Program Knowledge Cues Juke Success

Top Weekly Money Stems From Sound Evaluation of Music and Artists

By BOB DIETMETER

CHICAGO — Juke box record programming is emerging as the largest single factor in successfully operating today's giant multi-million dollar juke box business.

Progressive juke box operating companies are using sound programming personnel to sell location management on their skills as music specialists as before. Most important, in developing record programs which pay top revenue week in and week out, these firms are developing new methods in buying and programming records which place a premium on the operator's commercial knowledge of pop music and artists, and on his management of a juke box programming system.

This segment of operating management is convinced that record programming lies at the core of the industry, not only financially, but also socially in producing juke box income, but broadly in selling their accounts on their services.

ReCORD TESTING
In order to realize maximum benefit from their equipment, they are containing in revamped form a key part of early programming procedure, testing some new records on a sample number of machines, with full use of tested buying and testing the entire record line. Sales, today's accepted procedure.

Just a few years ago when juke boxes were ruled by manufacturers and essentially proprietary in their development, records played an important part in programming.

Today, with machines offering up to 200 selections, and most equipment on location to date set at randomizing from 80 to 120 selections, widespread testing is not economically possible. Besides, record buying, particularly in the form of businesseeager sellers, pro-

SIXTH-THIRD YEAR

MAY 6, 1957

The AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 35 CENTS
ALL OVER THE WORLD

DEAL MAKER CLAIMS 'FAIR LADY' TITLE

NEW YORK—Charges of forgery hit "My Fair Lady" last week from a source fairly reliable from show business. An investigation and $500,000 in damages was filed in Federal Court last week against CBS Television Enterprises, a subsidiary of Columbia Broadcasting Corporation, sole backer of the hit Broadway musical, by all Sussman and Margolin Davis Company, Inc., a Massachusetts firm.

It seems that the latest out

Celler Warns Govt May Wield Needle Over TV Networks

Slaps Option Time, '3-Way' Profits, 'Sheltered' Competitive Position

By MILDRED HALL

WASHINGTON — Unless there is action to remove competitive barriers and reaffirm basic anti-trust principles, in the television industry, there would be no alternative but legislation placing net-

Where Do You List R 'n' R?

by M. MILOE

CHICAGO — Overlapping be astronomical, sales in one of the categories of pop tunes is beginning to be reflected on record panels of the nation's juke boxes.

Up to now, record panels on juke boxes have been arranged in categories of "Hit Tunes," "Ponax," "Old Favorites" or "Classics and Varieties."

The puzler is in placing some of the juke boxes today under this heading, augmenting the R 'n' R list, whether to put a role "rock 'n' roll hit under "Hit Tunes" or "Rhythm & Blues" if it's rockably, whether to place it under "Country & Western," and finally, in any hit pop tune, whether to put it under the general heading or the specific.

Operators are experimenting with ways of solving this problem.
NEW YORK — A pronounced swing in the direction of national spot advertising has taken place, according to J. A. Rosen, advertising manager for ABC. Mr. Rosen says: "The trend is opening up some opportunities for ABC television in the national spot advertising market."

He believes that the national advertising market is currently in a state of flux, due to a number of factors, including the economic climate, the rising cost of television advertising, and the increasing competition from other media. The result is that advertisers are looking for new and innovative ways to reach their target audience, and ABC TV is well-positioned to capitalize on this trend.

Mr. Rosen further states that the trend toward national spot advertising is not a one-time phenomenon, but rather a long-term shift in the advertising landscape. He predicts that as the economy continues to improve, and as advertisers become more confident about the future, they will increase their spending on television advertising, particularly in national markets. This trend, he believes, will benefit ABC TV, which has a strong reputation for delivering quality programming to national audiences.

Mr. Rosen concludes by encouraging advertisers to consider ABC TV as a viable option for their national advertising budgets. He stresses the importance of understanding the unique strengths and capabilities of each media channel, and choosing the right one for the specific needs of each campaign. ABC TV, with its diverse programming options and broad reach, offers a compelling proposition for advertisers looking to reach a national audience in an effective and efficient manner.
ABC-TV Offers Hiatus Rates as Lure for Winter

NEW YORK—ABC-TV is offering attractive summer terms to new advertisers and commission-paying stations in the last days of the season, with the hopes of getting a high peak in the program budget and a carryover through the fall and winter.

Mogen David, Stirling Drug, Associated Grocers, and other present ABC buys without having put the money down already. With web buildups, Mogen David will pick a show to replace Danny Thomas in June and start Drug is planning a change of time from its Friday 9:30-10 p.m. slot to Thursdays.

Ford, which for so far no indication of leaving or retaining its Wednesday 9:30-10 p.m. buy, will program terms of "Ford The-ater" for 17 instead of 13 weeks, a web switch. Other drug advertisers, ABC permitted repeated switching in due period to be scheduled, to satisfy the client.

The arrival of Carter Products (Tuesday, 10:10-10:30 p.m.) and Associated Grocers (Thursday, 9:30-10 p.m.) as a new ABC sponsor is expected to be the start of new and "summer" season program, with steady offers out of Miller Brewing, which is leaving "Miller Service," and American Chicle, which wants to leave "X-rated." Under the threat of a new, major, ABC has prepared a new show, encomposing country and western, comedy, and "seven-up western style" American Chicle into a summer start for at least 10 weeks.

Revels, searching for a fourth bill.

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Editors
Paul Ackerman, General Editor, 6-146 4th Ave., New York 17, N. Y.

William J. Reid, Sr., Editor, 6-146 4th Ave., New York 17, N. Y.

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Revels, searching for a fourth bill.
BIG DEAL,
HUH?
Follow-the-leader is a great game — for children. Grown-ups who play it are mere lacklusters and lardbottoms. Especially in business. Sure, you can be a perfectly respectable mackerel by swimming along after your fellow-mackerel. But it’s a whole lot more exhilarating to go after your tidy buck by bucking the tide.

That goes for our business as well as yours. Traditionally in the TV film syndication field, you’re supposed to make your big deals first. Get off your nut! Go after a network sale! No soap? (Or cereals, or cigarettes?) Then pitch for the giant regional deals. Only after that can you afford to sell smaller regional, or local, sponsors. That’s the theory. And that’s where we part company with all the other mackerel.

In our book, the local, regional and spot advertiser is a first-class citizen who needs, wants and rates first crack at first-class syndicated TV film products.

With this mad, impetuous notion, we sent our new submarine-adventure series, “The Silent Service,” down the ways. We aimed it straight at non-network advertisers. And in only 24 days, we more than matched the heady dollar effect of a major network deal. Our biggest regional deal involved just four markets. We are off our nut — and the biggest part of our potential still stretches ahead like an open sunlit sea.

The syndication market a secondary one? Not so’s CNP would notice. Prime syndicated film properties for local, regional and spot advertisers exclusively — that’s our idea of a big deal. It works fine! NBC TELEVISION FILMS

a division of CALIFORNIA NATIONAL PRODUCTIONS
**Omnibus' Almost Set For Switch to NBC**

NEW YORK — "Omnibus" is virtually set to switch to NBC-TV next season. The program is expected to make the move after 5-30 slot Sunday afternoons where it will team with 'Wide, Wide World,' which is expected to be renewed by the division of General Motors.

"Omnibus" already has its first sponsor, the Union Carbide and Carbon Corporation, which is renewing for next season. Administrators of the current ABC-TV sponsors, has not made up its mind to go with the show again next fall.

NBC is expected to see whether "Omnibus" picks up part of the "Omnibus" sponsor's audience, since it has already displayed a potent sponsor on one station. The show will be produced next fall for the first time without the

**SMARTEN UP**

Nielsen Co. Men's 1957 Facts Book

NEW YORK — The A. C. Nielsen Co. lists its two annual "Facts' brochures, providing figures on the estimated number of television sets, viewers, and radio receivers for 1957.

One of the most interesting facts is that NBC's 1957-58 season saw the largest percentage of its audience for any season since World War II. Only 4 per cent of all TV homes are equipped for only one channel. This, despite the fact that 43 of the country's 283 TV markets have two or more stations, while only 16 markets have four or more.

**News, Comment & Sports Shows**

- **Cost Per Thousand Homes**
  1. **Cavalade of Sports** (Gillette, Tor, NBC) - $1.92
  2. **Monday Night Fights** (Mennen, NBC, ABC) - $2.23
  3. **Person to Person** (Am. Oil, Time, Inc., CBS) - $2.39
  4. **Doug Edwards News** (Am. Home Foods) - $3.05
  5. **Person to Person** (Time, Inc., CBS) - $3.13
  6. **News-Mansville** (Mennen, NBC) - $4.43
  7. **Red Barber** (State Farm, NBC) - $6.07
  8. **John Daly News** (General Cigar, Du Pont, NBC) - $6.15
  9. **See It Now** (Pan-American, CBS) - $11.13

- **Cost Per Thousand Men Viewers**
  1. **Cavalade of Sports** (Gillette, Tor, NBC) - $1.38
  2. **Wednesday Night Fights** (Mennen, NBC, ABC) - $1.94
  3. **Air Power** (Pedigree, CBS) - $2.93
  4. **Person to Person** (Am. Oil, Time, Inc., CBS) - $3.18
  5. **Doug Edwards News** (Am. Home Foods) - $3.33
  6. **News-Mansville** (Mennen, NBC) - $3.38
  7. **NBC News** (Quaker, Time, Inc., CBS) - $5.13
  8. **Red Barber** (State Farm, NBC) - $5.44
  9. **John Daly News** (General Cigar, Du Pont, NBC) - $7.01
  10. **See It Now** (Pan-American, CBS) - $15.83

- **Cost Per Thousand Women Viewers**
  1. **Person to Person** (Am. Oil, Time, Inc., CBS) - $2.05
  2. **Cavalade of Sports** (Gillette, Tor, NBC) - $2.05
  3. **Meet the Press** (Johns-Mansville, NBC) - $2.31
  4. **Doug Edwards News** (Am. Home Foods) - $2.34
  5. **Wednesday Night Fights** (Mennen, NBC, ABC) - $2.76
  6. **Air Power** (Pedigree, CBS) - $2.95
  7. **NBC News** (Quaker, Time, Inc., CBS) - $4.13
  8. **Red Barber** (State Farm, NBC) - $4.43
  9. **John Daly News** (General Cigar, Du Pont, NBC) - $6.32
  10. **See It Now** (Pan-American, CBS) - $14.50

**Pulse Top Twenty TV Network Shows**

(March 1957)

**Rank** | **Program** | **Network** | **Rating**
--- | --- | --- | ---
1. | Lost (CBS) | CBS | 3.30
2. | Carleton's Quiz Show (CBS) | CBS | 3.24
3. | The 50,000 Question (CBS) | CBS | 3.22
4. | The John Daly News (CBS) | CBS | 3.16
5. | Climax (CBS) | CBS | 3.09
6. | General Electric Theatre (NBC) | NBC | 3.00
7. | Jack Paar Show (CBS) | CBS | 2.92
8. | The A-List (CBS) | CBS | 2.92
9. | The Man of the Century (CBS) | CBS | 2.88
10. | The Man Who Knew Too Much (CBS) | CBS | 2.80
11. | Line-Up (CBS) | CBS | 2.72
12. | The Price Is Right! (CBS) | CBS | 2.69
13. | Eye Get a Secret (CBS) | CBS | 2.60
14. | The Lights of New York (CBS) | CBS | 2.59
15. | The Du Pont Show of the Week (CBS) | CBS | 2.58
16. | Person to Person (CBS) | CBS | 2.48
17. | Second Chance (CBS) | CBS | 2.40
18. | Kelly's Cat (CBS) | CBS | 2.38
19. | The Yank (CBS) | CBS | 2.36
20. | The Misfits (CBS) | CBS | 2.30

This chart is in the TV industry's own guide to the program audience and efficiency of Class A time periods, and it is offered without comment. The Nielsen figures are taken from the actual ratings made by over 100,000 American families. The Nielsen figures are derived from the actual ratings made by 100,000 American families, taking into account the size and sex of the audience at each program. The figures are subject to change. The Pulse Top Twenty TV Network Shows is a list of the top 20 most popular shows on television, based on ratings from March 1957.

**Adventure, Mystery & Western Shows**

- **Cost Per Thousand Homes**
  1. **Alfred Hitchcock** (Bristol-Myers, CBS) - $1.90
  2. **Gunsmoke** (Liggett & Myers, CBS) - $2.22
  3. **Wyatt Earp** (Procter & Gamble, General Mills, ABC) - $2.33
  4. **Cheyenne** (Cheatham-Foods, General Electric, NBC) - $2.45
  5. **Dragnet** (Liggett & Myers, Schick, NBC) - $2.54
  6. **The LINEUP** (Brown & Williamson, Procter & Gamble, CBS) - $2.73
  7. **Zane Grey** (Ford, General Mills, CBS) - $2.83

- **Cost Per Thousand Men Viewers**
  1. **Alfred Hitchcock** (Bristol-Myers, CBS) - $1.90
  2. **Gunsmoke** (Liggett & Myers, CBS) - $2.22
  3. **Wyatt Earp** (Procter & Gamble, General Mills, ABC) - $2.33
  4. **Cheyenne** (Cheatham-Foods, General Electric, NBC) - $2.45
  5. **Dragnet** (Liggett & Myers, Schick, NBC) - $2.54
  6. **The LINEUP** (Brown & Williamson, Procter & Gamble, CBS) - $2.73
  7. **Zane Grey** (Ford, General Mills, CBS) - $2.83

- **Cost Per Thousand Women Viewers**
  1. **Alfred Hitchcock** (Bristol-Myers, CBS) - $1.65
  2. **Gunsmoke** (Liggett & Myers, CBS) - $2.27
  3. **Wyatt Earp** (Procter & Gamble, General Mills, ABC) - $2.42
  4. **Cheyenne** (Cheatham-Foods, General Electric, ABC) - $2.64
  5. **Dragnet** (Liggett & Myers, Schick, NBC) - $2.73
  6. **The LINEUP** (Brown & Williamson, Procter & Gamble, CBS) - $2.82
  7. **Zane Grey** (Ford, General Mills, CBS) - $2.93

- **Cost Per Thousand Children Viewers**
  1. **Alfred Hitchcock** (Bristol-Myers, CBS) - $1.57
  2. **Gunsmoke** (Liggett & Myers, CBS) - $2.22
  3. **Wyatt Earp** (Procter & Gamble, General Mills, ABC) - $2.27
only the sponsor is sleeping soundly

Any advertiser should rest content when he knows that practically everyone else in town is watching his program. Just recently, 1,650,720 viewers stayed up to watch a movie from 11:15 P. M. all the way through to 1:45 A.M., over one channel in a single market. That was the average audience for the entire showing of the Warner Bros. feature, "Action in the North Atlantic," on WCBS-TV in New York on a Friday night in February.

The strong appeal of big-time Warner Bros. features distributed by A.A.P. is keeping audiences up hours longer—giving stations extra valuable time to sell to advertisers in the wee small hours. When you want to give advertisers a chance to convert sleeping hours into selling hours, write or phone.

a.a.p. inc.

When you want to give advertisers a chance to convert sleeping hours into selling hours, write or phone.
Winners of '57 Ohio State Awards Named at Education Institute Conference

COLUMBUS, O. — The top 13 winners of the 1957 Ohio State Awards for Educational Broadcasting by NBC TV, were announced here on the eve of the Institute's annual sessions. Top commercial broadcasters were invited in 13 NBC TV, KNXT, Los Angeles, WBRB, Chicago, and WPXG, New York.

ABC won two first place awards. One was for "Humor," which was rated tops among shows appealing to special groups, such as women, agricultural, religious, etc. the other was for the "American Playhouse," which placed first in the Station Award deals with the station's free promotion, "Tragedy in a Temporary Town." WPXG placed first in the public affairs, for its airing of the Senate Banking Committee hearings.

KNXT's "Humor" was named first among local shows in the cultural sphere. WPXG won first place in the public affairs, for its "Open Mind" broadcast, titling "The Nature of Anti-Semitism.

Prudential for Reums, '20th'

NEW YORK — Reums of "You Are There," and "Air Power" in addition to its new property, "20th Century," will be presented by the Philadelphia Life Insurance Company in its 6:30-7 Sunday night show. "NBC TV Theater," casts a wild audience will also program a number of special shows centered about the April 16 opening of "Twentieth Century," will run for two full weeks of May 14, beginning of its 1957-58 season and will consist of highlights of the year. Beach-McClintock is the agency.

BF May Chop Off 3 CBS Daytimers

NEW YORK— Best Foods is reported to be moving out of its four-day-a-week show, "Daytime," and is expected to drop from its schedule. The sponsor is expected to drop from its schedule. The sponsor is expected to drop from its schedule. The sponsor is expected to drop from its schedule.

Talent & Casting Post

HOLLYWOOD — F. Charles Straus, assistant to the director of business affairs at CBS for the past six months, was named to the newly created post of talent and casting director for the week. Before joining CBS, Straus was a v.p. of Filmmakers Productions and the attorney for the William Morris agency.

NEW YORK—Batten, Barton, Durstine & Osborne will begin preparations for the presentation of several programs—one certain to be a major spectacular in connection with the 100th anniversary in 1959 of the NBC network. The agency has been appointed by the American Broadcasting Company to handle the centennial.

Automotive & Petroleum Sponsors

- **Cost Per Thousand** Homes on Commercial Minute
  1. DODGE (Lawrence Wells, ABC) $1.06
  2. LINCOLN-MERCURY (Ed Sullivan, CBS) $1.83
  3. CHRYSLER (Clayton, CBS) $3.34
  4. FORD (Love Lucy, CBS) $2.43
  5. DODGE & FLYMO (Walt Disney, ABC) $2.19
  6. GRUMMEN (You Bet Your Life, NBC) $2.13
  7. AMERICAN MOTORS (Disneyland, ABC) $2.15
  8. AMERICAN OIL (Perry Mason, CBS) $2.09
  9. FORD (Emm Ford, NBC) $1.69
  10. CHEVROLET (Chevy Show, NBC) $1.68

- **Cost Per Thousand Men Viewers on Commercial Minute**
  1. DODGE (Lawrence Wells, ABC) $1.06
  2. LINCOLN-MERCURY (Ed Sullivan, CBS) $1.83
  3. CHRYSLER (Clayton, CBS) $3.34
  4. FORD (Love Lucy, CBS) $2.43
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  7. AMERICAN MOTORS (Disneyland, ABC) $2.15
  8. AMERICAN OIL (Perry Mason, CBS) $2.09
  9. FORD (Emm Ford, NBC) $1.69
  10. CHEVROLET (Chevy Show, NBC) $1.68

- **Cost Per Thousand Women Viewers on Commercial Minute**
  1. DODGE (Lawrence Wells, ABC) $4.89
  2. FORD (Love Lucy, CBS) $1.47
  3. LINCOLN-MERCURY (Ed Sullivan, CBS) $1.50
  4. CHRYSLER (Clayton, CBS) $1.07
  5. DODGE & FLYMO (Walt Disney, ABC) $1.71
  6. GRUMMEN (You Bet Your Life, NBC) $1.97
  7. AMERICAN OIL (Perry Mason, CBS) $2.05
  8. CHEVROLET (Chevy Show, NBC) $2.18
  9. FORD (Emm Ford, NBC) $2.53
  10. FIRESTONE (Voice of Firestone, ABC) $3.01

- **Cost Per Thousand Children Viewers on Commercial Minute**
  1. AMERICAN MOTORS (Disneyland, ABC) $1.54
  2. DODGE (Lawrence Wells, ABC) $2.37
  3. FORD (Love Lucy, CBS) $2.49
  4. LINCOLN-MERCURY (Ed Sullivan, CBS) $2.67
  5. U. S. RUBBER (Navy Log, ABC) $3.18
  6. B. F. GOODBCH (Buny & Alle, ABC) $3.43
  7. F. B. GOODRICH (Buny & Alle, CBS) $3.73
  8. FORD (Zone Grey, CBS) $3.74
  9. GRUMMEN (You Bet Your Life, NBC) $3.74
  10. CHRYSLER (Clayton, CBS) $4.27

The Billboard Continuing

**COST-PER-THOUSAND**

Analyses of Network TV Shows in Class A Time

- **By Sponsor Groups:**
  AUTOMOTIVE & PETROLEUM APPLIANCES & FURNISHINGS

**Home Appliances & Furnishings Sponsors**

- **Cost Per Thousand** Homes on Commercial Minute
  1. GENERAL ELECTRIC (C. E. Theater, CBS) $2.32
  2. RCA, SUNBEAM (Perry Como, NBC) $2.97
  3. VENUS HOUSE (Sabin, ABC) $3.03
  4. SINGER, ROYAL McBEE, AMER GAS (Playhouse 90, CBS) $2.69
  5. GENERAL ELECTRIC (Chevy, ABC) $2.82
  6. GENERAL ELECTRIC (Boise, ABC) $3.04
  7. GENERAL ELECTRIC (Bordax, ABC) $3.09
  8. S. U. RUBBER (Navy Log, ABC) $3.58
  9. ALUMINUM CO. (Alum How, NBC) $3.81
  10. U. S. STEEL (U. S. Shell Steel, CBS) $4.43

- **Cost Per Thousand** Men Viewers on Commercial Minute
  1. GENERAL ELECTRIC (C. E. Theater, CBS) $2.32
  2. RCA, SUNBEAM (Perry Como, NBC) $2.97
  3. VENUS HOUSE (Sabin, ABC) $3.03
  4. SINGER, ROYAL McBEE, AMER GAS (Playhouse 90, CBS) $2.69
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  9. ALUMINUM CO. (Alum How, NBC) $3.81
  10. U. S. STEEL (U. S. Shell Steel, CBS) $4.43

- **Cost Per Thousand** Women Viewers on Commercial Minute
  1. GENERAL ELECTRIC (C. E. Theater, CBS) $1.91
  2. WESTINGHOUSE (Studio One, CBS) $1.97
  3. RCA, SUNBEAM (Perry Como, NBC) $2.00
  4. SINGER, ROYAL McBEE, AMER GAS (Playhouse 90, CBS) $2.34
  5. GENERAL ELECTRIC (Chevy, ABC) $2.81
  6. GENERAL ELECTRIC (Boise, ABC) $3.01
  7. U. S. STEEL (U. S. Shell Steel, CBS) $3.05
  8. LIBERT Services (Alum How, NBC) $3.27
  9. U. S. RUBBER (Navy Log, ABC) $3.27
  10. JHNS-MANX (Meet the Press, NBC) $3.31

- **Cost Per Thousand** Children Viewers on Commercial Minute
  1. REYNOLDS METALS (Circus Boy, NBC) $2.51
  2. GENERAL ELECTRIC (Chevy, ABC) $2.58
  3. LINCOLN-MERCURY (Ed Sullivan, CBS) $2.67
  4. GENERAL ELECTRIC (Broken Arrow, ABC) $2.94
  5. RCA, SUNBEAM (Perry Como, NBC) $3.03
  6. SCOTT (Father Knows Best, NBC) $3.15
  7. U. S. RUBBER (Navy Log, ABC) $3.18
  8. GENERAL ELECTRIC (C. E. Theater, CBS) $3.77
  9. KPLNEX (Danny Thomas, ABC) $8.37

COMING COST PER THOUSAND ANALYSES:

Next Week: Toiletries, Drugs & Household Cleaners

May 20: The Top 20 for April

May 27: Food-Beverage & Cigarette-Tobacco Sponsors

June 3: Automotive-Petroleum & Appliance-Furnishings

Sponsors

http://www.americanradiohistory.com

Copyrighted material
"Four Women in Black", the first of the 90-minute dramas turned out by Filmaster Productions for CBS, proved once again that television thrives on a good story. What’s more, it was given excellent production—all on location in Arizona—and the combination made for one of "Playhouse’s" best shows of the season. Barney Girard wrote, directed and produced the story. The writing and producing were all outstanding.*

This beamed as the best film anthology on Playhouse 90 to date and worthy also of comparison with the series’ best “live” efforts, the top two of which were “Requiem for a Heavyweight” and "The Miracle Worker". All the elements that go into making a fine motion picture, and this was a motion picture in the truest theatrical sense, were deftly blended for fullest impact. Filmed entirely in Tucson for CBS-TV by Filmaster Inc., a goodly share of the top credits should go to producer-director Bernard Girard who also fashioned a fine screenplay with never a dull moment in it.

Playhouse 90 posted its highest Trendex with “Four Women in Black” (filmed by Filmaster for CBS1, starring Helen Hayes, checking in at 30.8. As was to be expected from Miss Hayes, she was compelling as leader of the religious expedition and made it ring with sincerity. The other sisters—Janice Rule, Katy Jurado and Narda Onyx—were able abettors, and Lita Milan, as a Mexican joiner, was provocatively sexy.

HELEN HAYES

in

FOUR WOMEN IN BLACK

with RALPH MEEKER / KATY JURADO / JANICE RULE

WRITTEN, PRODUCED and DIRECTED by BERNARD GIRARD

COMING

Kathryn Grayson, Scott Brady, Vincent Price, Raymond Burr, Jack Lord in “Lone Woman”

Errol Flynn, Ann Sheridan, John Ireland, Julie London in “Without Incident”

We salute CBS-TV... in particular, William S. Paley, Merle S. Jones, Hubbell Robinson, Jr., Al Scalpone and Robert Sparks... for the farsighted vision and creative leadership which made these achievements possible.

FILMASTER is proud of its selection as the maker of these great television pictures.
QUICK RECUPERATION

Syndication Again Becomes Top Distributors' Lifeline

NEW YORK—A quiet revolution has been taking place in the TV film business. Syndication has moved back into the forefront in the operating thinking of the top distributors. This seems to have finally turned the tide of two years ago when so many of the distributors were acting as if the syndication staffs were merely the purveyors of catching the renegade that was the first line of business was national sales.

Mickey Silberman, executive vice-president of Television Programmes of America, describes it this way: "Syndication is back to the forefront of the TV film industry. This strikes me as the most dramatic development in production and distribution in some time."

We all recognize that network sales are vital to the film company. However, network programming with its rapidly changing situations, its greater rate of failures, and the fact that a program is in the network structure itself, is infinitely more precarious in its way than syndication.

We also know: While all distributors, TPA included, still make all efforts to get away with the industry's myopia today, this situation, which is just the reverse of what the situation had been for the past four or five years, must continue. Silberman's conclusion: "TV film distribution will have to operate vertically, and strong syndication sales staffs are the best tool to function successfully. TPA and Silberman himself are also the firm proponents of established credibility of the fundamental necessity of syndication. In the past two years TPA has maintained a steady flow of first-run properties into syndication. However, there has been a process with national sales that it didn't put anything into syndication for almost a year because of TV.

NABC—The new program was exposed favorably in a series of trade ads by TV network. However, television's problems with national sales that it didn't put anything into syndication for almost a year because of TV.

The new program was exposed favorably in a series of trade ads by TV network. However, television's problems with national sales were such that the syndication staffs were interested in the possibility of syndication. Some possibilities are bound to be considered. But we all know that the possibility of syndication has already been turned over to the exhibitor.

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**Nielsen Top Ten TV Shows**

(End Weeks Ending April 14, 1957)

**Rank**—Program & Network

1. THE LIONHEARTED (NBC)
2. THE MAVERICK SHOW (CBS)
3. THE ROYAL JESTERS (ABC)
4. THE MILLION DOLLAR MOVIE (NBC)
5. THE PRICE IS RIGHT (CBS)
6. DR. KELLEY (ABC)
7. DICK VAN DYKE SHOW (CBS)
8. FRANKIE AND JOEY (CBS)
9. THE HOME SHOW (ABC)
10. AMERICA'S AVERAGE FAMILY

**AVERAGE RATING**

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7. DICK VAN DYKE SHOW
8. FRANKIE AND JOEY
9. THE HOME SHOW
10. AMERICA'S AVERAGE FAMILY

JUST STARTING

P. Lorillard Eyes Big Move to Spots

NEW YORK—P. Lorillard is said to have been looking-getting spots on a broad scale. A couple of weeks ago it bought the New Adventures of Martin Kane for spotting in Pittsburgh. From then on it is understood they have picked up the show for a few more markets. But that seems to be only the beginning.

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presenta...
MAY 6, 1957
THE BILLBOARD
TV FILM PROGRAMMING
11

QUICK PULSE

MCA Happy Re Ratings On 'Trooper'

NEW YORK — MCA TV is back on the heels of the rating returns on "State Trooper," the nod Cun- from series that made its first debut in January. Pulse marked it the highest syndicated television series in February, with an average weighted rating of 13.3.

The American Research Bureau found it among the top ten syndicated shows in 10 of its markets on the show’s first rating. It was first in Chicago, second in Minneapolis, second in Jacksonvile, Fla.; fifth in Atlanta, fifth in Los An- geles, first in St. Louis, second in San Antonio, fourth in Tulsa, Okla.; eighth in Boston, and second in Memphis.

The show is now sold in over 169 markets, its principal sponsors being Falstaff Beer (72 markets), Prince Macaroni, General Foods, Kroger Stores, Reynolds Tobacco, Central Electric and Coca-Cola.

'S Musketeers' to Play French and German Theaters

NEW YORK — ABC Film Syndieation has sold "The Three Musketeers" to companies in France and Germany for television release. The 28-hour series will be dubbed in French and German and premiered in June.

French Vidal of Munich (Germany) and Societe Cosmopolit France have also bought the TV rights to "Three Musketeers" for release in Aus- tria, Germany, Haiti, India-China, North Africa and France.

Schaefer Puts Sales of Beer On Upswing

NEW YORK — A spokesman for F. & M. Schaefer Brewing last week quoted a report that its sales had declined 148,000 barrels in 1956 (The Billboard, March 16). He referred to sources Schaefer’s correct sales, but he cited as close to actual one brewery trade journal that it sold 3,275,000 barrels in 1955 in 1956, for an increase of 143,000 barrels.

The Billboard’s story, which depicted beer sales increases with sponsorship of successful all-sports TV programs, was based on brew- ery-trade reports which also placed Schaefer at 3,279,000 in 1956, but which placed its 1955 sales at an estimated 2,900,000 barrels, which indicated the decline.

Schaefer’s non-sports TV advertising in 1955 was anchored in a series of musical IDs that have scored a high recall factor. Four weeks ago Schaefer began sponsor- ship of "Silent Service" here.

ABC Film Into 'Bulldog' Deal

NEW YORK — ABC Film Syndication will co-finance and distribute the Doug Fairbanks Jr. series, "Bulldog Drummond," slated to be filmed this summer in England. Don Sharp will produce and share Fairbanks’ ownership in- terests.

The mystery show will have 26 half-hour filmed, with the first two ready for sale in August.

GOOD AND BAD ACTION

Brit. May Tighten U. S. Film Quotas; Unions Raise Fuss

LONDON — The British limit on number of the U. S. pro- duced TV film shows that can be aired on the BBC is likely to get tighter. Shows produced here but under American auspices and with a lot of stars will be limited to the channel of the independent TV Authority. Their joint Safeguards Committee has been negotiating the house with the ITA, and no details have been released. It is reported that certain shows have already reached a verbal agreement on just how their interests will be protected against US. encroachment.

The new quota will operate on some kind of point system. The higher the proportion of British talent employed the higher the quota the show will earn and the easier it will be for the program contractors to slip it into their schedules.

"Lucy, 'Dragnet'... Such American favorites here as "I Love Lucy" and 'Dragnet,'" would get no points. They could be shown only by contractors that have their entire allocation of points—say 100—from their permit. Of American talent must foreign production point credits.

On the other hand, shows such as "The New Adventures of Charlie Chan," which first began shooting at British National here for Tele- vision Programs of America, would get only a partial allotment of quota points. This is because about six films have already been cued in the U. S. practically all the scripts were written in the U. S., the stars are American and the chief production personnel are American.

A tougher quota system like this is likely to have a somewhat in- flatorial effect on the U. S. pro- gramming scene.

Producing a film series here has not only resulted in some savings in production costs, but, more im- portant, has practically assured a sale to British TV, which costs $4,000 to $5,000 per film off the price the producer has to get in the U. S. to break even.

Outside Facts

But, in order to get an American flavor into their British produced shows, the producers have shipped many of the important elements of the shows from the U. S., such as stars, sets, producers and direc- tors.

There are now about five shows on the U. S. networks and one now going into syndication that were produced in this manner. Moreover, this method of operation has been so effective that there are now new elaborate plans to produce several further series this way. Among them "Dick and the Dead- end," a Sheldon Reynolds series, has been acquired by CBS-TV.

But, under the point system pro- posed by the Safeguards Commis- sion, such shows will not get into the quota so readily, and there- fore run the risk of not getting that price advantage.

A really top-flight show will always get a sale here. But once the new quota system is in force, the program contractors here will be increasingly cautious about buying film series that filter off their precious foreign allowance without exploring an astronomical rating in return.

Pabst Buys SG Dramatic Skein

CHICAGO — A Screen Gems half-hour drama series starring George Sanders has been bought by Pabst Brewing Company for showing on the full NBC net Sat- urdays, 9 to 9:30 p.m. EST, beg- inning June 23 and thru the summer. It will be titled "Pabst Myst- ery Theater."

While Pabst is dropping its "Wednesday night fight series, Andy Talbot, public relations director, emphasized that the dramatic film purchase is not to be construed as a policy switch in programming by the company. The series was bought, he said, simply because it was available and appeared to be a good buy. Pabst will continue to be active in sports sponsorship on both TV and radio, he added.

WESTERN UNION

TRI-ART COLOR 245 WEST 55TH STREET NEW YORK, N. Y.

DELIGHTED TO INFORM YOU THAT BY VOTE OF THE NATIONALS TOP TELEVISION FILM PROGRAM AND COMMERCIALS PRODUCERS, TRI-ART HAS BEEN NAMED FIRST AMONG ALL EASTERN LABORATORIES FOR BEST QUALITY AND PROCESSING OF COLOR TV COMMERCIALS,

WE PLEDGE TO CONTINUE TO DELIVER LABORATORY SERVICES OF THE HIGHEST QUALITY, AT REASONABLE COST, AND TO MEET THE MOST EXACTING TIME SCHEDULES.

Copyrighted material
DENVER—One of the biggest
success stories in business history
has been chalked up by the New
York Furniture Company here with its
biggest offer of sponsorship of
nighttime feature films in this market.
In February, the retail outlet with
two stores in the city and one in a
suburb signed as the exclusive
sponsoring of one full-length feature
movie each month over KOA, the
ABC outlet here. Before the month
was finished, sales had jumped to
such an extent that the firm bought
two feature films each week over
the same station. Last month they
bought a feature budget to include
full sponsorship of feature films
five nights a week for 52 weeks,
one of the biggest contracts of its
kind ever signed in this region.
KOAT, too, as if the lure of the
KOAY film packages (United Art-
ists and 20th Century-Fox) weren't
enough, the furniture store this
week started picking up the tab
for KOAY-TV's "Academy Theater"
on a 55% basis. KOAY-TV fea-
tures films from Warner Bros., Da-
vood O. Selznick, RKO, Columbia
and Republic. The contract, signed
by Sol Lange for the station and
Guy Collins of the Max Goldwe-
ber agency acting for Emil Berkowitz
of New York Furniture, is an open
end that pays for itself to the
extent of the frequency of the sponsorship
which could lead to longer con-
tacts.

Store executives are reluctant to
give exact figures but the business
increase which they can attribute
exclusively to nighttime film spons-
orship because of the low prices
featured, but they say it is in excess
of several thousand dollars per
week, over business before they
began the film sponsorship.

KOP-TV BUYS

Advantages To Single
Feature Pix

HOLLYWOOD—Indy Station
KOP-TV here is now buying
its features exclusively on an individ-
ual run basis and, according to
Program Director Al Pfallung, the
practice is advantageous both from
an economic and quality stand-
point. Actually the station (whose sale
is now being negotiated to a pro-
dicate headed by Bing Crosby)
sold the practice approximately
two years ago, but it now becom-
ing completely dependent on single
features for the two packages it had bought
before that time are played out.
According to Pfallung, the pol-
icy circumvents the rat race for
feature packages, and enables him
to buy better movies at lower cost
than he could obtain on a package
basis. There are some 4500 spots
available for single purchases, all
of them running. In buying Flan-
gerays out his sked three months
in advance and thus orders accord-
ingly to need.
The station presently runs seven
features a week, five of them in
Class A time.

SPONSOR UPGRADE

Denver Feature Films
Sell Lots of Furniture

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Viewers Pick
Movies to Run
On KOA-TV

DENVER—Feature films slated
for nighttime viewing over KOA-
TV, the ABC outlet here, will be
selected by the viewers from the
Warner Bros., RKO, David O.
Selznick and Columbia packages.
In a widely publicized promotion
package carried out by KOA- TV,
viewers are invited to submit the
names of movies they wish to
watch during the nightly feature
that this week was moved from
the 10:10 p.m. spot to the
9 p.m. slot each night.
The latest promotion gimmick
stems from the disk pocket audi-
aio radio where listeners requested
times. Ralph Radetsky, station
manager, announced that more
than 2,000 films from KOA's li-
brary are listed on ballots that are
printed in both local daily news-
papers and TV Guide. Viewers
may also call in to the station and
give their suggestions, and if the
response is successful enough, the
policy will continue during the sum-
mer and fall season.

Private Eyeful
For Screen Gems

NEW YORK — Eddie Buzelle
will produce and direct a new
color hour series, "The Private
Eye" for Screen Gems. Dealing
with the adventures of a female
private detective, the series is
based on the novels and short
stories by Harry Kaye. Kaye has
also been signed to write the
teleplay.
Negotiations are under way for
a four-story deal to play the title role.

DETROIT PREEM

WWJ Gives
"Hwd. Parade
Gala Hoopla

DETROIT — WWJ-TV intro-
duced Screen Gems' "Hollywood
Premiere Parade" feature last Sun-
day (26) night with a gala Holly-
wood-type premiere, and thereby
quadrupled the rating for the
9-10:1 period and emerged top-
dog in this four-station market.
In a special telephone coinciden-
tal, the American Research Bureau
gave it a 21.6 for the hour and
half. In its regular April report
ARB had given WWJ 5.6 in that
same show. "You Can't Take It
With You" was screened for an
invited audience at WWJ-TV's
auditorium simultaneously with its
airing. The half hour preceding
the show was a live pick-up of the
premise ceremonies in the lobby
of the auditorium. The studio
facilities, dressed up with held
and set, were attended by local
dignitaries and other audience in
the 192.

Weekend Theater on
WKRC-TV to Schooling

CINCINNATI — Schooling
Brewing Company here, one of
the keystone of the local time
series, has just inaugurated a new
film series, to be known as "Weekend
Theater," on WKRC-TV here, thus
the Hollander Advertising Ayer,
Cincinnati. The package occupies
the same slot, 1:05-10:30, on
both TV networks, Sunday, Friday,
Saturday and Sunday.

Cascade Kleenex Spots

HOLLYWOOD—Cascade Pic-
tures goes into production next
week on six spots for Kleenex, set
film Los Angeles. Three of the
commercial breaks are Little
Lake.

'Hawkeye' for
Philly: Final
Big Holdout

NEW YORK — "Hawkeye" and
"The Last of the Mohicans," will
be sold last week in a station deal in Phila-
delphia, the last major market
holdout on the syndicated show.
Television Programs of America
has now sold the series in about
120 markets, having been peddling it
three and a half months. By and
large, it has been sold in single
market deals, except for Langen-
dorf's 14 markets on the West
Coast and Consumers' markets for
about four in the Midwest.
Langendorf seems to be getting
a good rating return on it. Playing
early evening, it was tops in its
slot in Portland, Ore.; San Diego,
Calif., and Seattle. It has scored
well in Columbus, O., in a late
night slot, where it had a 19.2
April Valleys against 22.5 for
"Hollywood Parades and Rites."
**General Scripto.**

**Northern Bank.**

**MAY TV Watches, Robicam Finance.**

**Product Tobacco.** & Camel Guide

**Builders month, Railway, McCann Kelly & Competing McCann (Telephone Norman, Seeds Insurance. Compton.... Kimmel.... Holden....**

1. I (031 1201 & last (Smooth) ....

2. - LA 1.A Plans the excursions last á audiences, toc. Transfilm make p.a.'s mercials, campaign, trend of BUCKS TREND Arthur... U. Pretty

3. The signed mysterious into places... A. A. A. of worldwide... Bonus, With the grass... 1958,... Show... Tribune. A. A. A. for that... photo, or... wire, or... her!

4. The prevailing... having... all- grounds... NBC-TV,...

5. The 74-week contract, which runs then October, 1938, calls for Tuesday (000).

6. **Bucks Trend**

Plymouth
For 74 Wks. Of 'Angels'

HOLLYWOOD — Bucking the trend of 13- and 20-week maximum commitments on new series, contract signed by Plymouth for sponsorship of "Date With the Angels" calls for total of 74 weeks, plus further options beyond that point (up to seven years). It's believed the longest commitment any sponsor has ever made for a new program. Plymouth will integrate the series into a long-range advertising campaign, built along lines similar to that used by Lawrence Wells and Dodge dealers.

Part of the pact calls for "Date" star Betty White to endorse Plymouth automobiles, appear in commercials, visit Dodge dealers and make p.g.a's around the country. The plans are intended to build up the same grass roots support for the programs that Wells has gained.

The 74-week contract, which runs then October, 1938, calls for Tuesday (000).

**Recent FCC Moves Improve Competition**

WASHINGTON — Improvement of competitive opportunities for stations was the deciding factor in recent moves by the Federal Communications Commission to add a fourth VHF channel for commercial use in Miami and a third in the Norfolk-Newport News, Duluth—Superior and Charleston, S. C., areas.

The assignments were part of the FCC's interim plan, launched last June, to "improve competitive opportunities for stations," while the country awaits some long-range solution to the allocations problem. The new assignments are scheduled to become effective June 3.

The replacement of expected loss of ultra-high operations by the new very-high was a prime factor.

50 new stations and 18 renames. Four licensees on ABC net on a minimum of 137 markets May 10, with an introductory cleared circuit on 18.

**RKO Televison**

**RKO TELEVISION**

a division of

RKO TELERADIO PICTURES, INC.

1460 Broadway

New York 18

LO 4-8000

(Continued next week)

**Advertising**

Meet "Aggie," the fastest, freshest new half-hour film series of the season.

Pretty Joan Shawlee plays Aggie, the fashion buyer, whose free-wheeling, breezy excursions in and out of worldwide markets catapult her into merrcy and mysterious foreign entanglements! Here's comedy-adventure for all audiences, all ages... with matchless merchandising and promotion advantages built right into the script.

"Aggies" going places... and so is any advertiser who travels with her!

See "Aggie." For details, prices, and audition print, phone, write, wire, or walk right over to

RKO TELEVISION
Col’bia Mulls Spin-off of Screen Gems

NEW YORK—Scene top execs of Columbia Pictures have formulated plans to spin off Screen Gems, its TV subsidiary, it is reported here. The company is said to have been sold to Curb, a division of Sales and Marketing, as a way to boost the company's profitability. As a result of the sale, Screen Gems has more than doubled its production to meet the demands of the market. It is now reported that the move is to be followed by a spin-off of Screen Gems, which is expected to be favored by Abe Scharfman, vice-pres ident of Columbia.

A major reason for the spin-off, it is said, is the company's production of news programs. As the firm has grown, Screen Gems has increased its production to meet the needs of the market. It is now reported that the move is to be followed by a spin-off of Screen Gems, which is expected to be favored by Abe Scharfman, vice-president of Columbia.

The very growth of Screen Gems seems to have further motivated the company to spin-off Screen. Screen is one of the few companies that appear to believe that the TV operation will eventually be larger than its motion picture business, and that Screen Gems can better reach its potential as an independent corporation. This belief is being taken by Ralph Cohn, vice-president and general manager of Screen Gems, as a green light that it should have favored the spin-off. Screen is a company born with a six-year mark up, often against the opposition of the Columbia command.

Corinthian to Co-Ordinate Whitney TV

NEW YORK—J. H. Whitney & Co., Inc., has announced that a formation of the Corinthian Broadcasting Corporation to co-ordinate the activities of the Whitney-owned TV and radio stations.

KTVT, Tulsa-KLTV, Gal-
veston-Houston, WSHY-TV, Indi-
anapolis, and WISN-TV, Wayzata, Minn., are the TV stations which will handle sales, promotion, research and programming ideas and all are part of the Whitney empire.

C. W. Wresch, president of Whiskey-McGhee Productions, has been named general manager of the company, and Walter Thayer, chairman of the board, in charge of the Whitney investment firm, which bought its first station in 1954.

KBET Buys 1,500 Films

SACRAMENTO — KBET, here, has bought the entire MGM and RKO feature film libraries, a total of 1,500 pictures. A sale of the 1,500-old features it currently owns.

A primary "must buy" CBS TV affiliate, KBET has 15 movies a week, one of which is a new feature. At the same time, only two half-hour syndicated shows have been included in the program. The station is not focusing on any particular feature but rather making a decision based on what is currently available.

Paul to Pkg. ‘Forever Eva’

HOLLYWOOD—‘Forever Eva’.... HOLLYWOOD—‘Forever Eva’ is a program about a different actor and a different character each week, it is being produced by producer McG- hahan and directed by Screen Gems, Inc.

Pilot of the series, each episode of which will be set in a different city, is scheduled for summer filmin-

PULSE LOCAL RATINGS FOR MARCH

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

STATION SIGNALS

On three May Saturdays WABC-TV, New York, will tie in with NBC and ABC in its presentation of "The Paladines Amusement Park," NBC, and in a tele-
vision premiere below the surface of the New York. MCA, has conquered. ABC.

Another program that has impressed the wires at Lockhead Air Force Base, Burbank, Calif., is the "News, Now and Tomorrow" series. The series of the new series, which was working with the advent of the new series, is the "News, Now and Tomorrow" service.

The next major feature on "ABC," NBC, New York, is "Bay City Blues." It is a program of news and interviews, with sportscaster Bob Lee Jr. The series will take a look at the most interesting city in America, "Bay City Blues." The special telecast, viewed on April 26, was produced by Arnold Williams, KBTV's director of

WRC-TV, Boston, and KTTV, Los Angeles, added a new dimension to the schedule when they invited the Boston and Los Angeles stations to join on in the television premiere below the surface of the city. WABC-TV, New York, has conquered. ABC.

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This week's chart covers the latest Pale ratings in key local markets. It includes network, local live and locally originated film shows. By pointing out leading programs, the chart provides a guide point to outstanding spot affixes in each market.

Market statistics shown are derived from Sales Management's current "Views of Rating Power." These statistics, like many market's measurements among the Pale, are based on complete TV coverage or rating points and are comparative indices for the key population centers of TV stations.

The symbol #1 in for film series booked on a national spot basis. The symbol "TV" indicates a UPN series. The symbol "P" points out programs that are purchased by more than five stations from the Pale network. The symbol "L" indicates that a show has moved to another NBC network.

SEATTLE-TACOMA
4 TV stations--169,600 homes
1986-67 (13) Pale
Buying Income--$12,000,000

6. Ted McCoy, 12-
2. Art Linkletter, 10-

W.7:00
"NBC News," M-F.
4.20:30
"NBC News," M-F.
"NBC News," M-F.
4:00
"NBC News," M-F.
12.30
"NBC News," M-F.
5:15
"NBC News," M-F.
6:00
"NBC News," M-F.
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**New TV Spot Campaigns**

Contracts Set in Every Region
In Two Weeks Ending April 13

This chart presents the sales leads for TV stations and their reps, and many TV spots are indicated, when known. These key sales symbols are used:

- **(Ann.)** - Appearance (Part)
- **(Part.)** - Participation
- **(Prog.)** - Program

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**Prime Time Can Be Cleared for Synd.: Harris**

**HOLLYWOOD** — The belief among advertising agencies and sponsors that TV can easily be cleared for syndicated programming is bolstered by a survey which says they've found it easier than ever before to market a show. Harris reports that sales calls have increased, and that the schedule is better than ever. The survey found that more than 90% of the respondents said they would use syndication in the future.

**Syndicated Film Mystery Shows**

**AMONG WOMEN**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distrib.</th>
<th>Rating</th>
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<tbody>
<tr>
<td>1</td>
<td>Racket Squad (ABC)</td>
<td>95</td>
</tr>
<tr>
<td>2</td>
<td>Love Whispers (CBS)</td>
<td>93</td>
</tr>
<tr>
<td>3</td>
<td>My, My Darling (CBS)</td>
<td>90</td>
</tr>
<tr>
<td>4</td>
<td>Defenders of the Faith (NBC)</td>
<td>88</td>
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<td>88</td>
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**PULSE FILM RATINGS for February**

For current information on programs, ratings, audience size or content, please consult *TV Insights*, 15 W. 43rd St., New York 19, N. Y.

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**DeMartini Named Guild V-P-Treas.**

**NEW YORK** — DeMartini was named treasurer and vice-president last week. He is George DeMartini, 51, who was previously managing editor and member of Guild's board for the past year. He is resigning as general manager of the Wall Street firm of Colton, Simmons & Co., which has doubled the size of its facilities.

DeMartini replaces Aaron Katz, who resigned in January.

**On Rocky Mountain & West Coast Stations**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Time</th>
<th>Show &amp; Distrib.</th>
<th>Rating</th>
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</thead>
<tbody>
<tr>
<td>Denver</td>
<td>Denver</td>
<td>CBS</td>
<td>8p</td>
<td>High Tide (CBS)</td>
<td>92</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Los Angeles</td>
<td>NBC</td>
<td>7p</td>
<td>Love Whispers (CBS)</td>
<td>90</td>
</tr>
<tr>
<td>San Francisco</td>
<td>San Francisco</td>
<td>ABC</td>
<td>7p</td>
<td>Defenders of the Faith (NBC)</td>
<td>88</td>
</tr>
</tbody>
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**On Southern Stations**

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<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Time</th>
<th>Show &amp; Distrib.</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miami</td>
<td>Miami</td>
<td>CBS</td>
<td>9p</td>
<td>Love Whispers (CBS)</td>
<td>90</td>
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<tr>
<td>Dallas</td>
<td>Dallas</td>
<td>ABC</td>
<td>8p</td>
<td>Defenders of the Faith (NBC)</td>
<td>88</td>
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**On Northwestern Stations**

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<tr>
<td>Seattle</td>
<td>Seattle</td>
<td>CBS</td>
<td>7p</td>
<td>High Tide (CBS)</td>
<td>92</td>
</tr>
<tr>
<td>Portland</td>
<td>Portland</td>
<td>NBC</td>
<td>6p</td>
<td>Love Whispers (CBS)</td>
<td>90</td>
</tr>
<tr>
<td>San Francisco</td>
<td>San Francisco</td>
<td>ABC</td>
<td>5p</td>
<td>Defenders of the Faith (NBC)</td>
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**TV Film Blurs In Far East**

HOLLYWOOD — Production of television commercials presents no problem for sponsors in the Far East. In Japan, Quin, 37, who was film producer before returning to a career in television, says that production is set by the film company, not the sponsor.

In Japan, Quin said, it's possible to have multiple commercials shot simultaneously, a novelty that is played to be a good thing. The sponsor himself is on the set and the director is responsible for the day's shooting. The sponsor is not used to the commercial business and is only two cities that have TV.
You can't keep a good song down!!

an open letter to Tony Bennett
from Johnny Mercer and Harold Arlen

JOHNNY MERCER

April 18, 1957

Tony:
The publisher has asked me to write you a letter about "ONE FOR MY BABY".
If I were George Jessel I might be able to think up an appropriate toast.
Sufficient to say, I loved it.
I saw you do it on television, and heard your exciting record, and I thank you.
Keep swingin' and keep singin'!

Yours in admiration,

HAROLD ARLEN

Dear Tony:
Thrilled by your wonderfully exciting record of "ONE FOR MY BABY."
Trust it will be a tremendous hit for you.

Sincerely,

P. S. and thanks from us also, Tony

EDWIN H. MORRIS and CO., INC.
MUSIC PUBLISHERS
All Good Material Top Potential—R&R or Ballad

NEW YORK—Whereas a good many music men concentrate on rock and roll in order to survive in today's music record business, there are still a number of Allagalactic and mechanical men clinging to the old good material. In no way do I want to make the impression that all this music material cannot make the grade, but there is a lot of worry going on these days about the whole rock and roll business. A lot of good writers, Stewart adds, "have stepped up their product, birthed hits, and are trying to keep the same vibe and rhythm, which is a testament to the strength of the market. This is a strong movement towards the mainstream..."

The important elements are talent and integrity, and the idea of music as a tool of communication is more and more appealing to the public. It seems like a waste of effort for a writer whose forte is ballads to try to inject rock and roll, and vice versa. Stewart says he has never studied rock and roll or vice versa. He finds it all pretty about good rock and roll if he had one. But the important thing is that you don't need to in order to operate successfully. Another possibility is that this is the case of clefts of different material—be it rock or ballads, without trying to please the other side of the fence, which I am content with them. Mitch Miller, Columbia pop-rock writer, and Rodd Evans are others who hold to the belief that good material can stand alone in any category. An important consideration, in the minds of all these writers, is whether a song will become an instant hit or does it have the potential to become a hit in the future. The future of music is uncertain, and there are many factors that can influence its success. It is up to the writers to ensure that their music is well-timed and ready for the marketplace. (Continued on page 42)

Deals Again Pose LP Price Question

Retailers Adopting Cautious Attitude

By BEN GREAVITT

NEW YORK—Current activity at various levels of the record industry from the manufacturer down to the corner record shop, led to a price question: Where will the retail price of the LP disk finally settle? Actually, for a number of the major labels, has quoted some of the producers by design to break the record company and prevent them from moving too far in the future. The market will be mostly intact, therefore the general price deter would be possible. Only those who own record companies have the volume to permit lower price selling at a profit. And even when the market would suddenly, they pointed out, for example, a record company's current audiographic interest exist to meet the demand. Other major difficulties have echoed this sentiment.

It was nearly a year ago when the manufacturers began building sales promotions caused the topping of the LP market. At the time it was argued that the public was being conditioned to lower-list price purchases. When they bought, the buyer, in fact, a major music firms seeking to buy the catalogues, according to Phillip A. Braunstein, of the accounting firm of Brunswick & Checan here.

A special sales brochure, made available to retailers, reveals that the two firms brought in a great income of more than $30,000 in 1956, with the Brunswick Music Inc., company, Embassy, accounting for more than $15,000 of total. Both firms chalked up record profits in 1956. The Dorsey Brothers take from ASCAP in 1956 was about $7,000, while Dorsey Band income of about $20,000, from BMI in performance money last year.

Both firms showed an increase in gross income over the last six years, with the Dorsey Band income of more than $10,000 more in 1956 than in 1951, while the Dorsey Band's take from BMI in 1956 was more than $10,000 and more than the previous year. Mechanical royalties for Embassy last year were $24,000 and for BMI $30,000, compared to $24,000 and $30,000 respectively in 1955. The markets are relatively stable, according to John Nierenberg, a partner with the law firm of Cahn, Heide & Jacobs, "Jacky," New York, Barry Kaye, Pittsburgh, Milt Grant, Chicago, Harry Osterman, New York, Ed Benner, St. Louis; Robin Sey- ner, Detroit, Al Jarvis, Los Angeles. England and Germany will be the foreign countries represented by their own spinners. (Continued on page 42)

12 Albums on Roulette's LP Debut List

NEW YORK — Roulette Records will release 12 LP's, marking the 24th anniversary of the label. At the same time (Roulette's 24th anniversary), leads of the 10 top disk, 3 hits, for rock, 10,000 LP's for the fall, plus a children's package. Joe Smith, president and sales chief of Rou- sella, Rome, Geo and Zen, estimates that the four labels will have more than 100 albums on the market.

Peretti and Credo, a. The music of its artists, is very unique. It is the only company, according to its president, that has a strong distribution network, and it is the only one that has a strong distribution network in the entire world. (Continued on page 42)

Mercury in 3-Way Calypso Promotion

HOLLYWOOD—It’s just in the music business that many of us are too young to keep the pace if we aren't able to laugh at ourselves occasionally. Disk promotion man Ir- win Zucker walked away from the recording industry two years ago, his hobby, "It was a bit of a hit when I got a new LP of his."

(1) The deliberate killing in the West is breaking big the East. (3) But Randell will split his six times next Tuesday. (4) Peter is way off in a bit. (5) A one-stop is interested in a different version of the tune in the East. (7) Feige is covering everything. (8) Bud is not about to land a master. (9) It's jumped out of the No. 2 spot in The Billboard charts.

10 INDICATIONS OF A HIT TUNE

(1) "It's breakin' big in the West" (2) it's breaking big the East. (3) Randell will split his hits six times next Tuesday. (4) Peter is way off in a bit. (5) A one-stop is interested in a different version of the tune in the East. (7) Feige is covering everything. (8) Bud is not about to land a master. (9) It's jumped out of the No. 2 spot in The Billboard charts.

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a december "spotlight"
blossoms into a may smash

JOHNNY MATHIS

singing...

WONDERFUL

WONDERFUL

Published by
E. B. MARKS
1250 Sixth Ave.
New York, N. Y.

COLUMBIA
40784

COLUMBIA RECORDS
A DIVISION OF CBS
MOTHER'S DAY IS COMING UP

NEW YORK—Everybody's getting into the act today. A new label, SAC Records, has issued some off-beat talent for its first release: a recording of a 19th-century song "We Love the Boy," by Robert D. Baker. The group of young performers, who will appear at the Saturday night revue, "We Love the Boy," have already received praise from reviewers of the New York Times and the New York Post.

Country Music Show for ABC

NEW YORK—ABC-TV is reading a new big-budget "country music" show for Saturday nights in January. It is expected to be a hit. The show will be hosted by the popular country music singer, and will feature some of the hottest stars in the business.

Contemporary, GTJ Entering Tape Business

HOLLYWOOD—Good Time Jazz and Contemporary Records, two of the best-known record companies, have announced that they are entering the tape business. This move will allow them to expand their distribution network and reach a wider audience.

Demo Deal

NEW YORK—Master Recordings, the famous recording company, has announced a new deal with the famous jazz musician, Count Basie. Basie will record a new album for Master Recordings, and the company will provide the necessary equipment and personnel to make the recording.

Death Claims New Lender

Belle Baker—HOLLYWOOD—Belle Baker, the famous jazz singer, has been killed in a plane crash in France. She was on her way to New York to record her latest album.

Goodman Exits Decca Post

NEW YORK—Stanley Goodman has resigned his post as sales manager of Decca Records. Goodman has been with Decca for many years and has been a key figure in the company's success.

AFM Embroiled in Another Suit

HOLLYWOOD—The American Federation of Musicians has been embroiled in another lawsuit. The suit was filed by a group of freelance musicians who claim that the union has not been fulfilling its obligations.

FOR YOUR INFORMATION

Some of the most interesting events this week include:

- A new exhibition of contemporary art at the Museum of Modern Art
- The premiere of a new opera at the Metropolitan Opera
- A concert by the New York Philharmonic Orchestra

For more information, please visit our website at www.americanradiohistory.com.
Now on CORAL

the ORIGINAL

HIT RECORD by...

JEAN MARTIN

YUM, YUM, YUMMY

ANOTHER DOOR OPENS

Orchestra directed by Milton Delugg
Enter the First Annual National Golf Tournament Now!!

Sponsored by the Disc Industry Scholarship Committee (DISC)

WHO IS ELIGIBLE:
If you're connected with the creation, promotion, distribution, or sale of phonograph records, you're eligible. If you're a record store buyer, label, driver, A&R man, director, recording engineer, record manufacturer, music publisher, session musician, etc., you're eligible.

PRIZES:
Exams, including transportation via air to and from Shreveport, will be provided for the 16 finalists. An impressive list of prizes will be announced upon entry to the Billboard for final eligibility and examination. The prize committee is currently at work finalizing details.

HOW TO ENTER:
Fill in the application blank below and send it to the Disc Industry Scholarship Committee, 11630-16th Street, North, Chicago, Ill. N.Y. Checks should be made payable to: Disc Industry Scholarship Committee. Your entry will be notified as to the location of the final tests, etc., and the time within which you must be there, by mail in a qualification envelope. You will receive a membership card and a book containing full details about the organization and the golf tournament.

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

TOURNAMENT DETAILS:
Fluorescent golf balls are the 31 tournament to get under way in a matter of weeks. Two weeks will be designated as the qualifying period. Every one will qualify in one of four A-D-C-D handicap categories. The qualifying round will determine the eventual winner. Following the qualifying weeks there will be a competition free to the sum of the players. There will be a two-man team of the winning players. The winning team will be determined by the number of players within the entry. The winning players will receive a first prize of $500, a second prize of $250, and a third prize of $125 in each of the four handicap categories from the respective region.

The sixteen ultimate winners will play off at a two-day tournament to be held at the beautiful Shreveport-Bossier Country Club, Shreveport, Louisiana, in late September. Special arrangements have been made with the professional golfers around the country to use their facilities at a minimum cost for all play.

ADDITIONAL ENTRY BLANKS AVAILABLE FROM MR. D. H. A. Couch, Chairman, Disc Industry Scholarship Committee, 11630-16th Street, North, Chicago, N.Y. Checks should be made payable to: Disc Industry Scholarship Committee. Your entry will be notified as to the location of the final tests, etc., and the time within which you must be there, by mail in a qualification envelope. You will receive a membership card and a book containing full details about the organization and the golf tournament.

TOURNEOUMNT DETAILS:
First Annual National Golf Tournament
Sponsored by Disc Industry Scholarship Committee (DISC)

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

TOURNAMENT DETAILS:
Planes are for the 31 tournament to get under way in a matter of weeks. Two weeks will be designated as the qualifying period. Every one will qualify in one of four (A-B-C-D) handicap categories. The qualifying round will determine the eventual winner. Following the qualifying weeks there will be a competition free to the sum of the players. There will be a two-man team of the winning players. The winning team will be determined by the number of players within the entry. The winning players will receive a first prize of $500, a second prize of $250, and a third prize of $125 in each of the four handicap categories from the respective region.

The sixteen ultimate winners will play off at a two-day tournament to be held at the beautiful Shreveport-Bossier Country Club, Shreveport, Louisiana, in late September. Special arrangements have been made with the professional golfers around the country to use their facilities at a minimum cost for all play.

ADDITIONAL ENTRY BLANKS AVAILABLE FROM MR. D. H. A. Couch, Chairman, Disc Industry Scholarship Committee, 11630-16th Street, North, Chicago, N.Y. Checks should be made payable to: Disc Industry Scholarship Committee. Your entry will be notified as to the location of the final tests, etc., and the time within which you must be there, by mail in a qualification envelope. You will receive a membership card and a book containing full details about the organization and the golf tournament.

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

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

and Tommy has a hit

"LOOK AT 'ER"

b/w
THE OTHER MAN

Vik x/4x-0270

*TOMMY LEONETTI that is

Vik records
Thank You Jimmy Dorsey for Your Great Recording of "So Rare"

Thank You...

Disk Jockeys, Music Machine Operators and Music Men everywhere, for your wonderful cooperation in making "So Rare" one of America's Top Hits.

Harry Carlson

Copyrighted material
Cap's May Program  
*Continued from page 18*

Anthony, the Louvin Brothers, Janis Jones, Kate Smith, Jack Gaden, and set tagged "The Gold Record.

In addition to the 17 pop albums for the release, Capitol has also released several new packages in its Capitol of the World line. These are "The Hitmakers" (containing hits of 1950), "The Hitmakers" (containing hits of 1951), "The Hitmakers" (containing hits of 1952), and "The Hitmakers" (containing hits of 1953). The last is scheduled for release in the fall.

Deejay Axed  
*Continued from page 18*

"...do so by a fan petition which he claims boasts 110,000 signatures. He had done the same in the earlier year on Elvis' birthday and last October I played 12 deejays, WABC, WABC, WABC, and the other stations. Frear was selected to introduce him, to pronounce his thesaurus.

Dr. Miller's claim is that upon surmising the situation he found he was overstated by one deejay, and that Frear was the only deejay who didn't have any dependents to support. While he didn't allow that he was instigating a deejay war he did say they were attacking a "screen top 40," that is emphasizing the sale of disks and not advertising those that might be distant to a broad audience composed mainly of adults. Some deejays, he reported, are beginning to squawk about pitching to con- 
quainted audience of teenagers on record shows.

Am-Ar Skeds  
*Continued from page 18*

program slanted toward the dealer, which is the commercial advertising campaign on the Am-Ar album line is scheduled for this fall. The label's current album release includes society orchestras, "The Teddy Bears" and "The Dancers," a first LP, a package by a new West Coast vocal group, "The Ritz Band," a third LP "Bobby Darin," and a fourth LP "The Midnighters," a package with Johnny Cash. The final four releases on the "Clyde Built" label, which was also the label's "Clyde Built" album, featuring that of two voices, Candi and Longhair Talent  
*Continued from page 22*

She has been booked for several appearing, including two "Alice," with the Vienna State Opera, for the Brussels Exposition and for a European concert tour. In this country, the young singer will play in Chicago, New York, and San Francisco, appearing on television. September 20. For the first time, Miss Woman's 104 appearances in Australia, with the Australian Broadcasting Orchestra, and in recent years, the first concert in the late Kathleen Ferrer. The 28-year-old singer, who is currently making her first recording for both Angel and Columbia, has been booked for concert appearances with the New York Philharmonic, with the Chicago Symphony (five times), with the Berlin Philharmonic, with the London Philharmonic, with the Berlin Philharmonic, with the London Philharmonic, and with the Berlin Philharmonic.

BALLY'S COVER  
WINS AN AWARD  
CHICAGO — Bally's Record cover for the Betty Johnson album, "The Touch," was awarded the design award of the Bally's Magazine of the Year Awards. The cover is a black-and-white cover of 1956. Photos were shot by Don Brocston, who has been servicing numerous disk artists, Chicago.

FRIDAY FLASHES

HUBBARD LOSES ARGUMENT, UKE  
CHICAGO — Deejay Ed Hubbard, a Mennonite player of the ukulele who has worked to  
get his band on the air for the past 15 years, has recorded a number for ABC. The record is "For a Memory," got into an argu- 
ment with the network rep-  
resentatively, but it, and his ukulele, both.

On the other side, a weather forecast of showers in his WGN show where the music is to be shaming for the first time in many years, has been broadcast by WGN, Chicago, and WGN, Chicago. The forecast was made by Jacob Morgan, who insisted that Ed made the good thing, on the air.

New York, Nov. 27, 1957

MEL KAHN  
HUBBARD LOSSES ARGUMENT, UKE  
CHICAGO — Mennonite player of the ukulele who has worked to get his band on the air for the past 15 years, has recorded a number for ABC. The record is "For a Memory," got into an argument with the network representative, but it, and his ukulele, both.

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RED HOT and HEADING FOR MILLION

CHARLES McDEVITT SKIFFLE GROUP
Featuring NANCY WHISKEY

FREIGHT TRAIN

CHIC#1008
Self-Service Can Be Good and Bad

- Not all dealers know how to use self-service effectively.
- Salesperson's role is a slightly different one.

By RALPH FREAS

There are few dealers who haven't set their store up for at least 90 percent self-service. Encouraged by record companies and merchandising experts, they have eliminated the old counter type of operation and put their merchandise out in the open where it can be seen and handled by the customer. But, while self-service definitely moves more merchandise faster, it requires the dealer to look at his way of doing business in a slightly different way.

Same Help Needed

Many dealers hold the fallacious idea that self-service enables them to do business with less help. In fact, many dealers point to the elimination of help as one of the principal advantages of self-service. It is the belief of most merchandising experts that these dealers are misguided.

As the experts see it, the purpose of a self-service operation is to relieve the help to enable them to sell more. It frees the sales person from such purely mechanical tasks as ringing up the sales, wrapping the purchases, figuring out taxes, and making change. These jobs should be done by the less experienced and lower salaried clerks, while the sales person is freed to do more customer service.

Sales Person's Function

The function of the sales person is not necessarily one of high personal attention to the customer. He should be immediately available to give on-the-spot service when it is needed. Then, after giving service, he should permit self-service to work again by encouraging continued shopping. The sales person should never say, "Is that all?" The customer shopping. Rather, he should say: "Go ahead and browse. You might see something else that you'd like."

Importance of Check-Out

When a customer uses a checkout counter by the door, he takes it as a signal that he is free to browse around. It is almost a merchandising axiom that the browsing customer buys more on impulse. He is exposed to more, he sees more and is therefore bound to see more of what he wants when he is free to browse.

When a customer sees a checkout counter, he knows he will get quicker service. When he has purchased what he wants he can get out in a hurry.

Phones and Radios, Too?

While many dealers are sold on the merits of recording retail self-service, they have held on to the traditional way of doing business in self-service stations and radio. There is no question that the radio or phone sale requires more attention by the sales person, but some dealers have found a way to dispense at least some of their self-service techniques in their phone department.

Selling by impulse is certainly the underlying idea in making large displays of small radios. Look at the illustration below.

This dealer displays more than 50 different table radio, clock radio and small phonograph models along one wall. Each model is tagged with the list price. In this case, the list price is circled out and a special sale price written over it. The buyer can browse, compare, select and even audition each model. Most of the motion pictures ("Have you anything a little cheaper?" "Do you have this model in red," etc.) are answered automatically. If the customer expresses a desire to close the sale or trade him up to a higher priced model.

But here, as in the case of the record department, partial self-service is not a means to the elimination of sales help. It is a method by which a dealer can do more business with the same amount of help.

Disk Tie-in From V-M

The V-M Corporation is currently launching its second annual phonograph tie-in promotion this year. The new promotion, which offers a special priced package of EP discs to spark sales of the V-M Trentine 45-in record player, will offer consumers hard on the heels of the firm's World Wide Festival of Sound promotion which made a similar offer of a 12-inch EP set for 98 cents.

The Trentine album, entitled Sentimental Era, consists of 40 Tommy Dorsey hits on 10 EP discs. The 10-inch pack will sell for a half hour with the purchase of the Trentine portable at about $45. The special selection includes some of T.O.D.'s greatest; "Getting Sentimental," "Hawaiian War Chant" and "Two Silver Smiles Again," to name a few.

The Trentine is offered in a choice of three color combinations. It has front opening speakers and separate base and tremolo controls.

LEFT: Catalog merchandising is stacked neatly with appliance pointers for immediate identification. Late merchandise is in waist-high browsers. Custom-built racks are sturdy and well supported to carry weight of LPs.

BELOW LEFT: Suggestion selling goes on even at the checkout counter. Note wire rack for newly priced Hi-Fi and FM sets. A pop hit of-the-week is offered at a special 98-cent mark and a sign on the floor behind the counter reminds customer the gift certificates are available.

BELOW: Every radio, clock, radio and phonograph is tagged with a hand-lettered sign that shows the suggested list and the sale price. The customer knows and chooses the model to fit the pocketbook. A salesman is always on hand to answer questions, suggest and demonstrate if necessary. Any model can be hooked into power facilities in a matter of seconds.

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

NEW PRODUCTS

NEW STEREO LINE FROM BELL

Bell Sound Systems is releasing its new tape-recorder line thru a two-step distribution set-up. Distributors are being appointed to service music, radio, appliance and photo outlets. Distribution

Stereo Console

of the previous line will remain unchanged.

A featured item in the new line is the Bell-Tape Play Mate. This all-new recorder is the first to be introduced in three models: manual sound playback, stacked stereo playback and stag-

The frequently response claimed for the cartridge by Bonte

LEFT: Catalog merchandising is stacked neatly with appliance pointers for immediate identification. Late merchandise is in waist-high browsers. Custom-built racks are sturdy and well supported to carry weight of LPs.

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BELAFONTE

The title song from his movie...Darryl F. Zanuck's "Island in the Sun," in CinemaScope, released by TWENTIETH CENTURY FOX

ISLAND IN THE SUN

c/w
A new Calypso classic in the dynamic Belafonte style, inspired by the colorful lingo of the lady cocoanut vendor

COCOANUT WOMAN

47/20-6885

Publisher: Clara Music Publishing Corp., Jesse Stoll, Vice-President and General Manager.

America's favorite speed... 45 RPM RCA VICTOR
THE CLASS SONG OF THE YEAR

OLD CAPE COD

AND A MOST ENCHANTING WALTZ

WONDERING

MERCURY 71101
**THE BILLBOARD'S WEEKLY**

**Packaged Records Buying Guide**

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**Best Selling Pop Albums**

Albums are ranked in order of their national sales strength at the retail level; according to the Billboard's weekly survey of top selling charts.

1. CALPSO—Harry Belafonte
   - RCA Victor LPM 1248
2. AN EVENING WITH BELAFONTE—RCA Victor LPM 1402
3. UNDERSTOOD—Brubeck Quartet
   - Capitol S10 924
4. THE KING AND I—Sound Track
   - Capitol W 749
5. LOVE IS THE ORDER—Nat (King) Cole
   - Capitol W 824
6. OKLAHOMA! Sound Track
   - Capitol ZAF 390
7. MY FAIR LADY—Original Cast
   - Columbia C 5990
8. AROUND THE WORLD IN 80 DAYS—Sound Track
   - Decca DL 9496

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**Pop Albums Coming Up Strong**

A listing of new pop albums showing strong retail action, compiled by The Billboard's music analysts. These albums are considered as potential entries on the national best selling pop albums chart.

1. Rockin’—Frankie Laine
   - Columbia CL 977
2. Pat Boone
   - Dot DLP 3050
3. Casa Loma in Hi-Fi—Glen Gray
   - Capitol W 747
4. Eddy Gorme—Eddy Gorme
   - ARC-Paramount ARC 158
5. The Platters, Vol. II—The Platters
   - Mercury MG 3918
6. Rock, Pretty Baby—Sound Track
   - Decca DL 9429

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**Most Played by Jockeys**

Albums are ranked in order of the greatest number of plays on disk jockey radio shows across the country. Ratings are based on The Billboard's weekly survey across the nation's disk jockeys.

1. LOVE IS THE THING—Nat (King) Cole
   - Capitol W 824
2. CALPSO—Harry Belafonte
   - RCA Victor LPM 1248
3. LOVE IS THE ORDER—Nat (King) Cole
   - Capitol W 824
4. GREAT SONGS FROM HIT SHOWS—Sarah Vaughan
   - Mercury MG5 1000
5. ROCKIN’—Frankie Laine
   - Columbia CL 977
6. AN EVENING WITH BELAFONTE—RCA Victor LPM 1402

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**Spotlight on Sound**

REEDS IN HI-FI (1-12)—Pete Rugolo and His Orch. Mercury MG 2029

While the band hits a pop tempo, the colors attempted are bold, imaginative and literally borrowed in two cases from Stravinsky ( Igorova) and Bavel (Spring Is Here). The titles of "Polynesian Blues" and "Island Dreams" give to their inspiration. It's a telling experience to hear how some of these effects are achieved without massed orchestral effects since the focus, as title indicates, is on reeds with mutual support.

CARPENTER: Adventures in a Perambulator; PHILLIPS: Selections From McCaffery's Rounders. (1-12)—Eastman-Rochester Orch. Amex (Cond) Mercury MG 50136

The effectiveness of Mercury's single mike technique is brilliantly documented in the various reed instruments of this American. The Carpenter piece is literally spilled over with each solo instrumental effects as belts, cymbals, glockenspiel and triangle—all reproduced with crystal clarity against a broad orchestral pattern. The post Bennell Phillips work is equally colorful scoring (featuring trumps, symbol, glockenspiel).  

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**Popular Albums**

**Classical Albums**

DINU LIPatti—His Last Recital (2-12)

**Jazz Talent Albums**

NORMAN SIMMONS Trio (1-12)

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**Reviews and Ratings of New Albums**

**Pop**

**Classical**

**Jazz**

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**阶级**

**Jazz**

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(Continued on page 39)
Vera Lynn

DON'T CRY MY LOVE

(The Faithful Hussar)

1729

The Cash Box

Sleeper of the Week

"... falls right in line with today's best selling Rock-a-billy hits!"

Dickie Bishop

NO OTHER BABY

8/8

CUMBERLAND GAP

1736

The Cash Box Best Bet

Liz Winter and Bob Cort's Skiffle Group!

FREIGHT TRAIN

1742

LONDON RECORDS

539 West 25 St., New York 1, N. Y.
**Reviews and Ratings of New Popular Albums**

*Continued from page 34*

BY TONY ORTIZ

BERGEN SINGS MORGAN

**Virus/Bergen (5/17)**
Columbia CL 994

This single version is the latest incarnation of a hit that was originally recorded by Hank Williams. Bergen’s version is as close to the original as possible, with Bergen’s arrangement further enhancing the overall effect. Bergen fans will want to be excited.

LETS FALL IN LOVE

**Jack Hustle (10/7)**

Berkstella says this collection of love songs is a warm, breathy quality in the right place at the right time. Jackets in two different and beautiful colors for the disbelief...

MUSICAL HOROSCOPE

**No. 74,767 (11/7)**
Mercury MG 10275

This record is not for the nation—group of instrumental recordings of the 16 songs of the Zodiac. A great number of songs by Denley Byrner a few years ago, which was well done. However material on cover music I.P. a great con, variation for which, allows the allegoric, allegoric, themes are a big heavy for any moment. Cover has good display value.

PIZZA PARTY

**Faye Brooke Annex (12/7)**
Elastic JD 106

Rhein music of a pizza party will have a distinctive flavor. Material is perfect, popular hits are very American pop, very American...in...manager and...a...recommendation. It’s a very good heavy for any moment. Cover has good display value.

THE WHOSIENDT OF THE DEAN... AT

**Ella Shae Rod 10/77**
Kapp KL 1056

West Coast swag, swag, shag Ella Ellas big problem is coming up with all because of a new sound. Featuring regular piano band, rhythm box, plus choruses...This isn’t a hot enough to make this a rock show album, but it does pack interest...of hit fans. With Cooks, “Fire and...,” etc. include.

JOHNNY COSTA PLAYS FOR THE

**Most Beautiful Girl in The

**World!**

**Vol. 17 (11/7)**
Crest CRL 3127

“Most Beautiful Girl in The World!”, “The Boy Next Door,” etc. Good standards, in which are mixed with the emotion...it’s a great deal more than the others that obtained no audience interest to it...for a period.

ALLEN HANSON PICKS LEROY AN

**Browning**

**Vol. 11/75**
Goldcrest CR 3012

“Most Beautiful Girl in The World!” “Springfield Clock,” etc. very well...which are...tour...tied to bigger and more colorful...at home...than it obtained no audience interest...amongst guitar-drumming. Hanson’s technique is best in this...add up to much of a commercial LP package. It would be wise to back this connection with the content.

THE THREE FLAMENOS AT THE NOIR

**Vol. 32 (1/7)**
Mercury MG 10770

The Three Flamencos are a vocal act. The voices that accompany their tranea-check features are especially very appealing. However, their, music, containing floral motifs, they carry across on disk. Appeal of the set will not likely be limited to patrons of the intimate kittens.

I LOVE YOU TRUELY

**Ruthie Desh (3/7)**

I’d say it’s difficult to see the market for this. Ruthie have some deep...”It’s not just a hit and roll...it’s a meaty, melodic, emotional, and good work of great standards, with rhythmic...serene...”。 Ruthie’s killing as a “weird” still remains to be justified.

(Continued on page 59)

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**PACKAGED RECORDS**

**MAY 6, 1957**

**The Billboard’s Music Popularity Charts**

**Reviews and Ratings of New Popular Albums**

*Continued from page 34*

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(Continued on page 59)
The Hottest Singer in the Nation!

TOMMY SANDS

with a new hit single record from his album "STEADY DATE"

GOIN' STEADY

C/W RING MY PHONE

(as he sings it May 8 in "Flesh and Blood", a Kraft Theatre of the Air production)

record no. 3723
Some of the hottest music ever played, or for that matter ever listened to, 
VIP brings you another original.
This is one platter that you can’t pass up!

**Reviews and Ratings of New Popular Albums**

**CONTINUED FROM PAGE 38**

MOOTH IN A GRAY FLANNEL SUIT...86
Bob Pack (1-127)
Dotco LP 1127
The cover photo and liner notes of the 1968 A.C.T., Inc. release, 
intimating this was a release of the American Contemporary 
Music Theatre's show. 

50,000,000 RECORD JACKETS SAY:
"CHECK YOUR NEEDLE NOW!"

**MARCH RECORD DEALER; ARE YOU PREPARED FOR THIS BUSINESS?**

Check the jacket of any bestselling LP —
Exteria, RCA-Victor, Mercury, Capitol, Westminster, etc., etc. — and you'll find an immediate reason urging your customer to have his needle inspected regularly. 

Walco Trade name of ELECTROVOX CO., INC.

50 Franklin St., East Orange, N.J.

**MARCH INTERNATIONAL**

IN THE LAND OF OUR PAAH PAAH...88
Karl Vos Brooklyn 1-127
This catalog of ideas presented in this offering has been 
inspired by the music of the young and emerging 
Zairean artist, Papa Wemba. His music is a powerful 
expression of the rich cultural heritage of his homeland.

**Reviews and Ratings of New Jazz Albums**

**CONTINUED FROM PAGE 36**

THE HAPPY CATS...90
Joe Newman Sextet (1-147)
Caldor 1005
Some pieces, imaginative bowing in the banjoisti style highlighted by 
sonorities new arrangements and breathy tones. Alex Selsor 
produced this album for his own label, Calo, a new company 
run by a group of jazz giants. An exciting album for those of you 
who like your jazz with a twist.

THE ALEX KALLAS Trip In CONCERT AT THE UNIVERSITY OF OTTAWA, CANADA...93
A1-127
This album presents the unique talents of Alex Kallas, known for 
his innovative and virtuosic playing. His style is a blend of 
classical and jazz, making it a unique and refreshing 
listening experience.

WEST COASTING WITH CONTE DANDO AND STAN LEVY...94
Bibbet 1000
This recording of two pianists, each of whom has made a significant 
contribution to the world of jazz, is a testament to the 
endless possibilities of improvisation in the modern 
musical landscape.

Children's

CALYPSO MUSIC FOR CHILDREN...98
Phil and Michael Newman Sextet (1-127)
Capitol 1005
This collection of 17 calypso songs, sung by a group and individually, 
are accompanied by a unique arrangement of 
sounds and instruments.

AL CONTE QUARTET

VIP-2001
12" longplay

phone 502-4276
55 West 42nd Street, New York

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

MAY 6, 1957

Some of the hottest music ever played, or for that matter ever listened to, 
VIP brings you another original.
This is one platter that you can’t pass up!

Mr. Piano

Mr. Bano

(AL CONTE QUARTET)
Haunting...
and
a Hit!

VAUGHN MONROE
sings...

from the Associates and Aldrich Company Production “THE RIDE BACK,”
starring Academy Award winner Anthony Quinn. Released through United Artists.
b/w “AWAY OUT WEST” from the Michael Todd Co., Inc. film “Around the World in 80 Days.” Record 47/30-6985

RCA VICTOR
RADIO CORPORATION OF AMERICA
**Reviews and Ratings of New Classical Albums**

**Continued from page 34**

and the sound is superb. Recommended to connoisseurs and others who are looking for exacting accusations.

**BINSKY-KORSAKOV:** SCHEREBRA'

FLUTE (1927) — Berliner Harmonie Orch., Ferrucio Fila
e, Conductor, Decca, DL 2939

Anyone who hasn't already purchased one of the 22 albums available versions of this work will have little reason not to add this disc to their collection. The Decca Gold Label sound is full and vibrant, and the flute sounds like that of an ideal instrument. Digitally, those who have one now have their own identification.

**CARPENTER: ADVENTURES IN A PERPETUUM-MOTUS ORCHESTRA:** PHILADELPHIA PHILCO READERS (1977) — The Eastern-Brooklyn Symphony Orch., Howard Hasker, Conductor, Mo
town, MG 35369... .

Two readily accessible examples of American program music. Carpenter's work, better known, deals familiar encoun
ter of children and instrument, complete with patterns, rhythms, and forms. The other work, however, has the

**RECORDS**

The Billboard's

caution that a more

inclusion of one such as Trin

endon, Cincinnat, Ohio, etc., affixed to the various entries. Connoisseurs, too, should find this information of use.

Every collector who has mastered the standard

**COPPLES:** ALVIA (1947) — Orchestre du Theatre National de l'Opera, Andre Cluytens, Conductor, Decca, DL 2941

The album has a fine French beauty, but it is difficult to determine if the French beauty is the one described by the French critic or the French critic of the French beauty. In any case, for Warner's use, it is a bit disap


American Bristol major works and executed a journey into the world of the Bristol major works. The Bristol major works are more difficult for this writer to judge because of the necessarily poor quality. The sound, for Warner's use, is a bit disap

**BEETHOVEN: SYMPHONY NO. 5 (1957) — Boston Symphony, Conductor, Boston, DL 2936

Fine orchestral playing by former NBC symphony in a performance that rates a solid four stars. The listener will be unable to separate the four stars from the listener who has a solid four stars for the listener. The listener who has a solid four stars for the listener who has a solid four stars.

**ROCKENBEER: SONNETS, VOL. 9 (1957) — Galbreath Emodation, Angel 3516

The present album follows close on the release of two previous sets of classical mssages by the same artist. Once again, the price and quality of the mssages are executed with fine sound. Similarly, the sound is executed with fine sound. The sound is executed with fine sound.

**HAYDN: CONCERTO IN D FOR FLUTE, ECLERI CONCERTO IN F FOR FLUTE, RICCARDI CONCERTOS FOR FLATTENED TRIADS (1957) — Semi-Western, Chile, Pro Mexico Chamber Orch, Victoria, DL 18, 51-60

Three finfth-century flute concerts were played and well received. The flute players, however, played to the flute players, and the flute players were well received. Similarly, the flute players were well received. The flute players were well received.

**FRANCK: SYMPHONY FOR STRINGS, CHORUS, ORCHESTRA (1957) — The MGM Chamber Orchestra, Carlo Versiani, Conductor, MGM E 3514

The album, a key principal, is part of the same collection in the nineteenth-century French romantic tradition. This is the French romantic tradition. This is the French romantic tradition. This is the French romantic tradition.

**THE FIRST INSTRUCTIONAL BONGO ALBUM...**

A complete authoritative and educational course on the method and techniques of playing the bongo drums...for beginners and professionals in instruction, pictures and tracks of musical accompaniment.

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The Music-Page Industry Information Newsmagazine

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CONTEMPORARY RECORDS
8481 Melrose Place, Los Angeles 46, California

* Continued from page 39

** Reviews and Ratings of New Jazz Albums

writing in planting also, heads up a session that has in motion. Centered level of performance of others' creations. Noticed more than he has in any. For special hand in the work of transport Muzani, Ernest K. The theme, the players, the ideas-they're real coerce.

** A MEETING SUNNIES WITH THE FAIRY GODMOTHER

Recordia 150

Notices and to whom the Musi- man would ordinarily appeal, might not set for the moment of these sensible playing and skillfulness of material. Stylistic blend plus high-tone im- pact will be on every. Ideal pool.

** DESEMBLE HEAVEN

67

Long lasting, an Autumn-inspired vocalist and a warm, moon-bellied player, with a characteristic dense line that lends to mellow side. The performances are good, they're not particularly inspired, and not much luck to attract Blair's (3-box) line. Sales potential might be enhanced by presence of D. Wiltz, D. Quinlan, etc. But, it is not likely that they will be sold at a consistent rate to many potential traditional listeners.

THE PARTING OF THE SEAS

66

Ruth Price (CS 1954)

Miss Price's continuing style has a dignity, with a wise, inviting musical set. In this set, it has been to make it stand out. Solderer of other records. Fine impression of "If I Had the Crystal Down." Blue and Rye. "Easy" sales potential. Band sales prospects would appear very weak.

COOL, MAN COOL

66

John Pizzarelli Quartet (CS 1747)

A display of usable patterns and arrangements in modern idiom by this not well-known group. Writing often pales.

(Continued on page 40)
Deals Again Pose LP Question

Continued from page 39

that time now, he will buy no more discs from any of these labels unless the price is $2.00 or less.

Pointing to the fact that the last time a general industry price cut took place was in a five-year period, a quarter of a million dollars worth of sales, Cuddy said he was deliberately taking the sale method of reducing inventory as he would be ready when the price cuts came "probably late this summer." "If any of these companies will give me a firm written guarantee of price stabilization, I'll stop selling merchandise at the sale price," he added.

Limited Boys

Meanwhile, news known at the Liberty Music Shop, Bennie Braddock, head of the chain, pointed out that he is buying in limited quantities on all but the fastest selling merchandise, as protection against a possible lower retail price. No special sales are contemplated at Liberty, however, according to Braddock.

Other outlets in this Metropolitan area are also known to be cutting far down on their orders in an attempt to eliminate slow moving items which they find themselves holding in the event of a break. One dealer, in fact, said he was eliminating practically all material from one prominent classical catalog. Dealers contacted were united on the point that disk sales are turning out considerably more repetitive than can possibly be sold. Naturally, being over-weight in the inventory department is particularly undesirable in the event of the possible price break.

At the record company level too, there is enough evidence to support speculation on price cuts. The general call which set in during the Lent period this season, has not entirely righted itself yet, according to reports. In an attempt to build up trade up and continue he flow well into the summer season, Mercury has introduced an outright $2.98 price on a special selection of 30 albums of which a dozen will be bound new soon. The push continues six weeks, non May 15 to June 30. Dealers will pay $1.98 per album.

Good Material Top Potential

Continued from page 39

During the month of May RCA is carrying on a special trade-in deal in which consumers can get any Victor Red Seal album for $2.98 plus any old album on any label, at either 78 or 45 rpm speed, provided the albums originally sold for at least $3.98. Upon turning over the traded-in items to distributors they will get full credit. The promotion is getting the backing of a saturation campaign and if it is successful, will likely be carried on for an extra month. Victor's "Save on Records" coupon plan, which sales the date of this month a month available at $2.98 remains effective.

Special Deals

Columbia, meanwhile, continues with its Buy of the Month program which makes a pop and a jazz hit of the month available at a $1.98 each. The company earlier instituted a "Boy of Dreams," promotion which made certain disks in the catalog available at $1.98 with the purchase of one at $3.98. Now a special "Jazz Boy of Columbia," is also in effect, offering the same type of deal on 44 jazz packages. MGM Records, the company which has been in the pop-price sweepstakes recently, also has a special Dick Hyman packages at $2.98 each.

No announcements have been forthcoming from other majors, but at least one of the biggest is expected to break a special "traffic building" plan shortly. Spokesmen for several smaller labels, privately admitted that a price cut would be made available. With the cost of production of albums and their covers constant on the rise, anything lower than a $2.98 list would make it extremely difficult to realize a profit, particularly on LP stereophonic discs where the volume of sales per album is normally smaller.

Meanwhile, some dealers have indicated that a price cut would not be had since it might have the effect at the manufacturer level of giving heavier promotion to fewer items. One of the dealers' primary headaches today is in trying to keep up with all the new material that is being pumped out by the discagers.

Jazz Albums

Continued from page 41

larger used by intelligent use of adver-

sional and by staggered release of a

catalogue stunt program going wrong. For

certain, not too early, for the balance is not top

-ADVERTISHERS

JAZZ PRACTITIONERS

This is a "publisher's choice album which could have been more successful with intermixture of copyright control. There are 12 tunes, known, and more unusually attaining on a jazz vehicle—which serves the gimmickly title of the set. The music itself, by Horace Silver, John Handy, Harold Mabern, Tommy Dorsey, O. Pettiford, O. John-

around the World in Jazz

Birgit Skarin Benson (45-72)

This is a progressive jazz album

in keeping with the trend of the hour.

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15570 - LOVE LETTERS IN THE SAND - BERNADINE - Pat Boone
15538 - COME GO WITH ME - The Dell Vikings
15569 - TALKIN' TO THE BLUES - FOUR WALLS - Jim Love
15560 - I'M SERIOUS - I LOVE MY GIRL - The Hilltoppers
15545 - WHY BABY WHY - I'M WAITING Just For You - Pat Boone
15548 - 99 WAYS - Tab Hunter
15551 - ISABELLA - Roy Tan
15539 - ON TREASURE ISLAND - Gale Storm
15562 - DEAR TO ME - BEER BARREL POLKA - Milton Rogers
15556 - DARLING DEAR - THE GLORY OF LOVE - Sanford Clark
15574 - A FALLEN STAR - Jimmy Newman
15556 - JUST BECAUSE - HEART OF MY HEART
THAT OLD GANG OF MINE - Happy Jesters

NEW RELEASES
15565 - KING'S ROCK - HELLO ALOHA - Johnny Maddox
15567 - IT'S NOTHING TO ME - I'M LOW, LOW, LOW - Loy Clingman
15568 - SENTIMENTAL DREAMER - ALL DAY LONG - Lloyd Nelson
15572 - THE TWENTY-THIRD PSALM - THE LORD'S PRAYER - Dr. Wm. H. D. Hornaday
15573 - ON MY MIND AGAIN - ALWAYS LATE - Bob Denton
15576 - I SAW YOU, I SAW YOU - BYE BYE LOVE - T. Tommy
15577 - LATELY - THE BLUES WALKED IN - Whitney Knight
15578 - BECAUSE WE'RE YOUNG - LOVE LETTERS IN THE SAND - Mac Wiseman
15579 - YOU SWEET LITTLE THING - ATOMIC BOMB BABY - Five Stars

BRAND NEW
15571 - WHAT MADE MAGGIE RUN - LITTLE BILLY BOY - Delrings
15575 - VE BORRIQUITO - TELL MY LOVE - Billy Vaughn

ALBUMS
DEP-1056 - A CLOSER WALK WITH THEE - Pat Boone
DEP-1055 - A DATE WITH PAT BOONE - Pat Boone
DEP-1049 - PAT BOONE
DEP-1053 - PAT ON MIKE - Pat Boone
DLP-3030 - HOWDY - Pat Boone
DLP-3050 - PAT - Pat Boone
DLP-3016 - THE GOLDEN INSTRUMENTALS - Billy Vaughn
DLP-3012 - PAT BOONE
DLP-3044 - KING OF RAGTIME - Johnny Maddox
DLP-3045 - INSTRUMENTAL SOUVENIRS - Billy Vaughn

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A GIRL IN THE NIGHT
QUICKSAND
Record No. 3709

NORRIE PARAMOR
HIS ORCHESTRA AND CHORUS
TAURUS TANGO
THE GEMINI WALTZ
Record No. 3714

THE KING SISTERS
WITH ORCHESTRA CONDUCTED BY ALVINO REY
IMAGINATION
YOU’RE MY THRILL
Record No. 3713

NELSON RIDDLE
AND HIS ORCHESTRA
THEME FROM “NEW GIRL IN TOWN”
From the Broadway Production
“New Girl in Town”
MATINEE
Theme Song of NBC-TV Program
“Matinee Theater”
Record No. 3717

THE VIPERS SKIFFLE GROUP
CUMBERLAND GAP
MAGGIE MAY
Record No. 3711
### Honor Roll of Hits

**The Nation's Top Tunes**

**For survey week ending May 1**

<table>
<thead>
<tr>
<th>Week</th>
<th>Song</th>
<th>Artist</th>
<th>Label</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1. All Shook Up</td>
<td>By Ole Blackwell &amp; Darryl Powers</td>
<td>Sun Records</td>
<td>1:29</td>
</tr>
<tr>
<td>2</td>
<td>2. Little Darlin'</td>
<td>By Mr. Williams</td>
<td>Jay Records</td>
<td>1:08</td>
</tr>
<tr>
<td>3</td>
<td>3. Round and Round</td>
<td>By Les Baker and His Starlighters</td>
<td>Capitol Records</td>
<td>2:20</td>
</tr>
<tr>
<td>4</td>
<td>4. Butterfly</td>
<td>By A. Niessen</td>
<td>RCA Victor</td>
<td>1:55</td>
</tr>
<tr>
<td>5</td>
<td>5. Party Doll</td>
<td>By The Four Freshmen</td>
<td>Venus Records</td>
<td>2:12</td>
</tr>
</tbody>
</table>

#### Second Ten

11. **Dark Moon**
   - **Week**: 12
   - **Artist**: By Bob Bogle
   - **Label**: By Del-Fi
   - **Duration**: 1:31

12. **School Day**
   - **Week**: 13
   - **Artist**: By Chuck Berry
   - **Label**: By Anthro-phonics
   - **Duration**: 2:11

13. **White Sport Coat**
   - **Week**: 14
   - **Artist**: By Mersey Beatles
   - **Label**: By Anthro-phonics
   - **Duration**: 2:11

14. **So Rare**
   - **Week**: 15
   - **Artist**: By Jerry Black & The Monarchs
   - **Label**: By Anthro-phonics
   - **Duration**: 2:11

15. **Almost Paradise**
   - **Week**: 16
   - **Artist**: By Somatic Stimulus
   - **Label**: By Anthro-phonics
   - **Duration**: 2:11

#### Third Ten

21. **Teen-Age Crush**
   - **Week**: 17
   - **Artist**: By Audrey Williams
   - **Label**: By Cabin Fever
   - **Duration**: 2:11

22. **Young Love**
   - **Week**: 18
   - **Artist**: By Castle In The Air
   - **Label**: By Cabin Fever
   - **Duration**: 2:11

23. **Empty Arms**
   - **Week**: 19
   - **Artist**: By L. J. Hester
   - **Label**: By Cabin Fever
   - **Duration**: 2:11

24. **I'm Stickin' With You**
   - **Week**: 20
   - **Artist**: By Bezer-Knee
   - **Label**: By Cabin Fever
   - **Duration**: 2:11

25. **Sittin' In The Balcony**
   - **Week**: 21
   - **Artist**: By Johnny Dean
   - **Label**: By Cabin Fever
   - **Duration**: 2:11

### Notes

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

**WARNING:** The title "Honor Roll of Hits" is a registered trademark and the listings of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1354 Broadway, New York 3, N. Y.
### Best Sellers in Stores

*For survey week ending May 1*

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<td>Vic Dana</td>
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<td><em>WHY, BABY, WHY? (BMI)</em></td>
<td>P. Boone</td>
<td>9</td>
<td>115</td>
</tr>
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<td><em>SO RARE (ASCAP)</em></td>
<td>-D. Boone</td>
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### Most Played in Juke Boxes

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<td><em>I'M STICKIN' WITH YOU (BMI)</em></td>
<td>-J. Bowden</td>
<td>18</td>
<td>177</td>
</tr>
<tr>
<td><em>LOVE</em></td>
<td>-B. Layne</td>
<td>19</td>
<td>177</td>
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<tr>
<td><em>NINETY-NINE DAYS (BMI)</em></td>
<td>-B. Layne</td>
<td>20</td>
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<td><em>WHITE SHOE COAT (BMI)</em></td>
<td>-M. Robbins</td>
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<td><em>DEEP FEELING (BMI)</em></td>
<td>-T. Hunter</td>
<td>22</td>
<td>176</td>
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<td><em>EMPTIES ARMS (BMI)</em></td>
<td>-J. Bowden</td>
<td>23</td>
<td>176</td>
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<tr>
<td><em>DARK MOON (BMI)</em></td>
<td>-G. Stearn</td>
<td>24</td>
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</table>

### Best Selling Sheet Music

*Tunes are ranked in order of their current national sheet music retail sales.*

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Weeks</th>
<th>Last on Chart</th>
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<tbody>
<tr>
<td><em>Round and Round (BMI)</em></td>
<td>-F. Winn</td>
<td>1</td>
<td>9</td>
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<tr>
<td><em>All Shook Up (BMI)</em></td>
<td>-P. Cash</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td><em>Ninety-Nine (BMI)</em></td>
<td>-B. Layne</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td><em>All Shook Up (BMI)</em></td>
<td>-P. Cash</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td><em>Ninety-Nine (BMI)</em></td>
<td>-B. Layne</td>
<td>5</td>
<td>5</td>
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<td>4</td>
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<td>7</td>
<td>3</td>
</tr>
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<td>2</td>
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<td>-B. Layne</td>
<td>9</td>
<td>1</td>
</tr>
</tbody>
</table>

This list is based on the sales of sheet music for the past week.
This Will Be rusty's Biggest Hit!
**The Cash Box**

**Disk of the Week**

"LIKE A BABY" (2.99) [Bob Allen BMG-ASCAP] (ECHO OF LOVE) (2.80) [Cheslon ASCAP-Signes, Walker]

**The Chordettes** (Cadence 1258)

The following is the main article of the song that has been featured in this week's review. It is a captivating tune, blending elements of rhythm and blues with a touch of doo-wop. The Chordettes' rendition of "LIKE A BABY" is a beautiful example of how three-part harmony can create a memorable and nostalgic sound. The song explores themes of love and longing, making it a timeless classic.

**POP DISK JOCKEY PROGRAMMING**

This week's feature song is "LIKE A BABY," performed by the Chordettes. It has been a popular choice among disc jockeys and is expected to gain even more traction in the coming weeks. The song's catchy rhythm and emotional lyrics are sure to resonate with audiences across the country.

**The Cash Box**

**Best Bets**

**MAMA LOOKA ROOODO** (March 9, ASCAP)

**Area**

Chordettes' "LIKE A BABY" (2.99) [Bob Allen BMG-ASCAP]. "LIKE A BABY" is a slow-tempo ballad with a beautiful melody that the Chordettes' harmonies set off perfectly. The song's simple arrangement and heartfelt lyrics make it a perfect choice for any occasion.

**Review Spotlight on . . .**

**POP RECORDS**

**JOE HARM** (Cadence 1208)

The versatile pianist and composer has been making waves in the jazz world with his latest album, "JOE HARM." This collection of eleven original compositions showcases his talent for blending traditional jazz with contemporary elements, creating a fresh and unique sound.

**BULLSEYE**

"LIKE A BABY" (2.99) [Bob Allen BMG-ASCAP]

**The Everly Brothers** (Cadence 1207)

The Everly Brothers' "LIKE A BABY" has been a hit since its release. The medieval theme and catchy melody are sure to captivate listeners. The band's harmonies and well-crafted arrangements make "LIKE A BABY" a timeless classic in the music industry.

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ANOTHER MILLION SELLER!

FABULOUS

Fats Domino

VALLEY OF TEARS
IT'S YOU I LOVE

#5442

IMPERIAL RECORDS
IN CANADA • LONDON RECORDS, LTD.
The Billboard's Music Popularity Charts... POP RECORDS

MAY 6, 1957

THE TOP 100

For survey week ending May 1

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Dick Jockey and Juke Box Operator 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.

The Carryers

Just off the "boat" with a new smash!

THOSE BROWN EYES

b/w

CHAUCCOUN

Glory #254

Glory records

2 WEST 47TH STREET
NEW YORK, N. Y.

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Boys.
Summer Hot Special

The Modernaires

First Vocal Version
CALYPSO MELODY

The 12 Midnight Sound
CINDERELLA BABY

CORAL 9-61837
The "Conniff Sound," so swiftly established with your customers by composer-conductor-arranger-singer Ray Conniff has become synonymous with sales, sales, and more sales in your store!

What effect will Ray's new single (he sings!) and album (he swings!) have on your current billing?

Fort Knox, move over!

RAY CONNIFF— across the board and on the charts

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

SINGER

Ray's newest single is:
Cuddle up a little closer b/w
Three-way love

Ray Conniff sings and conducts His Orchestra
(P.S. He also composed Three-Way Love)
4-40862

Ray's newest album is:
Dance the Bop!

Ray Conniff and His Orchestra and Chorus.
(@ record includes bonus dance instruction booklet)
CL 1004 (Extended Play Singles: B-10041, B-10042, B-10043)

And don't forget the album that exploded the "Conniff Sound":
'S Wonderful!

Ray Conniff and His Orchestra and Chorus
CL 925 (Extended Play Singles: B-9251, B-9252, B-9253)

Personal Representative:
JOE CAL CAGNO
Box 96, Rockville Centre, N. Y.
RO 6-2566 RO 4-7737

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

www.americanradiohistory.com
THE SURE-FIRE HITS ARE ON THE HOTTEST COMPANY IN THE BUSINESS

COLUMBIA RECORDS
A DIVISION OF CBS
© "Columbia" @ Marcus Reg.

FAITH
Percy's own brand of magic is brought into full focus in a wonderful instrumental that features a harpsichord. The whole deal points to a grand slam!

Italiano!
(Bernie Leighton—Harpsichord) b/w
Bahama Lullaby
Percy Faith
4—40900

GARNER
Erroll's down-home jazz roots have never been more delightfully exposed to the sales light than in this by-request example—from his hot-selling new album, "The Most Happy Piano"—of how the blues should be played!

The Way Back Blues (Part I) b/w
The Way Back Blues (Part II)
(from the album, "The Most Happy Piano"
CL 939)
Erroll Garner
4—40899

Horton
Johnny's up and heading for a "Golden Guitar" with this new release. Lead is a ballad set solidly against a blues background, and with Johnny, it's loaded! Backing is a '57 special. It rocks, it rolls, it's got the boat! It's another sure-fire hit from the Columbia C&W stable of winners!

She Knows Why b/w
The Woman I Need
Johnny Horton
4—40919-c

KAYE
Sammy comes out swingin' with his latest entry. Lead side is a ballad with a beat, supported by Barry Frank with support from the kayettes to the tune of tremendous sales appeal. Remember, Sammy's first title pop, a solid theme with Barry Frank, Sandy Summers and the Kayettes against a full orchestral rhythm. Talk about movement—this one's off like tomorrow's space ship!

A Young Lover's Dream b/w
Wat a Saturday Night Swing & Sway with
Sammy Kaye
4—40909

SMITH
Friend Carl has a knack for pickin' winners that would make a bookie turn Kelly green. These latest sides are not only great Country music; they're delivered with an ease that can only be matched by their climb on the charts!

Try To Take It
Like A Man b/w
Mr. Lost
Carl Smith
4—40918-c
now back on Capitol at her swingin' best!

PEGGY LEE
with orchestra conducted by NELSON RIDDLE

BABY, BABY WAIT FOR ME

EVERY NIGHT

Record No. 3722
• Tunes With Greatest Radio-TV Audience

Turns, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Pepper's uncopyrighted Audience Coverage Index.

Radio
A Face in the Crowd (R) - Reprise - ASCAP
A Lovely Night (R) - Williams - ASCAP
All You Need Is Love (R) - United Artists - BMI
All of Me (R) - Henry Mancini - BMI
And So Am I (R) - Capitol - ASCAP
Benny Ramo (R) - Mercury-Pepsi - BMI
De I Love You (R) - Williams - ASCAP
Emperor Jones (R) - Troubadour - ASCAP
Horn Chordsmen (R) - ASCAP
I Could Have Danced All Night (R) - Chappell - ASCAP
I Don't Know (R) - Kongha - ASCAP
It's In One Love Letter (R) - Williams - ASCAP
Juliet (R) - Hanna - ASCAP
It's Good to Be Alive (R) - Vogue - ASCAP
Little Devil (R) - Interstate - BMI
Little White Lies (R) - Benson & Hedges - BMI
Lovely Matt (R) - Paramount - ASCAP
Mama Gonna Get You (R) - Ted - BMI
Max On Tin (R) - Bobbin - BMI
Mayors (R) - London Records - BMI
One True Heart (R) - Pep - ASCAP
Round and Round (R) - Ruth - BMI
Seven Days in Barstow (R) - BMI
So Long My Love (R) - Braniff - ASCAP
Tango in the Rain (R) - B. F. Wood - BMI
Ten Minutes Ago (R) - Williams - ASCAP
Under the Window (R) - Round-Up - BMI
Young and in Love (R) - Hill & Range - BMI

Television
A Poor Man's Rose (R) - Standard-Broadcast - ASCAP
Beverly (R) - Marlbono-Pepsi - BMI
Candy Gall (R) - Tomato - ASCAP
Chante-Claire (R) - Chante-Claire - ASCAP
Circo Rubis (R) - Warner - ASCAP
I Don't Love You (R) - Williams - ASCAP
Empire Arms (R) - Ivory-BMI
Freight Train (R) - MusicBox - BMI
Hold Ten Joe (R) - Falcon - BMI
I Love My Baby (R) - Spaniel-Broadcast - BMI
It's Sorry (R) - Alamo - BMI
I'm Waiting Just For You (R) - BMI
I'm Waiting (R) - BMI
I've Given Over To Your Face (R) - BMI
Chappell - ASCAP
Jamaica Farrow (R) - MGM - BMI
Little Darlin' (R) - Entertainers - BMI
Love & a Golden Ring (R) - BMI
Love Is Strange (R) - Decca - BMI
Mara Luka K. Balder (R) - BMI
Mathis (R) - Rodel Evans - BMI
Marilyn (R) - Manchester - BMI
Mila Cala (R) - MCM - BMI
Perry Doll (R) - IBC - BMI
Party's Over (R) - BMI
Rock-A-Billy (R) - BMI
Round and Round (R) - BMI
Shaw - BMI
That's The Only Way In Love (R) - Vero-ASCAP
The Wisdom of a Fool - LoveStakes - BMI
Adventures With Love - BMI
Cumberland Gap - Doris Day (R)
1. Friends aplenty (Triumph)
2. SqlDbType = First (Triumphant)
3. In the Wednesday Show (Capitol)
4. Don't Forget Me - Pat Boone (BMI)
5. Friends of Fate (R)
6. I'm Not a Juvenile Delinquent - Teen-Agers (R)
7. It's Love or Nothing at All (R)
8. True Love - Bing Crosby & Grace Kelly (Capitol)
9. EDGE - Max Boyer (BMI)
10. KNEE DEEP IN THE BLUES - Guy Mitchell (BMI)
11. DON'T YOUNG BLOOD - Dandy Dolls (Pep-Nina)
12. SINGING THE BLUES - Gaye - M. Chalmers (BMI)

The Sellino Sheet Music in Britain


Best Selling Sheet Music in Britain

<table>
<thead>
<tr>
<th>Title</th>
<th>Previous week's best selling music publications</th>
<th>Last week's best selling music publications</th>
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<tbody>
<tr>
<td>Heave - Frank (Frisch)</td>
<td></td>
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<tr>
<td>Long Love - (London)</td>
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<td>The Banana Tree Song - Morris (E. H. Marks-Brooks)</td>
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<td>Don't Forgot Me - Campbell Comedy</td>
<td></td>
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<tr>
<td>Shakerella - (Mondello)</td>
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<tr>
<td>True Love - Chappell (Bentley Hill)</td>
<td></td>
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<tr>
<td>MacDonald - Manchester (Manchester)</td>
<td></td>
<td></td>
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<tr>
<td>Love Hurts - (Kenny)</td>
<td></td>
<td></td>
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<tr>
<td>Maggie - (Rolls)</td>
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<td></td>
</tr>
</tbody>
</table>

Archers Packages

• Continued from page 18

Chetan band (Argo) from Texas. This package plays the Rock and Ella Fitzgerald, Oscar Peterson, etc., on the Continent. Clarinetist Tony Scott is doing solo concerts in Holland.

The young American blues singer is Big Bill Broonzy and Booker John Sellers features virtual tours in England in the past two years, and as has been quoted, Janis Joplin, has been booked over for three weeks in September to tour with the local Humphrey Lyttleton band.

British impresario Dennis Preston currently is in the States looking for similar blues talent to send over.

U. S. bookers also are noting. South America since the encompassing acceptance three last year of the Dizzy Gillespie band. Clarke has his ace, Louis Armstrong, opening at the Opera Theatre, Buenos Aires, in October for two weeks, and is filling in other S. A. dates thereafter.

The Coasters

b/w "Searchin"

ATCO - 6087

"Young Blood"

b/w "My Debut to Love"

ATCO - 6089

The SENSATIONS

singing

"You Made Me Love You"

ATCO - 6090

"My Debut to Love"

Smoaking Right To No 1
DO I LOVE YOU

(BECAUSE YOU'RE BEAUTIFUL)
Columbia 40858

From the

RODGERS & HAMMERSTEIN
Original CBS-TV Production of

CINDERELLA
sic

sung by

Vic Damone

COLUMBIA RECORDS
A DIVISION OF CBS
VOX JOX
By JUNE BUNNY

CARRIG: Dick Bond, WHOT, Youngstown, O., writes: "The constant argument of deejays and station about getting exclusives on records seems a bit silly to me. I personally felt very hurt and sometimes pissed when I didn't get discs first, but have come to the conclusion that my audience can't listen to me and other jocks at the same time, so who's to say who played discs first." . . . Here in Purdueville, we have an odd situation when considering hit tours, says Roger W. Kiley, WASK, Lafayette, Ind. . . . "It seems the students are album buyers, and especially jazz album buyers. A pop single has to be something really

YESTERYEAR'S TOPS—
as reported in The Billboard
The nation's top ten records on October 19, 1947

1. Mantovani
2. Heartaches
3. Linda
4. Anniversary Song
5. My Adore Hacienda
6. April Showers
7. How Are Things in Cluhca Mora?
8. Gaily
9. Managua, Nicaragua
10. It's a Good Day

May 11, 1952

1. Wheel of Fortune
2. Blue Tango
3. Blacksmith Blues
4. Guy Is a Guy
5. Kiss of Fire
7. Till We Walk Alone
8. Any Time
9. Be Anything, But Be Mine
10. Forgive Me

special to make a go of it. . .
Leigh Kamman, WLOH, Minneapolis, reports he is featured as a narrator on Zephyr LP "Dive From the Deep North" with Harry Ross.

GIMMIX: Westinghouse's Boston station, WHZ, is conducting in "Find the Golden Key" contest. First prize is a new 1957 Pontiac station wagon. A car a day can be given away via a contest gimmick, whereas the gold ignition key to a new Pontiac is hidden somewhere in Boston. A daily edition is given out by WHZ, Jack Alan Day on his morning show. . . . Monte Lang, WCAT, Orange, Mass., now opens his afternoon show in Sweden, in honor of Miss WCAT, 18-year-old Carol Lindaquist, Ken Jones, WCMJ, Ashland, Ks., features personal portraits from the James Metcalf book on his "Ken to 10" show. . . . Station WLDJ, Portland, Me., has held a "Let's Get Acquainted" contest during its first month (February) of broadcasting with 26 prizes donated by sponsors. Deejays participating in the event, which drew 2,000 letters, were spinners-program director Howard Leidl and Jack Demott and Seth Larrabee.

CHANGE OF THE TIMES: (Dawn-er) Caldwell, WHILL, Wheeling, W. Va., and also doing a remote broadcast from the Ohio Valley Yacht Club every Sunday afternoon. He also emotes a regular "Young Adolfo" dance at the Wheeling TWCA, in addition to about 10

record hops for teen-agers each month. . . Jim Scannell left WDDI, Philadelphia, a last week to join WBMB-TV, Greens Bay, Wis. . . . Great Weed, formerly with KSTA, San Antonio, has joined KNXZ, Houston.

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

Detroit
"Little White Lies," Betty Johnson, Berry
Seattle
"Old Hacienda," Roberta Linn, Pit.
Bangor, Me.
"From the Ground Up," Perry Como, Victor.
Shreveport, La.
"Cousin Find Me a Bluebird," Joyce Huling, Cadence.
Sacramento
"Butterfly," Andy Williams, Cad.
New York
"Anna Look A Boo Boo," Harry Belafonte, Victor.
Spokane, Wash.
"So Rare," Jimmy Dorsey, Feb.

Bigger Picked Than By All Big Mags!

"ALL OF ME" b/w
"I DON'T WANT TO CRY"
Savoy 1512

BIG MAYBELLE

RELIABILITY-QUALITY RECORD PRESSING
Established in the Valhalla, New York City, where research and development were done, brought about a need for an exclusive operation for the pressing of records in the above volume.

RESEARCH CRAFT CO.
105 N. STANDISH STREET, LOS ANGELES 6, CALIF.
**RECENT POP RELEASES**

### Coming Up Strong

The Billboard's weekly survey of top volume items indicates these recent releases are proving wide strength and have the best chances of rising Billboard's best seller charts.

1. Four Walls.......................... Jim Reeves
   (BMI) RCA Victor 6874
2. Yes, Tonight, Josephine .......... Johnnie Ray
   (BMI) Columbia 40893
3. After School......................... Randy Starr
   (BMI) Dale 100
4. Chantez-Chantez..................... Dinah Shore
   (ASCAP) RCA Victor 6762
5. Just Because.......................... Lloyd Price
   (BMI) ABC-Paramount 9762
6. My Love Song.......................... Tommy Sands
   (ASCAP); (BMI) Capitol 3690
7. Mangos............................... Rosemary Clooney
   (ASCAP) Columbia 40535
8. Wind in the Willow............... Jo Stafford
   (BMI) Columbia 40632
9. Mama Guitar........................... D. Cornell
   (ASCAP) Coral 61819
10. It's Not for Me to Say.............. Johnny Mathis
    (ASCAP) Columbia 40651

### This Week's Best Buys

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

**LOVE LETTERS IN THE SAND**

Bourne, ASCAP—Pat Bonnie—Dot 13570—There has been tremendous reaction to the new Bonnie platter with all news replaying very strong sales. The out long in action, the reports already are strong enough to indicate that this will be a big one. Flip is "Bernadine," (Palm Springs, ASCAP). A previous Billboard "Spotlight" pick.

**FABULOUS**

(Shallman-Presley-Mayland, BMI)—Charlie Gracie—Cameo 1975—Gracie's latest has taken off and has all the signs of becoming a big one. Sales are very strong in Baltimore, Milwaukee, St. Louis and Boston. Strong sales are reported in Buffalo, Pittsburgh, New York, and the cuts is pooling up in other areas. Flip side is "Just Lookin'". (Sepharmama-Mayland Love, ASCAP). A previous Billboard "Spotlight" pick.

**WARM UP TO ME BABY**

(Patrick, BMI)—Jim Brown—Ricotti 4010—The new disc by Brown is very strong in Milwaukee, Baltimore, St. Louis and Pittsburgh. Boston, Buffalo and Denver list the platter as a strong seller. It is also doing well in the other major pop markets and the country areas.

### *Review Spotlight on...*

**POP RECORDS**

**TOMMY SANDS...** Capitol 5723—GOING STEADY (Central Songs, BMI).

**RING MY PHONE...** (Central Songs, BMI).

**Sandra's** latest platter is bobbing along-appeal. The song was from her first album "Going Steady," which hit the best selling albums charts this week. "Ring My Phone" is a tender rock and roll ballad, while the flip is a bouncy rhythm side.

**PERCY COMO...** RCA Victor 6804—THE GIRL WITH THE GOLDEN BRIDGES (ASCAP, ASCAP).

**MY LITTLE BABY...** (G.& I.).

**Coco** brings his special brand of sexual vitality and charm to "The Girl With The Golden Bridges," a bright, bouncy tune with a folky folksy flavor and plenty of commercial appeal. Flip spotlights another ingratiating Coco vocal on a thoroughly pleasant ballad.

**HARRY BELAFONTE...** RCA Victor 6855—ISLAND IN THE SUN (Cass, ASCAP).

**COCO WOMAN...** (Cass, ASCAP).

Belafonte has another rock platter for the singles market. "Island in the Sun," is a stirring folk theme and little tune of the singer's new movie. The flip shows an exuberant calypso with amusing lyrics and Belafonte's usual magnetism, sweet-sense delivery. Both sides will pull plenty of play.


Williams took second best selling honors on "Butterfly," which still put him in the top 10, and this disc may put him back up in the same bracket. It's a rockably informed effort by crooner Melvyn Enfield. Williams gives it a pouting, rhythmic reading with a strong vocal assist from provocative Peggy Farrow. Flip is "Stop Teasing Me" (Baranisky, ASCAP).

**RUSTY DRAPER...** Mercury 71102—FREIGHT TRAIN (Pete Maurier, BMI).

Draper has a very strong cover of this tune, already making noise via the Charley McDevitt platter group original. Draper's version has some of the gory lyrics cleaned up and can eat in plenty on the last. Likely to get solid jockey and public support. Flip is "Seven Come Eleven," a flip with a beat, which also finds Draper in fine form (Ruck, BMI).

**THE FOUR COINS...** Epic 5212—SHANGRI-LA (Rabbias, ASCAP).

**FIRST IN LINE...** (Rabbias, ASCAP).

The Coins have a tight group of strongly contrasting sides both of which could make it. On top is a wonderfully modest version of a tune that has been around for a while in instrumental versions. This reading can give it a fast resurrection. On the flip is an odd idea in a shuffling rock and roll setting. Watch both of these.

**BERNIE KNEE...** Columbia 45906—HEY, LILEY, LILEY LO (Ludlow, BMI).

Knee looks like a red winner on this one. It's a fast-moving pounding shooter with a high-flying female voices and a powerful rhythmic drive in the backing. The sharp backing might be tagged "Mitch Miller's swinging shuffle group." Flip is "Hey, Jamie" (Holmes, BMI).

**PATTI PAGE...** Mercury 71104—OLD CAPE COD (Fisco, BMI).

The singing "nigga" may well have another "Alleyway Moon" here. It's a strong pitch for the colorful New England scene and the throbbing job is super-sympathy on the easy-going and easy-to-repeat winner. Flip is "Wandering," another strongly solid vocal job in three-beat time (Eging, BMI).

### POP DISK JOCKEY PROGRAMMING

**TOMMY STEELE...** London 1725—BUTTERFLIES.

**TEENAGE PARTY...** (Maurice, ASCAP).

The king of British rock and roll can make a strong dent in the American market with this pairing, and smart jocks will give their fans an early listen. Sides contrasted with a strong ballad to top it. Flip is a rocking, swinging job with the singer belting instructions to the instrumental cats. Great for conversation.

### Reviews and Ratings

**PEGGY LEE**

Every Night.............. 87

CAPITOL 5723—The shaggy thuds has another strong commercial and no lagging blues on her return to the label. Has a great beat and male group does a nice backing. This should make honors with flips. (Fairway, BMI)

Baby, Baby, Wait for Me.. 85

Persistent, low-down blues here, and Miss Lee really pounds out the music. It's the kind of sexy sounding stuff on which she's best. A commercial as well as high quality side. Be sure watching and could go. (Raphael, ASCAP)

**DAVE DAVY**

Blue Moon Baby........... 83

MERCURY 71114— Master purchased from Fee Bee label in Pittsburgh stands a good chance with Mercury's distribution. Chant is provocative, with a combination of Mackie's and Lee's crooning. One to watch. (Fee Bee, BMI)

**SUZANNE MY LOVE...**

On this side, a gentle folk ballad, Day has plenty of Belafonte-Lee charm. There's a little of "Cindy, Oh Cindy" here for those who favor the idiom. (Fee Bee, BMI)

**BOB DENTON**

Cry for Me Again................ 69

DO 13573—Denton demonstrates a most appealing new talent with a rather rockabilly roots, but a gentle sound. He has a strong piece of singing here, and it should be a hit with the teen and country buyers. (Wiltz, BMI)

Always Late...... 76

Another appealing side, but lacking the charming power of flips. Here's a talent to watch. (Hill & Range, BMI)

(Continued on page 62)
WEBB PIERCE

BYE BYE, LOVE
And
MISSING YOU

DECCA 30321

A NEW WORLD OF SOUND


**THE BILL DOGGETT SPLIT**

**DISCOGRAPHY**

**ANOTHER SMASH FOR DOCCETT**

**King 5044**

**CHLOE v NUMBER THREE**

**RAM-BUNK-SHUS**

**BLUE LARGO**

**KING 5020**

**IT HURTS TO BE IN LOVE**

**THE LATEST EARL BOSTIC TEMPTATION B/W SEPTEMBER SONG**

**KING 5041**

**A REAL HIT BY LITTLE WILLIE JOHN**

**I'VE GOT TO GO CRY**

**LOOK WHAT YOU'VE DONE TO ME**

**KING 5046**

**BREAKING FOR A SMASH HIT DONNIE ELBERT**

**WHAT CAN I DO B/W HEAR MY PLEA**

**DE LUXE 4150**

**OTIS WILLIAMS AND HIS CHARMS**

**NO GET OUT OF WOMAN B/W NOWHERE ON EARTH**

**DE LUXE 4100**

**THE "S" ROYALTY**

**TEARS OF JOY**

**THIRTY SECOND LOVER**

**King 5082**

**KENNY AND ME**

**I'M ALL ALONE**

**I WANT TO LOVE YOU**

**DE LUXE 6122**

**NEW RELEASES**

**THE QUARTER KNOTS**

**My Fantasy**

**Ten Minutes To Midnight**

**DE LUXE 4179**

**FULLER TODD**

**Proud Lady—Heart Stealer**

**Old Fashioned**

**King 5035**

**STILL BIG—KING 4950**

**HONKY TONK—Bill Doggett**

**KING FEDERAL—DE LUXE 4120**

---

**BREAKING BIG...**

POP and R & B Chess 16454

"OVER THE MOUNTAIN ACROSS THE SEA" Johnnie and Joe Chess Record Co.

4715 S. Cottage Grove Ave.

Chicago 13, Illinois

All Phones: Knickerbocker 4443

---

**THEIR LATEST AND THEIR GREATEST OUT IN THE GOLD AGAIN**

---

**Diskery BMI Slant Claimed**

**Continued from page 38**

Coller Sub-committee's staff report levels charges against net occurence of BMI stock, early pulling of ASCAP tunes, and some and same broadcasters: BMI services, to broadcasters; alleged "eluding" to network studios, and the legend between BMI and net-casted record companies, and ASCAP wrote and publisher members into BMI fold; and the alleged mutal favoritism of BMI and broadcasters, to the exclusion of ASCAP to the exclusion of BMI.

**Head-Shaking Report**

The staff report begins with head-shaking over the launching of BMI principally by network efforts and their continued ownership in BMI. This includes networks: TBB, NBC, ABC, plus General Televisora principal stockholder in Mutual Broadcasting, are reported to have over 25% of their own BMI outstanding stock. Net affiliate stations are said to own 64.2 per cent, and independent stations 10.2 per cent.

The staff report concentrates heavily on early pulling of BMI made by its staff, and its president, Hal Haverlin. In 1948, the staff report noted BMI had only one tune on Billboard's "Roll of Hits," while ASCAP tallied 510. The report passed the Haverlin claim that his turn had been in the nature of a pop talk for BMI to produce music of "merit" to its ASCAP term "rehab" was objected to as that subsequent decrease of BMI types on hit-tune lists was traceable to such exclusion to broadcasters.

On the "prerise" that music to day can truly be purportedly only by broadcasting and that broadcasters could dominate the music, the staff report voiced its opposition to the concept to take "collective" action, the staff report discussed BMI publications and practices for evidence, ASCAP listings of its hit tunes are termed "cataloging" of good and bad hits, while BMI's monthly pop sheet and network stops aid to played on BMI's new songs. The report also voiced on BMI practices of providing free BMI material to holding programming clinics and assisting networks to inform entertainers on synchronization rights.

But BMI is said to BMI for giving "relatives" to its broadcasters. The report applies the term "ex penses of the staff to notice of setting a maximum on collection from per cent of broadcasters' net receipts. On a pro-rate basis, stations do not have to pay them maximum if BMI income reaches a certain point over costs. The report states. The station still pays the staff some. The station's terms of its consent decree are so much stricter than those of BMI's consent decree. The latter was put into effect when BMI was only 2 years old, and hadn't yet shown what it could do, is the staff report conclusion.
For just 25c a week these sales helps can mean MORE PROFIT DOLLARS FOR YOU!

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

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

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

- **HONOR ROLL OF HITS** POSTER - 17" x 22", flashy two colors. Lists the Top 10 Tunes of the week plus the up-coming hits.
- **BIG PLAY** POP ALBUM POSTER - 17" x 22" in two colors. Lists the top selling albums. Great for self selection displays.
- **BIG PLAY** CLASSICAL ALBUM POSTER (alternating with **BIG PLAY** JAZZ ALBUM POSTER), Giant, 17" x 22", two colors. Use 'em on counters and classic self-service racks.
- **TODAY'S TOP TUNES** . . . give-away folders listing the tops in pops, classical, jazz, R&B, C&W. Great for listening booths, direct mail selling, statement enclosures.
- **NEW TITLES . . . NEW ARTISTS . . . NEW EQUIPMENT POSTERS** - a big supply every kit, to dress up your windows, walls and counters. Real customer converters at the point of sale!

MAIL THIS COUPON NOW AND SAVE UP TO 50%

New SALES BOOSTER KIT subscribers can come in now for the special introductory offer. But give us six KITS for only $3.00! $1 per kit! You save half!

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<thead>
<tr>
<th>Merchandising Division, The Billboard, 7160 Patterson Street, Cincinnati 22, Ohio</th>
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<tbody>
<tr>
<td>Please send me the next 6 SALES BOOSTER KITS. I enclose $3 in full payment.</td>
</tr>
<tr>
<td>Please send me one sample SALES BOOSTER KIT. My dollar is enclosed.</td>
</tr>
</tbody>
</table>

**FOLK TALENT & TUNES**

By BILL SACHS

Around the Horn

Capitol's Freda Payne appears on the "Freda Winfield Show" over the CBS-TV network May 9 from New York. On Sunday (5) Huey geared up the "Brother's Call" over WABC, New York, on "The Brother's Call" show.

BOOTWORK RECORDS

P. O. Box 713 Del Mar, Calif.

FRANZ SCHEMANN & THE ALPINERS

RAZZBERRY REYNOLDS

ALL STAR POLKA BAND

The Most Played Records on Beer Tavern Jukeboxes

San Francisco - No. Calif.

DEXTER DISTS.

226 W 3rd St.

San Francisco, Calif.

The Big Version

Lou Stein

"ALMOST PARADISE"

Unique 385

QUALITY PRINTING

Since 1908

Record and Transcription Labels

Cass Labels - Premiers Sensitive Shentes - Brass Shutes

Budfield - Columbia - General Printing

All work done under our own label.

Potluck - Our work in every job regardless of size.

4-week service or less on record labels.

Contact ION CARTER

Tico Distributing Corp.

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New York 18, N.Y.

Contact TONY GRASSE

610 Tenth Ave.

New York 18, N.Y.

"This Is Not the Original but a Back of a Catalog"

"ROSIIE LEE"

The Tunedrops

Gone No. 2005

ATTENTION, OPERATORS: This will bring down into your juke boxes.

GONE RECORDS

1425 Broadway, New York City, N.Y.
**C&W Best Sellers in Stores**

For survey week ending May 1

**Record Chart**

**This Week's C&W Best Buys**

A CHANCE OF HEART (Acuff-Rose, BMI) - Kitty Wells - Decca

30288 - In release only a short time, the new recrod by Miss Wells hit the plates as a very strong seller. It shouldn't take long to

**Most Played C&W in Juke Boxes**

For survey week ending May 1

**Most Played C&W by Jockeys**

For survey week ending May 1
Reviews of New & C W Records

CLIFF GLENN

Tragic Before Everette Musk, with Good Baby (1st) and 66 (2nd) "SO Tired (HIn Lilly waltz, rapidly weeper Tubb Both pop and country hit charts)"

BEVERLY BROTHERS (Acuff, BMI) - Decca 60225

Another regional hit on this western swing disc... with excellent country and western vocals and instrumental effects. The flip is a novelty item, but it may appeal to fans of the old country sound.

This Week's C W Best Buys

NO SELECTIONS THIS WEEK

C W RECORDS

WEBB PIERCE

Blaze, Bye, Bye, Love (Acuff-Rose, BMI) Missing You (Copenhagen, BMI) - Capitol 30231 - "Bye, Bye, Bye, Love," a nice catchy melody with a pleasing vocal and instrumental arrangement. This flip is sure to please fans of traditional country music.

IRA AND CHARLENE LOUVIN

The First One To Love You (Acuff-Rose, BMI) (Traditional) Leave Me Alone (Columbia, BMI) - The Louvin's pour their heart and soul into these songs. The first is a tender ballad, and the second is a country ballad.

C W & Territorial Best Sellers

For survey work ending May 1

Country music shows have been popular nationwide, and these songs have been the most requested by listeners.

FREDIE HART

'Baby Don't Leave.' Yidor Publications

Columbia 40896 b/w "Fraluvin"
• R&B Best Sellers in Stores

for survey week ending May 1

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Week</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'll Remember You</td>
<td>Bing Crosby</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Body and Soul</td>
<td>Billie Holiday</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>When You Sleep</td>
<td>Bing Crosby</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Body and Soul</td>
<td>Billie Holiday</td>
<td>6</td>
<td>4</td>
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<tr>
<td>Body and Soul</td>
<td>Billie Holiday</td>
<td>7</td>
<td>5</td>
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<tr>
<td>Do You Love Me</td>
<td>Billie Holiday</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Body and Soul</td>
<td>Billie Holiday</td>
<td>9</td>
<td>7</td>
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<tr>
<td>Body and Soul</td>
<td>Billie Holiday</td>
<td>10</td>
<td>8</td>
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• R&B Territorial

Best Sellers

for survey week ending May 1

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<td>North</td>
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<tr>
<td>Body and Soul</td>
<td>Billie Holiday</td>
<td>South</td>
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<td>Body and Soul</td>
<td>Billie Holiday</td>
<td>East</td>
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<td>Body and Soul</td>
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<td>West</td>
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<td>Billie Holiday</td>
<td>Midwest</td>
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<td>Southwest</td>
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<td>Southeast</td>
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<td>Mountain</td>
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<tr>
<td>Body and Soul</td>
<td>Billie Holiday</td>
<td>Pacific</td>
<td>9</td>
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<tr>
<td>Body and Soul</td>
<td>Billie Holiday</td>
<td>Other</td>
<td>10</td>
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• Most Played R&B in Juke Boxes

for survey week ending May 1

<table>
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<th>Record</th>
<th>Artist</th>
<th>Week</th>
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<td>10</td>
<td>8</td>
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• This Week's R&B Best Buys

JIM DANDY GOT MARRIED

(Nashville-Progressive, BMI)

The GAME OF LOVE (A-One and Two) (Progressive, BMI)

Laverne Baker-Atlantic 1136-Both tunes have caught on and are selling very well. At this point Jim Dandy Got Married is the stronger side. Strongest sales are in Baltimore, Pittsburgh, Milwaukee and St. Louis. Boston, Philadelphia and Dallas are among areas also reporting strong sales. Thereseau sales are good and holding. The disk is also selling well in the pop markets. A previous Billboard Spotlight pick.

YOUNG BLOOD

(Tiger, BMI)

SEARCHIN' (Tiger, BMI)-The Coasters-6067-Both numbers are being requested but "Young Blood" seems to be the top side. After a fair period, sales have begun to pick up. The chart note is "bubbling under" but near the platter is big in Baltimore, Pittsburgh, Milwaukee and the Southern districts. Strong sales are reported in St. Louis, New York, and Baltimore. A previous Billboard Spotlight pick.

• Review Spotlight on...

R&B RECORDS

THE DEL VIKINGS

Little Billy Boy (Gree, BMI)

Little Maggie from (Poe-Ray, BMI)-Rem 43572-The group comes off of "Come Go With Me," heart-breaker number, to register heavily with two coin-worthy sides. On top is a powerful cover of a tune originally on the Paris label. On the flip is another cover which sports a novelty angle and a strong rhythm emphasis. Either can go.

2 MAJOR HITS!

Gene & Eunice

STRAIGHT WORLD

The Vow

3374

Earl Palmer & The Jaxhawks

JOHNNY'S HOUSE PARTY

Parts I & II

3379

Aladdin

Already Rhythm the Hits

LITTLE RICHARD'S

"IF YOU MISS ME HERE"

The Maceo Woods Singers

V.F. Jay 1942

"I'M NOT READY"

Ponkett 7673

Palmbeach Records, Inc.

2171 S. Ashland Ave.

Chicago, Illinois

Phone: Abramson 5-9141
She's New (on disc)

She wowed them on her first release!

ViVienne
DELLA CHIESA (KEY-A-SA)

sings...

HAUNTED HEART c/w FROM THIS MOMENT ON

NOW WATCH FOR THESE BREAKING FAST:

LIGHT A CANDLE c/w LOVE LETTERS IN THE SAND

NO MAN c/w ALL OVER AGAIN

YOU'RE SOMEONE NEW c/w DO I LOVE YOU

Here at V.I.P., we could use all the superlatives in the book...all we ask is that you compare!

(Correcption Proves)

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VIP-1003
VIP-1004
VIP-1005

Vip-101
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www.americanradiohistory.com
Talent and Tunes

Reviews of New R&B Records

Jolly, Jones, Philadelphia and New York booker, is keeping his eye out and eye in the record field with Bill Haley and the Comets, but in the calypso and the tune world, he has found his pot of gold. Dr. Jesse Louis is setting a series of dates in the Walter Whitman auditorium, with the BMA McLean-Kirks, in England's great calypso group, for appearances here. The group opens at the A&M in next week, and then on to the New Janus Room Number Two in Inland, N.Y.

THE EMPIRE

With Haley, jolly is rocking along with big plans for the coming months. Haley is set to play a string of parks and ballrooms from May 11 to June 2, starting at Mahoney City, Pa., and the Comets have a string of dates in Angola, Ind. The Comets follow up their Ed Sullivan appearance (this time in a face to face meeting) with another singing Thursday (9) on the Ed Sullivan television show. The boys will take three weeks off in July to film another Sam Kettles picture, and Deal on the latter has just been confirmed.

Share Artists who shortly could not another one, to the southern package to the hit southern label, New Romance Records, (Paul Brown, Belly Bitch, Gene and the Gene Kegle band, Larry Kerr, Garland and new releases) have been released, and盆地 Richard. The specialty disk star has just been signed for an appearance with the Southern Pacific Bandwagon in late August. The Finger Brothers: see 1951), that stars Lon May and the Caramba, Specialty Records gospel singers, will also in a personal appearance is Los Angeles in June.

Old rhythm and blues records, now available for collectors. There are between the sessions. For the collector, the first two 10-inch records, first 10-inch release by Smith at WAX, 137, Gulfport, Miss.

Gene & Bum

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Jolly joy, Philadelphia and New York booker, is keeping his eye out and eye in the record field with Bill Haley and the Comets, but in the calypso and the tune world, he has found his pot of gold. Dr. Jesse Louis is setting a series of dates in the Walter Whitman auditorium, with the BMA McLean-Kirks, in England's great calypso group, for appearances here. The group opens at the A&M in next week, and then on to the New Janus Room Number Two in Inland, N.Y.

With Haley, jolly is rocking along with big plans for the coming months. Haley is set to play a string of parks and ballrooms from May 11 to June 2, starting at Mahoney City, Pa., and the Comets have a string of dates in Angola, Ind. The Comets follow up their Ed Sullivan appearance (this time in a face to face meeting) with another singing Thursday (9) on the Ed Sullivan television show. The boys will take three weeks off in July to film another Sam Kettles picture, and Deal on the latter has just been confirmed.

Share Artists who shortly could not another one, to the southern package to the hit southern label, New Romance Records, (Paul Brown, Belly Bitch, Gene and the Gene Kegle band, Larry Kerr, Garland and new releases) have been released, and盆地 Richard. The specialty disk star has just been signed for an appearance with the Southern Pacific Bandwagon in late August. The Finger Brothers: see 1951), that stars Lon May and the Caramba, Specialty Records gospel singers, will also in a personal appearance is Los Angeles in June.

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DU QUOIN FAIR UPS HAMBLETONIAN RATES

Grandstand Expanded for Classic; Boat Races Added to Program

DU QUOIN, Ill. — The Du Quoin State Fair, which in addition to its usual strong array of attractions is featuring a few new features this year, has added the Hambletonian, harness racing's Kentucky Derby, a race that will remain on the program for at least three years. The fair will run from Aug. 20 to 27.

Chairman of the fair, Allan Smith of Harrisburg, Ill., said that the Hambletonian will feature a total purse of $7,000.

The Hambletonian will be held on the last night of the fair, Aug. 27.

A new feature of the program this year will be a boat race for the Hambletonian as a program of convertible stock races.

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Pool-Beach Gross Hits $10,000,000

WASHINGTON—There were 662 swimming pools and 369 bathing beaches in operation in 1954, with receipts of $10,022,000 and $3,650,000, respectively, according to the Commerce Department's selected services report issued Wednesday (24) as part of its overall business census for 1954.

Some 130 pools had receipts of $5,000 to $9,999, and only six had receipts of $100,000 to $299,999. One bathing beach had receipts of $500,000 or over, but a large number of receipts of $1,000 to $4,999.

Miniature golf, golf driving ranges, and driving ranges, 1954, were just reported in the together with the report, with 9,000 establishments offering such amusement. Receipts for the establishments were listed at $181,011,000.

The committee action, it is claimed, will make it possible for Congress to give the go-ahead for obtaining $350,000 in federal funds to make a planning survey of the project.

AGVA Skeds Benefits Show In Hollywood

HOLLYWOOD, Calif.—Outdoor performer AGVA members will be income from the new plan for which the union’s total gross sales is expected to reach $100,000 in 1955, according to AGVA regional director George Murphy will produce the show and is in charge of talent for the event. Murphy expected that the money from the show will go to a fund, which will be held in trust for St. Joseph’s Hospital in Burbank. Members in good standing who are related to the hospital may be aided financially from the fund. The money raised will be paid for the hospitalization.

The plan for the benefit show was announced recently by a group of prominent personalities in Hollywood.

Edmonton Sets Car Giveaways

EDMONTON, Alta.—A 12-car giveaway will be conducted by the Edmonton Exhibition Board during the summer fairs. Plans are for two to be given away every night, with tickets selling at $2.

A game manager will be hired to run the 120 spot games. Each player will be drawn from community leagues and service clubs, with the organizations sharing in the profits.

41,432 RIDERS IN 11 DAYS

THAT'S WHAT E. M. HAWORTH, KIDDEILAND AMUSEMENT, INC., PORTLAND, OREGON, REPORTS:

"Yes, sir, he says, "we had 41,432 riders in 11 days at the P. R. R. in Vancouver. The Kiddie Boat Ride is just fine."

SUNNEX RITTENBERG, BOSTON, MASS., SAYS:

"Of all the Kiddie Rides we have, the Allen Herschell Boat Ride is outstanding. It's being told over and over again among a wonderful Boston for children. The applause and appeal of this ride are fantastic and the fares are gross are high. We also like the ride because it is fast loading and unloading."

LLOYD D. SERFAS, STRoudsburg, PA., REPORTS:

"The purple Boat Ride which I purchased from Allen Herschell more than paid for itself in less than a year."

KIDDE BOAT RIDE

"World's largest manufacturer of amusement rides."

104 OLIVER ST.
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NEW MIDWAY ATTRACTIONS! CRAZY HOUSE

This new, permanent Fun House has a complete set of tricks and a two-way poisoned mirror maze. admits a space 5 ft. long and 11 ft. deep, overall height 21 ft. This machine is the biggest box office money maker at the midway today for full day and night shows.

The SPINAROO

Kiddie Amusement Co., Inc.
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St. Clarence, Mich.

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ARENAS & AUDITORIUMS
Spectacular Construction
Marks Arenas: More Coming

By TOM PASKINSON

The designers of modern auditoriums and arenas have come up with some unusual ideas, as illustrated by buildings in the area of Lincoln, the Civic Auditorium, and the All-State Colos- 
sumontgomery.

But the designers have not included the contractors who have put the plans into operation with some equally spectacular methods. Two new buildings serve to point this up, the Albuquerque (N. M.) Civic Auditorium and the Montana State University Auditorium at Bozeman.

MAIN CHARACTERISTIC of the new Albuquerque building is the 22,000 cubic concrete dome. To build it, several new ideas were studied. The one selected was the most economical and, in- deed, the most unusual.

First a deep circular trench was excavated and in it were built the 22 reinforced concrete pillars that were to support the dome. Then the trench was backfilled and the whole thing was graded into a dome of dirt. This was shaped and smoothed, even rolled with a harrow. Over the massed was poured the concrete that was to become the dome roof. Other steps were inserted, but in the end some 12,000 yards of soil were dug out from under the con- crete to leave the large dome atop the pillars. Where there had been a hill there was now the main form of the new arena. And today, 60 days after the first fill of soil area of about 70,000 square feet, 6,500 seats and other features of a modern building.

THE MONTANA FIELD HOUSE has a dome that is 500 feet in diameter and 200 feet in span. The highest point is 35 feet from the floor. To build this the contractor first built 36 pill-like ribs around the site and these were held together by a tension ring at the bottom. From the circle of ribs the slingers that comprise the roof were extended outward and upward. This was continued until an open circle remained at the base of the dome. Into that circle was fitted a steel compression ring 18 feet in diameter. This was accomplished by raising it on four revolving beams.

Skeleton of the dome in various states of completion was spec- tacular and attention was drawn from townpeople with its buildings. The Field House now Is in use. Its vast area being tied not only for basketball but also for two rodeos, possible spring football drill, and many other events.

THERE IS MORE SPECTACULAR construction to come in this field. At Pittsburgh, plans and talks continue about the proposed project.
FOOD DEVELOPMENTS:

**New Deep Fat Fryer Has High Heat Rate**

OAK PARK, III.—A new high input deep fryer, known as the Trump Special, has been introduced here. According to the manufacturer, the 14-inch model has an input of 110,000 BTU's per hour, considerably higher than most similar units now on the market. The increased input assures application of sufficient heat through the frying cycle to satisfy the heat requirements and the thermostat always shut-off before the food is completely fried so the food finishes at a high temperature, yet, fat absorption is controlled, the maker states. Features include: stainless steel fat vessels, two timers, one for each basket, indicating lights that show the temperature of the fat, automatic stopping of the fat, automatic pilot and high temperature shut-off. Kenworth Associations, 243 North Harvey Avenue, Oak Park, III.

**Make $200 a Day On Candy Floss**

On NEW PERFECTION See EVERYTHING Write for Catalogue F. W. TERNEPING 171-179 Main St. Ocean Park, Calif.

“CLEAN LIVING” GIVES A CHEVY ENGINE LONGER LIFE!

...more evidence that Chevrolet Task-Force trucks are engineered better and built better for bigger savings!

This drawing shows, roughly, one of the ways in which Chevrolet truck engines minimize a major cause of wear—dirt! Now consider this additional evidence that Chevy heavy-duty V8’s and 6’s “like clean” and bring you fleet, dependable power that costs less to use!

Even filters give extra-clean fuel—Only clean fuel reaches the engine—that’s one reason you can depend on a Chevrolet Truck! All fuel is filtered twice (once in the fuel tank and again in the carburetor) to keep dirt and water from hampering efficient operation. Chevrolet truck V8’s provide a third filter, at the carburetor, for triple protection.

Oil stays clean longer, too—Chevrolet truck V8’s and 6-cylinders, it’s come equipped with modern high-capacity oil filters (V8 filters are of the Full-Flow type). These engines keep all oil flowing to moving parts. parts wear less and last longer because these engines stay cleaner on the inside.

Even the air is cleaner—Dust and foreign matter in the air an engine “breathes” can reduce engine life by years. Chevrolet minimizes this wear-producing factor by providing big oil-bath air cleaners as standard equipment on all truck engines.

These are sound under-the-hood reasons why a Chevrolet truck will stay on your job and sure on your job. There are others, too, including short-stroke V8 design (shorter stroke of any truck V8’s) and 6-cylinder engine design that puts out more power than any other in the field. You’ll learn about them all when you visit your Chevrolet dealer...

...Chevrolet Division of General Motors, Detroit 2, Michigan.

Biggest sellers... because they’re biggest savers!

**CHEVROLET TASK-FORCE 57 TRUCKS**

**3320 South Broadway, St. Louis 39, Mo.**

Infra-Red Sandwich Oven...

ROCKFORD, III.—A sandwich oven that reportedly has the capacity of 450 sandwiches per hour is being manufactured here. The unit is made of stainless steel as are the two inner compartments. Dimensions are 322 inches wide, 12% inches deep and 17% squares high. Tod Food Merchandising Systems, 305 South Main Street, Rockford, III.

Electric Food Warmer...

CHICAGO — A food warmer that can also be used as a work table, has been introduced here. It is constructed of stainless steel and has an aluminum-treated steel interior. The two compartments hold six 29 by 2-inch pans.

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Hunt: Longview, Tex.
Irving: 2727 W. 56th St., W., Chicago, Ill., 7-12.
Loud: Zeibert, 133 W. 22 St., N.Y.C., 9-12.
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Mahan: 420 N. Main St., Panama City, Fla., 7-12.
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Manchester: El Paso, Tex., 7-12.
Monroe: 210 High St., New Haven, Conn., 7-12.
Mount Hope: Barnsboro, N.J., 7-12.
Mt. Airy: Dayton, Ohio.
Mt. Pleasant: Galesburg, Ill.
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Pennington: 5151 N. 100 E., Salt Lake City, Utah, 7-12.
Powell: 1012 W. Main St., Des Moines, Iowa, 7-12.
Powers: 218 N. Main St., McComb, Miss., 7-12.
Ritchie: 221 W. Potts St., Petersburg, Va., 7-12.
Silverton: 114 C. St., W., Anchorage, Alaska, 7-12.
Smith: 144 W. 42 St., New York, N.Y., 7-12.
St. Louis: 813 S. Broadway, St. Louis, Mo., 7-12.
Salkehatchie: 111 S. Main St., Walterboro, S.C., 7-12.
Tennant: 163 W. 11th St., Omaha, Neb., 7-12.
Toms: 1006 E. Main St., Oklahoma City, Okla., 7-12.
Troy: 1375 W. 5th St., Kansas City, Mo., 7-12.
Vanderbilt: 1427 W. 5th St., St. Louis, Mo., 7-12.
Vicksburg: 123 E. Mississippi Ave., Vicksburg, Miss., 7-12.
Walters: 1703 Georgia Ave., N.W., Washington, D.C., 7-12.
Warner: 311 N. Main St., Columbus, Ind., 7-12.
Westfield: 129 Main St., Westfield, Mass., 7-12.
Winston: 726 S. 16 St., Kansas City, Mo., 7-12.
Woodburn: 274 W. 8th St., Salem, Ore., 7-12.
Wynkoop: 112 E. Market St., Lehighton, Pa., 7-12.
Zeigler: 1300 W. Nogal St., Niagara Falls, N.Y., 7-12.

One reason why YOU can ANNOUNCE CIRCUS ROUTES in THE BILLBOARD get all they pay for.

THE BILLBOARD

MAY 6, 1957

DANCING WATERS
NOTICE OF PATENT INFRINGEMENT

DANCING WATERS, INC. is pleased to announce that the U. S. Patent Office has granted U. S. Patent Number 2787495, which patent covers the original and unique DANCING WATERS display and apparatus.

NOTICE is hereby given that it is the intention of DANCING WATERS, INC. to seek the full measure of protection afforded to it under the United States Patent Laws to prevent the unauthorized use by way of manufacture, lease, rental, sale, or otherwise, of fountain displays which constitute an infringement of the above patent.

Under the Patent Laws ALL parties USING or DISPLAYING infringing fountain and equipment are legally responsible and liable for damages.

Additional patent applications covering the DANCING WATERS display and equipment are now pending in the United States Patent Office and in Canada and other countries throughout the world.

The original and authentic DANCING WATERS displays are identified by the trademarks DANCING WATERS and SYNCPHONIC WATERS.

DANCING WATERS, INC.
250 W. 57th Street
New York City
**ICE SHOWS**

Holidays on Ice of 1957: Baton Rouge, La.; Mexico City, Mex.; 11-30-57
Ice Capades, 17th Edition: Los Angeles, Calif., 2-21-57

**SPORT SHOW UP AT COLUMBUS; GET ’58 DATES**

COLUMBUS—With this year’s event just ended and marked successful, the Columbus International’s Sports, Vacation, Travel and Boat Show has announced dates for the 1958 show.

Joe Conwell, show manager, said next year’s edition will be March 22-25. He said the 1957 event was the most successful of the four charity annuities, with attendance figures nearly double the 1956 levels.

Ohio State Fair’s Coliseum was filled with exhibitions, Conwell said.

**SAMUEL DANE FORMS NEW FOOD, DRINK EQUIPMENT CONCERN**

BOSTON—The Dane Corporation has been organized here to manufacture and distribute food and soft drink dispensers, according to an announcement made recently by Samuel Dane.

Dane is president of the Jet Spray Corporation of Mass., and a director of the Whistle Bell Corporation.

**WILSON BUYS BOAT LINE**

NEW YORK—Ora Parks and Walter D. Nestland joined the Bay Boat Line this week, merged in Wellington, N. C., and Parks flying to New York from Indianapolis, to serve as general agent Floyd Nestland.

**PASS GIVEAWAY FOR PREVIEW, OPENER AT LESOURDROSE**

MIDDLETOWN, O.—Patrons attending Lesourdrose Lake Fork fish here Sunday, second day of the weekend preview preceding the May 15 opening of the season, received season gate passes with all the opening-day thrills of any sporting event in effect Sunday (12), said Manna D. Dace. The plan was devised by Jack Kline, president and originator of the event.

Back at the park this week will be the annual preview of the park’s dining room and cafeteria.

**SAM SOLOMON IN ENLARGED QUARTERS**

CHICAGO—Sam Solomon, outdoor insurance man, has moved his offices to 605 South Michigan Ave.

**INVENTORS’ ASSN.SETS EXHIBIT**

SAN FRANCISCO—The California Inventors’ Association is sponsoring the National Invention and Creative Exhibits which will be held at the Scottish Rite Auditorium in conjunction with the CCA, society, said.

In the exhibit, which is of interest to the family will be featured with items from toys to household and personal items being shown.

**MULTIPLEX DISPENSERS SERVING THE TRADE SINCE 1906**

TWO delicious Ice-cold carbonated drinks at their best
COKE or PEPSI from one faucet, plus plain, sparkling soda
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**THE ECHELONS IMPROVED ICE SHOWER FOR BETTER SNOW CONES**

This machine has been praised by many patrons since its introduction. The new design features a more compact and efficient mechanism, providing faster and more consistent results. It is available in a range of sizes to suit the needs of different businesses.

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**MULTIPLEX FAUCET CO.**

Bill Model shown, also shorter, same above.
KELLY-MILLER

Battles Mud
In 1st Stands

CAINESVILLE, Tex.—Al C. Kelly, 19-year-old southerner, battled with mud in the first two road races of the season. He placed in both mud races and made a profit at each.

The show appeared at its white face on Saturday (25) and moved next to Durant, Okla., where it is scheduled to remain until May 10. The mud and rain were not enough to dampen with more than 11 inches of rain in April and all ground is muddy.

At Durant, tractors and eleven horses were required in order to pull motor units onto the lot at the old fairgrounds. The afternoon show featured, then Frontier house in more rain. At night the rain stopped and the circus audience was just short of capacity.

Getting off the Durant lot was a long, hard job. Then trucks had to be pulled some distance along a muddy road before the Move to Gainesville was thus continued and became a certainty in the second town the rain resumed.

Show arrived late at Gainesville and was in some mud traps. As at Durant, the afternoon performances could not be given. The rain in the area made the fairgrounds muddy and skies were cloudy. The Marchers were put up with a straw house as citizens of the house of the show. The Circus turned out for the first professional show to play the city in several years.

CFA Committee

• Continued from page 79


Miss Lenore and Entertainment and Program: Charles F. Perkins, Jimmie Perkins, John Longhorn, Delbert S. Johnson, and Miss Matt Shelden, chairman.}

The pigs were carried to the next show. Four pigs were killed and the meat was sold at the show. The meat money was used for the benefit of the event.

The same type of event in the Tecumseh, Ariz., newspaper ad said the bill paid for the show. The Early Times unit, as the "Tom Selleck Tents.

Arlington County (Va.) Hospital to Mr. and Mrs. Bob Delavere, of the Announcements of America carnivals.
BLACKFOOT, Idaho—If ever a fair manager was well prepared for a job, it was Mrs. Ruth Hartkopf, supervisor-manager of Eastern Idaho State Fair here. Her father was a livestock dealer and meat buyer, and, as a result, she lived on or near the fairgrounds the better part of her life.

When the Queen of the Northwest, Cola, was almost immediately introduced to fair activities. Her father, Larr I. Chapman, was, on occasion, seen fair in that Colorado city. Once she was able to walk she made the fairgrounds her playground and whenever mother would go looking for her, she would knowingly head for that playground.

When the family moved to Oregon, there was no break in their fair life. Ruth worked as a bookkeeper for a livestock association, and later, from 1942, she was employed by the University of Idaho as a bookkeeper. Following her marriage, she returned to Blackfoot to Blackfoot where she worked for a time and served as a legal secretary.

When the family moved to Idaho, there was no break in their fair life, and in 1937, she served in this capacity at the Blackfoot Fair which is still very much an experience—until 1945, when she was appointed county secretary.

This early exposure to the fair is invaluable to her as she reports the fair year after year in the neighboring 75,000 people. Last year's attendance drew 115,000 from the city, county and beyond.

The fair's attractions program has been expanded this year, and two shows that have been held in the past will be re-visited by the management, and the grandstand show built on a new foundation. Many of the attraction programs will be highlighted by the new auditoriums.

Lethbridge, Alta., is also keenly aware of the value of commercial exhibits and as a result, the 14-H organizations in the Lethbridge area will have the largest involvement in the State Fair.

BLOOMSBURG, Pa.— The Bloomburg Fair’s grandstand will feature the fair for the second consecutive year. The fair, which was held in 1962, will feature six days of entertainment, including the Wellnix Bros. circus, the Ringling Bros. Barnum & Bailey Circus, and the Great American Circus.

The Bloomburg Fair, which has been in operation for over 100 years, will be held in Bloomburg, PA.

MEMPHIS, Tenn.—For the first time in its history, Lethbridge District Exhibition this year will offer reserved seats for its grandstand show.

Reserved seat tickets, at $2 and $2.50 will entitle holders to view the Illuminated grandstand revue and fireworks.

The grandstand show at the fair, presented by A. W. Shackelford, president of the Lethbridge Agricultural Society, will feature acts of the Illuminated grandstand show and a fireworks display.

The Maine Troupe is expected to perform at the Illuminated grandstand show, with the program including a variety of acts, including acrobatics, stunt performers, and a fireworks display.

The fair, which includes a livestock show, was held in Lethbridge, Alberta, Canada, and was attended by over 100,000 people.

The fair was held from August 15 to 19, and featured a variety of events, including a livestock show, airplane shows, and a parade.

The Illuminated grandstand show, which was a highlight of the fair, featured a variety of acts, including acrobatics, stunt performers, and a fireworks display.

The fair was a success, with over 100,000 people attending, and was hailed as a significant event for the city of Lethbridge.
PARKS-KIDDIELANDS-RINKS

The BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

MAY 6, 1957

COLLIEN'S Son Named To Promote Excelsior

EXCELSIOR, Minn.—Ray Collien, son of park manager Joe Collien, has been named to succeed the late Rudy Shugman as director of operations at Excelsior Park, 100-acre and one of the largest theme parks in Minnesota. Shugman and the elder Collien began working at Excelsior Park on the same day in 1928. Among the promotions held at Excelsior Park, which had been featured in subsequent years in the National Park and Recreation Ass'n's Park and Recreation. This will be the third year the contest is held in the Min. State Fair has been held at Long Beach, Colorado for 10 years. For 15 years earlier, Excelsior was operated by a Minn. America franchise out of New Jersey. Ray Collien worked for Excelsior before spending a year and a half with the Army in Japan. Upon his return, he became manager of the T-H Drive-In Theater and manager of an indoor theater in St. Paul.

Chi Riverview

To Host NIRA Conventions

CHICAGO—Convention of the National Industrial Recreation Association will be held May 13-15 at the Riverview Park, home of the Coaster Universe. A special event on the program will be a tour of Riverview Park.

Nick, Bryon, Colihan, and Dr. T. J. Colihan, Jr. announced.

One special event on the program will be a tour of Riverview Park.

New England Gets Off To Strong Start

Weather Draws Peak Business; Outlook Good

BOSTON—Perfect weather with temperatures in the 80's gave New England park operators a big boost on Easter Sunday. Weekend opening day for most spots in the territory.

Larry Store, operator of Falcon Park, Nashua, boasted his biggest Easter Sunday on record, although only two-thirds of the rides were in operation. A sharp contrast, snow covered every area in the park. Only John admits, "We didn't have any business there, but we're trying to get the park in shape.

To meet the big crowds, Purao's amusement was up and running by Saturday morning, April 10. Several rides have been added. One major ride has been returned to service and three major rides ordered.

Chickooaire Coaster Contract Expires

KNOXVILLE, Tenn.—A contract between the city and W. E. Baggett for construction and operation of a Roller Coaster at Chickooaire Park here has expired, the city manager announced.

The past called for Baggett to build a 225-foot-long double roller coaster and operate it for 25 years at 5 per cent return on the $1,000 construction cost. Construction was to have started within the year. Last week the contract expired and construction had not been started.

Buck Lake Ranch Announces Music Names, Adds Show Boat

ANGOLA, Ind.—Harry Smythe's Buck Lake Ranch here has added some country and western and rock 'n roll stars as well as other attractions for the coming season.

Country music park opens May 16 with Rowlie And the Angels of "Grand Ole Opy". Subsequent bookers will be "The Darlings of the Rodeo," May 26; Bill Haley and His Comets, June 1; and the Rumble Bothers, June 17. June 26, Duke of Dakota (June 16), Shag Wander (June 24), Justus Tubb, the Colly Kids, June 18; Roger and Jettie Red Hot and High Tension, July 1; Faron Young, July 15; Ferlin Husky, July 16; Roy Fire, July 25; Parny Young, Aug. 1; Jimmie Davis, Aug. 18; and Lonnie Brothers, August 25.

Smythe has booked a Little Show Boat for Vaudeville on Buck Lake. Starting June 8 there will be vaudeville shows at the park each Saturday. Spot will be open daily from 10 a.m. to 2 a.m. and at noon for parades and picnics were0 during the week. The show also is used by heavy advertising. The Lumber Jack show, featuring strong men, is an open daily and no license or limit applies. Fishermen are charged a nominal fee for the fish they catch.

Buck Lake Ranch is celebrating its 11th year, is circulating 320,000 copies of its eight-page newspaper herald which is currently distributed throughout the state. The party was held May 8, 9 at Buck Lake Ranch. The party was held May 8, 9 at Buck Lake Ranch.

Line-Up Told For Seaside

SEASIDE HEIGHTS, N. J.—Inaugural for the new Funtown, May 30. After the old ride season has run its course, the new park will open.

Straw Promotion Contracts With Parks May Total 100

NEW YORK—More than 100 straw promotion contracts were tied in with the Funtown Straw promotion when all the contracts for this year were signed. The total台上 straw is estimated to be at least 200,000 for the entire season, which will have a good chance of running. The contract is with the park and it is regulated by the Straw Promotion Company and includes the contract for the park and the company is regulated by the Straw Promotion Company and includes the contract for the park.

Three Straw promotions will be held for the Funtown, May 30. The first is with the Straw Promotion Company and includes the contract for the park and the company is regulated by the Straw Promotion Company and includes the contract for the park.

The Straw promotion has been set for July 1, having originally been set for early in the season. The promotion will feature a straw promotion with a straw promotion being held on July 1, with an appropriation straw promotion involving the park and the company being held on July 1.

Beginning of the promotion has been set for July 1, having originally been set for early in the season. The promotion will feature a straw promotion with a straw promotion being held on July 1, with an appropriation straw promotion involving the park and the company being held on July 1. 

Copyrighted material
ROLLER RUMBLINGS

Skating Meets Before Huge Crowds Possible

By CAP SEFFERINO
Price Hill Roller Rink, Cincinnati

Si since I have, rather than the facilities to answer the many letters of commend I have received in regard to my recent statement (The Billboard, April 20) about the possibility of the roller skating trade presenting its annual skating championships before thousands of people suggest and, to thousands of people in the trade, a problem of such cohesiveness. I am glad to say that this is coming about. In many centers throughout the country, local roller sparkling associations are being formed, and in many places, the entire trade will be able to present its annual skating championships before thousands of people.

In answer to many questions, I would have to say that personally I would not know how much less the cost of the job and the same number of contests to 50,000 people in other cities, but I am quite certain that with a great deal of help it could be accomplished.

By way of explanation, I would point out that I have a plan to present a national roller skating contest at the Price Hill Roller Rink of Lou and Charles Meyers for the benefit of one of the Post's charitable causes. The Post has assured me that if we would be interested in the promotion of a national roller skating contest, it would present no difficulty in some of the districts of skating, as I believe that it would be interested in the promotion of such a contest. The idea of a national roller skating contest is not new, and it is not new to promote such a contest. However, there is one requirement to be answered.

One of the most important questions to be answered is the establishment of the Roller Skating Rink Operators Association of America. This would be the first national roller skating contest in the country, and it is not new to promote such a contest.

There are many more aspects to a proposed promotion of this type and possibly a year of interest and attention to the roller skating contest. However, in the event that this detail could all be considered, I would say that it would be no problem what you want to promote. However, the idea is quite new, and there is one requirement to be answered.

I would like to point out that Dahlman's connection with a prominent newspaper and radio stations would be tailormade in properly promoting a presentation of this kind. That it could be successfully promoted in Cincinnati and in other cities, why it could not be successfully promoted in other cities, and in my opinion, if sufficiently interested, went to work in the preceding years.

1st Peppermint Near Houston

PASADENA, Tex. — The cutting ceremony led by the President of the Committee welcoming committee marked the official opening of 

ROLLINMACK'S RINK at 924 Second St. (Springfield), Ohio.

For Sale

Carroll on
Bay State
Wage Board

AGAWAM, Mass.—Edward J. Carroll, president of Riverview Park, has been appointed to the new wage board of the Minimum Wage Commission of the Commonwealth of Massachusetts. It is under the jurisdiction of the State Commissioner of Labor and Industries.

Carroll will represent employers on the commission board. The unit establishes wages, working conditions, and hours for the Recreation industry, and will meet twice monthly at the State House in Boston.

FOR SALE

One B.C. CHAMBERS MAJOR BUG RIDER, complete, only $200. One complete SHOOTER, GILLIAM with 32 ft., 51 ft. wide, 12 ft., 2 high, 32 ft. long, 60 ft. long. B. C. CHAMBERS, 256-50, Anchorage, Alas.

FILLAND RIDES, INC.

1101 W. 14th St., Amarillo, Texas, 511-147, E. Fillander 2-7538 or 3-7590.

HELP WANTED

Boy Scouts wanted with park experience. Starting salary $75.00 week. Apply: Office Manager, Bay Beach Park, 6701 Beach Park Beach Blvd 4773 or P. O. Box 7237, Morro Bay, Calif.

WANT TO LEASE

BALLROOM

Preferably in Ohio or Florida area. Write: DONALD TAYVEN

Manager, Ribesky Amusement Park, 401 Main St., Butler, Ohio.

GAME SHOOT-A-PHOTO


FOE SALE

FOR SALE OR LEASE

Box 281
OCEAN DRIVE 1, S.

FOR LEASE

Write: ROBERT S. MANGELS Coney Island, Brooklyn 24, N. Y.

J. E. ROSS, NORTH BEACH, MARYLAND. PHONE: 7-5401

WILL BUY, BOOK OR LEASE

MAJOR OR KIDDIE RIDES

For Western New York, Midwest, and Eastern states. Over 1,000,000 people to draw from. Also 3 concession areas available.

R. VAN WINKEL, LIBERTY PARK

1005 Sycamore, BUFFALO 13, N. Y.

PHONES: 1-800-1111, 2-8000.
Howard Y. Barry Named by R-B; 3 Get Notice

New York—The road staff of Ringling's press department will be headed by Howard Y. Barry, it was announced last week. Second man is yet to be chosen, although Norwood Hardy, Ringling Bros. and Barnum & Bailey bookkeeper of several figures prominently in the division.

A weekly's notice was handed Sunday (25) to three members of the press corps for the Ringling show for the week. This year the contract with the Associated Press, United Press and Agence and Managers group has ended and the split is to take place in New York and two on the road.

Frank Brunell has been general editor of the show, assisted by Barry and Ira A. Boardman, has been handling radio-TV for Ringling in the past.

Circuses

8,000 Nut Aim of R-B; Ink Teamster 'No-Strike' Pact

Limit Road Payroll to Under 300; Good Business Edges Toward $2 Million

New York—A daily nut of $7,500 was expected to set Ringling's road operation this year, compared to the average expense during its final week under canvas in 1954 of $4,000. Elimination of canvas, seating, cookhouse and other phases of the road has cut the payroll to the less than 300 people. Performers for the 14th season, outside act workers and hand laborers. There are some 125 on the performing end, and 150, others to show property, horse, elephant and office staffs. Total payroll had ex-
ceeded $1,000 under canvas.

A key point for the performance end is the date in Philadelphia July 23-25. Performers' contracts, which are subject to change until that point, the list before the Big Show will start playing outdoor dates.

There may be a slight make-
over of the show after Philadelphia, as management will rebook and rewire at that point, a spokesman said.

No-Strike Clause

The management has a con-
tract with Harry Kabish's affiliate of the Teamsters, the Painters and Allied Workers' Union. Covered are all working departments. That is the check-off system and a no-strike clause.

It is expected that the previous clauses attempted to violate this clause and as a result the show. Some other clauses of some re-
duction definition in pay.

A spaghetti salad is being eaten over whether the August weeks were the best of 1954 in Philadelphia, and in that there are fewer than 300 people on the road. For the outdoor dates, work is planned in winter quarters on a cyclocross background scene 40 by 125 feet and 170 feet high. It will make use of 250 footlights and 80,000 feet of cable. The backdrop will be in four sec-
tions and a glass fiber material will be used.

Glass Fiber Panorama

Ringling's willingness to experi-
ment with new materials is evident in the rubber matting it is using in Matson's Square Gardens.

Grand Forks

Crowds Okay for Davenport

GRAND FORKS, N.D.—Orin Davenport's Shrine circus played to a good and steady crowd at the 8,000-seat University of North Dakota Fieldhouse, April 3-
13.

Afr traction, 240 people were on hand for the 'day, and 172, 900, 3,000 and 5,000 Sunday (27). The build-up was in four sec-
tions and a glass fiber material will be used.

Buffalo Shriners Score Equals Recent Seasons

Buffalo Shriners Score Equals Recent Seasons

Buffalo — Business at the Shrine circus here was at least as good as and perhaps better than the six-day event was expected to net a larger sum at the final accounting. The show closed Sunday with the usual 3,000, 3,000 and 5,000 Sunday (27). The build-up was in four sec-
tions and a glass fiber material will be used.

Walking and Riding Hut Opens, Tour, Signs Park Return

New York — Annual tour of Hunt Bros. circus got underway Tuesday (25) in Middlesex, N.J. The show appearing with Wild west production, Hunt Barry reported after a trip west in Paterson Park in 1955, with 500,000 people for 1956 season.

Hunt will be in New York for several days. Among those con-
tracted are: David J. Green's hut, the Ringling Newmans, Lunda-
foreds, Western tent and trampoline, and the full World's Liberty, posters, whip-cracking, roping, etc.

First week will bring the show to the various sites in winter quarters in Burlington, N.J., enabling a charge from the opening of the season. The show to Paterson last year's top. The new canvas will be returned for minor adjustments and held in re-
serve. Press work this year will be handled by Maybell Hunt, aided by Walter Long.

Alliance — Rain limits Mills Gets Wet At Ohio Stands

Alliance — Rain limits Mills Gets Wet At Ohio Stands

Albemarle Night

Okay for Beatty

Albemarle, N.C. — Clyde Beatty's circus employed a net full house Tuesday (25) at Albemarle, the last date for 1955 season of this world-famous circus. I. Hale, welder, was in a 15-wheeler trailer, did a stunt with both arms and a crushed elbow and ankle.

Beards-Barnes Opens

Miami — The Beards-Barnes circus opened its winter season in North Carolina. Members of the families earlier operated a winter show in Elyria, Ohio. Shows are given in a circus and a theatre, where equipment is stored.

Death Claims Ida Krone

New York — Word has been received here that Ida Krone, 80, widow of Karl Krone, founder of Europe's largest traveling circus, Contracted for the year's contract with the German van, has appeared with the company in Germany. Ida Krone, 80, widow of Karl Krone, founder of Europe's largest traveling circus, Contracted for the year's contract with the German van, has appeared with the company in Germany.
In Heavy Rains

ANDERSON, Mo.—Carson & Barnes Circus appeared here Sunday (25) for an afternoon-only and evening-only performance during a brief show period. Several storms moved across the area during the day, with heavy rains in the evening. The show was delayed due to weather conditions.

The circus features a variety of acts, including animal acts, acrobats, and clowns. The animals are well-cared for and the performers are skilled in their craft.

The show continues for the next few days and is a popular attraction for families and individuals in the area. The circus is known for its longstanding tradition of entertaining audiences with its magical and captivating performances.
CARNIVALS

SAS RAS TO HIT RAILS FOR MEMPHIS BOW

Two-Section Train Leaves Tampa May 6
After Busy Winter Quarters Operation

TAMPA—The 1140 American Shows will roll out of here Monday (9) and proceed to Memphis, opening its first engagement of the season.

The circus train will go out on two sections and is scheduled to arrive in Memphis Wednesday (11) and open in the city at a date to be announced.

The American Shows have been prepared in preparation for the season opening. Only the finishing touches were needed, an inspection by the railroad officials following the last major trip for the season in the show’s history.

Twenty-one all-steel wagons have been built and all of the schedules were equipped with pneumatic tires in the show’s program, keeping its equipment in top-notch condition. All the wheels on wagons have rim with six lug and, in every case, will have the same axles on the show.

All flat cars are now reinforced to carry heavier loads. All of them have new U frames, which are the result of the tests. Show officials maintain that the U frames give extra strength to the T frames and provide added safety.

Winter quarters have been in operation since late last fall. During the period, three quarter of the winter quarter crew consisted of 32 men. In the closing period of the year, Mose Bly and Assistant General Manager Bill Gate were in attendance, and show secretary, Larry Oden, had charge of the headquarters.

Rehearsals for the upcoming circus were begun in the show’s main office in the show’s headquarters. The American Shows will be in operation for the first time in the Memphis opening.

New Show Tops Delivered to Olson Quartermasters

PETERSBURG, Va., May 2 — Raymond Mullins has been qin the American Shows, at winter quarters and remains there until the show is ready for the opening.

He reports to his home in Florida, Olson moved the state for a few days to Minneapolis, and the crew was transferred to the stadium.

The circus was on hand here on Monday, and the show was due to open in the city this week. The show is due to open in the city this week.

The shift will take a dual purpose. It will put the main railroad back in the show and give the winter quarters an opportunity to get back into the stadium.

The American Shows will return to the Orange County for their annual spring event, the American Shows, and continue the operation of the quarter for the next season.

The American Shows have been in operation for the past 61 years. The show is large enough for a couple of shows, and it will be in operation next season.

The American Shows are for daily promotional events, including fireworks, and the annual fair includes a three-week end-of-season fair, during which all units can operate. The annual parade will be held June 17.

GALA EVENT:

Gooding Hosts Staffers At Going-Away Party

COLUMBUS, Ohio—F. E. Gooding, owner of the Gooding Amusement Company, played host to his management representatives and other friends at his annual going-away party Friday (6) in Columbus.

Mrs. F. E. Gooding, the wife of the manager, served as toastmaster, and impromptu speeches included those of Gooding and Buck Saunders. Entertainment included a quartet of J. C. Kenyon, Sherwood Roberts, Robert Cadore and Bruce Hinds.

Also among the staff present were Joyce Ann Gooding, Ralph Root, Josephine Whitterer, Dorothy Dale, executive secretary of the Gooding firm and secretary-treasurer of the National Amusement Company.

Foley and Burk Debut May 18

DAVIS, Calif.—Foley & Burk have announced their first show of the season May 18 at the annual show held at the Fairgrounds, Davis. The show was held in the show's main office, and all of the units in charge of the show's quarters.

Blue Grass Bows With Circus Unit

OWENSBORO, Ky.—C. C. Spencers, the General Blue Grass Circuit and Carnival kicked off its season here Thursday (2), bowing with its new circus show as the season opens.

The circus, which is presented on a 36 by 50-foot all-staged tent, presented the usual attractions of the fair, including a group of clowns, a lion and the famous W. E. Long and the Great White Elephant, Nancy. Other acts are to be added to the show at the end of the coming season.

The show is based on a small ring that opens up with a circus background.

Also new to this year is a Frenchmen, Glass and a woman who was built for the winter, along with the usual attractions of the fair as well as concerts on the midway.

The show, which broke a new record, moved here from Florida last week with all vehicles making the 4,000-mile journey in 10 days, and the service to the lot was arranged by local authorities.

In addition to heavy billing for the opening, the radio station and newspaper operations, the future running a half-page biographical sketch of Claxton and the growth of the show.
CONTINENTAL BEATS RAIN
In Kingston

KINGSTON, N.Y. — Continental Shows opened an extra Thursday night (25) with rain hammering on the venue, and nearby 1,000 patrons reportedly came for the show. Friday night, Stormy, provided a making-it easy season’s opener, with good audience response, and an attendance of 2,500 paid admissions. All made for a fun and a big Saturday night was landed safely forward to.

Offices personnel on Roland Champagne’s show remain unchanged, with Paul Lecert as publicist and general agent; Fred Schrom, Bob Falato, C. E. Hunter, and Doris Fritz, secretary.

Other personnel include Mr. and Mrs. Bill Cross with Jack Simon, coastie; Mr. and Mrs. Don Daniels, bingo, with Bobby Stewart, Jerry Stewart and Don Passley; Mrs. Julia Champagne, bingo; Arlo Solikson, pogo, Margarete, and the Luckymen. Joe Barlow, and Mr. and Mrs. John Bridge with Tom Chisholm, field house, and Mrs. and Bill Durgin and daughter, Debra, Mr. and Mrs. Smokey Poplin with Mr. and Mrs. C. H. Purkey and Johnny Lester, Mr. and Mrs. Nate Wilder, Dick Haaford, Mitch, Johnny Mason, Hazel, and Mr. and Mrs. tofu Toofan, Mr. and Mrs. William Croley, Mr. and Mrs. Charles Coppock and Larry Gysipole, with Lilly Finkbecker and Jerry Hatfield with Porter Names.

Superintendent of sides and chief electricians are Frank Forrest and Finizio Ferriuci. John Kinsky is handling the sound track. Other help includes Carl Leavens, Robert Scherer, Red Thompson, and Bob Falato. John Falato, Whitey Hartnett, Smokey Gennette, Walter Lopes, Leo Falato, George Falato.

Midway Confab

Joe Paull and Benny Bensch recently showed film at the Tampa to Beach Green, Ky., and dropped off to visit with Johnny Destin, Peewee Johnson and Super Carson at the State Concessionaires in Cold Metal Shows. Pearl will have the same show and mail and The Big Board on C. G. (Speck) Cross. Blue Grass Drive-In opens this season, while Beach will have a concession on Drongo Shows. Mr. and Mrs. Sam Calvetti are going on Ypsilanti Exhibition Shows with a glass pitch, jewelry and a Kiddie Merry-go-Round. Turner Scott writes that his radio operation at Dayton Beach, Fla., opened strong.

Evelyn E. Wyatt, wife of David Elliott Wyatt, Tampa’s unique plan operator, is in St. Joseph’s Hospital for an operation. John B. Williams, veteran outdoor show manager and assistant booker, is managing a pool room and Arcade in Leesville, La., and plans to spend the summer there.

Among showpeople attending furlough for Sylvester A. Kerry, veteran general man who died April 19 in Philadelphia, were Richard E. Gilford, K. Johnson, Jack Ester, John Quinn, Mr. and Mrs. Charles M. Latta, Frank Rich, George Isom, Mrs. Bess Bova, Frank Stone, Joe List, Benny Walthall, John B. Williams, William Herr, Joe Later and David Koksch.

La Vera Martin is being featured in Andy Iren’s pet show on Page Combined Shows as Sisde the Savage Sculpt.
Coleman Opens Big
On Middletown Lot

MIDDLETOWN, Conn. — Springfield resident Bob Coleman, who admits the Coleman route indicates a good show, has announced the opening of one of the most outstanding carnivals in the country.

Kick-off date on this lot here was Thursday (25) and ideal weather has encouraged good attendance. As a second week is now scheduled, business will be played on the lot, following the show's 40th anniversary (6) in Wallingford.

I. T. Opened
A Lush Week
In Manhattan

NEW YORK—I. T. Show's two units split up next week after a weathered successful run on 114th Street and Third Avenue. Held under hospital auspices, the season's opening date shows some 30 concessions and 10 rides were displayed.

Only adult rides were used. The kiddie park was set up but the neighborhood kids were too young to turn the unit. The lot was later taken down, although $500 was reportedly paid in license fees.

Half the show's tractors had windows smashed. Morris Brown's truck had all glass broken. Private protection was used to prevent the show's watchmen, in efforts to turn the vandalism.

In earnings, however, the date was a lush one, with riders flat concessions having a fine week.

In one, the Merry-Go-Round, Mr. R. White, Globetrotter, Bell-Aires, Otago, Comet, Whip and Tumbleweed. No. 2 unit next week goes to 147th Street in the Bronx, while the No. 2 unit heads downtown to Delancy Street. Dead last week claimed Joe the Caterpillar foreman, who died in the hospital after being hit by an truck. Appleton, ride superintendent, has a big in a cast following surgery. Following the show's final performance of the week, the No. 2 unit managed by Phil Job opened on Long Island town at low cost.

While playing the debuts in the Denton, Texas, Billy Travis visited at the Wally Chaguan's show in Denton. When Mrs. Travis visited the former Benne Mercer, of burlesque's Baby Doplman, he is also doing well with the Wild Life.

Co-founder's blog is managed by the Krause brothers. Ralph and Frankie Ryan have their new lots in the town. Tito DeLuce, who uses both, joined here with a non-personal ride and tone band. Tony Mason has two shows.

Buck Scores Okay as
Weather Favors Opener

MENANDS, N. Y.—Ideal weather this week, aided last week's management of the Side Show, Island and Regal Shows, Joe Mooney, Girl Shows; Jack Fawcett, Mont- drome, and Johnson's Wild Life.

Struck take advantage of the good weather, weathermen reported.

Sadness marred the opening when Charles W. Strickland, of the Albany Memorial Hospital. He died Sunday (25).

Show staff this season includes Orel Clark, Bill Strickland, general manager; James L. Quin, general sales representative; and John A. Tago, book adjustor; Mrs. Elizabeth Murphy, manager; Roy F. Peugh, executive and program secretary; William Belknap, bookkeeper; Carl Heilman, Chas. (Charles) Verdehr, director; Darcy Dooley, Mrs. Jack Silver, Jack Burke, Sally Belladonna, Charlie Wright, Mickey Melba, Mr. and Mrs. Joe Moreno and Joseph Aurora.

A total of 10 shows is set for this week, including last week's management of the Side Show, Island and Regal Shows, Joe Mooney, Girl Shows; Jack Fawcett, Montdrome, and Johnson's Wild Life.

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FAIR TIME SHOWS, Inc.

JAMES E. STRATES SHOWS

THE GREAT BUNKER HILL CELEBRATION

BUFF HOTTE Shows

WANT TO BOOK TRAILER GRAB STAND FOR SEASON (FARMERS) - L.A.A.Y.

WANT TO BOOK SHOW WITH GOOD FAIR ROUTE E. L. JENKINS 2621 West Main Street, Richmond, Va. Phone 5-1508

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E. L. JENKINS 2621 West Main Street, Richmond, Va. Phone 5-1508

THE BILLBOARD 85 CARNIVALS

RAINIER SHOWS

CONCESSIONAIRES-Contact OLIVIA WALDRON-Kimberly 5-4532 or write FAIR TIME SHOWS, Inc., Orange County Fairgrounds, Santa Ana, Calif.

JAMES E. STRATES SHOWS

WANTS RIDE HELP FOR ALL Rides Contact CHET BARKER, General Superintendent.

FAIR TIME SHOWS, INC.

Orange County Fairgrounds Kimberley 5-4532 Santa Ana, Calif.

May 14-19 Inclusive—CORONA, CALIF., Third St. & Maril.
CLUB ACTIVITIES

National Showmen's Association
NEW YORK—Funeral services for Louis (Lemmy) Kronenberger, who died earlier in the year, will be held at the Calvary Chapel in Mastic, Long Island, on June 15, at 10 a.m. Sholom Schwartz, of New York, will officiate at the services. "Lemmy" was a past president of the N.S.A.

Midwest Showmen's Association
MINNEAPOLIS—Major decision at the regular meeting was to give away an all-expense tour for two to New York's Florida and Gaspahy Carnival. William A. Collins, president, was in the chair for the meeting which also voted to have the second annual membership dues, $5.00. Also present were Frank Wolinsky and Charles Carroll, as well as John Libby, secretary. Bill Elgin was re-elected from Minn., N.D., to attend his first meeting. Wolinsky was named chairman of the tour committee and said he would have tickets available in the near future. They will sell for $8 each.

Carroll submitted three new members, including George Rom. Another new member is E. W. Silvey, Jr.

Show Folks of America
SAN FRANCISCO—The regulations for the annual meeting called to order by President Eddie Wolinsky. Also on hand were Oscar Mattly, second vice-president, Joe Porta, first vice-president, Charlotte Porter, secretary, and Bonnie Townsend, recording secretary, Harry and Marie Polansky, bookkeepers. Mrs. Wolinsky submitted plans for the ladies' bazaar. A two-week credit will be given during the bazaar. Bonnie Colina will assist by Bonnie Townsend in distribution of 81 tickets for the event.

The club was officially closed for the summer, but a meeting will take place on the 1st day of each month. Weekly meetings will be resumed in October.

Pacifica Coast
Showmen's Association
LOS ANGELES—Last meeting of the season was held Monday night (22), with President Bob Dowd. Executive secretary, serving as secretary, was H. D. (Bob) Matthews, Al Weber, treasurer, made the financial report.

Meetings during the summer will be held on the second and fourth Mondays. The next session is scheduled for May 23.

The lights were turned in honor of Claudio Cammann, who died in New York.

Elston read a letter from E. W. (George) Coo, a past president who was honored with a special plaque at this year's convention. "From the bottom of our hearts, we hope to see you and your successor as the best...."

Edward J. Bisson was voted into membership on reinstatement. President Dowd called on Larry Bennen, who was here with the Fricks Brothers, and Will Smith, who is re-entering show business with his partner, John C. Smith; and Eddie Roth, Kidscafe operator; Sam Crouse, who leaves soon to join the Mint-Moonlight Show; and Fred Mortensen, who also meets the budget setter.

Agents-Wanted
Agents-Wanted—For Cork Ball Game, Joe Hune, or any man with show business, and Elton Durf, get in touch.

JOE STEVENS
53, 37th St., West Side, Chicago, Ill.

DROME HELP
KID RIDE HELP
Can place riders, top pay; Ticker or Drum. 30c; on Agent or 25c. Joe Hune, 3rd Ave., 9th St., Chicago, Ill.

DEL CROUCH
24, Gates Ave, North Brooklyn, N.Y.

WANTED
For buy to cash Follies— inclined to Carnival Tramps, 12, 15, 18, 21, 24, 27, 30, 33, 36. Ticker or Drum. See; on Agent or 25c. Joe Hune, 3rd Ave., 9th St., Chicago, Ill.

Carroll's Greater Shows
WANTED HELP WANTED HELP WANTED HELP WANTED HELP WANTED HELP
WANTED FOR MEMPHIS Will work at $1.00 per week for Pan Game, Gold Star Shows. 20 years experience. $1.00 per week. Call Joe Hune, 3rd Ave., 9th St., Chicago, Ill.

WANTED
Agent for Buckeye Six Cars and Six Trucks. All replies to "Mr. R. A. Rains," 353 W. Sixth St., Columbus, Ohio.

CARNIVAL WANTED
For DOWTHWAITE COUNTY FAIR CARNIVAL WANTED
Apply at Animal, 19th Ave. 15th St., Kansas City, Mo.

CARNIVAL RIDES WANTED
Circus cones wanted to 14th day of the fair. C. E. Collins, 14th Ave., 13th St., San Francisco, Calif.

WE WANT TO LEASE OR BOOK
Two major rides for 8 weeks of season. "The Cyclone." 

NORTH STAR SHOWS
1791, E. Second St., Wabasha, Minn.

B & B COMBINED SHOWS
El Dorado this week then Elver and Frederick Carnival, all Oklahoma

WANT BAGGAGE
Wants one for Grand Street, P. O. Box 60, New York. Apply to Fred Mortensen, 1250 W. Hollywood Park, Hollywood, Calif.

C. M. WILLS
Carnival Rider, 364 W. Sixth St., Columbus, Ohio.
**1957 Rodeo Dates**

**Alabama**
Montgomery—Montgomery Rodeo, Sept. 3-7.

**California**
Bakersfield—Bakersfield Rodeo, May 18-22.

**Colorado**
Denver—Denver Rodeo, June 20-24.

**Idaho**
Boise—Boise Rodeo, June 28-30.

**Montana**
Butte—Butte-Billings Rodeo, July 13-17.

**Nebraska**
Lincoln—Lincoln Rodeo, Aug. 16-17.

**New Mexico**
Albuquerque—Albuquerque Rodeo, Sept. 8-10.

**North Dakota**
Fargo—Fargo Rodeo, July 24-26.

**Oklahoma**
Adair—Adair Rodeo, Aug. 13-17.

**Oregon**
Cottage Grove—Cottage Grove Rodeo, July 15-18.

**South Dakota**

**Weather Slows Hagen in Mo.**

WEBB CITY, Mo.—Hagen Bros. Circus took a couple of pants from heavy rain in the Southwest. Show lost performance and changed some dates because of weather.

At Prowledge, Okla., (23), the afternoon performance was lost. Decision was made to quit effort to put the big top up, and the show was transferred to a cattle sales barn. There it had the equivalent of a one-quarter house and was consigned to the lumber yards.

Next day (24), at Coffeyville, Kan., the show had closed weather but no rain and it pulled a three-quarter afternoon and near-full afternoon with a suspicious of a hot-rod clish, the Coffee Grinders.

Rain at Webb City had quashed the original lot at the football stadium, so it was abandoned in favor of a midtown location near the firehouse. Firemen were the suspects, and the new lot is owned by the Scappo circus. Re- est was a full afternoon and a three-quarter show.

The Webb City business was doused despite current tornado warnings.

In Oklahoma, the Hagen cowbunch was caught by wind and blown down.

**EVANSTON, Ind.—** The Ringling Brothers and Barnum & Bailey's circus had been awarded to A. D. Delrich, it was learned last week. Show is produced annually in November.
ROHR’S MODERN MIDWAY

CELEBRATIONS, CENTENNIALS, AMUSEMENTS, CARNIVAL RIDES

FOR SALE

MOTOR VANOMARA
Large, air-conditioned motor van; 46 feet long bumper to bumper. 11 feet 6 inches high. Interior 7 feet high. In excellent shape throughout; equipped with public address system, auxiliary entertainment power plant which provides 230 volts, 3 phase power and all accessories. Excellent safety features, complete air conditioning, steering, wide entrance and exit, front and rear, equipped with passenger doors and windows. For the owner- operator, money for the win- ner with the check. The scholarship award was well publicized, as was the fact that the Red Rose Show carnival had played the rodeo for more than a quarter of a century.

Manning Dates in N. Y. Rearranged

NEW YORK—Dates of two Rose Manning Shows weeks in the New York area were altered this week, promoter Mor- ton D. Davidson, general manager of the Show plays West Haven Fair on May 13 and Newburgh, May 25. Following week is the first to drive in the Fare Faire Faire in both shows.

PARADOX Adds 3 Rides, 4 Shows to Line-Up

CANEY, Ky.—A Scarecrow. Biff Groot and Tubs-O-Tun will be in operation May 13 when the Paradox Amusement Co. opens its 1957 season, said F. C. Swinder, owner. In addition, said Swinder, the organization will carry four newly built trucks. New riders, chairs and trailers have also been added.

Gooding Is Host

Herb Evansen, Mr. and Mrs. Mabel, Mr. and Mrs. Jim Uhl, Mr. and Mrs. Robert Heid, Mr. and Mrs. Ed Drue, Mrs. Jack Lampton, Mr. and Mrs. Bay Gooding, Mrs. Cliff Gooding and Mrs. Bernick Sanborn.

Representing the Codding units are: Miss and Mrs. James L. H. L. Williams, Mr. and Mrs. Gerald Franz, No. 3, Chas. W. Lewis and Mrs. and Mrs. Berkmann and daughter, No. 4, Joel Knepp, No. 5, Mr. and Mrs. Bert Miner, No. 6, M. L. Miller, Mrs. William Linton; No. 8, Mr. and Mrs. Ray Farmer, No. 9, J. C. Seibel and Mrs. Delmar Groves, and No. 10, Mr. and Mrs. Harry Moore.

ATTENTION

Fair and Celebration Committees

Three new fair dates: Playing next week—Cahokia, Illinois, and Concessions. All replies to:

GRAY STARK, E. L. & A. M. E.

WANTED

EXPERIENCED FOREMAN FOR RENT-TO-OWN, Ferris Wheel, Tilt-A-Whirl, and Octopus.

WANT—Ride Lead—Foreman for Tilt, Rock-A-Plane; Second Help on all rides, truck drivers preferred.

L. O. WEAVER, Mgr., Ames, Iowa, now

FOR SALE

CARNIVAL SHOW, with own equipment.

WANT—Concessionaire, Naveville, Pitchers and Hanky Parks.

WANT-Grind Show, with all equipment.

WANT—Grand Island, New York.

MANNING DATES IN N. Y. REARRENGED

EXPERIENCED FOREMAN FOR MARRIAGE-RENTED, Ferris Wheel, Tilt-A-Whirl, and Octopus. Have to be sober and drive semi. Good wages and treatment. Boys that work for me before, get in touch with me.

SAMP MENCHIN

LAKE SHORE AMUSEMENT

WANT—Experienced Foreman for Rent-To-Own, Ferris Wheel, Tilt-A-Whirl, and Octopus. Have to be sober and drive semis. Good wages and treatment. Boys that worked for me before, get in touch with me.

WANT—Grind Show, with all equipment.

WANT—Concessionaire, Naveville, Pitchers and Hanky Parks.

WANT—Ride Lead—Foreman for Tilt, Rock-A-Plane; Second Help on all rides, truck drivers preferred.

L. O. WEAVER, Mgr., Ames, Iowa, now

BIG CITIES SHOWS

ANDREWS, N. C., MAY 6-11; WITH THE BEST SPOTS IN WESTERN NORTH CAROLINA TO FOLLOW.


FOR SALE

WANTED

EXPERIENCED CIRCUS FOREMAN, Ferris Wheel Clutch Man, Second Man on all Rides, must drive. Want Arcade, Jenny, ball game, Ferris, Long Beach, Parks of all kinds. Want Man and Wife to take over Girl Show; Show people in all departments. Want to buy 14-28 Rides without truck. American Legion Show Grounds, Madison, Tenn., this week; Strawberry Festival, Portland, Tenn., next week.

P.S. E. Glaister wants Agents for Count Store, Skills and Pin Shows.

FOR SALE

LARRY W. LEDY

EXPERIENCED CIRCUS FOREMAN, Ferris Wheel Clutch Man, Second Man on all Rides, must drive. Want Arcade, Jenny, ball game, Ferris, Long Beach, Parks of all kinds. Want Man and Wife to take over Girl Show; Show people in all departments. Want to buy 14-28 Rides without truck. American Legion Show Grounds, Madison, Tenn., this week; Strawberry Festival, Portland, Tenn., next week.

P.S. E. Glaister wants Agents for Count Store, Skills and Pin Shows.

FLOYD O. KILE SHOWS

WANT RIDE HELP—JOIN NOW

Can show Foremen for FE, Ball-Plane, Roller, Cyclone and Coliseum and other Acts. Will show in the following: Arkansas, Texas, Oklahoma, Missouri, Kansas, Colorado and Colorado Springs. Will travel with two sets of rides. Address: FLOYD O. KILE, 6002 Cleveland Ave., Champaign, Ill. or all replies to FLOYD O. KILE, CHAMPAIGN, ILL.
BUSINESS OPINIONS

Virginia following a vacation. Al Hurley was working sheet in the hills of Virginia. Jim Beverstock, of the firm of Beverstock, Sun Playland, Copinag, N. Y.

Cabeton Needled, veteran novelty pitchman, was in Illus, III. He was working sheet in the hills of Minnesota. He had been working sheet in the hills of Minnesota. He was in Illus, III. He was working sheet in the hills of Minnesota. He

Looking ahead to the future, Hurley said that he expected to see a big increase in the sales of novelty items in the coming months. He predicted that the demand for novelty items would continue to grow as a result of the increasing popularity of sheet music and other forms of popular entertainment.

In Pitchford, First Street, a store that specializes in novelty items, the manager said that the store had seen a significant increase in sales in recent months. He attributed this increase to the growing interest in novelty items among young people.

The manager also said that the store was planning to expand its inventory to include a wider range of novelty items. He said that the store was looking to add items such as novelty toys and games, as well as other items that would appeal to young people.

Overall, the manager said that he was optimistic about the future of the novelty business. He said that he believed that the demand for novelty items would continue to grow as people look for new and interesting ways to express themselves through music and other forms of popular entertainment.
FOOD AND DRINK CONCESSION SUPPLIES

PREPARED FOOD, PRESERVES, New Popeyes Chicken, Popeye's Pizza, Popeyes Deep Fried Turkey, Popeyes Platter, Popeyes Wings & more.


CUSTARD STAND

Equipped, newly tarred Custard stand. Typical stand with large Royals booth. Great 2 years old, $3,500. If not, order stand, $500.

Phone 917, Clinton, Ill., Write CLINTON TRANSFER CO.

111 S. Center
Clinton, Illinois

FOR SALE SECONDHAND GOODS

FOR SALE 3 SEARCHLIGHT CARS

1947-48-49 Mercury Deluxe, 12,500 C.C. Cowl-Forward, Mercury model 3C, 3D, 3E, 3F, Cowl-Forward, power body type motor truck.

Call Mr. R. L. Engle, Waukegan, Ill., for further information.

RANGER CART ON 10-WHEEL

Welder, 10-wheel 1947 Mason covered, 52,000 lbs., on 10-wheels, 10-wheel, power body type motor truck.

Ranger to buy.

Phone 917, Clinton, Ill., Write CLINTON TRANSFER CO.

111 S. Center
Clinton, Illinois

THE FIRST "NEW LOOK" PENNANTS

in over 2,000 years

Send for our free illustrated literature illustrating the largest and costliest premium on the market. This is the first pennant you will ever see. Your place won't look like a store through the pen-

NATIONALY ADVERTISED!

in national newspapers. One special only.

$9.95 per doz. 25c per doz.

MYRLO Co., Dept. B
1221 Main Ave.
Cleveland 13, Ohio

NOVELTY SCATTER PINS

in assorted finishes

12-assorted scatter pins, 20 for 50c. 12-assorted scatter pins, 25 for 75c. 12-assorted scatter pins, 50 for $1.00. With order, balance COD.

PRINCESS FASHIONS, INC.
1512 W. 67th St., Chicago 23, Ill.

WORLD'S SMALLEST LITERATURE

ADVERTISING STAND

All metal cut-out finish, finish, action, indoors or outdoors. Great for sale at train station or inside store. Great for sale at train station or inside store.

$2.75 each .

$3.00 each.

Plus shipping charges.

BRIEVA, INC.
312 North Dearborn St.
Chicago 10, Ill.

CLOSEOUTS

Extricate, winter shoes, scarf, goods, etc., all new, low prices.

$2.50 per pair.

STERLING JEWELERS

1792 North Main St.

Ideal for Engravings. Build Your Business.

LIGHTS, SIGNS, BANNER, BOTTLES, ETC.

Rockwell, 121 South Main St.

MAY 6, 1957

THE BILLBOARD

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PREPARED FOOD, PRESERVES, New Popeyes Chicken, Popeye's Pizza, Popeyes Deep Fried Turkey, Popeyes Platter, Popeyes Wings & more.


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in over 2,000 years

Send for our free illustrated literature illustrating the largest and costliest premium on the market. This is the first pennant you will ever see. Your place won't look like a store through the pen-

NATIONALY ADVERTISED!

in national newspapers. One special only.

$9.95 per doz. 25c per doz.

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Cleveland 13, Ohio

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in assorted finishes

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Plus shipping charges.

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CLOSEOUTS

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$2.50 per pair.

STERLING JEWELERS

1792 North Main St.

Ideal for Engravings. Build Your Business.

LIGHTS, SIGNS, BANNER, BOTTLES, ETC.

Rockwell, 121 South Main St.
Brass Rail Begins Tests on Store Front Vending Battery

Restaurant Chain to Keep Installation Open Only During Daylight Hours

NEW YORK—The Brass Rail restaurant chain last week launched its first experiments in store front vending with installations of three machines on the door sides of its Eighth Avenue outlet near Pennsylvania station.

Actually, the Brass Rail is no stranger to automatic merchandising. The chain, with all food concessions at Long Island's main Long Beach Sound Beach resort, currently operates some 500 drink, candy, cigarette and coffee machines in various beach locations.

However, last week's move is the first by a restaurant chain in this area to provide automatic merchandising as an addition to its regular food concessions.

The Machines

The battery consists of a McCann hot dog-vending machine (the unit is now made by the United States Vending Corporation), a combination hot and cold cup drinks machine, there being three selections, plus three selections of coffee and hot chocolate, and a Klein's vending ice cream unit.

The battery was installed Wednesday (1) and went into operation Thursday (2). According to Bill Elbert, in charge of the Brass Rail vending operations, the battery will operate between 8 a.m. and 9 p.m.

Elbert explained that the first installation is for testing purposes only, and that the foot traffic in the evening will enable the tests to be continued.

Test Only

According to Elbert, the first installation is purely for experimental purposes. He added that store units probably will not be installed on existing locations, but they will be considered for new stores.

The Brass Rail management believes the installation of the 300 Brass Rail Rendis-Stick and a sign above the machines promises it as a test. The battery is built into a brick wall near the kitchen entrance. Elbert explained that the store had valuable street-front property which it could find no way to utilize. Vending may provide the answer.

Sidewalk Sunday

A special ice cream novelty will be called the Sidewalk Sundae to be served with the goods. The novelty, to be vended by the Vendu unit, consists of chocolate-covered ice cream with a short lemon candy center.

Meanwhile, the Brass Rail is going about plans to expand its Jones Beach vending operation. This year, for the first time, vending machines will actually be seen on the beach, in addition to those machines near beach bars. Five such machines will be in operation by June 1, with each battery housing ice cream and cold drinks, and some having candy and cigarettes.

Mr. Denis

Washington—[The Hindley Vending Division of the United Vending Machine Company]—so...
State Cigarette Taxes

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**Whitaker Sees Filters Getting 40% of Market**

NEW YORK—John C. Whitaker, board chairman of the F. T. Reynolds Tobacco Company, predicted that filter-type cigarettes will have at least 40 per cent of the market this year, compared with 20 per cent last year.

Whitaker said his firm will spend about $20,000,000 this year for new buildings, machinery and equipment. Sales and earnings for the first quarter of 1957, he added, will top the 1956 period when the firm netted $18,905,000 in sales of $215,301,000.

The increased business, Whitaker said, has been due primarily to the firm's two filter brands, Winston and Salem. However, he added, Camel is still the nation's top-selling brand.

**State Tobacco Machine Sales**

VENDS FOLDED

**Advertised**

Folds for Play........ $150.00 each

Sale........ $25.00 each

**Use 500 Skeletons per Machine**

**Full Today—Empty Within Days**

ACROBAT SKELTON

**BE THE FIRST**

*In Your Area With*

VICTOR's Sensational New Ball Gum Vendor—The Hottest Money Maker

Price $19.75 each Factory

R. J. BECKER

312, 314, 316 S. State St., Chicago, Ill.

**THE HIT of the Show!**

PLAY-BALL

VICTOR’S Sensational 210 Ball Gum Vendor

Fast Play........ Big profits........... Steal the ball through the air until you make the home run—then the player scores.

PLAY-BALL is so colorful and attractive that anyone can play it. All you need to do is throw the ball into the air and watch the money roll in. Vendor holds 12 lbs. of 210 gum balls.

Mr. Operator: Men's What It Does For You

Takes in................ $3.00

Cost to you............... $2.00

Pay Location 25%........ 4.00

Your Net Profit........ $1.00

Packed and sold with two miniature cars in the carton. F.O.B. Felter.

VICTOR VENDING CORP., 5701-13 W. Grand Ave., Chicago

Manufacturers of the Famous Line of Toppar Venders.
Coffee Imports High
Imports of green coffee in January totaled 266.5 million pounds valued at $414.7 million, compared with 248.8 million pounds valued at $312.1 million in January of 1956, according to Commerce Department. Per capita consumption of coffee in the U. S. increased about 15% to 1955. Per capita consumption in 1956 was at 16.2 pounds per capita.

Milk Production Up
Farms production of milk during March totaled 106,914 million pounds, 1 per cent above the total for March, 1956, and 12 per cent above the 1946-55 average. Production for the first quarter of the year totaled 31.1 billion pounds, approximately equal to the output for the same period last year, according to Agriculture Department.

Cig Manufacture Up
Cigarettes manufactured in February totaled 23,344,642,248, an increase of 5,58 per cent over the amount manufactured in the same month a year earlier, according to Treasury Department. Consumption of cigarettes increased 3.1 per cent to a total of 11,697,945,222 for the month.

The Billboard INTERNATIONAL

"The Ambassador of International Selling"

At Your Service

... new diplomat ... world traveler ... marketing authority for juke boxes, phonograph records, amusement games and vending machines. Make him YOUR International Sales Representative.

If you are seeking to share in a healthy growth market that will approximate $400,000,000 in 1957, the bi-monthly BILLOORD International will carry your advertising message to bona fide outlets in more than 100 countries.

Closing date for advertising copy for the next issue of BILLBOARD INTERNATIONAL — the July number— is June 7, 1957 Tell your sales story in any or all of the four principal world languages and let BILLBOARD INTERNATIONAL do a real sales job for you.

**Billboard International**

CHICAGO
108 W. Randolph St.
Central 6-9110

NEW YORK
1564 Broadway
Plaza 7-2800

ST. LOUIS
812 Olive St.
Central 1-0443

HOLLYWOOD
1520 N. Corder St.
Hollywood 9-5831

HOLLYWOOD
9-5831
Juke Programming Gets New Twists

Use Disk Tests in Sales-Based Program System to Woo Coin and Sell Op Value

CONTINUED FROM PAGE 1

getting a good jump on times that are, in fact, quite high. And because the combination of testing and time picking based on actual sales as reported in business-paper charts, progressive operators are exploring other possibilities of handling their sales-procurement procedures.

New Headings

Juke box selector panels are divided into sections headed "Hit Times," "Western," etc. The purpose of selecting musical categories is of course to make selection easier. However, with today's programs consisting of thousands of selections, the categories are broken up into smaller selections, and even the boxes could be categorized as either electro or mechanical phones and blues or country and westerns. So there may well be three or four sections to the dual-selector programming system.

So far it is easy to question whether many juke box customers know the categories the trade uses. However, it is questionable whether customers do, who know the categories to which their headings are headed. And today, especially at the moment, the more popular music is an increasing audience, it is becoming "bad-taste" whether the categories are doing anything for a musical purpose.

In fact, because of all the difficulty, some operators are changing their programming. Rather than using the "Hit Times," it is taking place in music. Rather than program under traditional headings, they are placing hit tunes in order of their position on business-paper charts from left to right, among the machines, using only the heading "Hit Times" over these tunes, and eliminating all categories, blues and country and western headings. "Old Favorites" are still grouped together under one heading, as are extended play records, records called "Jazz," and so are also boxed. Theory of this panel placement is that the selection is not coming naturally from left to right, and it is not possible which tunes will be looking for hit tunes. In the event a customer wants a special category for standards, or he can find one easily because it will be stationed, it is the fact, some operators report, that they will find it easier than before because the classifications will be changed and

Another factor in programming which many operators consider a bugaboo, location requisitions. It is getting to the point where an operator is working well in the hands of seasoned operators who are developing eyes and ears to "see" what is happening. Almost without exception, location requisitions are not part of their own ideas about what tunes should be requested, but for the operators, or customers who request tunes or hits. Such requests can raise havoc with an operator's program.

In fact, to work to the solution, an operator's benefit has been a major problem to programming offices. The program must be based on a list, according to operators, because the box owners must be consulted on a list. But the box owners are operators, or customers who know about an operator's program and can be used in any way, almost on the other hand.

Secondly, the operator must be able to say what his machine for a particular location is programmed to do at the locations as well as he knows who.

Then the operator has an idea, too.

Never has a list been put together for each customer. The list is used to help the locations as well as the owner knows.

Then the operator, for some discerning reason, knows the special effort to do. The use of the box owner is much more important and his each box owner is his own request that drags many requests from customers to do the program. Owners will do this report that some of the requests are already processed into the program, if they are not, the request may be dismissed and the request for the other requests can be filed directly from an operator's library.

Finally, an operator can record an operator would have to do, a special location for the location.

(Continued on page 106)

TOUGH AT FIRST

Location Selling & Associations Help Op Make Time Conversions

Little Rock — Little Rock music operators, however, had a problem to play, has been going extremely well since they converted to it a few days ago, with both public and location owners accepting it enthusiastically.

The operators in the Little Rock area are now practically 100 per cent.

Records Help

The store recorded a check on the purchase of a $1,000 worth of records for the promotion of the public for the music, for the music, for the music and the location to sell.

He used these records to accentuate the operation of the machine, because the change was not only profitable to customers, but also useful to the location owner.

(Continued on page 107)
Just look! Exclusive Show Stage Lighting! Attracts, holds attention to your music everywhere on location. No harsh glare at players. Concealed lighting is insured.

3-D Title-O-Rama! Puts all 200 titles at eye level instantly—all of the time. Widest expanse of unobstructed crystal clear glass wrap-around of any juke box!

ShowBox Design! Sleek, sleek, clean-lined contemporary styling. Generous chrome... Copper-hued grille... Jewel Case colors back-lighted in a stainless steel trim shield... mar-resistant trim skirt... Halo Glow!

Exclusive Music Hall Sound! Only the ShowBox "H-200" gives you multi-born high fidelity. Now with AVC.

Plus All These Exclusive AMI Features - fastest record changer—by far—complete accessibility—easiest service—simplest, easiest to play, fastest selection system with no drums to turn, no books to page—pocket-level play and half-dollar pay right in the same coin chute with quarters, nickels and dimes.

See... Hear the ShowBox "H-200" Now at Your Distributor's!

AMI Incorporated
1600 Union Avenue, S. E.
Grand Rapids 2, Michigan

This is the SHOWBOX H-200
Show AMI To N. C. Ops

DURHAM, N. C.—Steel Music Company, Grand Rapids, Mich., was held April 14, at the Durham office of Steel Music.

As an added bit of promotion, the new line was featured for the first time to servicemen, only to entertain them at the conclusion of the show.

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RELY ON THE WURLITZER
ALL-LOCATION LINE

Wurlitzer gives you everything it takes to land, satisfy and hold any location. Three great phonographs — ALL ON 50-CENT PLAY — each in a price bracket that assures sensational returns when properly placed. If you've got your eyes on the best locations in town — here's the sure-fire way to land 'em and keep 'em happy.

WURLITZER
NORTH TONAWANDA, N.Y.
ESTABLISHED 1856
What Operators Say:

The Question:

Some operators believe that a good local association is capable of handling fair business practices among operators. Others feel union membership is necessary to insure them. Do you think that an association can meet operator needs or do you feel union membership is necessary?

The Answers:

A. F. Reiec, Watertown, S. D.: "A good local association should insure fair business practices without union membership."

B. L. Hsmy, Englehard, N. C.: "Good business practices usually win out. I believe that a good local association is capable of handling fair business practices among operators because it is up to operators to get along, and no union can make them do so unless the operators want to do so."

A North Carolina operator who asked his name be withheld: I think local associations are a much better answer to our problems than unions. . . . Anthony Schirmari, Pittsburgh: Fair trade is not fair to competitive business. Associations only benefit the larger operators by controlling their locations, and they don't help the smaller operators. sooner or later the smaller operator will be forced out of business.

Frank Pach, Chicago: I believe both unions and associations are necessary. . . . A Connecticut operator who asked his name be withheld: "Unions have disadvantages. Perhaps other ways can be found within an association to aid fair practices. Our association is engaged in evolving an arbitrative agreement which may do the trick." . . . A Missouri operator who asked his name be withheld: "The local association is weak here, but I don't think a union would help."

A Kansas operator who asked his name be withheld: "I think the union could bring some troubles into the business that are not now present." . . . A New York operator who asked his name be withheld: "Muscle operators do not need unions. What they need is an association to take the union out and understand each other in fair play and dealsizing."

A Texas operator who asked his name be withheld: "The local association is weak here, but I don't think a union would help."

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The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators through the medium of their own Editor, Carl Austin. The Billboard, 111 Wabash Street, Chicago 1.
OPERATORS, ATTEND YOUR

M.O.A. CONVENTION

MAY 19-20-21

MORRISON HOTEL, CHICAGO

See the Greatest Equipment Exhibition Ever Offered at an M.O.A. Convention. Attend the Informative Business and General Meeting Sessions.

Join Your Fellow Operators at Important FORUM MEETINGS

1st Forum Meeting—Parlor 8, 2nd Floor Sunday, May 19, 13:00 noon to 1:30 p.m. Moderated by Directors: Joe Carise, Jack Edelson, John A. Wallace, Howard Ellis Subject: Tax-Cent May and Diversified Operation

2nd Forum Meeting—Parlor 7, 2nd Floor Sunday, May 19, 1:15 p.m. Moderated by: Gordon Mart, David Boler, Martin Brit, Cline Pierce Subject: Taxation, Licensing, Public Relations, Present Legislation.

3rd Forum Meeting—Parlor Room, 2nd Floor Monday, May 20, 8:15 p.m. Subject: How far should the Music Industry be regarded as a separate entity? Will be discussed between unpaid Writers, Publishers and Music Operators.

FORUM ATTENDANCE OPEN TO ALL

4th Forum Meeting—Medium Room, 2nd Floor Tuesday, May 21, 1:00 p.m. to 1:15 p.m. Subject: Legislation Scheduled for Voting. It's Getting Hot.

EXHIBITS OPEN

Sunday May 19 2:30 P.M. to 8:00 P.M.
Monday May 20 2:30 P.M. to 8:00 P.M.
Tuesday May 21 2:30 P.M. to 6:00 P.M.

LADIES' PROGRAM

Monday, May 21, 12:30 P.M. Terrace Casino Room LADIES' FASHION SHOW LUNCHEON The Fashion Show is sponsored by Saks Fifth Avenue—Chicago. Tickets obtained at MOA Membership Desk

Tuesday, May 22, 10:30 A.M. 21/2 hr. Sightseeing Trip for Ladies. Tickets at Membership Desk

BANQUET

Tuesday, May 22, 7:00 P.M. Terrace Casino Room The Grand Banquet and Floorshow Many Recording—TV—Stage Personalities. Tickets obtained on Convention Floor.

For Further Information Contact:

★ MUSIC OPERATORS OF AMERICA ★

M.O.A. HEADQUARTERS

Morrison Hotel, Suite 1728, Chicago, Illinois

MANUFACTURERS

MOA Convention time is buying time for thousand of Juke box and game operators. This is the time to make your all-out sales pitch to operators.

DISTRIBUTORS

Your ad. run in The Billboard's MOA Convention issue reaches more than 7,500 key operators who buy 95% of all records, Juke boxes, amusement games and accessories bought by the coin machine industry... and reaches them just when they are primed to buy. The MOA Convention issue will be distributed free to all who attend the Convention, 5,500 extra circulation.

SUPPLIERS

Why is The Billboard your best advertising buy?

RESULTS Ask any Coin Machine Distributor. During 1956 The Billboard carried 83.4% of all coin machine distributor advertising which appeared in trade publications. Distributors know the results of their advertising, which shows up in their sales of new and used equipment.

RESERVE ADVERTISING SPACE NOW IN

The Billboard's BIG M.O.A. CONVENTION ISSUE Dated May 20 Advertising deadline: May 15

Contact your Billboard representative for complete details...

★ The Billboard Publishing Co.★

CHICAGO 1, ILL. HOLLYWOOD 28, CALIF. CINCINNATI 22, OHIO NEW YORK 36, N. Y. ST. LOUIS 1, MOO.

188 W. Randolph St. 553-1603 3150 Patterson St. 615 N. Olive St.

Dick Ford Dick Wilson

Copyrighted material.
CONVENTION SPECIAL

N. Y. Jukemen to Take Chartered MOA Flight

NEW YORK — A chartered Northwest Orient Stratocruiser will carry 40 local julep box and record people to the annual convention of the Music Operators of America in Chicago, May 19-21.

The plane leaves at noon Sunday, but passengers will gather at Idlewild Airport at 11:15 for pre-flight ceremonies and photographs.

While the rear banner will not be open during the Sunday flight, Lou Boorstein and Bernie Boorstein, of Leslie Distributors, have ordered enough libations for the trip. These will be served buffet style.

Flight Surgeon

The airline is preparing special steak dinners for the flight. Flight surgeons for the trip is Dr. Gabriel Bevill, noted neurosurgeon who earned his money through medical school by working as a radio box roomman.

Flight list includes Joe and Bernie Boorstein, Leslie Distributors; Gene Getth, Leslie's Hartford, Conn., branch; Joe D'Amico, adviser to independent record labels; Harry Apolantus and John Haskins, both of Alpha Distributors; Sandy Moore and Joe Creatore, both of Solfolk-Nassau Amusement, and Howard Gareen, Viking Export.

Abe Zippo, Circuit Distributors; Mitty Paletz, Jubilee Records; Bob Austin, Joe Oreck and Sid Panas, Cash Box; Cisin Goodman, music publisher; Archie Bluhve and Bob Kimbeher, both of Cadence; Hugo Faretto and Luigi Abranmem, Sammy Kaye office; Lou Valente, Statem Island operator; Bob Kerr, record industry advisor; Al Shenadel Bodkin, Forest Hills Music; Anna Schemfeil, the Billboard; Ben Choissey, operator; Murray Dzidz, publishing business, and Jim Landry, Patterson, St. L., record shop.

At Denver, head of the Music Operators of New York, and Sidney Levine, MONT record, will leave for further consultations with MOA officials.

Gir FOOTMAN, of Saffolk-Nassau, has been delegated by the New York contingent to keep up special sight-seeing tours through Chicago.

USE THIS HANDY FORM TODAY

Forms close Wednesday for the following week's issue. Please use pencil when filling in this form.

1. Check your ad in this form.
2. Check classification you want your ad to appear under.

- Business Opportunities
- Help Wanted
- Parts, Supplies & Services
- Positions Wanted
- Routes For Sale
- Used Coin-Operated Equipment
- Wanted To Buy
- Regular
- Display

3. Count all words, then circle check or money order. (Ineffective advertising will save you ad. Promote Industry and get good advertising. Any too short will be returned. All money orders must show important information above.)

CASH

The Billboard
Coin Market Place
2-50 Park Avenue
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

[ ] Next 6 issues [ ] Next 4 issues [ ] Next 3 issues [ ] Next issue only

$ Payment enclosed

Name
Address
City Zone State

SMARTLY STYLED

THE GREATEST ADVANCEMENT IN AUTOMATIC MUSIC IN 20 YEARS

UNITED'S

Hi-Fidelity

COIN-OPERATED PHONOGRAPH

on display in 5 beautiful color combinations

Complete with Accessories

at the MOA Convention

MAY 19, 20, 21, MORMORI HOTEL, CHICAGO

BOOTH 32, 33, 34, 41, 42, 43

UNITED MUSIC CORPORATION

200 NORTH CALIFORNIA AVENUE
CHICAGO 11, ILLINOIS

BASIC NEW MECHANICAL AND ELECTRICAL DEVELOPMENTS

FIN SYSTEM TONE QUALITY

4 SECONDS BETWEEN SELECTIONS
Four Ways to Help Make Operating Pay

By BOB DIETMEIER

The operators of small music businesses are the backbone of the industry, especially for Monthly News, a bulletin published by the World-Vinyl Operators' Association primarily for its members. It appears in their April issue.

The joke box operator today is caught in a tough squeeze. That is in four words, what it is not well known enough, even to the man who can do it himself or not.

In other words, how can an operator escape the squeeze and make a business in music operating faced with the day's high fixed costs?

First, any operating must realize that there is no pat answer to that question. I sincerely don't have any ideas. There are no miracles about how an operator can escape the squeeze and make a business. But I think there's any mystery either.

Find an operator who is successful and talk to him for a couple of hours, who has better-than-average relationships with his location, who has a good agreement and keeps good books, who has a degree of passion that you can fit his needs, and who is not afraid of spending money to make money. Soon you'll find just how many of your fellow operators of your association, as they do in towns and across the country.

You'll notice I didn't mention that they are not a group of some strong association. I didn't include that for a good reason. Here's the thing. To get the benefit of belonging to an association can be a very good asset to any operator or any other businesses for that matter. I think too many of an operator uses the lack of a strong association as an excuse for poor location. And what really is the matter, more often than not, is that he doesn't try very hard to use one operating procedure which would produce top bottom.

By the same token, there are operators who are successful despite their poor operating procedures along with their lack of any strong association. Where such exists, I believe the operating business will sadly lack the ability to be successful.

As I have said many times, I think a principal reason for lack of success in music business is a lack of initiative on the part of the operating business. Too many operators are actually afraid to even try to sell their location on the basis of their successful operating business. Their motto: Don't rock the boat.

Even when they get their gumball up and start to tell the location on the basis of their successful operating business, they say all about that he should know, all it takes is for the owner to buy, "I don't give a damn about your business, just give me my money and shut up." The operator needs to find a buyer for his location soon. The owner he hopes he's going to buy it will have a good experience to shout.

No matter how you slice it, it isn't going to be any easier. There's no way to run a business.

So you can see an operator does not have to do what he wants. He can't kid himself. And there's no such thing, "They're my harsh operator of the situation or the size of his pocketbook.

Here they are:

1. Get a good accountant. If he doesn't know enough about the operating business to tell a willies from a willies, he's going to be a pay dividend to you. And you'll more than get back your fee for it. I've seen enough operators plant first footbookkeeping and understand how not to deal and not to understand those and other sales.

2. Get an operator himself. Pay him a living wage. Get him interested in his business. Good help is hard to come by—and as in any other business, hard to keep. Give a rowan a horse and you're going to get a horse back. And do a loyal man who will think more about your business than he would about referring to your business to him.

3. Develop good location relations. It takes time and more time. And it also takes a knack for knowing what to say. It's not going to be specifically, it's a matter of developing mutual trust and understanding of each other's businesses.

A location owner doesn't have to have you personally if he respects your business for providing him with the best service he can. Sell on him.

4. Tell people about yourself. There are a lot of people out there who have used the rackets and even civic events that you don't have time for. They can't be interested in your business. If you're not proud of it, don't even try to have anyone think too much of you.

Notice that I haven't mentioned buying a large number of selection or 200-selection equipment. There's a reason for a good reason, because if you'll notice the points above are necessary before you can try to do much with increasing income.

As in any other business, you must give yourself—time, money, patience—and before you can enjoy the results. Too often, in the operating business, as in any other, too much money is spent to do things without paying the price for them.

JUKE BOX OPERATORS
Get The Billboard's Music Record Recording and Buying Guide NOW!

Just Updated With Latest Information

Dear Juke Box Operators,

Sirs,

I am writing because I am interested in helping to build your business. I have been a successful juke box operator for many years, and I know what it takes to make a business work. I can offer you some tips on how to increase your profits and make your business more successful.

First, I would recommend that you focus on providing a wide variety of music for your customers. This includes both current hits and classic songs. You should also try to keep your prices low and your stock high. This will help you attract more customers and keep them coming back.

Second, I would suggest that you make your business more user-friendly. You should have a comfortable seating area, easy-to-read menus, and wide selection of food and drink options. This will make your customers feel more welcome and they will be more likely to spend money in your business.

Third, I would encourage you to invest in your business. This includes things like new equipment and maintenance, as well as advertising and marketing. You should also consider investing in your employees by providing them with training and opportunities for growth.

I am confident that if you follow these tips, your business will be more successful and you will be able to make more money. I would be happy to provide you with more information on how to make your business more successful.

Sincerely,

[Your Name]
Royal Flush
New Gottlieb
5-Ball Game

CHICAGO— Royal Flush, single player five-ball pin game, with the new motor-targets, was shipped to distributors last week by the Gottlieb Company.

The rotor-targets were first intro-
duced on a Gottlieb four player game in March.

The rotor-target unit consists of a number of rotating targets with different card symbols, located near center playfield.

Flipper bumper on the playfield when hit by ball, cause rotor targets to rotate, and a new card symbol to appear.

When ball propelled by laston, one card symbol at a time rotates, a continuing rotational action that completes a royal flush, targets light up indicating winning combination. The special holiday feature allows flippers to carry over from game to game.

Royal Flush has a match point feature and is available with wall-coin clutches, dime and quarters.

May 15 Trial Date Set in Action of MONY and RCIA vs. Local 531

WASHINGTON — Games made the biggest climb in January among U. S. coin machine executives, but U. S. De-

partment of Commerce figures were released last week.

Game shipments climbed in dollar volume to $439,748, a 13 per cent increase over December, but the new orders, below $420,535 total of December, hitting just under $8,000,000, was a 13 per cent decrease from December.

The orders were for 490,490, and below the De-

cember 1957 level by April 29 issue.

Distributors expect the upsurge by the time the new high before the end of

May 15, the date scheduled for the trial.

Game Machine Exports
January 1957

<table>
<thead>
<tr>
<th>Country</th>
<th>Batteries</th>
<th>Assortment</th>
<th>Games</th>
<th>Value</th>
<th>Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>283</td>
<td>200,472</td>
<td>5</td>
<td>18,255</td>
<td>1,691,290</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>380</td>
<td>13,490</td>
<td>5</td>
<td>18,255</td>
<td>1,691,290</td>
<td></td>
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<tr>
<td>Italy</td>
<td>194</td>
<td>13,490</td>
<td>5</td>
<td>18,255</td>
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<td>Switzerland</td>
<td>94</td>
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<td>Other</td>
<td>172</td>
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<td>5</td>
<td>18,255</td>
<td>1,691,290</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,071</td>
<td>9,545,969</td>
<td>2,435</td>
<td>$459,748</td>
<td>2,992</td>
<td>$1,059,652</td>
</tr>
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The plaintiffs are seeking re-

cission of the contract, al-

tering its terms, and adding the necessary matters. They claim that the RCIA union, which was formed in 1946, was controlled by Caggiano before he was ousted, is the recognized bargaining agent for the defendant, and that Local 531 does not exist legally.

At that time, the man was to enjoy Local 531 and its officials from picketing and recurring.

Local 531 has been changed by the plaintiffs with using coercion and with operating a "Sock and front for racketeers." Thursday's motion was one of legal maneuver, as the attorney for Local 531 made it to put the case before the federal courts.

As it stands now, the plaintiffs will have Monday and Tuesday (6 and 7) to examine the defendants, while the witnesses have the next three days to examine the plaintiffs.

The runnings were among the guests:

Also W. H. Collingswood, International Cig. (32,464), New York, Bill Goldberg, Central Vending, Friends of Local 269, Chicago, Philadelphia 5.

Kaye Turns Out 80 Units Weekly

NEW YORK— Irving Kaye Company, Inc. is now turning out 80 pin games a week. Production seems to be stepped up to 100 a week, according to Mr. Kaye.

Kaye makes the 6-foothole El Tao-

nato pin game and also a super Deluxe Bumper Pool.

The games will be exhibited in Chicago at Booths 48 and 48 at the Music Operators of America convention, May 15-16.

Coin Machine Exports
January 1957

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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 ending March 29, 1957. Radio prices are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period ending March 29, 1957 and less than 3 times together with a computation based on annual average.

**PRICES GIVEN in the Index are in no way intended to be “standard,” “national,” “yet,” or offer an authoritative reflection of what prices are being paid in the field. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously dependent on use, age, time on location, the territory and other related factors.

(May 6, 1957)

#### Music Machines

<table>
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<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
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<tbody>
<tr>
<td>78 RPM</td>
<td>$100.00</td>
<td>$69.50</td>
<td>$75.00</td>
</tr>
<tr>
<td>45 RPM</td>
<td>$100.00</td>
<td>$69.50</td>
<td>$75.00</td>
</tr>
<tr>
<td>108 RPM</td>
<td>$100.00</td>
<td>$69.50</td>
<td>$75.00</td>
</tr>
<tr>
<td>120 RPM</td>
<td>$100.00</td>
<td>$69.50</td>
<td>$75.00</td>
</tr>
<tr>
<td>150 RPM</td>
<td>$100.00</td>
<td>$69.50</td>
<td>$75.00</td>
</tr>
<tr>
<td>80 RPM</td>
<td>$75.00</td>
<td>$50.00</td>
<td>$62.50</td>
</tr>
</tbody>
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#### Shuffle Games

<table>
<thead>
<tr>
<th>Game</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ace Bobler (CCI)</td>
<td>$175.00</td>
<td>$75.00</td>
<td>$125.00</td>
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<tr>
<td>Ace Bobler (CCI)</td>
<td>$175.00</td>
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</tr>
</tbody>
</table>

#### Pinball Games

<table>
<thead>
<tr>
<th>Game</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta City (15/52)</td>
<td>$65.00</td>
<td>$35.00</td>
<td>$50.00</td>
</tr>
<tr>
<td>Atlantic City (15/52)</td>
<td>$65.00</td>
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<td>$65.00</td>
<td>$35.00</td>
<td>$50.00</td>
</tr>
</tbody>
</table>

#### Pinball Machines

<table>
<thead>
<tr>
<th>Model</th>
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<th>Low</th>
<th>Avg.</th>
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</thead>
<tbody>
<tr>
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</table>

#### Shuffleboard

<table>
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<tr>
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<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$75.00</td>
<td>$112.50</td>
</tr>
<tr>
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<td>$150.00</td>
<td>$75.00</td>
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</tr>
</tbody>
</table>

**MEAN AVERAGE.** The mean average is a computation based on all prices that have been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average of the "high," "low," "high," and "low" indicate price range; mean average indicated the price of the middle of the manufacturing period, used and for. Therefore, when the mean average is secured the "low" indicates the activity of the "high" price range probably for "as is" or "distressed" equipment.
COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar for new events in your area.

May 6—United Music Operators of Michigan, monthly meeting, El Pino Yavo Hotel, Ballou 193.
May 7—Washington Music Merchants Association, monthly meeting, Seattle.
May 7—Livonia Music Operators Association, monthly meeting, Willow Bar, Pa.
May 8—Retail Amusement Association of Kansas City, O, monthly meeting, offices of Elgin Music Company, Madison, O.
May 9—Massachusetts Music Operators Association, monthly meeting, Benfield Hotel, Boston.
May 11—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
May 12—American Phonograph Operators' Association, monthly meeting, Hotel Sherman-Gibbons, Cleveland.
May 13—California Music Merchants Association, Los Angeles, semi-monthly meeting, Los Angeles, Calif.
May 13—New York State Operators' Guild, monthly meeting, Midtown Manhattan, N. Y.
May 13—Automatic Equipment & Owner's Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
May 13—体会 Music Operators' Association of Missouri, monthly meeting, Monson Hotel, Chicago.
May 20—Western Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
May 20—Ohio Jewish April Holiday Luncheon meeting, Motion Picture and Amusement Division, Park Lane Hotel, Park Avenue and Forty-Ninth South, New York.
May 27—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Postum, Ill.
May 27—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
May 28—Ohio Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, III.
June 4—Western Operators' Guild, annual banquet, Holiday Inn Matador, N. Y.
June 5—Summit County Music Operators' Association, monthly meeting, Akron.
June 6—Cleveland Phonograph Merchants Association, monthly meeting, Hotel Holliday, Rooms 278, Cleveland.

You BUY with
CONFIDENCE
when you buy from
INTERNATIONAL SCOTT CROSSE

NOW SHIPING:

BALLY

- Show Time
- Balls A Poppin'
- ABC Bowling Lanes

ARCADE

Motorbike
Horse Racing
Champion Horses

WANT

- Seeburg 1's
- 8's
- Bally Pegs
- Outlets Pins

OUR CABLE ADDRESS: INAMOC

INTERNATIONAL SCOTT CROSSE COMPANY

1035 SPRING GARDEN STREET, PHILADELPHIA 33, PENNA.

Exclusive Rnt. for Bally in L. Pa., and Rights in L. Pa., N. Jersey & Del.
COINMEN YOU KNOW

New York
By AARON STERNFIELD

Tom Green, Greek Box, visited Johnny Blittner, Newark, N. J., Wurlitzer distributor. ... Fast take box operators recently became Father Albert Colden, Emigrant Music; and Joe Mandell, Queens, New York. Both babies are boys.

The Albany Gaun and Music Operators Association has scheduled a meeting for May 8. ... The executive committee of the Coal Machine Division of the United Jewish Appeal met at the Sharon Hotel Wednesday (24).

Detroit
By HAL REYES
Ben Brown, Detroit manager for党总支 Cabinet Corporation, takes pride in the citation won by Detroit Variety "Sub., of which he is Chief Barker (or president), as one of the leaders for the past year for "hardest and largest number of new members." ... Mrs. Celia Block is now operating the J. C. Music Company, established by her father, the late Joseph Click, one of the early distributors of the industry in the Motor City. Headquarters have been moved from Detroit to suburban Clark Park, and her husband, Marvin J. Black, is active in charge of office operations.

Frank Albro Sr., founder of Frank's Music, is rectifying his spreadsheet for Cass Lake where he has a summer home. He reports business in local bars has been down, either due to conditions in music collections.

Franco Alberoi Jr. is suffering from a foot ailment, but the doctor hasn't been able to hospitalize him for treatment.

Bill Sugar, 30 years in the service business here, and for the past seven with Food's Music, is taking a short vacation at Minn. In Northern Michigan, "just fishing." ... Frank Astay, ex AA Phonograph service, has an intriguing sideline in the development of an invention for sportspersons, ... Games, including the new pool tables, are doing well in Detroit, better in fact than music, according to Ray Taylor, manager of Brilliant Music Company. "What we need is some play in music," he adds.

Joe Clovis, veteran operator of Detroit Amusement Company, has branched into construction and is building new houses in Detroit's fast-growing northwestern suburbs.

The "JETS" Have Taken Off...

The New Seeburg Jet Phonograph Line Is Moving Fast And The Trade-Ins are Pouring In!

SHAFFER

Follows Through...

With These "JET-AWAY" SPECIALS

- Mechanisms Completely Overhauled and Tested
- All Worn and Defective Parts Replaced With New Parts
- Amplifiers and Tone Arms Reconditioned or Replaced
- Cabinet Refinished and Plastics, Glass Replaced Where Needed

SEEBURG

H/1000 ........................................... $275.00
Model 2000 (200 Sel.) ........................ 384.50
Model 1900 (190 Sel.) ........................ 275.00
Model 1800 (180 Sel.) ........................ 625.00
Model 150 .............................. 225.00
Model 1500 .......................... 225.00
Model 1000 .................... 215.00
Model 100 .......................... 140.00
Model 700 .......................... 120.00

JET-AWAY SPECIAL!

SEEBURG 3W1

100 Wall Box Special ........................... $49.50

- Chrome Covers
- New Buttons
- Completely Reconditioned
- Free Instruction Plates

Write for Illustrated Catalog

1438 Comel .................................... 355.00
120 Scl. Wall Box ................................ 34.50

For Immediate Delivery!

UNITED

1200 .......................... 569.50
F-120 ........................................ 530.00
E-120 ........................................ 310.00
D-80 ........................................ 275.00
Model F .................................. 105.00
Model B .............................. 85.00
Model A .......................... 65.00

Shaffer MUSIC COMPANY

In the Coin Machine Business Over 35 Years

Columbus, Ohio
Lexington, Ohio
Chicago, Ill.
Cincinnati, Ohio
Indianapolis, Ind.
- New Shaffer Machines
- New Parts
- New Accessories
- Service

Phone 2828

Copyrighted material
New 6 Pocket POOL GAMES

STATE TOPS for 32”x48”—also 32”x66” replacements.

BRAND NEW 36”x62” BONZI POOL TABLES with BRAND NEW TOPS
BRAND NEW KING SIZE ROTATION POOL GAME

$125.00 each
$29.50 each

Motion Playfield, Regular

Write for list of pool supplies

WANTED FOR EXPORT!

- Gottlieb
- Williams
- 1954 Models and Up

PIN GAMES

BETSON ENTERPRISES . . .

Send Complete List or Call UNION 3-0394
1706 MANHATTAN AVE., UNION CITY, N. J.

New 6 Pocket POOL GAMES

WANTED—

FOR REGULATION 6-POCKET POOL!!

WILL PAY CASH $5

for these BINGOS:

If they are reconditioned and prepaid to

BOSTON.

NITE CLUB
PARADISE
DOUBLE HEADER
BICHTIME
MIAMI BEACH
VARIEY
GAYETY

All Other BINGOS—United & Rally. $25 each

MID-STATE CO.

1339 Wilmont, Chicago 12, Illinois. Diller. 23446

when answering ads . . . . Say You Saw It in The Billboard

When emailing the reader, the natural text is:

New 6 Pocket POOL GAMES

STATE TOPS for 32"x48"—also 32"x66" replacements.

BRAND NEW 36"x62" BONZI POOL TABLES with BRAND NEW TOPS
BRAND NEW KING SIZE ROTATION POOL GAME

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VARIEY
GAYETY

All Other BINGOS—United & Rally. $25 each

MID-STATE CO.

1339 Wilmont, Chicago 12, Illinois. Diller. 23446

when answering ads . . . . Say You Saw It in The Billboard
NOW! Don't Do This
Try the
Trouble-free
Operation of
METAL
TYPESETTERS

STANDARD-HARVARD
Metal Types, Inc.
1936 N. WESTERN AVE.
CHICAGO 21, ILL.

THE BILLBOARD
Coin Machines
113

BEAT THESE PRICES IF YOU CAN!

SEEBURG 100... $415.00 SEEBURG 100 6 Hi-fi... $545.00
SEEBURG 100 6 Hi-fi 6 CHROME WALL BOX... $445.00
SEEBURG 6 CHROME WALL BOX 44 50 6 ROCK OLA... $405.00
SEEBURG 33 6 64 4 WALL BOX 6 DURAL... $145.00

These Photographs are not trivets. We are the original owners.
Tip-up condition. Ready for your location and make money for you.
In Business Since 1918. Ask any Successful Operator.
For Deposit, Balance C.O.D. or Sight Draft

Gaycine Distributors
2466 Woodward
Temple 5-2700
Detroit 1, Mich.

A-1 MECHANIC WANTED for Bingo Games

- WORK IN CHICAGO AREA
- REGULAR HOURS
- SALARY-$400.00 PER MONTH
- VACATION
- BONUS ARRANGEMENT
- MUST HAVE EAR

WRITE TO BOX 675
The Billboard, 188 W. Randolph St., Chicago 1, Illinois

when answering ads...
Say You Saw It in The Billboard

OTHER WILLIAMS HITS
KING OF SWAT
$245.00
Greatest of all time at a very special price
4 Bagger $250.00
De Luxe Baseball 65.00
Super World Series 50.00
Stag Pin-Pin Baseball 50.00

WILLIAMS 1957 DeLuxe BASEBALL

PHONOGRAPH

Every one
STEAM-CLEANED AND REFINISHED LIKE NEW

WILLIAMS

SILKTYPER
ENGINEER $150
CRANE $150
CIRCUS WAGON (2 P.), $250
STAR POOL $50

WILLIAMS

Super Polo $125
Round the World Trainer $50

RICOCHET (291) $175
GLADIATOR $265
SCOREBOARD $265

WILLIAMS 1957

Methods of Play: (With or Without Slot Stops)

Deluxe Cruiser

Deluxe Sportsman

Cooon Hunt

Anti Aircraft

Spacegun

State Fair

Rifle Gallery

Quarterback $215.00

Gasser $205.00

Mutoscope $245.00

Hi-Fly Baseball $245.00

Zodiac $175.00

Baseball $150.00

Basketball Champ $175.00

Peppy $85.00

2 Player Baseball $195.00

Penant Batter $125.00

Deluxe Baseball (pinball) $295.00

Hi-Fly Base $245.00

Zodiac $175.00

Baseball $150.00

Basketball Champ $175.00

Peppy $85.00

Empire Coin Machine Exchange

GIVE TO DEMON RONSON CANCER FUND

HELP WANTED

Experienced Mechanic able to recondition and service Shuffle Alleys, Bowling Alleys and Pool Tables on location. Must have car.

- STEADY WORK
- GOOD PAY

Write to BOX 892
The Billboard, 188 W. Randolph St., Chicago 1, Ill.
GIVE TO DAMON RUNYON CANCER FUND
Write Box #892
THE BILLBOARD, 188 W. Randolph
Chicago, Illinois
The Billboard

Coin Machines

Best in the West
Reconditioned Machines

Model 2000...$1,040
Model 1900...880
Model 1800...765
Model 1700...645

Also a selection of clean trades of all makes

Emery Distributing Company
348 Sixth Street
San Francisco, California
Phone: Haight 1-0215

Arcade Equipment You Need!

Low Prices!

Gens's Newest Sensation

Gypsy Grandma

Fortune Teller

She Moves! She Breathes!
She Answers Questions!
She Tells Fortunes!

The First of Its Kind in the History of the Coin Machine Business!

Grandma actually lifts your fortune card with lifelike fingers, waves and delivers card so realistically—she's almost human!

Genco's Guaranteed Music!

A.M.I.

E-120

Reconditioned—Refinished Luxe New!

A. M. I.

E-120

Best condition—ready to connect

$425

Reconditioned Equipment

What we advertise we've got in stock. Should we have sold it by the time we receive your order, we'll make every effort to get it for you.

Result now we have the following games in stock, ready for prompt shipment.

Broadway...$315.00
Fair Photo...75.00

Oakland...$25.00
Yacht Club...60.00
Beach Club...70.00
Beauty...60.00

Write, wire or phone for prompt shipment.

H. M. Branson Distributing Company
811 E. Broadway
Phone: Princeton 7-1413
Louisville, Kentucky

Davy Crockett

The Only Junior Size Moving Target Rifle Gallery

Now Delivering—

Lowest Priced 6-hole Rotation Pool Table

on the market today

Complete with finest accessories

Genco

Mfg. & Sales Co.
2613 N. Ashland Ave. • Chicago 14, Ill.
COINMEN YOU KNOW

Milwaukee
By BENN OLLMAN

New location of Automatic Merchandising Corporation is 2302 W. North Avenue. Partners Carl Mellman and Ather Rabin report that their new headquarters provides them with about 5,000 square feet of space. Included in the new, romani set-up are offices, ware- house, shop, store and candy room facilities. According to Rabin, "We've got about three times as much space to work in now as we had before."

"Now that income tax time is over, it seems that business is improving," claims Mrs. Ray Las, of Ray's amusement Company, West Allis. . . .

New nickel-above-cast coin stop shop deal kicked off this week by Barney Kuehn, of the Music Mart, is making a strong hit with operators, he claims.

Wooly Johnson, general manager of United, Inc., reports that traffic in the new Viit Street headquarters has proved exceptionally brisk. "Used equipment is very much in demand," he adds.

Herb Geiger, Geiger Automatic Sales, is expected back this week from a brief vacation in Illinois, Miss. . . Barouc Music Company boss, Frank Bartnik, is mapping plans to fly to his lodge in Canada around the first week in May, he notes.

Bob Bise, Decca Records sales man, has dropped some time with the label's Georgie Shaw making the rounds of radio stations playing his newest tune, "City of Tears." . . . Also visiting the Decca office was Ernie Mount, of Chicago, Edelbrooke Needle sales representative.

Sam Hastings, Hastings Distributing Company, states that resort area operators purchasing new equipment have been difficult to please this spring. "They are looking for something new in the games field, and there just isn't much to offer them," he explains. Hastings' firm has taken on exclusive distribution for the breith of the conversion unit manufactured by the Wide Side Distributing Company, of New York. . . . Charlie Katz, of New York, went some time here introducing the new conversion unit to operators at the Hastings headquarters.

Ivan Reaoff, Redhead, is in the hospital recovering from surgery. He is reported to be recuperating.

Washington
By D'LORES NEWCOMB

Another step to provide even better working conditions for employees was made by Hirsch last week. Pages Switch, Hirsch treasurer, says refinements will now work a 10-hour week, and their nights and weekends will be free. Another man was added to the service staff to lighten the work load for employees. Switch adds that developments towards this goal are expected to show an increase in collections within a few months.

High school kids and other visitors are keeping the machines in Farm- land Arcade busy. Herb Brown says many come into the Arcade while waiting for buses to arrive at nearby stations.

Tourists, crowding Wash- ington to see the Cherry Blossoms and other sights, are helping the coin machine busi-

jons. Don Epstein, owner of Don E Vending said sight- seers are boosting his take. Epstein has added quite a few new locations to his route in the past few weeks.
TOPS 'EM ALL

chicago coin's

BOWLING LEAGUE

✓ Tops in EXTRA FEATURES!
✓ Tops in EXTRA PROFITS for YOU!

NEW!
ALL METAL ROLLER CHAIN AND SPROCKET BALL LIFT (ELIMINATES BALL JAMS)

ALL MECHANISM IN THE BACK RACK

GENUINE GUTTERS

3 SECTIONS FOR EASY HANDLING!

SCORING HANDICAP CONTROL

Custom Built For A Perfect Fit

chicago coin MACHINE COMPANY

1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

Available in 20 ft. 8 in. Length
(Convertible to 14 ft. 8 in.)
2 GAMES IN ONE

Order Now For Early Delivery

Your Choice of 3 Size Cabinets!

14 ft. 8' LONG
12 ft. LONG
29 Inches Wide
18 Inches High

Equipped With National Slug Rejector!

Balls feeding on to chain elevator get agitated in the trough, preventing jamming or ball hang-ups.

Order Now For Early Delivery

www.americanradiohistory.com
**Bally SHOW-TIME**

EXTRA time is EXTRA fun, earns EXTRA cash for you

Extra earning-power of Extra Time is profit-proved in greatest Bally games. Now SHOW-TIME gives players 4 WAYS TO PLAY FOR EXTRA TIME... and the extra play-appeal insures extra profits to you. Get SHOW-TIME from your Bally Distributor today.

*New Style MAGIC SQUARES*

*plus New MAGIC LINE*

TRIPLE-DECK ADVANCING SCORES
CORNER SCORES — BALLYHOLE
EXTRA BALLS

---

**ABC Bowling Lanes**

PLAYED WITH 3 IN. BALLS

SCORES AUTOMATICALLY TOTALIZED BY

OFFICIAL BOWLING RULES

STRIKES — SPARES — SPLITS

STRAIGHT BALL — HOOK BALL — BACK-UP BALL

6 CAN PLAY

3 POPULAR SIZES

11 ft., 14 ft., 18 ft. long

18 IN. HIGH ALLEY • SECTIONAL CONSTRUCTION

ORDER FROM YOUR BALLY DISTRIBUTOR

BALLY MANUFACTURING COMPANY, 2640 Belmont Avenue, Chicago
**The Finest Bowling Game Ever Built!**

**UNITED'S TEAM Bowling Alley**

**Introducing GREAT, NEW MARK FEATURE**

- Marks indicate more accurate progress of game, frame by frame, for instant visual scores.
- Strikes or spares score marks. Each mark is worth approx. 10 points.
- All marks are registered automatically.

**Automatically totalizes:**
- Score of each individual player.
- Total score of each team.

**GREAT FOR TOURNAMENT PLAY**

- 2-Player or 3-Player teams may play.
- 1 to 6 may play individually.

- Beautifully lined formica playfield simulates commercial bowling alley.
- Sturdy abuse-proof cabinet.

**New, Faster Play Insures More Coins Per Hour**

**3 Sizes**

- 11 ft. long
- 14 ft. long
- 18 ft. long

**Sectional Construction**

For easy installation and handling.

- 18 ft. model can be reduced to 14 ft. length by simply omitting one section.
- 14 ft. model can be enlarged to 18 ft. length by simply adding one section.

**Ideal Companion Game**

For United's Bowling Alley.

**For Double Play...Double Profit**

**UNITED MANUFACTURING COMPANY**

3401 N. California Avenue, Chicago 12, Illinois

**See Your Distributor**
WITH MAJOR ADVANCEMENTS

DUAL PRICING
FOR PROFITABLE PROGRAMMING

The tremendously increased sale of Album records has created a welcome new concept of programming. Single-tune records continue to be essential to a well-programmed music system.

(Note: With Dual Pricing, Singles are programmed at one price.)

EP Albums, with two tunes per side, are now equally necessary to balanced programming.

(Note: With Dual Pricing, Albums are programmed at a proportionately higher price.)

DUAL PRICING UNIT
Both the Seeburg 200 and the Wall-O-Matic 200 are equipped with Dual Pricing Units for profitable programming at the phonograph and anywhere in the location.