rest rooms and will be used 12 months a year.

Animal Act Boarding Helps Kid Zoo Thrive

FALILAWN, N. J.—What started out several years ago as a farm with a small zoo has turned into a bonanza for Bob Dietch. The appearance of his Farm has remained purely rural while its contents have expanded.

A farm, barn lot and rip spot has it benefited from its convenience to Gettysburg and the George Washington Bridge.

A couple of years back, the Will Hill, Delaware, zoo was on the market as a place under the Packer Bros. Canoe, run it as an elephant and the spot has since served as a parking garage for numerous farm animals.

The proposition worked two years, with the zoo starting out and caged the animals and thereby engendered his live animals, without much expense to his. The Trafalgar Animal Importing firm boarded elephants and other animals there, while awaiting shipment to buyers, and which Dietch has never taken advantage of this metropolitan animal combination.

Sit for Cat Act

This phase of the operation this year, an importation by theBIG TIGER collection of Evelyn Coric, with whom the Trafalgar Importing group of Rockaways' Playland concessions. Mrs. Coric got the start in the pet business when she built a quick success in the trade for Steve Allen video store.

Increasing involvement in animal handling and animal management, by the combination of a pair of half elephants, a nine-month-old bull, four times a camel, a cheetah and a jaguar and leopards. What with the zoo's normal complement of birds, monkeys and various animals, Dietch has developed a thriving calendar of presentations at parades, TV shows and department stores.

Boudoir has the kiddie, a separation location. Another con- gestion is the pony ride and a con- nected logging train which makes the entire business. Admission of 50 cents and a quarter is charged for the enjoyment.

Olympic Park Buys Helicopter Ride

IRVINGTON, N. J.—A new plan of Hendrickson Helicopter ride is being added at Olympic Park here. Robert and Henry Gorham have been delivering the ride.

Last year they added a Trotter to their line-up of major attractions.

Summit Beach Schedules 4-Day Week for Public

AKRON—Summit Beach Park has announced a new schedule, which will have the fastopen spot for the public only on Thursday, Friday, Saturday and Sunday of next 4 days.

The park will be available on a paid for ticket basis at all times Wednesday. It will be closed on Tuesdays.

General Manager Ed M. Fahlen, said that the hours are in base to the board of directors. Mr. Fahlen said that he will stay open on Wednesday and that it will be closed on Sundays. It will be closed on Tuesdays.

The beach has only Tuesday business, according to the general manager. The beach will be kept open on Tuesday and that it will be closed on Wednesday and Thursday.

One result is expected to be that the beach will be open on weekdays only. The policy of the park is a certain number of weeks, that will be open on weekdays only. The policy of the park is a certain number of weeks, that will be open on weekdays only.

Despite the significant changes in the park, the new schedule will be 30 days in length, according to the general manager. The beach will be open on Tuesday, Thursday, Friday and Saturday of next 30 days.

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parties at risks in the America on Wheels chain was reported last week by William Schmidt, AOW general manager.

In Trenton, N. J., a Christian Youth on Wheels organization has been formed. It skates regularly at Capitol Arena there, entire families attending the affair. Near the end of the session, which terminates early for the benefit of the young people, a short religious service is held. Christian Endeavor parties are being scheduled regularly at AOW's Boardwalk Arena, Bayonne, N. J., and Paterson (N. J.) Arena, the parties drawing from the many communities surrounding the rinks. The Evangelistic Council of Newark, N. J., has been active in sponsoring parties at Twin City Arena there, headquarters of AOW.

Mellos Buys Popcorn Firm

CHICAGO — John Katullus, head of Chicago Peanut Company of Illinois, has purchased Roper Specialties Company, this city The firm will be moved in with the Mellos concern. Both will continue to operate as separate corporations, Katullus said. Specialties, a pioneer in the pre-popped popcorn business in Chicago, packages the corn, operates routes of hot and dry equipment, and services theater concessionaires and industrial accounts.

Charter S. C. Speedway

NEW ZION, S. C. — East Carolina Raceway, New Zion, has obtained a charter from Secretary of State Frank Thorson to promote and hold races for stock cars. Authorized capital stock is $5,000. Carl J Osborne Sr. is president.

WANTED

for old established New England Amusement Park

RIESE MAN

Sales, relates to operate 22 rides including roller coaster.

FOOD MANAGER

Keeva Company. Black, Pears, Potatoes, etc.

Manager experienced, references. Write c/o The Billboard. New York, N. Y.

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June 15

Call or write

GEORGE SARTOLO

Bar 225 Willow Grove, Pa. Phone: Willow Grove 1443

OPENING NEW BEACH PARK, April 15

WANT RIDES and Concessions of all kinds. Permanent. All offers or suggestions addressed to A. J. LUND, F. O. Box 11, Biloxi, Miss.

PORKERINO

Lot of 50 or any part. NO EXCHANGE WILL NOT BE REFUNDED! Write for our complete catalogue.

CAPITOL PROJECTOR CORP., New York City.

THE USKERS OF "CHICAGO" SKATES

Are Successful

The "Billboard" has received notices of the successful start of the Week's" and of "Merry-Go-Round." Congratulations to the successful operators.

Duranto Wheels

CHICAGO ROLLER SKATE CO., 8427 W. Lake St., Chicago, III. Established 1905-

Manufactures of all kinds of Roller Skates.

CURVECAST RINK-COTE

The starting surface for wood and metal tracks. The universally tested line mark. Made by GILES, Pott's, Ill.

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Write us for samples of Curvecast and our complete catalog.

The USERS of "CHICAGO" SKATES Are Successful

The "Billboard" has received notices of the successful start of the Week's" and of "Merry-Go-Round." Congratulations to the successful operators.

Duranto Wheels

CHICAGO ROLLER SKATE CO., 8427 W. Lake St., Chicago, Ill. Established 1905-

Manufactures of all kinds of Roller Skates.

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Address

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State

Occupation

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WIRE or PHONE copy instructions, or authorize repeat of previous ad by WEDNESDAY, MARCH 27

Ad rates as published on March 27 will be published in the regular departments of the house.
Beatty Show Reports
Make-Up of Staff

Conversion Well Along; Berk Joins; Plan Long Jump Into South Carolina

Conversion along in De Land. The Conversion into a motorized outfit is well along and production of the circus is expected back somewhat since major phases of the show were interrupted for conversion.

Show will open in De Land April 7 after which it is to make runs to Carolinas and then return to play Charleston, April 30, and Columbia, April 22. By May 4 the circus is to be in Norfolk. The Charleston stand will be counted as the official opening engagement.

General Manager Frank M. McGlynn has announced make-up of his staff. He also revealed that the Albinio Zeppa Trumpe of eight riders has been signed for the season.

Staff of the show follows:
- Jerry Collins, executive director; Ralph H. Callan, general counsel; Frank McGlynn, general manager; Walter Keenan, assistant general; Ray Kinsgby, booking agent; Bob Reynolds, lot supervisor; Roland Pollock, show manager; George Osgood, legal advisor; Neil Beck, executive contracts manager; V. M. Berc, booker; Edna Ates, assistant auditor; J. A. Miller, timekeeper.
- Karl Konschak and Albert Hudock, 24-hour men; George Werner, lot supervisor; John Boddeker, Show manager; Dave Murphy, superintendent of ticketing; Thomas Webster, concessions superintendent; Paul Pickard, trailer foreman; Richard Shapley, elephant boss; Tommy Clarke, peons; George Scott, esquires; Bethel Alspaugh, wardrobe; Louis Pollock.

Nationalized Circus Barlay Now Bankrupt

HAMBURG, Germany—Circus Barlay, veteran German tent circus, is going out of business. The organization of the circus, which was formed last year, has been nationalized by the Communist government, and has suffered from poor business since.

Owner Harry Barlay reported here that his stock and equipment is being liquidated at winter quarters in Tübingen, near the border of Belgium, and that he hopes to figure some means of staging a comeback.

PINETO FLYS HIGH FOR TV

NEW YORK—Pineto Del Oso, featured aerialist of the Ringling show until last year, and more recently a performer in the traveling ring in Buenos Aires, Spain, has been booked for the Jackie Gleason TV show of ten weeks' duration.

She will fly from Madison Square Garden, New York, where she appeared in a four-minute stilt on the ring at the 25th and fly back to Europe.

She is to be with a Scandia, which modernized second story is expected back in this country next year. Gleason booking was handled by Al Debrich.

SAWDUST KAPUT AS R-B BUDS RUBBER MATS

NEW YORK—It will be no sawdust but rubber mats for Ringling this year. The show has purchased rubber mats from U. S. Rubber Company at $5000 to be placed under the big ring. These mats are 10 feet wide and weigh 350 pounds, and it is expected that the show will go to 3000 pounds. In the performing ring the mat will be covered with colored sawdust, which will in turn be covered with light tarpaulins.

(Continued on page 102)

FIRST HAGEN DATES WILL BE INDOORS

Tent Operation to Be Resumed After Spring Rains; Produce New Booklet

EDMOND, Okla. — Hagen Bros.’ Circus, an under-canvas show, will open April 15 at Norman, Okla., and will play indoor dates until May 1.

This departure was announced by Will Hagen, who worked as a means of sidestepping the bad weather of the early spring.

Shoe shiners stressed that the operation will be that of Hagen Bros. and the indoor dates are from similar dates booked by the company under the same ownership.

Regular Hagen Bros’ stock, personnel and equipment will be used at the indoor stands. One of the indoor stands will be Oklahoma City.

After about two weeks of indoor time, the Hagens’ big top and additional outdoor equipment will be sent on from winter quarters, and the performance thereafter will be under canvas.

Booklets Prepared

Hagen Bros’ has prepared a 12-page booklet of instructions for the davenport date at Sioux Falls

Davenport Date At Sioux Falls Draws Strongly

SIOUX FALLS S.D.—Chris Davenport Circus completed a 18-performance stand here Saturday (16). Full-blowled Dakota blizzard hit on Thursday, killing that day’s business. Otherwise, the show had big turnouts and final tabulations were expected to show that the circus had scored a highly successful stand.

While Thursday was light, Friday and Saturday made up for it.

The show departed from here to Dayton, Ohio, for a March 24-30 stand.

Death of one of its stars, known under Shrine auspices at St. Paul. The date there was $8000 added to the book, a fact that St. Paul and Minneapolis rival circuses will not overlook in their upcoming dates. Minneapolis Shrine show also did well, raising up a $16,000 book over last year, it was reported.

La Norma Not With R-B

CHICAGO—It was reported recently that La Norma was to be with the Ringling-Barry show. Her manager, Andre Fox, and Pat Vitar, of the circus, said that the booking was being considered.

He also said that the show would have handled the booking on its own, but that she was not available.

Byron Coon, operator of the All American Indoor Circus, was a guest of the R-B circus here on Tuesday, March 27. Byron, a former Ringling, and a veteran of the indoor circus, said he was going to raise a new built light panel box from the rear of the show, to be used in the Ringling House for the bill. Byron and his workers thought the idea was a good one.

Polack Contracts 8 Weeks in Calif.

Polack Eastern Loses Stage, Props in Fire

Hunt Ready for Opener; Pact Set With AGVA

NEW YORK—New contract is expected to arrive in plenty of time for the combined Hamild-Barry show now at Falls Park in Newton, Mass., and will mean new stage and Side Show in a 50-day run.

This year’s show will be a 100 with 100 Harry. Harp also reported this week that he has signed with the American Guild of Variety Artists.

The O. Henry big top will be white, trimmed with red, and with blue and white sidewalls. Horse rolling stock will be in red, white and blue. All winter quarters work is completed and the show is ready to roll.

Park date is from April 23.

(Continued on page 102)

BARY TOUCHES ALL THE BASES

NEW YORK—Howard Y. Bary is a busy press agent in a revolving door. He regularly makes these stops on the Hamild-Morton Circuit in Kc, Wichita and Topeka. Last year he went from that assignment to Clyde Beals, who is doing the same thing this year.

He is now repeating the same assignment to New York as story man on the Ringling-Barry press-staff, in order to make up for time lost last year on the Hamild-Morton.

This year lags the Kc-Barry show to New York as story man on the Ringling-Barry press-staff, in order to make up for time lost last year on the Hamild-Morton.

While the show reported no major fire losses this year, the wagon has had to be repaired, the props were lost to the tune of $1200 and the fire losses to the tune of $1200.

Polack Eastern Loses Stage, Props in Fire

WILKES-BARRE, Pa.—Polack Bros’ eastern unit lost a loss of more than $8000 this month in a cabin fire built stage semi-trailer along with an eight-speaker public address system, two new ring cars and several other things.

The accident happened shortly after the truck left Lansing, Mich., heading east for a route with the Hamild-Barry Company. Apparently a faulty light hit the fire. According to Ralph Osbey and Billy Porter, who were riding in the truck, there was no chance to save a new built light panel box from the rear of the show, which was burned.

Rings for the George Coast and the Wilks-Barre date, the Hamild-Barrow burned down was the most serious. This is the most serious fire losses.

Prince El Kigordo was injured slightly when the circus played at Livermore, Calif., last week. The fire losses were $2500.

The stage vehicle was designed and built and lost three seasons ago by Harold R. Vein, and designed for Hamild-Bow. Plans for replacement have not yet been laid.

Capt. Eddie Kuhl’s Wild And Yes—Bary-Barry will work for next season in the Wilks-Barre and will remain for next season in the Hamild-Barry.

(Continued on page 102)
Under the Marquee

Visitors to Tony Diano's animal rathskell at Canton, O., were the Cold well-known Jerry Herschman and group from Salem, O., and the Russian Animal Band, reports Henry Vauiner. . .

SDA.

Edna Christiansen

Idaho Springs, Colorado

Our meshed "Animal Story Book" now on view with the Case Kid Round-Up Show.

Phone

Learn more about the Case Kid. Phone for both and cooperation. Ticket Desk starts. The Case Kid Cancels. ART HUGS & ROY BELL

WANTED

See your favorite animal! See them for the first time at the Case Kid show in Arizona, be invited to Case Kid tours in Dallas, along with Chevy John Herriot, Glen Henry and others. Also with the Case Kid is Rudy Bennett.

Tattooned man Sailor Bill Killinger has a tattoo shop in Chicago and was featured in a story by The Tribune. . .

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Burlington, N. J.

CO-EDITORIAL BOARD

Carnival of Animals, Chicago Public Library, 51-15 9

CIRCUS ANNUAL

TOOMS, IL.

WANTED

CO-EDITORIAL BOARD

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CIRCUS ANNUAL

TOOMS, IL.

WANTED

CO-EDITORIAL BOARD

Carnival of Animals, Chicago Public Library, 51-15 9

CIRCUS ANNUAL

TOOMS, IL.
Vivons Prep
For April 12
Kickoff Date

SUMTER, S. C.—Vivona quarters is throwing open its doors for the April 12 opening of Amusements of America and will be working over much of the equipment now being made for Florida winter dates.

This staff will include Mr. and Mrs. John Vivona, general agent; Danny Dell, business manager; Harry E. Wilson, sales manager; Mrs. Vivona, secretary; Mrs. Vivona, treasurer; Mr. Vivona, general agent; (Clif) Vivona, purchasing agent; Dan Brown, electrician; Pete Hough, electrician; John (Tiny) Davenport, mechanic; Miss Grace, bookkeeper; Miss Meda, bookkeeper; Miss Mayde, bookkeeper; and Bill Smith, front and teachers.

Rides and concessions include a Ferris wheel, roller coaster, ring-toss, and 12 rides ring plus shows and 15 light towers mounted on semi-trailers.

Staff includes H. F. (Pink) Hill, owner, and George Wall, concessions manager, Whitey Bozeman, concession manager, Ken Dowd, billboard, and Andy Williams, electrician, John Bar- tlett, concession stand stock; Blury Wood, manager, Purple White, bookkeeper, and Harvey Schaefer, front man.

The show will open at Del Rio, Tex., March 20. It will then play the Eagle Pass, Tex. Festival April 7 and then move back to Texas for the next 15 days or so.

Ruback Maps Eight-State Tour for 1957

SAN ANTONIO—Jack Ruback's Alamo Exposition Shows will open its 1957 season in Texas, Colorado, Iowa, Nebraska, Kansas, Oklahoma, and Louisiana.

The show will open at Del Rio, Tex., March 20. It will then play the Eagle Pass, Tex. Festival, April 7 and then move back to Texas for the next 15 days or so.

Ruback recently returned here from a successful tour conducted several rides on the J. G. George midway. Olyo Heil, an Iowa state agent, was still in the show ready for the herd. Herman Sanders, Texas state agent, has been appointed manager.

Ruback has added a new organ to the midway and light plants and Jim Schwab has been lining up new stages.

Crafts Hosts For Tri-State

SAN BENEDICTO, Calif.—Over 300 members of the San Beni-decto, Los Angeles, Orange, Pomona, and Riverside chapters attended the fourth annual meeting of the National Organization of Craftsmen. The meeting was held in Los Angeles on Jan. 15-16.

Among the guests at the table were: Richard S. Ewell, executive director; REEV, magician; and Revell, magician, who provided entertainment.

The meeting began with a discussion of the national organization. TheMelvin, Clay pipes were passed out to a large group of women and shanket for everyone.

Dancing followed the dinner.

Miss Rain
Hurts Griggs

YAZOO CITY, Miss.—Griggs Bros. Shows went to a point where they were in need of a downpour. It was dark and ponderous and there were more than 20 new toys recently received. Dan Lowell was there with his usual collection and two new sets were recently received. Dan Lowell was there with his usual collection and two new sets were recently received. Dan Lowell was there with his usual collection and two new sets were recently received. Dan Lowell was there with his usual collection and two new sets were recently received. Dan Lowell was there with his usual collection and two new sets were recently received. Dan Lowell was there with his usual collection and two new sets were recently received.

Rosen Skeds Oa. Still Dates

ALBANY, Ga.—Mighty Inter-State Carnivals will open Aug. 27 in a still-date engagement in Albany. All rides were placed and painted, shows have been mounted, new sets were recently received. Dan Lowell was there with his usual collection and two new sets were recently received. Dan Lowell was there with his usual collection and two new sets were recently received. Dan Lowell was there with his usual collection and two new sets were recently received. Dan Lowell was there with his usual collection and two new sets were recently received.
Pallbearers for the late John Cargan (Carrigan), veteran concessionaire and member of the Michigan Showman's Association, who was honored in the Showman's Hall of Fame, Detroit, March 18, included Ettie Borger, Irving Reiner, Irwin Reiner, John Babich, Josephine Babich, Arthur and Anthony Rosenhall. Services were held in the C. G. Leventhal Funeral Home, Detroit, and among those in attendance were Laura Bider, Fan Manischen, Betty Gleeley, Francis Moran, Mrs. Joseph Crosgade, Margaret Man- sell, Grace Zigler, Mr. and Mrs. Fred Milber, Mr. and Mrs. Ben Allen, Victor Johnson, Paul Gleeley, Jack Dickstein, Elmer Nogy, Milton McLean, Irving Quilt, K. J. McDonald, Joseph Pollard, Earl Ungerholt, Harry Stahl, Gennabeck, Charles Magid, Annal Canzell, Edward Goldberg, Sam Fishman, Milton Levinson, Sam Fine, Charles Rafaal, Max Gollie, John J. Smith, Charles Hxen, Max Kalo, Sam Serra, Jack Segal, Louis Malbin, Maynard Ostrow, Gerald Gudon, Edward Popper, Sam Bank, Irving Robin, Ray William, Marvin Keys and Josephine.

Bobbie Dellman, Girl Show operator and last year an asset attraction with John T. Hubecker's Side Show, suffered severe burns recently when his show was destroyed by fire. Now at 1076 West North Street, Oshkosh, Ky., he would like to be heard from. He is due to arrive in Indiana next month. J. Lee (Buck) Smiles says he will stop off in Indiana and will meet the Cotton Carnival.

Louis Augustine is in Veterans Hospital, Coral Gables, Fla., for an eye operation. He'd like to hear from friends. . . . Jimmie Knizey, five-year old son of Johnny Knizey, advertising agent for Continental Shows, is recovering at his home in Ozoneo, N.Y., after being hit by a truck.

Mrs. Ruth (Pincott) Small, wife of Benny Small, general concessionaire, is convalescing at her Buffalo home after an operation.

Homer R. Shaker, who will not be on the road this year, and Dale Hammon flew to Watseka, Tex., recently to settle some business matters. The duo then operated a carnival in East Dubois, Ind.

Nathan (Froim) Geller is back in New York after a Florida vacation.

Anna C. Duran, wife of William G. Duran, veteran midwayman, is in Muscatine Veterans Memorial Hospital, Muscatine, lowa, following a heart attack. She expects to be confined for some weeks. Her husband recently sold the Duran Motel in Bradonston and has retired. Mr. and Mrs. John F. Neid, owners of Happyland Shows, were recent visitors.

Harry Thomas, secretary of Gen City Shows for many years, is confined to his bed in Soldiers and Sailors Home, Quincy, Ill., and would appreciate getting mail. . . . Mr. and Mrs. Joe Stevens Sr., recently buried by their son, Joe Jr., at a dinner in the Shamar Hotel, Houston, marking their 25th wedding anniversary and reunions of attending were Mr. and Mrs. L. A. Bolton, who honored the couple the day previous with a buffet supper featuring French-fried steak. Mr. and Mrs. Benjamin Stevens is a student at the Texas University of Pharmacy, Houston.


carnivals

1957 SPRING SPECIAL

WIRE or PHONE copy instructions, or authorize reprint of previous ad by

WEDNESDAY, MARCH 27

Your American Red Cross Is Always There After Disaster Strikes
DRAGO AMUSEMENTS
HITS JACKPOT IN '57

Thanks to Mr. Bill Coren, who has turned over his Fairs and Stills Dare to us.

No. 1 Celebrations and Fairs as follows:

Bigger July 4th at Hopkinsville, Ill.
Summerville Free Fair, Summerville, Ind.
Sharps Co. Fair, Knox, Ind.
Richland Co. Fair, Hartford City, Ind.
Fulton Co. Fair, Rochester, Ind.

No. 1 Show opening April 22 in southern part of Indiana.

A big item of fairs for No. 2 show are as follows:

Two Big July 4th fairs, Valparaiso, Ind., Alton Fair, Alton, Ind.

Drew Fair, Jasper Co. Fair, Remsenber, Ind.
Albion Fair, Around the Square Legion Annual Celebration, Eaton, Ohio.

23rd Annual Homecoming, Cicero, Ind.
Cornell Co. Fair, Flora, Ind.
Fulton Co. Fair, Frontier, Ind.

Wanted-Cashhouse for No. 1 show for the women. Will give you a Scale, Mr. Shepherd and African Dine. Also want Stanly Packets of all kinds, for both sale. Absolutely no flats or copies. Wanted—Pony RIte. Wanted—Shows for both sex—for small per cent—Men-servants, Monkey, Butler, Mechanical, Fat, Wildlife, or what have you? New Funnies has just been delivered—want to hear from a reliable party that can drive to take charge of any package you are sending for safety and return. Wants Sheet that goes to 45 feet with very nice front can be used for Snake or Gig Show or whatever you may have. Want some reliable sense to take charge. John Wealden, contact me at once, important. All replies.

PAUL DRAGO, 1797 E. MARKLAND, KOKOMO, INDIANA. Phone: N. 9407.
My Collect Taps Accepted.

FIRST CALL

for MEKKER'S COMBINED SHOWS and FREE CIRCUS

Opening April 29—Washington State Apple Blossom Festival, Wenatchee

Can use all kinds of Ride Help in all departments. All Concessionaires, Show Operators who have contacted us, report to Winter Quarters, Central Washington Fairgrounds, Yakima. Winter Quarters are opened April

All Communications to

RALPH MEKKER

3848 East B Street

Tacoma, Washington

JAMES H. DREW SHOWS

Last Call

Opening the season at Richmond, Va., April 4, followed by road side and industrial fairs until July, then fairs sell until the middle of November. Want Show-Stunts, Animal, W.B.C., Mechanical, P. T. River, Dumbo, etc., Wire what you have. RIDES—Good opening for Dark Ride. CONCESSIONS—Will place Wondertab and Concert Side Shows. Exclusive agent for Gutted, HareHounds and Hare. WANT High Fire Drive for the West Virginia Strawberry Festival and the East Kent County 4th of July Celebration. Time is short.

All wire or phone 33-1903.

JAMES H. DREW SHOWS

Augusta, Ga., this week, then s/s Western Union, Richmond, Va.

CLUB ACTIVITIES

Pacific Coast Showmen's Association

LOS ANGELES—The club meetings will go on its summer schedule April 15, Bob Dowling, PCA will report at the regular Monday night (18) meeting. On the second and fourth Mondays of the month, the club will meet except the two months of June and July, and on the second Monday of each month of September and October. The club officers are expected to be prepared for the fall and winter. The club officers are expected to be prepared for the fall and winter. The club officers are expected to be prepared for the fall and winter. The club officers are expected to be prepared for the fall and winter. The club officers are expected to be prepared for the fall and winter. The club officers are expected to be prepared for the fall and winter. The club officers are expected to be prepared for the fall and winter.

Newfoundland Showmen's Association

HITTS—Club officers are having a membership drive. Regular meetings will resume October 15.

Showman's League of America

CHICAGO—President Al Sweeney was in the chair for the regular Thursday (21) meeting. Other officers present included Jack Davidson and Bill Carsky, vice-presidents; Bernie Medvedek, treasurer, and Homer Brantley, executive secretary.

Post-presidents invited to sit on the platform included Sam W. Levy, Fred H. Kremmer, Louis Keller and Maurice (Lefty) Owen. In attendance was a number of non-members. Called upon for brief talks were Joe Collier, Jim Kipfer, Lou Duver, Mickey Dale, Al Kaufman, Dave Friedrich and Frank McDer.

Reputed on the sick list were Joe Gallgann, who recently underwent further surgery in John Hopkins Hospital, Baltimore, Jim McKee, who is in the St. Loe's Hospital, New Jersey; Jess Johnson, in Alexon Bros. Hospital here, and Earl Shipley, who was reported getting better in Veterans' Hospital, Tacoma.

National Showmen's Association

Ladies Auxiliary

All officers attended the March 29 breakfast meeting, at which Evelyn Bataly was welcomed back from Florida. Ruth Robinon, Bessell and newcomer Schuy Walker were also greeted. Dolly McCormick, who had been illing in for falling Treasurer Claire Priddy, honored over the books to Betty Schial, the newly named treasurer.

Ray Cohman is wearing a collar, due to an injury to her neck. Max Glatz is recovering from a recent accident. Fine Capour is due for surgery and Ann Dinsmore is post-operative. Katherine Ford was in a recent automobile crash.

Rose Wystan, new member, is in the Film, "Hollywood or Bust," and recently appeared on the Conco-Mike TV show.

Admission to the April 3 Kitty Party Night will be penny basis. Evelyn Bataly is chairman of the (Continued on page 12)

PARAKEETS

FOWLS AND CANARIES

BIRDS OF QUALITY—PRICED RIGHT

24 hour a day service

25 cent shipping same day as order received. Write for price list, order now.

CONICK BIRD FARM

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LAKE GENEVA, WIS. 53147

WANTED MANAGER

For all the fun and excitement of running a successful carnival, we have a position available. Must be at least 21 yrs of age, must have a valid driver's license, and should be willing to travel. Excellent benefit package. Reply to: P.O. Box 1234, Smithville, OH 45147

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MOMS, WIVES, AGENTS

14 x 20 Stainless Steel Gridline, finest quality.

Can be seen in Tony, New York. 722-356

SID GOWLAND

6113 5th Avenue

Troy, N.Y.

WANTED TATTOO ARTIST

Great location. Big money.

WONDER LAND ARENA

SAM J. LOHRE

1425 S. Van Buren

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B-17, World War II bomber

12-20,400 ft altitude

$15,000

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TOLEDO, OHIO

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JOHNNY T. TINSLEY SHOWS

WANT

"AMERICA'S MOST MODERN MIDWAY"

WANT

FOR THE 1957 SEASON, OPENING MARCH 30, GREENVILLE, SOUTH CAROLINA, AND A LONG ROUTE OF 18 SHOWS, SPRING CONVENTION, JULY 4 AND LABOR DAY CONVENTIONS.∵

RIDE PARTNERS: Ken Dyer, Victor, Delmar, Bobs, Blizzard, JR., Cowboy, El Rodeo, Sun, Sunset, Star, Midway, Oneida, and movies, all kinds.

CONCESSIONS: Photos, Candy, and Wife nanny Galavaris, Current, American Concessions, Northeast. Pitches, Attaches, Shows, and movies.


NEW ENGLAND AMUSEMENTS WANTS

RIDE PARTNERS: Window, October, Title and Summit Shows. Salutes all you are worth with honors. Cusosl Concession Shows, one man who built and frame Circus. First and Second Man On all Shows, movie and game Houses. All Men who worked for you the last two years or more are good. Quarter Takers will have an excellent time with our shows and will make a lot of money.

ALL ADDRESS: LOU HILEY or JIMMY DAVIDSON

CONCESSIONS: Garden Entertainment, Mobile, Ala.

WANTED?

MONARCH EXPOSITION SHOWS

OPENING PACIFIC, MO., APR. 25

New booking Concessions and Shows for 14 Fairs and 4 Conventions, starting June 1. Can place First and Second Man On Rides.

Will buy 3 Transfers—60 bow or larger.

E. L. WINROD

P.O. Box 279, Paducah, Ky.

Phone: Clearwater 7-2222

WANTED?

MONARCH EXPOSITION SHOWS

OPENING PACIFIC, MO., APR. 25

WANTED Transfers—60 bow or larger.

CONCESSIONS: Candy, and Wife nanny Galavaris, Current, American Concessions, Carnival Company, Inc. John F. Smith, President.

RIDE PARTNERS: Window, Big, October, Title and Summit Shows. Salutes all you are worth with honors. Cusosl Concession Shows, one man who built and frame Circus. First and Second Man On all Shows, movie and game Houses. All Men who worked for you the last two years or more are good. Quarter Takers will have an excellent time with our shows and will make a lot of money.

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ALL ADDRESS: LOU HILEY or JIMMY DAVIDSON

CONCESSIONS: Garden Entertainment, Mobile, Ala.

WANTED?
OPENSING
Newark, Ohio, April 22
CONCESSIONS: Age and Scale, Glass Pitch, Hog Quiffs, Amulets, Fish Pond, Long Range Gallery, Ball Games, Games of all kinds—no gift.
SHOWS: Of all kinds, Meadowlark, Fox Mouse, Girl Show, Snake Show; Side Show.
WANT Ride Help, bear of treatment, etcuipment and wages.
FOR SALE: No. 3 Scale, All Tip, 10 per cent, 3 months.
POWELSON AMUSEMENTS
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SCHAFFER'S JUST FOR FUN SHOWS
OPENING APRIL 1, DALLAS, TEXAS
Will book small Rides and Shows not conflicting. Can use Hotsy Parks of all kinds, Novelities, Ball Games, Shore Range Gallery, Racing Derby (Job Parker, get in touch with me), Parrot Curtain, Penny Arcade, Playing Dancing Games, in Dallas, Texas; also big Centennial Celebration at Denver, Texas. 18 Fairs to follow.
Contact: W. A. SCHAFFER
714 SO. MAXWELL
Dallas, Texas.
As the first lady to arrive at the event, she was given a bouquet of flowers and a congratulatory card. The card read, "Congratulations on your first victory," signed by the organizers of the event.

"Thank you," she replied, "I couldn't have done it without your support."

The event went on to be a huge success, with thousands of people in attendance. The first lady was a hit, and her speech was widely praised for its inspiration and courage.

"I want to thank all of you for coming out tonight," she said. "We have a long road ahead of us, but with your help, I know we can make a difference."
CLASSIFIED SECTION
A Market Place for Buyers and Sellers
NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual ad-style, one paragraph, no display. First two lines are $1.50 apiece, balance is $1.00 per line. Lower case.

DISPLAY-CLASSIFIED ADS
attract more attention and produce quicker and greater results. Type up to 16 lines. $1.50 for first 16 words, $1.00 per line above. See note to the left.

IMPORTANT
In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six weeks for the address change. Also include 25¢ per insertion additional to cover cost of handling returns.

RATE: 20¢ a word—Minimum $4.
CASH WITH COPY
(Does not include insertion cost)

FORMS CLOSE THURSDAY MOON FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 1160 PATTERSON ST, CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES
For your favorite stage production we have available "The Good Die Young." Also "The King of the Rainy Street." For dates and terms, write us.THE DETROIT OPERA COMPANY, Detroit 2, Mich.

JEWELRY CLOSEOUTS
First Quality Jewelry at Low Retail Prices. Get 10,000 items, over 500,000 pieces. New and Used, all grades. Want to sell. Write us GET YOUR MONEY'S WORTH. The American Jewelry Co., 2100 W. Hennepin, Minneapolis 13, Minn.

NEW ENGLAND JEWELRY BUYERS
324 Emery St., Dept. S, 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:
   Acts, Songs, Parodies
   Agents & Distributors
   Jewelry
   Advertising in this section
   Business Opportunities
   Miscellaneous

3. Indicate the type of ad you wish:
   Regular Classified—$1.50 a word
   Display Classified—$1.50 for first 16 words, $1.00 per line above

4. Complete the authorization blank and mail it promptly. Classified ads may be changed by transmission in full. Display- Classified Ads will be billed at credit has been established.

The Billboard
1106 Pennsylvania Ave., Washington 25, D. C.

(Continued on page 110)

CASTING RODS
Full 5' long, sturdy glass construction. Cork or plastic handles. $3.75 to $20.00. Write for list. George H. Patin, Box 461, Muskegon, Mich.

CASTING JETS
$17.00-$27.50. In 1 Dram Units. 114-PG CASTING JETS WITH Glass Rod and Ocean. $7.75 to $20.00. Addressed to Oregon. Open Sundays.

WANTED:
For: High Bidder permitted to make the $50.00 or more. C. E. S. Co., Inc., 406 West Liberty, Springfield, Ohio.

Hawaii PLANTILLA
Beggad by
polystyrene...
KEEP LENDER, SELL FASTER! Give us your stock when you need it. We buy order a wide range of goods, from red or green. Excellent growing power and guaranteed. Write for details.

SPRAY TRAILER BASKETS
LAVENDER
SACRED BASKETS
Assorted sizes, banded or without ties. Words in English and Latin. A. B. Strong, Los Angeles, Calif.

THE FIRST "NEW LOOK" PENNANTS
in over 2,000 years
Send for our free literature illustrating the largest line of flag colors ever available. Today's colors! Your store stand out like a new thought. You save advertising money, too. Write: S. W. WILLIAMS COMPANY, 2213 N. Pierrepont St., New York 62, N. Y.

MYRLO CO., Dept. B
1019 North Ave., Cleveland 16, Ohio

I SENSATIONAL PROFITS!

160 Full of Life
160 Full of Life

I. $2.25

Cold Drink. White trout

S. $36.00

40 cold drinks.

PROVIDENCE RING COMPANY
40 Westminster St., Providence, R. I.

THIS YEAR
We have a Line of
PLUSH
and SMALL PRIZES
for your Co-Op Stores, etc.
We will ship and deliver
INDIANAPOLIS STATIONARY CO.
1527 Madison Ave., Indianapolis 25, Ind.
Phone: M-7-3737
Tony Cummins, Owner
COMING EVENTS UNDER THE MARQUEE

 roller skating, and concerts, acro-

 comic. At the Atlantic Palace, Patricia diO', jungles. Carda Car-

 rington, tumble, and Bliss, Illus-

 ter. At the Holladay境内, Three

 Bonn, real. Tony and Ray Alexander, the Red

 Dally and Tex, was on a topic-

 to the chicken's parades. Hull

 visitors, included Pup Haukman, Helen Dliu, Vagi, perry, Bob

 Wicks, the Gordon Peppetts. Ed

 Bigges, like the 15.30. At Blue-

 the James Stovers, the Aerial Ear,

 and Red Dances.

 Van Bill Griffith, of Alapinta, Win. is making plans for a circus

 tent in Wisconsin territory.

 at Christmas time.

 Ema Stuart reports that Otto

 McDaniel (Waukegan, III.) on

 the Spast family, has returned from a

 26-day stay in a hospital, where the

 his normal state of health.

 tour, and he will resume his

 to complete his tour, he feels

 he will enjoy having mass at his home at

 New Orleans.

 Raymond Melton tells his cli-

 ents that he is preparing to return to the coast

 with a new product line before which he

 uses a portable flying saucer

 rigging he has completed. Sog-

 nes, Stobs, newspaper recently

 carried a story and photo about

 the rigging. The rubber is

 covered with canvas, girders and

 lights, and is equipped with a

 power apparatus. It is to be used

 for experimental installations in gas storage and

 to carry out a national advertising

 for a auto license for the

 regiment.

 The 1957 convention of the

 Only Family Association, de-

 stockholders of Buffalo Bill Cody, is

 scheduled to be in Maricopa, O.

 August 10-11.

 Clayton Belcher's Flyers, from

 in retirement, are still making

 stops in the southern states of

 Florida, North Carolina, and

 South Carolina. The Flyers, with

 Miss Barbara French, are making

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 August 10-11.
Illinois Assembly Asks for 1c Cigarette Tax Increase

SPRINGFIELD, Ill.—A bill favoring a 1-cent increase in the State's cigarette tax, for bonus payments to Korean war veterans, passed its first step last week as vending machine operators thrashed through a committee hearing.

Most, while favoring the payment of the bonus, feel the funds should come from a general revenue source, and not be imposed on a specific group or lower consumer.

Illinois already imposes a 3-cent-per-pack tax on cigarettes, along with a 3-cent State sales tax. Most cities and towns also provide for an additional machine licensing tax, which usually runs about $1 to $2 per individual vending machine. Levy on Chicago, Joliet, Evanston, and Cicero are the highest taxed cities in the State.

A look at cigarette vending machine prices shows the problem that will confront the bill if it is to be passed.

**C-VI Steps Up Calif. Cig. Tax Bill Fight**

**CAVA Details Service Proposal for Mrts.**

**D. C. to Retain Cigarette Tax**

**Frigit Fruit Announces New Reps; Op Finance**

**NVA Finalizes Chi Convention Dates: May 2-5**

**Space Tight For ABCB's Convention**

**Illinois Assembly Asks for 1c Cigarette Tax Increase**

**L. LeVerone Death Shock To Community**

**CHICAGO — The death of Howard LeVerone, former chairman and president of Automatic Con- tactor Company, on March 13 comes as a shock to the entire vending industry, but to the Chicago com-

When the Certain organization was conceived in 1922, LeVerone, then vice-president and general manager of Steco, Hall & Com-

In 1942, LeVerone withdrew from the stock market and joined the executive board of Automatic Con
tactor, subsequently to be elected chairman in 1948.

At the same time he started Nation-

Among other business inter-

### Chicago — National Vendors' Association plans have been completed by the convention committee for the annual national meeting, which will be held at the Conrad Hilton Hotel, Chicago, beginning June 11.

This year's show will be known as the V-600 and will be a major event for the year, with May 9 being set as opening day.

Additional meetings will be held Saturday, May 12, followed by a hot-water-dance sponsored by Leaf Brand, Inc. The convention will close Sunday, May 13, with a farewell brunch at 11:30 a.m.

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COINMEN YOU

Chicago
By NICK BIRD
Joe Robbins, Empire Coin Machine Exchange sales manager was

having lunch, with F. T. Sexy Cashin, Cashin, Morocco. Sexy is with

Electro-Materials, music distributors, and Robbins left from there, where he attended the funeral of his uncle, Harry R. De

Seba, last week. Harry De Seba was editor of the Kankakee Republican

News, ... Garden Street, head of the South Dakota music opera-

tors association and officer in a Mus


tical Operators of America, stepped

off in the Windy City after returning

with his family from a trip to normal. The operation-a conversion

fast-translates in the classification of medical rati-

ties that only rarely became possible to perform.

First Coin Machine Exchange has not seen but has recently re-

nergized. They are Evelyn Rome and Betty Budge, ... Joe Kline and Walt Fink tell us they were

verted with 20 pounds of smoked (for
delicacies) and received recently by a couple of operator visitors.

All Thievery, United Machine is taking a breath after his trip

to the Western states, but only to

rallies the leaves arriving Monday. ... His running mate,

John Cousins is traveling their

New Orleans and envision... Ben Ca

vallanti is still getting solu-

tions from operators who attended the Wurlitzer Centennial Club meet he hosted at the Conven-

tance Club.

Irvin F. Blumenfeld, Balli-

mony secretory of National

Coin Machine Distributors' Association visited with Al

Schoenberger to discuss plans for the forthcoming annual meeting on May 19.

New York
By AARON STERNFIELD
Pauline Podell and Francis Kreb,

Argo Amusement Company, have

bought the route of John Sullivan and have joined the Associated

Amusement Machine Operators of New York.

Perry Lowenbrau has

bought a Brooklyn route from

Boyle & Company. The new

firm is Perry's Enterprises.

... Other new New York

MCV members are Ben Gottlieb,

Majestic Operating, and Jean

Parker.

Murray Kaye, Atlantic - New

York, reports that interest is heavy

in the new William Comroe game.

... Ray Gillades, Ray's Amusement, Monticello, N. Y., was

visited by visitor to 10th Avenue.

George Dearing, Elizabeth,

N. J., and Hank Petret, Wurlitzer

factory service head, visited

Joe Young at Young Distributing

last week. Harry Sondek celebrated his 50th wedding anniversary Sun-

day (4) with a party at the Town and Country Club. Several coin

machine people were present.

Boomer Lawson, chairman of the Coin Machine Division of the United Jewish Appeal, has

had a committee meeting for Wednesday (7) at the

Henry Hudson Hotel. The

future of the committee, having

Meyer Parkoff, will be May 15

at the Shermans - Astor Hotel.

Mac Poley is back from his Florida vacation.... Ray Knowl, Aroo" Moe, leaves next week for a

South American cruise.... Lani

Baumstein, Leslie Distributor, went

to Philadelphia Sunday (24) to meet

with Tim Tomney, manager of Leslie's Distributors, for a party celebrating the office being named Carol distribu-

tor.

Los Angeles
By SAM ARBROTT
Frank Schultz, Rock-Ola phonog

raph field service supervisor left

Los Angeles after a stay of ten

weeks in the shop for which he and

Mr. Williams of Paul A. Laymon, Inc.,

providing music operators in the

field. Schultz said that the visit was to

find out what operations wanted in a

phonograph. This is Schultz's third visit to the Coast. He was in San Francisco several months ago to conduct a service

school.

Lloyd Counts, who operates in the Los Angeles area from his

home in Sherman Oaks, in town to purchase and sell immediately a Bally Bowleg Lane I.P.O. N. D
c

Chong of the Travelling Enterprises in Santa Barbara made his first trip to Los Angeles in a long time.

Lawrence Raya, Colan aus-

sins' Pittsburgh shop to look for

phonographs, ... Irving Gayer ven-

tions even, come down from

San Bernardino to look over the stacks of phonographs and hors

ed.... Mr. and Mrs. Nick Beaton of the Cactus Amusement

Company in Los Angeles to take

entrance. Jack Badgwell of Vendo

with a new Boy Row lower west.

have a number of items for sell.

obvious. Smiles have been seen as

one and very rare are a few.

same available by the

Bakersfield, has

... Mr. and Mrs. Nick Beaton of

the Cactus Amusement

Company in Los Angeles to take

entrance. Jack Badgwell of Vendo

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Company in Los Angeles to take

entrance. Jack Badgwell of Vendo

with a new Boy Row lower west.
and is on the lookout for an
other. His last effort was in
from Hodsdon last week buying
something.
Ed Reardon, Associated
Manager, was a guest last week
of the Western Massachusetts Ope
Association, held at West Spring
field. He says music is beginning
to take a bigger share of the
big boxing hall is really showing its
hearse to other pieces.
Las Vegas, Nevada. Capital
of Capital Music, has been ex
posing into the evening busi
tinely and larger crowds to 10
machines with ice cream, snowcones, soft drinks and
coffee. He has 10 different
types of machines and is
marching the way between the Hush and
Washington, which tie in with
his music route.
Barney Blatt, Atlas Distri
butor, back from Florida. Brother
Louis, looking well, says that the
new 300-action John is proving
successful and expanding.
Marshall Ganas, sales manager at
Tremont Automatic Sales Coopera
tion, enthusiastic about the re
ception of the new pinball games.
He says that the timing of the weather is
having a good effect on business.
L. C. Heath, Exhibitor of the
Topps-Vending Company and member of
MI. Exhibitor Convention,
has signed up Continental Vending
Company, Winters, L. B., for
a three-month center of the May con
vention. He has also gotten
National Vending Co., St. Louis
to take space and expects a full
line of the machines here for
showing at the Chicago purvey.
Among out-of-town oper
ators observed along coin
route last week were: James
P. Oostage, Ie., Joe Ferris,
M. Edwards, L. E., L. L.
Middleby, Conn.; Walter
Graziak, Elmira, N. Y.:
S. Sworner, Buzzard's Bay, Den
nis Dolan, Springfield, and
Joe Van Buren.
Los Angeles
By SAM ARBOTT
Jack Neel, G. F. Cooper
Music in Riverside, made a
trip thru his territory, which
includes Indiana. Clarence
Neeley, of Bill Nichols Music
Service, El Cajon, is known to at
end one of the Cigarette Vendors Institute of Cali
on the meetings proposed on the proposed
airport-park package box on ciga
rettes.
Bonnie Malandra, manager of
the Clipper Bookshelf, 3 Los
Angeles, is directing the re
building of Associates equipment at
this time in preparation for a
predicted heavy summer business.
He spends much time at the
Sunday Distributing Company, his main
office, with Robert Servais, the
firm's owner, and with
Robert Bonello, who operates a Kielbasa in
Los Angeles. He is also on the
airport park and with
Shoe Repair.
Manly Richardson, Candy Vendors,
Oakland, Cal., is on a business
visit with his brothers, Dan, manager of
B. M. Richardson Company.
The local vending firm recently moved
into new quarters.
Perusing Commercial, bulk vend
er, is taking a breather and
having Fun with the
Western Business
Vending Machine Opera
tor's Association meetings.
Bob Tiede, Portland, Me., is
the oldest bulk vender from

point of service here, is asso
ciated with Stan Russon. 

Arthur Steinberg, Director of a
general line of automatic merce
dquaries.

Phoenix
By ROY LATHE
Good news for operators in all
coin machine fields was the recent
decision of major network
outlet stores in the Phoenix area to go
into year around operations. Prime
spots such as the Safari Hotel,
Camelback Inn, Jakes Inns, Care
blaze, which were formerly closed
for the hot summer season now plan to stay open for summer months
with reduced rates at an
attraction. 

Mike Colleagues, who formerly, specialized in vending
machines, has purchased the pv
spective route of Harold Siverson
in the Phoenix-Mesa-Tempe area.

Herbert Rogwe, Las Ve
gas, N. Y., has recently con
verted exclusively to drive
play and has maintained a 54-18
commission with all hor
mances to limit. He reports take
substantially what is a slight
decrease in number of plays.

Jackson, Miss.
By ELTON WHISENHEIM
Clarence Spain, owner of Spain
Assessment Company, Tunica,
Miss., says he is converting to drive
play "when conditions of our
area are right." That's more than the
meant.

Frank Stahl, owner of Stahl &
Horn Music Company, also
plans to make the transition with
a few months. These operators, and
others, expect the recent month or
more of rain in their business
happens, they expect to pick up
with the climate change of the
drive play helping overcome the loss.

Joe Lavere, Lavere Music
Company, Clarksdale, in the
head of the Delta, is expand
ing his interests. Besides his
music route, he also has farm
interests. He recently
bought 800 acres of that Delta
farmland land, bringing his to
al 1,200.

Danny Diamond, son of Mr.
John Diamond, owner of Diamond
Music Company, Clarksdale, is
back from the Army. He's man
aging the music and game route.

LEADING ITEMS

Wurlitzer Model 1820
\$795.00

Wurlitzer Model 1700
\$639.00

CANYON STATES DISTRIBUTING
COMPANY, INC.
Tucson, Arizona
Phone Main 3-4847

MARBLEX
THE SEASON WILL BE HERE NOON MARCH 19th
ORDER NEW BEFORE THE ROCK
6408 N. 40TH ST., PHOENIX, ARIZ.

FOR EASTER
4000 OPEN VENDING COIN Machines
24,000 at 100% and 4,000 at 50%
Price, per machine is $100.00 each.

ROY T. ROSS
1206 S. 32ND ST.
PHOENIX, ARIZ.

1960 VENDING MACHINES

EASTER FINISHING LINES
SNEAKY SNAKES

MARCH 30, 1957

MELLO-BRANDS INC.
320 N. 32ND AVE.
PHOENIX, ARIZ.

MITSUI ENTERPRISES
4300 S. 51ST AVE.
PHOENIX, ARIZ.

KENTON'S VENDING SUPPLY CO.
2451 W. VAN BUREN
PHOENIX, ARIZ.

J. O. SEARS CO.
3904 N. 30TH AVE.
PHOENIX, ARIZ.

WEIGEL SONS
5616 N. 40TH ST.
PHOENIX, ARIZ.

THE NORTHEASTERN CORP.
3340 AMERICO ST.
BOSTON, MASS.
I

MARCH 30,

Telephone: T...

BALANCE - World's Largest Illinois skip, play.

NOW OFFERING

VENDORS

III. Assembly

- Continued from page 104

sales) or for regulars (about 35 per cent of sales).

With filing selling at 30 cents for most operators, an increase here is unlikely. Regulars, at 30 cents, seem to be the logical bet.

But the mechanical impossibility of stuffing four pennies into a package prohibit 1-cent bills. Operators would have to raise prices 3 cents. And many wonder whether custom- ers would swing to such an increase.

Mrs. Perry Jones, Robert Sales, Maywood, Illinois, emphasized that point, saying that she would probably have to raise her prices, but wondered if this wouldn't affect sales. Robert sells these for 25 cents, kings for 25 cents and filters for 30 cents.

"Psychologically, there's more than a 2-cent difference between a quarter and 27 cents," she said.

A 27-cent price means that customers can no longer insert a quarter and buy a pack of cigarettes. They'll have to put in 30 cents and receive 3 cents change.

And that extra 2 cents over a quarter seems to really impress people," other operators from around the State echoed the same sentiments.

BOND ISSUE

The proposal for the increase was introduced into the Illinois Senate by Senator Paul Bowling, Republican, Mount Vernon, and bills numbered 260-271.

In the Illinois House, Representative Clyde Chase, Democrat from Aurora, introduced three companion bills, numbered 435-437.

The bills call for a 75 million dollar bond which would be used to pay service benefits to some 80,000 veterans. The additional penny tax would yield an estimated $20,200,000 per year to retire the bonds over a 10-year period.

The bond issue would become effective only after referendum ap- proved by the November, 1939, election, with the tax scheduled to start January 1, 1939.

L. Leverone

- Continued from page 104

guns Avenue National Bank of Chi-

cago.

Civil Affairs

As a civic leader, he served as a member of the National Heart Council by appointment of President Eisenhower; was a former member of the University of Illi- nois Citizens Committee, and was active in Dartmouth Alumni and Pil-Com-Roma Israelite affairs, as well as being a working member of other philanthropic organiza-

He also served as aviation ad-

viser to William C. Warde, former governor of Illinois, was a past president of the National American Tobacco As-

Key word: Chicago
RCIA Re-Institutes Juke Box Union Officers in Local 888

Game Union Claims Independence; International Claims Jurisdiction

NEW YORK—The haze on the union situation here lifted somewhat when members of the RCIA, the game and juke box locals, were recently granted a question of jurisdiction in still-tax.

It was all started last week when the Retail Clerks' International Association suspended officers of eight New York locals and insti-
tuted a trusteeship called Local 888 to administer those locals.

Among the locals involved were Local 1690, the juke box em-
ployees union, and Local 433, which covers game employees. Of-
ficers of 1690 were Phillip Calland, Barney Schilling, and Harold Henry. Of Local 433, James Whiting is president.

Officers of 1690, who had been ousted by the parent union, are
notified of their status and status, but an audit of the books and a hearing
had disclosed no evidence of mismanagement.

However, William McGirt, ap-
pointed to be the president of the RCIA, told The Billboard that Calland, Schilling and Henry were
members under the Local 888 charter rather than the 1690 chart-
er.

He explained that Local 888 is
still under a trusteeship and exec-

dered.

Arkansas $25
Wall Box Tax
Proposal Dies

LITTLE ROCK—The Arkan-
sas Legislature failed to pass a
point revenue bill which would
have taxed all phonograph wall
box machines placed in the State­
session ended and the bill died in
the house.

The bill was never brought to a vote. It was House Bill No. 497, introduced by Representative Van
Dalen of Perry.

Sen. William E. Smith, of West Memphis, Ark., said in the closing days of the session the only

(Continued on page 119)

Name Tronick
New Partner: Robinson Co.

LOS ANGELES—In a surprise move that startled Casa Rosa, Hands
Tronick, for nearly 11 years Min-
Chung Music general manager, be-
came a partner in the C. A. Robin-
son Company, and Ray F. Powers, more
severely M.C.A. Venues manage-
ting firm which plans to expand its
selling activities around the country
in various lines.

The associ-
ation of Tronick in the company, it is understood, gives a

(Continued on page 119)

MUSIC MACHINES

CONTINUED

How Much to Hear
A Juke Box Tune?

Music Operators Exploze Wider Range of Prices for Disk Play With Mixed Results

— Continued from page 1

still other area operators who have experienced briefly with either don’t feel either will prove worthwhile.

Dallas

In Dallas, the 50-cent coin
chutes seem to be coming more
Success with one opera in
reporting a 25 to 25 per cent in-
crease in collections. Oddly
enough, teenagers, who ordinari-
ly would not be expected to plunk
50 cents on a crate, are so to the best 50-cent operators.

Both dual pricing and the 50-
cent chutes are slowly but steadily
winning acceptance in the formi-
ing industrial centers of Northen
Indiana. Significantly, Lake County, which includes such cities as Gary,
Huntington, East Chicago and Whiting, is the only one of the State’s 92 counties solidly on dime
play, which it has been about seven
years.

Operators in the county indicate
a strong preference for charging
25 cents for two EP’s or four dubs.
In one operation, facing a dual
pricing arrangement charging
15 cents for an EP, had charged
to a dime, three EP’s for a quarter,
and reports that “business
has been good” as long as the
public places are located on just one side of a record. At 10 cents, they’ll take it and think it’s a bargain.

Detroit

In Detroit, on a mixed dime-
price plan, chutes is pretty evenly
divided, with one group of opera-
tors saying that it does increase

(Continued on page 116)

Kill Proposed
Tax Increase
In Tennessee

Committee Action Tables Bill to Double Juke Tax

NASHVILLE—Rep. William
Van Bredon of Memphis got a

(Continued on page 121)

United Names
Bob Bever to
National Sales

CHICAGO—United Manufac-
turers of America has ap-
pointed Bob Bever as a
national sales representa-
tive. Bever joins John Caruso and Al Trunkle on the
United road staff.

Bever comes from Salt Lake City, where he was formerly
asociated with Dan Stewart Com-
pany for seven years as sales man-
ager. Prior to this he was with Al
Novello’s Western Distributors, Salt
Lake City, as a salesman for AMI
photographs.

Bever is experienced in every branch of the coin machine busi-
ness.

(Continued on page 115)

Coven Hosts Wurlitzer
Centennial Club Fete

CHICAGO—About 100 opera-

ers, wives and guests attended a

Wurlitzer Centennial Club celeb-
ration hosted by Mr. and Mrs. Ben Coven, of Covem Music Corp-
oration, March 14, at the Covent-
n, here.

The affair was kicked off with a
cocktail party at 5:30 p.m., fol-

(Continued on page 115)

Triuny Bill
Dies Aborning

ALBANY, N. Y.—A measure
introduced in the New York State Legislative by Sen. William Com-
lin of Brooklyn, which would have
laid a tax on juke box and game
operators through the State, was

(Continued on page 115)

THE "G-200"

- Instant eye-pleasing visibility of all 200 titles
- Fortified record changer
- Solid state electronics
- Exclusive multi-turn high fidelity
- AMI... music that makes more money for you... originator of the automatic selective Juke box in 1927

1300 Union Avenue, N.E.
Grand Rapids, Michigan

The Billboard Communications to 111 W. Randolph St., Chicago 1, Ill.
MARCH 30, 1957
Only this Great Model 5210
WURLITZER WALL BOX

GIVES YOU
ALL THESE
PLAY PROMOTING
FEATURES

DOUBLE COIN ENTRY
For 5-10-25c coins.
Extra customer convenience

"TWO-NICKEL" FEATURE
permits 10c play with 5c coins

200 SELECTIONS

CHROME PLATED DIE-CAST CASE
holds its beauty permanently

TOP AND BOTTOM ILLUMINATED
TITLE STRIPS
make selecting double easy

SUPER-SIZE COIN BOX
reduces number of collection calls

TOP-OPERATED PROGRAM PAGES
over center spring keeps each page
flat for easy reading

BUY THEM FROM YOUR WURLITZER DISTRIBUTOR
WURLITZER • NORTH TONAWANDA, NEW YORK
Established 1856

MODEL 5207 WALL BOX
for use with all 104-Selection Phonographs
What Operators Say:

THE QUESTION:

Many operators have found thru experience that certain types of locations offer a better potential for a successful operation than others. Do you find this to be true? What type of location do you prefer to do business with and why?

THE ANSWERS:

Cafes

Carl J. Langseth, Stockton, Calif.: "I prefer a 21-hour location to any type. Of course you cannot always choose your location. In fact, we are very glad to pick up any type of location. The more hours that a location is open, the more you make." M. Moore, Wausau, Wisconsin: "We get more money with cafes and restaurants that are usually open 24 hours a day." Bill Williams, Huntsville, Tex.: "I prefer cafes because they are easier to please and they stay open longer than other locations.

A Minnesota operator who asked his name be withheld: "Yes, usually a tavern will do the best. Music does quite a bit better if dancing is permitted. Any place still depends on the personality of the boss and bartender." Bryan Bros., Music Company, Boyle City, Mich.: "Bars are where people spend their money on coin-operated amusement equipment." An Indiana operator who asked his name be withheld: "A tavern which does not have a like combo on Sunday night.

Miscellaneous

Harold Rogers, Mason, Mo.: "I think snack bars and kid spots offer more because in addition to a good phonograph play, the poolhall games will do well in places like these." Don E. Little, Sioux City, Ia.: "Private clubs are open longer hours and have the type people who will spend more money."
### 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 during the first 10 times the period shown or at least 5 times together with a computation based on annual average.

*For 16-week period ending with issue of March 23, 1957*

#### MUSIC MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rock-Ola</strong></td>
<td>142-54</td>
<td>70-50</td>
<td>105</td>
<td>$125.00</td>
</tr>
<tr>
<td><strong>Astral</strong></td>
<td>147-54</td>
<td>60-50</td>
<td>95</td>
<td>$110.00</td>
</tr>
<tr>
<td><strong>Apollo</strong></td>
<td>148-54</td>
<td>50-50</td>
<td>75</td>
<td>$95.00</td>
</tr>
<tr>
<td><strong>Starlight</strong></td>
<td>149-54</td>
<td>40-50</td>
<td>65</td>
<td>$85.00</td>
</tr>
<tr>
<td><strong>Minstrel</strong></td>
<td>150-54</td>
<td>30-50</td>
<td>55</td>
<td>$75.00</td>
</tr>
<tr>
<td><strong>Tall-Tale</strong></td>
<td>151-54</td>
<td>20-50</td>
<td>45</td>
<td>$65.00</td>
</tr>
</tbody>
</table>

#### PINCLES
given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be used equipment. Prices in the Index are designed, however, to be a handy guide which should be a ball of average which depends on the condition of the equipment, age, location, 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 average advertised price level. It is not a simple average between the "high" and "low," which is intended to indicate the "average" price level at which most of the machines are advertised for. Therefore, when the mean average is the same as the "as is" or "distressed" equipment.

#### BALLS

<table>
<thead>
<tr>
<th>Brand</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Arctic City</strong></td>
<td>$6.50</td>
<td>$4.95</td>
<td>$5.75</td>
<td>$5.00</td>
</tr>
<tr>
<td><strong>Beach Beauty</strong></td>
<td>375.00</td>
<td>300.00</td>
<td>337.50</td>
<td>$350.00</td>
</tr>
<tr>
<td><strong>Carnation</strong></td>
<td>65.00</td>
<td>55.00</td>
<td>60.00</td>
<td>$60.00</td>
</tr>
<tr>
<td><strong>Big Ben</strong></td>
<td>375.00</td>
<td>350.00</td>
<td>362.50</td>
<td>$365.00</td>
</tr>
<tr>
<td><strong>Bright Lights</strong></td>
<td>50.00</td>
<td>50.00</td>
<td>50.00</td>
<td>$50.00</td>
</tr>
<tr>
<td><strong>Broadway</strong></td>
<td>175.00</td>
<td>150.00</td>
<td>162.50</td>
<td>$165.00</td>
</tr>
<tr>
<td><strong>Decker</strong></td>
<td>55.00</td>
<td>55.00</td>
<td>55.00</td>
<td>$55.00</td>
</tr>
<tr>
<td><strong>Folies</strong></td>
<td>50.00</td>
<td>50.00</td>
<td>50.00</td>
<td>$50.00</td>
</tr>
<tr>
<td><strong>Garment</strong></td>
<td>150.00</td>
<td>150.00</td>
<td>150.00</td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>Ice Follies</strong></td>
<td>50.00</td>
<td>50.00</td>
<td>50.00</td>
<td>$50.00</td>
</tr>
<tr>
<td><strong>Majestic</strong></td>
<td>150.00</td>
<td>150.00</td>
<td>150.00</td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>Palms</strong></td>
<td>50.00</td>
<td>50.00</td>
<td>50.00</td>
<td>$50.00</td>
</tr>
<tr>
<td><strong>Saf-T-Arrow</strong></td>
<td>175.00</td>
<td>175.00</td>
<td>175.00</td>
<td>$175.00</td>
</tr>
<tr>
<td><strong>Taffy</strong></td>
<td>50.00</td>
<td>50.00</td>
<td>50.00</td>
<td>$50.00</td>
</tr>
</tbody>
</table>

**PINBALL GAMES**

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Starlight</strong></td>
<td>350.00</td>
<td>250.00</td>
<td>300.00</td>
<td>$300.00</td>
</tr>
<tr>
<td><strong>Bally</strong></td>
<td>350.00</td>
<td>250.00</td>
<td>300.00</td>
<td>$300.00</td>
</tr>
<tr>
<td><strong>Vermont</strong></td>
<td>250.00</td>
<td>150.00</td>
<td>200.00</td>
<td>$200.00</td>
</tr>
<tr>
<td><strong>Ohio</strong></td>
<td>250.00</td>
<td>150.00</td>
<td>200.00</td>
<td>$200.00</td>
</tr>
<tr>
<td><strong>Walt Disney</strong></td>
<td>250.00</td>
<td>150.00</td>
<td>200.00</td>
<td>$200.00</td>
</tr>
<tr>
<td><strong>Marlin</strong></td>
<td>350.00</td>
<td>250.00</td>
<td>300.00</td>
<td>$300.00</td>
</tr>
</tbody>
</table>

**CHICAGO COIN**

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basket Ball</strong></td>
<td>$105.00</td>
<td>$95.00</td>
<td>$100.00</td>
<td>$100.00</td>
</tr>
<tr>
<td><strong>Home Run</strong></td>
<td>125.00</td>
<td>110.00</td>
<td>117.50</td>
<td>$117.50</td>
</tr>
</tbody>
</table>

(Continued on page 115)
MEMO TO:
Manufacturers,
Suppliers and
Distributors

The best way of directing attention to your products and getting response is to advertise in

The Billboard's
NVA CONVENTION ISSUE

Dated—May 4
Advertising Deadline—April 24
• A Date to Remember

National Vendors' Association Convention will be held at the Conrad Hilton Hotel, Chicago, on May 2 thru May 5.

CONTACT THE NEAREST BILLBOARD OFFICE
LISTED BELOW FOR FURTHER DETAILS AND
ADVERTISING RATES

Chicago 1, Ill. Cincinnati 22, Ohio New York 36, N. Y.
188 West Randolph St. 2160 Patterson St. 1564 Broadway
Chicago 6-0761 Chicago 1-6450 Plaza 7-2800

Hollywood 28, Calif. St. Louis 1, Mo.
6000 Sunset Blvd. 390 Arcade Bldg.
Hollywood 9-5831 Chicago 1-0423

ATTENDING THE WURLITZER CENTENNIAL CLUB celebration at the Covenant Club: (left to right) Mr. and Mrs. Leo Remillard; Mr. and Mrs. Al Evans; Barbara Kane; Fred Wents, and Mrs. Ed Poole.

ENJOYING BEFORE DINNER COCKTAILS at the Centennial Club celebration, (reading from left): Charles Lindelof and date; Mr. and Mrs. Anderson; Mr. and Mrs. Robert Lindelof, and Mr. and Mrs. Leonard Pettinson.

ENJOYING THE CENTENNIAL CLUB CELEBRATION at the Covenant Club: (from left) : Sam Chambers; Mr. and Mrs. Andy Hesch; Mr. and Mrs. Paul Brown; Mr. and Mrs. Les Montooth, and Mrs. Sam Chambers.
You deserve higher prices for E.P. (two tune) records! With a ROCK-OLA 1455-D higher pricing is obtained without costly kits. Just flip any switch and the program side you desire can be programmed for E.P. records, for increased earnings.

Only ROCK-OLA offers the universal "Flip-a-switch" dual pricing system with Picture Window Programming... nothing extra to buy

Model 1455 DeLuxe with 200 Selections

See It... Hear It... Buy It Today at your ROCK-OLA Distributor!

ROCK-OLA Manufacturing Corp.
800 North Medinah Avenue, Chicago 51, Illinois
1957 Game Market Boosted By Well-Balanced Production

But Shuffles, New Model In-Line Pins Absent; Long-Bowlers Seen as Factor

CHICAGO—For the first time in years shuffle game arcades are absent from manufacturers' production lines. A series of recent cases have been introduced since last December, and if they are accepted by the public, shuffle output is well balanced.

Manufacturers are expanding out production among five different categories of games, quite a change from the shuffle era. But the shuffle was not "illegal," likely every manufacturer was concentrating on pool game fast.

Bally Preems 18-Foot-Long Bowling Game

CHICAGO — A new 18-foot-long model was added last week to the Bally Manufacturing Company's bowling lanes line. The game is available in three different lengths.

While the 14-foot-lane bowling award most popular, with the 11-foot-long a close second, Bill O'Donnell, Bally's general sales manager, said the 18-foot model sold well in the south, especially for the king-size suit. The 18-foot model is also available.

O'Donnell said that the 18-foot lanes would most likely be used in bowling alleys, clubs, and larger taverns. "Where space is available, increased chances of the 18-foot model certainly justify the investment," he said.

All three models feature ball bowling, regulation saving, 14-inch high rails, and all are built in assembled units to simplify installation.

III. High Ct. Rules Free-Play Pins Okay

SPRINGFIELD, III.—Billings which allow free plays but not money, and which entail skill in play, were approved by the Illinois Supreme Court Wednesday.

The ruling takes such pitfalls out of the gambling device cate-
gorizes of a 1935 statute and reverses a decision of the Second District Appellate Court.

The Supreme Court ruled: "We see no occasion for a free play if another money, the equivalent of money, but notvaluable thing. It is as valuable as other things."

Savannah Vetoes Plea to Revise Coin Game Ban

SAVANNAH, Ga.—State Sen. Paul L. Cardwell, Jr., renounced for violation of Savannah's ordinance which in effect bans all types of coin games, has been rescued by the mayor and aldermen.

The ordinance, "so broad it prohibits the use of any type of coin-operated machine."

The mayor vetoed a repeatedly introduced pinball game. The senator said he had no ob-

(Continued on page 117)

NO ACTION ON ILL. TAX BILL...IT'S IN COMMITTEE

SPRINGFIELD, II.—There has been no action taken as yet on the Occupation Tax Act, introduced in the Illinois Senate January 15 which would forbid coin machine operators and other small business concerns to receive a refund of the State's occupation tax receipts.

The measure, Senate Bill 26, has been referred to the Committee on Revenue and Taxation, headed by Sen. Russell W. Arrington (Rep., Evanston)

Arrington said Wednesday (20), said he had no reason to refer a committee hearing of the bill and no word from the Illinois State Senate on the status of the measure. He said he was personally against the tax and indicated that he was not familiar with the body of the measure.

The bill would slap a 1 per cent levy on the sale of service-features of coin games and amusement facilities in the State. Such game each receipts would be credited against January 15, Bardem would be required to be filed on a monthly basis. (The Billboard, March 9).

At least one State operator group, the Chicago Independent Amusement Association, Chicago game operator body, has indicated it will actively oppose the bill in the State Legislature.

2 Tenn. Game Bills Killed in Committee

Van Hersh Succeeds in Fight to Defeat Stiff Tax, Anti-Free-Play Pin Measures

NASHVILLE, Tenn.—Rep. William Van Hersh, on a bill introduced to increase the existing 10-cent tax on gambling machines to 15 cents, and extend it from 1955 to 1959. He thereby killed a long standing threat to the business which has changed the wording of a section of the state's anti-gambling measure in the pinball machines to receive free replays. The bill would have made it a "crime of value," which may have killed pinball in Tennessee.

Some legislators said the bill could be voided by a legal as a tax on gambling.

Federal Officials Ask Sanction to Sell Denver Pins

DENVER—A week after the Missouri machines were seized, a $1,888,888 damage suit against five federal officials, stands unfiled when Internal Revenue Service agents seized 30 of their pinball machines from tavern operators, the federal government asked a Denver District Court to permit the permission to sell the machines.

The case should be expected to (Continued on page 124)

Katz Joins West Side Dist. as Sales Manager

NEW YORK—Charles Katz, a veteran of more than 30 years in the coin machine industry, has been appointed sales manager for the Pinball Div. of Katz Associates, manufacturers of coin-operated mechanisms for the coin machine industry.

Katz will take over as national sales manager, reporting to Harry Katz, vice-president of the company.

He entered the coin machine business as a Brooklyn game operator five years ago, and in the early 1900's he was again operator of coin machines, then headed by the late Max Levine.

Katz joined with Scientific

(Continued on page 110)
**COIN CALENDAR**

Following are dates of interest and importance to all coin machines operators, distributors and associations. Check the calendar weekly for new events in your area.

**March 20—Western Massachusetts Music Guild, semi-annual meeting, Ivy House, West Springfield, Mass.**

**March 26—Music Operators of New York, quarterly meeting, 238 West 57th Street, New York.**

**March 26—Music Guild of Nebraska, quarterly meeting, Madison Hotel, Norfolk, Neb.**

**April 1—West Virginia Music Operators, quarterly meeting, State Hotel, Wheeling, W. Va.**

**April 1—United Music Operators of Michigan, monthly meeting, Home Telephone Hotel, Flint.**

**April 1—Springfield Phonograph Operators’ Association, monthly meeting, association headquarters, Springfield, Ill.**

**April 2—Chicago Music Operators’ Association, monthly meeting, Willers-Bar, Pa.**

**April 2—Washington Music Merchants’ Association, monthly meeting, Willers-Bar, Pa.**

**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 Operators, monthly meeting, Hotel Hollenden, Room 278, Cleveland.**

**April 4—California Music Merchants’ Association, semi-monthly meeting, headquarters, San Francisco.**

**April 4—California Music Merchants’ Association, Los Angeles Division, monthly meeting, headquarters, Long Beach.**

**April 7—Wisconsin Music Operators’ Association, monthly meeting, Sheboygan.**

**April 9—Automatic Phonograph Owners’ Association, monthly meeting, Hotel Sherman-Gibbons, Cincinnati.**

**April 11—Massachusetts Music Operators’ Association, monthly meeting, Beaconfield Hotel, Brookline.**

**April 13—Westchester Operators’ Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.**

**April 17—Automatic Equipment & Owners’ Association of Indiana, monthly association headquarters, association headquarters, Indianapolis.**

**April 20—Central States Phonograph Operators’ Association, monthly meeting, 503 Main Street, Peoria, Ill.**

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**COIN OPs**

*Continued from page 108*

Members are to receive details of the plan and mail and expected that the association will adopt it.

Sidney Levine, counsel for Music Operators of America urged that members set up their own organization here in Massachusetts in view of the coming Anti-Circulation legislation. It felt it would facilitate dealing with problems that might arise on the house ground.

Levine said MOA will shortly issue an announcement on the matter to all of its members. MOA is taking the matter of arbitration under consideration.

Boston Attorney Arthur Sherman was appointed as temporary legal counsel of MOA replacing Carl Levy. Sherman will go into action immediately on the arbitration plan and other matters pending with the group.

It was reported to the members that the 10-cent play is finally forging ahead in the Bay State territory. While the Hal Ricke is still slow but gaining, the suburban sections were said to be at least 25 per cent converted to a dime. President David Baker credited this appeal in going to 200-selection and 50-cent coin changes. He predicted that this appeal might fall in within a short time and urged operators to make every effort to bring into line with 10-cent play.

---

**Panoram Operators!**

*For Sale*

PANORAM OPERATORS & EQUIPMENT. 252 MARKET ST., PHILADELPHIA, PA.

**Capitol’s New Fire Engine**

The Sidewalk Deluxe Kiddie Appeal

All Kids Love Fire Engines

Beautiful, Colorful, Fanctful Design

Thrilling forward and backward movement

This complete fire engine unit has 10 nickel or 25-cent paid coin play. An extra set of buttons and many other accessories available at $1.00. A large assortment of kids toys and accessories available at $1.00. All coin money-return FIRE ENGINES.

Ace MONEY-RETURN FIRE ENGINES. Write for price and catalog of complete line of Capitol money-makers.

**CAPITOL PROJECTOR CORP.**

Factory-Sales 520 50th Ave. N., Y., N. Y. N. T. (Chapter 3) 3778-9

---

**HELP! HELP! HELP! WE NEED GAME BILLS!**

**WILL PAY TOP DOLLAR-CASH OR TRADE**

for GOTTLEIB’S

CRAND SLAM CRAND SLAM
QUEEN OF HEARTS ASARAN KNIGHTS
QUEEN OF SPADES QUEEN OF HEARTS
LOVELY LUCY LOVELY LUCY
JOEY CLUB JOEY CLUB
SHELLY BARRY BRADGETHE

Write or Call Collect!

N. Illinois and Iowa Operators! Deal Yourself In with GOTTLEIB’S NEW ACES HIGH

Hold the Winning Hand! Immediate Delivery—Order Today!

---

**NATIONAL COIN MACHINE EXCHANGE**

1101 DIVERSEY RD. CHICAGO, ILL.

Phone: 284-7033

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**Two Teen Game Bills Killed**

*Continued from page 114*

bills passed both houses and were sent to Gov. Frank G. Clement for his signature. (The Billboard, March 25.)

The other bill, which Representative Van Hess also got tabled in committee, would have increased taxes on pool halls, coin operated baseball games, golf, football, baseball and all other amusement devices. Appended to it was a section from Tennessee Republicans, it would have put a tax from 8 from $25 to $25 with the half the tax going to education purposes. City tax, under the tax structure, would have been dramatically increased from 7% to $25. The federal tax would re- main the same except for recording fees in 25 cents and State and county 50 cents.

Representative Van Hess, a Memphis insurance man, said a Memphis game and pool operator was responsible for him fighting the two bills. The operator is Jack Canipe, a very active president of the Memphis Music Association. Canipe goes to the same church I do,” Representative Van Hess said. One Sunday night after church we got together to talk about the proposed bill. He took me to his business and proved to me the feeling was that the laws would run him out of business.

Calls Tax Exemption

“I think the act makes a regulation that the tax increase on operators would be exorbitant. The two bills had been referred to the House Ways and Means Committee and were pending there. When I went back to Nashville the next day I got busy and talked to most of the members of the Ways and Means Committee. April 16 of the 26 after the committee voted against the bill. Rep. A. H. Hanssen of Mem-phis, sponsored by 13 East Tennessee Republicans, it would have increased the tax from $25 to $25. The federal tax would re- main the same except for recording fees in 25 cents and State and county 50 cents.

Representative Van Hess, a Memphis insurance man, said a Memphis game and pool operator was responsible for him fighting the two bills. The operator is Jack Canipe, Jr., newly elected presi- dent of the Memphis Music Asso- ciation. "Canipe goes to the same church I do," Representative Van Hess said. One Sunday night after church we got together to talk about the proposed bill. He took me to his business and proved to me the feeling was that the laws would run him out of business.

Coven Hosts

*Continued from page 108*

name in August of 1936, when it was celebration of Wurlitzer’s 100th an- niversary, all operators who had purchased a Wurlitzer phone were invited to attend a three-day fest in Buffalo. At that time, 48 operators from the Chicago area attended.

Since then other operator names have been added to the group. Coven stated that the recent celebrations were a result of the success of last fall’s meeting. "I’ve had numerous requests for names of the operators who attended a similar get-together," he said. "We feel the plan was a good one and that it helps all operators to take an interest in one another and to do business together. We have had many problems of mutual interest, and I think this is an annual event, and that operators will have a chance to renew acquaintances and exchange ideas."
How Much to Hear Juke Tune?

- Continued from page 158

50-cent piece and few people are going to ask for change just to put in the larger coins. About half the operators in Salt Lake City, who use EPs in number charge 15 cents for a single EP, for a quarter. The others either do not use EPs or use only several per machine for which they charge a dime, just as for singles. There is very little enthusiasm for the 50-cent machine largely because it is felt that dimes and quarters are to be found in pockets far more often than the need for change in the 50-cent machine. In Denver, the general effect of multiple pricing has been good, of exclusively adult locations.

Most operators who have new machines equipped with the 50-cent machine collection machines up to 90 per cent, alloho how much of this increase can be attributed to the new machine itself and how much to the juke box itself, is not clear. One Denver operator who lost 22 per cent of his machines in one 50-cent machine collection and, of course, that it be handled in a different manner. The cost is too high for the customers, in general, to carry on the juke box for as long as the juke box will last.

Despite this fact that most operators feel conversion clusters for 50-cent juke box, this is not the case, however, for 50-cent juke box. The 50-cent juke box is too expensive and involves an additional service load, more than a dozen operators plan to buy the kits for large parts of their counties.

Few operators in Denver use EPs, but those who do, use dual band EPs, charging $2.50 for five EPs. An interesting combination, however, is the 50-cent juke box for dual band EPs. (Continued on page 159)

Katz Joins

- Continued from page 114

the country for the Best Lawn side line and has been sales manager for All-Tech Industries, a major ride manufacturer. Katz left his weekly job for a 10-week sales trip which will take him to every section of the country. Katz will also be working with West's bowling conversion kit and appointment distributor to handle the premium deal which Berger has set up with the Westinghouse Electric Corporation.
1009
IMB.
3124
Parts,
65
member
EASTERN
when
Dealer,
32
used
y
Cenco
and
Kaney
are
all
producing
new
game
guns.

Cott Post continues to concentrate
on the sales end. Working closely with
Williams also stands in this line.
and
Boston
are
each
producing
new
game
guns.

No
target-bowlers
(game
machines
and
teller
at
targets)
have
been
introduced
in
the
time
since
last
month,
but
Chicago
Coin
and
Kaney
have
all
new
game
guns.

There
is
a
good
change
that
game
machines
may
show
another
surprise
in
this
spring,
that
the
two
new
models
now
on
the
market
are
a
good
showing.
If
they
do,
other
models
may
follow
the
spring
and
summer.

The
five-ball
pin
game
machines
seem
to
be
the
new
models
in
this
category,
and
may
be
shown
at
the
first
summer
show
in
the
area.

Pool
games
are
no
longer
a
big
item
as
an
opportunity
of
new
games
is
concerned,
but
several
items,
including
Fisher
Sales
&
Manufacturing
Company,
Chicago,
Ill.;
Veal
Manufacturing
Company,
Chicago,
Ill.;
and
Kaney
Manufacturing
Company,
Chicago,
Ill.,
are
handed
out
as
opportunities
of
new
models.

The
Aracde
season
is
just
around
the
corner,
and
there
is
a
decrease
in
new
models
in
the
Aracde
field.

SAN
ANTONIO—It
was
a
good
weekend
several
weeks
ago
for
Frank
Williams,
local
coin
operator.

You
can
also
be
a
winning
operator
by
shuttling
around
different
markets.

Michigan
was
visited
by
the
late
Mr.
Roy
D.
G.
Miller.

The
Coin
Market
Place
is
a
chance
for
the
operator
of
different
markets.

Michigan
was
visited
by
the
late
Mr.
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operator
at
different
markets.

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was
visited
by
the
late
Mr.
Roy
D.
G.
Miller.

The
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Roy
D.
G.
Miller.
COINMEN YOU KNOW

Continued from page 167

As for United, Inc., Wellman distributing firm here, died in his sleep Saturday night (10) at his home. He was 60, had been the local sales representative for United, Inc., for the past seven years.

Ralph Krause, veteran disk salesman and theater manager,

"QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN"

Boston, June 19-

cerf Rowe

C

Fair Gold

Pool

/Difof

COINMEN

has been appointed Northern territory salesman for Mercury Records. . . . Operatives stop-
ing in for Mercury was in-
cluded Andy Waterman, Wis-
consin Dells, and Casey Reda and Less Reda, of Mil-

waukee.

Ken Kulow, of Kudlow, Inc., re-
ports that business is hold-

Ralph Krause, veteran disk salesman and theater manager,

U.S. Center of Attraction

400 South Michigan Avenue

CHICAGO, ILLINOIS

Ralph Krause, veteran disk salesman and theater manager,

298 Lincoln St., Allston 34, Mass.

REDD DISTRIBUTING CO.

WURLITZER - BALLY - EXHIBIT - CHICAGO COIN

KIDDIE RIDES

298 Lincoln St., Allston 34, Mass.

ALGONQUIN 4-4040

Exclusive distributors for:

WURLITZER - BALLY - EXHIBIT - CHICAGO COIN

WASHINGTON, D.C.

The Billboard

MARCH 30, 1957

...and getting bigger every day

Of course, we’re referring to the fast-growing Export Market for Coin-Operated Equipment . . . an ideal parallel to the Oak and the Acorn.

And now comes the waste-free ap-

proach 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 $8,028,065 in PHONO RECORD SALES*
. . . points the way to $5,576,479 in AMUSEMENT GAMES & VENDING MACHINE SALES*

*Authentic figures released by the U.S. Depart-
ment of Commerce for the first six 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, Distribu-
tors, Exporters, Importers, Buyers, Sellers and Users of Phonograph Records, Juke Boxes, Amuse-
ment 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 ad-
vertising copy—run in any or all of the four languages—is April 5, 1957. Any of The Billboard offices will supply full details.
How Much to Hear Juke Tune?

(Continued from page 11)

has paved worthwhile, he offers

for a dime on most of his

slide equipment with EP's showing

a heavy play, indicating the

of the 360-piece piece to play

five EP sides.

In both Milburn and Chicago,

the operators indicated they felt the

50-cent choice would play a role in

increasing business. In both cases,

it was believed to be too early to
tell for more than just important it

would be. In the New City, most

operators using the single coin

choice were having it done, play-

ning one coin for a dime, five

(dimes), and 40 for 75 cents. EP's

have apparently made little

headway in several cities, but

where they are programmed, they

are set mainly at two EP's for 25

cents.

In Boston, where a tough battle-

has developed in introducing and

maintaining-dime play, the 50-cent

choice is regarded as being

most important in making

the dime-time pattern stick.

The number of players meets for

50 cents by Boston operators, vary

from seven to 10. A number of

operators are advertising seven or

eight plays for 50 cents and

giving the 10 cent, a gimmick that

reportedly delights the customers

who believe they are getting some-

thing for nothing.

A check shows that EP's in Bos-

ton are disappearing from the

scene with only about 3 percent of

the numbers programmed on the

average machine being EP's.

Significantly, however, operators

who are not sold on extensive use

of EP's, as in Boston, do not run

dual pricing—dime for a single, 15

cents for an EP. For example, in

New York City, operators using EP's

charge 10 cents and 15 cents for two

EP's.

This figures out to about 9.8 cents

per tune.

Again, in Memphis, where the

use of EP's is very low, operators

charge the same price for an EP

as for a single, a dime. The 50-

cent coin choice seems to have

caught on among operators who

see it in terms of selling collections.

A series on the experimentation

among juke box operators on multiple

pricing with both the 50-cent coin

choice and dual pricing will begin

next week.
Boston Notes

Continued from page 114

voted the licenses of two locations after an agent of the New England Watch and Ward Society testified he had received cash payments for unused free plays in the two spots.

Pinball machine operators can apply for, and receive a license, if the machine has been examined by the Bureau of Standards and found to contain no counters or meters for totaling free unused games.

Distributors and operators have contended that, even with the meter, the pinballs are not gambling devices, but the Bureau of Standards has ruled that since there is no other discernable purpose for the meter, it must be petitioned that the sole utility is for a check on payoffs.

Distributors promised recently to operate 100 percent of the machines and have promised to abide by the Bureau's recommendations, and have protested that their attorneys have no intention that the machines be used for anything except payments.

It is considered unlikely that the State bureau will pass the Legislature. There are about 1,000 pinballs in the State, with a few areas like Springfield which has outlawed them.
used games

The Premier Way!

Yacht Club...$ 60
Gayely ...90
Varily ...125
Big Time ...225
Miami Beach ...225
Broadway ...375

Williams Crane ...Write
ROCKET BOWLER ...$125

Premier Coin Machine Dist. Inc.
214-20 S. Howard St. Baltimore, Md.
Phone: Mulberry 5-1420

Will Pay Cash
Want the Following Machines

United and Bally BINGOS
All Types

Gottlieb and Williams PINS
From 1955 Up

Arcade Machines
All Types

Phone COLLECT
LOCust 4-4415

International Amusement Co.
334 North Broad Street
Philadelphia 2, Pa.

Equipment Costs Come Down with "Consolette"!

Replaces from 4 to 6 Wallaces at a fraction of your usual cost...

Some Distributorships Still Available!

* Use with any make machine
* Anyone can install
* 60" High, 21" Wide, 18" Deep
* Heavy cotton, 25-lb. supply, 2-way control
* Wides selection of colors
* Total weight when packed for shipping, 45 Ibs.

Here's a Shuffle Alley Buy for a Smart Operator!

Regulations: * S Yankies * S Speedies * 4 Speedy Frames

Make Us an Offer and Take 'Em!

The Billboard

March 30, 1957

Coin Machines

121

Trancy Bill

Continued from page 108

allowed minors to congregate while they were trust

New York coin machine opera
ters feared the bill, if passed, would, under certain conditions, make it illegal for youngsters to port in a bouchonette or soda shop where juice bombs are played. The measure was killed in the House and it is not likely to be brought to the floor of the Senate.

Kill Proposed Tennessee Tax

Continued from page 108

to $25 each. Under the tax struc
ture, the tax would have come in for the same increase also.

The federal tax would have re
going at $10. County and State

recording fees are 50 cents each

and city fee 25 cents.

Representative Van Hersh said he was convinced the tax was not

 blot and would have been a bur

den on music operators after talk

ing with Jack Canipe Jr., president

of Memphis Music Association.

Canipe is a partner in the Canipe

Music Company with his mother,

Mrs. Jack Canipe Sr., and uncle,

Guy Canipe. Jack's late father

was a coin machine pioneer in the United States.

Opposite Effect

"The bill, if passed, would have

had the opposite effect that what

it was intended for," Van Hersh

said. "It was intended to raise

revenue for the State, with half
going to educational purposes. But

this would have put some opera
tors out of business and the State

would have had revenue loss.

Van Hersh said he talked to mem

bers of the House Ways and

Means Committee and convinced

them that the bill was confiscatory

and would tax hurt rather than help the State. He said he got 10 represen
tatives lined up to vote against the bill in committee.

Rep. 1. Alan Hanover of Mem

phis, a member of the committee,

moved to table the bill. The motion

was seconded and carried.

To get the bill returned to the

House floor for a vote would re
quire a two-thirds majority of the

committee. Since 16 voted to table

the bill, it was impossible for the

bill's sponsors to get a required

two-thirds. This, in effect, killed

the bill.

Van Hersh said it was dead for

certain during this session of the

Legislature because during the last

two weeks all bills are considered

by the Steering Committee, which

is composed of chairmen of all

committees.

Under the proposed bill, an in

voice amount would be

on the wrong phenomenon, would

be a violation of that law and the

operator would be subjected to a $150 penalty.

The bill also authorized State tax

agents to confiscate the machines

if they found them without a lic

ence sticker, or had the wrong

sticker on it instead of a machine

where the sticker fits the machine

by serial number.

Over the State were

generally in favor of defeat of the

bill. That several such bills

introduced this year spurred talk

among operators of a central State

committee for future.
Popular New Size: 41" x 72" x 32"

First in EARNINGS...

the "SIX-POCKET" by FISCHER

First with AUTHENTIC POOL!

Again Fisher leadership and experience in pinball game design has been demonstrated nationwide by the highly successful performance of the "SIX-POCKET." First and long the ONLY table to satisfy demand for

authentic coin-operated pool, "SIX-POCKET" provides for fast form of pocket-billiards play. It handsomely styled and ruggedly constructed to meet location needs and rigorous operating conditions.

First on the Nation's Locations!

More than twice as many Fisher "SIX-POCKETS" in profitable operation today as all other brands combined!

QUALITY BUILT — SENSIBLY PRICED!

See Your Distributor or Write, Wire or Phone:
R. W. (BILL) WEIKEL, SALES MANAGER
FISCHER SALES & MFG. CO.

Some Choice Territory
(South)
Available for Aggressive Distributor.
Contact us promptly.

Announcing
EXCLUSIVE U. S. DISTRIBUTORSHIP
of
ARMITH POOL BALLS

Considered the finest ball on the market
Manufactured by Les Uines de Callesselle of Belgium

IMMEDIATE DELIVERY

On All Sizes

For Your Nearest Distributor

NYACK SLATE CO., INC.
Makers of the Finest Slate Tops
84 So. Franklin Street, Nyack, N. Y.
NYack 7-2464

ROYAL

DISTRIBUTING, INC.

BIG TIME ........... $225.00 GAYTIME ................ $175.00

6400 ................ $150.00 9000 . ................ $195.00

BANNER ................ $125.00

FISCHER

DISTRIBUTORS

3726 KEESIN AVE.
CINCINNATI, O.

GOTTLIEB'S

BUY THE BEST...WE DO!

'COINMEN YOU KNOW

Continued from page 319

job on our location now," ex-

claims Hastings. "We're not so

hesitant about asking to

change over to dime play any

more, and the location owners

are becoming more dime con-

scious."

Announcing

EXCLUSIVE U. S. DISTRIBUTORSHIP

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CINCINNATI, O.

GOTTLIEB'S

BUY THE BEST...WE DO!
Savannah Vetoes (Continued from page 314)

section to the ban on pinballs, but feels the law should be "enforced to exclude those machines which have not been used for gambling." He said that other types are for entertainment and are not gambling machines.

Crawford's interest was aroused when a local man's beer license was revoked because a coin-operated baseball machine was found operating in the place. The matter is pending in Police Court and before city council.

According to a statement by the aldermen, Crawford's request for revision was denied because "any relaxation of the ban on pinball machines would start back a move to make one exception after another, creating confusion and additional difficulties in the policing of the ordinances."

A.M.I. E-120

The Best Gun Game Ever Made...

Williams CROSSFIRE

Here's the new wonder 5-ball

Williams Cue Ball

* Special Rollovers!
* Special Pockets!
* Special Targets!

A Rare Combination of Scoring Ideas:

Equipped with:
- National Slug Rejctor Coin Chute
- National Slug Chute

STEEL BALLS DEFY GRAVITY FLY UP WHEN HIT!

Williams Manufacturing Company

Creators of Dependable Play Appeal

4242 W. Fillmore St. Chicago 24, Ill.

INTERNATIONAL SCOTT CROSSFIRE COMPANY

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., S. Jersey and Del.

See the comical dodging Kangaroo

with the cute little baby Kangaroo that disappears in the pouch when mama is hit.

Elapsed Time Reels ADD 10 POINTS to score for each unit of time under 60 seconds.

Deluxe CROSSFIRE available with "MATCH" Feature

See Your Williams Distributor today!
NOW DELIVERING
★ BALLY A. B. C. BOWLING Lanes—14 & 11 ft.
★ ROCK-OLA PHONES—50, 120 & 200 Selection
Call or write for the best prices on thoroughly reconditioned, late model, phonos, puzzles and games.
CALDERON DISTRIBUTING, INC.
450 Massachusetts Avenue
Phone: Miltone 4-8668
Indianapolis, Indiana

JOE ASH SAYS:
WRITE FOR SPECIAL PRICE
ON SEEBURG V-200’S!
WURLITZER 1400’s . . . . $150.00
WURLITZER 1200’s
WURLITZER 1300’s
WURLITZER 1600’s
WURLITZER 1700’s
WURLITZER 1800’s

RCIA Re-Institutes
Continued from page 208

accept the RCIA action, and its membership voted to leave the parent organization and become Local 465, an independent. Before joining RCIA two years ago, the coin machine union had been Local 465.

McQuire Statement
McQuire said that as far as he is concerned, Local 453 it no part of Local 888, and Local 465 does not exist.

Cugino takes a different viewpoint. His version is that the RCIA no longer has any connection with the coin machine union and that the Local, as an independent, represents labor as the collective bargaining agent with the Amusement Machine Operators of New York.

Therefore Blatt, AMONY counsel, commented, "This appears to be purely an inter-union dispute and the Associated Amusement Machine Operators of New York, which represents management, does not intend to take sides.

"Our view is to remain impartial and eventually we expect to deal with whichever legitimate union has jurisdiction in the coin machine field."

Here is Tremendous Earning Power!

"Bowl 300 Score This Game" lites up at selected intervals on upper left of backglass. May lite up in 5th or 6th frame at option of operator. Pulls heavy play!

When 300 is bowled—"Perfect Score" lites up at upper right of backglass.

Operators: Keeny’s True-Score Bowler has 6 different adjustments on strikes controlled by a Knob. Operator can adjust game for easier strikes as required by individual locations.

WEBBALL
RETURN—NO WAITING!

National Slug Rejector
SEE YOUR
KEENEY
DISTRIBUTOR!

THE BILLBOARD
MARCH 30, 1957

The Bowler that Earns More!

The Bowler that Earns More!

Install Keeny’s
TRUE-SCORE

FORMICA PLAYFIELD
14 foot Lanes.
Three easy-to-move sections

J. H. Keeny & Co. Inc.
2600 West Fifth Street
Chicago 32, Illinois

Copyrighted material
chicago coin's

BOWLING LEAGUE EXTRAS

Bring YOU BIGGER PROFITS

- Ball Return Rack
  Operates the same as Regulation Bowling!
- Ball Return Button
  Easily Accessible!
- Mirrored Glass!
- Automatic Regulation Scoring!
- 3 Inch Hard Rubber Balls!
- Equipped with National Slug Rejector!

Your Choice of 2 size Cabinets!

14 ft. 8' Long
12 ft. Long
29 Inches Wide, 18 Inches High

chicago coin MACHINE COMPANY

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS
HAPPY CROWDS KEEP CASH-BOX JINGLING!

FREE TOURNAMENT PROMOTION KIT

Now packed with each Bally ABC BOWLING LANES is a complete proved and practical kit, containing window-poster, rules, entry-forms, score-sheets, etc., for profit-boosting tournament-promotion. Each kit serves 10 tournaments—5 months of peak play. Bally Tournament Kits for games already on location are available at Bally Distributors at give-away price of only $1.50.

EVERYBODY is happy with Bally ABC BOWLING LANES. Players get biggest dime's worth of fun in years. Locations get big cash-box returns, plus extra refreshment, smokes and snacks sales from long sessions of play. Operators get biggest profits in years plus peace of mind with a game that stays on location month after month.

NOW AT YOUR Bally DISTRIBUTOR WITH Key West

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
YOU ASKED FOR IT!

UNITED CREATED IT FOR YOU!

BOWLING ALLEY

BRINGING PROSPERITY TO ALL...

OPENING NEW LOCATIONS EVERYWHERE

SECTIONS PULL APART HERE

AVAILABLE IN
14 FT. AND 11 FT. LENGTHS

14 FT. MODEL CAN BE SEPARATED INTO 8 FT. AND 6 FT. SECTIONS FOR EASY INSTALLATION AND HANDLING

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR NOW!

www.americanradiohistory.com
IT'S THIS SIMPLE—

ONE A properly programmed music system offers a complete selection of current hit tunes on singles.

TWO A properly programmed music system also offers a complete selection of standards and show tunes on E.P. albums.

THREE Seeburg Dual Pricing makes it possible for the operator to be compensated for the additional time required to play album music (2 tunes per side).

single tune records
plus dual pricing with the Seeburg V-200
plus equal maximum operating profits!
plus album records


J. P. SEEBURG
Chicago, Illinois
A Division of Fort Pitt Industries, Inc.
DEPENDABLE MUSIC SYSTEMS SINCE 1902

www.americanradiohistory.com