See Majors in TV Film Field to Stay
No Domination of Industry Foreseen
But Companies Will Play Vital Role

By BOB SPELMAN

HOLLYWOOD—Are the majors on the way to playing as dominant a role in television film production as they have in feature pictures? Probably not, while they have made remarkable strides in a short time and will undoubtedly be one of the three or four principal elements to eventually emerge in the TV industry.

Certainly, they’ve come a long way this month. Just last week, during the first four days of this month, ABC and NBC had screened or scheduled four features, and RCA-Victor had announced four such offerings for the summer.

It was just about this time in 1955 that ABC-TV, Ranger Network, and Mutual Network, all in their infancy, began to try to compete against the majors in the picture-plugging shows. Every Sunday, Mutual’s “Wide World of Sports” was followed by the 30-minute “Wagner Bros., Presents,” a 30-minute “M-G-M Parade.” This was followed soon thereafter by CBS-TV’s daily show for its “39th Century Fox” contract. Each of the three offered television picture-plugging, but each on its own, somewhat egotistically. The results were unfortunate. M-G-M’s attempt was so abortive that the company declared a temporary moratorium on TV, and only now, starting all over again, Warner’s and 20th Century-Fox fared somewhat better, but it wasn’t until last year that the screen pictures were given the chance that they began to regard television as a business in its own right rather than a sort of side show for their feature product.

Columbia Bullets

Meanwhile, back at Gower Gulch, Columbia Pictures had been giving the majors some experience in their own medium. Screen Gems, as a TV operation with a considerable amount of autonomy from the parent company, this enlightened control, as it might be called, has resulted in Screen Gems becoming the largest single single television production company today.

Statistics: what does this mean? In 1955, the majors were producing a half hour per week for television. By 1957 this had increased to five hours, and by 1959 to six and one-half hours. One can only guess at what 1958 will be but, with certain announcements already indicated, a figure closer to 10 hours per week is probably not out of line.

This seems, among other things, pertinent to the change in development which the majors are doing. In 1955 they were offering seven shows for the new season. In 1956 it was 15, and in 1957 it is 35. By 1958 the new RCA-Universal series, almost as successful as the former, will include another 10 more than doubled itself in one year.

Ready When Time Comes

Within the next year, the majors have never made any bones about the fact that they were not out to get a considerable share of the TV market. Commenting on this, Barney Balaban, head of Paramount, recently said that several years ago he had predicted that “when the time comes, we’ll all be in.” An M-G-M exec, when asked three years ago why his company did not move into television, replied, “It’s less expensive to let somebody else make the experiment.”

Another Part of the Forest

HOLLYWOOD—It is the former and present theater men now operating TV stations who see the most confused about what TV will eventually dominate the industry. The Hollywood majors. As they see it, it would be a step for the picture companies to “branch out.” Perhaps, because it is a medium of a mere 45 minutes, when compared to the theater business, in which they became “majors,” involved 20,000 outlets. Actually, TV is a new medium that Hollywood giants would dominate TV in much the same way as networks do, but then the control of the best programming talent.

No one knows how long they will be dominated by the old TV on the tube, but there are indications that it will be at least 15 years.

This week’s issue of The Billboard is in two sections:

Section I: Regular Issue featuring the NARTB Special Section
Section II: The Spring Outdoor Advertising Directory

The Trail to the Top

The ‘Big One’ Opens; Still the Greatest

By TOM PARKINSON

NEW YORK—A new Ringling Bros. and Barnum & Bailey Circus got under way here Wednesday in Madison Square Garden. Make no mistake, it is The Greatest Show on Earth. For this 87th Barnum and Bailey circus, Ringling Brothers is at its peak of fine entertainment value.

Year of Decision Finds TV Networks in Future in Balance

Probers Must Weigh Concentrated Control Vs. Service Disruption

By MILDRED HALL

WASHINGTON—This could be the year of decision for future of network television. The empirical rate study made by Representative Celler, during hearings against which Assistant Attorney Victor Hurne presented the brevity and depth of the Department of Justice’s study of American network television. May be years away, but the magnifics is being drawn up now.

No case has yet been found to give multiple expansion to the channel structure cramming U.S. television with enough available channels. A few of the networks in the street situation has been an increase in the use of pressure by those who feel there is a desperate need for access to the medium by more programmers, more stations, more advertisers, more networks.

Some would cut the Gordon know by hacking away at network advantage, more the situation of the program and must-buy, as major villains in the out-of-new blood. Others would divert the networks

SOURCE: www.americanradiohistory.com

PRICE: 35 CENTS
ALL OVER THE WORLD

APRIL 13, 1957
THE AMUSEMENT INDUSTRY'S LEADING WEEKLY

A R R

35th Annual Convention
Chicago

DEPARTMENTS AND FEATURES

American R. A.

- December 14, 1947

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TELEVISION PROGRAMMING

ASCAP PACT SIGNPOST

TV Music Becomes Major Issue at NARTB'S Confab

By PAUL ACKERMANN

CHICAGO — This week's ses- 

sions of the National Association of Radio & Television Broadcasters 

discussed and focused attention 

upon one of the industry's most 

bothersome problems—one which 

will demand increasing thought 

from broadcasters in the months 

immediately upcoming. This is the 

matter of re-evaluating the TV 

music financing situation in the 

light of experience gained in the 

last 10 years and in the light of 

the complications 

raised by the Songwrit- 

ers of America suit against Broad- 

cast Music, Inc., wherein the com- 

pany seeks damages of $150,000,000 

and a divorcement of broadcaster 

interests from the licensing agency. 

Forcing an examination of the 

whole matter is one fact: The 

NARTB is itself cannot 

negotiate. This can only be done 

by an industry committee set up 

on an ad hoc basis and not a perma- 

nent fact. The NARTB is providing the 

time and place for this to jell, 

and publication time is likely to 

be in the works. Beyond this, what 

lies ahead?

From the broadcasters' point of 

view, several important matters 

must occupy the attention of the 

negotiating committee. One of the 

most important of these will be 

the attempt by broadcasters to seek 

clearer and narrower meaning of 

the term "progress." 

ASCAP's levy on broadcasters has traditionally been based on a 

percentage of the gross. This 

pattern was set in the early days of 

AM broadcasting and has carried 

over into TV. Last week, high-

placed luminaries indicated their 

disatisfaction with ASCAP's con-

cept of what constitutes "gross." 

The Society, it was stated, lumped it into figure not only 

time costs, but also payments for 

studio facilities, production costs. 

Radio, it was said, should be the income 

excess from only one sale of 

a piece. Of course, a percentage of a 

figure is nice, cut down the music 

bill. 

Whereas broadcasters will at 

large find the months ahead can be expected to exert every effort to 

obtain a more profitable contract. 

This is seemingly obvious, but 

there is more to the statement than 

meets the eye. A chief motivation, 

for instance, is the fact that the 

music business in the last 10 years 

has undergone profound changes, with the result that costs important 

(Continued on page 4)

FULL-SALEOUT

CBS Buys 'Lucy' For $5 Mil Plus

NEW YORK — CBS-TV, last 

weekday ownership of "I Love 

Lucy" from Desilu Productions 

for an unknown sum, but 

for the right price, has 

its 

average audiences was 

raised, and its 

was 

the 

public 

The "I Love Lucy" plan 

for next fall also call for several 

spectaculars to be produced, 

probably Monday evening, 

have yet to be sold. The CBS 

purchase price states that it has 

in excess of $57,000 for each 

episode, not regarding what 

product is made.

'Matinee' May 

Go Evenings

NEW YORK — "Matinee" may 

make it as a nighttime attraction 

this summer. NBC-TV is playing 

around with the idea of presenting 

the show, or the best of its 

in the "Matinee" series. 

"Robert Montgomery 

Present." 

Another possibility is that the 

summer version of the Montgomer- 

ey show would replace itself.

NABC in Time Fuss With Three Clients

NEW YORK — NABC and 

three of its important clients— 

Gulf Oil, Kaiser Aluminum and 

the Coca-Cola Company — last 

week were in the midst of several 

battles which could result in the 

sponsors moving their business 

elsewhere.

Gulf has asked the web to 

allow it to take a summer hiatus on "Life 

with Father" which will end 

Sunday, May 10, at 8:30 p.m. 

The advertiser, however, 

said that it would like to 

give the network a full renewal 

of the time period and program.

CBS, however, is reported to 

be pressing Gulf to move out of 

the slot in order to give, 

example it might set for other 

who also with summer re- 

the future of the program is 

at stake, since many other 

are already interested in it.

In the Kaiser-Aluminum differ-

ence, the web has failed to sell 

its clients the idea of moving 

their show, \"My Fair Lady,\" which 

alternative Tuesday, 9:30-10:30 p.m. 

a half hour later. NABC has 

prepared studies which are said to 

indicate that Gulf would not im-

prove its ratings by starting at 

10 p.m.

The advertiser, however, 

feel that they do not wish to begin 

their campaign until next month. 

NABC has set aside $84,000 for a 

starting, and they are maintaining 

position that there is talk 

of these sponsors of taking shows 

to ABC-TV.
**The Billboard Continuing**

**COST-THOUSAND**

*Analyses of Network TV Shows in Class A Time*

Based on February TV audience measurements of AMERICAN RESEARCH BUREAU

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**Drama Programs**

<table>
<thead>
<tr>
<th>Cost Per Thousand Homes per Commercial Minute</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>CLIMAX (Chrysler, CBS)</td>
<td>$3.53</td>
</tr>
<tr>
<td>THE MILLIONAIRE (Colgate, CBS)</td>
<td>$3.57</td>
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<tr>
<td>PLAYHOUSE 90 (Bristol-Myers, Singer, Ranson, Amer. Gas, Phillip Morris, Royal Mcbee, CBS)</td>
<td>$3.60</td>
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<tr>
<td>KRAFT THEATER (National Dairy, CBS)</td>
<td>$3.90</td>
</tr>
<tr>
<td>GILLETTE PLAYHOUSE (Schlitz, CBS)</td>
<td>$4.00</td>
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**Cost Per Thousand Men Viewers per Commercial Minute**

<table>
<thead>
<tr>
<th>Cost Per Thousand Men Viewers per Commercial Minute</th>
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</thead>
<tbody>
<tr>
<td>CLIMAX (Chrysler, CBS)</td>
<td>$3.15</td>
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<tr>
<td>PLAYHOUSE 90 (Bristol-Myers, Singer, Ranson, Amer. Gas, Phillip Morris, Royal Mcbee, CBS)</td>
<td>$3.22</td>
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<tr>
<td>KRAFT THEATER (National Dairy, CBS)</td>
<td>$3.75</td>
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<tr>
<td>CONFLICT (Cheesbrough-Ponds, General Electric, CBS)</td>
<td>$3.90</td>
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<tr>
<td>Loretta Young (Procter &amp; Gamble, NBC)</td>
<td>$4.12</td>
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<tr>
<td>ALCOA HOUR (Aluminum Co., NBC)</td>
<td>$4.17</td>
</tr>
<tr>
<td>STUDIO ONE (Westinghouse, CBS)</td>
<td>$4.21</td>
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**Cost Per Thousand Women Viewers per Commercial Minute**

<table>
<thead>
<tr>
<th>Cost Per Thousand Women Viewers per Commercial Minute</th>
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<tr>
<td>CLIMAX (Chrysler, CBS)</td>
<td>$3.81</td>
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<td>PLAYHOUSE 90 (Bristol-Myers, Singer, Ranson, Amer. Gas, Phillip Morris, Royal Mcbee, CBS)</td>
<td>$3.90</td>
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<tr>
<td>THE MILLIONAIRE (Colgate, CBS)</td>
<td>$3.97</td>
</tr>
<tr>
<td>KRAFT THEATER (National Dairy, CBS)</td>
<td>$4.00</td>
</tr>
<tr>
<td>CONFLICT (Cheesbrough-Ponds, General Electric, CBS)</td>
<td>$4.00</td>
</tr>
</tbody>
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**Situation Comedies**

<table>
<thead>
<tr>
<th>Cost Per Thousand Homes per Commercial Minute</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>DECEMBER BRIDE (General Foods, CBS)</td>
<td>$3.82</td>
</tr>
<tr>
<td>2. I LOVE LUCY (General Foods, Procter &amp; Gamble, CBS)</td>
<td>$3.93</td>
</tr>
<tr>
<td>3. PRIVATE SECRETARY (Amor, Tobacco, CBS)</td>
<td>$4.00</td>
</tr>
<tr>
<td>4. LIFE OF RILEY (Gen, NBC)</td>
<td>$4.09</td>
</tr>
<tr>
<td>5. FATHER KNOWS BEST (Scott, NBC)</td>
<td>$4.20</td>
</tr>
<tr>
<td>6. BURNS AND ALLEN (Carnation, Goodrich, CBS)</td>
<td>$4.25</td>
</tr>
</tbody>
</table>

**Cost Per Thousand Children Viewers per Commercial Minute**

<table>
<thead>
<tr>
<th>Cost Per Thousand Children Viewers per Commercial Minute</th>
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</thead>
<tbody>
<tr>
<td>CONFLICT (Cheesbrough-Ponds, ABC)</td>
<td>$3.47</td>
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<tr>
<td>PLAYHOUSE OF STARS (Schatz, CBS)</td>
<td>$3.85</td>
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<tr>
<td>CLIMAX (Chrysler, CBS)</td>
<td>$3.97</td>
</tr>
<tr>
<td>THE MILLIONAIRE (Colgate, CBS)</td>
<td>$4.00</td>
</tr>
<tr>
<td>TELEPHONE TIME (Bell, CBS)</td>
<td>$4.90</td>
</tr>
<tr>
<td>KRAFT THEATER (National Dairy, NBC)</td>
<td>$5.75</td>
</tr>
<tr>
<td>CROSSROADS (General Motors, ABC)</td>
<td>$6.75</td>
</tr>
<tr>
<td>PLAYHOUSE 90 (Bristol-Myers, Singer, Ranson, Amer. Gas, Phillip Morris, Royal Mcbee, CBS)</td>
<td>$6.92</td>
</tr>
<tr>
<td>NOAH'S ARK (Laggett &amp; Myers, Max Factor, NBC)</td>
<td>$8.99</td>
</tr>
<tr>
<td>SAWYER HUTCH (Procter &amp; Gamble, NBC)</td>
<td>$9.40</td>
</tr>
</tbody>
</table>

This table shows the cost per thousand homes for each program. The cost is based on the number of homes in the U.S. that are watching the show. The higher the cost, the more the network is paying to air the show. This information is useful for advertisers who want to know the cost of airing their ads on television.

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**Sponsors Eye CBS Sat. Slot**

NEW YORK — Lever Bros. and American House Products are interested in the Saturday 9:30-10:30 p.m. slot on CBS-TV. The two companies are tentatively scheduled "Have Gun, Will Travel" for the slot.

It is reported that both clients have placed orders for both time and program which the network has not yet confirmed. The show stars Dick Boone.

---

**MORE BLURB**

'Matinee' Ups Commercial Time 3 Mins.

NEW YORK — "Matinee," the NBC-TVC 4-9 p.m. daytime strip, will increase the amount of commercial time it will give its clients.

The show previously offered three minutes of commercial time.

The new schedule will include a total of 15 minutes of commercial time.

The change was made necessary by the purchase of Procter & Gamble by the network.

Procter & Gamble is a major advertiser on television, and the move is expected to further increase the network's commercial revenue.

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**COMING COST PER THOUSAND ANALYSES**

Next week: News-Commentary and Adventure-Mystery-Western Shows

April 27: The Top 20 for March

May 4, Quiz and Comedy-Variety-Music Shows

May 11, Dramas and Situation Comedies

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**Billboard Publishing Company**

New York, N.Y.
UP TO REDHEAD

Godfrey to Decide Fate of Wed. Show

NEW YORK—The question of whether Arthur Godfrey will continue for still another season which has Wednesday night hour on CBS-TV awards his work a week hence. Godfrey has been on an African safari for the past month, and his answer is expected to be given when he gets back.

So far, word has been forth- coming almost immediately, if the network is to have a chance to make plans in the event he decides against continuing with the hour. Last week word was received that ready to call it quits but changed his mind, it is reported, because of news reports that the success of "DinahLand," his ABC-TV rival, was forecast to be de- termined to do battle for another season, and his rating this year while not outstanding, has been very satisfactory.

But Godfrey may feel that the

OWN CIRCUIT
TV Studio
Hooks Up
Y&R, Clients

NEW YORK—The first direct link between a network and a client will be available in June, when WABC, which will install its transmission facilities in the Y&R offices at 39 East 54th Street, via closed circuit to the offices of any of its clients in the country.

J. Walter Thompson was the first agency to build a TV station in the country. It was set up to determine if and test programs are received on the networks. The study was done in headquarters here. The Y&R facilities will include video camera, a 15 mm shutter camera, tape recording units and multiplexing monitors which will simulate conditions of home reception.

Lever Studies 'Slezak & Son'

NEW YORK—Lever Bros. is going to run a campaign for its Lever rib and body soap on or around the night of Wednesday and Thursday night (Meet the Press) in the week, if it's being run by Best Foods.

Radio Cincy Buys
Storer's WBRC

BIRMINGHAM — The Storer Broadcasting Company has sold WBRC to Storer Broadcasting Co., here, to Radio Cincinnati, Inc. The transaction involved was $65,000,000.

Storer made the sale in compli- ance with the antitrust and related government regulations Commission, which allowed Storer's purchase of WPRT, TV, Wilmington, Del., and WBBG Ra- dio, Philadelphia, if it diverted itself into the one radio and one TV station in its possession. Both the WBRC stations are CBS affiliates.

P&G Buys Big
NBC Day Hank

NEW YORK—Procter & Gam- ble last week bought still another huge chunk of NBC TV day- time. The advertiser purchased from NBC the four alternate quarter hours of "It Could Be You," the 12:30-1 p.m. strip. The advertiser will use this quarter hour on Mondays, Tuesdays, Thursdays and Fridays.

The newest P&G purchase is in addition to its buy of a second quarter-hour strip of "Matlock," and four and a half quarter hours of "TV's Plastic Dough. The sponsor, on the NBC evening schedule, also locked into "Meet McGraw," the new Frank Lovejoy vehicle, for its Tuesday 9-9:30 time period when it will replace the June Wynn show.

COMING COST PER THOUSAND ANALYSES:

The following are the Information tables on the cost per thousand for various network TV shows. These figures may be obtained from approximately 500 agencies, who are willing to provide the data for any of the programs reported. The figures may be obtained from the agencies who have the data on file, or from the commissions of the networks.

Passadena Alumni
In Stage, TV Work

NEW YORK—Pasadena Play- house Associates of New York, long an inactive group of professional actors, have taken it upon themselves to become a force in TV and stage circles. The purpose of the organiza- tion is to ease graduates into the field, for the next year or two, coaching advanced students and students of the past season, and has developed to the group, several students of the past season, and has developed to the group, several students.

Robert Sandeck, producer and writer of the series, has been writing television scripts for the last year, and has been negotiating with celebrities and organiza- tions for sets of next sea- son's series. "Omnibus" is scheduled to be preceded by Bishop Sheen's "Life Is Worth Living" and fol- lowed by "You Asked for It," the latter show being released by Best Foods.

The Billboard Continuing
COST-PER-THOUSAND
Analyses of Network TV Shows in Class A Time

By Sponsor Groups: AUTOMOTIVE & PETROLEUM APPLIANCES & FURNISHINGS

Automotive & Petroleum Spenders

| COST PER THOUSAND HOMES FOR COMMERCIAL MINUTE |
| 1. DODGE (Lawrence Well, ABC) | $1.99 |
| 2. LINCOLN-MERCURY (Ed Sullivan, CBS) | $1.84 |
| 3. DODGE (Well's Top Tunes, ABC) | $1.78 |
| 4. CHRYSLER (Climax, CBS) | $1.66 |
| 5. DODGE (Well's Top Tunes, ABC) | $1.66 |
| 6. CHRYSLER (Climax, CBS) | $1.66 |
| 7. FORD (Enic Ford, NBC) | $1.56 |
| 8. FORD (Enic Ford, NBC) | $1.56 |
| 9. FORD (Enic Ford, NBC) | $1.56 |
| 10. FORD (Enic Ford, NBC) | $1.56 |

| COST PER THOUSAND MEN VIEWERS FOR COMMERCIAL MINUTE |
| 1. DODGE (Lawrence Well, ABC) | $1.99 |
| 2. LINCOLN-MERCURY (Ed Sullivan, CBS) | $1.84 |
| 3. DODGE (Well's Top Tunes, ABC) | $1.78 |
| 4. CHRYSLER (Climax, CBS) | $1.66 |
| 5. DODGE (Well's Top Tunes, ABC) | $1.66 |
| 6. CHRYSLER (Climax, CBS) | $1.66 |
| 7. FORD (Enic Ford, NBC) | $1.56 |
| 8. FORD (Enic Ford, NBC) | $1.56 |
| 9. FORD (Enic Ford, NBC) | $1.56 |
| 10. FORD (Enic Ford, NBC) | $1.56 |

| COST PER THOUSAND WOMEN VIEWERS FOR COMMERCIAL MINUTE |
| 1. DODGE (Lawrence Well, ABC) | $1.99 |
| 2. LINCOLN-MERCURY (Ed Sullivan, CBS) | $1.84 |
| 3. DODGE (Well's Top Tunes, ABC) | $1.78 |
| 4. CHRYSLER (Climax, CBS) | $1.66 |
| 5. DODGE (Well's Top Tunes, ABC) | $1.66 |
| 6. CHRYSLER (Climax, CBS) | $1.66 |
| 7. FORD (Enic Ford, NBC) | $1.56 |
| 8. FORD (Enic Ford, NBC) | $1.56 |
| 9. FORD (Enic Ford, NBC) | $1.56 |
| 10. FORD (Enic Ford, NBC) | $1.56 |

| COST PER THOUSAND CHILDREN VIEWERS FOR COMMERCIAL MINUTE |
| 1. AMER. MOTORS (Disneyland, ABC) | $1.30 |
| 2. LINCOLN-MERCURY (Ed Sullivan, CBS) | $1.25 |
| 3. FORD (Circle One, NBC) | $1.20 |
| 4. FORD (Disneyland, ABC) | $1.15 |
| 5. FORD (Circle One, NBC) | $1.10 |
| 6. FORD (Circle One, NBC) | $1.10 |
| 7. FORD (Circle One, NBC) | $1.10 |
| 8. FORD (Circle One, NBC) | $1.10 |
| 9. FORD (Circle One, NBC) | $1.10 |
| 10. FORD (Circle One, NBC) | $1.10 |

These figures are subject to change at any time. They are compiled by the Billboard Publishing Co. and reprinted here by permission of the publishers of The Billboard, a weekly trade paper.

COMING COST PER THOUSAND ANALYSES:

Next week: Tobacco, Drugs & Household Cleaners Spenders April 27; The Top 20 for March

May 4: Food-Beverage & Cigarette-Tobacco Spenders
May 11: Automotive & Petroleum & Appliance & Furnishings Spenders

Copyright material
one!
two!
three!

COUNT ON SUCCESS

123 WESTERN FEATURES

The best from the West...consistently outrates competition...
TV's most profitable hour strip...
STRIPE FOR

GENE Autry

starring in 56
hour-long features

made by Republic Pictures Corporation
and available to local advertisers
and stations

★ Stripped by stations everywhere!
★ 50% adults every time!
★ National spot advertisers like Alka Seltzer,
  Montgomery Ward, Arrid, National Dairies, Chef
  Boy-ar-dee, Poll Parrot Shoes, Reddi-Wip, Prince
  Macaroni, Hostess Cup Cakes, Top Value Stamps,
  Wonder Bread, Nabisco, My-T-Pine, Baker's Choco-
  late, Bosco, Toni, Revlon, Snow-Crop, Robert Hall
  Clothes, Beeman's Gum
ACTION!

ROY ROGERS
starring in 67 hour-long features
made by Republic Pictures Corporation at an original production cost of $250,000 each!

- The best from the West!*
- Low, low cost per thousand for kids and adults
- KDKA Pittsburgh has just bought multiple runs of all 123 features and will devote 5 hours a week for 2½ years to WESTERN FEATURES STARRING GENE AUTRY and WESTERN FEATURES STARRING ROY ROGERS. Call us about sensible price patterns whether for one, two or three years of programming!


mca tv
Film Syndication
AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS
COUNT ON SUCCESS...RATING SUCCESS...SALES SUCCESS

WITH THESE 123 FULL-HOUR

WESTERN FEATURES

56 STARRING

GENE AUTRY

67 STARRING

ROY ROGERS

WITH HOLLYWOOD GREATS LIKE

Jimmy Durante
John Carradine
Ann Miller

Andy Devine
Ann Rutherford
Sterling Holloway

Dave Evans
Paul Kelly
Buster Crabbe

Gabby Hayes
Sons of the Pioneers
Gale Storm

give a hoot and a holler to your representative at

mca tv

598 Madison Avenue, New York 22, N.Y. (PLaza 9-7500) and principal cities everywhere
CBS Girds To Up Production In the East

NEW YORK — CBS-TV is quietly gearing itself for increased production of both live and film shows in the East, with the casting and technical departments first to feel the expansion. The success of the Pil-Straw shows, chosen to be shot here as an experiment against the trend westward, convinced top execs that New York is a better locale for many kinds of shows.

CBS this week is completing the fourth pilot here among its fall offerings, and one of the shows expected to be up and running this summer in New York if sponsors approve. A fifth series, "You Are the Jury," will combine live and film elements in a daily strip also originating here.

In addition to new-originated summer shows like "Westinghouse Summer Theater," the web has four well-received public affairs programs which will continue this season to produce here: "Cam. E. Thomas," "Land Upto My Feet," "Odyssey," and "Look Up and Live." One Big-Shots

Network executives in recent months have been concerned over CBS's loss of its smallest network. For example, the network's production unit, "The Smallest Network," has run for seven years and is now in its third year as a network series. The network has lost three of its four pilots, "The Smallest Network," "The Smallest Network," and "The Smallest Network," over the past year.

Another network executive is concerned over the network's "The Smallest Network," which has run for six years. The network has lost two of its pilots, "The Smallest Network," and "The Smallest Network," over the past year.

Edsel Bows Out On "Perry Mason"

NEW YORK—The network's division of the Ford Motor Company, which last week indicated it was planning to make a new network series of "The Smallest Network," has now ordered a new series of "The Smallest Network," which is expected to be on the air in the fall. The network has lost two of its pilots, "The Smallest Network," and "The Smallest Network," over the past year.

One Big-Shots

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TV Programming

THE BILLBOARD

APRIL 13, 1957

IN PROGRAMMING

THE PROCTER & GAMBLE COMPANY

"Tie Tac Dough"
"Matinee Theatre"

NBC DAYTIME TELEVISION

STANDARD BRANDS, INC.

"Queen For A Day"

NBC DAYTIME TELEVISION

KRAFT FOODS COMPANY

"Tie Tac Dough"
"Matinee Theatre"
"Modern Romances"
"Comedy Time"

NBC DAYTIME TELEVISION

CORN PRODUCTS Refining Company

"Modern Romances"

NBC DAYTIME TELEVISION

MINNESOTA MINING & MANUFACTURING COMPANY

"Tie Tac Dough"
"Queen For A Day"

NBC DAYTIME TELEVISION

THE S. O. S. COMPANY

"Tie Tac Dough"
"Tennessee Ernie Ford Show"
"Queen For A Day"

NBC DAYTIME TELEVISION

LEVER SISTERS COMPANY

"The Price Is Right"
"Truth or Consequences"

NBC DAYTIME TELEVISION

WESSON OIL & SNOWDRIFT SALES CO.

"Matinee Theatre"
"Comedy Time"

NBC DAYTIME TELEVISION

Copyrighted material
$17 MILLION WORTH OF LOVE LETTERS...

were signed, sealed and delivered to NBC Daytime Television during the first 14 weeks of 1957. That's the amount invested in new daytime business on NBC by ten of America's leading advertisers.

Why?

Because Nielsen, Trendex and ARB all show that the greatest audience swing in daytime television history is on. Millions of viewers are shifting to NBC's new daytime line-up—making NBC the Number One network in daytime television.

Advertisers are finding NBC's imaginative new shows and glittering array of star sales-personalities attractive, too. Ten of them took pen in hand to prove it...by sending NBC some of the nicest fan mail a network ever received.

NBC TELEVISION NETWORK
Side by side with Scotland Yard, the French Surete, the police of all the Continent, this resourceful American Private Investigator pursues law-breakers all over the continent.

Martin Kane's Credo: "I work with the police - not against them!"
MYSTERY-ADVENTURE SERIES...

FLASH!

ALREADY BOUGHT BY
- ANHEUSER-BUSCH in 7 markets
- STROH'S BEER
- DREWRYS BEER
- PROGRESS BEER
- HUMPTY DUMPTY Supermarkets
- FALSTAFF BEER

and stations:
- KERO-TV in Bakersfield
- WTVY in Dothan
- KTTV in Los Angeles
- KPHO-TV in Phoenix
- KOA-TV in Denver
- KOAT-TV in Albuquerque

FILMED ON LOCATION IN COLORFUL FOREIGN COUNTRIES!

Double-cross in AMSTERDAM!
Suspense in LONDON!
Mystery in PARIS!
Danger in MADRID!

ZIV Television
America's 6th, 7th, 8th and 9th markets
...WBC television delivers them all!

Boston, Pittsburgh, Cleveland, San Francisco, ... in every one of these key cities, the WBC television station covers more than a million TV homes. To reach such big audiences, for big sales action, put your spot campaigns to work where they'll do the biggest job—on the WBC stations.

To plan that campaign, check availabilities direct with the stations. Call A.W. "Blink" Dannenbaum, WBC VP-Sales, at Murray Hill 7-6088 in New York.

No selling program is complete without the WBC TV stations

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO: BOSTON, WWRBZ, PITTSBURGH, KYA, CLEVELAND, KBYW
FORT WAYNE, WIND, CHICAGO, WIND, PORTLAND, KIX.

TELEVISION: BOSTON, WTVZ, PITTSBURGH, KTV-CLEVELAND, KFYV, SAN FRANCISCO, KFX.

WIND REPRESENTED BY A.M. RADIO SALES
KFX REPRESENTED BY THE KASS AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETE'S, SHAFER, WOODWARD, INC.

AND PACKING, TOO

ABC in Activity Rush
Before Confab Starts

NEW YORK—ABC-TV had another week of screenings, exhibitions, sales and renewals just before the top brass took off for the Chicago convention. Becker decided on Fridays 10:10-1:30 p.m. for its buy of the Guy Mitchell show. Also on Fridays, another General Motors division will join with Buick as sponsors of an adult Western series in the 8-9:30 p.m. slot. John Wayne, coursed over to host or star, will not be connected with the show, according to ABC.

Best Lions has reviewed "This Is Galen Drake" for Saturdays 7:30-9 p.m., then next season, "Habitation-Purina, which held options on three nights for the 8:30 p.m. time slot in March, will have chosen "Tom Joad's Journey" period by April 1.

Pittsburgh will probably have alternate weeks of "Zorro," half hour Westerns, Monday, Tuesday and Thursday. The show's ultimate haven on Thursday nights depends on a number of possible sales. These sent out to put a choice of film shows, for which the show is licensed by the studio, into its orbit. Zorro's 7:30 p.m. time. Pilots being pedaled by AMN include "Snowsifer," "Pan Sally," "Waves," "Coronation." "Casey, the First Mate" "Bu 61. "Amazon Traders," "Anchorage" and "Publicity Girl.

Backtracking
On the theory that it's better to waive $100,000 worth of pilots than to be caught short in programming material, ABC has back-stopped every series with at least one other of similar mood and type.

The Menemsha Company has bought the Thursday 9:30-10 p.m. time, deciding to forget "O.S. S." and look for the web's available pilots. Also shopping last week at WNBC, NY. with WNBC, NY. and ABC, were "Sisterhood," "Pan Sally," "Viceroy" and Lever Bros., the last turned for a possible daytime strip.

Year of Decision

Continued from page 9

gram bumping divided to a very fare.

On the Senate side, too, only a few instances of network pressure in favor of its own programs product stood up close questioning. Claims that the networks chose with a profit motive only and not in the public interest or as matter of "acts" were hard to prove. The claim has much significance in later months, when a fickle public itself began "bumping" both network programs at network and independent TV film, in favor of Hollywood feature film fare on their sets. Now the feature films themselves are under Justice study, for evidence of block booking, over into television, as it was in the movies. As for film syndicators, no matter which way they prods go, they appear to have a shaky future, according to testimony test the Magna group. Syndicators said their film had been bumped as a result of the networks' shut, before prime time. (Not the braves of "concentrated coverage" Spot marketing was terms, against bumping this basis for large expenditures for better shows. ABC networks were their nearest, the syndicators said they were all holding to get network airing, to clear costs and make a profit on first showings.

Tailing out all evidences of not shut-out of independents, and net advantages in place, outlet and financing—the probes ask: How many of these advantages are necessary, as network claim, to maintain their high quality of programming? Say the sets, "100 per cent." The probes aren't so sure.

Another low-stool for those who would flag: What of the fury of those segments of the public who love service or are shut-out at their own expense—to a weaker service? And those in smaller communities left to finance station and programming, if big city coverage is cut back as some probes recommend? The pie of equitable apportionment of TV revenue and TV facilities is the basic idea. Until it is closer to reality, the probes will have to weigh the hangings of concentrated contest of communications by major net's sets, against bumping this service occupied anywhere else on the globe.
FEED 'EM SERIALS!

They're eating 'em up daily across the board
In Frisco, Chicago, Tampa and 21 other top TV markets!

OREGON TRAIL
JUNGLE QUEEN
SCOUTS TO THE RESCUE
RIDERS OF DEATH VALLEY
SCARLET HORSEMAN
MASTER KEY

SCREEN GEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

presents 679 episodes of 53 exciting serials!

IDEAL STRIP PROGRAMMING FOR THE JUVENILE AUDIENCE!

For information call

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711 Fifth Ave.
Plaza 1-4432

DETROIT
709 Fox Bldg.
Woodward 1-9979

CHICAGO
230 N. Michigan Ave.
Franklyn 2-3696

HOLLYWOOD
1334 N. Beechwood Dr.
Hollywood 2-3111

NEW ORLEANS
1032 Royal St.
Express 3913

TORONTO
102-106 Peter St.
Empire 2-4096
Take a pencil and

In each market only one show can rank first, second*, or third. 18 times 3 equals 54 possible chances to win, place or show.

*Except in Chicago, where a Net B show ties a Net C show.

ABC-TV wins places or shows: 20 times
Net B: 19 times
Net C: 15 times

Give 3 points to the top show in each market, 2 points to the second show, 1 point to the third show.

ABC-TV: first 7 seconds 5 thirds 43 points
Net B: 3 firsts 6 seconds 10 thirds 31 points
Net C: 7 firsts 6 seconds 2 thirds 35 points

Try this! Give first place 3 points. Second place 3 points! and third place 3 points!

ABC-TV: first 7 seconds 5 thirds 43 points
Net B: 3 firsts 6 seconds 10 thirds 57 points
Net C: 7 firsts 6 seconds 2 thirds 45 points

Compare ABC-TV with Nets B and C in terms of the top five shows

ABC-TV

<table>
<thead>
<tr>
<th>Show</th>
<th>ABC-TV</th>
<th>Net B</th>
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<td>1st</td>
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<td>29</td>
<td>24</td>
<td>29</td>
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</table>

you can't win em all
Rate-O (sounds like Plato) is the exciting TV rating game that’s sweeping the industry. Any number can play. If you can add, multiply and divide, you’re ready for Rate-O. Throw Rate-O parties. Start Rate-O clubs. It’s fun. It’s educational. It’s the best way to find out exactly how ABC-TV rates in the eighteen ARB February-rated 3- or 4-channel markets where all networks have equal or comparable facilities. So, don’t just stand there... sit down and play Rate-O!

**READ THESE SIMPLE RULES:**

1. Players must use the latest (Feb.) ARB Reports. If your figures indicate that ABC-TV’s top program ratings on its affiliates beat the other networks’ (see examples at left), you win. If they don’t, start over.

2. Base all arithmetic on these facts: In 8 of the 18 markets, an ABC-TV show has the highest rating. In 7 of them, an ABC-TV show has the second-highest rating. In five of them, an ABC-TV show has the third-highest rating. (Networks B and C don’t do so well.)

3. Remember: these 18 markets comprise one-third of the nation—11,672,000 TV Homes. (*Very little Rate-O is played in these markets. People are too busy watching ABC-TV.*)

**PLAY FUTURE RATE-O!** This involves higher mathematics and is based on what’s going to happen when ABC-TV’s fabulous new fall line-up hits these (and many new) markets. Frank Sinatra, Pat Boone, Mike Wallace, Walt Disney’s Zorro, The Real McCoys, Guy Mitchell and The Californians are all top properties. And they are only part of ABC-TV’s fall line-up. Will ABC-TV have a superb year? It figures!
It takes the RIGHT two!

76,701 MORE TV HOMES FROM PITTSBURGH TO HARRISBURG

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 firms. Your BLAIR-TV minds has the proof. ARB, November 1956; ARB Altoona Coverage Study, March 1956.

ONLY BASIC CBS-TV STATION SERVING THE AREA

THE BILLBOARD

APRIL 13, 1957

MOVIES IN VIDEO

Major Pic Firms to Play Important Role

*Continued from page 1

ments and mistakes, and then go out and buy the talent.

In many instances things haven't quite worked out in the fashion expected, but the basic pattern is clear. The majors have the facilities. They need to put these to use. They have the financial backing and, because of their size and strength, they can afford to make mistakes and yet come back stronger than they were before.

The majors are not confining themselves to one facet of the business. Twentieth Century Fox is affiliated with NTIA in the film network. M-G-M is a leading feature film distributor. Screen Gems is one of the top program producers. UA is the largest single commercial producer, and Republic, M-G-M and Warner Bros. are all in the commercial business (20th Century-Fox and Columbia to a lesser extent). Paramount is apparently going all the way with network-owned TV.

In the television industry, then, in danger of becoming dominated by the majors? There is always a possibility, but it isn't very likely. For one thing, television has built up its own majors such as Ziv-TV, MCA-TV, Desilu Productions and Hal Roach Studios. The networks will almost certainly continue their own production. And there is a host of independents, such as Four Star Productions, Sharpe-Lewis, Don Felderson, et al., for whom there must always be a place.

The fact that production has such a four-cornered base tends to create its own checks and balances. These were perhaps most dramatically demonstrated when the nets seemed to threaten the Hollywood production companies last year. The resulting hullabaloo caused a retreat on the part of the networks, without any official action being taken or perhaps even being necessary.

It's certain that the majors are now in television to stay. How strong their eventual impact will be depends primarily on themselves.

TV CAMERAS TO THE MOON

WASHINGTON—Television programmers who date on science fiction may be able to give their viewers a better glimpse of outer space. Dr. G. Edward Pendray, pioneer rocket engineer, told the spring meeting of the American Rocket Society Wednesday that television cameras may be rocketed to the moon within the next five years to show us at close range what that satellite looks like.

Dr. Pendray, who helped the society in 1931, said it is one of the fastest growing technical groups in the country, despite the fact that it "struggled along before World War II."

INSURANCE

Daytime Good Slot for a Nighttime Try

NEW YORK—Daytime slotting, for a one-shot or a season, is still a matter of some late night-time network success, according to Bill Bacher, producer of "Washington Square," the show that went out lacks in critical time. The show will be hived presumably by more and more programs, he said.

Bacher, who candidly admits that the Ray Bolger series landed in its Sunday afternoon slot from willingly, is sure the 20 day-time shows have made a perfect "out of town" break-in for the dancer's upcoming evening specials and a probable slotting of "Washington Square" next fall in prime time.

The producer's concept agrees with the "New Haven and Boston" metaphor coined last month by Rodgers and Hammerstein, who invented "Cinderella" twice in advance of the actual live telecast. "The industry has paid lip service to the idea of video shadowcast cruises for some time with little positive action," says Bacher, "but now TV is developing its New Haven like legit theater."

Improvements

Steadiy improving "Washington Square" without "constant harassment and the usual nightly disaster reports," Bacher lands daytime TV and "mortuary slotting" as perfect for overcharging or otherwise prohibitively expensive series.

Among the daytime shows which are headed for evening berth next fall are "The Price is Right" and "Tie Too Dough" over NBC-TV, while the world's Tennessee Ernie Ford show made the transition this season. "Truth or Consequences" did a successful reverse, switching from nighttime to daytime this year.

P&G Due to Slice CBS Soaper Coin

NEW YORK—Procter & Gamble is expected to cut back on its sponsorship of its two half-hour soap episodic shows. This move, he may induce CBS advertiser will use its sponsorship of both shows in half and CBS will sell them off to other clients.

As the World Turns is now in telecast 1:59-3 p.m. and "Edge of Night," 4:30-5 p.m.

NBC, Miami's Cotton Club Huddle on Spec

NEW YORK—NBC-TV has been huddling with the owners of the Cotton Club in Miami Beach to televise the "Cotton Club Revue" as a "special" later this year. The 90-minute show starring Cab Cal- lovery is being transmitted for a limited run to the Royal Nevada Hotel in Las Vegas, Nev., next week. It is undecided whether to televise it from Florida or Nevada.

WQED Adds Sundays

Via NBC Education Tie

PITTSBURG—WQED, here, which has been telecasting five days a week, will add Sundays to its schedule, thanks to NBC- TV Educational Project. The network lines brought in for the carrying of the five educational shows will also be used by WQED to televise the "390th Air Force." "Meet the Press" and other NBC Sunday programs not now seen in this market, beginning April 7.
LOVE THOSE KING-SIZED MGM RATINGS

FIND OUT HOW YOU CAN START ENJOYING TV'S HIGHEST FEATURE FILM RATINGS

VISIT MGM-TV · NARTB

Conrad Hilton Hotel · Room 534

Convention Apr. 7-11

Contact: RICHARD A. HARPER, General Sales Mgr. 701 7th Ave., N.Y.C. 36

Judson 2-2000
No wonder all America always looks at GENERAL ELECTRIC THEATER... they're star-gazing!

*No. 1 NEILSEN Average Audience Second Report, February 1957

produced by revue productions distributed by mca-tv

**renewed for 1958
Deluge of TV Pilots Poses Problem for Ad Agencies

HOLLYWOOD — The annual shell game of which can hold the right pilot (also sometimes called an impromptu latte), because for every hit there’ll be five misses) is in full swing and, as ad agencies don’t have a harder time picking the grain (from the sheaf than ever before), it won’t be the fault of the program producers.

The Billboard’s compilation of pilot films for the 1957 season lists 110, of which 110 are already completely or now in production. An effort has been made to include in the list only those properties which will definitely be available to advertisers, screening out the many proposed projects which never reach production except in print.

20% Ahead of 1956

The 110 pilots which are now available, or will be available for screening within the next month, is the largest number ready at this date in the annals of TV. If top 1956, the largest previous production year (in actual pilot made, as distinguished from those merely projected) by almost 20 per cent. It’s estimated that the pilots already made represent an investment of $44.5 million, again 20 per cent ahead of last season, and that the total is almost certain to hit $50 million.

For how much of this time will be available in 1957? The estimate is between that 15 and 20 hours of new film package will be available to film slots on the network decks, depending both on sponsor cancellations, some of which are still doubtful, and the amount of the films.

Music on Upswing

As far as types are concerned, the trend in production has definitely been toward the mystery-adventure-Wanted. Dramas have ceased to

Ziv-TV Starts On Sea Hunt

HOLLYWOOD—Ziv-TV has started another adventure series for syndication, the third since the beginning of the year produced by Herb Strock and “Adventures of Sherlock Holmes,” which is being filmed in England.

In the past, Ziv has stuck fairly closely to a policy of three series a season, usually aiming one each in fall, winter and spring. This pattern has been highly successful for the company, and the new series should be just another indication of the strength of the syndication market that Ziv represents, and which apparently willing to increase the number of its first-run syndicated series.

Star Productions (5), Goodwin-Tolman (4), Warner Bros. (4), General Telespace (3), TPA (3), Don Feddoros (3) and Ziv-TV (5).

With ad agencies viewing this many “100 per cent” shows, there is in the tele-network, in presenting the shows will have little time to do with whether a series is bought or not as the craftsmanship of the program itself.

There’s no doubt that agencies are caught in a dilemma: The basic reaction seems to be “let’s see them all before 5:00 P.M.”, to rely on them that they liked best.

One producer summarized this condition as “cathodal psychosis.”

BUSY DAMES

Daytime May Lose as Work Level Rises

WASHINGTON—Daytime television programming will continue to lose increasing numbers of working women and teen-agers with part-time jobs. Census reports say that 1956 had 90,000 more women over 12 years of age, 800,000 from the previous year, and teen-agers accounted for a 400,000 increase in the total job-exposure in 12 months from spring of 1955 to mid-1956. A consulting factor is that when timed weekly finally reach their TV sets, sponsors will have an audience with money to spend. Among the teen-agers and older females in schools and colleges, 1,600,000 were working at least part-time, according to an October, 1956, survey by the Census Bureau. About 1,900,000 of these were of high school age, and 200,000 were older.

On the whole, employment set people, 1956, says the Census Bureau in its "Annual Report to the Labor Force 1956." Total civilian employment for the year averaged an unprecedented 85,800,000, and went as high as 88,800,000 at the seasonal peak in

Reach Podner...for one of the finest availabilities in the Baltimore market

ANNIE OAKLEY

5:30 to 6:00 p.m. SATURDAYS

A sold favorite with the entire family—and one of the top-rated network shows of the fall. Make your claim now and call any of Annie’s pals in our Sales Department, or your nearest Podner.
Now Baby Takes His First Big Step Forward ...  

... AS THE NTA FILM NETWORK STARTS COMMERCIAL OPERATIONS ...  

This little fellow you see above has just begun to move forward with his first large-sized step. Namely; the start of commercial operation for America's dynamic new NTA Film Network. On 133 TV stations...reaching 93.1% of U.S. TV homes...an important program series is being shown, as produced by that master studio, Twentieth Century-Fox. Created by some of the most notable talents of our time, this remarkable TV series will be sponsored by some of the most distinguished leaders in American industry. Leaders, for example, such as: The Warner-Lambert Pharmaceutical Company, the P. Lorillard Company, Hazel Bishop, Inc., and the Sunbeam Corporation.

It's a resounding vote of confidence in a totally new television concept by some of the nation's major advertisers and their agencies. And as the NTA Film Network continues to grow, look for many other advances that, as any parent knows, follow quickly on that first big step forward.
they loved us in
We're still blushing. In a recent survey in Milwaukee, the "Schlitz Saturday Night Theatre," showing Warner Bros. pictures distributed by A.A.P., led the competition with an average of a 70% share of the total audience over a three week period.

J. Walter Thompson—agency for Schlitz Beer—conducted the survey to measure the audience appeal of the features of four major film companies, all shown concurrently on Saturday nights on four competing stations. The survey totalled 1200 phone calls on the nights of January 12th, 19th, and February 9th.

With an average of 77.3% sets in use in the hour-and-a-half time period, Warner Bros. features on WTMJ-TV averaged a rating of 54.1 for the three dates, against 11.1, 8.8, and 3.4 for the major film company features shown on the three competing stations.

The good people of Milwaukee are pretty much the same as audiences anywhere. To capture audience and advertiser alike in your area, write or phone:

c.a.p. inc.
345 Madison Ave., New York City
Murray Hill 6-8383

CHICAGO: 75 E. Wacker Dr., Dearborn 8-4040
DALLAS: 1311 Bryan St., Riverside 7-8553
LOS ANGELES: 9110 Sunset Blvd., CRestview 6-6596

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Just like that ... a bonus of
100,000
MORE TV SETS
for your advertising dollars

BOSTON
is operating from its new tower — 1349 feet, the tallest man-made structure in New England.

The WBZ-TV coverage area has increased to 1/2 million TV Homes.

For availability calls:
Bob Moses, WBZ-TV Sales Manager, at Algoma 4-5670, Boston, or
A. W. Bick, Worcestershire, WBZ Vice President—Sales,
Huntington Hill 7-0000, New York.

183 Film Properties
Up for Fall Sponsors

CNP Preps Two
Westemrs for
Syndication

HOLLYWOOD — California National Productions is aiming at two new pilots for the fall syndication market. The two, both Westerns, are "Boots and Saddles," starring Charles Bickford, and "Union Pacific," which so far hasn't broken out.

The shows are scheduled to be shot this month and next, and will be available for screening in June or the first part of July. With "Silent Service" already on the air in some markets (this Billboard, March 10), it means that CNP in its first year of production is turning out three series for the syndicated market.

In the general new opinion about syndication, Jake Keever, director of sales for CNP, says, that he believes the market will be able to absorb all the new product being turned out.

Keever thinks the option is due to a large extent to the merchandising and identification advantages which accrue to local and regional sponsors than a first-run syndication series. Thus a sponsor can usually obtain only that new product (mostly lack the prestige value) which is coming to be recognized more and more.

In Keever's opinion it isn't necessary to have one or more large regions to successfully launch a show (albeit, of course, he has nothing against them). In the case of "Silent Service," for instance, the largest regional is for five markets. It is necessary, however, for the company to have enough financing to carry the load while the series gets under way.

As far as present availabilities are concerned, Keever says this hasn't been a problem, that good time can always be found on a station if the program warrants it.

Heinz Renews 3d Year
For 'Captain Gallant'

NEW YORK—The H. J. Heinz Company has renewed its sponsorship of "Captain Gallant" for a third year over NBC-TV. The Hunter Grable adventure series just moved into a new time period, Saturday, 11:30-12 noon.

DRAMATIC ANTHOLOGY

DON'T MISS OR WASTE ANY EPISODE

RHYTHM ON THE FLOOR

IT'S REMARKABLE!
AFTER 8 YEARS ON TV
LAUREL AND HARDY IS STILL #1
TOPPING ALL THE NEW CHILDREN'S PROGRAMS

Top Film Shows Among Kids

Kids Pop
100 Homes

... Laurel and Hardy (Governor)

... Laurel and Hardy (Governor)

WESTERN TELEVISION

GOVERNOR TELEVISION

151 EAST 46TH ST., NEW YORK, N. Y.
Judson 6-3675

Press release dated—January

Still the best buy in television—for separate program or local integration.

For complete details on Laurel & Hardy and other outstanding programming—be sure to see
ART KERMAN,
CONGRESS HOTEL, Chicago, Ill., during the NABTB Convention.

(Continued on page 34)
COMMUNITY PROJECTS

An integrated public service year-round activity
based on specific community needs judged to be most
important by the consensus of a carefully-selected
cross section of local citizens

Storer stations are local stations—and their public service begins at home.
To make sure that each station effectively serves the particular needs of
its community, the men and women shown here coordinate projects which
representative religious, educational, business and civic leaders have
deemed most important to the community. During the past year projects
have ranged from a strong, continuing drive for highway safety to a
unique “Junior Citizens” organization for young people.

The joint radio-television campaign in behalf of each project is
created with the same care given commercial accounts.

STORER BROADCASTING COMPANY

WSPD-TV WJW-TV WJBK-TV WAGA-TV WBRC-TV KPTV WGBS-TV
WSPD WJW WJBK WAGA WBRC WWVA WGBS

NEW YORK—615 Madison Avenue, New York 22
SALES OFFICES CHICAGO—220 S. Michigan Avenue, Chicago 1, Franklin 3-6495
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 3-8689.

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Shafto Quits Chair On Code Review Board; Quarant In
WASHINGTON — C. Richard Shafto, president of WCTV-Columbus, Ga., has resigned as chairman of the WCTV's Code Review Board, effective at the conclusion of his term of duty. The nomination of Radio & Television Broadcasters Association, April 11, 1957.

Shafto is a board member since 1954, he said. He is well-known in the industry as a founder and vice-president of the Anti-Trust committee of the Code Review Board, which he has been a member of since 1955.

Association Distributes ‘Mongaaga’ on Loan
NEW YORK — "Mongaaga," the documentary about tropical diseases, is being distributed to stations on a free loan basis by Association Films. The hour-long color film was shown twice this season in NBC-TV’s "March of Medicine," sponsored by Smith, Kline & French.

SG Purchases Brody Assets
NEW YORK — Screen Gems last week purchased the assets of William F. Brody Production Corp., a subsidiary of the Harry C. Brody Corp., which is one of the leading producers of television programs. The purchase includes the assets of the company's New York City studio, which is one of the largest in the United States, as well as its production facilities in Los Angeles and Hollywood.

SG, of course, also owned control of the company and all of its assets.

'Harbor Patrol' Pilot Shot by Dick Lewis
HOLLYWOOD — Shooting on "Harbor Patrol," the new action-adventure series, was completed by Dick Lewis Productions last week.

In the opening sequence, the show was shot on location in Hawaii and the Hawaiian Islands, and will be handled by MCA TV.
'Legion' Going To Syndication

HOLLYWOOD—CBS Film Division has started offering the Merle Oberon starrer, " Assignment Foreign Legion," to regional sponsors following the expiration of ABC-TV's option on the series.

ABC had a unique double exposure plan for the series, aiming to screen it two nights a week if a sponsor could be found. With the rights now reverting to CBS Film, the 26-episode package is headed for syndication if one or more regions can be lined up.

Balaban, 62, Dies in Chi

CHICAGO — Funeral services for John Balaban, who held here Monday (8) with the mourners on hand were room at the, by all the leading figures gathered in Chicago for the National Association of Radio & Television Broadcasters' convention.

Balaban, president of Balaban & Katz, a subsidiary of United Paramount Theaters, and a member of the board of directors of American Broadcasting-Paramount Theaters, founded WBKB. Chicago's first TV station, now owned by ABC-TV. The broadcasting and radio pioneer died here April 4th.

Five Slots for 'Ford' Runners

NEW YORK — The reruns of "Ford Theater" will be used summer by a fifth show, Mogul David Wayne has bought a large number of dramas in the anthology series to replace "Treasure Hunt" in its Friday 8-9:30 p.m. time period on ABC-TV.

The series will also be blasting Red Skelton and "Lively" on NBC-TV, George Gobel on NBC-TV and Danny Thomas on ABC.

UA Moves Full Force Into Nat'l Sales Field

NEW YORK — United Artists has moved full force into the national sales picture. It is understood to have lined up three sponsors for its new package of feature films, which it has titled the "52 Week Award Group.

At the end of last week the interested sponsors and UA were reported to be trying to clear out a block of time for the series. Meanwhile, UA was reported to have lined up some 70-old stations that would take the deal on a spot basis and dupe the program at a slightly lesser rate. The stations, mostly CBS-TV and NBC-TV affiliates, have speculated already indicated the time they can clear for the spot deal and prefer clearances would, in the main, be 10:00 p.m. to 10:30 p.m., Friday, Saturday and Sunday.

This spot deal, it is reported, would actually work out as spot size if UA could sell the package to each of the stations, and they in turn charter the first four to the sponsors that UA has lined up.

"52 Park Flats"

The package is understood to consist of 52 pictures, mostly of post-1952 vintage. UA revealed 13 of the titles in an announcement it sent stations last week. As previously reported, they include "The African Queen," "Moulin Rouge," "The Purple Plain" and "Return to Paradise." The package also includes "Sudden Fury" with Fredric March, "The Golden Mask" with Ava Gardner, "The Three Musketeers" with Richard Burton, "The Misfits" with Elizabeth Taylor and "The Fall of the Roman Empire" with Marlon Brando.

In addition to the "52 Award Group," UA has an additional 13 pictures that it is ready to start selling picture to stations at the National Association of Radio & Television Broadcasters' convention in Chicago this week.

WDAV-TV Dedication

SCRANTON, Pa.—WDAV-TV, dedicated its new installation here last weekend, increasing its power to 1,000,000 watts and covering an area of 3,000,000 square miles. It also serves an area of 3,000,000 square miles, with a coverage of 1,000,000 watts for the past year.
...we're proud and thankful

All of us at C.F.I. are more than proud of winning the coveted Billboard award in every laboratory category...7 in all. And we want to express our sincere thanks to all of you in the TV industry whose votes made our "grand slam" possible.

At C.F.I. our one desire is to achieve maximum economy for our clients by providing complete lab service at the greatest speed consistent with quality. But it takes more than desire to make a winner. We know we could not have won without the finest equipment, the determination to please and dedicated personnel comprising the best creative technicians in the world. So a very special thanks to Ted Hirsch, Lab Superintendent, Ted Fogelman, 16mm Supervisor; Ed Reichard, Chief Engineer and their respective staffs.

SID SOLOW / V. P. & GEN. MGR.

The C.F.I. Billboard Award Record

1953 (1st year) C.F.I. won the first place award for quality
1954 (2nd year) Three laboratory categories. C.F.I. scored a "grand slam" winning all 3 first place awards for quality, speed and economy
1955 (3rd year) Three laboratory categories. C.F.I. again scored a "grand slam" winning all 3 first place awards for quality, speed and economy.
1956 (4th year) Seven laboratory categories. C.F.I. scores its third consecutive "grand slam" winning all 7 first place awards....

1. HIGHEST QUALITY PROCESSING BLACK-AND-WHITE TV COMMERCIALS
2. FASTEST SERVICE PROCESSING BLACK-AND-WHITE TV COMMERCIALS
3. GREATEST ECONOMY PROCESSING BLACK-AND-WHITE TV COMMERCIALS
4. HIGHEST QUALITY PROCESSING TV PROGRAMS
5. FASTEST SERVICE PROCESSING TV PROGRAMS
6. GREATEST ECONOMY PROCESSING TV PROGRAMS
7. HIGHEST QUALITY PROCESSING COLOR TV COMMERCIALS

CONSOLIDATED FILM INDUSTRIES

HOLLYWOOD: 959 SEWARD ST. HOLLYWOOD 9-3441
NEW YORK: 521 W. 67TH ST. CIRCLE 7-4400
New TV Spot Campaign Chart

Contracts Set In Every Region
In Two Weeks Ending March 16

This chart provides the sales breaks for TV stations and their reps, and informs advertisers and agencies of new TV spot activity by other companies. It indicates what new national spot business is coming in and the order of the first airing.

The chart, based on a survey made by The Billboard of all U.S. TV stations, runs on alternate weeks. Where available, the ad agency placing the business is listed.

Types of contracts and advertising sponsor, where known, by the following categories:

(Ann.)-Assurances; (Ads.)-Identifications; (Part.)-Participations;

Producers

Dairy Snow, Project & Gamble thru
Borden & Borden (Ann.)

Joy Teenie Shurman, Mishawaka Rubber &

Ameritech thru Dettol & Richards (Ann.)

John Whitney thru Carnation (Ann.)

Kraft Muffins thru Sprague & Osgood (Ann.)

Krefl Associates thru Yonezawa & Nishiyama (Ann.)

Koch & Brothers thru Van Eps (Ann.)

Klein Smale thru Wrigley & Lipton (Ann., Pym.)

Knoll Stea thru General Foods thru Cowen, and Co. thru
Rumrill (Ann.)

Kraft Sausages thru Seabrook & Sons (Ann.)

Kraft Sausage thru H.F. Goedert & Sons (Ann.)

Kraft Sausage thru Wm. C. Saul (Ann.)

Kraft Sausage thru Smith & Wesson (Ann.)

Kraft Sausage thru Manklow (Ann.)

Kraft Sausage thru Shreve & Sons (Ann.)

Kraft Sausage thru Lenox (Ann.)


On Eastern Stations

On Southern Stations

On Midwest Stations

On Southwestern Stations

On Rocky Mountain Stations

On West Coast Stations

For naming us the Top Optical House of the Nation

No.1 Fastest Service

No.1 Most Economical

and No. 1 on the West Coast

for Greatest technical and creative ingenuity in production effects

HOWARD A. ANDERSON CO.

751 N. FAIRFAX AVE.

Hollywood 46, California

*The Billboard-April 6, 1957

(c) Copyright material

www.americanradiohistory.com
Big Pix Heat Up Denver's Rating Fight

DENVER—The all-out rating war continues in this four-station market, with each outlet prisming its projections with formidable ammunition.

KOAT-TV last week signed for a "Harlow" unit deal with the Mohicans and sold it to two Albuquerque stations for $10,000 a week beginning at the start of the new time change. KOAT also bought the "Martin Kane" show, and Budwasser re-sold a 40-week contract ending for 15 spots a week.

Across town, KBTB signed a local Lifetime-Mercury dealer to a 52-week deal for sponsorship of the Tuesday night feature film. The package used by KBTB is the 50th Century-Fox, plus fill-ins taken from United Artists "Top 20." KTVF, owner of the M-G-M package here, is boosting its sales and reselling its shows for a stronger summer line-up. "This is where we expect to pick up a lot of audience," General Manager Hugh Ben Lunten pointed out. "People will not watch second-rate shows when there is a good movie on." KVTI airs its big play to the new 20th Century-Fox package, "Rocket 80." Beginning this week the station moves its movie time to 8:30 p.m., every day, with the early evening show running at 6 p.m.

Across the street KLZ-TV re-launched "Stage Beauty" for King Super Markets, but the grocery chain last week announced the sale of its stores to Atlantic & Pacific.

"Mr. District Attorney," "City Detective" and "Inner Sanctum" series were wrapped in a 60-minute package by KLZ-TV and billed each afternoon as the "Starr Yeland Mystery Matinee."

NTA 6-Month Income 275% Over '56 Half

NEW YORK—National Telefilm Associates net income for the first half of fiscal 1956 was more than that of all of fiscal 1955. It beat the first half of 1955 by 275 per cent.

The net income for those six months, ending January 31, was $508,621, or 77 cents a share. The net income for the same period of the previous year was $195,513, or 20 cents a share.

In those six months NTA wrote $17,182,392 in exhibition contracts, as against $2,425,653 in the same period of the previous year.

In every respect the second quarter of the current fiscal year exceeded the first quarter.

At their meeting last Thursday (4) the NTA stockholders approved the management's proposal to float up to $1,000,000 in convertible debentures and to increase the authorized capital stock from 1,000,000 to 2,000,000 shares.

Vic Bikel Joins N. Y. CBS Film Sales Office

NEW YORK—Vic Bikel, formerly of the NTA Film Network, has joined CBS TV Film Sales, covering New York and a couple of nearby markets. He will stay at 137 West 41st Street.

BBD&O Runs Audience Test On New Pilot

NEW YORK—Batten, Barton, Durstine & Osborn is conducting a series of audience tests on a pilot film, "Adventures of a Model," in a tryout of a proposed new policy which would see all TV shows sneak-previewed before segments of the public.

The comedy-drama starring Joanne Dru is being tested in three cities. The Oskar production, being considered by an unnamed BDD&O client, possibly American Tobacco, was supposed to be tested on a current dramatic anthology series, but this idea was dropped in favor of what some agency brass believes is "better insurance."

Bishop, Sunbeam Nip in Just Before NTA Net's Debut

NEW YORK—Just before making its commercial debut last week, the NTA Film Network sold an additional commercial minute in its "Premiere Performances" movie program. Hazel Bishop and Sunbeam will alternate sponsorship of the last 10th of the show. Their segment derives from the running time in excess of 90 minutes that is being played on 12 of the 28 NTA affiliates.

Walter-Lambert sponsors one hour, in which it gets six commercial minutes, and Old Gold sponsors a half-hour, in which it gets three commercial minutes. The final sales were made then by Raymond Specter for Hazel Bishop and Perrin-Paine for Sunbeam.

Ampex Discloses 3 Tape Developments

CHICAGO—Three major developments in video tape were disclosed by the Ampex Corporation Sunday (7) to the NABTA convention participants. They are:

1. Availability of video tape units to individual stations at a cost of $45,000 each in June, 1958, or soon after. Production of the units will begin this November, but orders on hand now will consume the output until that following June.

2. Availability of video tape units at half price for half the amount of orders, with the remaining half to be available later. Ampex announced, too, the formation of a professional products division to service networks and stations on a manufacturers-contract basis. Robert A. Miner was (Continued on page 41)
183 Film Properties Up for Fall Sponsors

PULSE FILM RATINGS for January

The Pulse Audience Composition Studies

Syndicated Film Comedy Shows

AMONG MEN

Syndicated Film Mystery Shows

AMONG CHILDREN

2 GREAT OFF-BEAT FILM SERIES WANTED

The FBI Film Programming

FILM PROGRAMMING

CBS Pix Plan Tills 250G

Ratings Zoom With 2 Hrs. of Film at KDKA

LAKESIDE TV CO., INC.
1465 Broadway, New York, N.Y.
LO 2-4582

Daly a Case

20 half-hour Documentaries

AMONG MEN


AMONG CHILDREN


PERSPECTIVE

52 half-hour Documentaries—Dramatic Stories

Drug Addiction

Innslaven

Delinquency

Crime

Unwed Mothers

Negro-White Marriage Problem

Strikes, etc.

Your rating and prestige must increase with these 2 outstanding programs.

These two shows reflect the ABC's policy of no nonsense, no compromise in programming. And the audience is responding in kind.

Addition programs and information from the network.


PERSPECTIVE

2 GREAT OFF-BEAT FILM SERIES WANTED

20 half-hour Documentaries

On CBS Network

RE-UNIVERSALLY SOLD

In New York and Los Angeles

This photo for newsworthy cooperation appearing weekly on same day as broadcast. You can do anything with the photo, and it can be used in your local news column.

All programs listed are in all markets.

No actors are used—only the real people involved.

—no risk of their lives.

LAKESIDE TV CO., INC.
1465 Broadway, New York, N.Y.
LO 2-4582

Daly a Case

Actors' Blurb Work Crimps Series Jobs

HOLLYWOOD—Actors in every-
THANK YOU T.V. FILM INDUSTRY

WESTERN UNION
TELEGRAM

S 2700 7S NL PD

WUX NEW YORK NY MAR 29 1957

SAUL JEFFEE MOVIELAB FILM LABS INC
DLR 10A MON 619 WEST 54 ST NYK

DELIGHTED TO INFORM YOU THAT BY VOTE OF THE NATION'S TOP TELEVISION PROGRAM AND COMMERCIALS PRODUCERS, MOVIELAB HAS BEEN NAMED FIRST AMONG ALL EASTERN LABORATORIES FOR QUALITY, SPEED AND ECONOMY IN PROCESSING TV COMMERCIALS. DETAILS IN THE BILLBOARD APRIL 6 ISSUE.

CONGRATULATIONS AND BEST REGARDS.

SAM CHASE TV EDITOR THE BILLBOARD
350A MAR 31

The company will appreciate suggestions from its patrons concerning its service.

The Billboard is widely considered the best-known and most respected publication in the music industry, providing insights into the entertainment market worldwide.
Sen. Magnuson Asks Questions on Ratings

WASHINGTON—The possible effect on TV program ratings on the program service being furnished to the public was the subject of a resolution given for a quorum sent by Sen. Warren Magnuson in various rating and research services in late March and released for publication Thursday (4). The inquiry grew out of a number of inquiries or complaints sent to the Senate Commerce Committee about the rating firm's working relationship between network evening programming and Hollywood features on independent stations which have received high and divergent ratings may have sparked some of the complaints.

Sen. Bill Asks Five Years on License Period

WASHINGTON—Extension of the broadcast license period to five years was the subject of a bill introduced last week by Sen. Warren Magnuson, chairman of the Interstate and Foreign Commerce Committee. After his bill was “re-reported” by the Federal Communications Commission, and was not disapproved of by the Interstate and Foreign Commerce Committee Chairman Magnuson, it has introduced this new bill.

The five-year licensing bill could go to Senator Burton's Communications Subcommittee for action after hearings on the FCC's implementation of the five-year licensing. It is felt that the move will speed action on the proposal by the Senate Commerce Committee Chairman Magnuson and it has introduced this new bill.

The FCC's recent decision to allow advertising on TV for the first time in the history of the medium is expected to be approved by the Senate Commerce Committee Chairman Magnuson and it has introduced this new bill.
THINGS MOVE FAST IN TV

THE TV INDUSTRY is probably the fastest moving as well as the fastest growing industry in the nation. If ever the phrase “time means money” was appropriate for any one industry, TV is the business it applies to more than any other.

THAT’S WHY THE BILLBOARD is speeding up its own operations, so you can start your week right off with the most concise analytical concentration of the TV programming news and data that mean extra revenue to you.

BEGINNING WITH THE ISSUE OF APRIL 29 THE BILLBOARD WILL BE DATED MONDAY DELIVERED MONDAY IN THE NATION’S TOP 40 MARKETS

NEW ADVERTISING DEADLINE

Beginning with the April 29 issue, advertisers will have their selling messages before TV program buyers when their attention is sharpest—as they start their week. However, earlier delivery requires earlier advertising deadlines. Therefore, the new TV ad deadlines will be as follows, beginning with the issue dated Monday, April 29:

- Wednesday of the preceding week in the Cincinnati office (one day earlier in New York and all other offices) for all ads requiring any amount of type composition.
- Thursday of the preceding week in the Cincinnati office (one day earlier in New York and all other offices) for complete plates.
Alexander Gets TV Rights to Two Pix

HOLLYWOOD—MCA Alexander Productions last week acquired TV rights to the features, "The Saxon Charm," starring Robert Montgomery, Susan Hayward, John Payne and Audrey Totter, and to "Red Canyon," starring Ann Blyth, Howard Duff and George Brent. The pic will be made available for television release immediately.

Visual Conference Puts TV on Sked

NEW YORK—When the 1957 Annual Visual Communications Conference is held on May 28-29 at the Waldorf Astoria, here, the afternoon of May 29 will be given over to the newest ideas and techniques in TV.

Richard Paisakum, vice-president in charge of advertising at NBC-TV, will guide the TV seminar. Other sessions will cover other aspects of advertising, sales, art, etc. Sponsered by the Art Directors Club of New York, this conference is being held in conjunction with the 38th Annual National Exhibition Advertising and Editorial Art.

KYW La Clooney Show Sold to A&P

CLEVELAND—KYW-TV here has sold the Rosemary Clooney show to the Atlantic & Pacific here, marking the food chain's entry into TV sponsorship in this market. The music show makes its debut for A&P next Tuesday, 7-7:30 p.m.

The Clooney show is distributed by MCA-TV, which in the past held another one of its music shows, Gay Lombardo, to the A&P in a couple of other markets.

Four Star Preps 'Flight'


KNAC-TV Makes New Appointments

FORT SMITH, Ark.—Station KNAC-TV, here, has made a couple of new appointments. From KOTV, Tulsa, Okla., Dick Campbell has moved to the station as general manager and Glenn W. White as program director. From KARK, Little Rock, R. L. Masters has moved here as chief engineer and Ralph Smith as assistant chief engineer.

Other appointments include the naming of Mary Cole, from KFWF, here, as traffic director. Also Gay Clapp, receptionist; Molly Bolling, bookkeeper; Norman Edman, chief direcor; Bob Hardy, film department man, and Bill Peters, sports director.

NEW METHOD
To Showcase Pilot Films in Anthologies

HOLLYWOOD—All over the TV networks this year's drama is getting to be next year's series, as more and more pilots are being showcased in various anthology programs.

The practice is an inverse outgrowth of the cost-saving device of placing a pilot which failed to sell in an anthology series, so as to get a return on a small bit of the cost first reported in The Billboard two years ago.

From this stemmed the concept that the pilot might just as well be made part of a series in the first place, and that this in many cases serves as a good showcase to get audience reaction.

MCA-TV has been one of the leaders in the field, with several pilots getting airing on "Studio 57," "Shoplifters," et al. Latest to be screened was John Payne's "Six-Shooter," which was promptly sold to NBC-TV this week.

Four Star is using "Zane Grey's Theater" for the purpose of airing three new westerns, "Battle Horse" set in the Civil War period, "Truckin'," a story laid in Texas, and "Adventures of Mike Scott," a contemporary drama starring Edie Albert as a writer, which is being considered as a possible anthology series.

CBS-TV has loaned a couple of its projected series on "Playhouse 90." One, "Invitation to a Gunfighter," has already led to the ordering of the "Calvary Patrol" series; another, "Love Woman," starring Kathryn Grayson, is still to be shown.

Newest of the Hal Roach-Jerry Stagg projects involves Betty Davis, who starred in a "Telephone Time" segment. Hal's hour was considered good enough for the pilot of an anthology series which Miss Davis would host.

In many cases, unless a program is bought right off the air, different openings and closings are subsequently shot to give the air of a pilot film.

FORMS PICCLEAR
New System Eliminates All Pic Scratches

NEW YORK—A system that eliminates scratches from film as it goes through the projector has been invented by the head of the traffic department of RKO Television, Dick Sassenberg. He has founded the Piclear Company to market the device. It is being demonstrated publicly for the first time at the National Association of Radio & TV Broadcasters' convention in Chicago this week.

The Piclear unit, which easily attaches to any projector, will sell for about $125. The first units will be ready for delivery in about six weeks.

The key to the system is the Piclear fluid, which, the device dabs on the film just before the aperture gate, and which evaporates just before the take-up reel. Actually, the scratches are permanently removed. But at the moment a frame is being protected, all and any scratches are invisible.

The fluid, Sassenberg's secret formula No. 49, will sell for about $14 a gallon, and a gallon is expected to keep a unit supplied for about a month.
**RESTLESS PEOPLE**

By CHARLOTTE SUMMERS

A number of important changes have been made in the operations of Trans-Lux Corporation, according to Director of Public Relations Harold Cohen, who has been made executive vice-president of the company.

Cohen's duties will include the supervision of all public relations activities, as well as the development of new markets for the company's products.

Other changes announced include the promotion of several key employees:

- Charles Feldman has been appointed assistant executive vice-president, with responsibility for sales and marketing.
- William Colburn has been named director of customer service.
- Harry Robinson has been promoted to assistant director of public relations.

The changes are part of a broader strategy to increase the company's market share and expand its product line. Trans-Lux Corporation is one of the leading manufacturers of television programming for news, sports, and special events.

**For one of the nation's TOP RATED SHOWS...**

**IMMEDIATELY AVAILABLE!!**

Mark Stevens in

**"BYLINE"**

Steve Wilson

Be Our Guest! M and A Alexander Productions cordially invites you to visit Rooms 515A-517A, Hilton Hotel, Chicago, April 7-11, during the NAB Convention to inspect their ENTEERTAINMENT PACKAGED PROGRAMS NOW AVAILABLE

**NEW FEATURES • NEW 1/2 HOUR SHOWS**
PULSE LOCAL RATINGS FOR FEBRUARY
THE TELEVISION INDUSTRY'S MOST COMPLETE INDEX OF TOP LOCAL TV PROGRAMS AND SPOT ADJACENCIES

L. A. CANDIDATE PULLS LOTS OF VOTES WITH TV

HOLLYWOOD—The power of television was dramatically demonstrated last week when the young starlet, once considered a minor starlet, became the No. 1 actress in town.

If you had asked any of the industry's leading stars how they thought the young starlet would win, you would have been surprised at the results. It is clear that television is becoming a powerful force in the entertainment industry.

The young starlet's success is due in part to her ability to connect with the audience through her performances. She has been able to bring a level of honesty and authenticity to her roles that has resonated with viewers.

In addition, the young starlet's work has been backed by strong marketing efforts. The network has used social media and digital campaigns to reach a wider audience, and the show has received positive reviews from critics.

Despite the challenges, the young starlet continues to thrive in the industry. Her success serves as a reminder of the power of television in shaping public opinion and influencing cultural trends.

NOT YET SURE

* New TV Spot Campaign Chart

CBS Station Relations
Upes Ward and Wood
NEW YORK — Card Ward, formerly general manager of WCBS TV here, has been named national manager of CBS TV Station Relations.

Ala. Robert Wood, formerly associate director of Station Relations, will head the Upes Ward and Wood office. (The release was also for CBS TV Sales Relations. Wood will report to Ward.)
This weekly chart covers the latest Peabody ratings in key local markets. It includes network, local live and syndicated programming. By pointing out leading programs, the chart provides a ready guide to outstanding first audiences in each market.

**BUFFALO**
Population: 1,000,000+ (WBBY)
Buying Income: $1,000,000,000
Retail Sales: $1,000,000,000

**Baltimore**
Population: 1,000,000+ (WBAL)
Buying Income: $1,000,000,000
Retail Sales: $1,000,000,000

**Portland, Ore.**
Population: 500,000+ (KPTV)
Buying Income: $500,000,000
Retail Sales: $500,000,000

**Washingdon, D.C.**
Population: 2,000,000+ (WDIV)
Buying Income: $2,000,000,000
Retail Sales: $2,000,000,000

Market ratings shown are derived from Sales Research's current "Survey of Viewing" and cover only such market's original television hours. The survey does not include complete TV coverage or rating areas. It does provide comparative data for the chart population centers of TV stations.

The symbol 'r' is for film series booked on a national basis. The symbol "c" indicates a limited "survey" series.

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**TOP NETWORK SHOWS**
1. Law and Order, WBKB, M., F., 7:00-8:00
2. M*A*S*H, NBC, M.-F., 8:00-9:00
3. All in the Family, ABC, M.-F., 9:00-10:00
4. Dallas, NBC, M.-F., 10:00-11:00
5. Charlie's Angels, ABC, M., 11:00-12:00
6. All in the Family, ABC, M.-F., 12:00-1:00
7. M*A*S*H, NBC, M.-F., 1:00-2:00
8. The Waltons, CBS, M.-F., 2:00-3:00
9. The Mary Tyler Moore Show, CBS, M., 3:00-4:00
10. The Carol Burnett Show, CBS, M.-F., 4:00-5:00

**TOP MULTIPLE-SHOWS**
1. Comedy Hour, CBS, M.-F., 7:30-8:30
2. M*A*S*H, NBC, M.-F., 8:00-9:00
3. Dallas, NBC, M.-F., 10:00-11:00
4. The Waltons, CBS, M.-F., 11:00-12:00
5. The Mary Tyler Moore Show, CBS, M., 12:00-1:00
6. The Carol Burnett Show, CBS, M.-F., 1:00-2:00
7. The Carol Burnett Show, CBS, M., 2:00-3:00
8. M*A*S*H, NBC, M.-F., 3:00-4:00
9. Dallas, NBC, M.-F., 4:00-5:00
10. M*A*S*H, NBC, M.-F., 5:00-6:00

**TOP SYNDICATED SHOWS**
1. Stars of the Century (Hollywood), M., 1:00-1:30 p.m.
2. Annie Oakley (CBS), M., 1:30-2:00 p.m.
3. The Price is Right (CBS), M., 2:00-2:30 p.m.
4. High Noon (NBC), M., 2:30-3:00 p.m.
5. Love, Valour, Compassion! (CBS), M., 3:00-3:30 p.m.
6. Alfred Hitchcock, NBC, M., 3:30-4:00 p.m.
7. The Outer Limits, ABC, M., 4:00-4:30 p.m.
8. M*A*S*H, NBC, M., 4:30-5:00 p.m.
9. The Mary Tyler Moore Show, CBS, M., 5:00-5:30 p.m.
10. The Carol Burnett Show, CBS, M., 5:30-6:00 p.m.

**TOP FEATURE FILMS**
Once Weekly
1. The Ballad of Little Joe, ABC, M., 9:00-10:00 p.m.
2. Star Trek, NBC, M., 10:00-11:00 p.m.
3. The New Adventures of Old King Cole, ABC, M., 11:00-12:00 p.m.
4. The Adventures of Don Juan, ABC, M., 12:00-1:00 p.m.
5. The Amazing Mr. Barlow, ABC, M., 1:00-2:00 p.m.
6. Destination Unknown, ABC, M., 2:00-3:00 p.m.
7. The Penny Arkade, ABC, M., 3:00-4:00 p.m.
8. The Plague of the Zombies, ABC, M., 4:00-5:00 p.m.
9. The Man from Atlantis, ABC, M., 5:00-6:00 p.m.
10. The River, ABC, M., 6:00-7:00 p.m.

**TOP SYNDICATED SHOWS**
1. The Carol Burnett Show, CBS, M., 12:00-1:00 p.m.
2. The Carol Burnett Show, CBS, M., 1:00-2:00 p.m.
3. The Carol Burnett Show, CBS, M., 2:00-3:00 p.m.
4. The Carol Burnett Show, CBS, M., 3:00-4:00 p.m.
5. The Carol Burnett Show, CBS, M., 4:00-5:00 p.m.
6. The Carol Burnett Show, CBS, M., 5:00-6:00 p.m.
7. The Carol Burnett Show, CBS, M., 6:00-7:00 p.m.
8. The Carol Burnett Show, CBS, M., 7:00-8:00 p.m.
9. The Carol Burnett Show, CBS, M., 8:00-9:00 p.m.
10. The Carol Burnett Show, CBS, M., 9:00-10:00 p.m.

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**3 Ampex Tape Developments**

- **Continued from page 33**

"3 Ampex Tape Developments" is a column that highlights new and innovative tape-related technologies and products. The column is aimed at informing readers about the latest advancements in the tape industry, focusing on the development and application of Ampex's new technology. The column is written in an informative and educational style, providing readers with a detailed understanding of the developments and their potential impact on the industry.
Bought Masters' Building As Big Factor in Industry

Growing Awareness of Importance Reflected in Diskery Buys

By BEN GREAVET

New York—A prolonged and sometimes operatic, in the formation of clever publishers and free lance disk men, has brought about the so-called "bought master" disk into a position of prominence. According to the point where a label's abortive function includes crafty shopping and buying of outside wax to an extensive degree.

A major label's angle in purifying this form can be twofold. In most cases, obviously, the interest of the producer, promote and pick up some loot on the bought disk. In other cases, however, it's known that if it's not true and kill it theory has sometimes been the motivating factor.

This past summer, the New York portent and reading appear to be strong enough, a label may hit it out of circulation and will re-record the tune with one of its own names.

Examples of the purchased master are plentiful in today's disk derby. For instance, three of the current top 25 pop hits other than Charlie's Choo Choo are taken from sold-off masters. The new Rea's "Come Back to Me Darling," and "Hey Baby, Let's Go Down" letter label has two of these—Buddy Knox's "Party Doll," in third position and Jim Bowman's "I'm Sorry Baby," who is in a recent 18 spot. Knox and Bowman were no-chill on both these tunes and supervised original sticking sessions. Both are now pressed to Reolette. The tune in June entry of the week, the Del Dit "Come Go With Me," on the Del label, is also a bought master. In the past Del also made hits out of "Transom" by Alva's your country. "The Fool," by Smokey Barrett, body music from Ray Johnson. And one of Del's biggest hits of this spring, "That's the One," which made all three best selling charts at one time or another, was

(Continued on page 99)

Vox Sked Includes First $1.98 Samplers

NEW YORK—Vox Records will be the first to exploit the $1.98 record price. By June 3, the company, for the pure salesmanship of this year increasing, has cut down on the number of its releases, and to concentrate on a few masterpieces of the world-wide disk industry, who insist, it is to be in its Paris office Friday (5) after a four-week visit. Vox's price specials will feature the label's top pop performer, pianist George Peery, and top classical pianist, pianist Constantine Novens. The Peery set will include selections from 11 different French albums. The Novens set will carry 32 minutes of music, mostly complete works, excepting the Chopin Concerto, of which the first movement will be included, and the Bach Concerto, with the last movement. Price to dealers is $1.98.

Outside of these sets, according to Mendelson, the label has been able to record $4.68 for its regular line, and $5.98 for its Pan-American line. Pop LP's are regularly $3.68.

A growing part of the Vox picture this past year has been its deals with the Book-of-the-Month Club. Vox has supplied the Club's disk wing with three sets so far, in addition to which, BOM Marketing has also adopted the Novens catalog to its mailing list. BOM, and Real and price retailing in "real" world. Never has Vox been in as good a position last year than Vox was in the time previous, and to be in the label's position for the past year, Vox has withdrawn the disk from its own retail catalog for a period of several months. On reinstatement, the company has found that its retail sales have gone from a number of

(Continued on page 99)

Victor Inks Gibbs, Adds Other Talent

NEW YORK— RCA Victor's record wing was a busy last week on the artists and repertoire front. The big is to the week was the signing, on Thursday night (4), of structurally for the Mercury contract expired just four days earlier. Last week, he, who has been with the label for several years, was re-signed. He also joined the Ray McKinnon-Gunn Miller band. Jennie Smith, a new vocalist, has signed for Eddie Héller's new album talent department. Chet Atkins, who records as the guitar virtuoso, has been conducting many of the label's country dates in Nashville. Atkins was backed by the Golden Steppenwolf, a group of musiciains, to work under Steve Sholes, manager of Victor's speciality music department. Miss Gibbs, a consistent hit under a number of years ago, is now issued to have signed at a substantial guarantee. Her contract is for two. She will receive the maximum royalty of five per cent on all sales, including five per cent on country sales.

Young to Ask CBS-BMI Split

NEW YORK—Publisher-writer Barney Young announced last week that at the annual CBS artists and repertoire meeting, he would introduce a resolution asking that the network divest itself of stock in BMI. Young owns a block of stock in BMI, along with Robert Clark and Wynn Carter. Young and other writers would be him with funds to purchase stock in BMI, and if the two sides are not able to come to an agreement in freedom of the air, and that the CBS-BMI group was interested in some such a point as this.

WOULD LOWER SHEET MUSIC POSTAGE RATE

WASHINGTON—Post rates on sheet music will be lowered if a bill introduced by Rep. Charles O. Porter, D-Iowa, becomes law. Under the terms of the bill, music in either sheet or book form, will be shipped at the rate of eight cents for the first pound, and four cents for each additional pound, when the package is not in excess of 70 pounds.

The bill is currently in the hands of the House Post Office Committee, but no action is expected for some time. Similar measures were introduced in earlier sessions, but failed to pass both houses.

Goldner Debs Own New Disk & Pub Firms

NEW YORK—George Goldner, who recently sold out his interests in the Rudi-Mae, Gene and Tex labels, last week set up a new disk and publishing, Records, and a Broadcast Music, Inc., publishing firm, Realtime Music.

Goldner has already acquired two masters, and is shipping them to distributors this week. One's "The Last Autumn," distribution to PAL, which is the same indie distribution carrying "The Fool." The other is a mock-up, and a roll-platter, "Don't Ask Me To Be Lonely," by vocal group the Debs (released here originally on the Rudi-Mae label) from the Philadelphia firm of Hank Johnson and Earl Harris-Johnson, and a rockidelity disk, "Sink," by wrestler Jimmy Stone, purchased from Cross-County Records of New Jersey.

(Continued on page 99)

Prep Disk Distribution Abroad Thru Cap Affils

HOLLYWOOD—International distribution of Prep Records, subsidiary label of Capitol, will be handled through existing Capitol manufacturing and distribution affiliates abroad.

Clen E. Walliches, president of Capitol, disclosed that Prep will not be released on its own label as is Capitol, but will be issued on whatever label it affiliates deem best for it. The significant stipulation, in view of the broadening international aspects of the disk industry. This policy, together with the company's success with such releases as "Harry" and "Love Will Find A Way," has been most successful.

(Continued on page 99)

Decca Adds 4 New Acts To roster

NEW YORK—Decca Records has announced the addition of four major names to its roster. Bob Ritterbush has debuted the Cookie健k, with the group's recent hits "Rainbirds," while Glenn Reeves, a native of Jacksonville, Fla., is out with the "Street Heat," and "Fool," and "I Found A Dream," a 21-year-old Texan, Ray Dargert, has cut, "It Hurts the One Who Loves, it Hurts the One," while 10-year-old Missouri Don Woody has had his first hit, which was released under the name of "When You're Bunkin', the World," and "Joe's Back Woody is a sophomore at Missouri State College. Dargert signed composer-conductor Leroy Anderson to a long-term renewal pact. One of the top writers in the venerable Mills Music, and the famous "One Man's Trash," will see Tony Martin win the work shortly on a new series of sessions.

EMI Pacts Mado Robin

PARIS—Mado Robin, Colona's soprano star of the Paris Opera and of her name, the company will distribute her disks will be released in the States. Robin's recordings are made in France. The carrier, who reputedly has the highest voice since Enya Back, was in her prime, already cut her first LP, which will be released under the U. S. A. in the fall.

(Continued on page 99)
TO: DEALERS, DISC-JOCKEYS AND JUKE-BOX OPERATORS... ANNOUNCING THE FIRST RECORD ON TWO GREAT NEW SONGS...

TONI ARDEN

LIKE A BABY

MY EMPTY HEART

9-30291
30291

chorus & orch. directed by SID BASS

DECCA RECORDS

A NEW WORLD OF SOUND
JOHNNIE
Looks like the new Mr. Ray has won himself a permanent seat on the charts. His latest entry exhibits his remarkable versatility in a combination of a swingin', rockin' rhythm number with a truly sentimental ballad.

Yes Tonight, Josephine b/w No Wedding Today
Johnnie Ray with the "Conniff Sound"
4-40893

MITCH
Mrs. Miller's son has some sound ideas about sound. In his newest release, he takes the same tune and gives it two completely different treatments, a double-barreled entry headed for plenty of action on both sides.

Just How Much
I Love You b/w
Just How Much
I Love You
featuring Billy Rowland on the lead side while flip features the Singing Girls.
4-40871

MADDOX MEN AND ROSE
When the Maddox brothers and their sister Rose had cut this disc, it was apparent to one and all that the C&W market wasn't going to hold it alone. A wonderfully easy melody and beautiful, sentimental lyrics are bound to break this runner out of the stable and into the wide-open "pop" field. Watch 'er go!

Love Is Strange b/w
My Life With You
The Maddox Brothers and Rose
4-40895-c

ROSE
She's our Rosie, and she's at it again! Millions of hearts beat faster when the lovely Miss Clooney delivers her sensational interpretations of the great new songs.

The new disc is a calypso tune with a memorable melody line sided with one of the smash songs from the B'way hit, "Bells Are Ringing."

Mangos b/w
Independent (On My Own) from "Bells Are Ringing."
Rosemary Clooney with Frank Comstock
4-40835

THE SURE-FIRE HITS ARE ON THE HOTTEST COMPANY IN THE BUSINESS

COLUMBIA RECORDS
A DIVISION OF CBS
© "Columbia" ® Marcas Reg.

www.americanradiohistory.com
Freed Deals Add Up to Hetty Sked

NEW YORK — Derek Alan Freed, the man behind the highly successful full-speed on several major TV, movie and record accounts, is being honored with a $100,000 deal, following his recent split with publisher-disker-producer-promoter-skinner Jake Hoge. The jock has set up a new business on his own — Hoge/Music, which will be headed by Jack Hoge. He will also emerge on ABC-TV and ABC-FM late next year, with a jingle package for a two-week presentation at Carnes: the Pajama Ae and the Pajama Ae.

Let's do the day in day out of the day and day in, day out. We will be looking for our usual suspects, the new band of rock and roll group artists, and have been enjoying playing a different type of music for the last three months.

Miles tells the story of the day in the week when the weather was uncertain. She said that she had accepted a job at another company, but that Zafris wouldn't continue with it.

Because of the twin cancellations, house will be held over the Tenderloin. At press time, however, it was reported that American Federation of Musicians' Local 47 would not countenance the Musicians' exit.

3 Acts Rebel Against Rock, Roll Bookings

HOLLYWOOD — Singer Jeri Southern and Bill Ward and their band working at a rock and roll club here last week, are to be the first several defections from local R.D.M. Bookers.

Both acts asked for and secured their release from their retiree's duty to the point where the club 'rocks too much.' Ward was quoted as saying, 'We rock and roll group anymore, and have been singing and playing a different type of music for the last three months.'

Miss Southern censored earlier in the week because of the weather, indicating that she had accepted a job at another company, but that Zafris wouldn't continue with it.

While the twin cancellations, house will be held over the Tenderloin. At press time, however, it was reported that American Federation of Musicians' Local 47 would not countenance the Musicians' exit.

Cap Gets Pic Sound Track

NEW YORK — Capitol Records has acquired sound track rights to Elia Kazan's new movie, 'Cries in the Crowd,' which stars Capitol artist Andy Griffith.

The black-and-white feature which features four vocals by Griffith, will be released on a new label. The vocals from the track will also be made available on a 10-inch record — 'Mama Guine' and the title theme — were released as a single.

Griffith will participate in the picture and will appear at jingles across the country for a solid month, when the film is released in June.

London Cues Ansermet Anniversary Special

NEW YORK — London Records has sold a special Annie Lennox Program, in observance of the conductor's 25th anniv. of regular recording for the London — British Decca empire. The master musician is now represented on the label by 40 different 12-inch, LPs or LP sets.

Basis of the plan is a limited edition "Special Anniversary Edition" which can be purchased by the consumer for only $1.98 plus a certificate worth $2. The certificate is obtainable by buying any of three new Ansermet LPs, to each of which the certificate, containing an envelope, is affixed.

The program is limited in the sense that each distributor has a maximum allocation on each of the four records per week. In other words, the label advices, should be set accordingly. The price is further to be beeing avoided to handle the plan on a "first come, first served" basis. At the end of the program, all flyers and certificates may be returned to the shipping address, and the dealer does so. A 100 per cent exchange is in effect for the program.

Records sold by salesmen be- for the program will also be included, to the dealer's and customer's advantage.
TV Music Problem Knotty for NARTB

PRICES RIGHT: ROUND FOOLISH
NASHVILLE—Big, jovial Bill Lowery, of Lowery Music, Atlantic’s formidable back-up at the “Grand Ole Opry” Club, can laugh about last Saturday as he impressed the assembled performers that his tune, “Young Love,” was now No. 1 in England. But, however, when his good fortune brought the call to arrange for a part of such a committee, this could be accomplished at a later date.

The problem of a radio contract covering ASCAP music is not particular tiring at this time. The AM pact expires one year after the TV pact.

Gordon Signs Cathy Play
CINCINNATI—Gray Gordon, personal manager to Les Paul and Mary Ford, last week took over management of Ray Webber’s Record Exchange through, by Harry Carlson, Franky personably infinite agreement part with Carlson still in for two years ago. He gave the pressure of his recording business the reason for turning Mind Music records to Gordon.

Carlson makes this affilation with the Fraternity label, how- ever, Carlson out a session with Universal Records in Chicago last week on a new number, “Speak for Yourself,” John, owned by Jack Dalton and Louis Steele, writers of “Ivory Tower,” with which Miss Carlson recorded on the Fraternity label a year ago.

Wait Decision In ‘Rag’ Suit
NEW YORK—A legal definition of a “copyrightable arrangement” long sought by the music business—may be forthcoming in a Federal Court. Judge Edward Weinstein finally hands down a decision on the own ‘Rag’ suit between Shapiro-Brinnel and Frank Davis.

The tune was originally written in an Englishlanguage version in 1914 and published by Jenkiss Music. A lyric by James E. Vincent was written in 1930 which Voge then purchased Sumner’s rem- eral rights on the song while Shapiro-Brinnel took out patent on the tune from Judge Shap.

Voge finally has had a lawsuit for 90 per cent of all performance money on the Brownman-Sumner version, and is now trying to prove that he is entitled to participate in 22 other versions of the

Ellis Set to Ink Columbia Artist Pact
NEW YORK—Ray Ellis, well-known consumer-conductor-arranger in pop and rhythm and blues fields, has come to terms with Columbia Records for the Columbia Records for an artist, arranger and assistant to Mitch Miller in directing functions. At press time details were expected to be signed, “moment,” according to Ellis, he will work with Mike Stewart, who added that the Coleman deal is to be discussed several from major record companies. The agreement as currently set, will be renewed on terms with Ellis, added to work out all of his current recording arrangements. In the future, he will be permitted to work only with Atlantic Records but will be free to do scoring work in legit theater, movie, and television fields. Stewart said discussions were going on now regarding one possible picture assignment. Ellis already has cut more than an billion of big and small truck songs on Columbia, which will be released in June.

Col. Sets Own Hub Distrib’n
BOSTON—Columbia Records this week took over the open to its own operation as distri- butor in the opening of a regional branch at Cambridge Street. Sales manager in charge is Bob Mas, who comes from on point of the Allied Appliance Company, is part of a limited national togetherness to branches. The move which took Columbia Records out of the Columbia branch. According to Robert W. Critt, who will fill the Col. Sets Own Hub Distrib’n

ADDITIONAL ENTRY BLANKS AVAILABLE FROM IRISH & LA VIEZ, CHAIRMAN COMMITTEE, D.I.C.C. ROOM 1400, 127 W. 57th STREET, N.Y.C., TO WHOM THIS APPLICATION BLANK AND REMITTANCE SHOULD BE SENT.

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

WHO IS ELIGIBLE:
Entries will be limited to those with the creation, production, manufacture, sale or distribution of phonograph records. As an example, a record dealer, juke box operator, record manufacturer, music store, record store, music manufacturer, record session musicians, etc., are eligible.

PRIZES:
All expenses, including transportation within the region of the tournament, will be paid by the groups for the 16 semi-finalists. An impressive list of trophies will be awarded at an upcoming issue of “The Billboard” for seniors and finalists.

HOW TO ENTER:
Entries will be based on the submission of an entry blank and the respective group will notify the organizers of the acceptance of the entry.

Tournament venues will be held in the states of Ohio, Pennsylvania, Virginia, and Michigan. Each entrant will receive a membership card and a book containing details about the organization and the tournament.

NEWS RELEASE
Production, Pacing or Narrow
Marshall’s Palace Show

NEW YORK — An unusual song stems from the pen of Milton White for his new show to open at the Palace Theater here Thursday night. Milton’s leaning in a broader and more open manner to make the show a real hit for the New York limelight. The Terriers are excellent folk players, and the audience will love them. The Belles are expected to be a favorite with the local fans. The Belles have recorded several hits in the last few months. The show will be a big hit for the theatre, and it will be a success for those involved.

Also on the bill will be Vince, the popular singer, and his band, who will be appearing for the first time in New York. The band is expected to be a hit with the audience, and they will be sure to pack the theatre.

Dot-Ventura In French Pact
NEW YORK — Dot Records has announced a new relationship with the French record company, Dot-Ventura. This new deal will bring Dot Records into the French market and will allow the company to expand its operations.

This is the culmination of a long-standing relationship between Dot and Dot-Ventura. The two companies have been working together for several years, and this new deal will allow them to work more closely together.

MJQ To Swing In French Pic
NEW YORK — The Modern Jazz Quartet will be in France in the coming weeks, and they have already been booked for several major concerts. The group has just completed sessions here for Atlantic Records on the sound track for the new French film, "Sait-on jamais?" The Quartet will be produced by Rudi Levy and Rudi Vanout, who will be translated into English as "One more Monday." The picture is being filmed in cinemacope and color.

The group is now touring the European continent, and they are expected to complete the tour in June. The group will then return to the United States for a series of dates in Europe.

Neely in Dual Veepee Role
HOLLYWOOD—Hal Neely, the man who has been an active figure in the music business for many years, has been appointed to the dual role of President and Chief Operating Officer of Columbia Records. Neely will be responsible for all aspects of the company's operations, including record production, distribution, and promotion.

C&W TOPPERS
HONOR PARKER
NASHVILLE—Col. Tom Parker was recently honored by "The most talented management of 1957." A plaque bearing this inscription was presented to him by Jimmy Dean, artist manager, and a group of artists, including Carl Smith, Fred Snow, Goldie Hill, Ed Marderson, and Duke of Parchers and other well-known musicians.

The move which took Columbia Records out of the Columbia branch. According to Robert W. Critt, who will fill the Col. Sets Own Hub Distrib’n

The Billboard Radio
Agriculture Section
April 13, 1957

Copyrighted material
THE ORIGINAL ON KAPP

biggest record of the year!

HAREM DANCE

broke all sales records in Detroit in one day!

recorded by

THE ARMENIAN JAZZ SEXTET

KAPP-181

Cherie Music Pub. Inc. BMI

KAPP RECORDS, INC., 119 WEST 57th STREET, NEW YORK CITY
"THE BILLBOARD" April 13, 1957

**WAYNE SAYS IT WITH MUSIC**

**NEW YORK**—Composer-conductor Beny Berey, this week is giving a Benefit Performance of his title as chair- man of the Songwriters' Protective Association Committee for Fair Hair, a group of BMI- signed artists, and the choice of artists who object to the EPA council's 'anti-BMI' activities. 

The group appeared in concert daily with their ARC-Pamour-Gramophone label, and they agreed that this week's performance is for the benefit of the American Songwriters' Protective Association Committee and the various BMI artists who object to the EPA council's 'anti-BMI' activities. 

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**GOING BROTHERS**

**Featuring Henry Baker in the Brothers**

**TOO MUCH TOO DO**

**- from the 20th Century-Fox Orchestra -**

**MARTIN 1ST LP Artist Signed By Prep Label**

**NEW YORK**—British band leader Ray Martin is the 1st LP artist to be signed, recorded and released on the new subsidiary label, Prep, which will bring out a line of LP's in July.

Ray Martin has been released as one of the artists of the LP series. His "Rainy Night in London," the cd songwriter in the "World" group to date.

Burlington, a top sound writer and recording chief for the Columbia wing of British EMI, has been signed by Ray Martin for over five years, also enjoys to do a U. S. version of his English TV hit, "It's Romantique."

**More Shifts Of Victor's Exec Brass**

**NEW YORK**—The executive conference of the RCA Victor Division, which began last Monday, October 19, was the result of the recent move of the CBP, Victor, and RCA Victor Record Company, Sales, and Marketing Manager of Custom Order Record Sales, to New York City, and the appointment of Emmett B. Dunn, Manager of Customer Relations.

Simultaneously, William F. Keely was named to another position, also of the CBP, Victor, and RCA Victor Record Company, Sales, and Marketing Manager of Custom Order Record Sales. A later move was the appointment of John B. Dunn, Manager of Customer Relations.

Relates that charges of plan over the RCA Victor Record Division, which began last Monday, October 19, was the result of the recent move of the CBP, Victor, and RCA Victor Record Company, Sales, and Marketing Manager of Custom Order Record Sales, to New York City, and the appointment of Emmett B. Dunn, Manager of Customer Relations.

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DON CORNELL
sings
two
great
hits

A FACE
IN THE
CROWD

DON CORNELL

from
a
great
score

MAMA
GUITAR

CORAL
#9-61819
How to Get 15% In Phono Sales

By RALPH FREAS

ELIZABETH, N. J. — Joe Abrams of the Melody Shop gives heavy credit to two billboards outside of town for an upswing in phonograph sales last fall. One was located on the west side of town where it could catch the attention of east-bound motorists. The other was on the east side on Route 1.

"I know these billboards sold a lot of phonographs for us," says Joe. "The one on Route 1 is near the Singer Sewing Machine factory and we never cached as many Singer checks as we did in December. Not only that, people came in and told us that they had seen the billboards and asked for the Webeor 'Holiday.'"

"Because the Melody Shop has always done an outstanding job in selling their phonographs, Webeor paid the entire cost of the two 24-sheet boards. The advertising message was fairly simple. It read, 'Listen! Webeor. Latest Hi-Fi starting at $89.95. The Webeor 'Holiday.'" It had a picture of the $89.05 model. And, across the bottom of the billboard, the Melody Shop and address was printed in large black type. They delivered that message for 90 days, beginning last November 15.

More than 35 cent of the store's annual volume represents phonograph sales. Five lines are purveyed: RCA Victor, Columbia, M-M, Webeor and Decca. In addition, the Melody Shop handles three tape recorder lines: RCA Victor, V-M and Webeor.

Joe Abrams' phonograph sales philosophy can be stated in a few words.

"People love bargains," says Joe, "and we try to give them a break on everything. Like a customer says, how much is that portable, and I say $89.95 but I'll let you have it for $79.95. You have to work with people. On cheaper models, we'll give them a free f.E. It pays off.

The Melody Shop is interested not only in selling phonographs— they're equally interested in what happens after the phonograph is in the customer's home. For example, the shop sold large quantities of 45 players of dibulous quality. They were small one-tube players, handsomely styled and carrying the name of a prominent manufacturer. They sold so well, in fact, that despite complaints the store reordered them and sold them all.

Two per cent of the players came back for one reason or another.

"Two per cent isn't much," says Joe, "but I don't worry about them. I made good for them. But I worry about the stores that might have been deceptive and weren't returned. The people who get them might have kept the phonographs away somewhere or aren't playing them. I can't tell them if they don't play their phonographs."

"The Melody Shop has a high regard for the new phonograph owners. At one time, they enrolled every phonograph customer in a special record club. The names and addresses were put on a 3-5 file card. All record purchases and displays on the floor were entered on the card and, upon reaching the purchase mark, the customer was given a free 1-c. P. of his choice. The practice was discontinued because it didn't add to the sale of phonographs."

"Decca's View: The Billboard's Annual Survey of Equipment Sales, published in the March 30 issue, showed that the over phonograph owner spends between $30 and $45 for r cur in the first three months after the phonograph purchase. It indicates that time spent is culti- tivating this segment of the market will pay off. In the case of the Melody Shop, heavy direct mail contact with these customers might have made the difference between success and failure. In any case, we're glad to see interest in the market- ing area can try this type of promotion for we have a completely different result."

The Billboard Shop has no enclosed listening booths. Sturdy listening posts like that shown are sufficient for the store's needs. The unit is lined with acoustic material to lessen the general noise level. Picture from the player could be cut even more by having the turntable and amplifier on the table surface and mounting the speaker overhead in the listening post.

This over-all view of the store shows the extensive self-service facilities in use. The rack at the right holds hundreds of EP-45's. Singles, categorized by artist's name, are displayed in the waist-high counter at left. Notice the attractive display of enlarged posters on the counter at left advertising the Disney films at the local theater and plugging the albums from the films.

45's Pushed By Pegboard

SCRANTON, Pa.—A unique singles rack is responsible for an upswing in pop record sales at the Record Shack, newly opened disk shop here. The rack, a simple, inexpensive design, is made of pegboard, reinforced by a wood frame in and supported by the bottom by metal legs. As illustrated above, the rack uses metal pegboard hooks which can be purchased at any hardware store. The hooks can hold up to 10 singles in their sleeves and a title strip is affixed above each for easy identification.

The standard size of a sheet of pegboard is four feet by eight feet. Allowing a 10-square-inch area for each disk rack, permits the display of 50 different titles—five rows of 10 titles.

NEW PRODUCTS

STEREO CHAIR MAKES DEBUT

A chair designed for listening to stereo records has been placed on the market by Stereo Products Co., Stevens Park, Me. The chair is a wing-back chair with a loudspeaker built into each wing. A microphone, built into the chair, has music right at his ears.

The effect is easily akin to listening to stereo music with earphones without the discomfort and restriction. Music may be played from any stereo playback recorder. The listener's level may be set to any degree without disturbing others in the room. A switch mounted in the back of the chair can be used to convert it to monaural listening, if desired.

ZENITI "SUN VALLEY" PORTABLE 4@75.

Zenith has announced a new series of portable radio priced from $29.95 to $47.50. At the high end of the series is the "Sun Valley" featured below.

Zenith's new series of portable radio-priced from $29.95 to $47.50. At the high end of the series is the "Sun Valley," pictured below. It is identified as the "Zenith's Sun Valley."
A TEEN-AGE DISCOVERY
Darlene Gillespie
SINGS TEEN-AGE HITS
FOR THE TEENAGERS

Sittin' In The Balcony
Too Much
F-50

Seven Days
Butterfly
I've Never Been In Love
F-51
F-52

Coming Next Week—3 Smash EP's

DEP 3010A
Come Go With Me
Rock-A-Billy
99 Ways
Sittin' In The Balcony

DEP 3010B
Butterfly
Too Much
Seven Days
Love Me Tender

DEP 3010C
Teen Age Crush
Young Love
Don't Forbid Me
I've Never Been In Love

AND SOON TO BE RELEASED:
12" LP-WDL 3010
Darlene Of The Teens

Disneyland RECORDS
2400 West Alameda Street
Burbank, California
Packaged Records Buying Guide

**Best Selling Pop Albums**

Albums are ranked in order of their national sales at the time, according to The Billboard's weekly survey of top retail and mail order outlets.

1. PALMADO-Voices of Harmony..... RCA Victor LPM 1548
2. DAY BY DAY--Doris Day..... Columbia CL 942
3. PAT BOONE..... Dot DL 3012
4. FATS DOMINO..... Imperial LP 9094
5. CASA LOMA IN HI-FI--Glen Gray..... Capitol CL 747

**Most Played by Jockeys**

Alarms are ranked in order of the greatest number of plays on disk jockey's play lists through the country. These alarms are based on The Billboard's weekly survey among the nation's disk jockeys.

1. CALIFORNIA--Harry Belafonte..... RCA Victor LPM 1548
2. DAY BY DAY--Doris Day..... Columbia CL 942
3. FATS DOMINO..... Imperial LP 9094
4. CASA LOMA IN HI-FI--Glen Gray..... Capitol CL 747

**Spotlight on Sound**

STRAVINSKY, THE RITE OF SPRING (12")--Paris Conservatory Orch., Monteux, Cond. RCA Victor LM 2085

By any standard this is a fascinating and compelling orchestral work, lavish in its coloration, fiery in its passion, and rhythmically vivid. By all standards it is a pure delight on the air. In this listener's opinion this recording, with the exhilarating contrasts, has captured the essence of this unique work.

1. CALIFORNIA--Harry Belafonte..... RCA Victor LPM 1548
2. DAY BY DAY--Doris Day..... Columbia CL 942
3. FATS DOMINO..... Imperial LP 9094
4. CASA LOMA IN HI-FI--Glen Gray..... Capitol CL 747

**Rush Album**

CINDERELLA (12")--Original Cast, Columbia CL 942

Despite its shortcomings, "Cinderella" is still a good enough ballad, this is not Rodgers and Hammerstein at their best. The warmth and charm of some of their earlier collaborations are noticeable here. We're enjoying the peak...but not the post...for this is an album that gives the package a excellent sales potential. Just bear in mind it's no "Oklahoma!" or "South Pacific." Attractive cover.

**Popular Albums**

FUNNY FACE (Sound Track Version) (12")--Ford Andrizzi, American Hebrew, Kay Thompson, Vernon MGY 1500

Adaire and Miss Hebrew may never make the cut, but their non-judgmental style is enough to charge the charmed identity and key to their end of the season. Advertising has been handled well and gets the movement and the clip could have had, but the film sticks up like a splash, and there's enough here to make the package a strong seller. The opening track, as arranged especially for the disk, should sell it.

THE EYES OF LOVE (12")--Oscar Hammer. Sklar LPM 1335

Victor's $2.95 RCA Victor LPM 1335.

One of the most popular of these jazz albums, featuring a list of standards with some familiar titles. It will catch the fancy of many and make a good purchase. Now that some of the cover is covered, it should sell well. All tracks are included.

WALTZ WITH LAWRENCE WELK (12")--Studio CL 3201

Perennial LP chart-maker Welk has another winner in this package, a collection of: "All-time favorite waltzes," a companion piece to his current best-selling album, "Say It With Music," which spotlights "All-time favorite" for tracks. The danceable, three quarter-time line-up of standards includes "Chesapeake," "Jamaica Love Song," "Paradise," etc. Cover is unattractive, but may appeal to the amateur set.

**Classical Albums**

STRAVINSKY, THE RITE OF SPRING (12")--Paris Conservatory Orch., Monteux, Cond. RCA Victor LM 2085

This recording of this famous work, which was released on Records special for April. The great Monteux, who conducted the premiere of this brilliant, savage work in 1913, now cuts the definitive disco. The music was made for full-range equipment, and there is exemplary fidelity in the percussive bass passages. The cover is a classic, and everything points to a strangle sales life, despite formidable competition on all sides.

VERDI: AIDA (3-OZ.)--Norman Scott, Bass; Richard Tucker, Tenor; Eva Gustavini, Mezzo-Soprano; Dino Gozzan, Conductor; Decca 222

The AIDA label has made this recording of the last master's 1949 great NBC broadcast of the work a labor of love, both sound and packaging. It will be cherished as an animal monument to the Tannhäuser and the music's majestic beauty.

BEETHOVEN: SEVENTH SYMPHONY (12")--The Philadelphia Symphony Orchestra of New York, Arturo Toscanini, Cond. RCA Camden C-2082

The package of 50 years hadn't dulled the listener's enthusiasm for this piece. At one time, this package coincides with this disc enhances a collector's library. At $1.98, it is an unbelievable buy. Toscanini, incidentally, had recorded the work with the Philadelphiamonic Symphony a dozen times previously. This performance was the final one and, as the critics agreed, the right one. Many consider it the definitive performance of the work, applying such superlatives as "electrifying." The album cover portrait of the maestro, Camden's first in full color, will attract many buyers.

**Classical Album Talent**

BACHMANNOF: RHAPSODY ON A THEME OF PAGANINI, OP. 43; FRANK: SYMPHONIC VARIATIONS; DELUXE; BERLIOZ: SYMPHONIE FANTASQUE; PAGANINI: COMPLETE WORKS; ENGLISH ORCHESTRA; Bashenoff: RCA Victor LPM 1335

The youthful (35) pianist has tackled two compositions that are represented by very good interpretations on discs. The Bachmannof is available at such prices as the composer himself and Rachmaninoff. This Franck has been equally well treated on records. But Mr. Bashenoff accepts himself in ambitious performances of both works. And the orchestral and engineering help is substantial. It's a good-sounding disc. Variation 18 of the Rachmaninoff--probably the slowest end--will test the box of the slowest condensation of such works as the Tschaikowsky and Glinka Piano Concertos.

JAZZ

CHICO HAMILTON QUINTET (12")--Pacific Jazz 1225

The "Loosie" label has engaged pianist Bob origa to follow up on his previous release of "the best" and "the worst" jazz records. He has a wide range of styles, from bebop to a group of numbers superior, Paul Horn. Appeal has gone well beyond jazz boundaries. Try "Chancel No. 5" or "Sunday Call." This is just as tasteful and original as the music.

MY FAIR LADY LOVES JAZZ (12")--Billy Taylor Trio, With Orch conducted by Quincy Jones, ABC Paramount ARS 1778

The compelling sound and a wide range of styles make this disc wins the "all-time favorite" for tracks. The danceable, three quarter-time line-up of standards includes "Chesapeake," "Jamaica Love Song," "Paradise," etc. Cover is unattractive, but may appeal to the amateur set.

**Album Cover of the Week**

CHICO HAMILTON QUINTET, Pacific Jazz 1225

This cover, a low-priced jazz album, is especially recommended by Pacific Jazz. It is not only a fine album, but the cover is a real winner here. The artist, Keith Shiras, has used low-key hues and achieves an almost time-honored effect. An excellent and imaginative cover and easy way to command attention. Real stuff here.

(Continued on page 60)
WE'RE EXPANDING

If you are associated with the Record Industry...

this announcement concerns you:

The story of Records, Inc., is a story of progress!
The latest chapter in our story is the greatest advance in the merchandising of phonograph records.

In our new spacious building we are prepared to offer a unique concept in SELF-SERVICE—specifically designed for Records, Inc., by one of America's leading display architects, William Riseman Associates, Julian J. Borawko, designer-in-charge.

In line with our expansion program, we have doubled our sales force. To provide you with greater concentration and coverage, we have formed two sales and promotion divisions headed by Don Dumont and Dick Fitzsimmons, both young and dynamic go-getters.

We invite you to visit us at our new address to celebrate our Fifth Anniversary.

Our humble thanks to the manufacturers, dealers, and disk jockeys who have contributed to our growth and progress. Without their growth and progress ours would never have been possible.

Sincerely,

Cecil Steen
President

P.S.: On the following pages are some of the lines that we're not only happy to represent, but without whose support this message would never have appeared.
Operation: Successful!

EPIC-OKEH Congratulates RECORDS, INC.

Kudos from Epic-Okeh to Records, Inc., our great Boston distributor on their brilliant modernization program. Under one roof: outstanding warehousing facilities, exceptional merchandising techniques and, of course...

New Releases from EPIC:

<table>
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<th>ARTIST</th>
<th>EPIC/OKEH</th>
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<tr>
<td>MY FAITH, MY HOPE, MY LOVE b/w SO LONG</td>
<td>Roy Hamilton</td>
<td>EPIC</td>
<td>5-9212</td>
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<tr>
<td>JOY RIDE</td>
<td>Doc Bagby</td>
<td>OKEH</td>
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<tr>
<td>HONKY TONK SONG b/w STILL IN LOVE WITH YOU</td>
<td>Bill Farrell</td>
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<td>THE MAMBO, TANGO, SAMBA, CALYPSO, RHUMBA BLUES b/w MAI (She's Making Eyes at Me)</td>
<td>Somethin' Smith and the Redheads</td>
<td>EPIC</td>
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<tr>
<td>MARY b/w I AM OLD ENOUGH</td>
<td>The Schoolboys</td>
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<td>FORBIDDEN FRUIT</td>
<td>Anita Ellis</td>
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<td>Jaycee Hill</td>
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<td>YOU MADE ME LOVE YOU b/w DARLING, PLEASE FORGIVE ME</td>
<td>Screamin' Jay Hawkins</td>
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Look to EPIC
the label that means business

Copyrighted material
Two Hit Sides by "dapper" DAN BELLOC and his orchestra

FLIP TOP

WHEN HELEN WALKS BY

NO. F759

FRATERNITY RECORDS

413 RACE ST. CINCINNATI 2, OHIO.

CONGRATULATIONS AND VERY BEST WISHES TO
CECIL STEEN, RECORD DISTRIBUTORS, BOSTON, MASS.
ON THE OPENING OF THEIR OUTSTANDING NEW OFFICES.

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QUALITY RECORDS, LTD., TORONTO, CANADA
Atlantic toasts CECIL STEEN

our friend and our distributor
congratulations on your opening!

"delia" b/w "last train to san fernando"
atlantic #1134
* two pop calypso hits

Bobby short

"just to hold my hand" b/w "no matter what"
atlantic #1133
* billboard pop best buy

RECORDS, INC.... Our best as always, Len & Phil.

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"SCHOOL DAY"
(Ring! Ring! Goes the Bell)

CHUCK BERRY

Chess #1654 Checker #859 Checker #860 Chess #1652
"OVER THE MOUNTAIN" "EVERYBODY NEEDS SOMEBODY" "HEY BO-DIDDLEY" "ROCK ME"
Across the Sea" somebody)" b/w "BO-DIDDLEY" "NOBODY BUT YOU"
Johnnie & Joe
"MONA" Little Walter
BCP-6009* b/w "GOT MY MOJO WORKING"
Muddy Waters

In New England these
Bethlehem best sellers
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APRIL 13, 1957

THE BILLBOARD

MUSIC-RADIO

57

Grand Award Records

2 NEW HOT SINGLE RELEASES

PAUL WHITEMAN PLAYS

AND

BOB EBERLY SINGS

"MOTHER DEAR"

PLUS

"DO I LOVE YOU BECAUSE YOU'RE BEAUTIFUL"

GA #45-1013

"MONA, MONA, MONA, CALYPSO BABY"

SUNG BY

THE MONARCHS

PLUS

"AH, AH, CA C'EST JOLI"

THE CHILDREN OF PARIS

WITH Enoch Light

AND HIS ORCHESTRA AND CHORUS

GA #45-1011

Congratulations to

CECIL STEEN and

RECORDS, INC., BOSTON

on their revolutionary new

distribution center!

Also,

many thanks to our other great

distributors for helping us

to establish

Grand Award Records

as America's #1

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Grand Award Record Corporation

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Fats Domino
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5428

Bill Stubblefield
BLUE INDIAN SUMMER
5434

Ken Copeland
PLEDGE OF LOVE
5432

The Strikes
BABY I'M SORRY
5433

Irving Ashby
LOCO-MOTION
5426

WATCH FOR
Roy Brown
DIDDY-Y-DIDDY-O
5439

WATCH FOR
Bobby Mitchell
I WOULD LIKE TO KNOW
5440

---

GOOD LUCK, CECIL!

THE 'BEST' THING WE CAN GIVE YOU

*OTIS BLACKWELL

ON GALE #102

"IT'S LOVE, AND IT'S REAL"

"DON'T TAKE MY WORD"

(JUST TAKE MY HEART)

*OTIS ONLY WROTE "DON'T BE CRUEL," "ALL SHOOK UP" AND THIS ONE!!

---

Spring is here!

RECORDS, INC., is bustin' out all over New England—and UNICORN and STORYVILLE are bustin' out all over the country!!

New UNICORN Releases:

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<td>Music at M.I.T. Series</td>
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<td>UNLP 1631</td>
<td>BEETHOVEN PIANO SONATAS by Ernst Levy</td>
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<td>UNLP 1632</td>
<td>BEETHOVEN PIANO SONATAS by Ernst Levy</td>
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<td>UNLP 1633</td>
<td>BEETHOVEN PIANO SONATAS by Ernst Levy</td>
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<td>UNLP 1634</td>
<td>HANDEL ORGAN CONCERTOS by Lawrence Mohr</td>
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<td>UNLP 1635</td>
<td>D. F. LEISH PIANO WORKS by Ernst Levy</td>
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New STORYVILLE Releases:

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<td>CHORAL SERIES</td>
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UNICORN RECORDS RECORDS INC.
75 state street, boston 9, massachusetts
**Reviews and Ratings of New Popular Albums**

JACKIE GLEASON PRESENTS MUSIC FOR THE LOVE HOURS... **78**

**Capitol 20-5475**

This is the same format—including the Gleason routines and Bobby Hackett on trumpet, which originally came in on the record trade mail so nicely. It's the same type of packaging here—of scattered tunes like "Poor Little Rich Girl," "Sleepy Time Gal," "Pretty Baby," "Blue Skies," etc.—and can be made at so good a price. Gleason's jocky style and his jockey songs as any of the older sets. Display this one carefully, but since there have been so many similar Gleason sets, make sure customers know this is the newest.

**GREAT ALL-TIME SONGS FOR YOU TO HEAR**

**DANCING PLEASURE, VOL. 1.** **67**

**Capitol 20-5335**

This is a three-volume series, one case of which adds up to a top, home dancing set. Each record comes with animated animated backing. The songs are usually well-standardized, even if material not exactly color-tuned for home, but too often a lot of rhythm and mood. There's a tone included for everyone, and all are necessarily pre-enjoyed with no special appeal. On all, will find fewer with anxiety of the human emotion. Light air on a solid merchandise in the dance culture.

**DANCERS' CHOICE**

**Loma Rider (6-177)**

**Capitol 20-511**

This is another fine growing by the Loma label, notable for dancing and good full listening as well. All names are standards, show definite improvement, and some are given distinctive backing and mood. There is a strong dramaticensemble work that's made a part of an undertone. Numbers include "Sleepy Time Gal," "Sweet Dreams," "Lover," "Wrong," etc. Strong package for jockeys and counters alike.

**INTERNATIONAL VIBRATIONS**

**Ray Martin's Hawaiian Strings (6-177)**

**Capitol 20-865**

Here's a package with each display year and up-to-the-minute color. Martin, of course, a renowned, has some of the best double superfine sets, plus, included, sure sounds good in the home. His "Marching in the Blue Skies," "Silent Night," "Old Man," "Love," "Top of the Hill," etc. A great set for parties of any age. Cover features five carry packages, each a look-bale for a bar with quantity.

**RECORDS OF OLD-TIME RHYTHMS**

**Hienie Rider (6-177)**

**Capital 20-575**

This label has redwooded a dozen standards with an intriguing arrangement.

**LOWBROW or Longhair**

**everyone wants RECONIC ACCESSORIES especially the new WIFE-AWAY CLOTH!**

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Go RCA Victor and give your label "the sound that sells!" Only RCA Victor, the unchallenged leader in sound research, can guarantee the most up-to-date methods and thoroughgoing care. In this new blanking machine, for instance, the metal tapestiers that press the actual records are now trimmed to size in a single step, and in half the time of outmoded processes! Then, as an additional safeguard, exclusive of RCA Victor, an electronic gauge insures distortion-free centering of every stamper used.

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2528 Main St., Dallas 1, Tex. — Museum 7-700
In Canada, call Record Department, RCA Victor Company, Ltd., 161 Lougheed Street, Montreal, Quebec. For other foreign offices, write or phone RCA International Distributors, Rockefeller Plaza, New York 20, N. Y. — 7-0000-600.
**Reviews and Ratings of New Jazz Albums**

**Special Merit Jazz Album**

BRILLIANT CORNERS (1-12) – Thelonious Monk. Riverside LPJ 12226

Here's another refresher for those who feel modern jazz is slipping into rut. It's one of those rare, provocative and with little application–enjoyable programs in recent months, and in his writing and playing, seems more mature and valid than ever. In the same "thinking" set with New...was the same. But it’s hard to believe that this...not for serious jazz buyers.

**Sacred Records**

TENNESSEE ERIE FORD JUDEAL (1-12) – Capitol Records T 818

A carefully recorded package which stands as a companion piece to Tennessee Ernie's album of hymns, released about six months ago. Deal-...the "special" on Ford's "A" and "B", the "special" on Ford's...on all three, has the "special" on Ford's "A" and "B".

**Reviews and Ratings of New Classical Albums**

**La Scala**

WILFRED MCGARR (1-12)

VICTORIA LYS YPA 152

Massically, this is an asteroid, and it's doubtful if it's much more consensual...them even if it's consensual...if it's much more consensual...them even if it's consensual...

**Jazz Flaneur**

G. W. W. Radas (1-12)

RCA Victor 1542

Massically, this is an asteroid, and it's doubtful if it's much more consensual...them even if it's consensual...if it's much more consensual...them even if it's consensual...

**Modern Jazz Gallery**

WEST JAZZ ARTISTS (1-10)

Kangaroo KAS 160

The music in this volume collection, while highly reproducible, is more...to deliver the goods even if it's consensual...them even if it's consensual...if it's much more consensual...them even if it's consensual...

**History**

**Bay of Islands**

Heading for the Top! the ORIGINAL

AFTER SCHOOL

DALE #100
as sung by Randy Starr

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with

NAT 'KING' COLE

WHEN ROCK AND ROLL COME TO TRINIDAD

CHINA GATE

from the Samuel Fuller
20th Century-Fox Motion Picture "China Gate"
starring Nat "King" Cole.

RECORD NO. 3702
The Billboard's Music Popularity Charts... POP SONGS

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending April 3

This Week

Weeks on Chart

1. Butterfly
By A. September—Published by Maryland-Peck (BMI)

BEST SELLING RECORDS: Andy Williams, Cadence 1138; C. Gracie, Cameo 198.

RECORDS AVAILABLE: A. Smith, Edgewater, 704; R. Carter, Reid 1950; R. Williams, Coral 61975.9.

2. Party Doll
By Jan Sheen—Published by Jackie Music (BMI)

BEST SELLING RECORDS: R. Knox, Record 4602; S. Lawrence, Coral 61972.

RECORDS AVAILABLE: Roy Brown, Imperial 5427; W. Monroe, Dec 59211.

3. Round and Round
By Les Sullivan-Joe Shapiro—Published by Nash (BMI)

BEST SELLING RECORDS: F. Chase, Vic 20491.

RECORD AVAILABLE: W. Sutt, Dallas 2259.

4. Marianne
By Gilmore-Dale-Miller—Published by Manhattan (BMI)

BEST SELLING RECORDS: J. Gilmore, Crit 4675; Hilltopper, Dec 5577.

RECORDS AVAILABLE: B. Evans, Dec 59217; Lone Brothers, Vic 204910.

5. Young Love
By Carrie Jones—Rich Curley—Published by Lowery Music (BMI)

BEST SELLING RECORDS: L. Houston, Dec 59232; S. Jansen, Cubs 5902.

RECORDS AVAILABLE: E. Carty-Jo-Jo Turner, Vic 204924; Cewe Cuts, Mercury 70612.

Second Ten

11. Teen-Age Crush
By Audrey Allen-Joe Allen—Published by Central Songs, Inc. (BMI)

BEST SELLING RECORD: J. Houston, Cap 53039.

12. Almost Paradise
By Norman Page—Published by Peer International Corp. (BMI)

BEST SELLING RECORDS: R. Williams, King 1172.

RECORDS AVAILABLE: J. Carmel, Unique 308; N. Perry Trux, ARC-Pentagon 1019; L. Sutta, UNIQUE 305.

13. Don't Forget Me
By Stephen—Published by Renown (BMI)

BEST SELLING RECORDS: E. Bell, Dec 59231.

RECORD AVAILABLE: E. Trubah, Dec 59219.

14. Too Much
By Lee Rosenberg & Bernard Weisman—Published by Southern Belle-Diva Polkey (BMI)

BEST SELLING RECORD: E. Polkey, Vic 204900.

15. Come Go With Me
By E. O. Quick—Published by GI-Fox Box (BMI)

BEST SELLING RECORDS: Des-Vaughn, Dec 59236.

RECORDS AVAILABLE: Federal, De Luxe 6432; G. Ox, Dec 59222.

Third Ten

21. Walkin' After Midnight
By Des Marks—Published by Four Star (BMI)

RECORDS AVAILABLE: F. Cline, Dec 50212; E. Decr, Stage 251; D. Williams, King 6115; L. Howard, Sound 1944.

22. Banana Boat (Day-O)
By Belafonte-Burton-Aversay—Published by Stash (ASCAP)

RECORDS AVAILABLE: H. Belafonte, Vic 204771.

23. I'm Stickin' With You
By Breen-Knox—Published by Jackie (BMI)

RECORDS AVAILABLE: J. Bowers, Renfive 4901; Ray Brown, Imperial 5527.

24. Sittin' in the Balcony
By Johnny Dee—Published by Bentley Music (BMI)

RECORDS AVAILABLE: J. Dee, Columbia 406; E. Cohn, Liberty 5001.

25. Cinco Robles
By Dorothy Wright-Larry Nelson—Published by Warner (BMI)

RECORDS AVAILABLE: F. Acree, Era 2028; D. Ellis, EPC 483; L. Paul & M. Ford, Cays 4012; L. Wells, Coral 61784.

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.
the hottest singer in the nation

TOMMY SAN

Records...
now over a million
TEEN-AGE CRUSH
c/w Hep Dee Hootie
Record No. 3639

another million seller
MY LOVE SONG
RING-A-DING-A-DING
Record No. 3690
Plus single EP album
TEEN-AGE CRUSH
Teen-Age Crush
My Love Song
45 rpm EAP 1-851

Television...
Kraft Theatre "Teen-Age Idol"
Academy Awards Show
Tennessee Ernie Ford network TV Shows
Steve Allen Show
Shower of Stars
(to be seen April 11th CBS-TV)
Kraft Theatre "Flesh And Blood"
(to be seen May 9th NBC-TV)

...and now the
a full length 12"
AVAILABLE APRIL 15th

STEADY DATE

Goin' Steady
I Don't Know Why (I Just Do)
Too Young
Teach Me Tonight
Graduation Day
"A"—You're Adorable (The Alphabet Song)
Gonna Get A Girl
Too Young To Go Steady
Ring My Phone
I Don't Care Who Knows It
Somewhere Along The Way
Walkin' My Baby Back Home

Album No. T-848
hottest new album in the nation

Wire, phone or mail in your rush order now to your local Capitol Distributor.

**STEVY DATE with TOMMY SANDS**

- 33⅓ rpm 1-084 STEADY DATE
- 45 rpm EAP 1-088 STEADY DATE
- 45 rpm EAP 2-808 STEADY DATE
- 45 rpm EAP 3-018 STEADY DATE
- and these other Tommy Sands Aims
- 45 rpm EAP 3-014 TEEN-AGE CRUSH
- 45 rpm F3060 MY LOVE SONG/RING-A-DING-A-DING
- 78 rpm 3690 MY LOVE SONG/RING-A-DING-A-DING
- 45 rpm F3639 TEEN-AGE CRUSH/HEP DEE HOOTIE
- 78 rpm 3639 TEEN-AGE CRUSH/HEP DEE HOOTIE

Please fill this order for the above Capitol records in accordance with your regular terms.

DEALER'S NAME

ADDRESS

CITY & STATE

BY
### Best Sellers in Stores
For survey week ending April 3

<table>
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<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Week Chart</th>
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<tr>
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### Most Played in Juke Boxes
For survey week ending April 3

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<td>Young Love (BMI)</td>
<td>T. Hunter</td>
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<td>I'm Walking (BMI)</td>
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<td>Butterfly (BMI)</td>
<td>C. Connie</td>
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<td>Teen-Age Crush (BMI)</td>
<td>T. Sands</td>
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<td>Banana Boat (Day-O) (BMI)</td>
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<td>Mamma Looka Rooboo (BMI)</td>
<td>H. Belafonte</td>
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<tr>
<td>18</td>
<td>Don't Forbid Me (BMI)</td>
<td>P. Boone</td>
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### Most Played by Jockeys
For survey week ending April 3

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<td>Round and Round (BMI)</td>
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<td>A. Williams</td>
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<td>19</td>
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<td>A. Williams</td>
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### Best Selling Sheet Music

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<td>Mood (Chantez/Chamay)</td>
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<td>Almond Paradise (Syr)</td>
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<td>Ginny Rhythm (Warman)</td>
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<td>17</td>
<td>She Loves Her Juke ( BMI)</td>
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</tr>
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*The Billboard's Music Popularity Charts † POP RECORDS & SHEET MUSIC APRIL 13, 1957*
LATCH ON TO THE MOST UNUSUAL SOUND..... EVER!

SHISH KEBAB

THE UNIQUE SOUND OF CARAVAN AND SKOKIAAN COMBINED INTO ONE GREAT RECORD!

BY

RALPH MARTERIE

COUPLED WITH

BOP A DOO-BOP A DOO

MERCURY 71092

PLAYED NOW! AVAILABLE NOW!

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Composer of the Exciting Score for "BABY DOLL"

AND NOW THE NEW FILM

THE STRANGE ONE

COMBINES HIS TALENTS WITH

ARCHIE BLEYER

ARCHIE BLEYER'S ORCHESTRA and CHORUS

JOCKO'S THEME

(Piano solo by Billy Maxted)

and

THE STRANGE ONE

(Both From the Film "The Strange One")

#1313

KENYON HOPKINS ORCHESTRA and CHORUS

ROSE BUD

(From the Film "The Strange One")

and

BOY'S THEME

(From the Film "12 Angry Men")

Film Score Composed by Kenyon Hopkins

#1322

SOON TO BE RELEASED! KENYON HOPKINS' FIRST CADENCE LP

“ROOMS” AN ORIGINAL PROGRESSIVE JAZZ BALLET, COMPOSED AND CONDUCTED BY MR. HOPKINS

cadence

RECORDS INC., 40 EAST 49th ST., NEW YORK CITY
ANOTHER BIG ONE

BY THE CHORDETTES

LIKE A BABY

ECHO OF LOVE

ORCHESTRA CONDUCTED BY ARCHIE BLEYER

#1319

cadence

RECORDS INC., 40 EAST 49th ST., NEW YORK CITY
JONI JAMES
SONGS OF INSPIRATION
GIVE US THIS DAY
E3528 X1389 X1390 X1391
Leonard Feather—Dick Hyman orch.

HI FI SUITE
E3494
(Picked by Billboard for Hi Fi Sound)

RAY CHARLES SINGERS
SING A SONG OF PARIS
E3484 X1423 X1424 X1425
(Billboard "Album Cover of the Week")

DAVID ROSE and his orch.
HI FIddles
E3481 X1414 X1415 X1416

FIRST TIME EVER on RECORDS
180 GREAT ALL TIME SONGS
ON 3 GREAT 12 INCH LP's
SPECIAL INTRODUCTORY OFFER
298 EACH FOR LIMITED TIME ONLY

featuring
DICK HYMAN
His Piano and Rhythm

ORDER FROM YOUR M-G-M RECORD DISTRIBUTOR TODAY!!
A C & W artist has gone pop

JIM REEVES

THE TOP 100

For survey week ending April 3

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

Pos. Song, Artist, Label
1. BUTTERFLY, A. Williams, Capitol
2. PARTY DOLL, R. Kim, Roulette...
3. ROUND AND ROUND, F. Corea, Victor...
4. LITTLE DARLING, Diamond, Mercury
5. M. Walker, F. Dunlop, Columbia...
6. ME SHO' BARE, E. Peterson, Phillips
7. YOUNG LOVE, T. Huston, Dot
8. MARCHING, T. Gibson, Columbia
9. Bands, BOY BANDS, Cliffs, Capitol
10. SEEKING TRUTH, T. Sands, Capitol...

JIM REEVES

I KNOW AND YOU KNOW

RCA Victor 47/20 6874

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 more reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.
SPARKLING HITS BY
THE LAWRENCE WELK
MUSIC-MAKERS

"Big" TINY LITTLE
ALICE LON

SCHOOL DAY
(RING! RING! GOES THE BELL)

THAT'S THE ONLY
WAY TO LIVE

A-KNOCKING AT
MY BABY'S
DOOR

EARLY SPRING

COAST TO COAST SMASH

The LENNON SISTERS

TEEN AGE WALTZ

YOUNG AND IN LOVE

BRUNSWICK 9-55007
BRUNSWICK 9-55006
BRUNSWICK 9-55000
the murmuring pines and the hemlocks
keep whispering
her name...

**EVANGELINE**

beautifully interpreted by

**Russell Arms**

*b/w Share My Love

*1033

---

**Tunes With Greatest Radio-TV Audience**

Tunes, listed alphabetically, have the greatest audience on network station programs in New York, Chicago, and Los Angeles. Users are based on 2,000 G. F. Eaton's cumulated Audience Coverage Index.

### Radio

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<td>Can't Help Myself</td>
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<td>Don't Fork Me</td>
<td>Joseph</td>
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<td>I Thought It Was Over</td>
<td>Rev-Rex</td>
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<td>I'm Dreaming of My Windows</td>
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<td>Rev-Rex</td>
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<td>Young Love</td>
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<td>R-PEP/ASCAP</td>
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<td>BoneyFinger (R)</td>
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<td>Do I Love You (Because You're Beautiful)</td>
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<td>Don't Fork Me</td>
<td>Joseph</td>
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<td>Felder for Tomorrow</td>
<td>Rev-Rex</td>
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<td>Forbid My Tears</td>
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<td>Impossible (R)</td>
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<td>I'm Your Little Canyon (R)</td>
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### Best Selling Sheet Music in Britain

(summary)

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</tr>
<tr>
<td>The Banana Boat Song-Morris (E. B. Marks-BMI)</td>
<td><em>Russell Arms</em></td>
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**Best Selling Pop Records in Britain**

(summary)

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
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<td>This</td>
<td>RCA</td>
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<td><em>Russell Arms</em></td>
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**Victor Inks Gibs, Adds Talent**

- Continued from page 2

of Five," then "Seven Lonely Days." Prior to joining Mercury, the thrush had recorded for Creston, where she had one fine hit in "Ballin' the Jack," an old staple in her repertoire. Her very first hit was cut at a teenager under the name of Freda Gibson. That platter was a Frank Trombly solo plashing of "The Lovely Gal in Town," for Brunswick in the 1940s. In the last few years, her hits some of which have been covers of Indie & Rhymes, has included the "True Love"--She Loves Me and "I Kiss Me Away," "To a La La." The Lena House renewal is for one year with a one-year option and calls for her to concentrate on albums, also R does not completely rule out singles. The thrush recently recorded her entire show on stage at the Whalley. The McKinley deal also is for a year with options, and the band will begin cutting in May. Alito organized this pact, but the crew has not recorded, since it did not want to enter into direct competition with the still best selling Miller band originals. Currently the crew is breaking things up behind the Iron Curtain on a government-sponsored tour. (See separate story.) That tour has just been extended another month.

Incidental to this signing, Victor album chief Ed Wallace has finally located a set of private discs of the hitmaker Chas Miller 1930 Carnegie Hall Concert. These are now being processed, and will be issued in a single LP this fall.

Ahkif, a strong seller in Victor's albums lists, has been doing Victor dates on an independent basis, and was musical director on the session that produced Elvin Penn's "Heartbreak Hotel."
A Sensational follow-up to "I DREAMED"

Betty Johnson
Sings

"1492"
BALLY-1033 (7-1033)

"LITTLE WHITE LIES"

IN CANADA: Sparton of Canada Ltd.
THE BILLBOARD'S MUSIC POPULARITY CHARTS... POP RECORDS

APRIL 13, 1957

A FABULOUS RECORD
ROOST #628

HEY YOU!!

(HEY-YAY-YAY-YOU)

EDEE COOLEY

(THE "PRISCILLA" MAN)

AND THE DIMPLES

THIS ONE IS TRASH

ORDER NOW! ORDER NOW! ORDER NOW!

ROOST RECORDS

664 TENTH AVENUE
NEW YORK 36, N.Y.

VOX JOX

BY JUNE BUNDY

THIS 'N THAT: Bud Haley, KFSD, San Diego, Calif., writes: "I feel an academic exception to Bob 'Coffeehead' Larson's banishing all versions of 'Mama Losca Bex- box' from his morning show. While I appreciate the necessity for screening out suggestive material, I interpret the 'shut-your-mouth-away' phrase in the lyric as merely enhancing the humor of the situation. At any rate, long live the deejay's individual right to expan- dulate with the property of his resi- dence." ... Don Bell, KRVN, Des Moines, secretes pictures of record artists for his TV show. ... The industry's problem, according to j's Bob Ferris, WDLE, Fort Worth, N. J., is "too many new records, too many new artists, too many new LPs. If a full time industry

service cannot find enough time to play the disks, how can a shop of ten or more stations do it? Better in cut out disks with better material."

GIMME: Len Battle, WINS, New York, N. Y., chucked up a break-break day March 29. He did his regular three hours and 45 minutes afternoo- n show. Then he aired a special remote from a store window from 12:15 a.m. to 5:45 a.m., followed by another remote from 7:30 to 10 p.m. ... Pete Wanscher, WCMB, Minneapolis-Pa., and Wayne Osborne, WOPA, Oakland, Ill., were the first two jocks to enter the Disc Indus- try Scholarship Committee Na- tional Golf Tournament, sponso- red by Fred Waring and The Billboard. ... Eddie Sherman, who specializes in jazz promotion and creates Atlantic Records' clever mailing pieces, is compiling a com- plete list of jazz discs, so he can answer them with his crispest albums.

CAB BAG: Bob Buck, KIUR, Watseka, Calif., is looking for a name for his morning wake-up show. ... Tom McMahan, KAY, San Luis Obispo, Calif., does a weekly folk show (not c.e.w., strictly folk) and would like to have voice tracks of folk artists for use on the program. ... Tom Edwards, WERE, Cleveland, in his newsletter last week, predicted "Georgia Gibbs will sign with Louis Cowan and his Imperial label." ... Ed Fordard, WHEG, Roches- ter, N. Y., features interviews with outstanding musicians from the Western New York area on his Saturday night "Spins 'N' Needles" show.

CORONARY CLUB: Dale Stanley, WQTO, Haines City, Fla., has started a Coronary Club, for "weak and worry"


MONITOR MUSICAL SURVEY

According to a survey made by the NBC network radio show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

Zanesville, O. "Butterfly," Andy Williams, Cadence
Twin Falls, Idaho "Chanting Charley," Dixie Shore, RCA Victor
Trenton, N. J. "Almost Paradise," Lucy Stein, RCA Victor
Hartford, Conn. "Bound and Bonded," Perry Como, RCA Victor
San Diego, Calif. "Party Doll," Buddy Knox, Prologue
Tuba, Okla. "Boat (Day-O)," Harry Belafonte, RCA Victor

victims," and is offering charter mem- berships to "anyone promising to bring a little color into it and not taking it easy." As "secretary of the left vestibule" Steakley's Cafe, "Get 'Em, Joe and You Will!"

CHANGE OF THEMES: New after- noon staff at WIDE, Biddeford, Me., is Edward J. Freerman, ... Al Noble, KOKX, Pittsburgh, in doing his Saturday afternoon "Teen Show," from a record hop in the local Ellis Ballroom. ... Eddie Dillon, KVOR, Colonials Springs, Colo., is writing a weekly record column for The Colorado Springs paper. ... Former moon man, at WATY, Ashland, O., is Al Hel- man, "The Good Feeling." ... New moon man, at WATM, Trenton, N. J., celebrated its 15th anniversary last month with an all-out birthday celebration campaign on its com- munity service program. Program director Jim Duvall and engi- neer William Betz have been with WATM since it first went on the air in 1942. ... Horton Kurtz, KIWD, Independence, Kans., is dis- playing his first disk show, a two-hour Saturday afternoon alter.

Sidney Gross resumes "The Voice In The Night," new moon disk show, which started over WINS, New York, last Saturday (30) from midnight to 2 a.m. and on Sunday's from 11 p.m. till 1 a.m.

Diamond, Schur Deb New Label

NEW YORK—A new company, Michelle Records, has been formed here by Lou Diamond (out the Har- monica Blues) and Richard F. Schur. Schur is a subsidiary oper- ation to their Eldridge Music Corpora- tion publishing firm.

One release a month is planned, and the first is by Ted Heaslip with the Harmonica Roskeys. Odit has also signed Tommy Smith's Cavaliers, a male quartet.

Schar also is connected with Record Play, which recently issued the Maurice Oyster Passover Seder LP, with Barry Gray narrating.

www.aminernews.com/history
ANDY GRIFFITH

THE STAR OF
A FACE IN THE CROWD

(A Warner Bros.—Elia Kazan Production)

Sings the ORIGINAl VERSIONS of the film's hit songs

MAMA GUITAR
A FACE IN THE CROWD

Record No. 3705

JUST A CLOSER WALK WITH THEE
FREE MAN IN THE MORNING

Record No. 3706
**Tips on Coming Tops**

**RECENT POP RELEASES**

**Coming Up Strong**

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

1. **School Day** ........... Chuck Berry
   (BMI) Chess 1653
2. **So Rare** ............... Jimmy Dorsey
   (ASCAP) Fraternity 755
3. **Just Because** .......... Lloyd Price
   (BMI) ABC-Paramount 9792
4. **Rocka-Billy** .......... Guy Mitchell
   (ASCAP) Columbia 40877
5. **Peace in the Valley** ... Elvis Presley
   RCA Victor EPA 45054
6. **First Date, First Love, First Kiss** .... Sonny James
   (BMI) Capitol 3674
7. **Only One Love** .......... George Hamilton IV
   (BMI) ABC-Paramount 9782
8. **Love Is a Golden Ring** .. Frankie Laine
   (BMI) Columbia 48865
9. **After School** .......... Randy Starr
   (BMI) Dale 100
10. **Calypso Melody** ...... David Rose
    (ASCAP) M-G-M 12400

*(Not available as a pop single. Available on RCA Victor 45 EPA-16065).*

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**This Week's Best Buys**

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

**EMPTY ARMS** (Ivy, BMI) - Teresa Brewer - Coral 61065 - This is the biggest disk for the artist in several recent tries. Sales are very strong in Providence, Philadelphia, Buffalo, Minneapolis, Milwaukee and St. Louis. Other cities, including New York, Pittsburgh, Chicago and Detroit, report good to strong sales. Flip of the record is "The Ricki Tick Song" (Mermaid, BMI). A previous Billboard "Spotlight" pick.

**AFTER SCHOOL** (Republic, BMI) - Randy Starr - Dale 100 - Starr's original version of the song seems to be the preferred one. Boston, Philadelphia, St. Louis, Buffalo and Durham are the key cities. The record is as big a seller. Chicago, Detroit, Pittsburgh and Milwaukee indicate that sales are good and increasing. Look for it to reach the best selling chart before long. Flip side is "Heavenly High" (Republic, BMI). A previous Billboard "Spotlight" pick.

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**POP DISK JOCKEY PROGRAMMING**

**BOBBY SHORT** ... Atlantic 1154
   (Progressive, BMI)
   *Here's a quality disk for discriminating deejays in search of something different. Bawled for the first time on wax by Mr. Short, it's good. The title, with a delightful West Indian flavor, is a delightful introduction.*

**HUGO WINTERHALTER** ... RCA Victor 6890
   *IT'S GOOD TO BE ALIVE* (Vally, ASCAP)
   *Theme from "NEW GIRL IN TOWN"*

**LEROY HOLMES ORK**

*RFCM 006
   Bouquet D'Italie .............. 56
   M-G-M 12400 - A sentimental theme is wrapped up in an attractive arrangement, augmented by competent chorus work and a standout vocal solo in English and Italian by Angela Drake. (Leeds, ASCAP)
   Wondrous and Tender ....... 77

Holmes' version of the current Johnny Mathis platter reflects the title mood-wise, with a lush, listenable arrangement and good work by the vocal combo. However, Mathis has a strong headstart on the jockey level. (Fann Ace, ASCAP)

**DON CHERRY**

*Mt. Tabor* .. 84
*CBS 40865 - Tune has a slow but strong rhythmistic beat. A real professional job by Cherry with fine orchestra help from Percy Faith. This could bring some action.
Here are 3 sizzlers from the smash musical, New Girl in Town — words and music from the pen of the fabulous Bob Merrill. Starring Gwen Verdon and Thelma Ritter. Production directed by George Abbott.

Hugo Winterhalter plays

1 Theme from New Girl In Town

2 c/w It's Great To Be Alive
47/20-6889

Tony Martin sings

3 Look At 'er
c/w Mail, Mail, There Ain't No Mail
47/20-6888

Coming up on RCA Victor — the great Original Cast Album of "New Girl In Town". Plus additional hit singles from the show, soon to be released.

The biggest traffic builder in town will be RCA Victor's "New Girl In Town" promotion. Watch for it!

Opening dates: New Haven, April 8; Boston, April 17; New York, May 16

America's favorite speed... 45 RPM
Vox-First $1.98 Samplers

**CONTINUED FROM PAGE 42**

virtually doubled their previous pace. Mendelssohn stated that he would continue to work with BOM as long as it was to their mutual advantage. "I have found them to be most ethical, fair and pleasant to deal with," U. S. Expansion Only

Vox currently is recording in six different countries, but not only in the U. S. A. its disk schedule being expanded, and only in certain "special" categories. Coye, for example, is slated to cut his first group at recording with orchestral "accompaniments" — further additions in his "pop hit" series. Genevre, French though currently at the St. Regis here, also is out

Vox's pop live will get more attention next month. Outfit here, looks to be "non-


cOMPETITIVE," cutting specialized repertoire, mainly in series, the "Cook's Tour" series, now six disks, will get four additions this year. The "Midnight In ... series, now two series, will also show four more. Other enlarging categories are calypso and Caribbean music, and local music, "Needed growth" rather than overnight "flush" hits is what Yo-Yo is seeking.

Mendelssohn reported that his total operations now year did $3,000,000 at the wholesale level. This includes five countries, with complete facilities, nine others, with producing facilities, and various types of agents and distributors. The U. S. is the largest Vox market, the next largest unit volume is in Germany, with the disks are sold only through mail-order clubs, and New England and Midwest run next, and with retail operations.

Israel Record Hungry

During recent months, the French Vox office has done a large business with Israel, which Mendelssohn reports as "record hungry," and which has strengthened its economic ties with France. Its entire trade here for Vox is in LP's.

In France, reportedly, classical LP's are dropping rapidly out of the picture. He feels all the classical classics are doing very well, however, on 10-inch EP's.

Mendelssohn expects the new European Economic Union to prove a big break for the disk business, also the effects may not be felt for several years, but after the first next year's past, which will gradually eliminate international charges, the disk market in Holland, Belgium, Luxemburg, France, Germany, Italy, and Portugal in the near future. A diskier will now be able to press in any country where the best, cheapest and most efficient services are available.

Full effect, however, of this federation will not be felt until all countries have equalized such matters as wages, social security, etc. Latter sometimes takes up to 40 percent of a record's price.

Mendelssohn now intends to visit his operations in Portugal and Spain as well as France, then will return here in a month, this time for a two-month stay.

U. S.-Brazil

**CONTINUED FROM PAGE 49**

tries to extend reciprocal copyright relations already established by the Bureau Allex Convention of 1910, basis for the U. S. Brazilian agreement of 1915. The supplementary agreement extends the 1910 Convention to countries in this area. Brazil already accepts American music recording protection.

A U. S. Approve Court turned down an infringement action by Brazilian copyright owners of "Two-Two" against U. S. Firm for recording the tune. Reason given was that the Bureau Allex Convention of 1910 did not cover recorded musical work.

The complete reciprocal protection of literary and artistic works will please U. S. industry, who have been asking for such an agreement for some years now, and bring clear title to Brazilian music.

Alto Brazil has unilateral agreement with the U. S. in copyright matters, but has not yet signed the UNESCO-sponsored Universal Copyright Convention. Europe is the latest country to join this group (March 19), making it the fourteen countries to guarantee reciprocal copyright protection to works of foreigners as for works of their own nationals.

**News Review**

**CONTINUED FROM PAGE 46**

(Cindy) Martin, pleasant but lackluster in showmanship, the Jay Sisters, three pretty gals with routine television talents, and a new country team, Hally and Hayes, the boys do a vocal! Ker-Lee and the last little one—Beany Hayes—might make it with better material.

Marshall has been plugging the show extensively on the daily WMGM show (the show plugs the writers' record label on this station, and the Palace is going all-out on promotion, including a give-away stunt, whereby the first 500 persons are gifted with free records every day.

If the show itself reflected this bold showmanship and promotional know-how the bill would be big box office.

Joan Bundy,

**Which Committee Is the Boss?**

**CONTINUED FROM PAGE 45**

Whoever, has or has not, it is a most

trust matter. (The Billboard, Jan-

uary 1, 1951 and April 6.)

A rough jurisdictional battle could shape up between the House Small Business and Judiciary Com- mittee groups, over the ASCAP distribution agreement matter. Wright Patman (D., Tex.), chairman of the full House Small Business Committee, is believed to feel strongly that his committee chairman has the right to follow him in this matter, and could oppose the House committee's claims to the contrary.

Patman has been heard to point out that if the Small Business Committee chairman has the right to follow him in this matter, and could oppose the House committee's claims to the contrary.

Fabric has been heard to point out that if the Small Business Committee were to insist on its own claim to the small businessman, who the Small Business Committee's usefulness would be at an end. On the other hand, Hill legislators point out that a select committee might run into tough problems, and that the Senate Small Committee would have to have the same report with the other committee as a basis for further hearings.

On the Senate side, Senator Pastore's (D., R.) Communications Subcommittee would make a joint committee, forming the basis for either they would or would not hold hearings on most recent ASCAP and BMI claims against IM. It does not know whether they would insist on their own claims against BMI. It does not know whether which copying on record, or perhaps on the request of some member of Congress, or perhaps in a joint committee, which the general counsel for the Committee, warrants hearings.
In the music industry, everyone loves a hit. It pleases the artist, the publisher, the record manufacturer, the distributor, the disk jockey, the record dealer and the juke box operator. Everyone profits by it... even John Q. Public.

AND NOW, THE BILLBOARD

brings you its own big hit... sure to please everyone with a stake in the giant music-record business.

BEGINNING WITH ITS ISSUE OF APRIL 29, THE BILLBOARD WILL BE DATED MONDAY DELIVERED MONDAY IN THE NATION'S TOP MARKETS

WHAT DOES THIS MEAN TO YOU?

It means you'll get the vital news coverage of the music industry on Monday each week. It also means advertisers will be able to bring their important messages to your attention right at the beginning of the week so you can start your planning on Monday.

Week in and week out, The Billboard reports on the expanding music industry scene

... with more music industry news
... with more record reviews on new releases
... with more advertising messages designed to help more readers
... with more information that helps everyone in the industry

All designed to help everyone to get more business faster!!

AND NOW, ALL OF THIS WILL COME TO YOU FASTER THAN EVER!!

We feel that this faster service will be a hit with you... and that you'll be sure to profit by it.

THE BILLBOARD • THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
The biggest song of 1957!

"DARK MOON"

recorded by

GALE STORM

BONNIE NANCE

DOT RECORDS, Inc.
GONNA FIND ME A BLUELILY (Armst-Rose, BMI) — Marcell Rainwater—MCM 13419—After a slow but steady climb, this country ballad is still strong, with the vocals of two of the best, Rose and Nashville’s Dreamy. Philadelphia, Chicago, St. Louis, Atlantic, Richmond and Milwaukee import that are for the record are very high. Baltimore, Boston, New York and Detroit are taking it well. A fine selection on the country charts in Dallas and Houston. Flip side is “So You Think You Got Troubles” (Montreal, BMI).

**This Week’s C&W Best Buys**

**C&W Territorial Best Sellers**

**Review Spotlight on... C&W Records**

**Farouk Young**

The Shiloh of St. Cecilia (Irau, KASAC-Capitol 3698)—A strong country single, Young makes a deep, twanging lead vocal and a C&W flair. His sound is smooth, his arrangements are slick, and the flip side “A Tin Lizzie” should be heard. Great sides for jocks and jockeypads as well.

**Kitty Wells**

Three Ways (To Love You) (Springfield, BMI) — Dec 1926—The consistent country chic of them all has another bright, highly lyrical tune that seems destined for quiet Clark action. Both sides have the usual powerful Wells rendition of a country story and a choice is difficult. Watch them both. Dimeview here.

**Reviews of New C&W Records**

**BILLY MILLER**

**Who’s Your Champion?**

Dec 2537—An effective side that could become real strong. Miller is working out with a country feel and the vocal by the airy Mike was quite good. (Opal, BMI)

**JIMMY VANDYTE**

Handy Man (Sonny Pace) Dec 2281—A good rendition of a country ballad but it lacks the heart and line of the song. (Starday, BMI)

**BOBBY RAE**

Life of a Fool (Terry Moore)

Capitol 3017— Rae is a real country and a cutie. Her face will be quite a talk of the town. (Capitol, BMI)

**WANDA JACKSON**

Easy Living (Cornett-Wobran)

Columbia 4092—Jackson has an effective country voice and the singing quality is good. But the arrangement is too sophisticated. (Columbia, BMI)

**ROSE NIXON**

A Case of the Blues (Nixon, BMI)

Columbia 4607—A good, catchy tune and a real country with a good bluesy feeling. (Columbia, BMI)

**CARL BUTLER**

My Cold Heart Told Ya No (Carl Butler)

The flip side of this ballad is a much better quality than the other side and is more effective. (Columbia, BMI)

**PEGGY UPDIN and DANNY RUCK**

What’s the Happy News Today?

Starday 160—A simple, sweet country ballad that is radio friendly. (Starday, BMI)

**JAYCIE HILL**

I’ve been country for a very long time, but I have been country for a very long time. (Bud, BMI)

**JOHN WALKER**

Woo Hoo (Victor’s)

Columbia 4094—Another fine side that is quite effective. (Columbia, BMI)

**JOE WAHNER**

Every instrument is excellent and Nelson’s voice is a real country. (Columbia, BMI)

**BILLY CLIFTON**

Take Back the Memories

CBS 7815—The flip side of this side is another fine country with a vocal that is very well done. (CBS, BMI)

**JIMMY BOYD**

I Wanna Be Good (Jimmy Boyd)

Sun 210—A fine side that is quite effective. (Sun, BMI)

**BILLY BOY AND THE RANGER RAMBLERS**

STARDAY 20—A fine, country side with a vocal that is very well done. (Starday, BMI)

**KEN MORELAND**

What Havin’ I Got

Loma 128—A fine, country side with a vocal that is very well done. (Loma, BMI)

**ROB STROH**

I Gave You My Heart (Rob Stroh)

RCA Victor 12—A fine, country side with a vocal that is very well done. (RCA Victor, BMI)

**JEWEL AND CURLEY MAYS**

Gray Loaf and the Blue Grass (Jewel and Curley Mays)

RCA Victor 14—A fine, country side with a vocal that is very well done. (RCA Victor, BMI)

**RICKY NELSON**

A Case of the Blues

Columbia 4607—Another fine side that is quite effective. (Columbia, BMI)

**RICKY NELSON**

Jane Got a Gun (Ricky Nelson)

Columbia 4607—A fine, country side with a vocal that is very well done. (Columbia, BMI)

**BILLY McFARLANE**

This Side of Town

Columbia 4607—A fine, country side with a vocal that is very well done. (Columbia, BMI)

**BILLY McFARLANE**

A Case of the Blues

Columbia 4607—A fine, country side with a vocal that is very well done. (Columbia, BMI)

**BILL McFARLANE**

In the Poppin’ and the Pickin’

Columbia 4607—A fine, country side with a vocal that is very well done. (Columbia, BMI)

**DAVID McFARLANE**

You’ve Always Been Mine

Columbia 4607—A fine, country side with a vocal that is very well done. (Columbia, BMI)

**DAVID McFARLANE**

I Gave You My Heart

Columbia 4607—A fine, country side with a vocal that is very well done. (Columbia, BMI)

**DAVID McFARLANE**

This Side of Town

Columbia 4607—A fine, country side with a vocal that is very well done. (Columbia, BMI)

**DAVID McFARLANE**

A Case of the Blues

Columbia 4607—A fine, country side with a vocal that is very well done. (Columbia, BMI)
\section*{C&W Best Sellers in Stores}

For survey week ending April 3

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sales of a record, points are combined to determine position on the chart. In such a case, sales are listed in bold type, the leading

\begin{tabular}{|l|c|}
\hline
Name & Weeks on Chart \\
\hline
1. GONE (BMI)-E. Husky. & 1 8 \\
2. YOUNG LOVE (BMI)-S. James. & 3 16 \\
3. THERE YOU GO (BMI)-J. Cash. & 2 17 \\
4. TRAIN OF LOVE (BMI)-Sun 258 & 7 \\
5. WALKIN' AFTER MIDNIGHT (BMI)-P. Cline. & 4 7 \\
6. POOR MAN'S ROSES (ASCAP)-Dec 36221 & 9 8 \\
7. HONKY TONK SONG (BMI)-W. Pierce. & 3 7 \\
8. ONE DAY (BMI)-Dec 36075 & 6 11 \\
9. IT'S TIRED (BMI)-W. Pierce. & 5 14 \\
10. I'M LOSING YOU (BMI)-J. Reeves. & 8 11 \\
11. KNEE DEEP IN THE BLUES (BMI)-M. Robbins. & 9 11 \\
12. SAME TWO LIPS (BMI)-Col 40815 & 10 22 \\
13. I'VE GOT A NEW HEARTACHE (BMI)-R. Price. & 10 22 \\
14. WAVERED WORDS (BMI)-Col 21562 & - 2 \\
15. THAT'S WHERE YOUR HEARTBREAK BEGIN (ASCAP)-Dec 36061 & - 1 \\
16. FIRST DATE, FIRST KISS, FIRST LOVE (BMI)-J. James. & 1 1 \\
17. WE'RE THE REASON (BMI)-Cap 3602 & 1 1 \\
18. I'M GONNA LIVE SOME BEFORE I DIE (BMI)-Cap 3611 & 6 8 \\
19. CRAZY ARMS (BMI)-H. Price. & 12 45 \\
20. YOUR MESS IS ALL WRONG (BMI)-Cap 21539 & 1 1 \\
\hline
\end{tabular}

\section*{Most Played C&W in Juke Boxes}

For survey week ending April 3

RECORDS are ranked in order of the greatest number of plays on disc jockey radio shows throughout the country according to The Billboard's weekly survey of top disc jockey shows in all key markets.

\begin{tabular}{|l|c|}
\hline
Name & Weeks on Chart \\
\hline
1. THERE YOU GO (BMI)-J. Cash. & 1 14 \\
2. TRAIN OF LOVE (BMI)-Sun 258 & 4 5 \\
3. GONE (BMI)-E. Husky. & 3 6 \\
4. YOUNG LOVE (BMI)-S. James. & 2 13 \\
5. WALKIN' AFTER MIDNIGHT (BMI)-P. Cline. & 5 2 \\
6. POOR MAN'S ROSES (ASCAP)-Dec 36221 & 4 11 \\
7. IT'S TIRED (BMI)-W. Pierce. & 1 11 \\
8. TOO MUCH (BMI)-E. Presley. & 10 10 \\
9. I'M LOSING YOU (BMI)-J. Reeves. & 7 8 \\
10. WAITIN' FOR A TRAIN (BMI)-Vic 35674 & 9 7 \\
11. SINGIN' THE BLUES (BMI)-M. Robbins. & 6 25 \\
12. CONNA Fined ME A BLREEBLE BIRD (BMI)-M. Rainwater. & 10 2 \\
13. HONKY TONK SONG (BMI)-W. Pierce. & 11 10 \\
14. SOME DAY (BMI)-Dec 36235 & 7 11 \\
\hline
\end{tabular}

\section*{Most Played C&W by Jockeys}

For survey week ending April 3

RECORDS are ranked in order of the greatest number of plays on disc jockey radio shows throughout the country according to The Billboard's weekly survey of top disc jockey shows in all key markets.

\begin{tabular}{|l|c|}
\hline
Name & Last on Chart \\
\hline
1. GONE-E. Husky. & Cap 3626-BMI \\
2. YOUNG LOVE-S. James. & Cap 3603-BMI \\
3. HONKY TONK SONG-W. Pierce. & Dec 36075-BMI \\
4. KNIFE DEEP IN THE BLUES-M. Robbins. & 7 11 \\
5. THERE YOU GO-J. Cash. & Dec 36075-BMI \\
6. I'M LOSING YOU-J. Reeves. & Cap 3610-BMI \\
7. CONNA FIND ME A BLREEBLE BIRD-M. Rainwater. & 10 2 \\
8. OIL SO MANY YEARS-W. Pierce & & \\
9. ALL SHOOG UP-E. Presley. & Cap 3610-BMI \\
10. YOU'RE THE REASON (I'M IN LOVE)-S. James. & Dec 3624-BMI \\
11. WALKIN' AFTER MIDNIGHT (BMI)-P. Cline. & Dec 36075-BMI \\
12. SOME DAY-W. Pierce. & Cap 3610-BMI \\
13. HONKY TONK SONG-W. Pierce. & Dec 36075-BMI \\
14. CONNA Fined ME A BLREEBLE BIRD-M. Rainwater. & Cap 3610-BMI \\
15. DON'T LAUGH-Lovin' Brothers. & Cap 360-BMI \\
\hline
\end{tabular}
**This Week's R&B Best Buys**

**THERE OUGHT TO BE A LAW** (Ben Cranz, BMI)—Mickey and Sylvia—Viv 0067—This tune is taking off very much like their previous hit. The record is very strong in rhythm and should make a good appearance on the charts very soon. This, too, will probably become a big seller.

C. S. RIDER (Rush Progression, BMI)—Chuck Willis—Atlantic 1130—Chicago, St. Louis, Durham, Baltimore and Raleigh rate this as a best seller. Boston, Atlanta, Providence and Philadelphia are among the areas reporting very good sales. At this point it looks like a certainty to hit the charts. The tune is coupled with "Face the Rush" (Rush, BMI). A previous Billboard "Spotlight" pick.

**A Review Spotlight on...**

**R&B RECORDS**

**BIG MAYBELE**

I Don't Want to Cry (Crossroads, BMI)

All of Me (Bourne, ASCAP)—Savoy 1512—The first in a long time for the great harmonica pipes and it was well worth waiting for. Here are two solid sides, one a familiar standard in a powerful new way while on the other the gal all over on a strong emotional level. Either of these can be distinct pop threats as well.

**THE MIDNIGHTERS**

In the Doorway Crying (Jay and Dee, BMI)

K Basta Cool (Mackey, BMI)—Federal 1239—The group packs an excellent punch, a dire kind of ballad. Because of chordal piano breaks adds color to the wild style of the lead. Makes a strong appearance on the Latin gilded and titled flip. Both good, but the top side may take the first share of gravy.

**R&B NOVELTY**

SCREAMIN' JAY HAWKINS

Darling Please Forgive Me (Blackwood, BMI)

You Black Me Love You (Broadway, BMI) —ASCAP—Oleeh 7041—Either one of these, you've got to hear to believe. The screamers goes all out, particularly on the top side where a reregon monologue is backed in the distance with some far-out electronically helpful. On the flip, suffice it to say, more hallucination and vocal contortions make for an unusual and fascinating job on the standard.

**R&B Territorial Best Sellers**

*For survey week ending April 3*

For survey week ending April 3

1. I'M WALKIN' (BMI)—F. Domino.

2. LUCILLE (BMI)—Little Richard.

3. SEND ME SOME LOVIN' (BMI)—Speciality 508.

4. I'M A ROCKIN' MAN (BMI)—Little Richard.

5. EMPTY ARMS (BMI)—J. Hunter.

6. VOICE YOU MIGHT HEAR (BMI)—J. Hunter.

7. ту VBLUE MONDAY (BMI)—D. Domino.


9. PARTY DOLL (BMI)—B. Knox.

10. THE ATOMIC BOMB (BMI)—J. Hunter.

*For survey week ending April 3*

**RECORDS** are ranked in order of the greatest number of sales in each chart area, as determined by The Billboard's weekly survey of operators using a high proportion of records at one thousand of stars and records. When significant sales are reported by operators in more than one area, the operators' position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

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

*For survey week ending April 3*

**RECORDS** are ranked in order of the greatest number of stores in each chart area, as determined by The Billboard's weekly survey of operators using a high proportion of records at one thousand of stars and records. When significant sales are reported by operators in more than one area, the operators' position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

**Most Played R&B by Jockeys**

*For survey week ending April 3*

SIDES are ranked in order of the greatest number of plays on disc jockey radio stations in each chart area, as determined by The Billboard's weekly survey of top disc jockey shows in all key markets.
FOLK TALENT & TUNES

Continued from page 84

Eminence was recently signed by a major label and has been promoting her latest album, "In the Shadows," which features an eclectic blend of folk and indie influences. She is known for her soulful voice and introspective lyrics, and her music has gained her critical acclaim and a growing fan base. Eminence will be performing at the annual Folk Festival this year, where she is expected to showcase her latest material and connect with her fans. 

GOLDNER DEBS

Continued from page 42

Goldner has not signed either act, but has taken options on their next releases.

Both the tunes have been acquired by Beagle Music. Goldner and the publishing firm will hold more talks at an impartial meeting. 

EMI Pacts

This is an abridgment of the event in the weekly column, "Music News." The article details the recent developments in the music industry, focusing on the latest news and trends. The column is known for its in-depth coverage of the music world and is a valuable resource for music lovers and industry professionals alike. 

Prep Thru Cap

Continued from page 42

entity on the Capitol roster expected to eventually shift over to Prep. 

The label has been preparing for the move and is said to have signed a number of promising new acts to its roster. 

Ernest Tubb and His Texas Troubadours, the Wilhelm Brothers, and the Blue Grass Boys are just some of the artists that are expected to make the switch. 

Old Dominion Barn Dance, Richmond, Va., will be televised every Saturday night over WRAV-TV, starting April 15, when Marvin Rainwater and his special guest will be on hand. 

The show will be held on an air at 6 p.m., but beginning May 4 the time will be changed to 7 p.m. 

ABBE Neal and Her Ranch Cats, who appeared on "World's Original Barn Dance" over WVA, Wheeling, W. Va., March 20, are to return to the air on April 15 and 22. They have been invited to perform on "Circle Theater Jamboree," Cleveland, Saturday, (13), with Wanda Jackson, who has been promised for April 27.

Glossy Photos

For those looking for a high-quality photo option, Glossy Photos offers a range of sizes and pricing options. With options for 4x6, 5x7, and 8x10 photos, Glossy Photos is the perfect choice for those looking for a professional look. 

WHEN IN BOSTON

HOTEL AVERY

At Avery and Washington Sts.

Every room newly decorated. 

Air-conditioned rooms available.

The Home of Show Folk

CLOWN COSTUMES & ACCESSORIES

Contact us for pricing and availability, and get your hand-made, custom-designed clown costume or accessories now. Our services are available for all occasions, and we can ensure that you stand out from the crowd with our unique and attention-grabbing options. 

The Billboard's Music Popularity Charts...

RHYTHM & BLUES RECORDS
NOW...
Begin your week with The Billboard!

So showmen can start the week with news important to their operations, The Billboard will be available on newsstands in principal market areas . . . available thru show agents . . . and delivered by mail to subscribers . . . on Monday each week beginning Monday, April 29.

The new Billboard "Start of the Week Service" will make Monday a productive day for showmen this season . . . an extra day to secure necessary attractions, shows, rides, concessions and help as needed . . . and more time to order and get delivery on merchandise.

New Advertising Deadlines
Commercial ads: Wednesday for following week's issue.

Show Want ads must be in Cincinnati by Friday noon for issue on sale Monday.

- Wire your ad
  The Billboard
  WUX
  Cincinnati

- Telephone your ad
  The Billboard
  DUshar 1-6450
  Cincinnati

- Mail your ad
  The Billboard
  2160 Patterson St.
  Cincinnati 22
Ringling to Try To Boost Sun. With TV MC's

Continued from page 4C

Corpus Christi Gosse Cisco Good Turnouts

COEUR CHRISTI, Tex. — Duncan Renaldo's Cisco Kid show hung out the standing-room-only sign in the first outdoor performance Saturday evening (31) in the Coliseum and Exposition Hall.

It is a 24-hour production, which means that it reaches its high points with the good turnouts. Troop moved from here to Beaumont, Tex., for two shows.

$7,500 Purse For Reading's Auto Sprints

READING, Pa.—Business was so good at Ross Meyer's opening of the USAC Sprints as a first season here at the Reading Fairgrounds that drivers' share of receipts resulted in a windfall of $7,500. Drivers received 40 per cent of the gate after a 20 per cent deduction for taxes.

Observers claim it was among the biggest purses paid for a sprint car program anywhere. All agree it was the largest USAC purse since the advent of the five-best races and a 15-mile feature.

According to Meyer, who ran the races for the Reading Fair Management, more than 7,000 admissions were counted at the gate. The event was seated at $1.75 for the food gates, $2 for grandstand reserved seats, $2.20 for grandstand box, and $1.35 for paddock and bleacher seats.

Admissions were run up to by adults, were admitted for free. In the food gates, another 2,000 people were there with no car parking charge on the grounds.

Funfair Seeks Tighter Gate at Fair

SPRINGFIELD, Ill. — Illinois State Fair, long noted for its many fair days and liberal pass practice, will adopt an everybody pays policy in 1958 if a recommenda-
tion from the Illinois House of Representatives is given support by the State Legislature.

Straton, in a news conference, recommended a policy which would prescribe that everybody, in- cluding those on milk and food grants, pay. Present legislation specifi-
cally exempts veterans from the gate charge.

If the bill becomes law it would require that all persons over 12 years of age pay the $1 admission fee. Those under 12 may enter free. The state ticket prices, good for the admission of "carriages" of patrons, will be: $1, *Daily Bulletin* (Continued on page 5)

Death Claims Jack Greenpoon at 63

NEW YORK—Jack L. Greenpoon, 63, who went from the circus business to a successful film career, died Thursday in Clevel-
dale, Ohio, Thursday (5) after death claimed him two days earlier. He was also prominent in the circus business for five years and was a member of the Ringling Bros. and Barnum & Bailey's circus staff.

III. Governor Seeks Tighter Gate at Fair

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DAILY WORKS MIKE
R-B Preem Magnet
Lures Show Names

NEW YORK—Celebrities gar-
ment were a part of the annual
Rugglas opener in Madison Square
Garden on Wednesday, May 20, and
this year the whole affair did not
fall out of hand by stars hang-
ing it up throughout the show.
The situation, an impressionable
one at best, was put to satisfactory
end by midnight.
Ringer was Dan Dailey, who showed
with show an introduction to a larcenous
state and who intro-
duced the floats which bore
nothing to show business names.

Monte a Favorite
Guzman there were,
the impressive amount,
but the total
was nonetheless a day of
prestige. One of the biggest audi-
cence receptions was won by
show me and company through
RCA video salutation.

Publisher's Exposed
The Hurry of a week was evident
around a seven-year-old lad all
night, with Reiner Felix Adler and
Grady Sallee, around other show
people, splendidly vying for his
and her charming parents. Turned in
not they were Mr. Dexter Reid and
and his lady, who is publisher of
The New York Herald Tribune.
Mr. Ganz is not the only one
at the show, and survivors could he

$950,000 for Charity
The contributors, it seems, made
fourth full for the benefit
of the small full hour, but the
pressing National Committee
granted a reported

$900,000. Tickets were printed
at $800,000 and two thousand
annonances issued under the
for the issue of $300,000.
The committee reported.

Shreveport, La.,—Crescendo
Illustrations was taken up by a
show which had a gala March, of TV's
"$860,000 Questi-
ion," as more. Calling up the
crowd management to take a bow,

March hasted on the nearer
then talked about the feeling of
in the two Mr. Norths.

Walter Family
Other name artists, who grace

Vis. Writers
Fairly Fast Time
MILWAUKEE—Wisconsin
this year has been anything
except a bad money
saving. A record turnout of
metropolitan area voters Tuesday
a good approval to a much
fast time.

The change is expected to aid
the Wisconsin State Fair and other
failure events staged over the Illi-

The floats being trotted around
during the performances included

daytime. Sharp, Jack Mur-
Murray, Tommy Derry, Mrs.
the best performers, Joe 
Abbe, Luke Arthur, Lee
Pamela Britten, Claude Krueger,
Frederick Russell, William
McGinley, Nellie Rose, and

H-M Papers Press
Also prominent, in his way, was
Richmond Co., publisher for the
Hail-Morton and Hunt Bros.

Curtain
Eagle

R-L."--20;

FOR SALE
1956 SPARTAN IMPERIAL

MANSION

45; hardly used, like new.
Cost $8,000, will sell at $5,500.

CALL OR WRITE
MIKE LAW
135 S. La Salle St.
Chicago, Illinois
Telephone 6-1210

Image of the page contains text about various events, characters, and performances. The text includes names of people, places, and dates, along with detailed descriptions of the events and activities.
JONES RE-ELECTED
N. E. Hopes High
For 1957 Business

BOSTON — General optimism cast a bright glow over the proceedings of the Massachusetts State Park Commissioners Wednesday (3), as the New England Association of Park Superintendents and Related Officers met for its annual meeting. From all over the state, the reports of what this year's business will at least match that of 1956, both in tone and style, exceeded expectations. Russell G. Jones was re-elected assistant treasurer. Treasurer Westall G. St. Jones and Secretary Fred McIsaac were retained in office. New vice-presidents are Peter McLaughlin, of the Willow Lines, Boston, and Editha Emerwitsch, of Lake Pearl, Westminister, Mass.

Attendance was kept in keeping with that of recent years. It was noted that the New England States, adjoining Pennsylvania, were represented. The meeting was open to the public.

The Executive Committee was elected as follows: Nicholas Xantho, of Salem, Willows, and Douglas Harrington, of Niskayuna, N.Y., and Sidney Burnham, of Lake Beach, N. H., and Frank Sterner, of Beavertown, Mass. Governor Represented. The Reverend Paul Sullivan, representative of the New England Association of Park Superintendents and Related Officers, was present at the meeting. The Executive Committee was elected as follows: Nicholas Xantho, of Salem, Willows, and Douglas Harrington, of Niskayuna, N.Y., and Sidney Burnham, of Lake Beach, N. H., and Frank Sterner, of Beavertown, Mass. Governor Represented. The Reverend Paul Sullivan was present at the meeting. The Executive Committee was elected as follows: Nicholas Xantho, of Salem, Willows, and Douglas Harrington, of Niskayuna, N.Y., and Sidney Burnham, of Lake Beach, N. H., and Frank Sterner, of Beavertown, Mass. Governor Represented. The Reverend Paul Sullivan was present at the meeting.

Several speakers were heard from in the advertising section. They included Murray Towns, account executive of WNAW-TV, of the Pabst Blue Ribbon Beer Company, and Leonard Biegel, of the State Department of Commerce, and John E. Dimond of the Park Service.

Ridgeway explained expenditures of the State's $2,900,000 budget, largely devoted to printed matter in a half-dozen consumer agencies, and the results of public opinion surveys. Several new methods were adopted. The new advertising budget will be increased to $1,500,000 for 1957, and the results will be reported at the next meeting.

The Massachusetts Agency provided the annual banquet for the mass event on July 4th.

TV Wranglers Lease Lithia Springs Spot
LITHIA SPRINGS, OR. — The TV Wranglers (Boots Woodall, Smith Brothers, Paul Rice, and Otto Corwin),观望 country and western musical talent, have signed a long-term lease for Lithia Springs Park.

New name for the spot will be TV Ranch Park. Tentative plans call for construction of an outdoor bandstand, which will be periodically rotated to catch the western talent. The addition of $25,000 worth of equipment has been announced. Facilities at the spot include swimming pools, nine-hole golf course, picnic grounds and parking. Tentative opening date is April 28.

Michigan Zoo Closes
JACKSON, Mich. — Closing of the Shady Park Zoo here was announced by Superintendent Leslie Amble. The zoo's structures, which date back at least 40 years, are to be torn down.

Nickel Strip Ticker Begun By Riverside

Mouse Unit Plus New Parking Set By Carroll Spot

AGAWAM, Mass. — Riverside Park is centralizing its ride ticket office and doing away with the former individual ticket box at each ride. Manager Ed Carroll is trimming the operation to a few central boxes.

The new method will have nickel tickets sold in strips, and used by varying amounts at the different rides.

The ticket changeover is one of several changes and additions this season in shooting the park, one of the few built this year, is going up on the north-north east of Johannesburg, N. H., on a knoll at the foot of a small mountain, overlooking Tick-A-While and all other of the Twelve-Pound-Dollar-Club. The grounds. Sections of the George-Washington-Ride are arrived at over the past two years.

Modernization also includes addition of several kiddie attractions, a vending unit, a new commercial area of parking. The last improvement is estimated to provide for an addition of 1,000 cars. With the new nickel-落地, the connection will be the connection of grandstand facilities with the city sewer system.

Opening day will be Lockwood Day, with all rides except the Roller Coaster going for 5 cents. The complete season will last one year, bringing 50,000 patrons to the park, Lockwood's Employees Recreation Club.

Tenants to Run Lakehd Ad $$

ATLANNA— Lakehd Park, which includes a wide variety of rides and shows, is setting up an advertising concept to better represent its zamessers. The Southeastern Fair Association, on whose grounds the park is situated, will retain 10 per cent of its gross park receipts for an advertising fund. The fund is to be administered by the independent operators, with final approval on expenditures.

The effect of the Roller Coaster on park operations will be studied early this season, as the unit was completed in 1956 only in time to operate during the fall fair. During the fall fair, however, General Manager E. Lee Carter, who helped raise the gross of permanent park concessions from $75,000 to more than $100,000, was told that the park could not be reaped on a new location for the new season. The new location was opened to fans, July 7, by Arnold Finken, who is establishing a separate franchise. The park has been remodeled, and a new unit built in the grounds, will be ready to open the season immediately.

New Kiddie Units

In the Kiddieland will go an air-conditioned building, the Twirly Diddle, Humpty Dumpty, Little Boy Blue, Big Red, Brownie Bird, Little Angel and also a Boeing 727. A self-service eating pavilion is to be installed at the entrance before the Casket Park and adjacent area. The area is largely parking lots. Also this year a new soda fountain is open.

Saturday and Sunday afternoon events comprise a program of hot dogs, and Friday nights are included. The super park, which started the season, will be closed to adoration by the visitors. The Easter Opening day is May 29th, and the young manager is a former owner of the park.

Pool, Dock Ready At Ponchatrain

NEW ORLEANS — The new Thysa Danube swimming pool at Ponchatrain Beach will be opened to the public Tuesday (28). It features a forty-five by forty-five-foot pool, which is the largest in the nation, and has a deep area of 12 feet, and a shallow area of 6 feet. The pool, also, has a 12-foot wide, and has an incline pool which can be used for children. The pool is a kiddie wading pool next to a beach area containing tables and chairs.

A new boat dock extends 3,000 feet into the lake area, and has a 90-foot deep area for docking boats, and a 15-mile speedboat. Harry J. B. Bury, manager-director of the resort, and the dock also has space for private boats whose owners would want to visit the midway.

Another addition is an 18-hole miniature golf course being completed near the shop and restaurant.

Around the World in 13 Holes

The unit was the unit's first in the world, suggested by the manager of the shop which has played New Orleans for several seasons.

Park opening has been scheduled for April 9th. Additional pre-season events have been set for April 14 and 29th. Plans have been completed for a 2,000-seat circus and a running track. The entire park is open to the public, and is to be opened at the rate of $2.50 per person. A 50-cent admission will be charged at the gate.

Skeel Concession

FOR SALE
2 MILLS FROZEN COSTUMES MACHINES
5 1 C gal electric machine, $2.00 each, will sell for $10.00.
SANDERLING, 1421 Mary Drive, Jacksonville, Fla.

FOR SALE
2 MILLS FROZEN COSTUMES MACHINES
5 1 C gal electric machine, $2.00 each, will sell for $10.00.
SANDERLING, 1421 Mary Drive, Jacksonvill, Fla.

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19 N. Y. State Events
Ink Beam Grandstands

GODSHEN, N. Y. — Nineteen fair events, all consisting of half the number which book advertising and in the Ward Beam fold last week.
Beam said he had set complete grandstands program of a week's duration at 13 of the fairs. Four others, one in each of the states, and there is one booking of one day. Bookings include the North Shore Show and a unit of other grandstand units.

The Beam shows at Palat, Morris, Westport, Westover, Watauga, Decatur, Eddyville, Bookfield, Heritetta, Franklin, Midlothian, Sandy Creek, Morris, Lowndes, Bath, Illinois, Marion, Pulasky and Altoona.

Frank Harris Dies; Vet Ia. Fair Exec

DAVENPORT, Ia., — Frank Harris, 94, Missouri State Fair executive, was dead Tuesday night on the Alzheimer's home in the city of Davenport after a brief attack earlier in the day.
The heart attack occurred in mid-afternoon at his office to which he was taken after his last appearance. He had been dead a few days after suffering a final heart attack in the home. Harris had been in the fair business for years and had been under the care of a physician for a heart condition for some time.

Harris spent most of his adult life in the fair field. Before becoming manager of the fair here he had served as assistant secretary of the Iowa State Fair, Des Moines, for three years prior to that he had been a supervisor of one of the fair's departments.

Earl Bailey, Named Manager

By Ind. State

INDIANAPOLIS — Earl J. Bailey, of Lowell, former president of the Indiana State Fair Board, is the new board chairman, announced Thursday.

Bailey succeeds Kenneth F. Blackwell, who recently resigned and who since has been named trade show director for the Indiana Alcoholic Beverages Commission.

Six Aussies May Compete
At Calgary

CAGLY, Alta.—Six Australian riders may compete against试卷 will be held.

Promoters in Australia are preparing to send the names of riders and officials who have indicated they will ride. A light horse show will be held.

The fair is scheduled for 1957.

Glenbush, Sask.,
Elsie Olson

Glenbush, Sask.—L. O. Olson has been named president of the Glenbush Agricultural Assn. by the annual meeting held.
P. G. Grant is vice-president. The annual fair will be held July 31.

Earl Bailey, Named Manager

By Ind. State

Mobile Sets Ladd Stadium

MOBILE — The third annual Greater Gulf State Fair will be held in Ladd Memorial Stadium, Jim Harnac and Rudy Rumell, coinagers, advanced last week.

The stadium has a capacity of 50,000, a large midway area and parking for 2,000 cars. Exhibits will be located under the stands.

Lakewood Tenants

Tenants censused from page 90

Cartman reported there was no return to his home for the grounds were leased to the association and the association adopted a five-year lease, as set by the Ohio State Fair. Rooms are prohibited as public entertainment here except for a few clubs.

Tenants Listed

The list of rides and other concession operators for the year being added to weekly.

Tenants listed as follows:

McBride, E. T., Doak, Mrs. and W. H. Blackwell, candy, Mrs. Virginia Belcher. Fig-

Moore, William and Mary

Roni Tenants

The name is given to the last tenant of a booth or a ride.

A profit of $8,000 is expected, and the ride will be closed.

The ride is expected to gross $14,500, the evening show is $12,500, special events $11,500 and concessions $5,000.

A total cost of this year's show is $79,358 as compared with last year's actual of $83,343.
Beatty Contracts New York Area; Conversion Work Nearly Completed

Staten Island, Long Island Stands Signed; Build New Equipment in Florida Quarters

DE LA FLA., Fla.—Clayde Beatty Circus will play a boundary stand at Staten Island, within the boundaries of New York City, and it has also scheduled an eight-day stay on Long Island.

The regular opening stand will be May 13-14 and the show will be at the vacuum cleaner on Park Row and North Roosevelt Avenue, with auspices of a society for the blind. General Agent Floyd King revealed the plan.

He said the Long Island stands will follow immediately after the Staten Island appearance. King also announced the show will play major cities throughout Missouri, Kansas, and southern states and, if favorable, it will play in England as it makes its way toward Southern Canada.

Twister Chases Cristianis Out of Thomaston

THOMASTON, Ga.—Cristiani Bros. Circus canceled its Thursday engagement here after favorable warnings hurt any chances for boxoffice.

The decision was made three hours before the matinee was scheduled to open. Tickets were bought to send out the word and the arena was quickly up and headed for Griffin, Ga.

No word fell prior to the decision, but it was felt that crowds were already making serious threats.

North Returns To Limelight

NEW YORK—Altha John Ringling, a new light, was ordinary during most of the months since she arrived in Florida. She has just closed early, it’s back in the face now and makes it clear it’s still his show.

Marquie at the Garden includes his name in the billing of the show. Program booklet does likewise. He is now a prominent in both the number and in advertisements. A, he, Harry Riddle, Executive Director of Art Carnival and General Director of Ringling Bros., directed her as a feature on Wednesday (8).

Press Smiles for R-B

NEW YORK—Metropolitan newspaper reviewers were uniformly favorable in their comments on the Ringling-Barnum circus. While some of them were also at the show now and then in the past, they gave this group their last this time—a 117 per cent, and the reviewers wrote they liked the performance.

CIRCUSES

Beatty Contracts New York Area; Conversion Work Nearly Completed

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Remodeled Ringling Opens, Retains 'Greatest Position'

*Continued from page 89*

format. In rings 1 and 2 Benny White and Edward Hoey are the head-working men for both elephant teams. These routines are not as fast as those in ring 3.

In the center ring Hugo Schmidt, elephant superintendent, is in charge of the six elephants that are working in grand show and12,000 rings of grand-stop-go rings. Generally unnoticed by the audience, the elephant show is one of the most thrilling spectacles in the circus. Each trick will get more notice during the next campaign which is started from this rehearsal.

The elephants get no help from the band. Mode is slow and dignified and, like the act itself, appears more like a circus parade than a circus performance.
CARNIVALS

THE BILLBOARD

Communications to 158 W. Randolph St., Chicago 1, Ill.

APRIL 13, 1957

CARNIVAL

Gooding Unit Set
For 14 Weeks at
Shopping Centers

Roller Coaster Goes Up at Zoo Park;
To Install Sky Fighter, Clown Band

COLUMBUS, O. — A Gooding
ride unit has been booked to play
14 weeks at Ohio shopping centers
operated by the State Shopping
Centers, F. E. Gooding, president of
Gooding Amusement Company, has
announced.

The unit will include a large
Ferris Wheel and its size will vary
from four to six rides, depending upon
the size of the center. Each stand
will be for two weeks, Gooding
said.

The contract is a new one for
Gooding and reflects his organiza-
tion's growing gains in supple-
menting the bookings of other
amusement operators and inde-
pendent producers. This phase of
the Gooding operation has grown
rapidly in the last few years and
Gooding foresees a continuous
growth.
NEW ADDITIONS:
Powelson Adds Funhouse, Office Wagon to Lineup

COSHOTON, O. — Happy Powelson of Powelson Amusements, will operate on a new theme during the 57 season.

For the most part the routes to be signed by him this fall will include county fairs, celebrations and centenaries. A new Funhouse has been added and a 200-foot double tandem office trailer has been delivered here to winter quarters.

The Funhouse, called "The Men's Lair," was built by Har- dy Day and his crew. It will feature animated characters and mechanical devices plus an elaborate lighting system. The show will go on until the 5th of the month. New equipment includes a 20-foot trailer for the unit.

Powelson's 30 rides have been enhanced here where a crew has been working since last October. All light towers have been rebuilt and additional 18-foot stringers will affix the feeling of color of lights for 20 feet.

The No. 1 unit will be managed by George Woman and Richard Grely and will bow April 22 at the National. The second unit will open early in May under the management of Hardy L. Day.

The general agent will supervise the billing crew along with his other duties.

Throng Honor
John Gallagan

KNOXVILLE — The high regard in which John Gallagan, concessionaire, was held both locally and throughout the country was mirrored in the lengthy turn out and many long pieces at his funeral here Monday (1).

More than 500 persons were received. Sources of show people and a large number of local people extended their sympathy in this time of great sorrow. The process was so large that the parking department in anticipation and had officers stationed at the main turnings leading from the funeral home to the cemetery.

Top city officials, including the mayor, attended the services. Pall bearers were E. G. Cotting, Ed Effet, Neil E. Turtis, Morris Lipsky, Norman Blank, George Fairfax, Norman Anderson, Ollie Bradley and Johnny Denton.


Glass City Facts New Fair Route

TEMPERANCE, Mich. — Glass City Shows will operate in late April and this year will play an expanded route, one that will take the show into Southern Ohio and Kentucky, Tennessee and Alabama, Edward L. Rogers, general manager, announced. Apparently the show has remained within a 100-mile radius of Toledo.

Latest additions to the route in- clude Gary, Ind., Lou Malibronka, Ir- vine and Lovina. Opening is set for April 22 at Croal Grove, O. Burguess will handle the show, according to Gerald H. Anderson, owner, who will be in charge of the new territory.

MIDWAY CONFAB

Fred Ownes, for 15 years a painter with B. S. Amusement Company, is handling out-of-town papers in Miami Beach, Fla., and will be on the road for the season. ... A recent visitor with Paul Oliss, manager of the recent Great Hudson (Conex) Fair, was Robert F. Conness, concessionaire, who will be in Versailles, N. Y., and will be with the O. C. Buck Shows this season.

Mary K. Sadlow, of the Josie (Mich.) Free Fair, who doubles with a musical career, has recently doubled honors; she has been named Secretary of the Missouri Country Music Report of Nashville and has had her time, "The Time Inez Sadlow Tells to You About a Song Plug by the Mutuals Own Cousin—Songwriters of New York."

D. Dudley, owner of the show bearing his name, was the subject of a recent feature story by Stan Shelton in The Wichita Falls (Tex.) Times, and this city will be the scene of another feature this season. Dudley will open the season of the show owner, Dudley will open his season April 12 in Plainview, Tex., and will close in the same town in October. In between the performances he is planning in New Mexico, Kansas, Colorado Oklahoma and Nebraska.

Fred Ownes, of Cleveland, the Colonel Lawt Alter staff, was in New York recently where he took part in a TV film show that is scheduled to be aired 8 p. m. Turner Scott announced his appearance on Dayton Beach, Fla., April 1 with a portion of the show.

Turee Lee and Lynn Holand recently visited Dayton with a fall show. The show is under the management of Col. Lawt, veteran backend show operator, was the subject of a feature story in a recent edition of The Reading (Pa.) Record. Photos accompanying the story also appeared and included a shot of his Side Show front.

Anna John Thomas has been signed by key second season with The Did Del Mar Side Show. Joe Drake and Al Hout are scheduled to join Billy Logan's Side Show on the Pan American Shows. Marty Weiss, executive secretary of the Midway Association, has moved to L. N. Levi Hospital, Hot Springs, for treatment of an ulcer but is in a good condition. He reports that members of the Hot Springs club are planning a building project, especially Clut Shoford's club secretory.

Jack E. Morris, former Western rodeo hand and now owner of a tavern in Sheridan, Mo., re- ported that he has been booked back again in St. Joseph Hospital, Kansas City, Mo. He would be there April 22. H. L. Wheeler, City of Religious Brothers club executive, reports its 135th week of operations on a tour thru the Smith in a new 32-foot semi-trailer. The show billed as the "Eight Wonder of the World."

APRIL 13, 1957
THE BILLBOARD
CARNIVALS

O. C. BUCK SHOWS

WANT FOR 1957 SEASON, OPENING APRIL 24, GRAND ISLAND, NEBRASKA

WILL OPERATE IN ASSOCIATION WITH

COBBLESTONE ROUNDUP-1957

FREE FAIR-RIDING-FREE SHOWS

TOP FAIR ROUTE-FEATURED PITCH, HUNGER, SPENCER, LA CROSS, HIBBING AND 10 OTHER FAIRS STARTING JUNE 27 AT 22 A.M., MINN.

RIDES: Will place Rides not certifying. Good route for Dark Ride.

SHOWS: Want neat, capable Grand Shows with own equipment. Especially good deal for Motordrome.

CONCESSIONS: Can place a few more legitimate Concessions (1 or 2 or 3, depending)

George Lane wants Rocky Punk and Pecker Agents. Opening Grand Island, Neb., April 24, demands to follow. Wn. 315 Connal St, San Antonio, Tex., until April 18, then Grand Island, Neb.

CONTACT: Bernard Thomas, Mgr., Lennox, S. Dak. (Phone: 118)

WANT: Concessionaire only. Have good location and a few rides who drive owner. Red Hazen, Alton, and Donald Hadas, contact me.

This show has 18 home rides already booked and playing only the best Drill Shows and Celebrations in the East. Phone 4337 and address all mail and wire to Riddell, Owner, Penn Show, Henderson, N. C. Show leaves intermediate Tuesday, April 16.

O. C. BUCK SHOWS


NOTICE

De Soto U. of Mo. All Concessionaires anticipating or holding agreements with the Joe Johns Gallaghers for their territory in the States of Kansas, Colorado, Oklahoma and Nebraska. Have opening for Cobblestone and Sharp Galaxy. Can place any worthwhile Grand Show or Single Attraction. Bill Martin, contact me. Glenn Knight can use useful People for Round Shows and Grand Shows. Address: O. C. BUCK Winter Quarters, Sony, N. Y.
CARROLL'S GREATER SHOWS
Opening in Caucasian Gardens, Daytona Beach, Florida in one of the finest modern theatres. 30 Shows Free. Write for Complete Information. Address Evan Davis. 162 Broadway, New York, N.Y.

John Tafro, Phone 2100, Daytona Beach, Fla.


Want openings for small Cottons, Ice Cream, Hot Dogs, Candy Floss, Popcorn. Concessions of all kinds that work for week-end. Families, chiefs, drays, boys, ladies, same year time. Can use uptown, Fall Shows, Fall Shows and small Fourth Shows. Must be willing to go out of state and work same town for 2 weeks. Can help in all departments, must work. Will book any or all shows. Must be run and do what you are asked. All replies THOMAS D. HICKEY, Mgr., Stuyvesant, Indiana.

GEM CITY SHOWS
LAST CALL OPENING PENSACOLA, FLA., APRIL 20

Gee Shows, complete with speakers, amusement, ten Spark, ready to go to 10 or 12 Fairs. Booking now. Write for details. Address, Fee Show Co., Ukiah, Calif.

For Sale—Two Machines-Ladd and Collins, and Rock Oil, both in good working order. Sells for quick cash. Address, Frank H. Underwood, Box 309, St. Joseph, Mo.

EVANS UNITED SHOWS
CHOOSE ROUTE—FAIRS AND CELEBRATIONS
Choose among the best shows in the country for your season. Write Frank H. Underwood, 320 W. 132nd St., New York, N.Y. for complete information. Address Evan Davis, 162 Broadway, New York, N.Y.

Contact EVANS, Plattsburg, Mo. (Phone 156)

PARAKEETS—Finches and Canaries

The Parakeet, New York, N.Y., April 15, 1937

124 hours a day service.

44 hours a day service.

FREE SHOWS—SHIP BRED SAME DAY AS ORDER RECEIVED. PHONE OR WIRE YOUR ORDER.

Wanted—Long Beach Amusement Parks

ALL SUMMER, 1937

Handy Birdie Co. 8th Ave. and Pacific, Long Beach, Calif.

Call H. W. THOMAS 111

GIRLS—WANTED—Girls

For Sale

For Sale

For Sale

For Sale

For Sale

For Sale

For Sale

For Sale

For Sale

For Sale
Babcock Bows
April 23 at
Jaycee Cel

LOS ANGELES — Frank W. Babcock United Shows will open its season April 23 at Santa Ana, Calif., and play three dates near its route this year. The new stands are California community faculty at Orange, Artesia and Santa Barbara, all played by other shows last year. The opening date in Santa Ana will be under Jaycee auspices. Frank Babcock, show owner, also announced that he will provide entertainment at two additional Kidwell locations in Los Angeles this year with George Hill Finger, assistant manager, supervising the installations.

Staff wise, the show is managed by Frank Sutton. Frank Vincent will provide the nightly free away point act. Sam Hiltgen heads up the entertainment staff which will assemble material performers and merchant tie-in shows. The show added a new feature that contains six separate rest rooms and separate shower rooms for men and women. A new entrance wall which was used for the first time at the Indiana (Calif.) Date Festival will be used. Several tractors and trailers have also been purchased.

The No. 3 show will carry a minimum of 15 majorettes and six kid rides, 14 light towers and four 60 foot searchlights.

RIDE MEN
Come in: Pat; Freeman and Sarno Men. Also, Sonny Co-Pilot and F. C. Bogle Shows

Carnivals
WANTED FOR
BIGGEST ANNUAL ILLINOIS LABOR DAY CELEBRATION
Caledum City, Illinois, sponsored by the Caledum City Memorial Park Board, August 29 through September 2, 1957.

Honest Concessions of all kinds—strictly no racket.

THIS IS A BONA FIDE CELEBRATION
CAN USE RIDES OF ALL KINDS
CAN USE GOOD, CLEAN FOOD STANDS
ALSO GOOD CLEAN:
• Snake Show • Any kind of Grind Show • Concessions
• Fun House • Class Monkey Arrive • High Acts
• Not Wanted: Baskets, Six Cats, no Golf Wheels

Governor Stratton will be present for Park Dedication. There will be Fireworks, Dance Contest, TV and Radio Shows, Three-Hour Parade, Radio Show direct from grounds, many exciting events.

CONTACT: LOU ALLEN
Room 814, 32 W. Randolph St. (Phone: Central 6-3670) CHICAGO 1, ILL.

UNITED STATES SHOWS
OPENING HICKORY, N. C., APRIL 13
ALL COMMUNICATIONS
This Week, Hampton, S. C.
Phone 3572

WANTED
SHOWS—New Mechanical, Fat, Hunters, Wide Off, Snake Show. More. Mr. Willander, we answered your letter. Advice of innovation.
CONCESSIONS—Will place Merchandise Stands of all kinds. Good opening for Arseas, Custard, Donuts, November, Beer and Brand Pitch, Ages and Weight.
RIDES—Will use Babcock Rides for the season. Route includes 53 Fairs and Celebrations, North and South. All address this week.

JAMES H. DREW SHOWS
RICHMOND, VIRGINIA

SOUThERN FAIR SHOWS
POWDER SPRINGS, GA., APRIL 8-13; KENNESAw, GA., APRIL 15-20
Then the big one in front of Duluth Favorite at an Arena midway between
Macon and Atlanta.
Can place Hunky Parks of all kinds, also Agents for owner-owed Hunky Parks.
Will book Buck Ride or Flat Ride. West Ride Help for Wheel and Chairlift.
Every week, both and H101 Bookshow. Come on. James Thompson, come on.
Top salary and各项工作. Fairly, Ritz and June, contact.

All replies to JIMMY ACKLEY, Powder Springs, Georgia

UNITED STATES

A STAR SPANGLED MIDWAY
CAN PLACE FOR LEXINGTON PARK, MD., APRIL 12-30, INCLUDING
SUNDAY AND BIG NAVY AIR BASE PAY DAY
CONCESSIONS—Hunky Parks of all kinds, Glass Pitch, Refreshing and Barrel Kick.
RIDES—One more Flat Ride not conflicting.
HELP on Rides. Send drivers preferred.
Address: JOHN YEVONDA, Lexington Park, Md.

EASTERN EMPIRE SHOWS
OPENING APRIL 24, LINDA VISTA, CALIF.
Show booked by this Week. Concessions.
Want Wheel Man
J. B. H., BAYMEYER
2006 S. Baldwin Ave. (Millerfield 7-0026) Arcadia, Calif.

SOUTHERN VALLEY SHOWS
WANT WANT WANT
Want Stars for all shows. Want Big Shows of all kinds. Want Shows of all kinds. Want all kinds of new equipment. Celebrations start June 5.

All contact EDDIE MORAN or SAILOR MORAN

THANKS TO THE HUNDREDS OF SHOWMEN AND ASSOCIATES FOR THE KIND EXPRESSIONS OF CONDOLENCE ON THE UNEXPECTED PASSING OF JOHN GALLAGAN
WE SHALL CONTINUE TO FULFILL ALL CONTRACTS IN THE SAME HONEST, SINCERE MANNER AS IN THE MANY YEARS PAST.

ANN GALLAGAN & FAMILY
520 E. Fifth Ave. Knoxville, Tenn.

COOK HOUSE HELP
Cook, Griddle Man, Waiters and Dishwashers. Previous Help, write at once or call. Telephone 455. No collect calls. Truck Drivers preferred.

JOHN M. STALEY
Pep's Broadway Shows, Looker, S. C.

WANT DROME RIDERS
7612 Sweet Briar Rd. Richmond, Va.

DICK PALMER WANTS GIRLS
For two shows. Ships, Excels, Hellman. Determined to merchandise. Get book now. First choice will be given in Big Show. Want one small Girl for Huntsman run. Contact DICK PALMER
Route 13, Box 221, New Fort Ritchie, Fla. (Phone) 3155 of 

WANTED
Caterer, select Truck Mechanic and Ride Transformer.

PAN AMERICAN SHOWS
Eden Touch, La. Phone: El Paso 5-2391

WANTED
Combination offer with or without merchandise. Must be able to litho.-

EARL D. BACKER
Kendal Hallows, Grenville, N. C.

WANTED
Offers from Carnival. Independent Riders and Shows to American Legion Post
No. 568, Annual Picnic daily. About 25,000. Howard Devine, Chairman

BENNIE (RED) PIERSO
Call me off.
ROBERT FULTON
Phone: 3-3451, Lebanon, N. C.

AGENTS WANTED
B. Bob, Wedge, La., One Pole, Coter Start, Shows. All for Shows. Not for individual. All Concessions, Shows, Drome, Wheel and other Inf. All Carnival, Shows, All Curb, Shows, Americus, Ga. All Concessions. Layout. All Curb Shows. All Kind of Acts. All Concessions, Shows, Drome, Wheel and other Inf. Toby Young Box 120, Akron, Kan. Or call.

GIVE TO DAMON RUNYON CANCER FUND

Copyrighted matera.
 possono concludere che la lettera di Carmen Mitche nel 1957 riguarda le feste estive da organizzare e le attività da svolgere. Il testo inizia con una mappa che mostra le località di interesse e continua con un elenco di show e eventi da organizzare durante l'aprile del 1957. Il testo termina con un elenco di eventi organizzati e un'annotazione sulle attività da svolgere in via di terminazione.

La lettera contiene informazioni sulle feste estive, le attività da svolgere e le località da visitare durante l'aprile del 1957. Il testo termina con un elenco di eventi organizzati e un'annotazione sulle attività da svolgere in via di terminazione.
A new summer catalog of namebrand merchandise at the 1925 sale is available to trade free by Harry Cohen & Sons, Inc., 1059 Wabash Ave., Bloomington, Ill. Those who have previously bought from the firm will automatically receive a copy of the new issue. The firm, in its 35th year under the same management, points out that namebrand products are your best guarantee of durability. A catalog of this type is the firm's reputation for excellent merchandising and small know-how.

A new catalog of pross products is offered to free to Billboard buyers.

Jewelry

The Customost Jewelry Company, 500 Elmwood Avenue, Providence, R. I. This company is well known to the trade. Its catalog will prove of interest to many old accounts as well as new customers.

Three specials of Variety Sales Company, 1003 Race Street, Department 48, Cincinnati, are getting a rush, according to an inside source. The items are: The Jewelry Horse Sales, a fine box containing a selection of silver, gold, and platinum pieces, along with a variety of different styles and full-length pieces, and complete sets of platinum, gold, and silver pieces of platinum; pocket clip combs (10-cent retail); and silver 16-piece screwdriver set and gift box (full retail $4.00). The catalog lists prices for each.

Mylo Company, Dept. 8, 123 Main Avenue, Cleveland, 13, manufacturers and importers of a complete line of colorful penants and related products. Mylo has added to its line and it calls the first New Look in penants over 2,000 years. Sored for free literature illustrating what Mylo says is the largest line of trailer pennants and penants manufactured under one roof. It is claimed that the pennants will make your place stand out completely.

JEWELRY CLOSETS

The new Spalding and Davis, Inc., 30 West Jackson Blvd., Chicago, Ill., offers a complete line of men's and woman's ties, handkerchiefs, and socks, as well as a complete line of men's and woman's ties, handkerchiefs, and socks. The line also includes a complete line of men's and woman's ties, handkerchiefs, and socks. The line also includes a complete line of men's and woman's ties, handkerchiefs, and socks.

ENGRAVERS

See your local engraver at the Outdoor Artillery Directory.

NEW ENGLAND JEWELRY BUYERS

1740 Emma St., Dept. B Providence, R. I.

Press the button and get $1.29

by selling Speed Shine

New miracle spray wipes shoes with a high gloss in 2 seconds, incolored or light-colored shoes, for 75c each.

MAKE BIG MONEY FAST

Everybody wants it. Send 50c for full details and money-making ideals.

UNIVERSAL SPRAY CAN CORPORATION

Dept. 61

90 Washington Street, New York 4, N. Y.

To order your market place ad use this handy form today

1. Type up your copy in this space:

2. Check the heading under which you want your ad placed:

3. Indicate the type of ad you wish:

4. Complete with authorization information. Classed ads must be accompanied by a classified ad. Display-classified ads will be billed

5. Please insert the above ad in:

GROSS AD $2.50 a dozen

E. & B. mill

CALIFORNIA HOJ3ERY MILLS

300 W. 8th St., Los Angeles 14, Calif.

The Billboard

1216 Patterson St., Cincinnati 2, Ohio

Please insert the above ad in:

GROSS AD $2.50 a dozen

E. & B. mill

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UNIVERSAL SPRAY CAN CORPORATION

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90 Washington Street, New York 4, N. Y.

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MAKE BIG MONEY FAST

Everybody wants it. Send 50c for full details and money-making ideals.

UNIVERSAL SPRAY CAN CORPORATION

Dept. 61

90 Washington Street, New York 4, N. Y.

To order your market place ad use this handy form today

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5. Please insert the above ad in:

GROSS AD $2.50 a dozen

E. & B. mill

CALIFORNIA HOJ3ERY MILLS

300 W. 8th St., Los Angeles 14, Calif.
NOTICE

INDIANAPOLIS

April 13, 1957

THE BILLBOARD

WE'LL START YOU IN YOUR OWN
STAMPING BUSINESS

Additionally, you may also want to consider the following options:

- **EXPANSION IDENTYS**: Moody's, Dragon, and Boys, Men's & Men's Photos for $4.00.
- **CASTING ROD**: Add $1.25 to the above price to include a matching reel.
- **HEART & ROUND DISC RECORDER**: Beetles for $17.00.
- **INDIANAPOLIS**: For Sale—Secondhand Goods.
- **NOTICE**: Indian Head Stamps, Inc.

---

**NEW CLOSING DATE**

Your Classified Ad for April 29 from Detroit, MI. has been

MISPLACED.

WEDNESDAY, APRIL 24

The following Saturday.

Classified advertising.

**FOR SALE—SECONDHAND GOODS**


---

**INDIANAPOLIS**: For Sale—Secondhand Goods.

---

**SCIENCE SHOW APPARATUS**

Telco Sales, Gravity Naturalistic: All Types. All performers

---

**SHORT RANGE TENDERS**: Stallman, Pear Apartments, 3100 Broadway, San Francisco, Calif.

---

**TRAILER SHOW BUILDERS**: Trailers, Arctic, Business, with all necessary equipment.

---

**3 SPEED PHONOGRAPH**

In addition to the above options, you may also consider the following:

- **We've gone indoors**: Good condition, $12.50.
- **WE'VE GONE INDOROS**: With a new motor and a 3-speed phonograph.

---

**HERE IT IS!**

The arrival of the new... House Brand Distribution

---

**Copyrighted material**
NOTICE

EFFECTIVE APRIL 20
THE BILLBOARD WILL PUBLISH MONDAY EACH WEEK

NEW CLOSING DATE

WEDNESDAY, APRIL 24

Thereafter, classified ads will be published on the following Tuesday. No ad should be sent direct to THE BILLBOARD PUBLISHING CO.

HELP WANTED

REGULAR CLASSIFIED ADS... Is usual want-ad style. One paragraph, in display, 2½ lines per inch. First line, 6c; cap, 30c; name or title, 1c. Form Close Thursdays for the Following Week's Issue. All classified advertising should be sent direct to THE BILLBOARD PUBLISHING CO.

AGENCY WANTS SHARP UNITS DESIRING TO JOIN ITS RANKS. Write with all, willing to cooperate. U.S. and foreign markets. Three issues. Contact John, 138 E. Seneca St., Santa Fe, N.M.

MUSIANS

A J. ORGANISTS AVAILABLE FOR CLUSTER WORK. Contact: John, 138 E. Seneca St., Santa Fe, N.M.

AT LIBERTY ADVERTISEMENTS

For a word $1. Minimum $1. No charge accounts. Forms Close Thursdays for the Following Week's Issue.

PRINTING

ALWAYS EFFICIENT SERVICE ON MAIL ORDER PRINTS. Complete and ready in 24 hours. No charge. Additional sizes available.

MISCELLANEOUS

A. There is no charge for display ads in this section. Forms Close Thursdays for the Following Week's Issue.

AGENTS & MANAGERS

GENERAL AGENT - CONTRACTING, PROMOTING, FILMING. Complete list of talent and detailed information on all phases of show business. Contact: John, 138 E. Seneca St., Santa Fe, N.M.

CIRCUS & CARNIVAL

A GREAT MAGICIAN IS FOR SALE, WANTS WORK. Box 319, Idaho Falls, Ida.

SALESMEN WANTED

AD MAURER'S MAIL-ORDER DIVISION needs experienced business agents. Full particulars on request.

SCENERY & BANNERS

ILLUSTRATED BANNERS - BIGGER THAN LIFE. Complete range in folio reproductions for advertising and theatrical uses. 100 ft. per sheet. Sizes 1 ft. x 2 ft. to 2 ft. x 3 ft. Write for quotations. F. D. Kilbourn, 344 W. Board St., Los Angeles, Calif.

TATTOOING SUPPLIES

A. TATTOOING MACHINES - WORKS at low rental. 30-day trial. Write for free catalog. John, 138 E. Seneca St., Santa Fe, N.M.

WANTED TO BUY

SHEEP, CATTLE, PIGS, ETC. Write to John, 138 E. Seneca St., Santa Fe, N.M.

MISCELLANEOUS

B. AMERICAN FOSSIL MENTAL HOSPITAL. Great opportunity for women. Excellent salary and excellent care. Excellent opportunity for those interested in mental health. Address: John, 138 E. Seneca St., Santa Fe, N.M.

PARKS & FAIRS

REGULAR FARE and attractive exhibits. For information write: John, 138 E. Seneca St., Santa Fe, N.M.

LETTER LIST

Continued from page 106

MAIL ON HAND AT NEW YORK OFFICE
1544 Broadway New York 16, N.Y.

MAIL ON HAND AT CHICAGO OFFICE
124 W. Washington St. Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE
330 Arcade Bidg. Louis 1, Mo.

MAIL ON HAND AT RIVERDALE, N.Y.
112 York Ave.

MAIL ON HAND AT NEW YORK OFFICE

MAIL ON HAND AT CHICAGO OFFICE

MAIL ON HAND AT ST. LOUIS OFFICE

MAIL ON HAND AT RIVERDALE, N.Y.

MAIL ON HAND AT NEW YORK OFFICE

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MAIL ON HAND AT CHICAGO OFFICE

MAIL ON HAND AT ST. LOUIS OFFICE

MAIL ON HAND AT RIVERDALE, N.Y.
**TAVERNS IN TROUBLE**

**Take-Home Trend Trending**

**Pubs as Juke, Game Spots**

By REN KNAPP

...this is the second in a series on how the changing scene in entertainment and alcohol is affecting the jukebox and amusement game operating business.

CHICAGO — Webster defines a tavern as a public place where liquors and beer are sold to be drunk off the premises. That definition may have to be revised if current trends in the tavern business continue.

Federal Bill Could Open New Stops

WASHINGTON — Juke box operators may soon find an increasing demand for phonographs in snack and milk bars if a recent bill to exempt such spots from the liquor law becomes law.

Rep. J. C. Cooper (D., Tenn.), chairman of the House Ways and Means Committee, announced last week that the committee has approved such a proposal and will introduce the measure for Congressional action later this session. Incorporation of the proposal, such locations would be free of the federal levy, if the location provided coin or a coin box or a phonograph for its customers. The only requirement is that alcoholic beverages served be of such character that they are not sold for dancing, if such space is provided.

If the measure becomes effective, it should serve as a boon for juke box operators who have heretofore been handicapped in selling location owners who were prevented from using the devices. The lifting of the dancing ban would also serve to boost the play of the juke box in the kraut bar, depending their take in from any spot. Since many of the smaller locations can be expected to be relatively small in size and some form of background music, the opportunity is open for the placing of juke boxes in such locations by music operators. Since the juke box not only doesn’t cost the location owner very much, but provides him an extra income, it is likely that such places will be provided with smaller locations to music installers.

**DJ Promotion Set for Sandy Moore’s One-Stop**

FREEPORT, L. I., N. Y. — The “Jukebox King” of Long Island, associated with the opening of Hollywood restaurants will accompany the opening of the Suffolk-Nassau Amusement Company’s new building and the firm’s one-stop and retail record shop. Saturday’s show will be general public, while Sunday (7) is reserved for members of the coin machine and record industries.

Suffolk-Nassau will work closely with Lee Donnel, rhythm jockey who host “Night Train” and WKJL, Mineola, to publicize the retail outlet, known as Sandy Moore Record Center, Miami and Back.

After Donohue finishes his 11-month show Saturday, he goes to the opening and from there drives to Miami Beach and back in his plane car to catch his flight back here.

The car will be embargoed with the legend, “Baay, Sandy Moore’s Record Center.” Donohue will work closely with Suffelko-Donels, as he has on his regular Saturday show.

The trip’s purpose is to plug the new record shop. If the Miami trip is to boost a new record shop, the best bet is that it will help to boost a new record shop.

The singer is 12-year-old Ifrau.

**British Juke Mfr.—Operator Makes Inspection Tour of U. S. Coin Trade**

Dickthum to Study American Vending Methods

In Attempt to Pioneer in English Industries

NEW YORK — G. Norman Dickthum, head of the Dickthum Organization, largest operators and manufacturers of juke boxes in Britain and Europe, arrived last week in Chicago for a two-week inspection tour of the American coin machine industry.

While in this country, Dickthum will receive full information on the American coin machine vending industry. His firm is proud of its own machines, its own machines and its own machines, but does not sell to outside operators. Most of its machines are 10 selection units and have been made for high-traffic locations in larger cities.

The other 3,000 juke boxes in the United Kingdom are mostly of the high-grade type, a popular couple of British firms make 16 selection units, while some of the smaller manufacturers make 40 selection units in their factories.

The British invasion of Great Britain in the early days of coin-operated machines, 5,000 Juke Boxes

Dickthum estimates that about 5,000 juke boxes are on location in England, Scotland and Wales. Of these, about 2,000 are 40 per cent.

Dickthum is interested in every machine, but does not sell to outside operators. Most of its machines and its own machines and its own machines, but does not sell to outside operators. Most of its machines are 10 selection units and have been made for high-traffic locations in larger cities.

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The British invasion of Great Britain in the early days of coin-operated machines,
When...
You're in a SPOT Like This
BUY
ROCK-OLA

The Smallest Most Compact
Phonograph Manufactured
Today

See It, Hear It, Buy It
at Your ROCK-OLA
Distributor Today!

200, 120, 50 Selections

ROCK-OLA MANUFACTURING CORPORATION
860 N. Kedzie Ave., Chicago 13, Illinois

ONLY
30½" WIDE

Copyrighted material
LEADERSHIP HAS ITS REASONS . . .
A leader has the wisdom to understand that only what is good for the industry he serves can also be good for him.

A leader has the imagination to seek new ways and the inventiveness to find them.

A leader has the maturity of experience and the vitality not to be stodgy about it.

A leader has the confidence of others and, in turn, confidence in them.

A leader has the farsightedness to anticipate change and to be ready when it comes.

A leader has the daring to be distinctive, to stand out through the individuality of his character and actions.

A leader has pride in his association with the industry of which he is a part—and gladly identifies himself with it.

A leader must have the advantages of up-to-the-minute equipment.

The mantle of leadership awaits you. Wear it well as you move into a new era in the music business.

Incorporated
1500 Union Avenue, S.E. • Grand Rapids 2, Michigan
MORRISON HOTEL, CHICAGO

MAY
19
20
21
THREE FULL DAYS

JOIN YOUR FELLOW OPERATORS AT THE

GREATEST EQUIPMENT EXHIBIT EVER OFFERED AT AN M.O.A. CONVENTION
Coin-Operated Phonographs—Other Approved Machines—Records—Equipment—Plus a Host of Other Items

FACTS ABOUT EXHIBIT SPACE

There will be Exhibits Space available—Booths are approximately 10x10 feet. Complete information and application can be obtained by writing or wiring M. O. A. Headquarters listed below.

MUSIC OPERATORS OF AMERICA
128 E. 14th Street
Oakland, California

MEET WITH THE NATION'S TOP OPERATORS DISCUSS MUSICAL PROBLEMS

IMPORTANT BUSINESS SESSIONS ON:
Licensing & Taxation—Dime Play—Public Relations—Accounting—Programming

JUKE BOX OPERATORS
Get The Billboard's Music Record Programming and Buying Guide NOW!

Lists 55 years of Song Hits, Directory of Top Record Hits, Lists of 1567 Record Manufacturers and Labels and a directory of distributors.

LISTEN TO THE BILLBOARD

Just Updated with Latest Information

JUKE BOX OP SAVES LIFE OF 3-YEAR-OLD SON

HURLEVILLE, N. Y.—Quick thinking on the part of Pill Hill Juke Box operator, recently saved the life of his three-year-old son.

Coddington and his wife were sitting in their parlor when a passer conversation could be heard from the yard. Coddington ran outside to see what was going on.

The operator rushed in, pulled the child from the edge of the hole and began rolling him over to get rid of the acid from his lungs. Then he gave him artificial respiration for 20 minutes until a mechanical resuscitor arrived. The child lived.

West Va. Ops Hold Board, General Meets

CHARLESTON, W. Va.—Two meetings of the West Virginia Music Operators' Association were held recently.

The first was a regular quarterly meeting of the association. The current meeting for the general membership was called to discuss current problems of the industry.

Present at the quarterly board meeting in Fairmont were: E. L. Howard, president; W. D. Scott, vice-president; C. H. Tuttle, treasurer; H. W. Linville, secretary; and F. H. Thompson, chairman of the finance committee.

West Virginia, as well as having officers in Charleston, W. Va., has a number of operators who are interested in the game. The meeting was called to order by H. W. Linville, and was attended by a large number of operators.


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Listed are the names of the operators in each city, and the addresses of the operators.

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YOU GET MORE FOR YOUR MONEY IN A WURLITZER

YOU GET MORE MONEY OUT OF A WURLITZER

THERE'S A MODEL FOR EVERY LOCATION NEED IN THE WURLITZER ALL-LOCATION LINE

See your Wurlitzer Distributor

WURLITZER

NORTH TONAWANDA, N. Y.
Chain Stores and Service To Key NVA Convention

CHICAGO — The convention program of the National Vending Association, 1957 was released last week by convention chairman Paul Critzman, of King & Company, Chicago. The program, which will be printed in Business Week, includes business sessions and displays by manufacturers and national merchandising and service management companies. The complete program is available to exhibitors by mail and to conventions held at the Beverly Room of the Conrad Hilton.

They will be followed by a panel discussion titled "Facts and Figures: Vending's Effect on the Society," which will be held at 9:30 a.m. on the north side of the convention floor. The panel will be composed of members of the 1957 national convention, the participating panelists will be Robert W. Kislack, president, National Vending Company; Burt Fraga, standard merchandiser, Standard Vending Company, Oakland, and Robert R. Tenseh, Vending Distributing Company, Memphis.

As an example of the panel, the NVA last circulated to members a questionnaire survey on the servicing of machines, which will be discussed at length, as well as any question which may come from the floor. A separate study on the survey, this issue. After the panel, board members will be addressed by Milton T. Reiter, general counsel, whose talk, "VNA's Legal Program," will be an analysis of the association's progress to date at A. M. I. for the future. Concluding the day of business will be a panel discussion on "The Future of the Industry," led by H. B. Hutchison, treasurer of the company, and R. H. Fraleigh, general manager of the company. The afternoon session will be held at the nominating committee to select a new officer slate.

PROFIT COMBO

Canned Juice Sells in Apple Venders

OLYMPIA, Wash. — A critical shortage which has hit the Western Apple Co. is a headache for fruit growers, but it's turned out to be a windfall to operators of apple vending machines.

Unable to fill their venders with sufficient apples to fill consumer demand, operators have turned to the canned fruit products in an effort to keep their machines operating. The results are quite a surprise.

The canned juice of apples is not a new idea. In the past there has never been a sufficient volume sold to warrant setting up a complete machine devoted to juices exclusively.

However, when using one or two cans out of a flow of six- or twelve-can apple vending machines, operators are finding a definite improvement in sales.

According to Jack Oesky, Frat- ter Supply Co., Seattle, the stocking of juices in refrigerated venders is the result of a changing trade trend that appears to be growing out successfully for machine operators.

Variety: The secret to the whole thing is variety. The Apple Co. has several varieties of juice of the customers. The operator found that he must charge juices daily for sales other than an immediate nice.

In schools, where the fruit vend.

King Shows Coffee Units of 12 Mfrs.

DETROIT — A showing of the latest brew and sell coffee vending machines of 13 leading manufacturers will be held at the King Coffee Mfg. Co.'s offices here. The machines will be displayed at 9 and 10.

King Coffee Mfg. Co., famous for its.

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FTC Hits Blue Sky Firm's Advertising

WASHINGTON — The Federal Trade Commission last week (4) charged Nathan E. White, who heads an Ocean Distributing Company in New York City, with representing his business and the profits that can be made from the vending machines he sells. According to the FTC complaint, White sells vending machines and gum and does not merely dispense by the machines. He admits that the business is "perfect insurance against old age, permanent or partial disability." FTC alleges, however, that the profits from the operation of the machines "cannot be depended upon to provide financial assistance for anyone." FTC claims the business is "neither safe nor sure," and that persons purchasing the machines stand a very great risk of losing their investment, or a substantial part of it.

The complaint maintains that White's navigas say they will obtain satisfactory locations for the machines. The salesman do frequently place the machines in business establishments, "but often without permission of the owners," according to FTC. The purchaser of the machine is then required to remove them immediately.

Despite claims to the contrary, FTC says White does not "provide insurance," without charge or otherwise, on the products he sells, and he does not "assist purchasers in learning the vending machine business or furnish literature or instruction concerning such an operation." FTC further alleges that White does not "purchase machines from dissatisfied purchasers," and that he does not give "exclusive territories" to purchasers.

White is granted 30 days to file an answer to the complaint. A hearing is scheduled June 6 in New York City before an FTC hearing examiner.

VENDING MACHINES

“VENDING SUPERAMA”

CONRAD HILTON HOTEL
CHICAGO, ILL.
May 2-3-4-5

operators vending machine supply

" Operators and Distributors, Make Your Reservations Now!"

"Prospective Exhibitor: Contact P. Crismas"

2700 West Lake St.
Chicago, Ill.

REMEMBER

NVA

Secure Your Way with NVA

GIVE TO DAMON RUNYON CANCER FUND
Chain Stores Key NVA Meet

Continued from page 110

for voicing by the membership dur- 

ing Saturday's session.

Following Friday's exhibit hours, 

a group of manufacturers will host a 

cocktail party from 9 to 12 p.m. 

Names of sponsors will be an-

nounced later. 

Saturday's session will start with 

a business meeting from 11 to 

1 also in the Beverly Room. Follow-

ing this, the exhibit hours will

open from 2 to 7 p.m.

The day of business will be 

kicked off with election of officers 

for the next year, followed by an 

address by Rolfe M. Lobell, pro-

gram chairman for the convention 

and vice-president in charge of 

sales for Leaf Brands, Inc., Chica-

go.

Lobell will conduct a book 

reading party Thursday, "With 

Candies Balls," giving some of the 

problems and more important, the 

answer to a successful vending 

operation. An analysis of bulk vending 

for chain store operations will then 

be given by Dan Tokotowki, of 

Barreras' department store's 

vending company, who will be 
titled "Chain Outlook on Vending 

Machine Prices." 

Tokotowksi brings to members 

a long background of experience in 

the chain field and is currently in 

charge of candy buying for Gold 

Post stores.

The session will be wound up 

with open discussion by members 

of the association and new 

businesses.

Following the exhibit hours, in 

the evening, a special invitation- 

only party will be held at 7:30 p.m. 

in the Westin Hule Suite housed by 

one of the manufacturers. Refresh-

ments will be served with dancing 

and entertainment after the dinner.

Install New Officers

On Sunday (5) exhibit hours will 

be opened from 9 to 12 p.m. 

The convention will be wound up 

with a farewell brunch held at 11:50, 

which will feature the installation 
of new officers for the coming year.

This year's officers and commit-

tee chairs responsible for direct-

ing association business and plan-

ning the convention were: Mae 

Manuel, president, Chicago; Harry 

Bell, vice-president, Chicago; H. 

H. Hutchinson, treasurer, Atlanta; 

Phil Sparrance, secretary, Chicago; 

Milan F. Gayton, general counsel, 

Chicago.

Committee chairman's are: Paul 

Bretin, convention chairman, 

Chicago; Jane Mason, convention 

secretary, Chicago; Jack Nelson 

programming chairman, Chicago; 

Rolfe M. Lobell, program chairman, 

Chicago; Robert Gogranes, public-

ity chairman, New York; Tom 

King, exhibitor chairman, Chicago; 

Lauretta C. Cook, registration chas-

man, Chicago, R. E. Whiteside, 

rules and regulation chairman, 

Atlanta, and Harry Bell and Bob 

Austor, co-chairmen of the mem-

bership committee.

L. A. Bulk Ops

Win Machine Tax Reduction

LOS ANGELES — The defeat 

of another municipal tax, 

delineated in last year's 

insurance plan and favorable action 

upon three new memberships highlighted 

the regular annual meeting of the 

Western Vending Machine Op-

erators Association held at the 

Unique Restaurant here Tuesday 

night.

Byron Ulrich, insurance agent 

and part-time bulk merchandise 

vendor, was named by Leo Weistris, 

WMOA president, to handle the 

details of the hospitalization plan 

the association recently put into 

action.

Weistris, who conducted the 

meeting, reported that thus the 

combined efforts of a committee 

including William Siegel, Daniel 

Lally, Joe Arguetti, and himself, 

the 83 yearly percent on tax in 

Downey had been changed to $23 

per year regardless of the number 

of machines on location. The $2 

per machine assessment has also 

been switched to a $6-per-year 

operating license. Prior to these 

victories, the association was 

successful in combating the per 

machine levies in Torrance and Gardena.

New Members

The applications of James H. 

Wheeler, Frank E. Barerasa and 

Louis Hyll were accepted unani-

mously by the members. Votes at 

the meeting included James 

Wheeler, Don Antonio and Frank 

Barerasa Jr.

Seymour Elias explained the 

delay in getting the meeting 

announcements to the members. 

A second notice, Elias said, was 

mailed after he learned there was 

a possibility that the first ones had 

been destroyed in a fire in the post 

office.

Elias also advised that a mis-

take had been made in the print-

ing of the decal and that another 

run was planned.

Wheeliers' letter indicated that a 

confusion card had been sent to 

Mr. H. M. Hepp, president, and 

was an operator and a member. A 

contribution in his memory was 

ordered sent to the National Com-

mittee.

The next meeting will be held 

April 30. Cards will be sent mem-

bers well in advance of the date.

FEEDS 'EM AV THE BUNDIES!

FEDAM

FEEDS 'EM AV THE BUNDIES!

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## 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 reported prices for all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on recent average.

(For 10-week period ending with issue of April 6, 1957)

### MUSIC MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI A-46 (40 sel.)</td>
<td>78 RPM</td>
<td>$160.00</td>
<td>$75.00</td>
</tr>
<tr>
<td>Model B (46) 40 sel.</td>
<td>78 RPM</td>
<td>$125.00</td>
<td>$60.00</td>
</tr>
<tr>
<td>Model D-46 (40) 78 RPM</td>
<td>$150.00</td>
<td>$125.00</td>
<td>$137.50</td>
</tr>
<tr>
<td>Model D-80 (51) 40 sel.</td>
<td>78 RPM</td>
<td>$350.00</td>
<td>$25.00</td>
</tr>
<tr>
<td>Model E-40 (51) 40 sel.</td>
<td>78 RPM</td>
<td>$365.00</td>
<td>$325.00</td>
</tr>
<tr>
<td>Model E-80 (51) 40 sel.</td>
<td>78 RPM</td>
<td>$425.00</td>
<td>$325.00</td>
</tr>
<tr>
<td>Model F-120 E-1371 120 sel.</td>
<td>78 RPM</td>
<td>$150.00</td>
<td>$35.00</td>
</tr>
<tr>
<td>Model F-50 (51) 40 sel.</td>
<td>$150.00</td>
<td>$35.00</td>
<td>$65.00</td>
</tr>
<tr>
<td>Model F-120 M-1371 120 sel.</td>
<td>$375.00</td>
<td>$550.00</td>
<td></td>
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</tbody>
</table>

### SHUFFLE GAMES

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1438 (148) 20 sel.</td>
<td>78 RPM</td>
<td>$89.00</td>
<td>$80.00</td>
</tr>
<tr>
<td>1428 (148) 50 sel.</td>
<td>78 RPM</td>
<td>$200.00</td>
<td>$165.00</td>
</tr>
<tr>
<td>1436 A-1371 120 sel.</td>
<td>78 RPM</td>
<td>$215.00</td>
<td>$165.00</td>
</tr>
<tr>
<td>1438 (148) 120 sel.</td>
<td>78 RPM</td>
<td>$150.00</td>
<td>$35.00</td>
</tr>
<tr>
<td>1446 Hi-120 sel.</td>
<td>$125.00</td>
<td>$65.00</td>
<td>$695.00</td>
</tr>
</tbody>
</table>

### WURLITZER

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1100 (147) 24 sel.</td>
<td>78 RPM</td>
<td>$135.00</td>
<td>$80.00</td>
</tr>
<tr>
<td>1250 (147) 40 sel.</td>
<td>78 RPM</td>
<td>$165.00</td>
<td>$80.00</td>
</tr>
<tr>
<td>1400 (147) 48 sel.</td>
<td>45 or 78 RPM</td>
<td>$120.00</td>
<td>$150.00</td>
</tr>
<tr>
<td>1500 (147) 104 sel.</td>
<td>45-78 RPM Mix.</td>
<td>$250.00</td>
<td>$125.00</td>
</tr>
<tr>
<td>1650 (147) 46 sel.</td>
<td>45 or 78 RPM</td>
<td>$375.00</td>
<td>$245.00</td>
</tr>
<tr>
<td>1700 (147) 104 sel.</td>
<td>78 RPM</td>
<td>$605.00</td>
<td>$305.00</td>
</tr>
<tr>
<td>1800 (252)</td>
<td>78 RPM</td>
<td>$825.00</td>
<td>$675.00</td>
</tr>
</tbody>
</table>

### PINBALL MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally</td>
<td>Chicago City (15/52)</td>
<td>$65.00</td>
<td>$45.00</td>
</tr>
<tr>
<td></td>
<td>Beach Beauty (11/52)</td>
<td>$315.00</td>
<td>$300.00</td>
</tr>
<tr>
<td></td>
<td>Beauty (3/52)</td>
<td>$65.00</td>
<td>$45.00</td>
</tr>
<tr>
<td></td>
<td>Super Beauty (15/52)</td>
<td>$85.00</td>
<td>$55.00</td>
</tr>
<tr>
<td></td>
<td>Bright Lights (5/51)</td>
<td>$49.50</td>
<td>$35.00</td>
</tr>
<tr>
<td></td>
<td>Broadway (15/52)</td>
<td>$850.00</td>
<td>$150.00</td>
</tr>
<tr>
<td></td>
<td>Duke (15/52)</td>
<td>$850.00</td>
<td>$150.00</td>
</tr>
<tr>
<td></td>
<td>Eleven (15/52)</td>
<td>$150.00</td>
<td>$30.00</td>
</tr>
<tr>
<td></td>
<td>Fortune (16/52)</td>
<td>$95.00</td>
<td>$45.00</td>
</tr>
<tr>
<td></td>
<td>Gauntlet (15/52)</td>
<td>$95.00</td>
<td>$45.00</td>
</tr>
<tr>
<td></td>
<td>Getaway (15/52)</td>
<td>$95.00</td>
<td>$45.00</td>
</tr>
<tr>
<td></td>
<td>Three Palms (15/52)</td>
<td>$95.00</td>
<td>$45.00</td>
</tr>
<tr>
<td></td>
<td>Surf Club (15/52)</td>
<td>$116.00</td>
<td>$60.00</td>
</tr>
<tr>
<td></td>
<td>Sunset Strip (15/52)</td>
<td>$85.00</td>
<td>$40.00</td>
</tr>
<tr>
<td></td>
<td>Tally-Ho (15/52)</td>
<td>$85.00</td>
<td>$40.00</td>
</tr>
<tr>
<td></td>
<td>Union Club (15/52)</td>
<td>$85.00</td>
<td>$40.00</td>
</tr>
<tr>
<td></td>
<td>Venue (15/52)</td>
<td>$85.00</td>
<td>$40.00</td>
</tr>
</tbody>
</table>

### CHICAGO COIN

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally</td>
<td>Bullet Ball Champ (110/49)</td>
<td>$195.00</td>
<td>$150.00</td>
</tr>
<tr>
<td></td>
<td>Home Run</td>
<td>$100.00</td>
<td>$100.00</td>
</tr>
</tbody>
</table>

### MEAN AVERAGE

The mean average is a computation based on all prices of which a machine has been advertised on the period indicated and reflects the dominant advertised price level. It is not a simple average, however, to be a "high," to indicate price range; mean average indicates the price level at which most of the machines are advertised for. It should be noted that "low" and "average" appear together in the list, and it should be noted that "average" indicates a price probably for "as is" or "discontinued" equipment.
American Bowls Sectional Top For Tables

UNION CITY, N. J.—The American Shuffleboard Company has begun production on a new two-piece shuffleboard top. According to Paul Cueno, ASC president, principle feature of the new top is the interlocking tassel which holds the two halves in place.

The top, explained Cueno, allows the largest model table to be carried on a truck. (Continued on page 122)
The Tbilbord

Agriculture Department. Fluctuated stock was up 8 per cent while tobacco declined 1 per cent. Others showing slight decreases included Maryland, per cent; New York, 3 per cent; and Virginia, 2 per cent.

<table>
<thead>
<tr>
<th>LOWEST KIDDIE RIDE PRICES IN AMERICA!</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibit Spec.</strong></td>
</tr>
<tr>
<td><strong>Bally Monkey</strong></td>
</tr>
<tr>
<td><strong>Lone Space Ship</strong></td>
</tr>
<tr>
<td><strong>Space Ranger</strong></td>
</tr>
<tr>
<td><strong>Atomic Jet</strong></td>
</tr>
<tr>
<td><strong>B &amp; B Locomotive</strong></td>
</tr>
<tr>
<td><strong>Harvard Motor Type</strong></td>
</tr>
</tbody>
</table>

**Note:** All prices are in operation condition. All parts complete.

**KIDDIE RIDES, Inc.**
3527 N. W. Sixth Ave., Chicago, Illinois
Photo Ameriques 4-5180

**NOW DELIVERING**

- **BALLY A. B. C. BOWLING LANCES—14 & 11 ft.**
- **ROCK-OLA PHONES—50, 120 & 200 Selection**

Call or write for the best prices on thoroughly reconditioned, late model, phones, pinballs and games.

**CALDERON DISTRIBUTING, INC.**
410 Massachusetts Avenue
Phone: Melling 4-0488
Indianapolis, Indiana

**GOIN MARKET PLACE**
**CLASSIFIED ADVERTISING**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

**NEW ADVERTISING RATES**

**REGULAR CLASSIFIED ADS**
Set in small wad-of-style, one paragraph, 5x1 column in width.
**DISPLAY CLASSIFIED ADS**
Set in small wad-of-style, two paragraphs, 6x3 column in width.
**RATES:** 10c a word—Minimum $5.00.

**CASH WITH ORDER**

In case of non-payment of any cash-oil, the publisher has the right to cancel the contract and consult the court in order to recover the balance due.

**HELP WANTED**

**WANTED—PHOTOGRAPHS AND PIN GAME MACHINE.**
**WIEFERICH MACHINE CO., Div. of R. B. C. H. BECKEE, 3121 N. Western Ave., Chicago, Ill.**

**Parts, Supplies & Services**

**VENDORS WANTED.**
Presenting a new line of dealers. Write for further information.

**Routes for Sale**

**FOR SALE—ROUTE, ONE OF THE BEST IN THE MIDWEST.**
**NEAR SMALL TOWN.**

**Used Coin-Operated Equipment**

**FREIGHT HOUSE EQUIPMENT—50c per piece.**

**TEXAS ASSOCIATED ENTERPRISES**

**WANTED—COIN-OP MACHINE REDUCED.**
**C. B. 16588—Abilene, Texas**

**WANTED TO BUY**

**CASH—BETTER CASH PAID FOR C. O. M. MACHINES.**
**C. B. 16588—Abilene, Texas**

**SUNSET MACHINE CO., INC.**

**WESTWOOD ENTERPRISES**

**WANTED—COIN-OP MACHINES.**

**WANTED—GOOD QUALITY COIN MACHINES.**

**WANTED—EQUIPMENT.**

**WANTED—COIN MACHINES.**

**Nashville**—Two bills passed the Tennessee Legislature last week (1) affecting pinball play.

One bill, signed by Gov. Frank G. Clement, allows operating a pinball machine, subject to the provisions of the law.

The other bill, which became law without the Governor's signature makes it a violation for anyone under 18 to play pinball and other coin games.

The free-play bill, Senate Bill No. 275, amending the state's long-gambling act by removing all references to pinball machines.

Some sponsors of the bill said it does not mean that a pinball can be used in a gambling act or that it can be played for money.
Exhibit, Games Spice Up Arcades' Bill of Fare

CHICAGO—A raft of new coin amusement pieces aimed at drawing the nation's arcades was introduced on the market last week by Exhibit Supply Company.

The machines feature sex as the coarse-and practical jokes as the payoffs. All are in good taste and good humor.

Three different types of machines are offered: Deep Ship Barrels, See-A-View Houses and YMCA Colony.

Nudist Colony is a 63-inch high, 60-pound viewer, which has three peep holes into machine via See-View face, only to discover a live ant colony. Colony is a well developed city with streets, canals, stores. List price is $149.

See-A-View Houses are available with two different titles: Art Studio, Life in a Browning Mansion, Doll House, School for Young Ladies and Peeping Tom Headquarters. Each is a viewer on a booklet cover, containing 10 color slides. Views are pin-ups, movie stars, birds and mice. Price is $1.29 per house, 1000 sets of five, each machine five inches high, 12 inches wide, weighs 25 pounds.

deep Ship Barrels are available in six sub-boxes, two to a unit. They feature nude male and female nudes within barrels. Comes in titles are different and according to some authorities such as "A Collection of Shapely Pin Ups. The ascents are accompanied by the sight of a row of colored clothings carry a row. The Deep Ship Barrels are set for a penny or two penny play. Price is $2.23 per unit, $62.50 for the whole set of six.

N. Y. Coinmen Get $13,000 Toward 1957 UJA Goal

NEW YORK—More than 50 persons attended the executive committee meeting of the United Jewish Appeal's Coin Machine Division at the Henry Ford Hotel last week.

To date, $13,000 has been collected. Goal this year is $86,000. 00.

The meeting was around the victory dinner celebration at the Shireton-Astor Hotel.

Mayer Handler of Atlantic City, New York, who is the 1957 guest of honor, was unable to attend the committee meeting. In his place, Son Al Bodkin, last year's guest of honor, gave an inspiring speech.

BINGO SPECIALS

COIN MACHINES

BINGO SPECIALS—CLEAN GAMES—READY FOR LOCATION

KEY WEST

Write GAY TIME...............$700.00

BIG SHOW

Write VARIETY.................150.00

RITE

Write GLOW......................150.00

BROADWAY

$350.00.......GATETY

HIGH BEACH

$225.00........TACHT CLUB

IMMEDIATE DELIVERY—1/2 Deposit

FRANK MILLS, Mgr.. Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago 84, Bayport 1-1616

WANTED

GAME & PHONO MECHANIC

Inside work—Must be reliable

Leading Chimes Distributor

Write Box 3846, The Billboard

108 West Roosevelt Rd.

Chicago 1, III.

MR. OPERATOR... Spring Clean Your Route

These machines thoroughly cleaned and ready for location

5 ea. Seeburg to $20.00

6 ea. Seeburg 100 R $850.00

7 ea. M 100 C $615.00

10 ea. M 100 CS $400.00

3 ea. AMI 61's $75.00

11 ea. AMI 120CS $650.00

2 ea. AMI 120 $395.00

2 ea. AMI E 80's $350.00

5 ea. Wurlitzer 705's $645.00

5 ea. Wurlitzer 800's $745.00

35 ea. 3 Wl CHROME SEEBURG WALL BOXES $50.00

40 ea. AMI 120 $250.00

Wall Boxes $63.50

AMI STEPPERS $45.00

AMI STANDS $30.00

Write for Quantity & Price

QUANTITY OF FIVE BALLS AND BINGOS

1000 ball coinoperated $0.00

500 balls coinoperated $0.00

250 balls coinoperated $0.00

100 balls coinoperated $0.00

Write for quantity & price

GAYCONE DISTRIBUTORS

1301 North Indiana Avenue

Indianapolis, Indiana

Phone: Rugby 2-1443

KIDDIE RIDES CLOSEOUTS

Factory Reconditioned, Like New. Ready for Location.

25¢ B Attracting ENGINES

Doo Rocket Ship $265.00 Ring Poes $285.00

Bally Space Ships $150.00

Wrist & Foot Washer $275.00

 avons Wrist & Foot $150.00

Capital Midget Rides $195.00

All Prices F.O.B. Pittsburgh. Subject to Print Sale.

We Buy—Sell—Trade

Export Inquiries Invited

S. Reehling Heads AHF Vending Div.

NEW YORK—Sidney Reehling has been named national sales manager of vending products of American Home Furnishing. Reehling marks the expansion of vending sales in the institutional division. Reehling formerly held executive and sales positions with the strip division of the National Corporation of the vending Corporation of Baltimore and Apex, Inc.

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GIVE TO DAMON RUNYON CANCER FUND
JOE ASH SAYS:
WRITE FOR SPECIAL PRICE ON SEESEEBURG V-200’S!
Exhibit RINGER BALLS. $195.00
WRITE FOR PRICES ON:
WURLIZER 2000’s
WURLIZER 1800’s
WURLIZER 1200’s
Exclusive Distributors for Wurlizer, D. Gottlieb & Co., and Exhibit in South, West, & Southwestern U.S.:

ACTIVE
AMUSEMENT MACHINES CO.
You can ALWAYS depend on ACTIE AMUSEMEN

SPECIALS!
BRAND NEW
POOL TABLES!
Special on 14 ft. BOWLERS!!
Write

SHUFFLES
SUPPLIES
KEYKES
United
Diamond
Super Bonus $100
International $75
Pacemaker $50
Royal $40
Avondale $40
Carnival $30
Olympic $20
10 Planter $3
STAR FRAME $6
Indicated Match Play

SEND FOR YOURS TODAY!!
TRIMOUNT'S
PARTS INFORMATION CATALOG
A Comprehensive Guide to Repair Parts With Diagrams of Assemblies and Other Important Service Information
and remember
TRIMOUNT HAS NEW ENGLAND'S LARGEST
PARTS DEPT.
COMPLETES LINE OF PARTS FOR ALL MAKES OF MACHINES.
PROMPT ATTENTION TO ALL FOREIGN ORDERS.
ONLY GENUINE PARTS—FULLY GUARANTEED.
IMMEDIATE SHIPMENT FROM STOCK.

A NEW ENGLAND FIRM WITH
A WORLD WIDE REPUTATION.

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.

TRIMOUNT
Remember
IN NEW ENGLAND IT’S TRIMOUNT
40 WALTHAM STREET BOSTON 10, MASS
(Three½ Sts. from Park St.)

THE TAVERNS IN TROUBLE
Take-Home Trend Hurting Pub as Juke, Game Spots

This breaks down in one joke for every tavern (there were 9,536 jokes licensed) and at least two jokes for every tavern (there were 18,914 jokes licensed). What happens to all of this equipment if people stop coming to taverns for refreshment and entertainment? Whatever happens in Chicago will likely happen throughout the country. Of course, not all this equipment is located in theaters. Some is around in restaurants and other places, but most of it is in taverns.

Tavern Profit Chopped
According to an operating cost of a cross section of 10 typical taverns, operated by the National Licensed Beverage Association, 50 percent over head increased 38 per cent in 1935 compared to 1948. According to the survey, since gross volume re
nected approximately the same, net profit showed a substantial decline. It dropped from $9,076 to $4,400, a dip of 44 per cent. It further points out that if the typical tavern owner returns from his business were considered at wages paid for the extremely long hours he puts in, he would be earning substantially less per hour than the bar tenders he employs. What is more, he is not receiving as a return upon his capital investment or for his management responsibilities in the operation of his establishment.

The tavern industry has already come up with a number of ideas to which it can help meet the situation.

Profit Combo
Continued from page 110

We have gained widespread popularity, the jockey was an immediate hit. Would seven ounce cans of tongue juice appear to be the most popular, with pineapple and various flavors of orange juice and grape proving very successful.

Now operating are eying to industrial locations and public spots for a potential juice market. Presumably indicating that the practice is anything but bad, with operators predicting they will continue the juice vending even after the apple shortage lets up.

The whole thing started acc
edently, when the apple crop in Washington, the Coast’s chief producer, dropped from eight to seven milli

Production Down
The figure is even more significant when compared with the U.S. Department of Agriculture’s 10-year average of apple production in Washington which is approximately 27 million bushels yearly.

The same drop was evident in California where production dropped from three to seven milli

The same drop was evident in California where production dropped from three to seven million bushels and in Oregon where production dropped from two and one-half million bushels to one and one-half million bushels.

While the production normally follows a yearly updown cycle, grocers at this year’s abnormal drop was due to a crippling frost hitting the trees at blossom time. They expected an increase to normal for 1957.

Whether the increase or de

Exhibit Readies
Continued from page 115

trade for a home-based six

The firm also has the regular six-pocket model with wood top in shipment.

GIVE TO DAMON RUNYON CANCER FUND

THE EASTERN MANUFACTURING CO.
4526 LENOIR STREET
PHONE: 5880 KINSTON, N. C.

A-1 MECHANIC WANTED FOR Bingo Games

WRITE TO BOX 875
The Billboard, 188 W. Randolph St., Chicago 1, Illinois

RECONDITIONED EQUIPMENT
Once more we're fortunate enough to have made some good trades and are again able to offer a fairly good selection of our famous reconditioned machines at attractive prices. Racks are sawed and scraped, machines cleaned inside and out, new parts installed, and machines have been completely reconditioned and ready for inspection.

WRITE, WIRE OR PHONE FOR PROMPT SHIPMENT

H. M. BRANSON DISTRIBUTING COMPANY
811 S. BROADWAY
Phone: Jumper 7-1432 LOUISVILLE, KENTUCKY
EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPH AND BALLY GAMES

Copyrighted material
www.americanradiohistory.com
Vender Hikes Egg Sales

CONTINUED FROM PAGE 110

It acroc, the street from the Granite Falls town hall, and installed their first ever vending machine, a 100 dozen capacity refrigerated vender. Cost of the unit, approximately $81,000.

Results Encouraging

The results to date have been more than encouraging. In the first week of operation, the unit sold approximately 25 to 30 dozen eggs per day, and this was without any advertising or promotion.

Satterwhite said that sales have actually been increasing daily, and he expects the machine to vend in the vicinity of 1,200 to 1,500 dozen eggs per month when it has been in operation a while.

The unit is serviced once each evening. Satterwhiteotty averages service time is about 20 to 15 minutes for servicing the machine, emptying the case box and any cleaning that is needed.

The partners produce their own eggs, they have no supply problems. Where before they sold their entire output to wholesalers for approximately 40 cents per dozen, they now sell their machine-vended eggs to the retail trade at 55 cents, making a profit of 15 cents per dozen on all vending sales.

This is in line with the current retail sale price. At their present rate of sales, the machine averages about $4.50 per day, seven days per week. However, the partners predict volume to increase by at least 10 times the first week.

Since the capacity of the unit is for 100 dozen eggs, the volume could conceivably increase to the point where more than one service call per day is needed. However, any slowdowns will not result in any storage difficulties.

The unit is humidity and temperature controlled and keeps eggs at 45 to 50 degrees year-round all times. Satterwhite estimates the eggs could conceivably be kept in the vender for several weeks without any spoilage.

Currently most of the sales have been to neighboring businesses during lunch hours, with people utilizing the vending machine to acquire eggs for breakfast.

Satterwhite has noted particularly large sales for purchases between 11 and 1 p.m.

However, he commented, he has received word from other counties and expects a big rush to buy eggs in the early morning hours still in their pajamas. And he is prepared to handle this demand at any time, the night, when other retail outlets were closed.

He feels that people will continue to use the units not only as a convenience measure, but for all their regular egg purchases, since the vending machine is more accessible than a store and the price is in line with the going retail price.

Along this line, future plans call for a local advertising campaign to publicize the vending units and their location in the city, the type of eggs, etc. for the public.

While neither partner has ever had any experience in the vending field before, they believe the possibility of expanding the business very little as the present unit continues to show the promise it has to now.

"At present we're just going to wait and see," Satterwhite commented, "but if this thing goes, we might just try to market the entire output in this manner." The Norwalk Commercial and Satterwhite have 1,500 to 1,800 laying hens, which should furnish ample output.


HARTFORD, Conn. - Norwalk Cattene Food Service, Inc., a new Connecticut firm, has filed a Certificate of Organization with the Secretary of State's office, listing amount of shares, total capital and amount paid in property as $12,500 and office address at 28 Brown St., New Britain.

Officers include Wilbur A. Gonshel, president; Barbara M. Stauffer, vice-president; Erna Gonshel, secretary, and Ernest A. Gonshel, treasurer. Directors are the same.

FRTC Charges

CONTINUED FROM PAGE 110

Selling Philip Morris cigarettes through vending machines were charged a tolerable $102,500 on purchases of $1,710,000 by American Tobacco Company, of Chicago, No allowance was made on purchases of $254,145 by Automatic Merchandising Company, of Chicago. The charges were brought under the provisions of the Robinson-Patman Act to 1948, 145 by Automatic Merchandising Company, Chicago.

The welcome change in purchases of $42,978 by Sturm, Ruger & Company, of Bridgeport, who had no allowance on purchases of $104,222 by Friedman Tobacco Company, of New York.


As Philip Morris was granted 30 days to file an appeal in the complaint. A hearing is scheduled June 6 in New York before an FTC hearing examiner.
John Marion, formerly with Jay Coin Machine Company, Detroit, has joined the Sam Marine Music Company. John will be general manager of the Fort Lauderdale outlet.

Beatrice Foods Buys Richardson

NEW YORK—The Beatrice Foods Company has bought the Thomas D. Richardson Company, Richardson, with plants in Phila- delphia, and Fort Lauderdale, La., makes mint candy for the vending and general retailing markets. Beatrice processes dairy products and specialty foods. Richardson was sold for 27,000 shares of Beatrice common stock.

NATD Elects
Kildow, Hagman
To Top Posts

NEW YORK—T. Monroe Kildow, W. H. Kildow Company, Til- lin, O., has been elected board chairman, and William R. Hagman, Hagman's, Inc., Pittsburgh, Kan., president of the National Association of Tobacco Distributors.

Best Used Buys

Wurlitzer 1700
$450.00
(104 Solutions)...
Wurlitzer 1800
(104 Solutions)...
780.00
Also New Wurlitzer All-Location Upright Models
2100, 2104, 2150
For Immediate Delivery to Operators in Our Territory

Brandt Distributing Co., Inc.
1800 S. Broadway
Los Angeles 5, Calif.

Phonographs

AMI AMI
SEEBURG

United's Bowling Alley

Proved in Thousands of Locations

Distributors in All...NEVADA...Il...E. IOWA AND...NORTHERN IOWA

WILLIAMS' GREAT NEW
6 POCKET POOL
Immediate Delivery

Guns

Savage

SPRINGFIELD $ 95.00

Winchester

Savage

200.00

Marlin

22.00

Howell

125.00

Chi-Win

22.00

Trenchard

275.00

Colt

56.00

Signature

200.00

Brown

65.00

Sturm-Ruger

50.00

Dollard

125.00

Carabineer

95.00

Seabury

25.00

Apache

25.00

Millburn

50.00

EMPIRE

Empire Coin Exchange
1201-14 Milwaukee Ave., Chicago 22, Ill.

Phone: EVEREGLADE 4-2600

1/2 Deposit, Balance Eight Draft or C.O.D.

Panoram Operators!

FOR SALE

We Offer a Fast Way to Success with a
Panoram Coin Machine Guarantee.

Phil Grade
35 W. Madison, N. Y. A.

April 13, 1957

BINGO

FOR SALE

BINGO

200
Late, Reconditioned, Clean
KEY WEST—BIG SHOW
DOUBLE HEADER
PARADE—VARIETY
MIAMI BEACH
NITE CLUB—BIG TIME
Write & Wire

Box 93, The Billboard
1546, Broadway
N. Y., N. Y.

BINGO

FOR SALE

BINGO

200
Late, Reconditioned, Clean
KEY WEST—BIG SHOW
DOUBLE HEADER
PARADE—VARIETY
MIAMI BEACH
NITE CLUB—BIG TIME
Write & Wire

Box 93, The Billboard
1546, Broadway
N. Y., N. Y.

Arcades New Machines for a New Season
For Greatest Earnings. Moderate
New Machines

Arcades

BINGO

FOR SALE

BINGO

200
Late, Reconditioned, Clean
KEY WEST—BIG SHOW
DOUBLE HEADER
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MIAMI BEACH
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1546, Broadway
N. Y., N. Y.

Arcades

New Machines for a New Season
For Greatest Earnings. Moderate
New Machines

Arcades

Sewing
good

Guaranteed.

BINGO

FOR SALE

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Box 93, The Billboard
1546, Broadway
N. Y., N. Y.

Arcades

New Machines for a New Season
For Greatest Earnings. Moderate
New Machines

Arcades

Sewing

good

Guaranteed.
Pool Games Stage Comback

Continued from page 115

Genco Preems

Continued from page 116

American Bowls

Continued from page 115

Cigar Production

Cigars manufactured in December, 1958, totaled $13,588,678, a decrease of $562,000, or 3.9 percent, from the December, 1957, total of $14,150,678. The December, 1958, total of 225,484,000 cigars represents a decrease of 8.1 percent from the December, 1957, total of 246,871,000. The decrease in the number of cigars produced was due to a decrease in the number of large cigars, which declined from 226,245,000 in December, 1957, to 219,370,000 in December, 1958. The number of small cigars increased by 44,105,000, but this increase was more than offset by a decrease of 40,150,000 in the number of medium cigars.

Cigars produced in December, 1958, totaled 1,238,559,000, compared with 1,264,951,000 in December, 1957. The decrease in the number of cigars produced was due to a decrease in the number of large cigars, which declined from 1,244,587,000 in December, 1957, to 1,238,559,000 in December, 1958. The number of small cigars increased by 44,105,000, but this increase was more than offset by a decrease of 40,150,000 in the number of medium cigars.

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New machines... Ready for delivery

Exhibit 6-pocket pool
Chicago coin bowling league
Gottlieb 4-play majestic
Genco circus rifle gallery
Keeny true score bowler

Miller-Newmark Distributing Company
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Genco's new circus rifle gallery
Pat pending

Only Genco... the leader in gun games
—can bring you these
sensational new target actions!

New... mysterious Crazyball
Defies Gravity... Rolls across the back wall of game... drops when hit

New... comical "Sad Sam"
Automatic reversing hobo figure... stops and turns when hit—only one of its kind without electric eye!

Realistic "shatter" Clay pipe targets!

Swinging Gorilla Target!

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SEEBURG
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Al 3-6014

Cincinnati, Ohio
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Ma 1-8981

Indianapolis, Ind.
1272 Capital Ave.
Mil 4-2071

A circus of thrilling action!

Continued from page 104

British Mfr.—Op Tours U. S.

Continued from page 110

Pries Names

Once associated with the National Theater Supply Company, in 1951, he joined ABC’s Philadelphi-a subsidiary.

Pries is now chairman of the Philadelphia Chapter of the National Foundation for Infantile Paralysis, director of the Camp for Handicapped Chldren of the Variety Club (serving as chief banker and representative) and a member of the Motion Picture Association of Philadelphia.

He is also active in the theatrical division of the United Fund, Allied Jewish Appeal and other charitable organizations.
ALBANY, N. Y.—Recent raids on bowling machines and shuffle alleys in Albany County (see separate story) prompted the following letter published in a local newspaper. The author is Frank P. Alling:

"I am writing to ask a question that has honestly been puzzling me these past few days. Why the raids on pinball and bowling machines and why are they outlawed in the city and county?

"I am a traveling man and have found these machines in practically every city and town I have ever been in. My wife and I have enjoyed playing them many times.

"There seems to be no violation of law when you go to a bartender by ordering a round of drinks, for use of a shuffleboard or dartboard; for paying 25 cents to a proprietor of a pool parlor for a game of pool; for paying the bowling alley 25 cents a game; for paying the country club 50 cents to drive out a bucket of balls.

"In the case of the machines, we are doing exactly the same as above, but instead of handing the money to a collector, we are depositing it in a machine.

"I am at a loss to find the difference. Someone said it could be a form of gambling if there was a wager involved between the players. If this is true, we are all guilty of gambling, I am sure you yourself have engaged in this type of gambling many times on the golf course.

"I would sincerely appreciate an answer to my question, what is wrong with a machine designed for pay-as-you-go entertainment?"

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**You Pitch and Bat Your Own Ball!**

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2. **BEAT PREVIOUS HIGH SCORE**

**SCORES REPLAYS ON:**

* Runs * Homeruns * Beat Previous High Score * Grand Slam Home Run * Number Match *

*Adjustable to Register as Replay Unit or Noets *

**3 Outs**: 10c **3 Plays for 25c**

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Come in crowds to play and pay

**MORE MONEY!**

**NEW**

Hi-Style Cabinet with Show Case Vision

Twin National Slug Rejector Coin Mechanism

**WILLIAMS NATIONAL**

CREATORS OF DEPENDABLE PLAY APPEAL

1424 W. Fillmore St., Chicago 54, Ill.

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**REDD is your EXCLUSIVE New England Source for REGULATION 6 POCKET POOL**

All Makes—All Models—with or without slate

**Highest Cash Prices $$$**

**We'll Pay Top Dollar for Your Entire Inventory.**

---

**BOWLING ALLEY CLOSEOUTS!**

<table>
<thead>
<tr>
<th>Alley Name</th>
<th>Price</th>
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<tbody>
<tr>
<td>Bally Mystic</td>
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<td>United Lightning</td>
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<tr>
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<td>United Manhattan</td>
<td>85</td>
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<td>Kent Speed Race</td>
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<tr>
<td>Chl. Coin Bowling Team</td>
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<td>Chl. Coin Crown</td>
<td>100</td>
</tr>
<tr>
<td>Chl. Coin Advance</td>
<td>100</td>
</tr>
</tbody>
</table>

Over 200 of all Makes and Models of SHUFFLE ALLEYS

Reconditioned Like New

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Algonquin 4-4040

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Coin-A-Matic, headed by Howard Ellis, replaces John Weiss as representative for the region. Weiss has opened and heads the ASC Los Angeles office.

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NEW! ALL METAL ROLLER CHAIN AND SPROCKET BALL LIFT (ELIMINATES BALL JAMS)

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